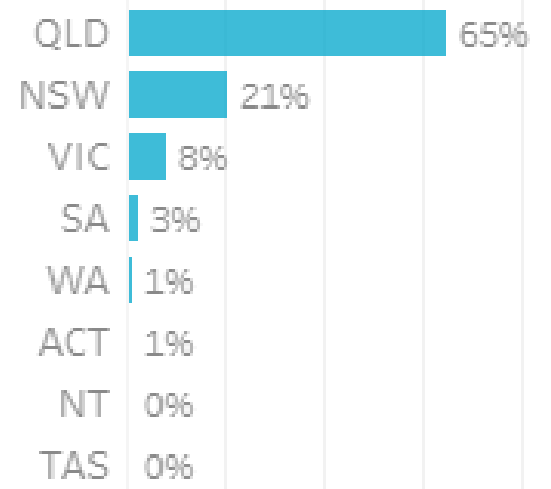


A scenic view of a riverbank with a boat and trees. The image shows a calm river with a small boat docked on the left bank. The background is filled with lush green trees and foliage, with sunlight filtering through the leaves. The water reflects the surrounding greenery and the sky.

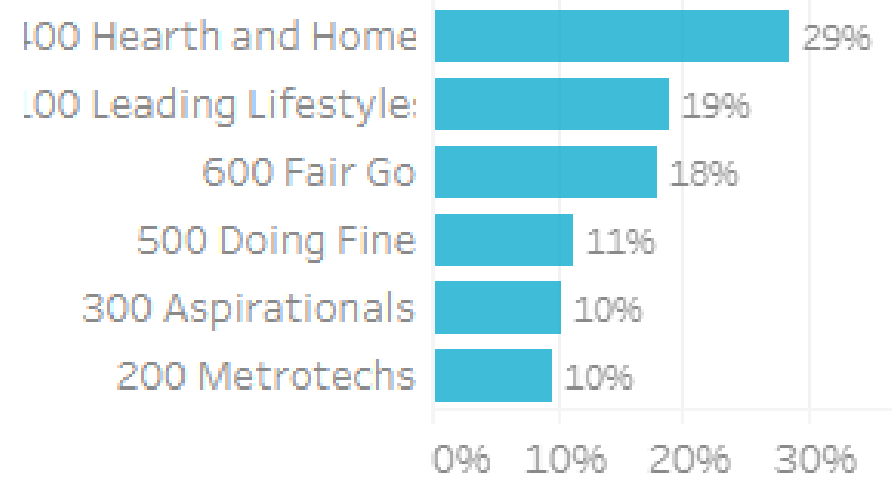
Goondiwindi Insights and Data Report
October 2023

