

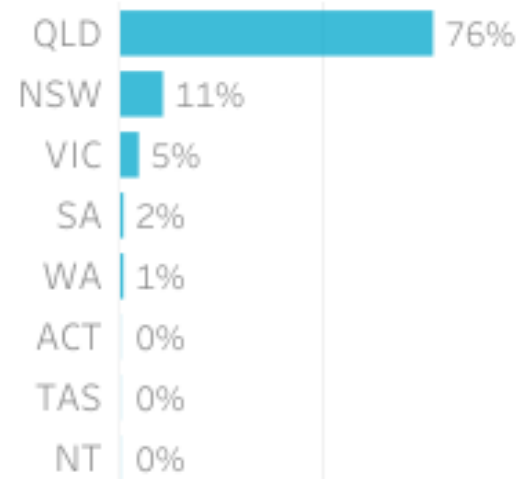
# Toowoomba Insights and Data Report

## June 2023

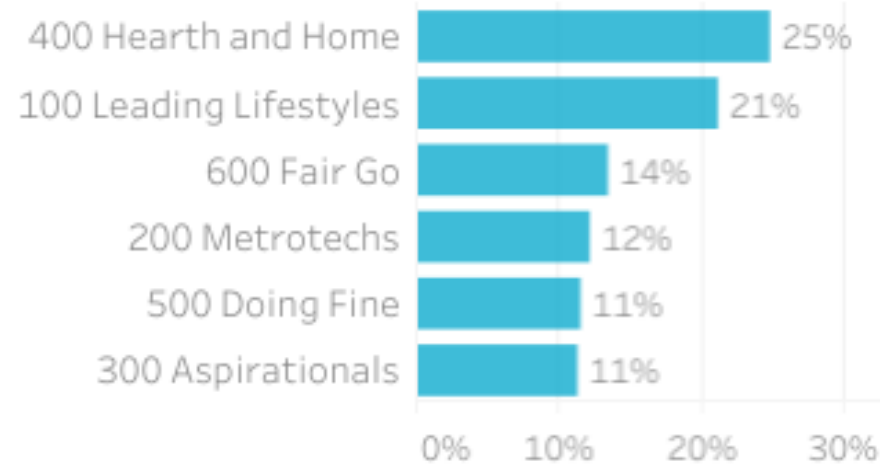
 Southern  
Queensland Country

