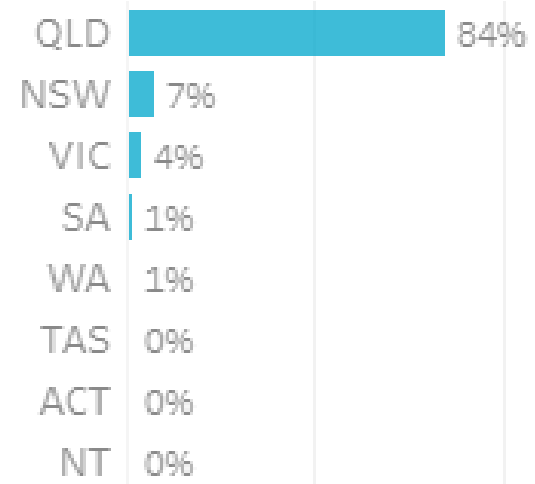




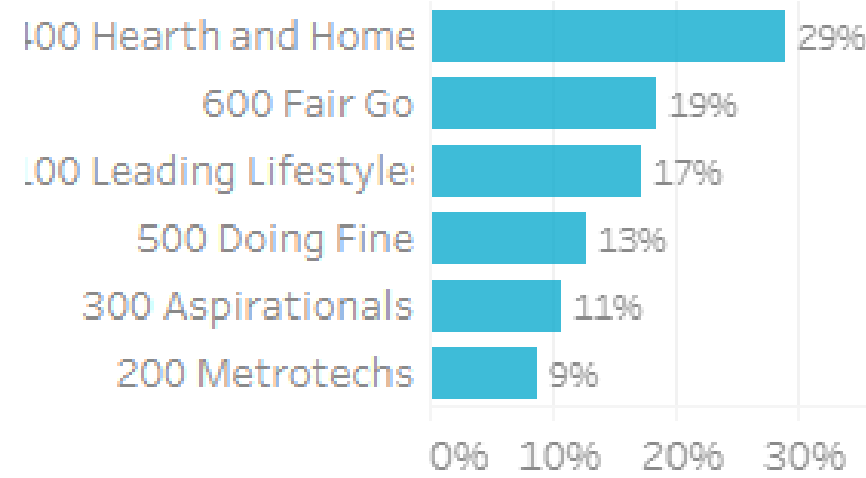
Central Highlands Insights and Data Report
October 2023

Visitation Overview - October 2023

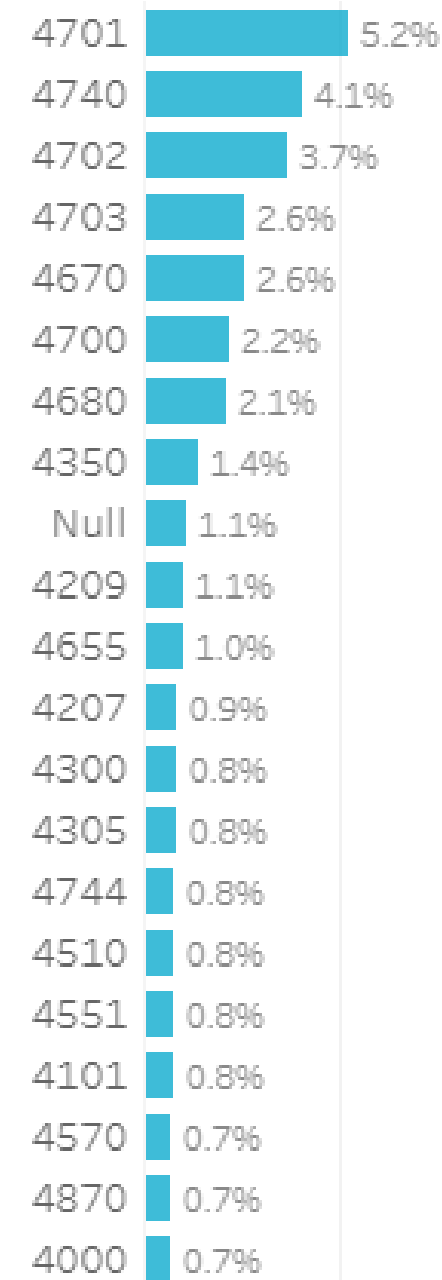
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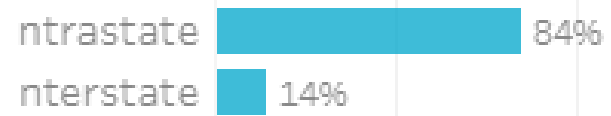
Helix Community



