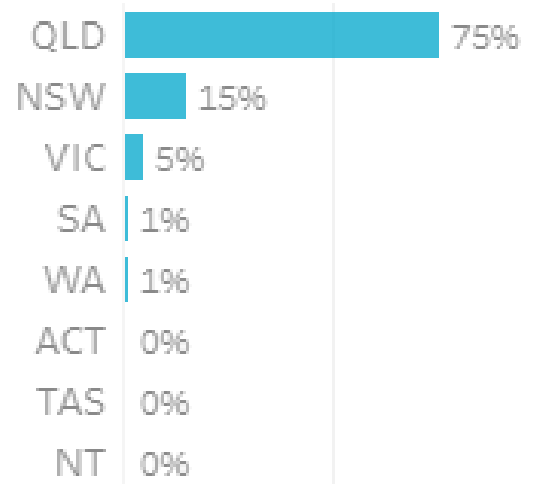




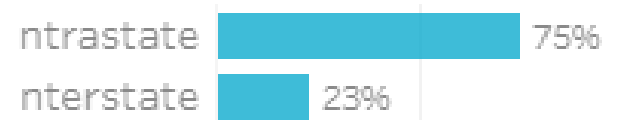
Southern Downs Insights and Data Report
October 2023

Visitation Overview - October 2023

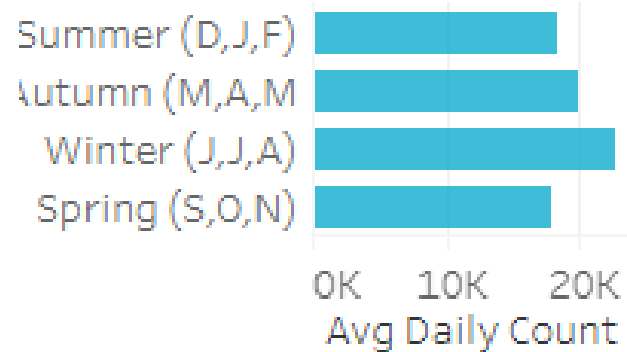
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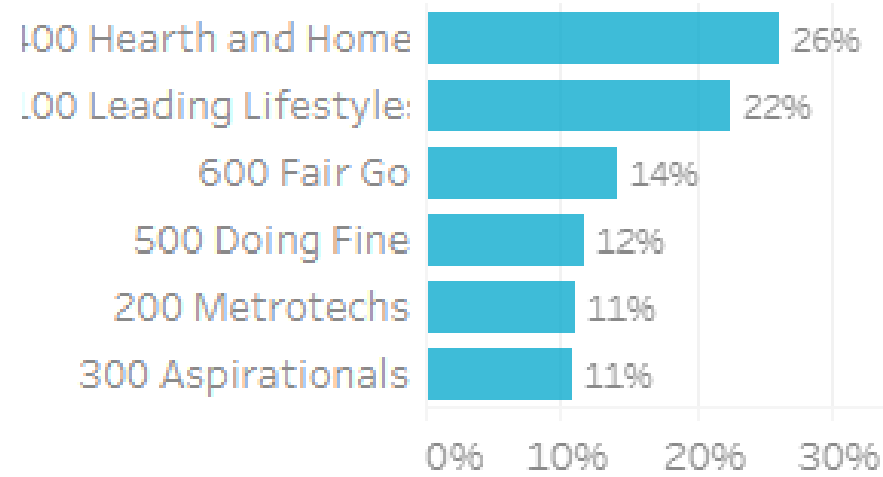