# Visitation Overview - June 2023

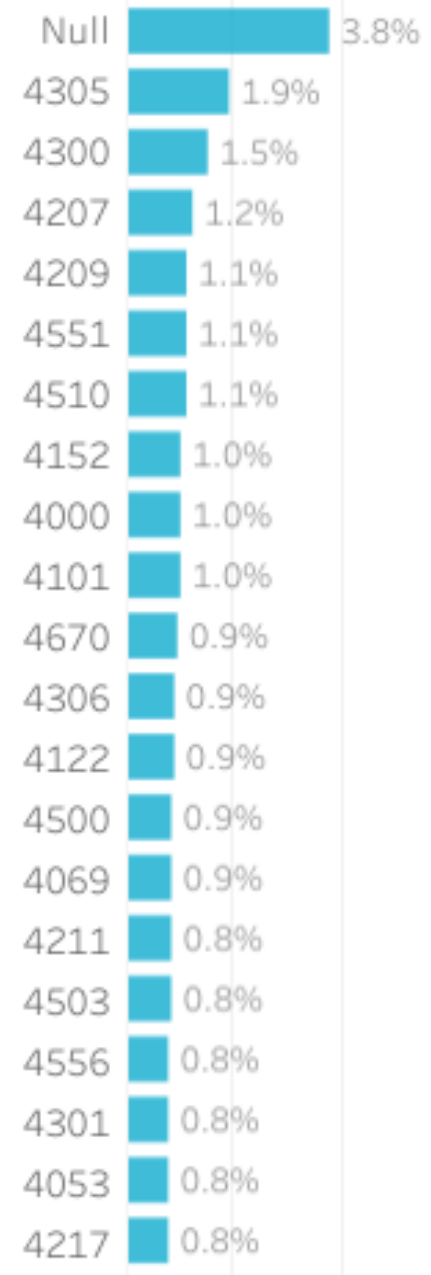
## Origin State



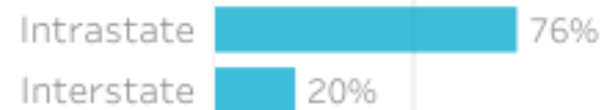
## Helix Community



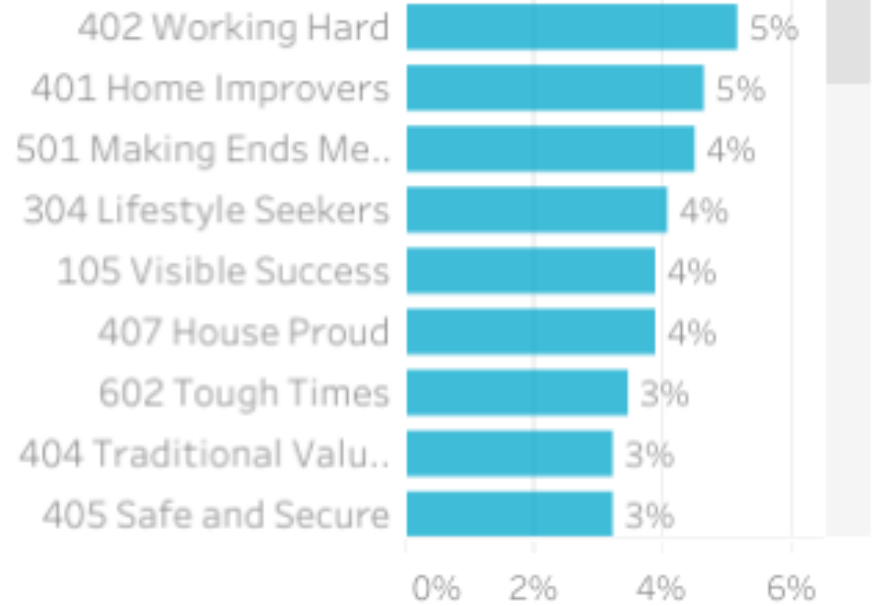
