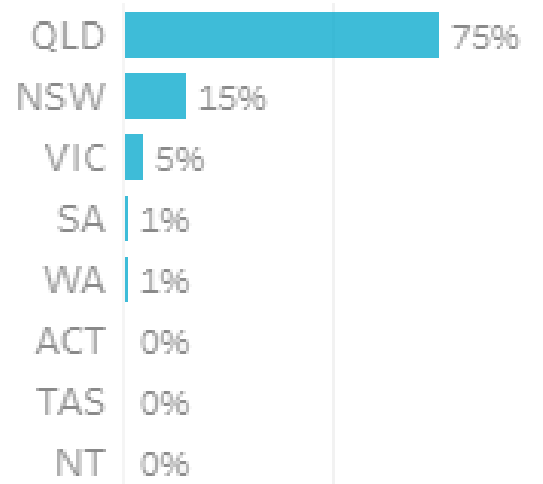


A man and a woman are walking through a lush vineyard. The man is wearing a blue and white striped polo shirt and dark trousers, and the woman is wearing a white button-down shirt and blue jeans. They are both smiling and holding hands. The vineyard is filled with green grapevines, and the background shows a dense line of trees. The text "Southern Downs Insights and Data Report" and "September 2023" is overlaid in white, cursive font across the center of the image.

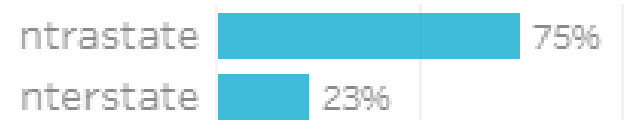
Southern Downs Insights and Data Report
September 2023