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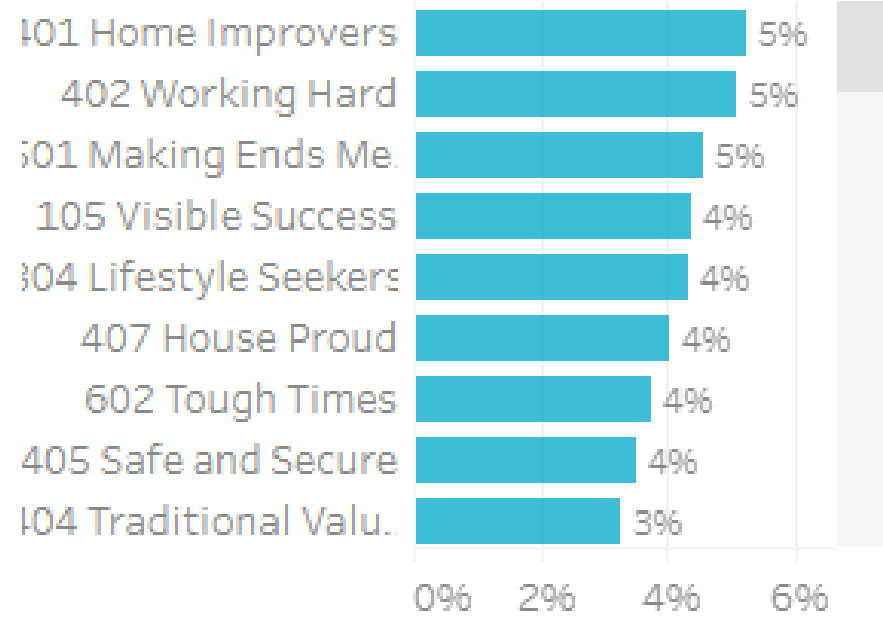
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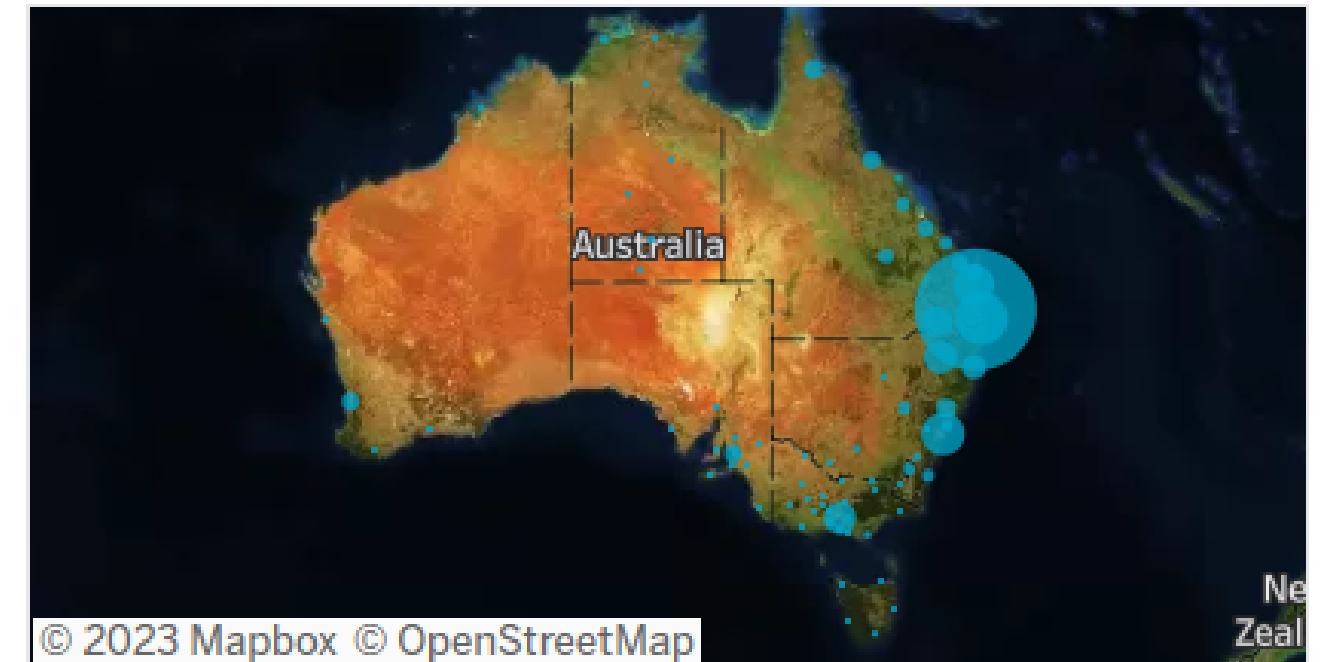
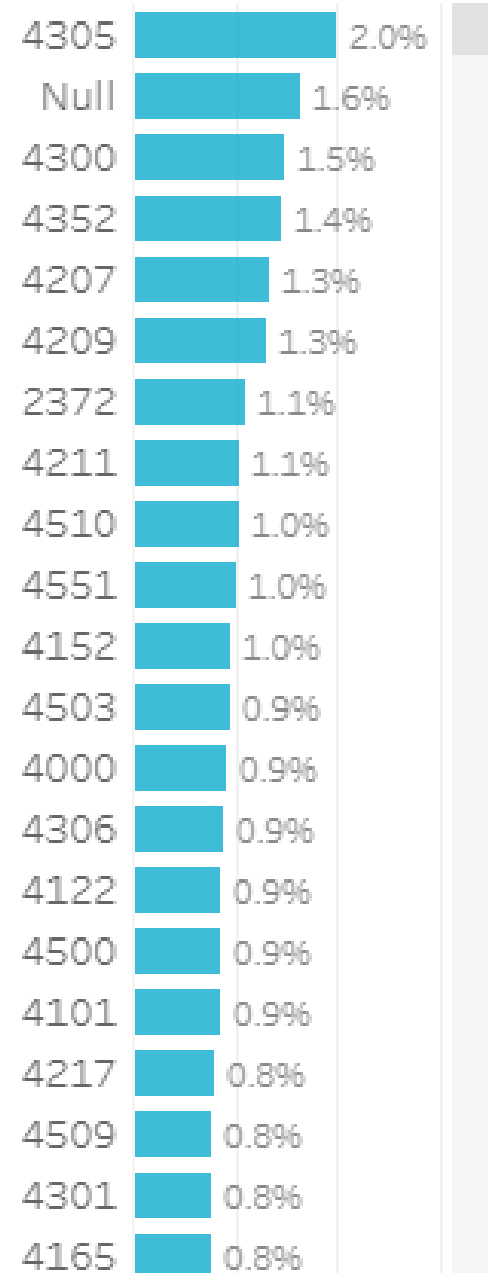
Helix Community