Visitation Overview - October 2023

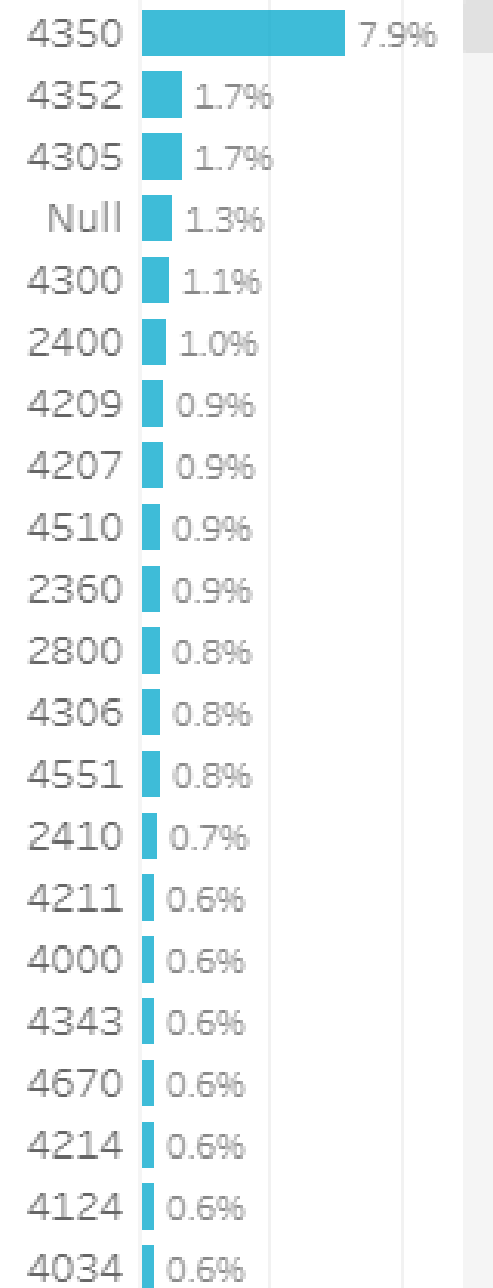
Origin State



Helix Community



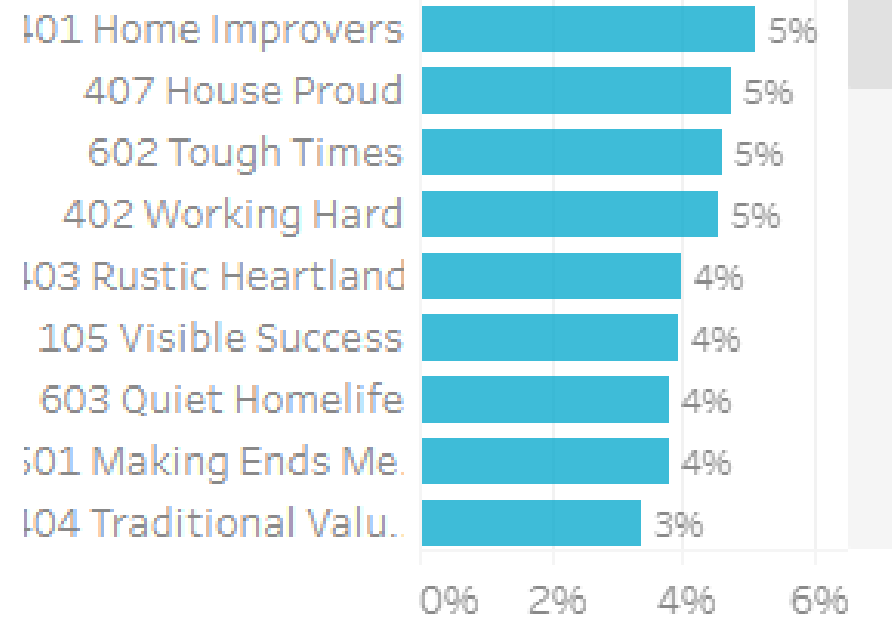