## Origin Postcode



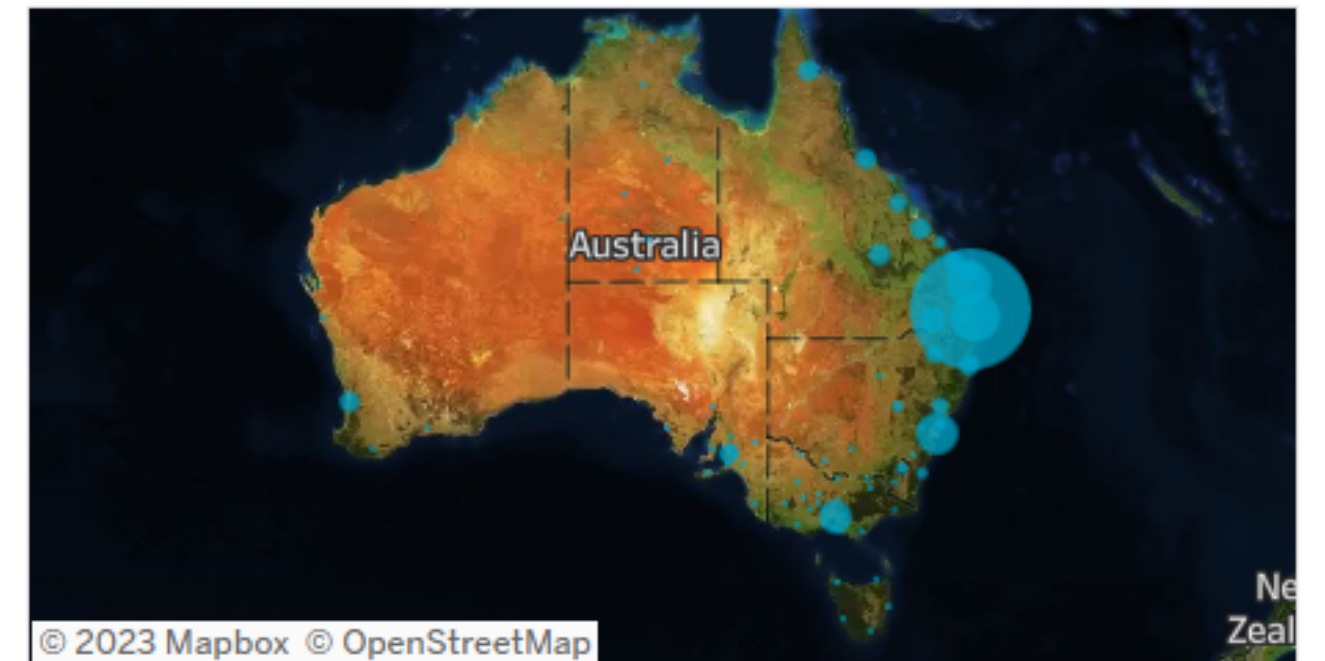
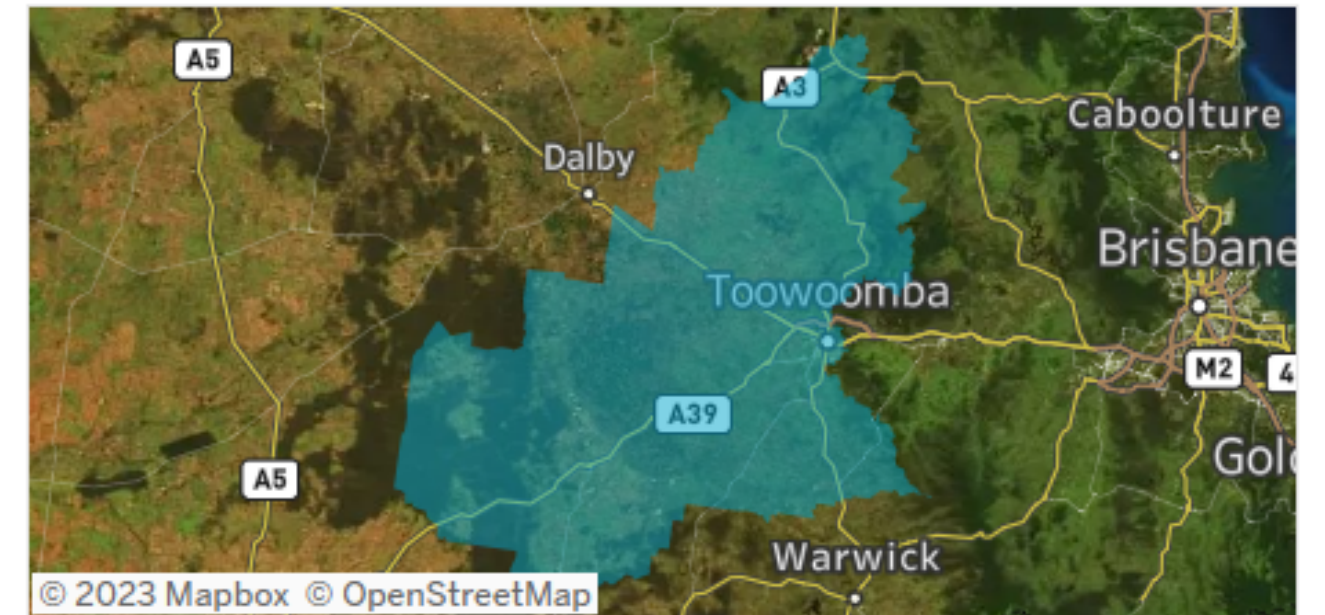
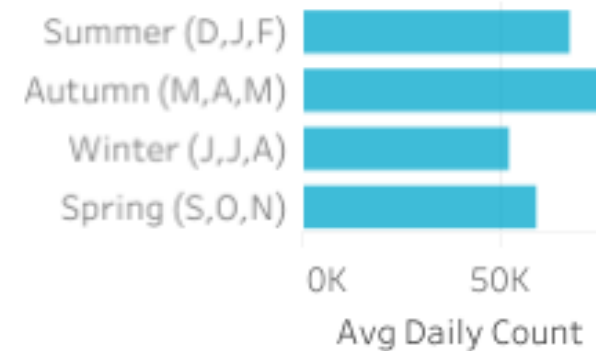
## Origin Category