Helix Persona

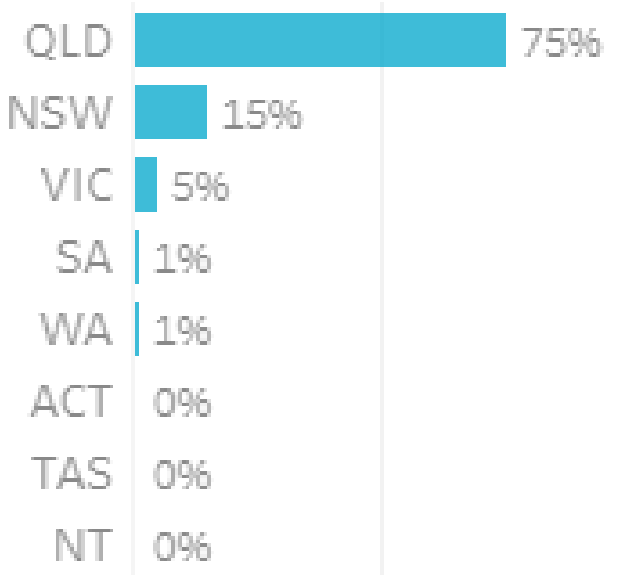


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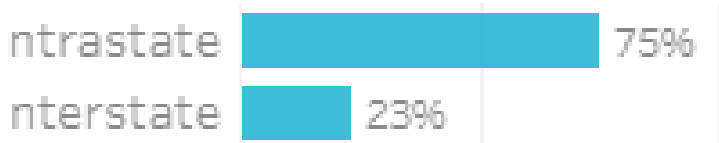


