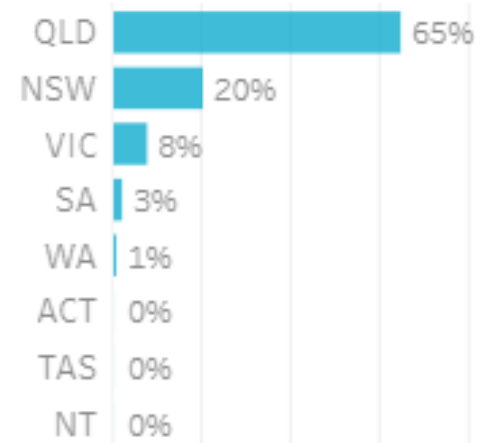




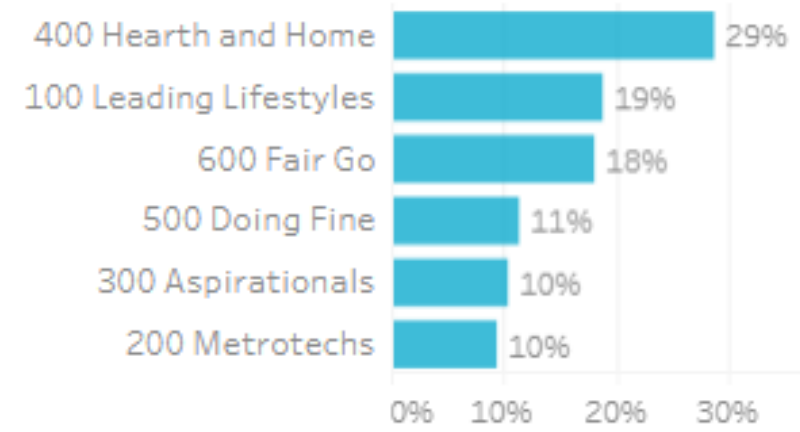
Goondiwindi Insights and Data Report  
August 2023

