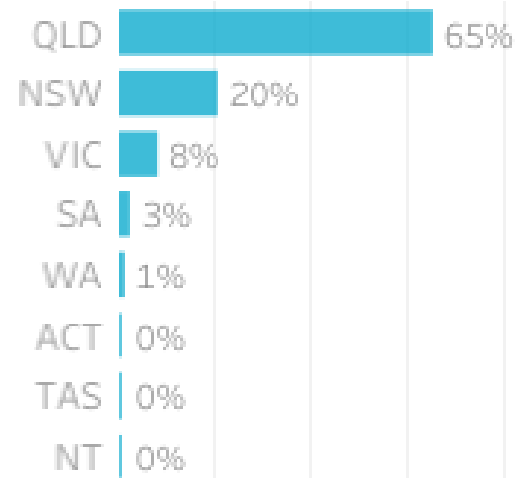




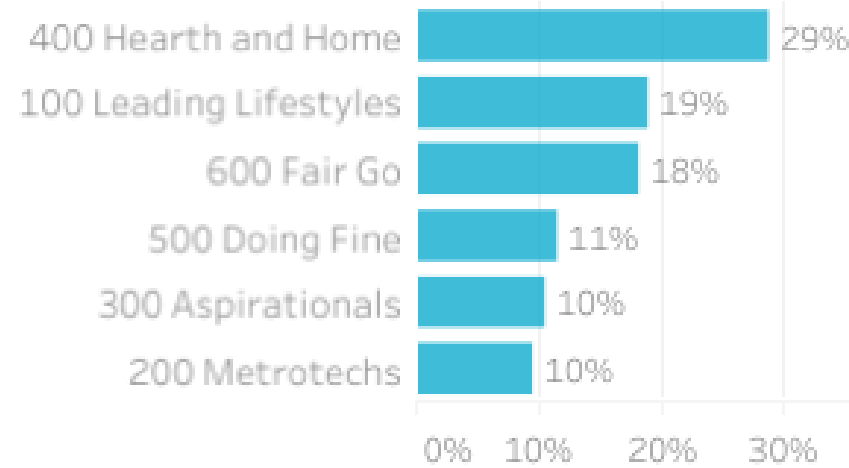
Goondiwindi Insights and Data Report  
July 2023

