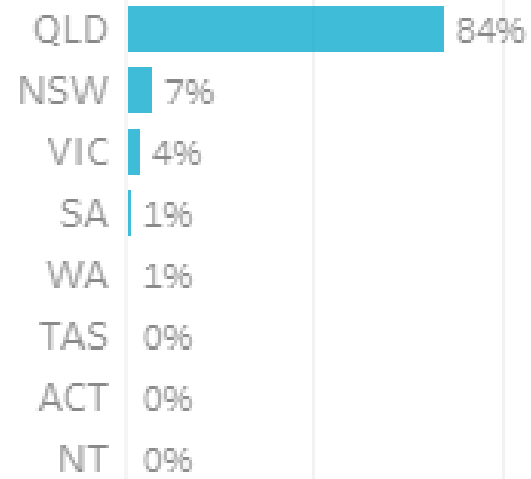


A scenic landscape of a forested valley. In the foreground, a kangaroo sits on dark, jagged rocks. The middle ground is filled with a dense, green forest. In the background, rolling hills and mountains are visible under a bright, slightly hazy sky. The overall atmosphere is peaceful and natural.

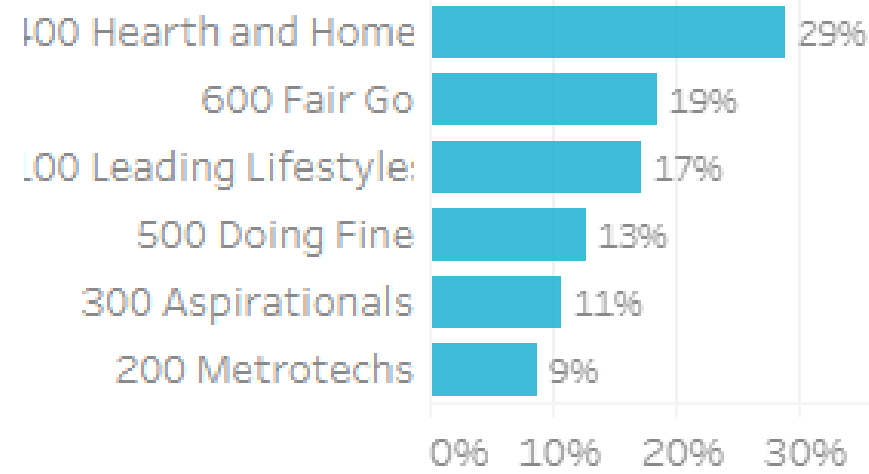
Central Highlands Insights and Data Report
September 2023

Visitation Overview - September 2023

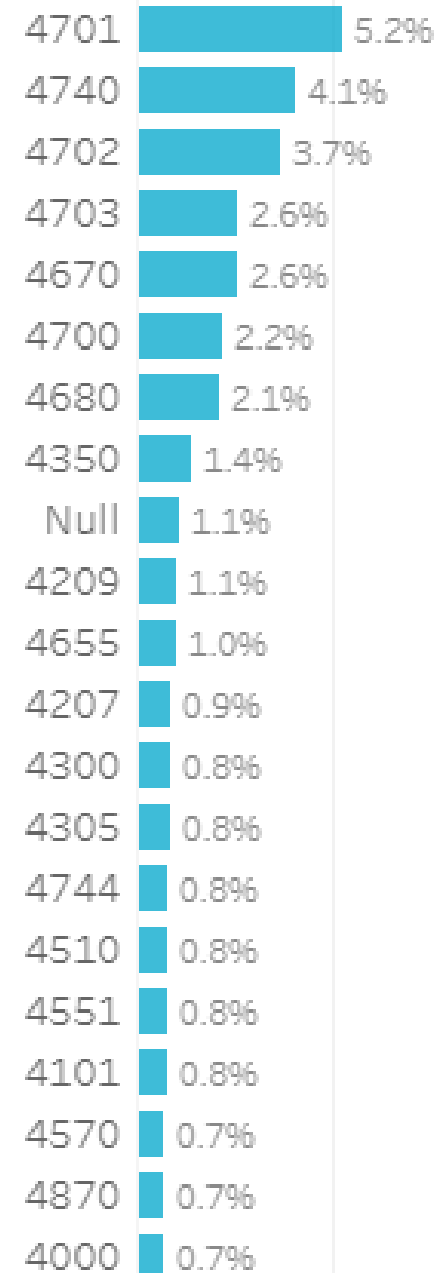
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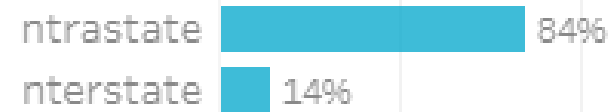
Helix Community