Visitation Overview - September 2023

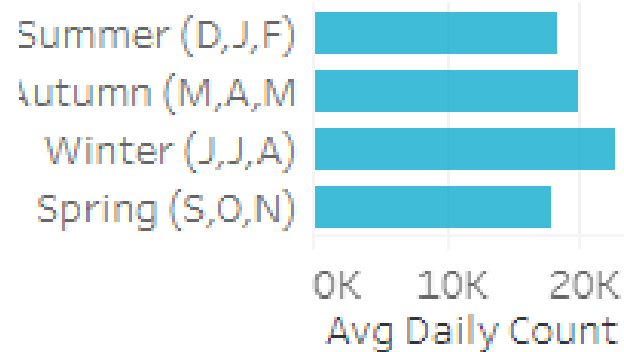
Origin State



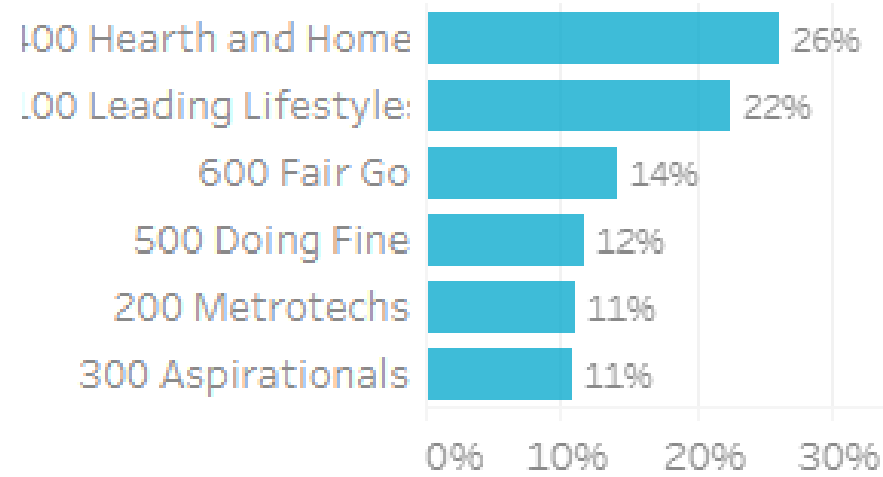
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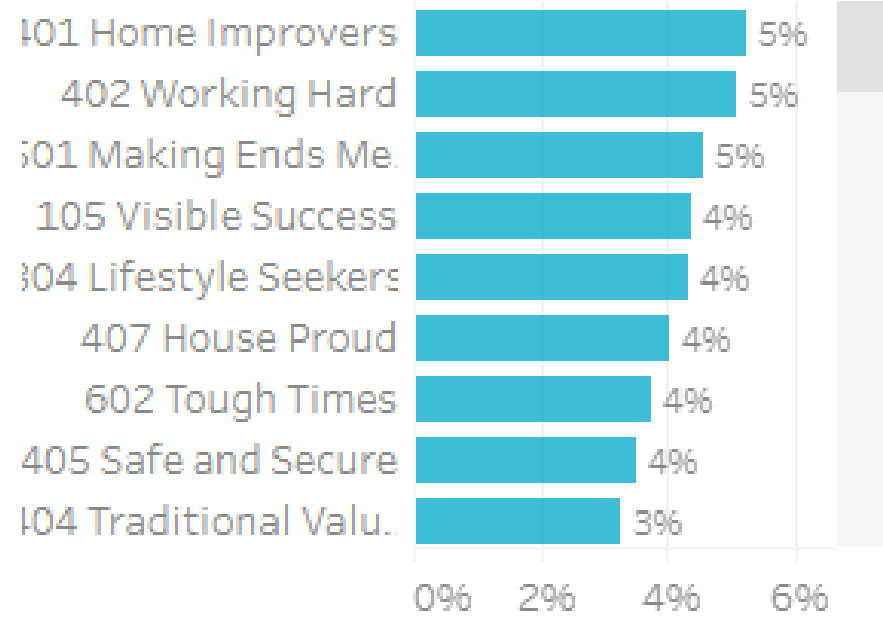
Season