# Visitation Overview - July 2023

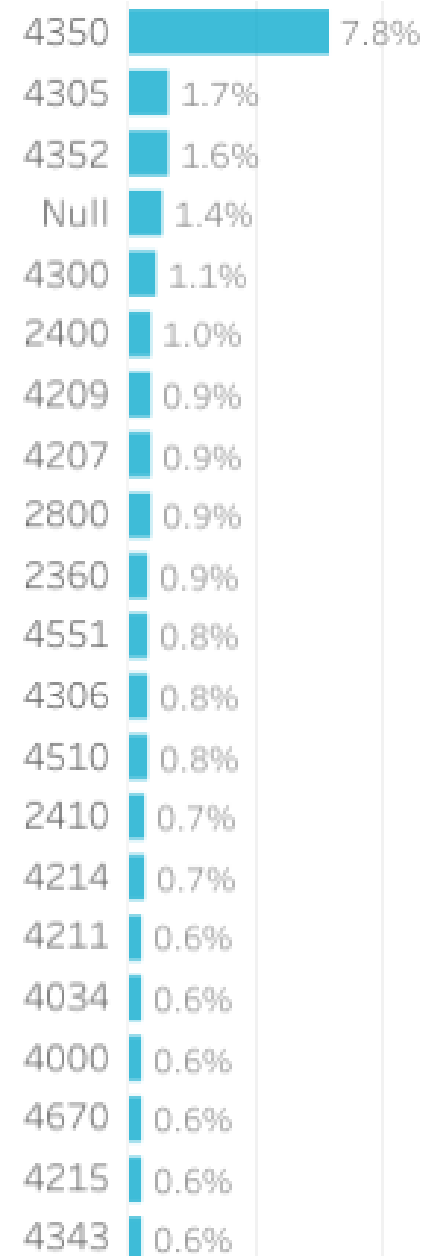
## Origin State



## Helix Community



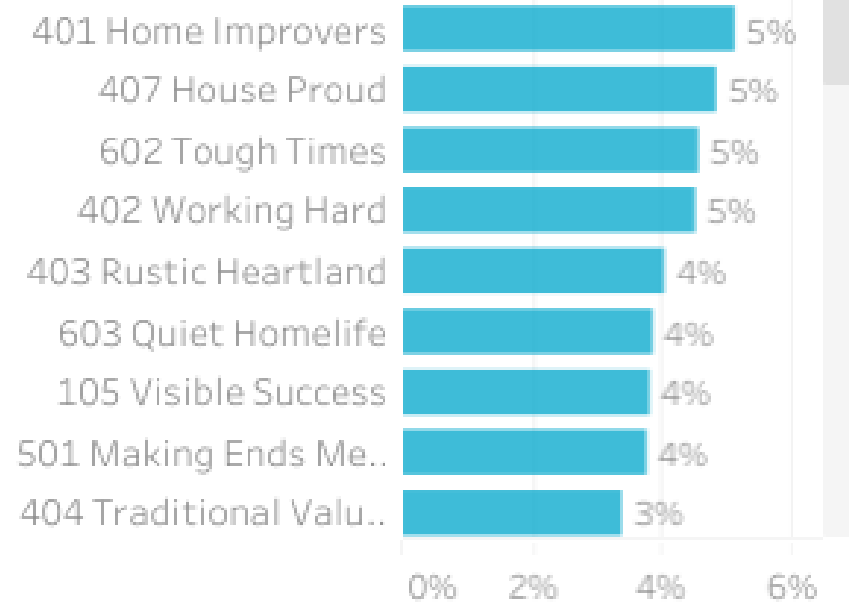