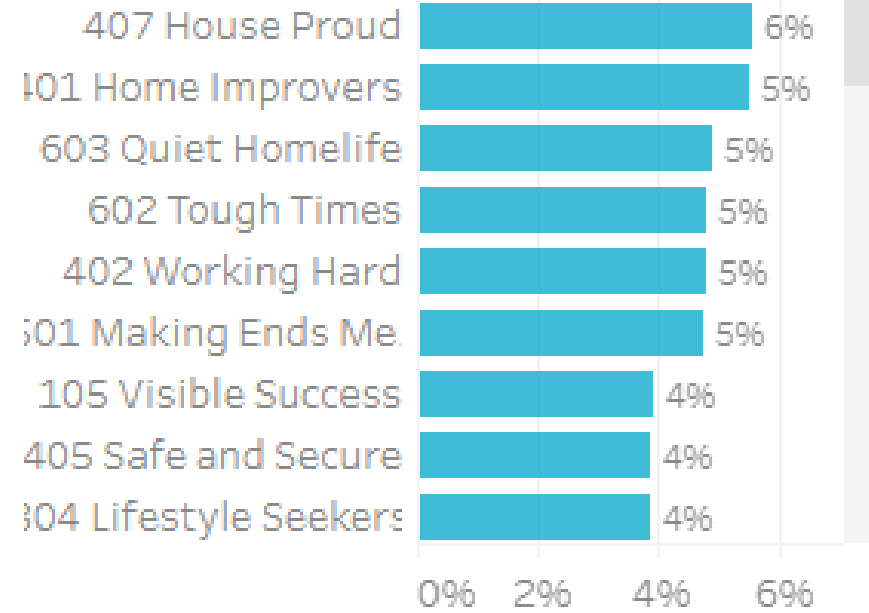
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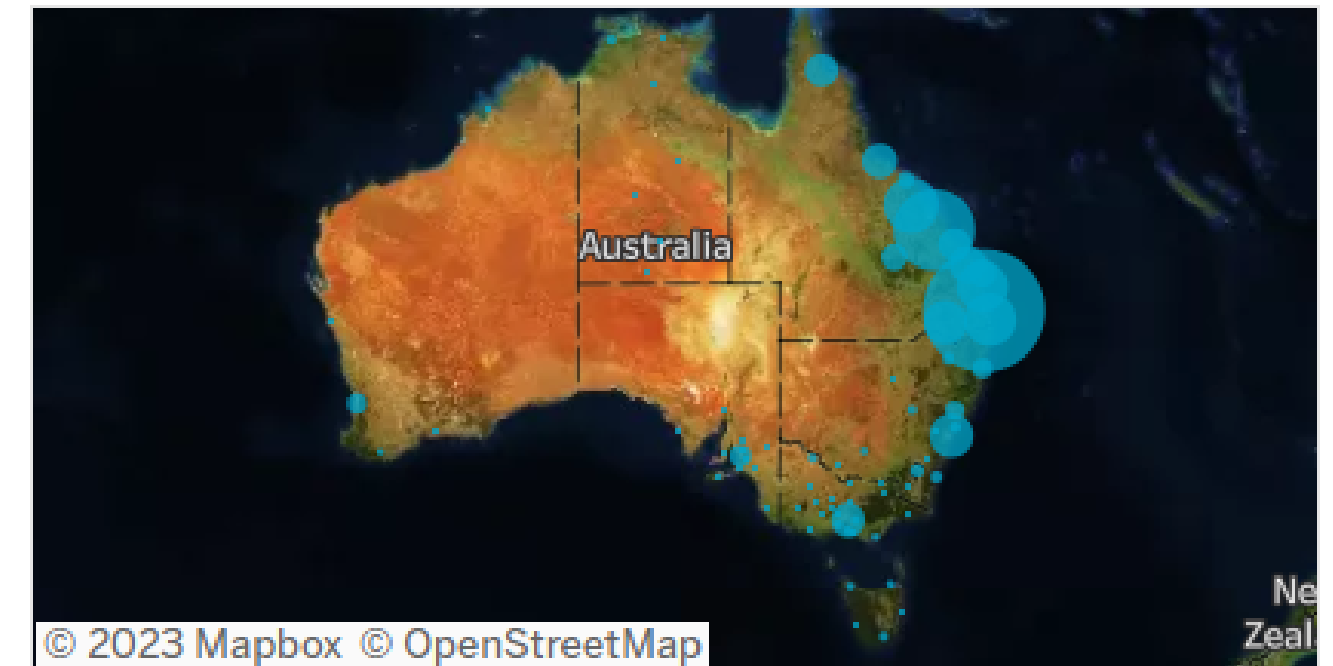