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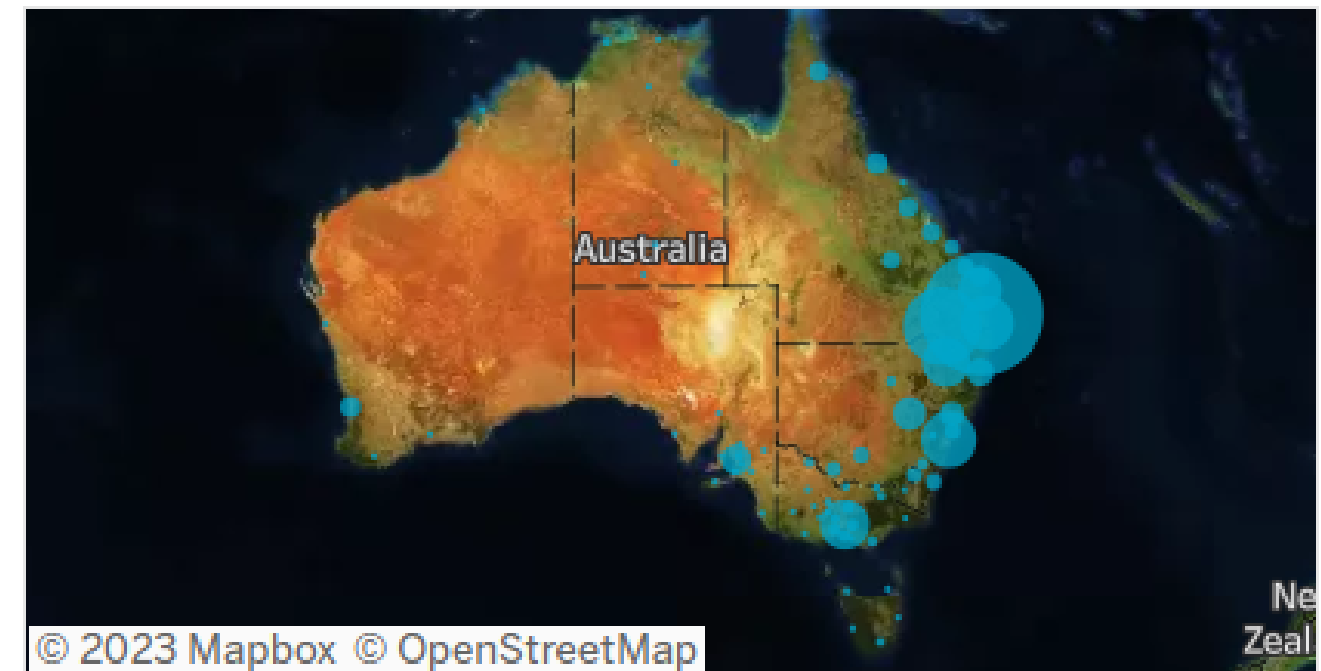
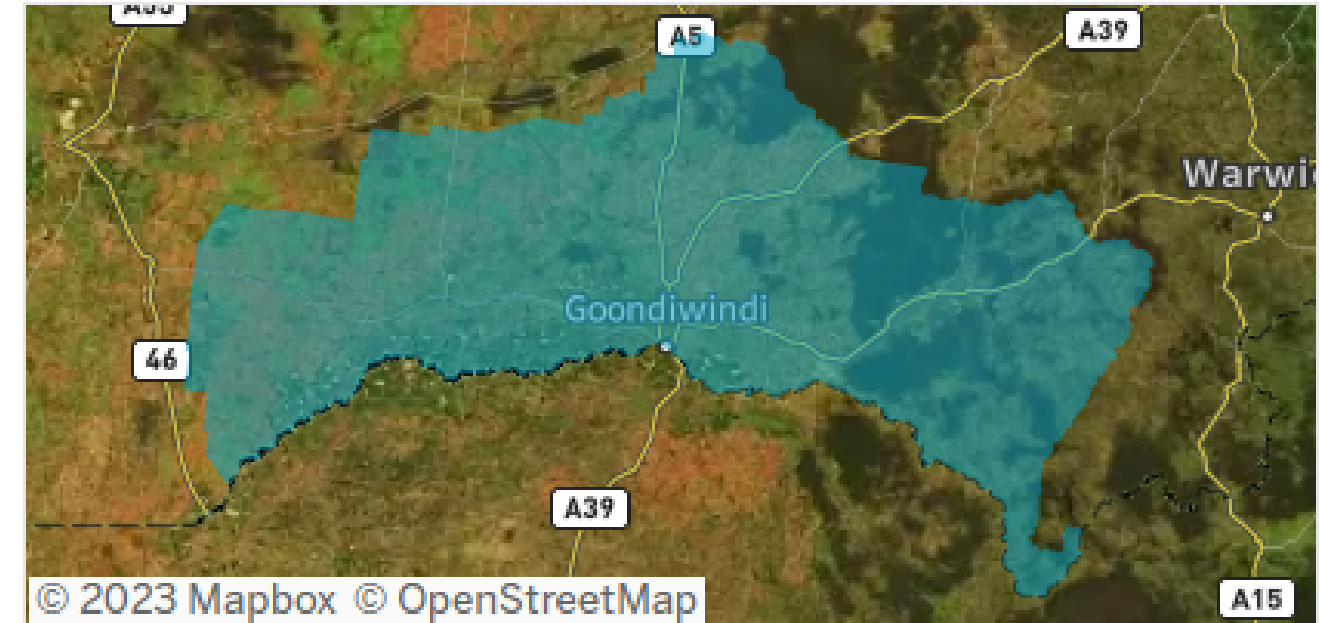
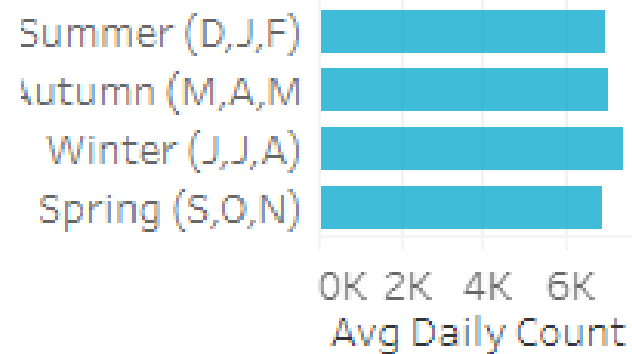
Origin Category