## Helix Persona

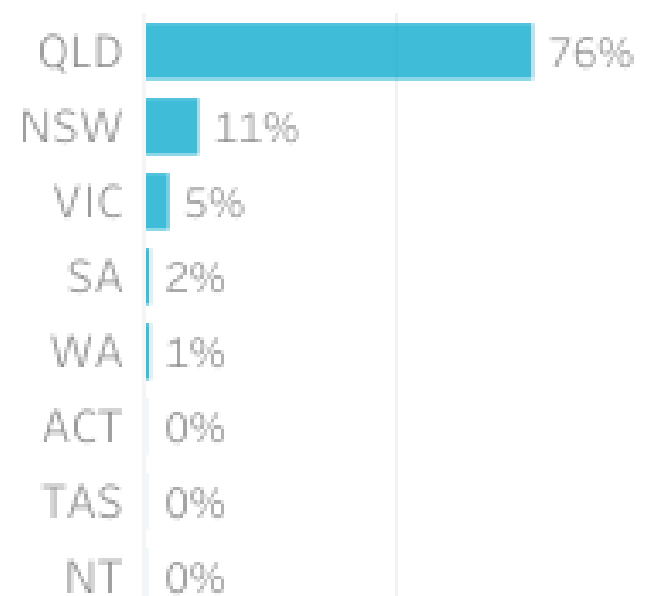


## Season

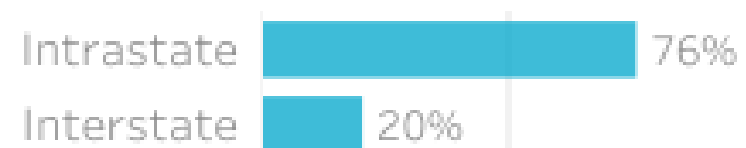


# Visitation Origins

## Origin State

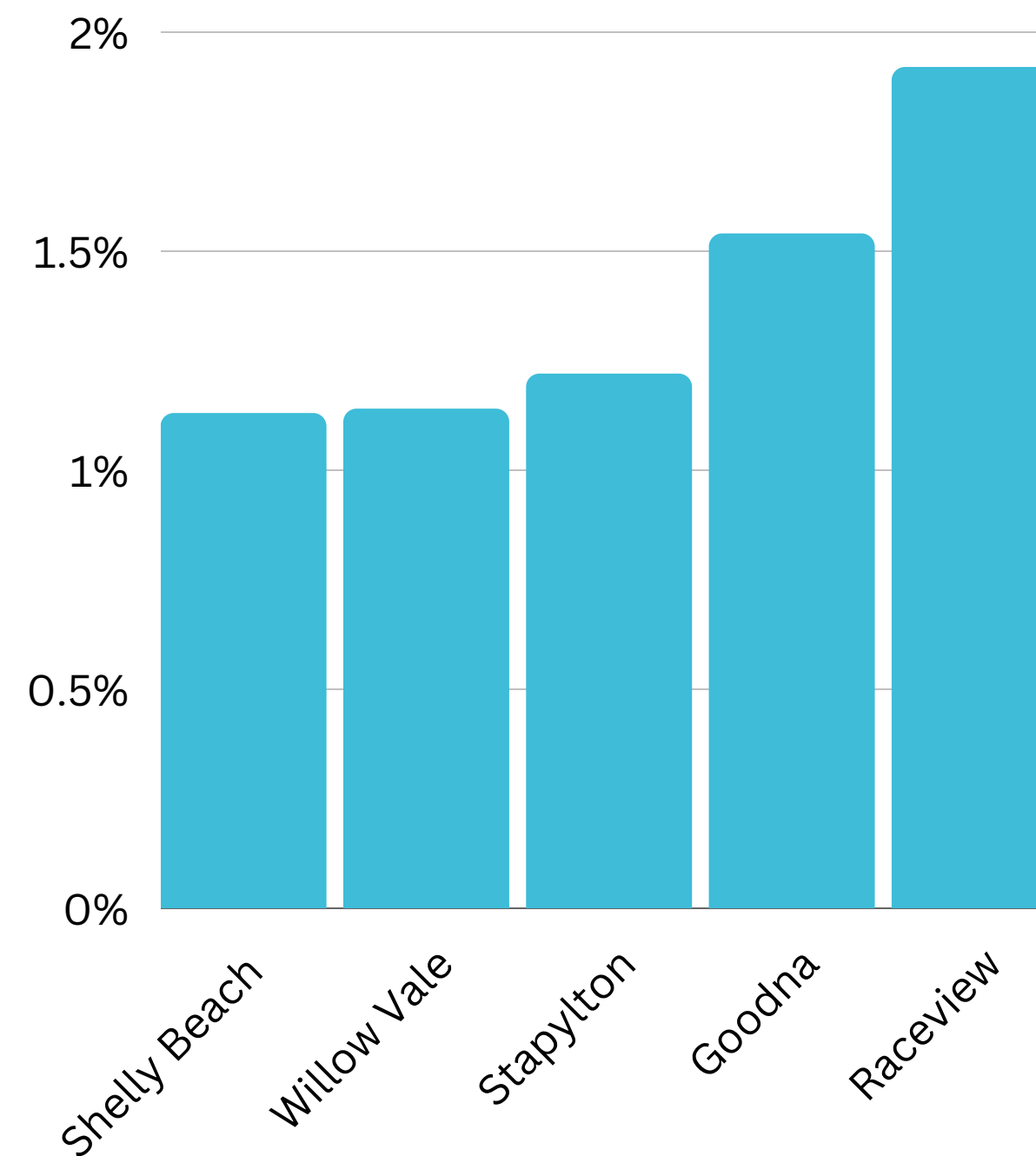