# Visitation Overview - August 2023

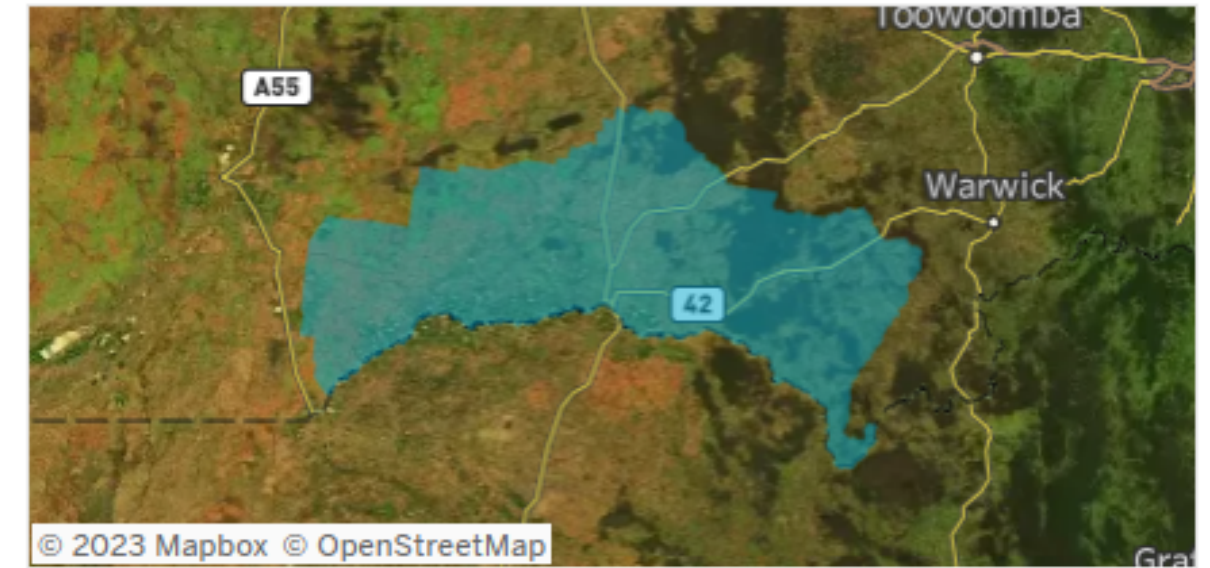
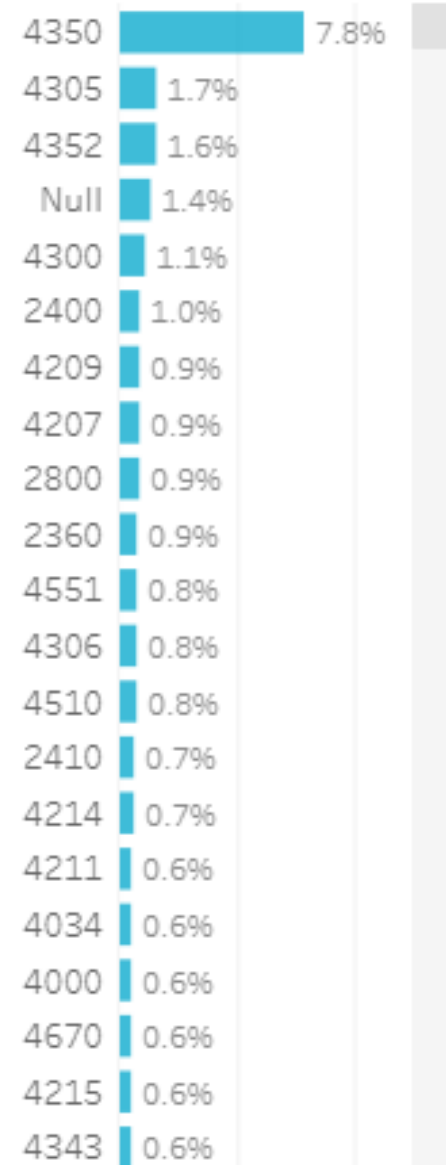
Origin State