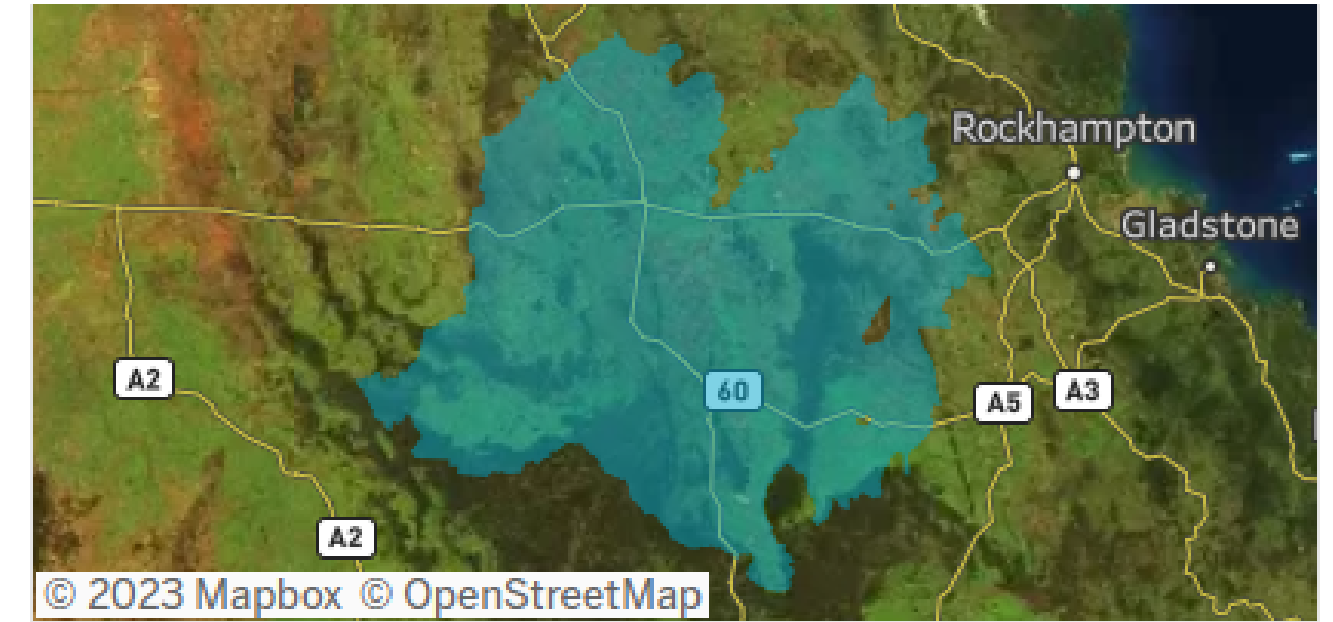
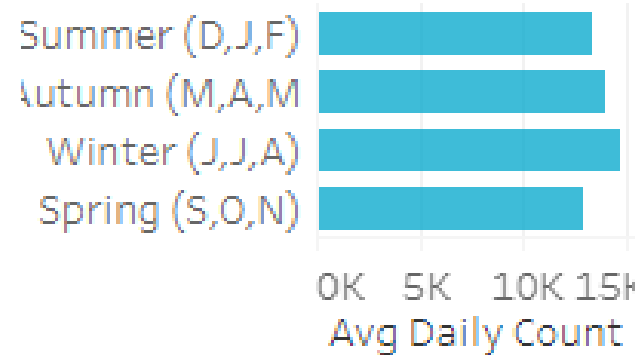
Origin Category



