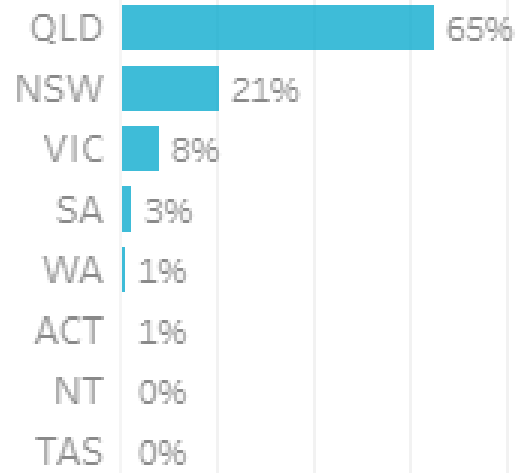




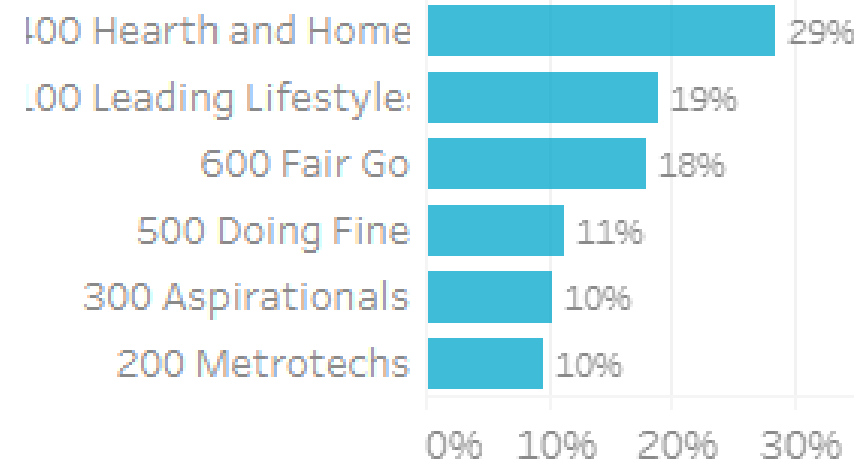
Goondiwindi Insights and Data Report
September 2023