Helix Community



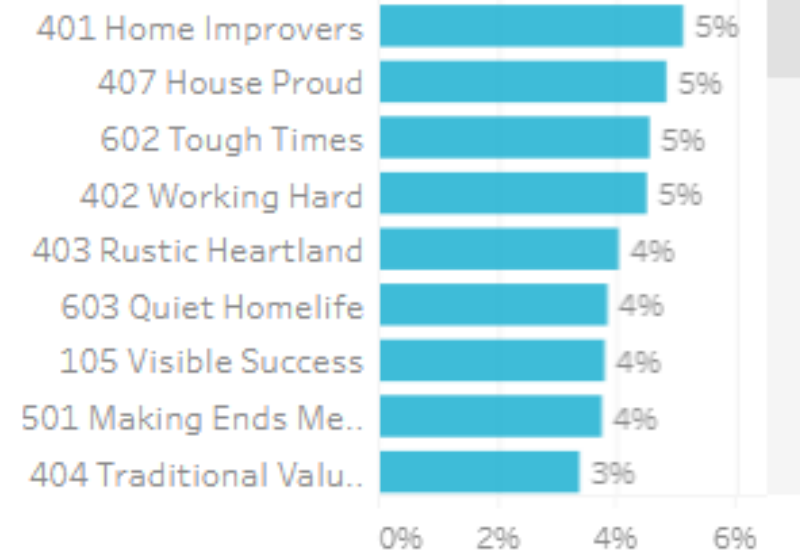
Origin Postcode



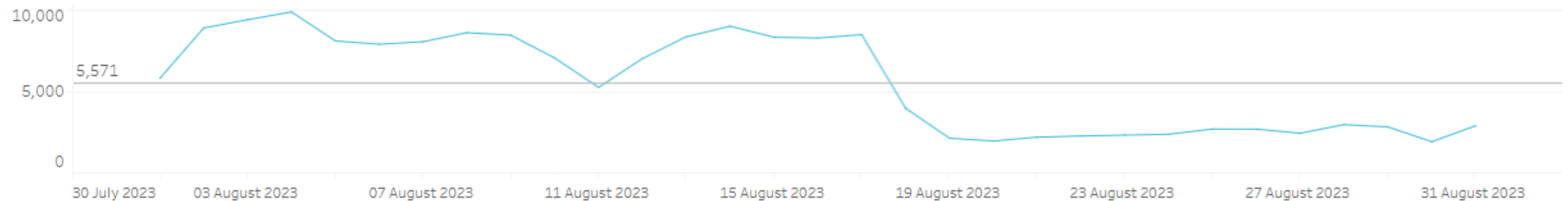
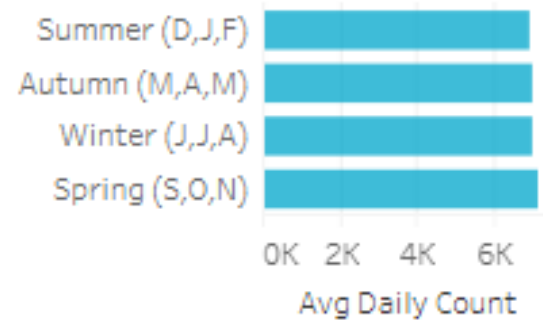
Origin Category