Visitation Origins

Origin State

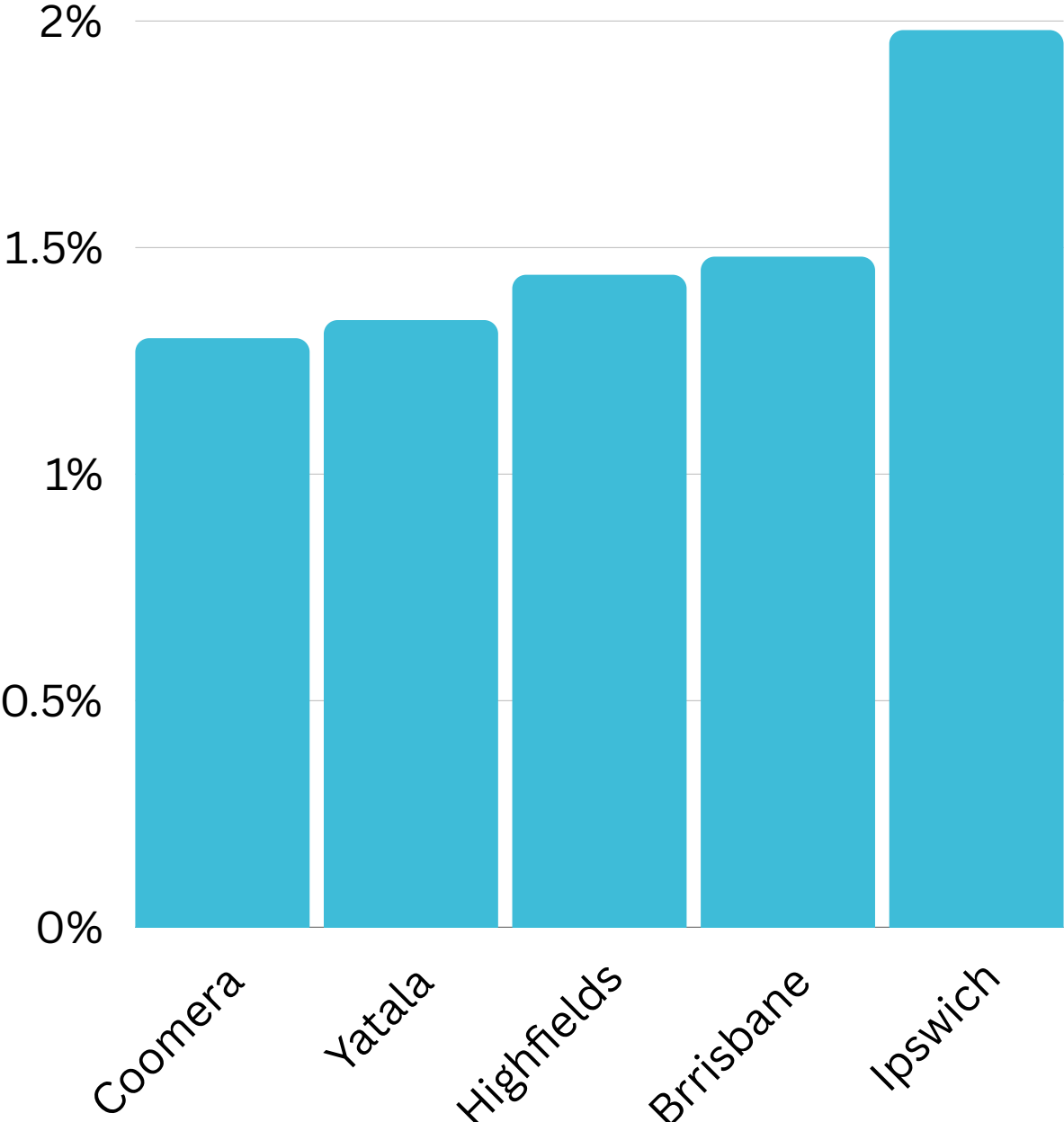


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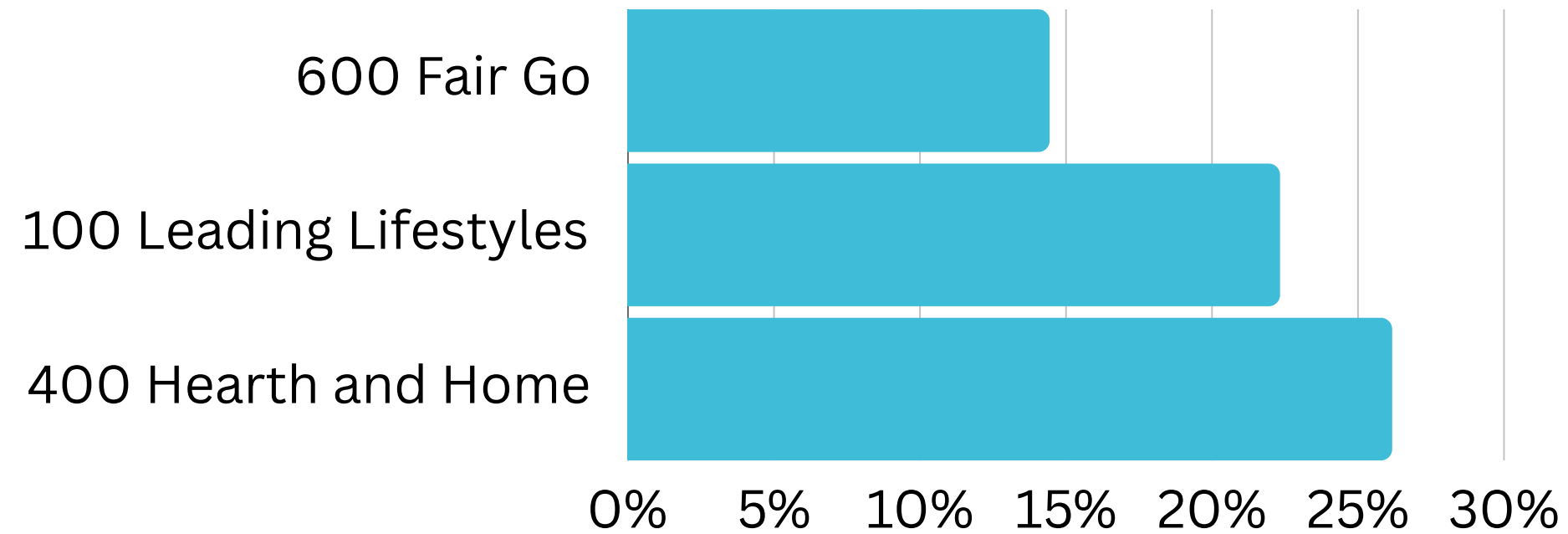


