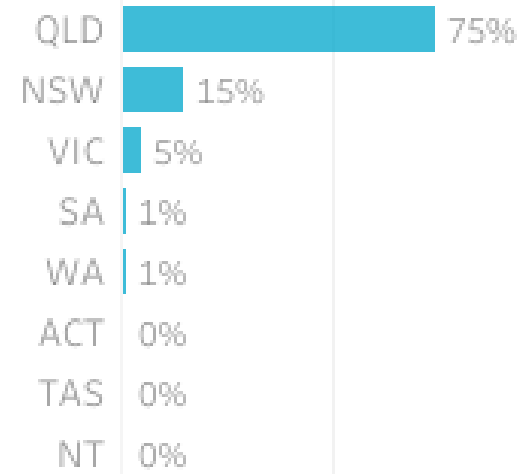


A man and a woman are standing in a vineyard, looking at each other. The woman is wearing a white jumpsuit and a hat, and the man is wearing a white shirt and dark shorts. They are surrounded by rows of grapevines. In the foreground, there are several large, vibrant pink roses. The background shows a clear blue sky and a line of trees in the distance.

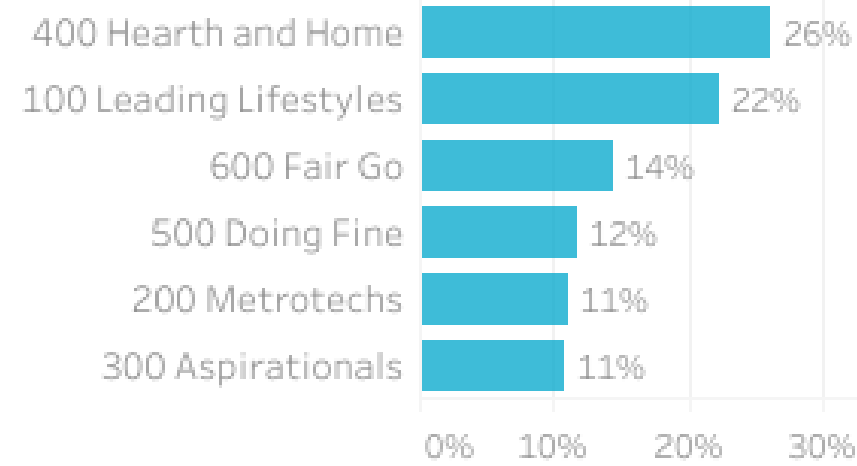
Southern Downs Insights and Data Report
August 2023