Helix Persona

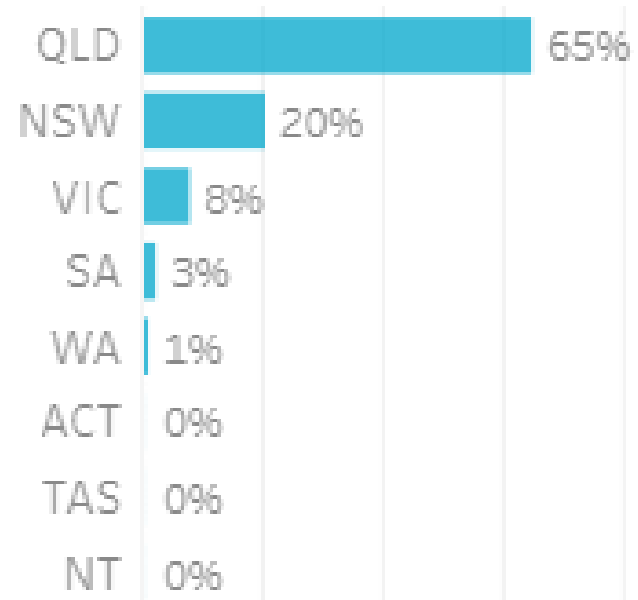


Season



# Visitation Origins

## Origin State

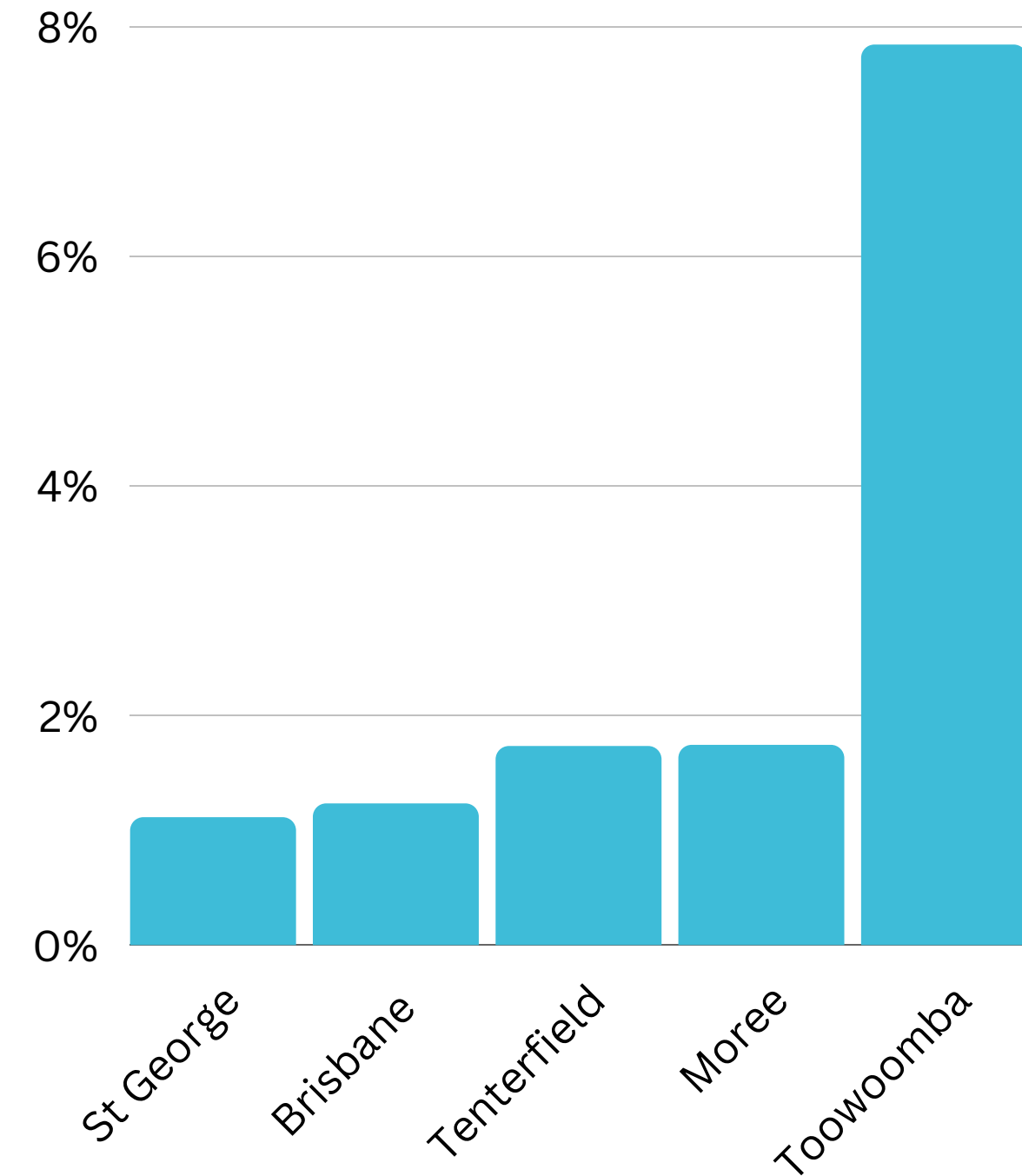


**65%** of visitors to the Goondiwindi Region during August 2023 are intrastate. **34%** are interstate, with **62%** arriving from **New South Wales**