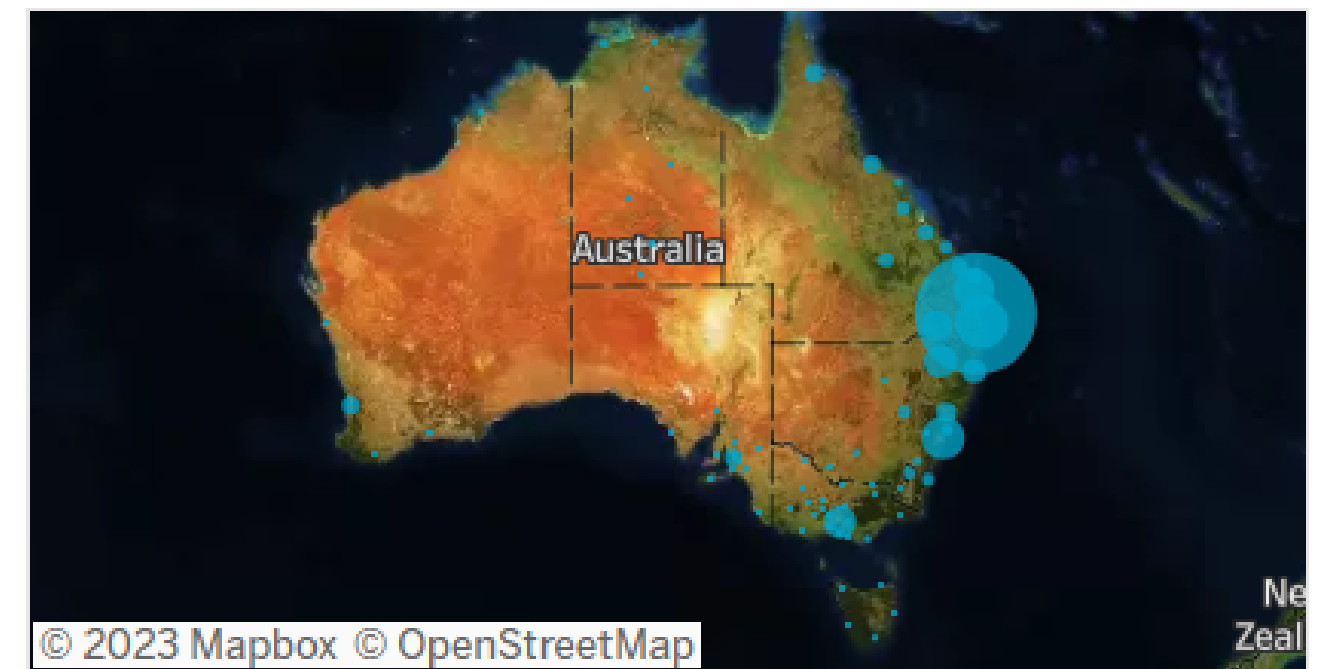
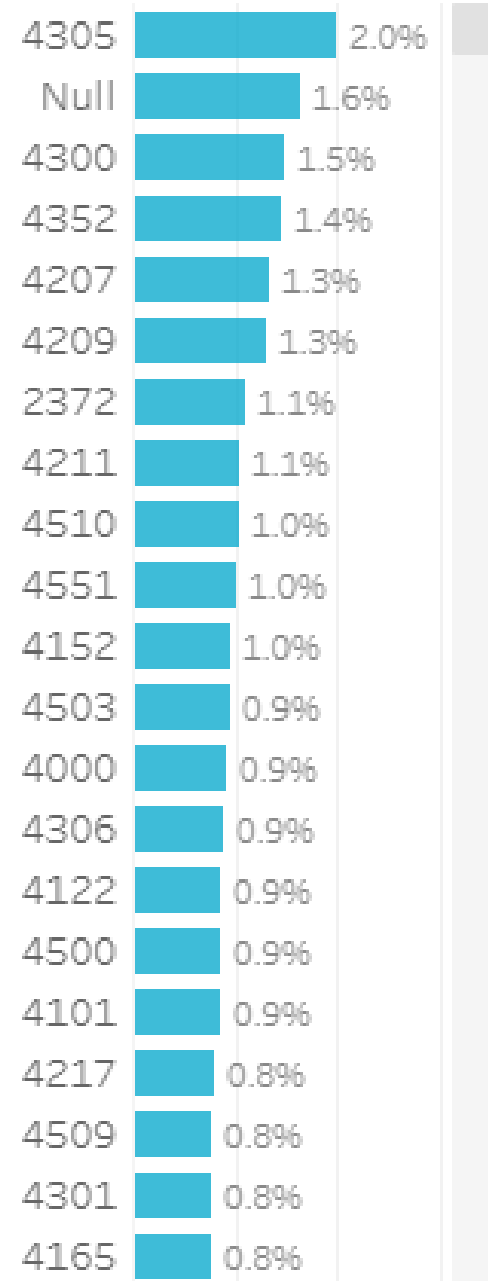
Helix Community