Helix Persona

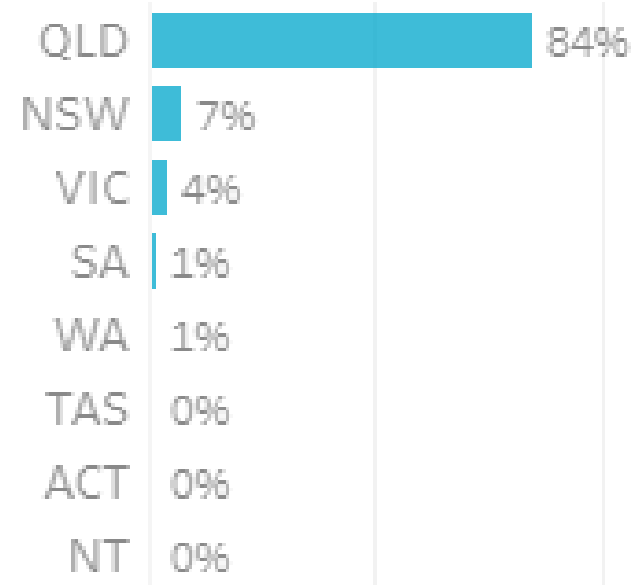


Season

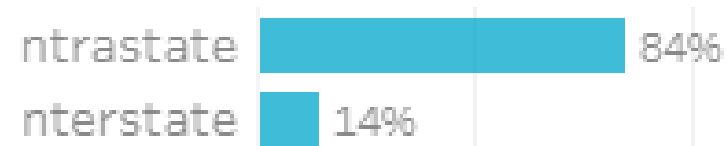


Visitation Origins

Origin State