Visitation Overview - August 2023

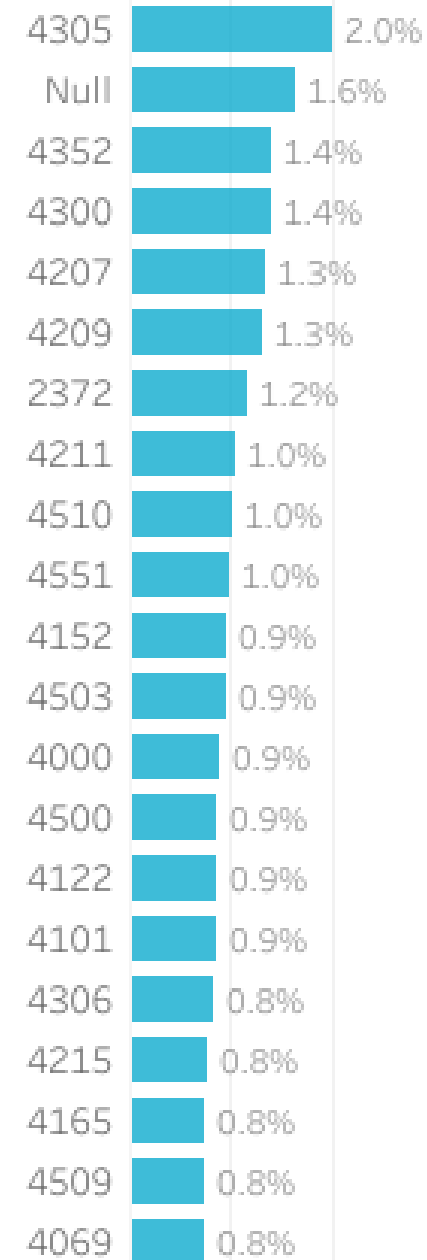
Origin State



Helix Community



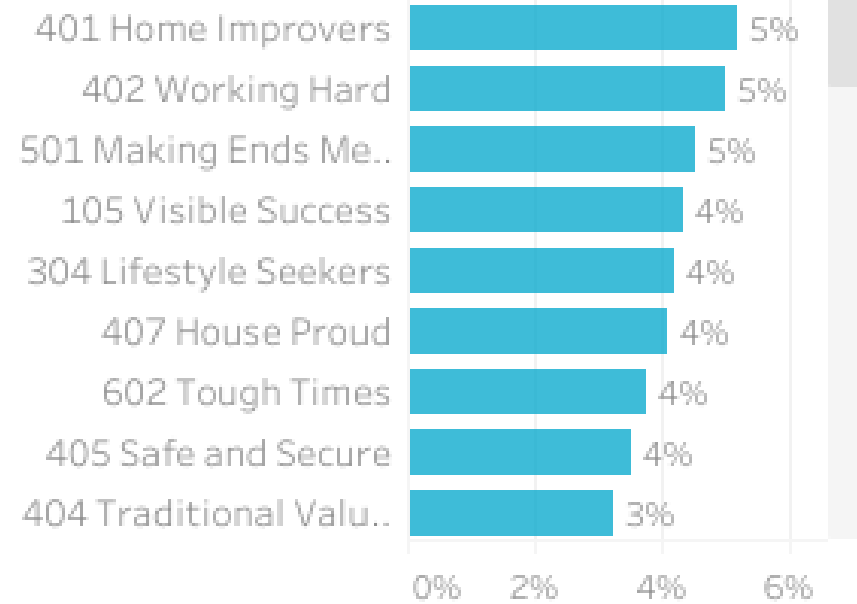