Helix Persona

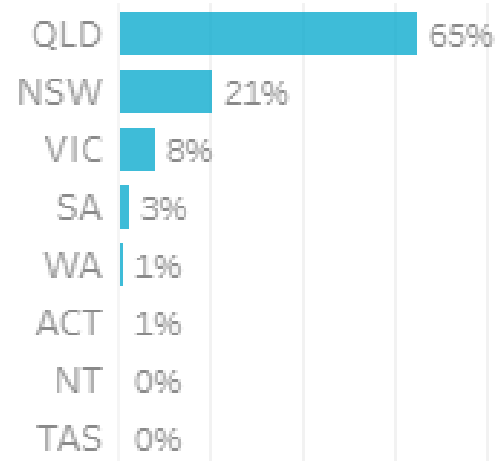


Season



Visitation Origins

Origin State

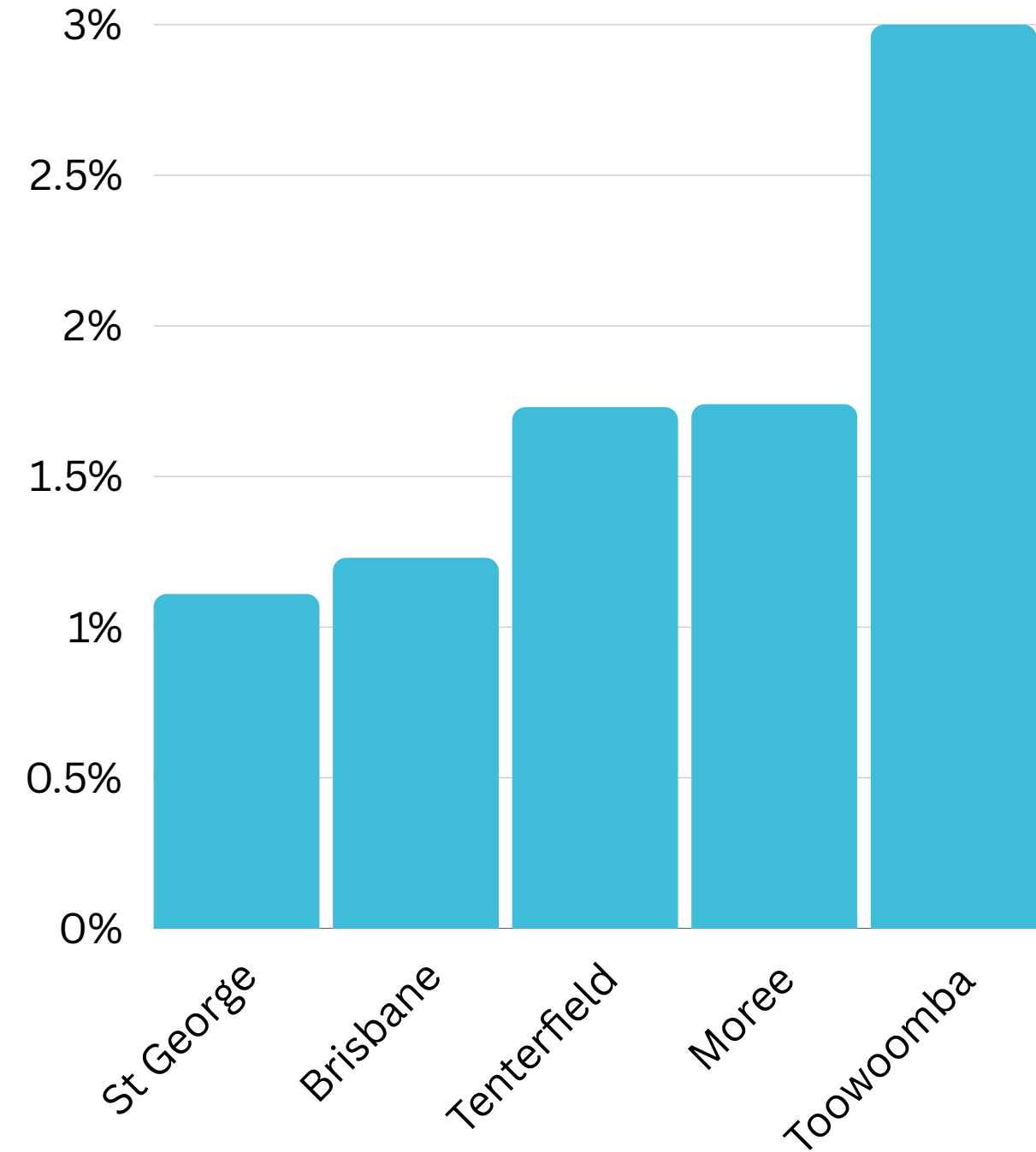


Origin Category

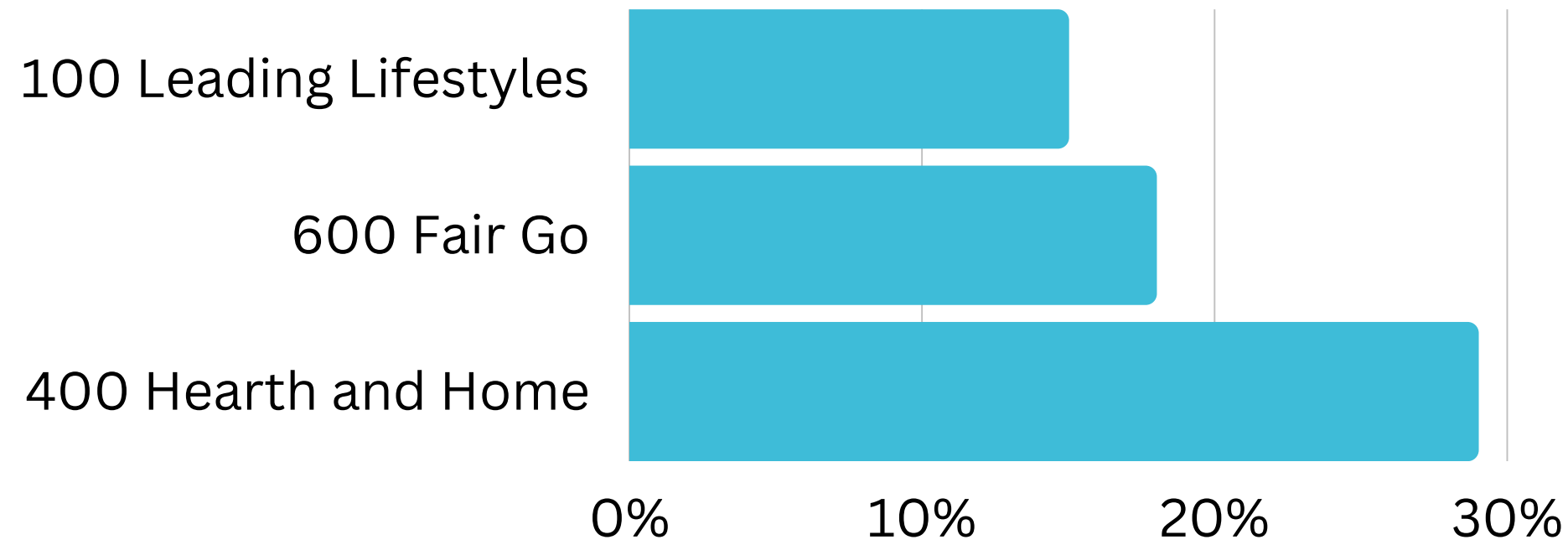