## Origin Category

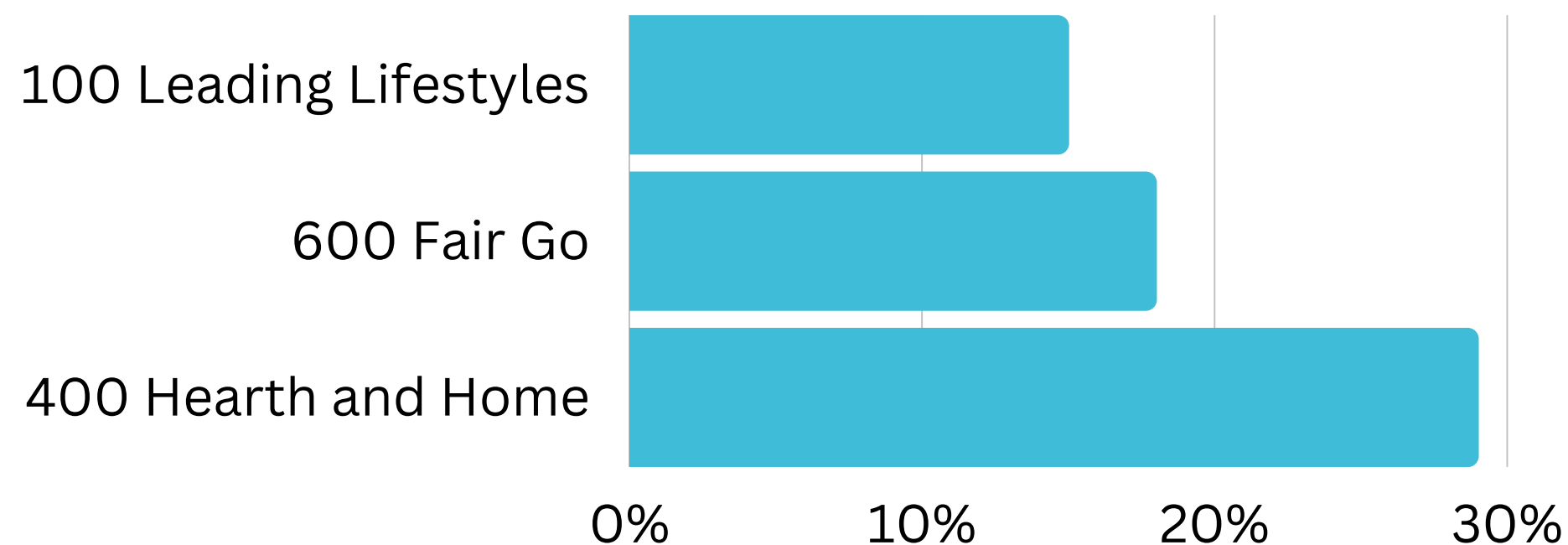


## Top 5 areas to the Goondiwindi Region (August 2023)

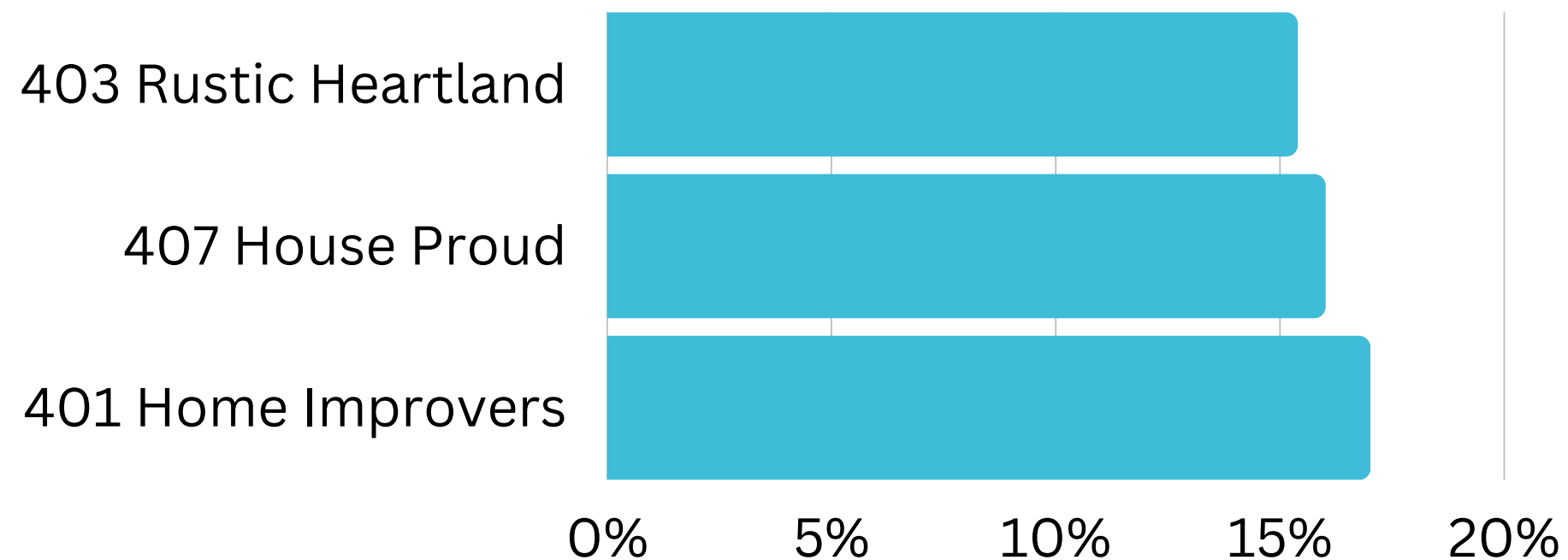


No chance present from July

# Top Helix Communities and Personas



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



Of that, **17%** are a **401 Home Improvers** Helix Persona and **16%** are **407 House Proud**.

# Top 2 Helix Personas for Visitors

## 1 401 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

## 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

# Contact us

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