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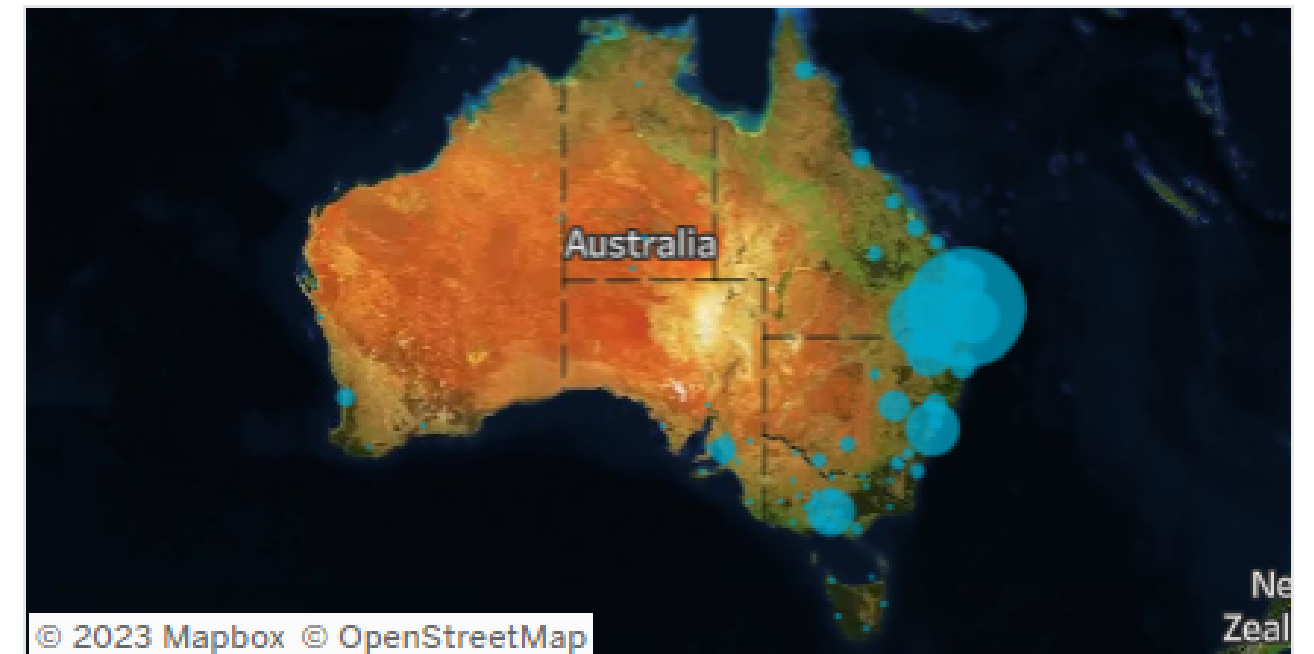
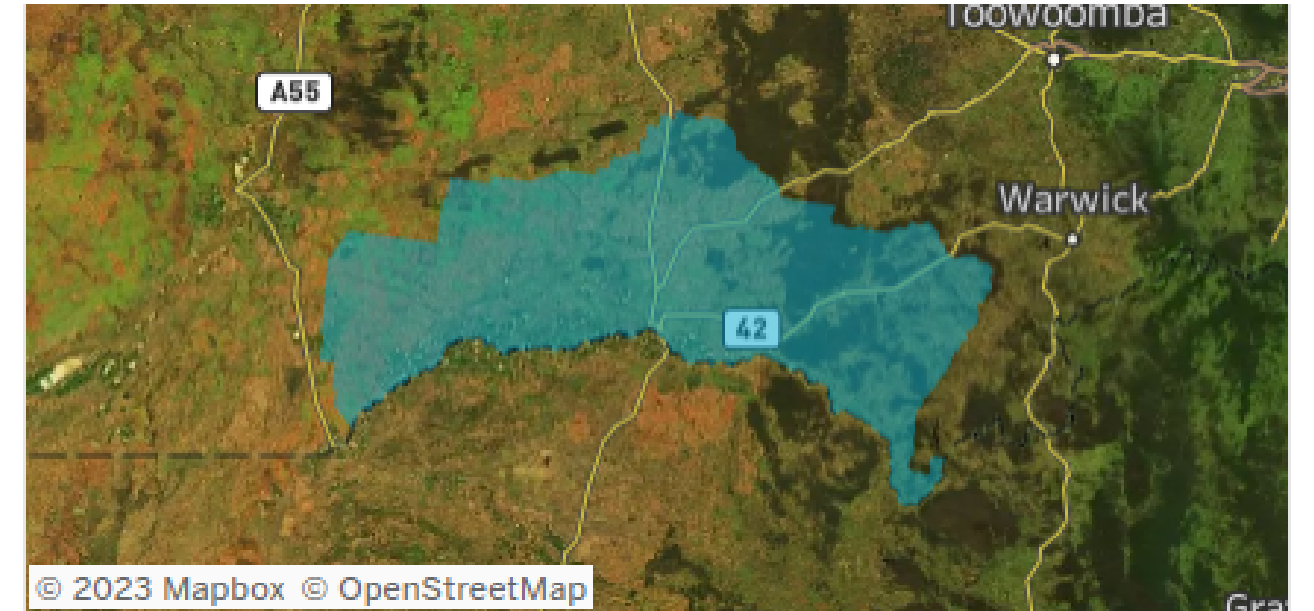
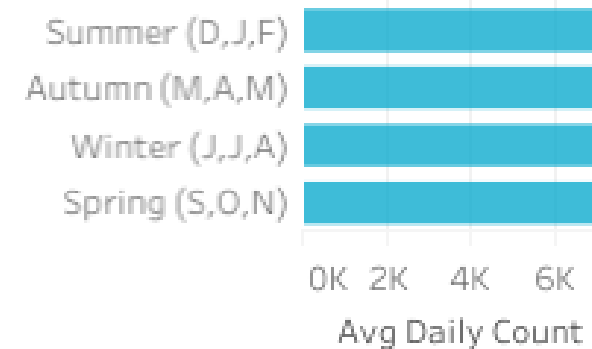
## Origin Category