Visitation Overview - September 2023

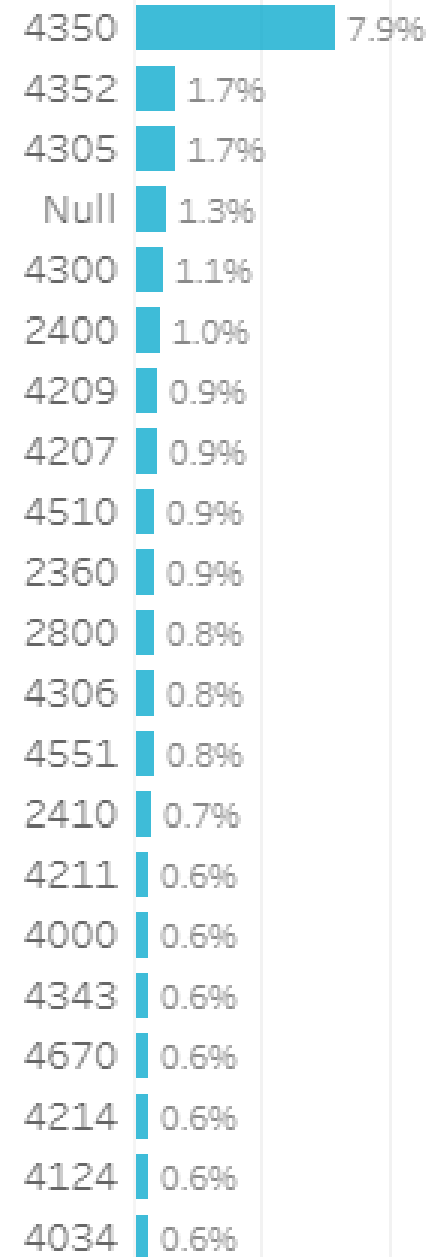
Origin State



Helix Community



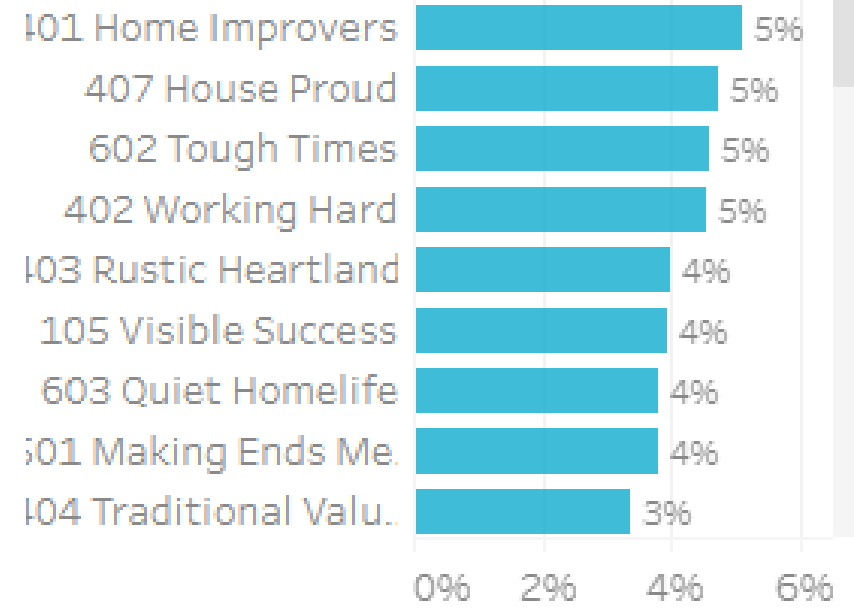