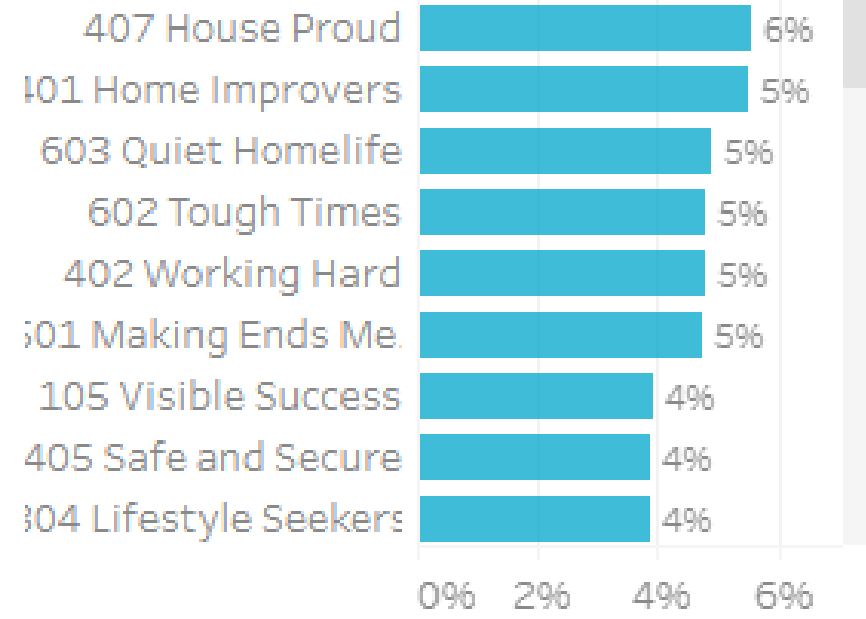
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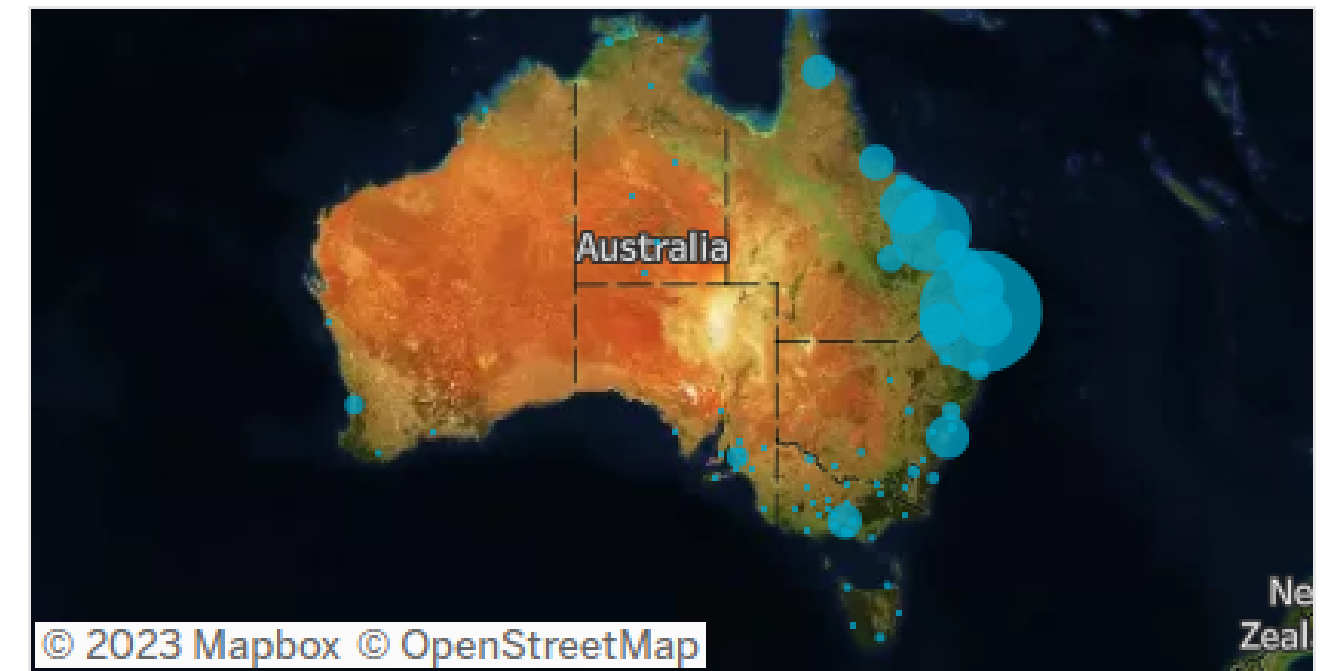