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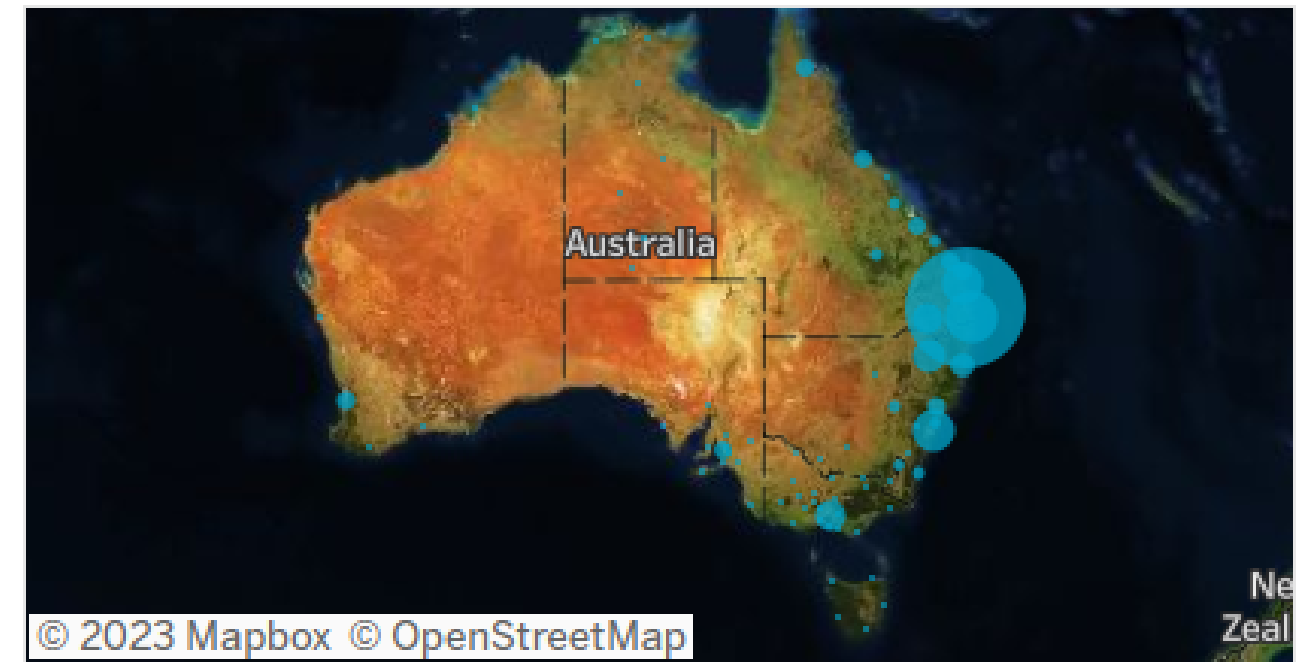
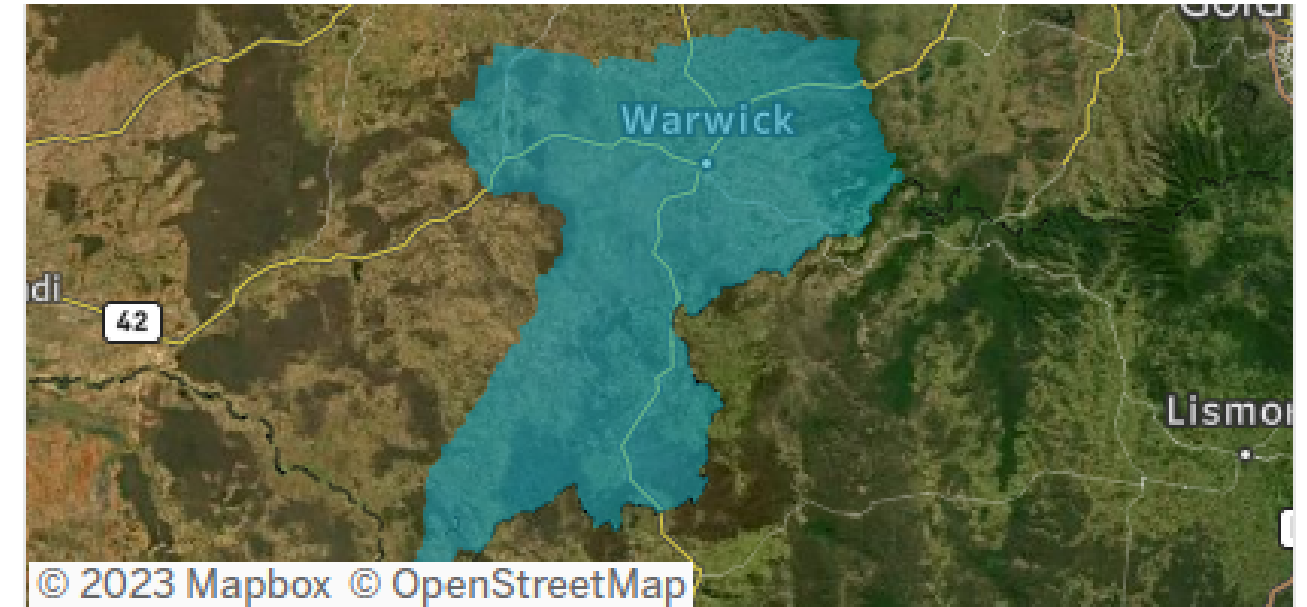
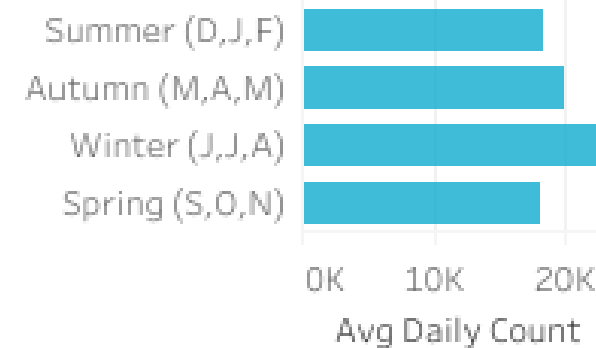
Origin Category