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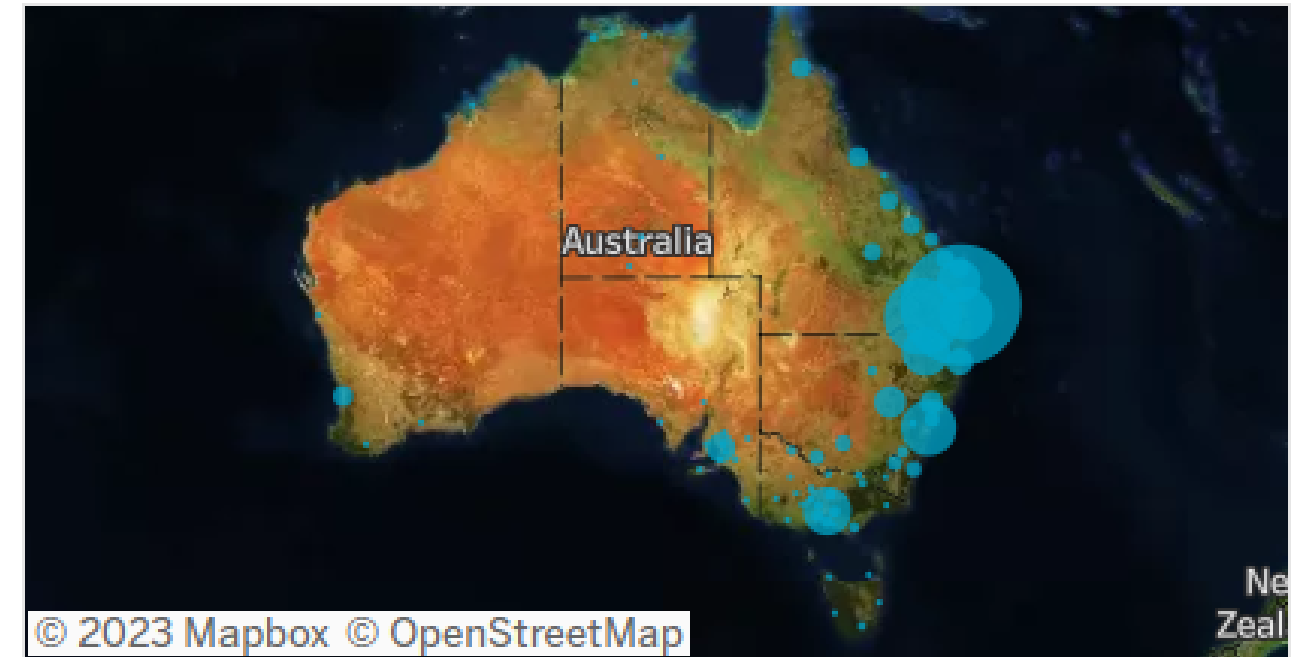
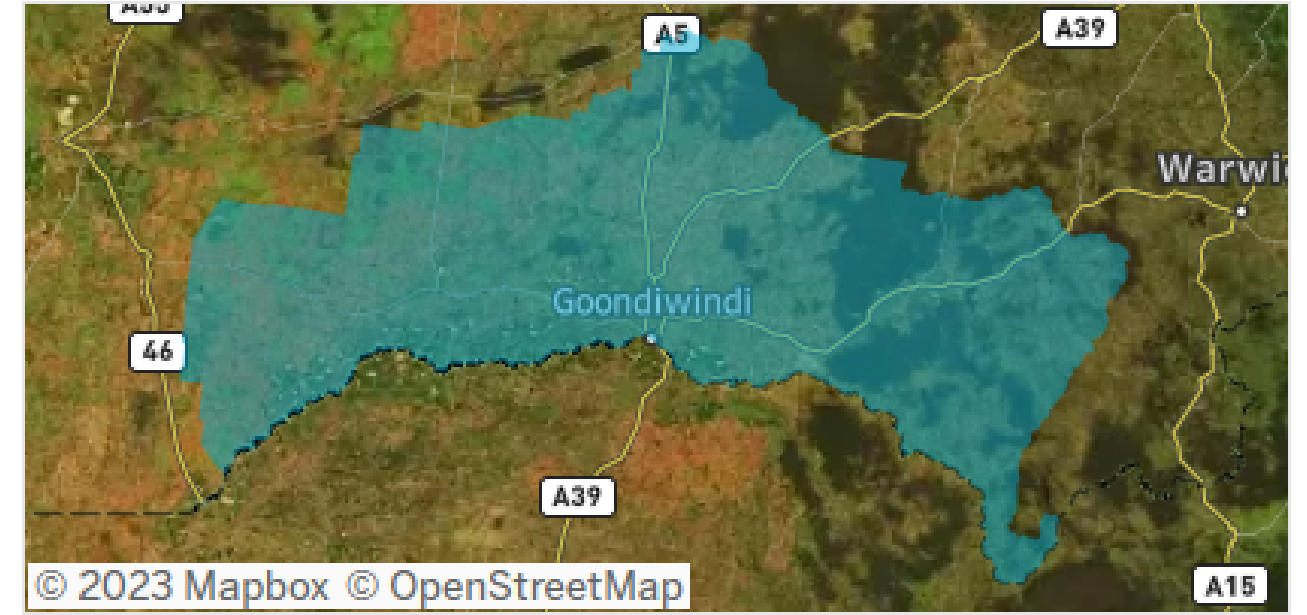
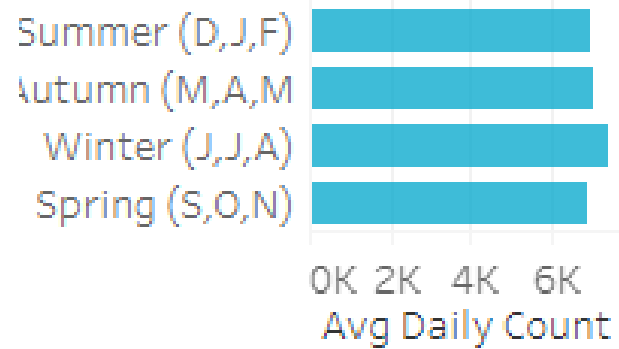
Origin Category