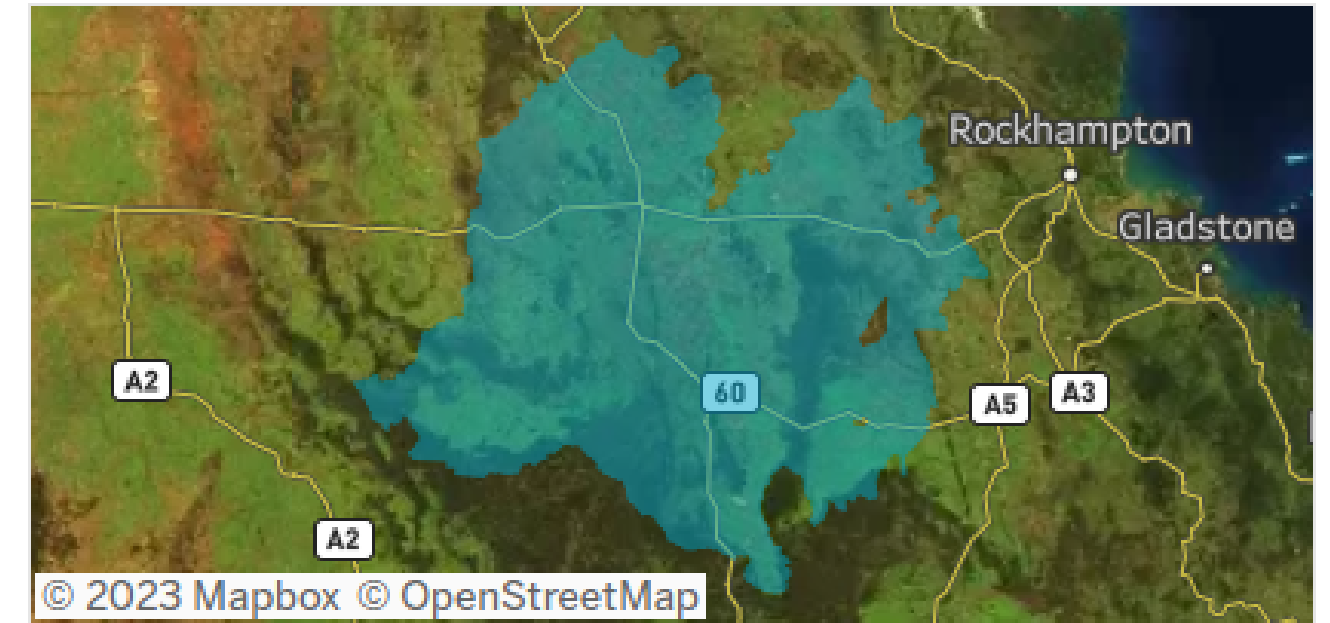
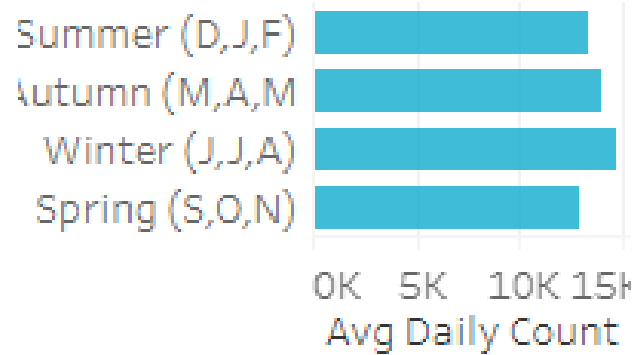
Origin Category