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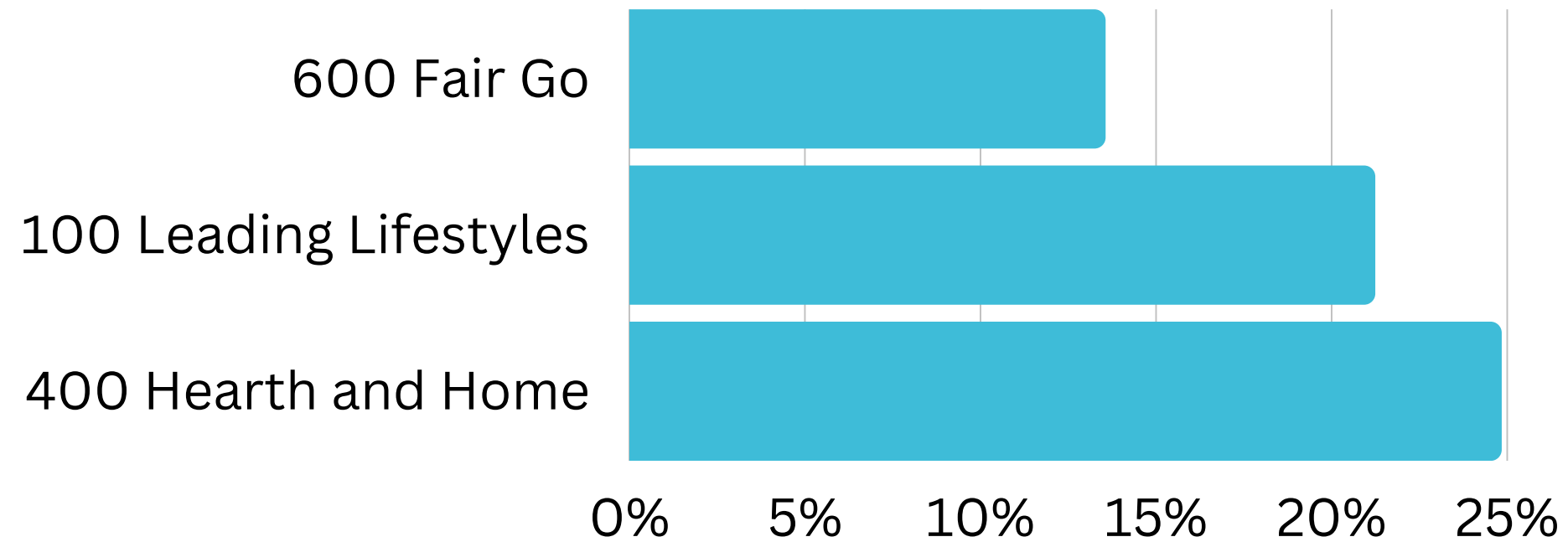


**76%** of visitors to the Toowoomba Region during June 2023 are intrastate. **20%** are interstate, with **54%** arriving from **New South Wales**