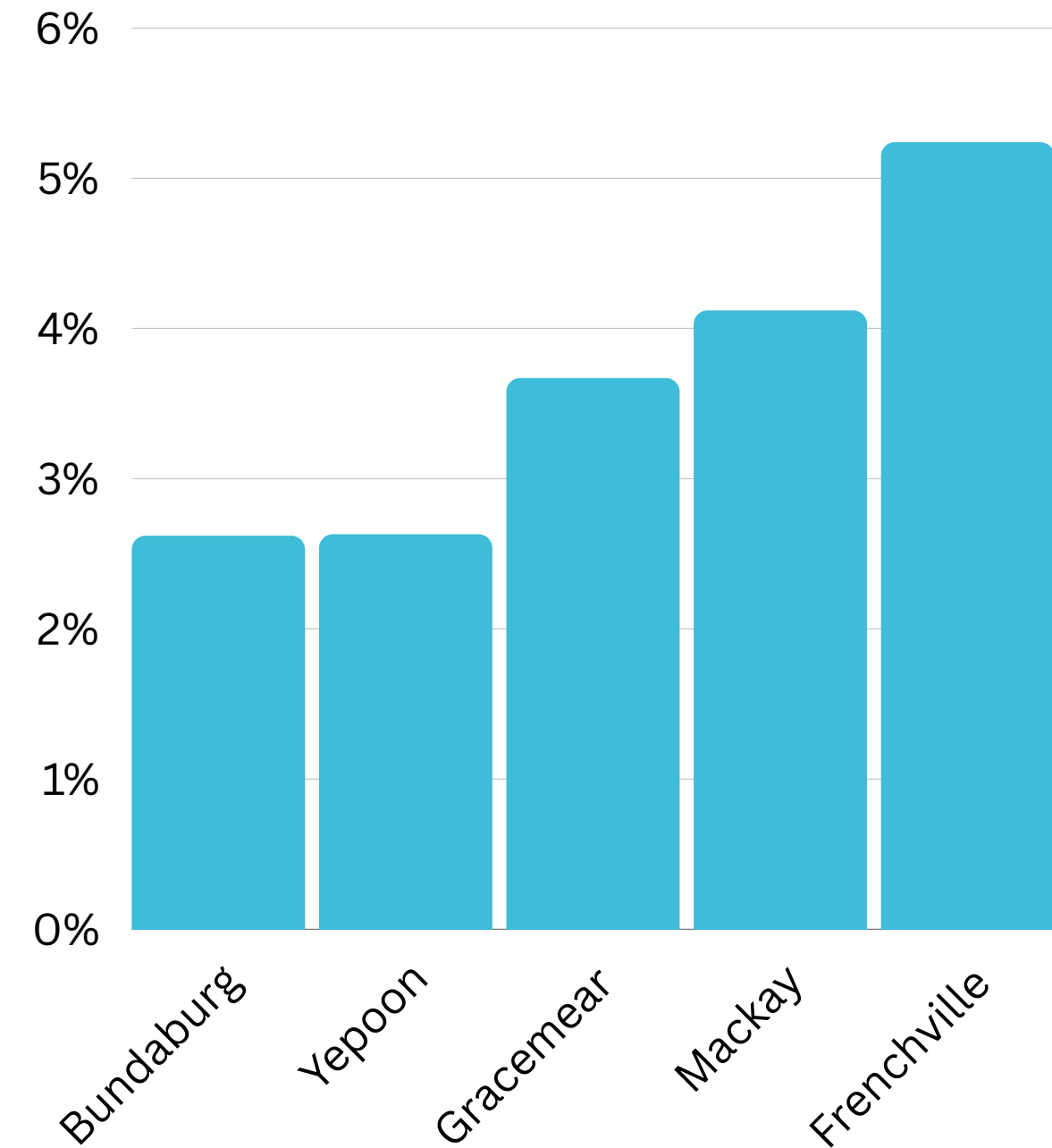


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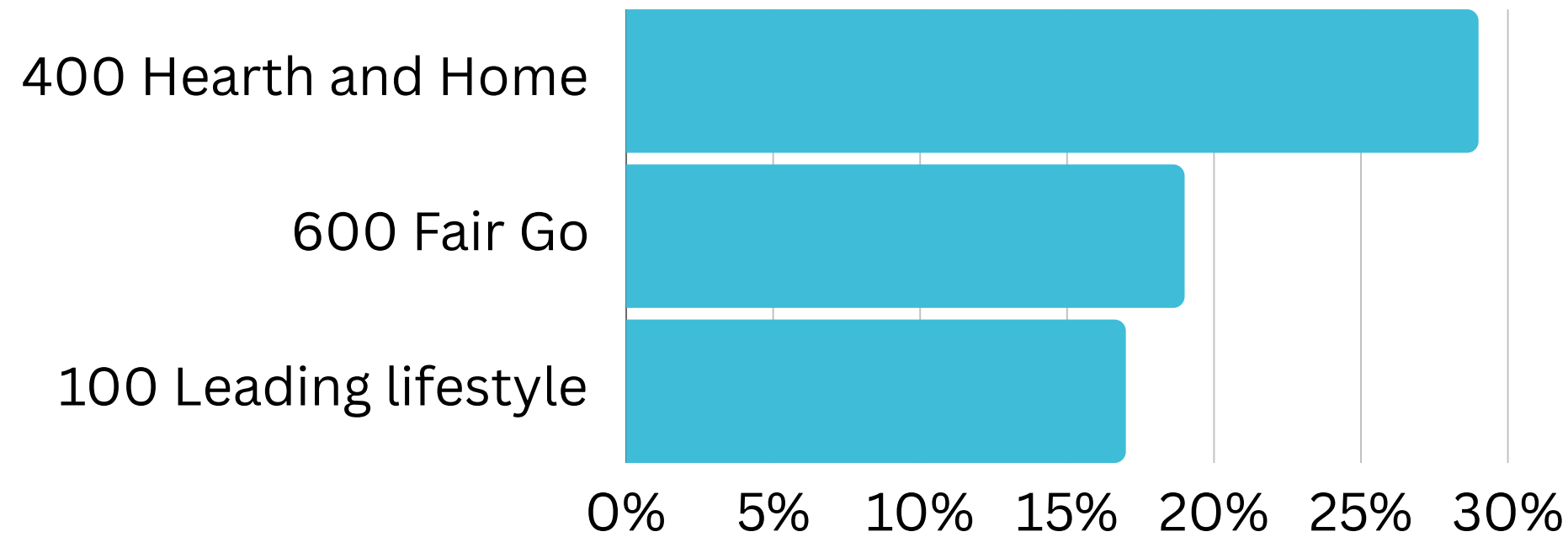