Helix Persona

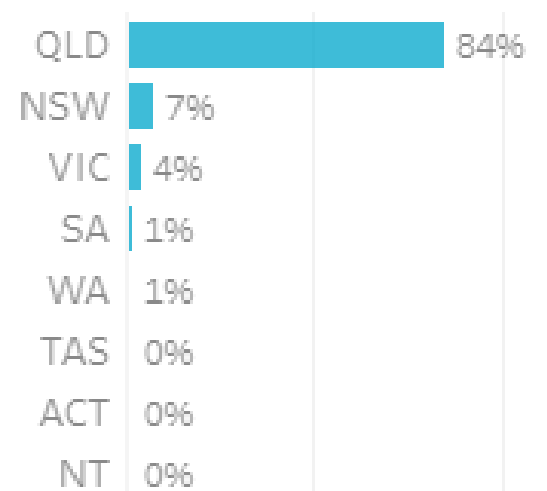


Season



Visitation Origins

Origin State

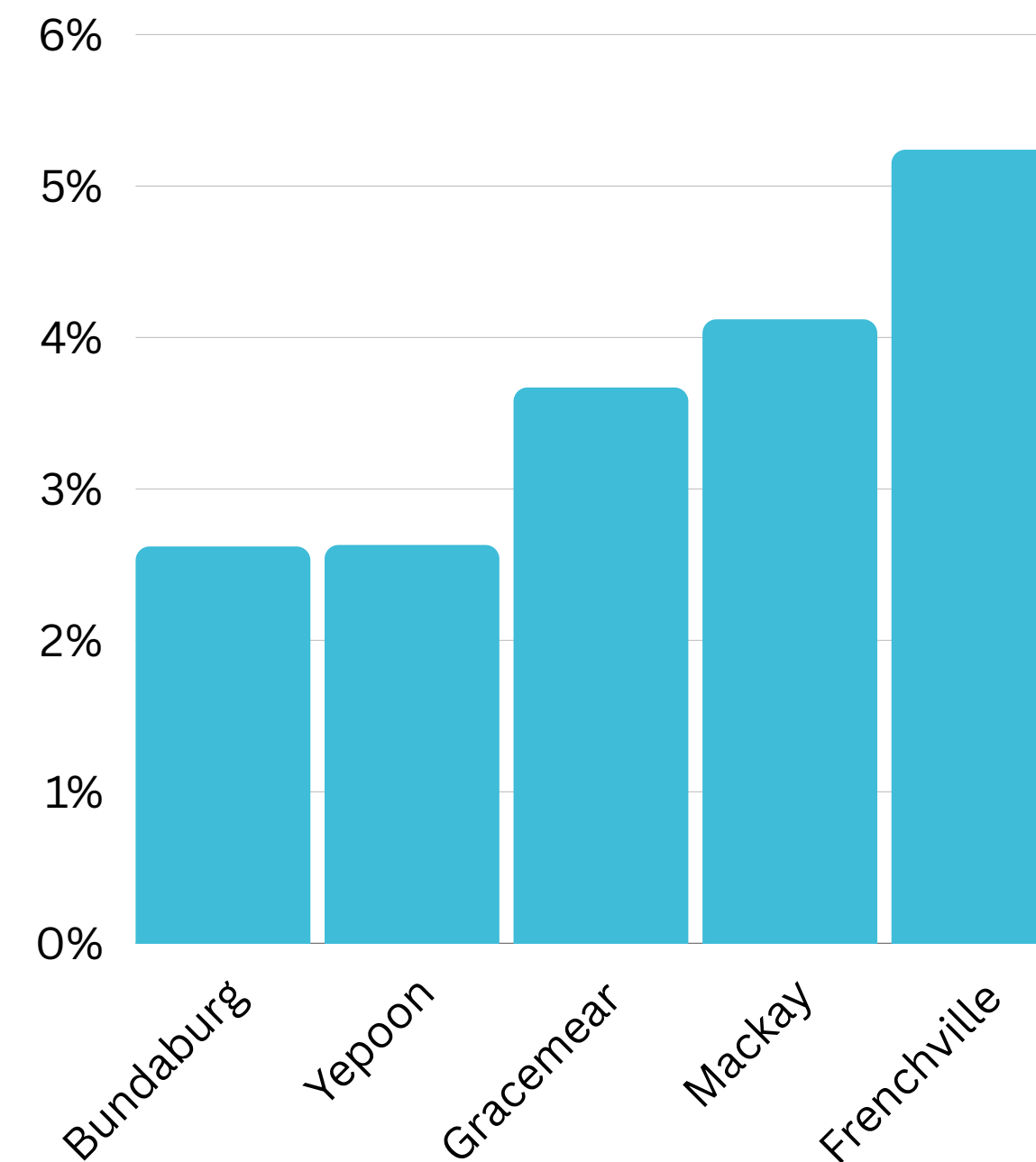


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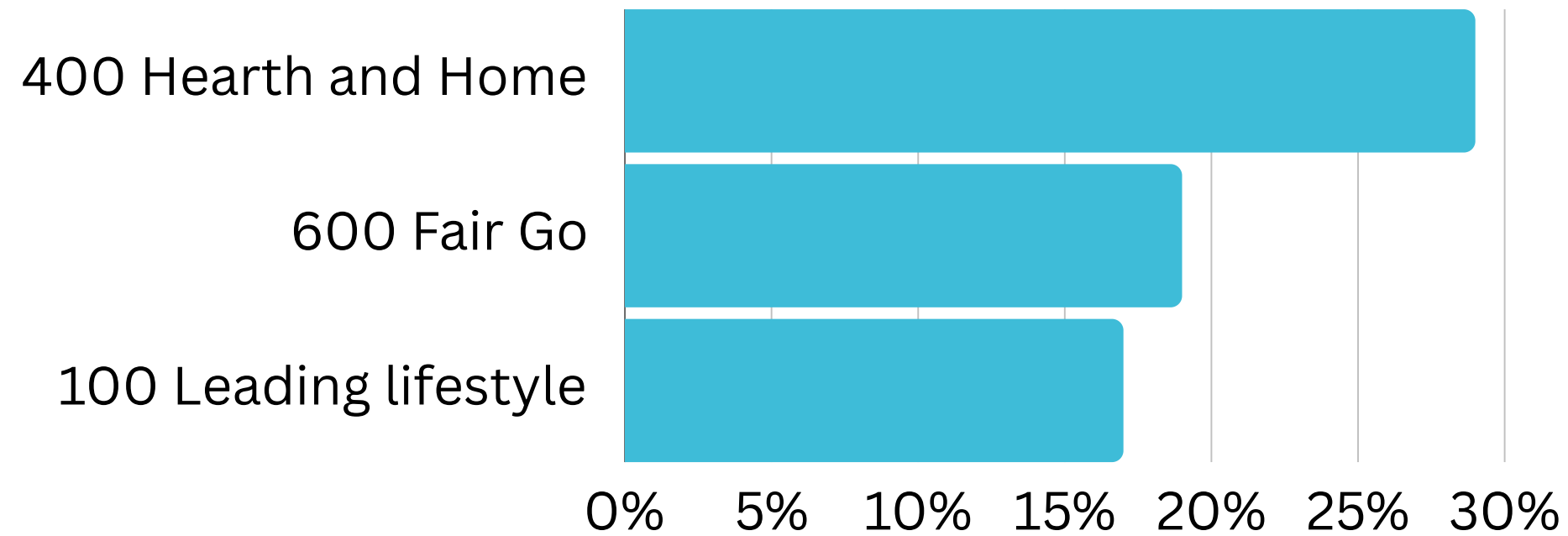