Helix Persona

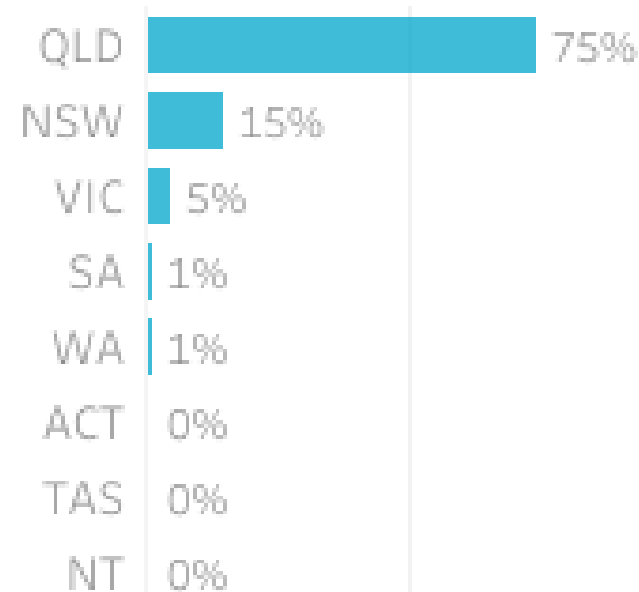


Season

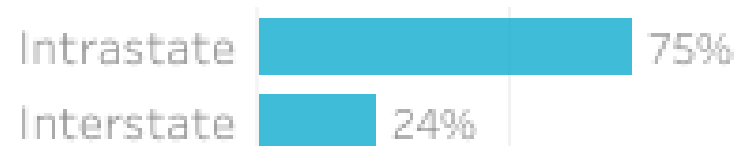


Visitation Origins

Origin State

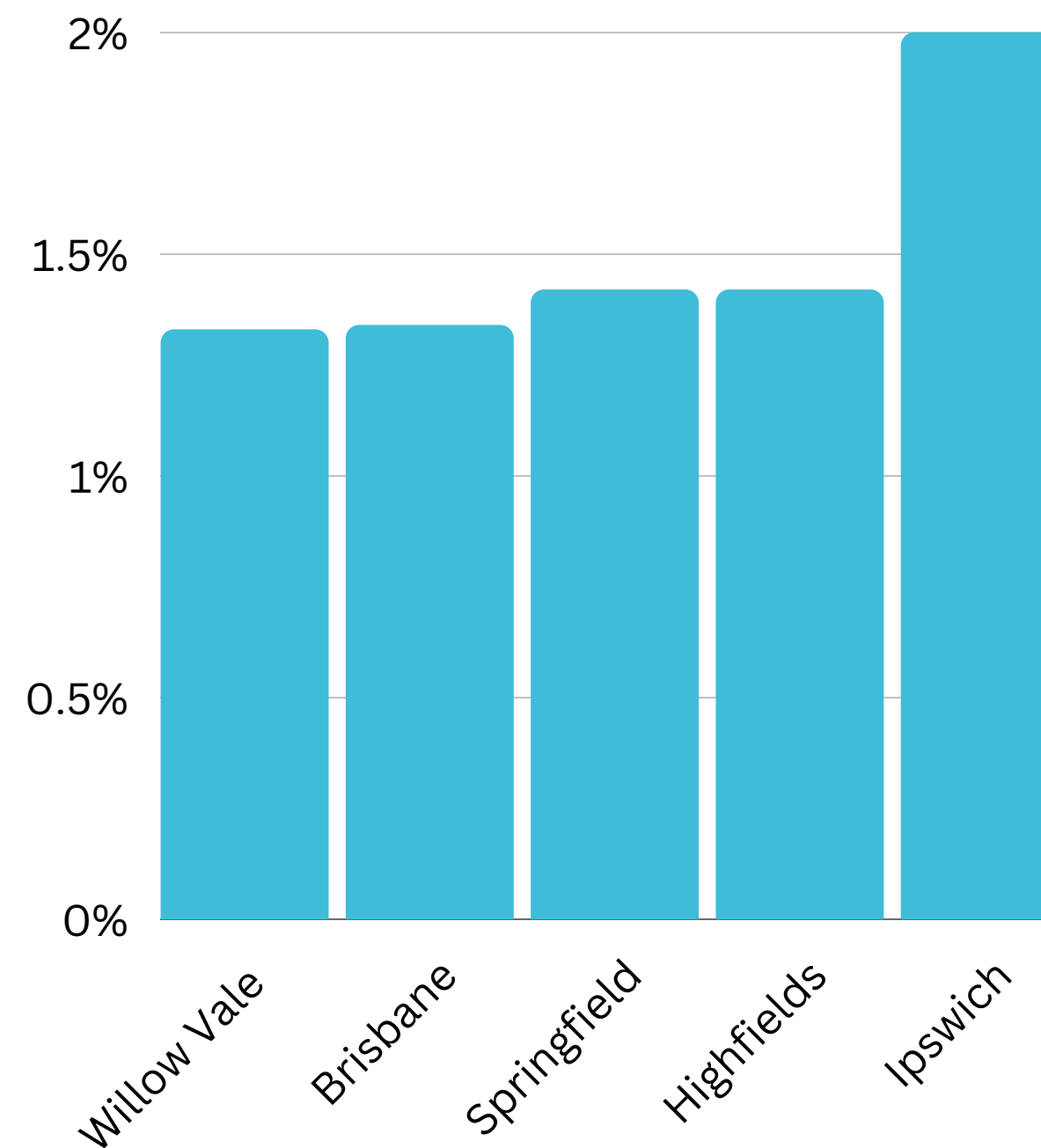


Origin Category

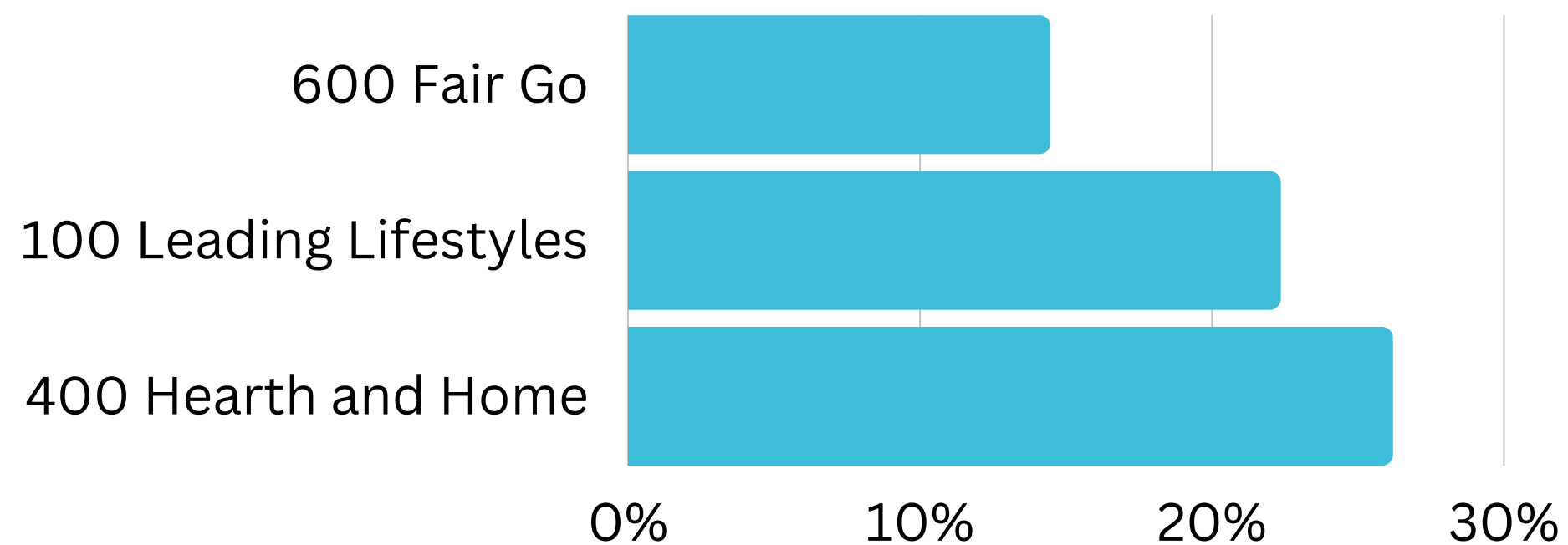


75% of visitors to the Southern Downs Region during August 2023 are intrastate. **24%** are interstate, with **63%** arriving from **New South Wales**