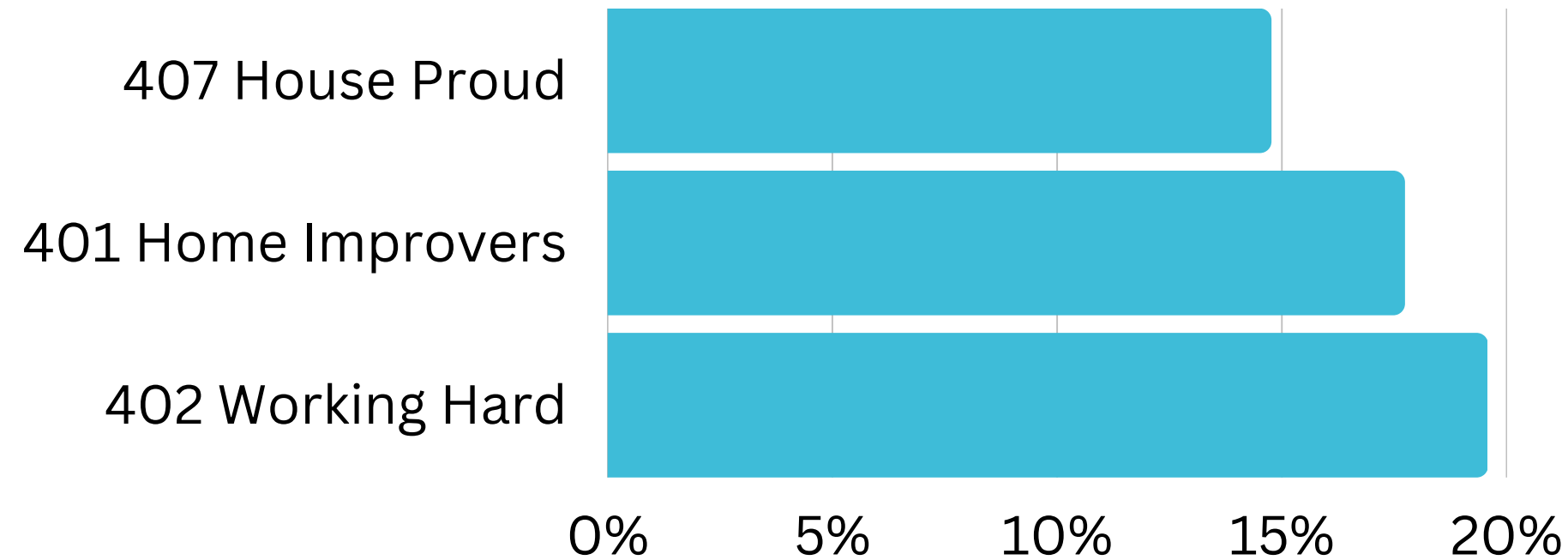
## Top 5 postcodes to the Toowoomba Region (June 2023)



# Top Helix Communities and Personas



**24%** of the visitors recorded during **June 2023** are part of the **400 Hearth and Home** Helix Community.



Of that, **19%** are a **402 Working Hard** Helix Persona and **17%** are **401 Home Improvers**.

# Top 2 Helix Personas for Visitors

## 1 402 Working Hard

Average age: 38 years

Average Household Income: \$109,000



More than half live in metro areas. Clustered across Brisbane, the Gold Coast, and coastal areas in Queensland.

### Likes

- Pay TV/Subscription Video on Demand (SVOD)
- Commercial Radio
- Newspapers

## 2 401 Home Improvers

Average age: 34 years

Average Household Income: \$97,000



Most live in metro and outer urban areas. Clustered across the Gold Coast and Northern Brisbane & City areas.

### Likes

- Pay TV/Subscription Video on Demand (SVOD)
- Community/local papers
- Catalogues

# **SQCT Website Analytics**

# Top 2 Helix Personas for SQC Website Visitors

## 1 402 Working Hard

Average age: 34 years

Average Household Income: \$115,000



More than half live in metro areas. Clustered across Brisbane, the Gold Coast, and coastal areas in Queensland.

### Likes

- Pay TV/Subscription Video on Demand (SVOD)
- Commercial Radio
- Newspapers

## 2 508 Frugal Living

Average age: 70 years

Average Household Income: \$47,000



Many live alone and you'll find them residing in rural and outer urban areas of New South Wales and Queensland.

### Likes

- Australian Made
- Home Cooking
- Lotto

# Top 2 Helix Personas for SavourSQ Visitors

## 1 304 Lifestyle Seekers

Average age: 38 years

Average Household Income: \$100,000



They are clustered most significantly in Melbourne and Brisbane, along with a significant proportion in outer urban areas of Queensland.