## Helix Persona

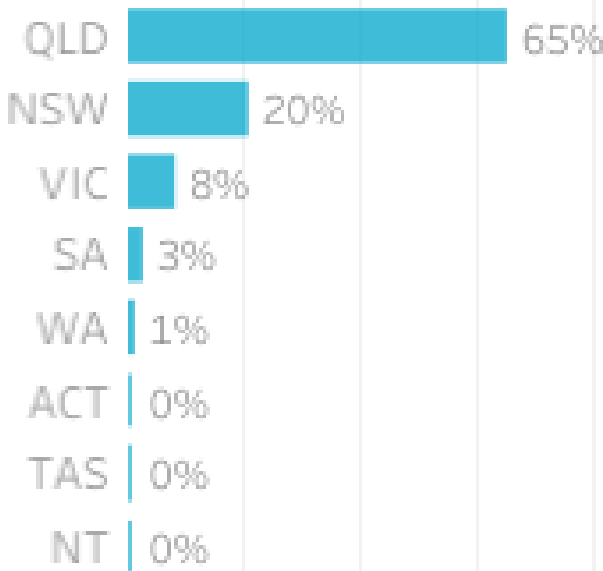


## Season



# Visitation Origins

Origin State

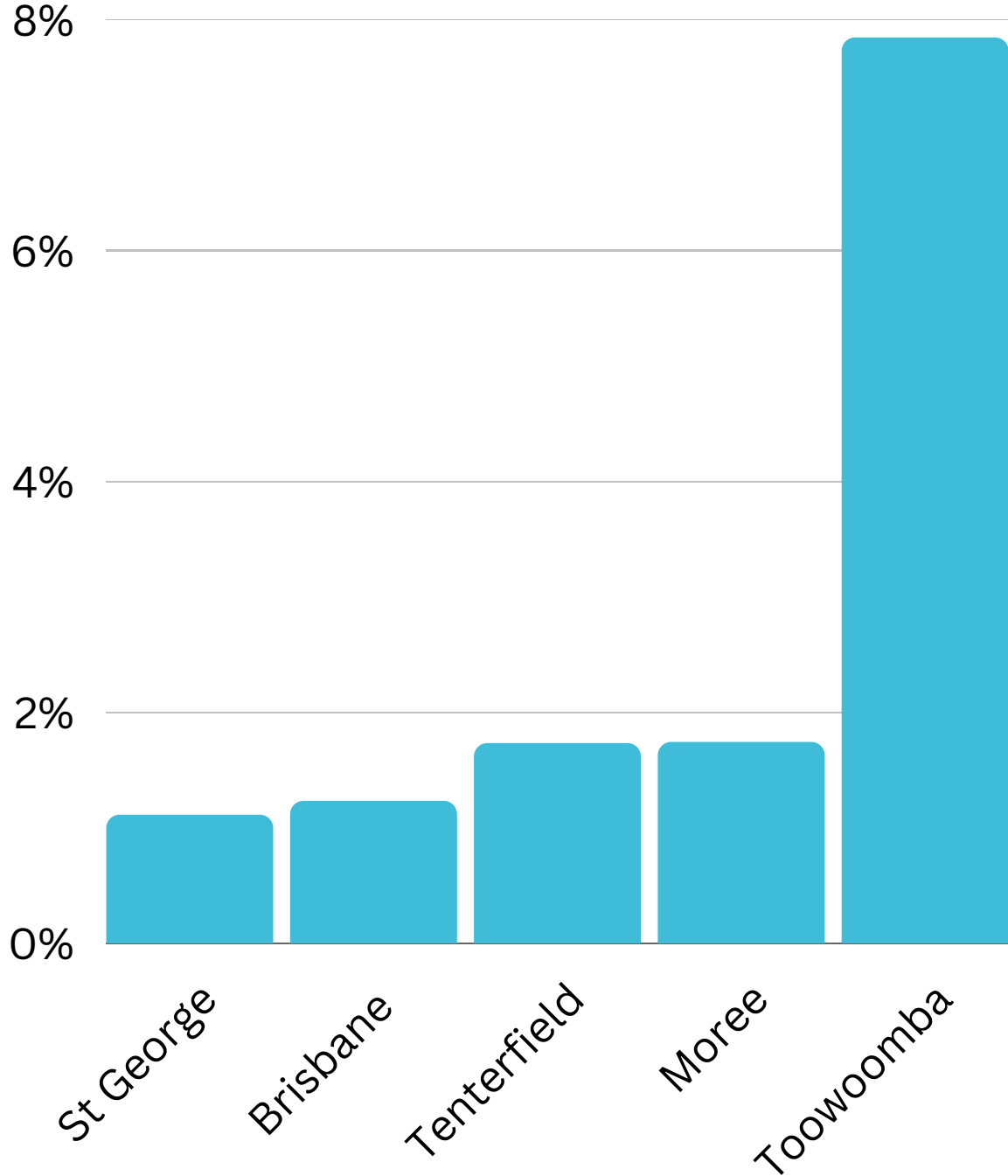


**65%** of visitors to the Goondiwindi Region during July 2023 are intrastate. **34%** are interstate, with **61%** arriving from **New South Wales**