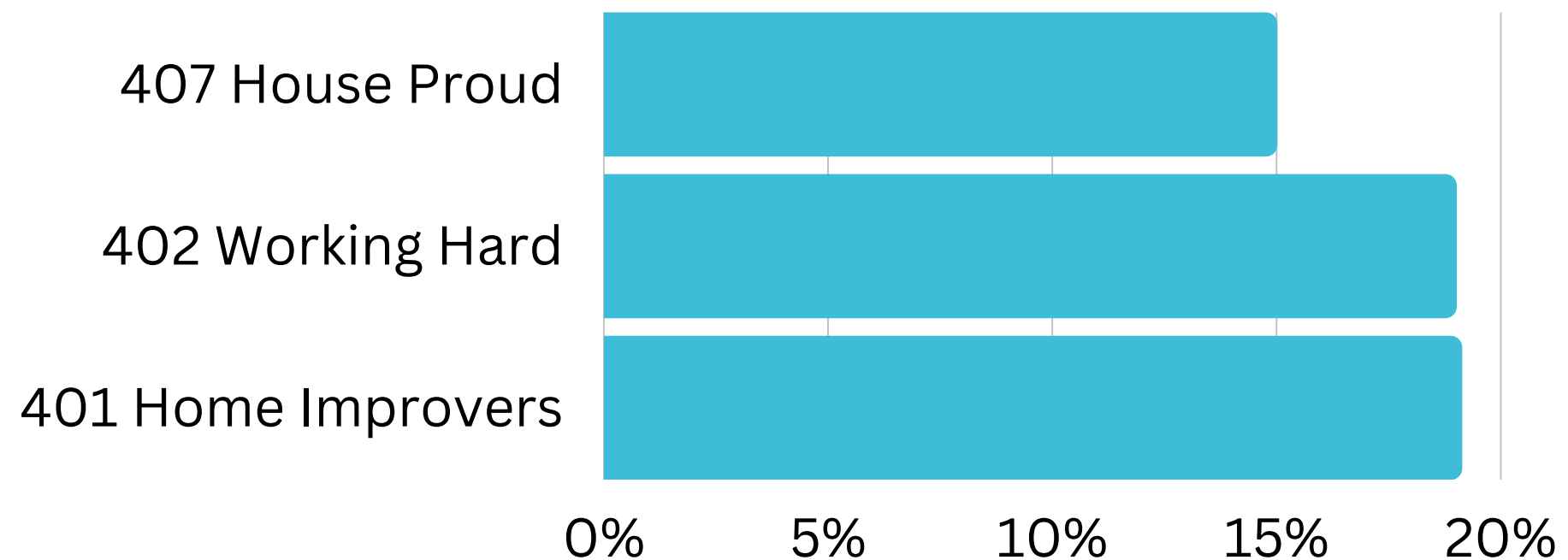
Top 5 areas to the Southern Downs Region (August 2023)



Top Helix Communities and Personas



26% of the visitors recorded during **August 2023** are part of the **400 Hearth and Home** Helix Community.



Of that, **19.21%** are a **401 Home Improvers** Helix Persona and **19%** are **402 Working Hard**

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

2 402 Working Hard

Average age: 38 years

Average Household Income: \$109,000



More than half live in metro areas. Clustered across Brisbane, the Gold Coast, and coastal areas in Queensland.

Likes

- Pay TV/Subscription Video on Demand (SVOD)
- Commercial Radio
- Newspapers

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