### Likes

- Domestic Holidays
- Sport Tourism
- Performing Arts

## 2 407 House Proud

Average age: 38 years

Average Household Income: \$82,000



You'll find a mix of ages and household types among them, living in metro and country areas of New South Wales and Queensland.

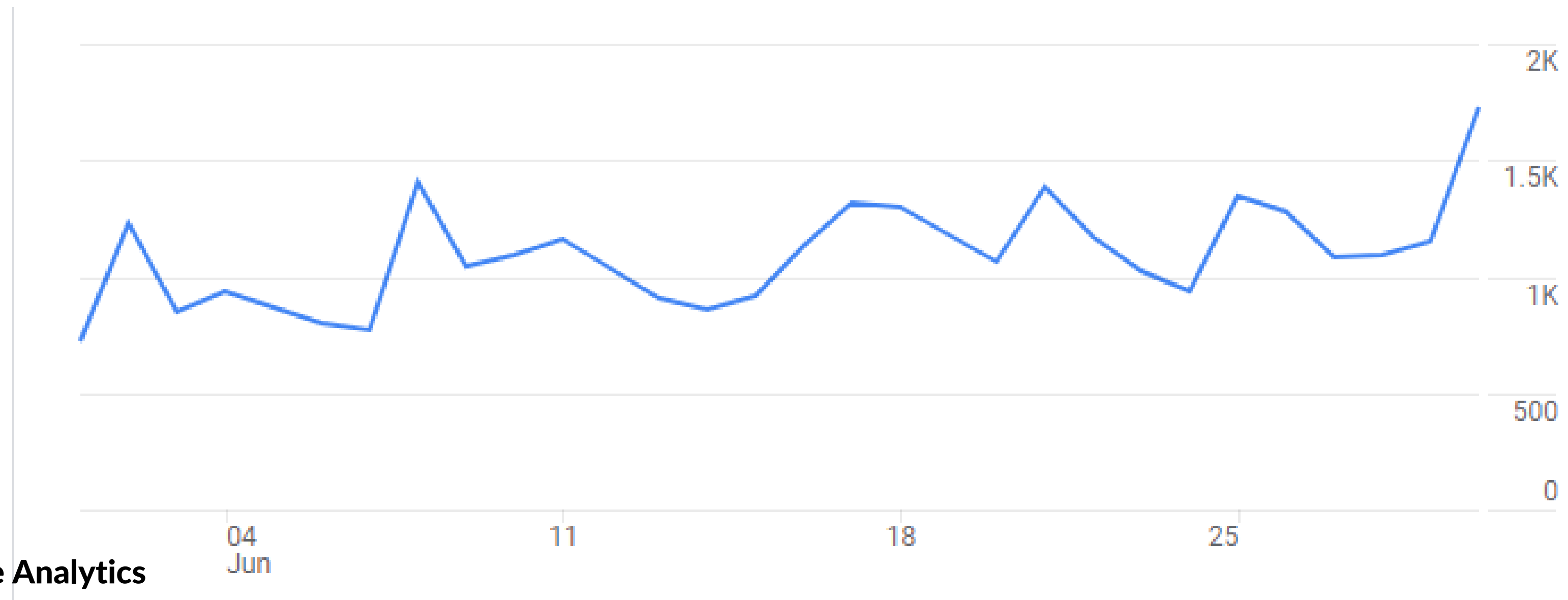
### Likes

- Domestic Holidays
- Commercial TV
- Family & Home

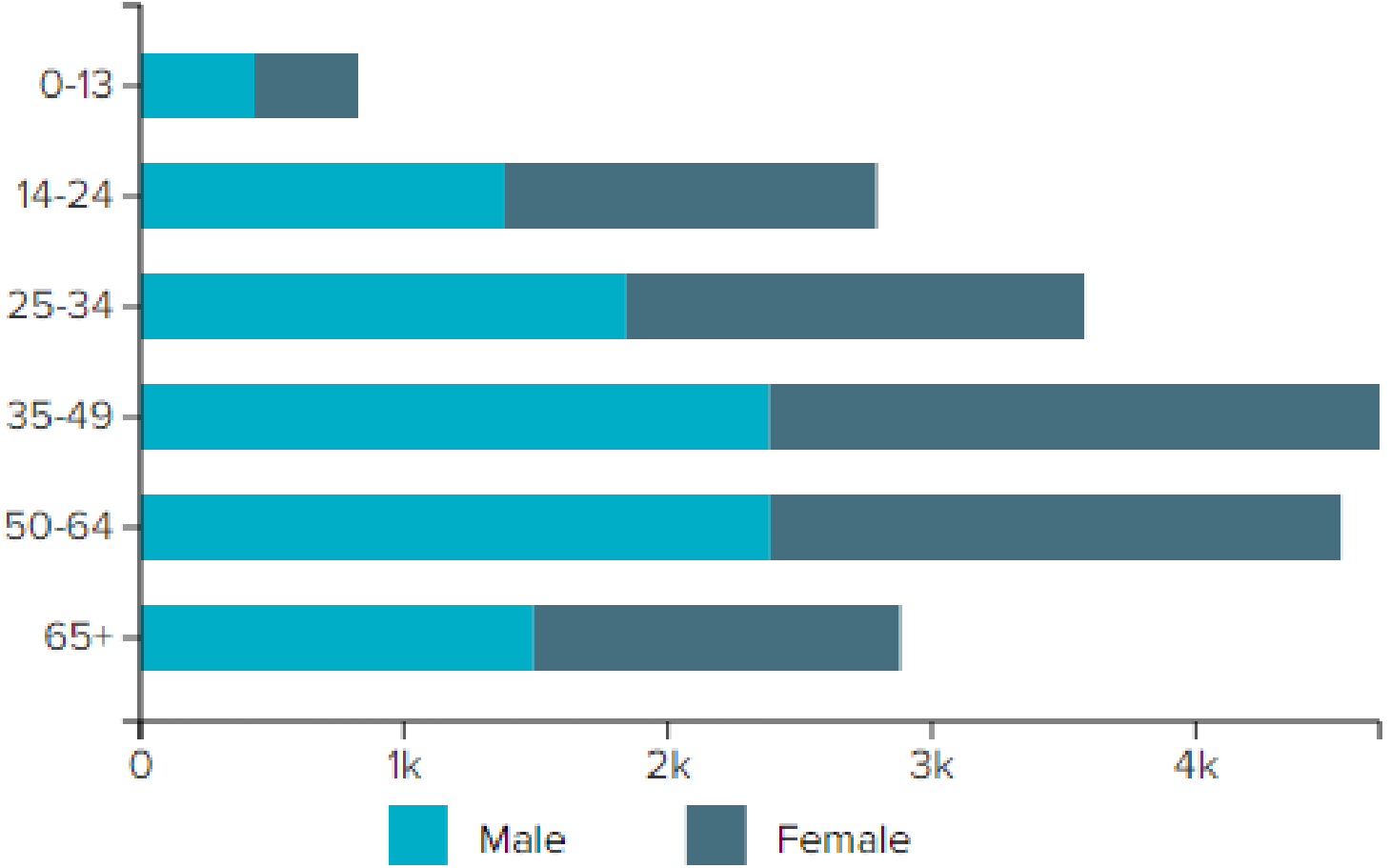


# SQC Website Visitation - June 2023

- 61K page views with 31K new users
- Highest recorded day was 30 June
- 5K leads to operators over the month



# Age Breakdown of Visitors to SQC.com



The average age of visitors to the SQC.com website is within the 35 - 49 age bracket. The lowest age bracket sits with 0-13yrs old. No change is present from May 2023.

# Additional Trends

# Work From Roam

- The pandemic had a huge impact on travel - though for a while that meant staying put, as the switch to remote work created a largely location-independent workforce in many fields. And the travel-lovers among us quickly realised the art of working virtually – virtually anywhere in the world.
- Between 2019 and 2021, work from home tripled from 5.7% to 17.9%, according to new data released by the U.S. Census Bureau, and in the UK, remote workers skyrocketed in the past two years.
- As of the second quarter of 2022, Airbnb saw long-term stays (28 days or more) increase nearly 25% percent from 2021 and nearly 90% percent from 2019[5]. This shift in attitudes from 'work from home' to 'work from roam' is a trend that's here to stay, appealing to those who want to continue to explore the world and embrace the rewards of purposeful, slow travel. Where experiences mean more than counting countries, and every day is truly lived.

# Contact us

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