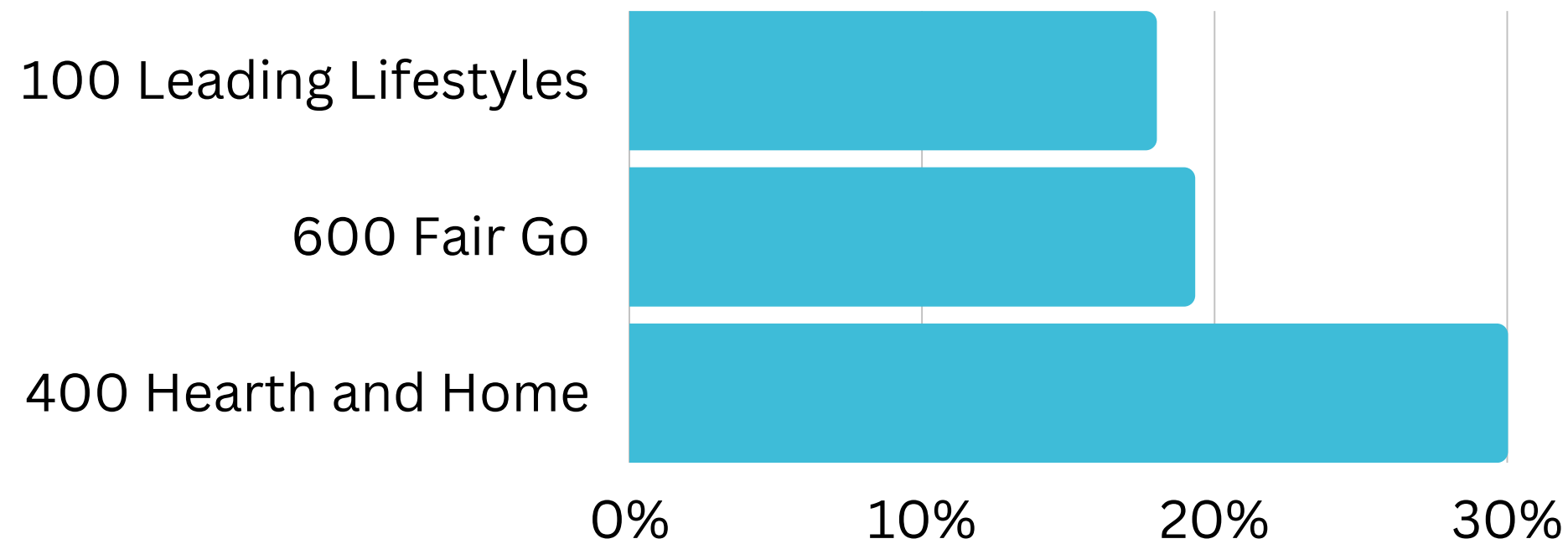
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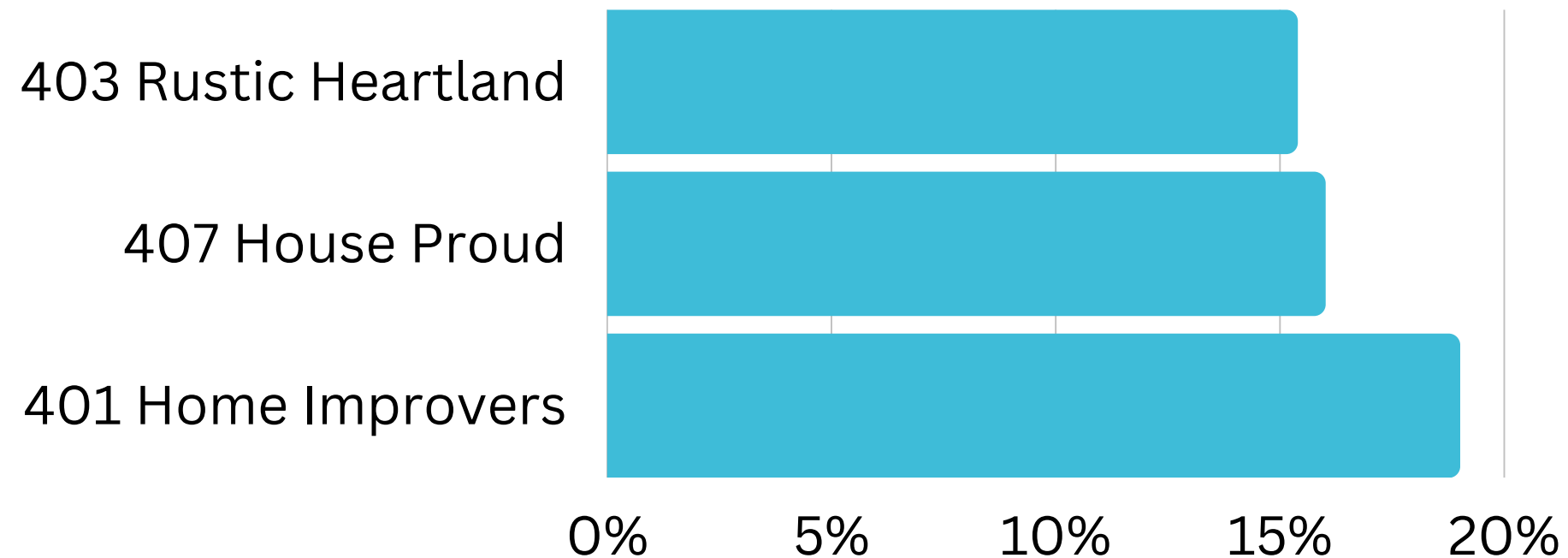
Top 5 areas to the Goondiwindi Region (July 2023)



# Top Helix Communities and Personas



**30%** of the visitors recorded during **July 2023** are part of the **400 Hearth and Home** Helix Community.



Of that, **19%** 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

E-mail

[admin@sqct.com.au](mailto:admin@sqct.com.au)

Website

[www.southernqueenslandcountry.com.au](http://www.southernqueenslandcountry.com.au)

Phone

07 4632 1988

Address

3/70 Neil Street  
Toowoomba QLD 4350