84% of visitors to the Central Highlands Region during October 2023 are intrastate. **16%** are interstate, with **56%** arriving from **New South Wales**

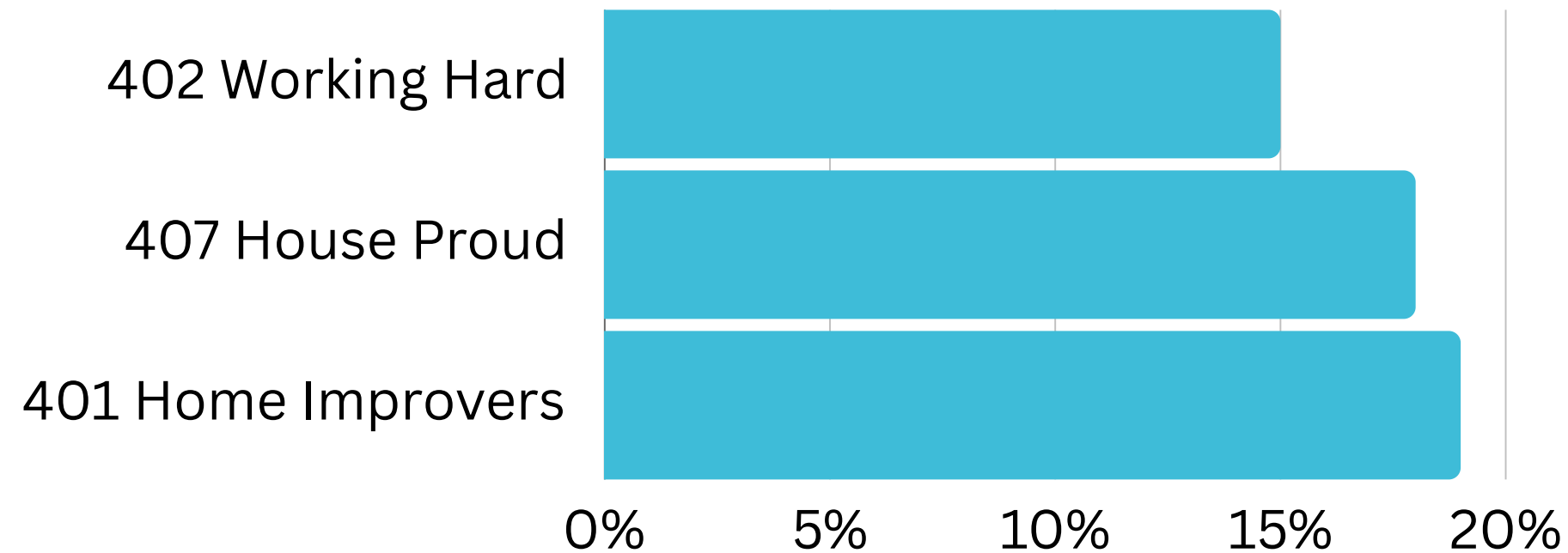
Top 5 areas to the Central Highlands Region (October 2023)



Top Helix Communities and Personas



29% of the visitors recorded during **October 2023** are part of the **400 Hearth and Home** Helix Community.



Of that, **19%** are a 407 House Proud Helix Persona and **18%** are 401 Home Improvers.

Top 2 Helix Personas for Visitors

1

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

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

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