Helix Persona

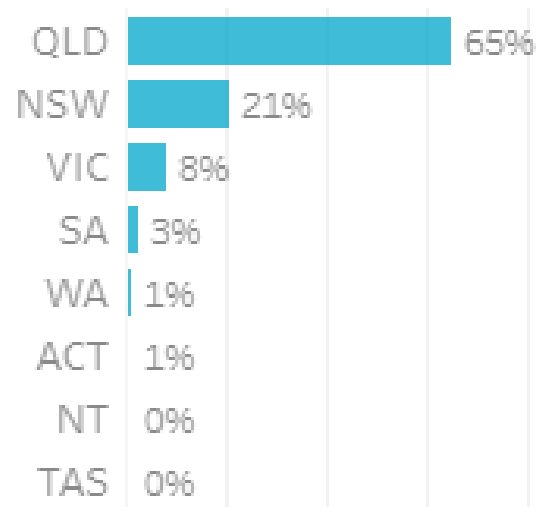


Season



Visitation Origins

Origin State

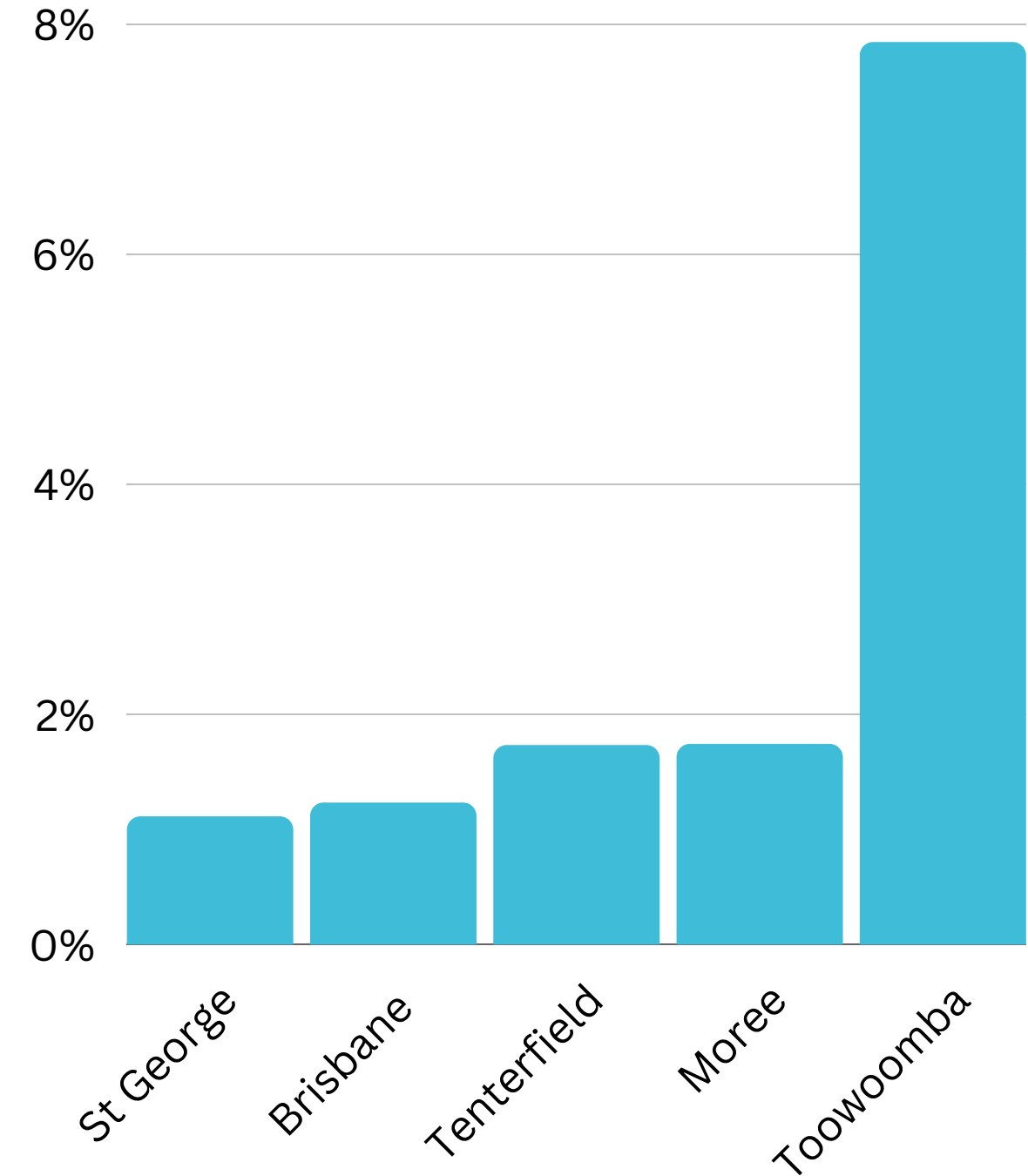


Origin Category

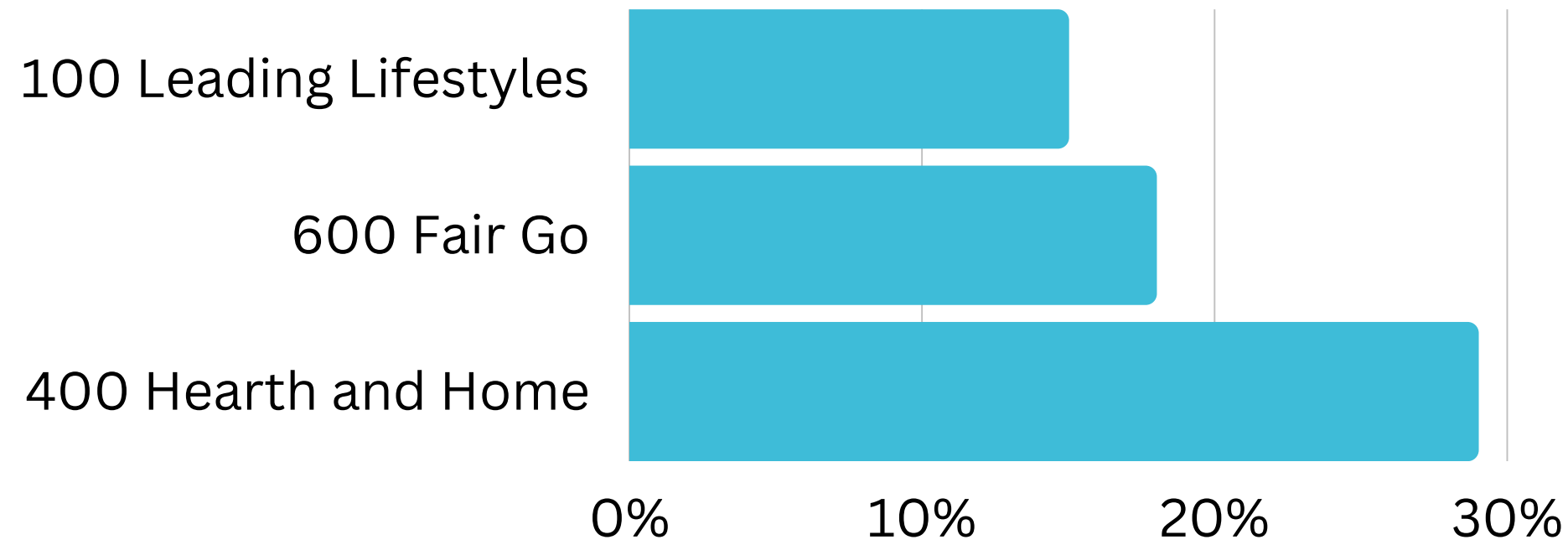


65% of visitors to the Goondiwindi Region during September 2023 are intrastate. **34%** are interstate, with **70%** arriving from **New South Wales**

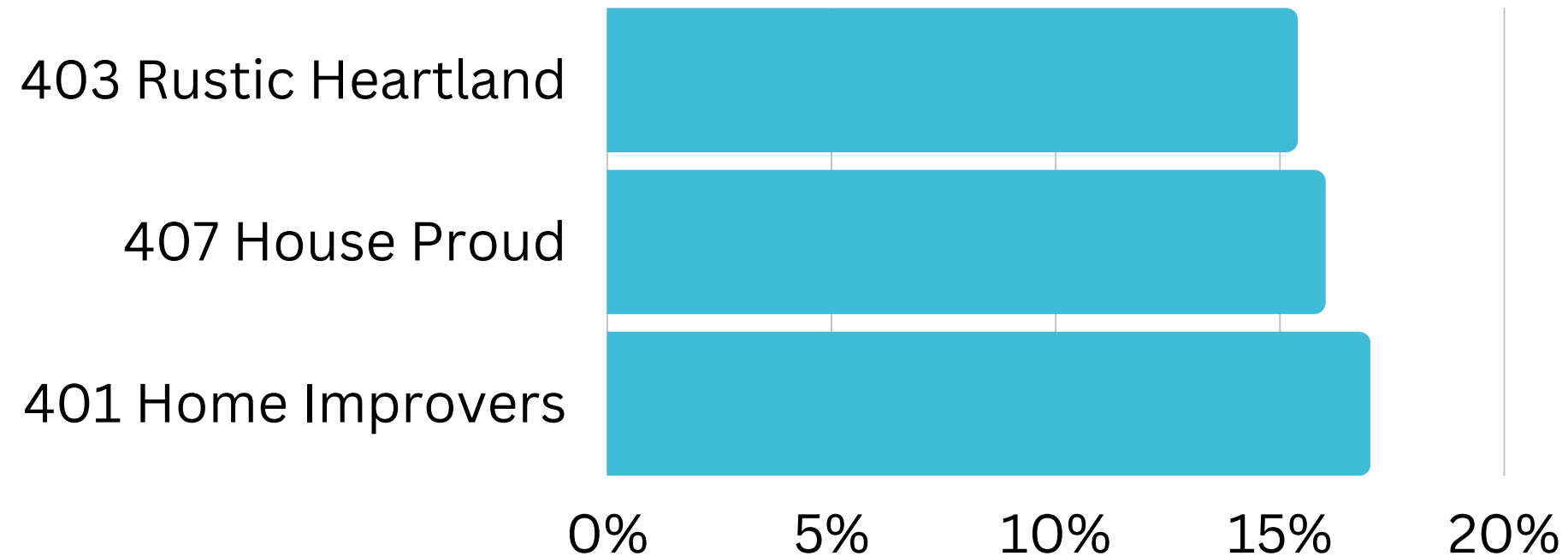
Top 5 areas to the Goondiwindi Region (September 2023)



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, **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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