84% of visitors to the Central Highlands Region during September 2023 are intrastate. **16%** are interstate, with **56%** arriving from **New South Wales**

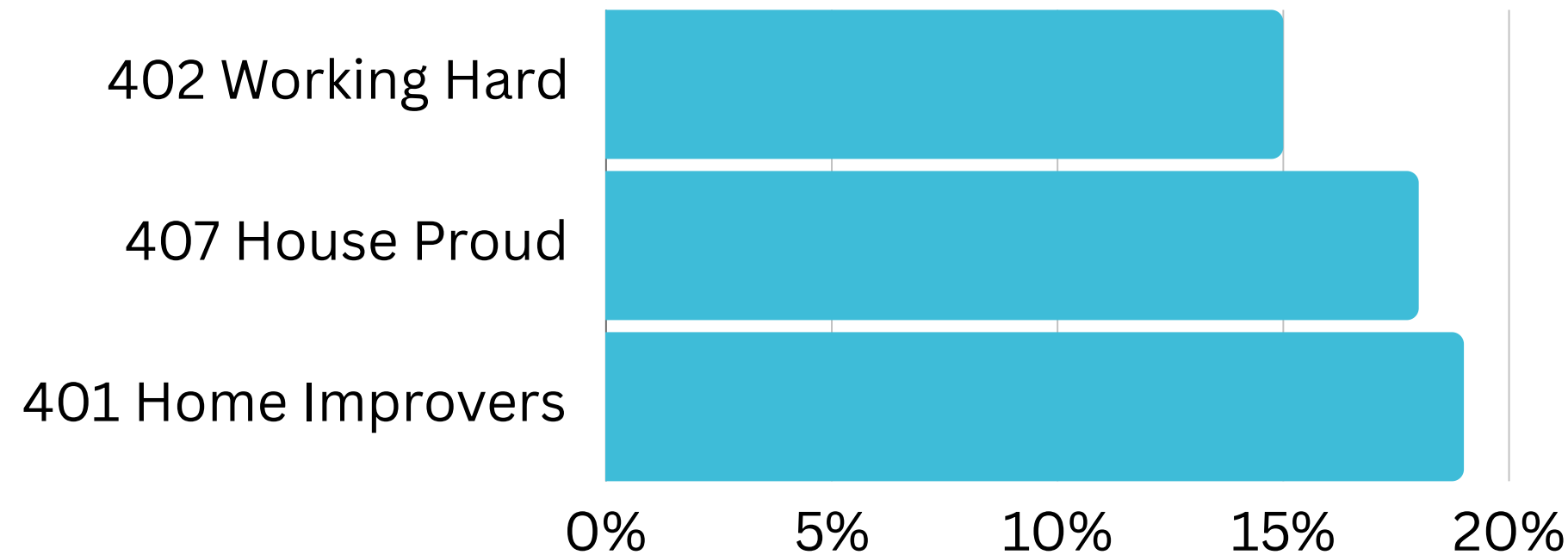
Top 5 areas to the Central Highlands Region (September 2023)



Top Helix Communities and Personas



29% of the visitors recorded during **September 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

Contact us

E-mail

admin@sqct.com.au

Website

www.southernqueenslandcountry.com.au

Phone

07 4632 1988

Address

3/70 Neil Street
Toowoomba QLD 4350