75% of visitors to the Southern Downs Region during October 2023 are intrastate. **24%** are interstate, with **57%** arriving from **New South Wales**

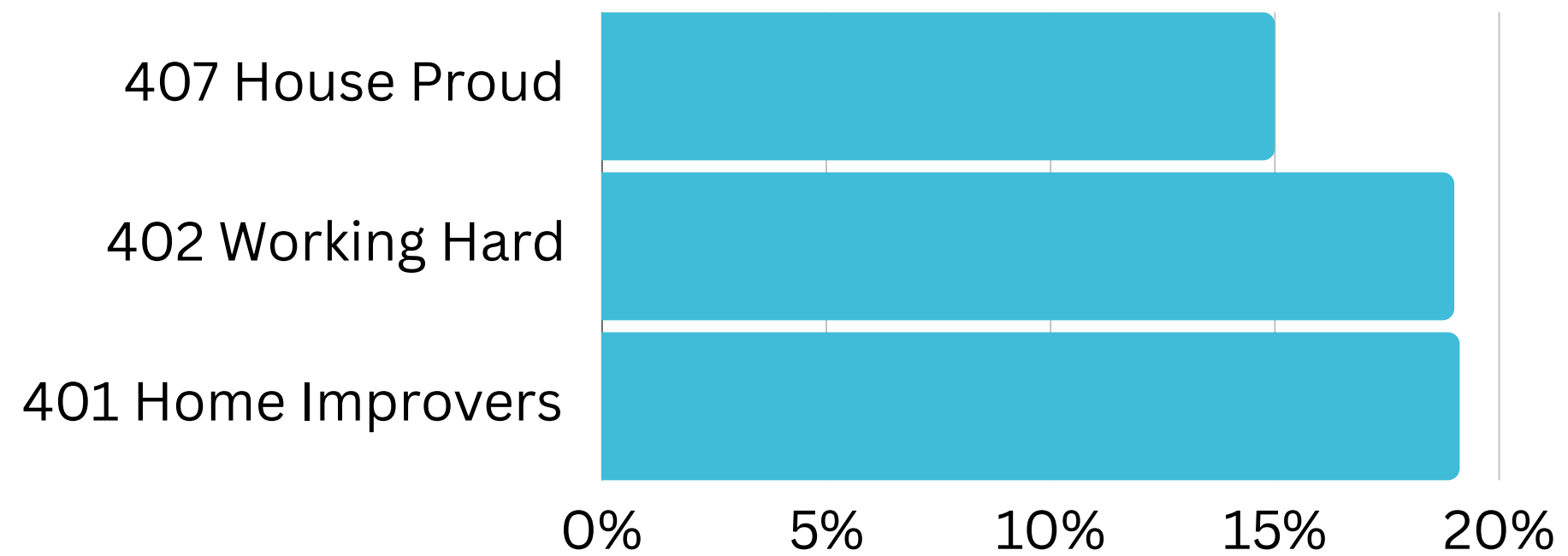
Top 5 areas to the Southern Downs Region (October 2023)



Top Helix Communities and Personas



26% of the visitors recorded during **October 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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