65% of visitors to the Goondiwindi Region during October 2023 are intrastate. **34%** are interstate, with **54%** arriving from **New South Wales**

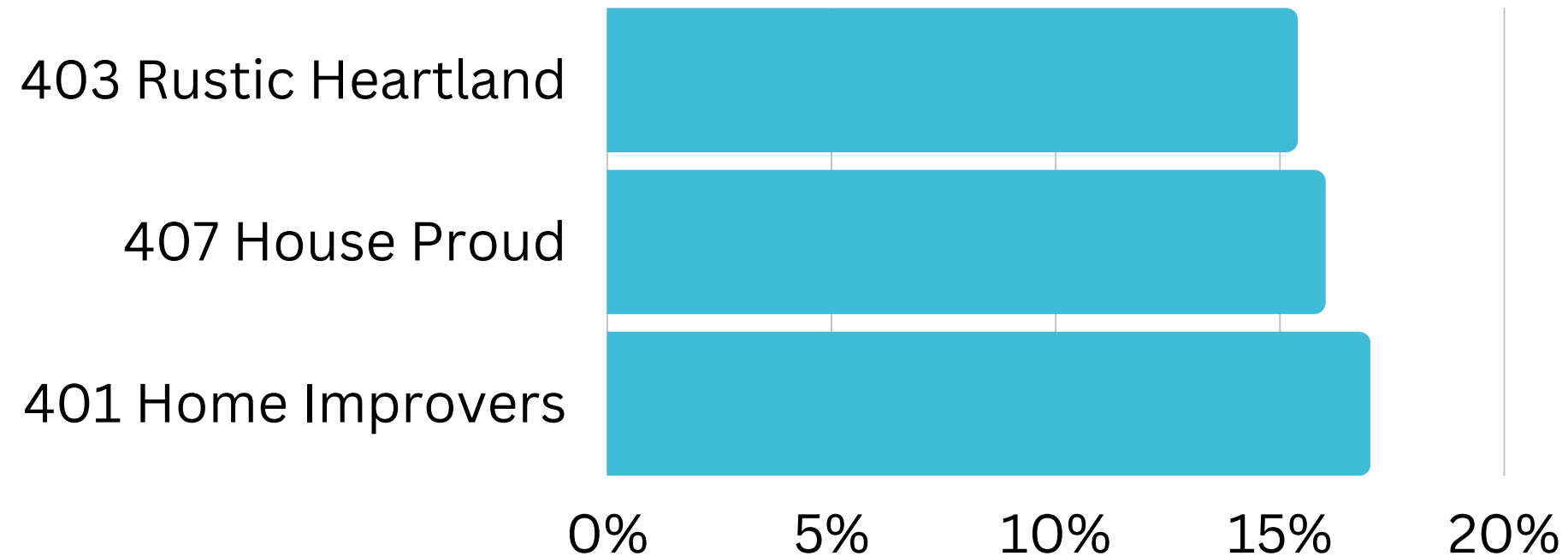
Top 5 areas to the Goondiwindi Region (October 2023)



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, **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

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