Helix Persona

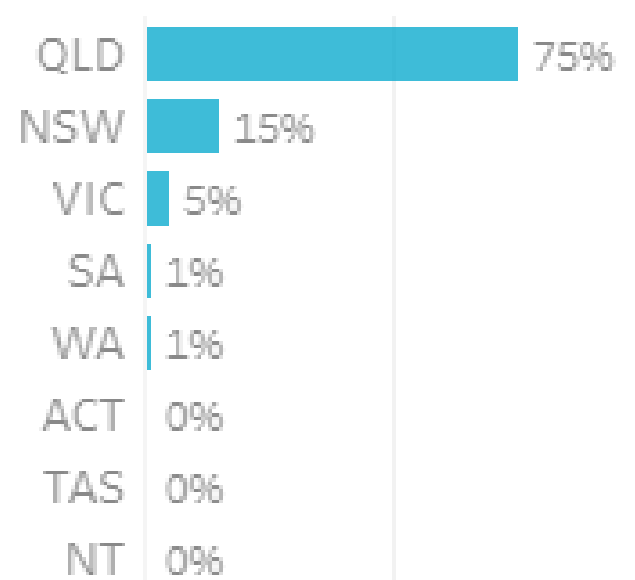


Origin Postcode



Visitation Origins

Origin State

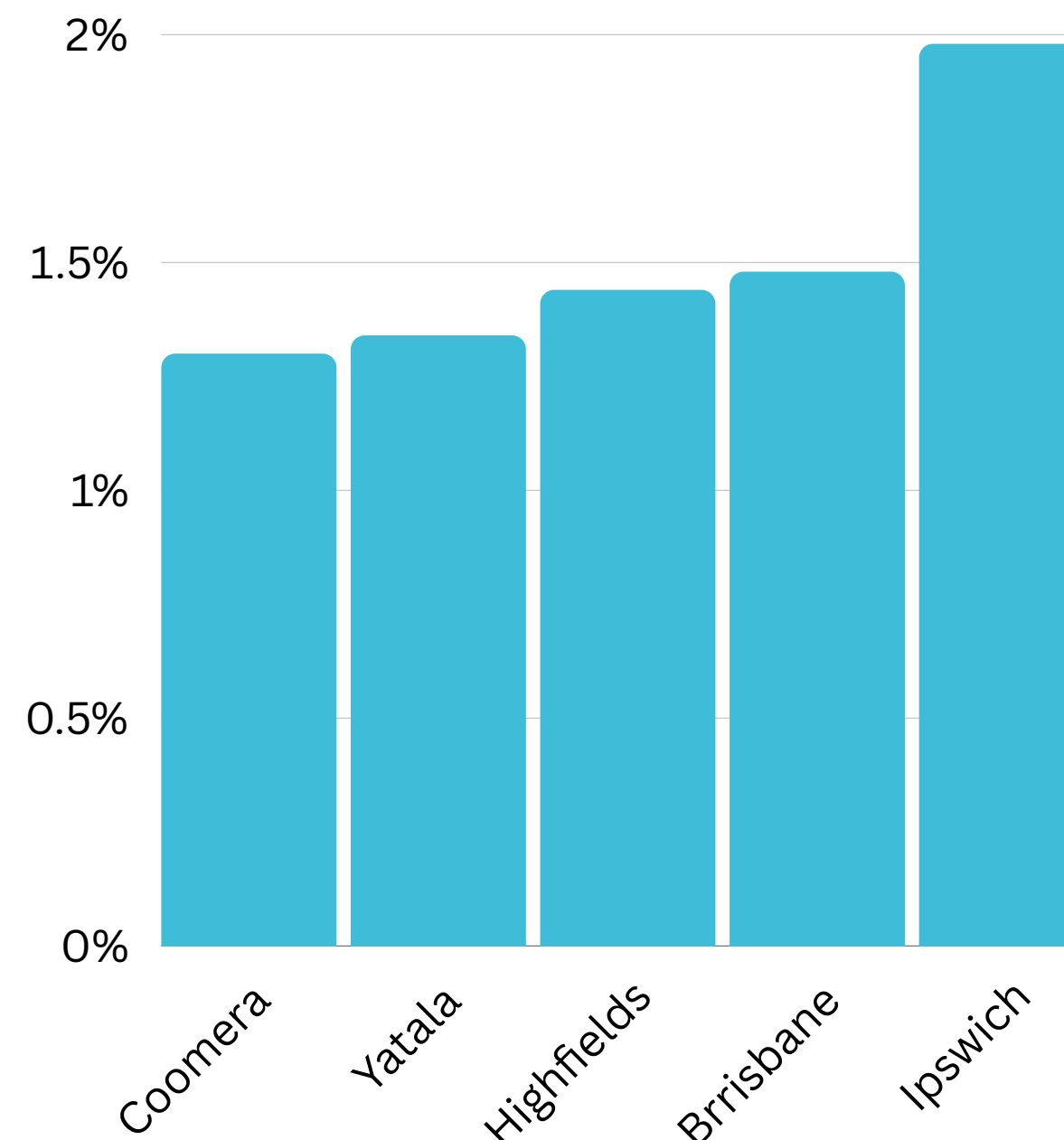


Origin Category

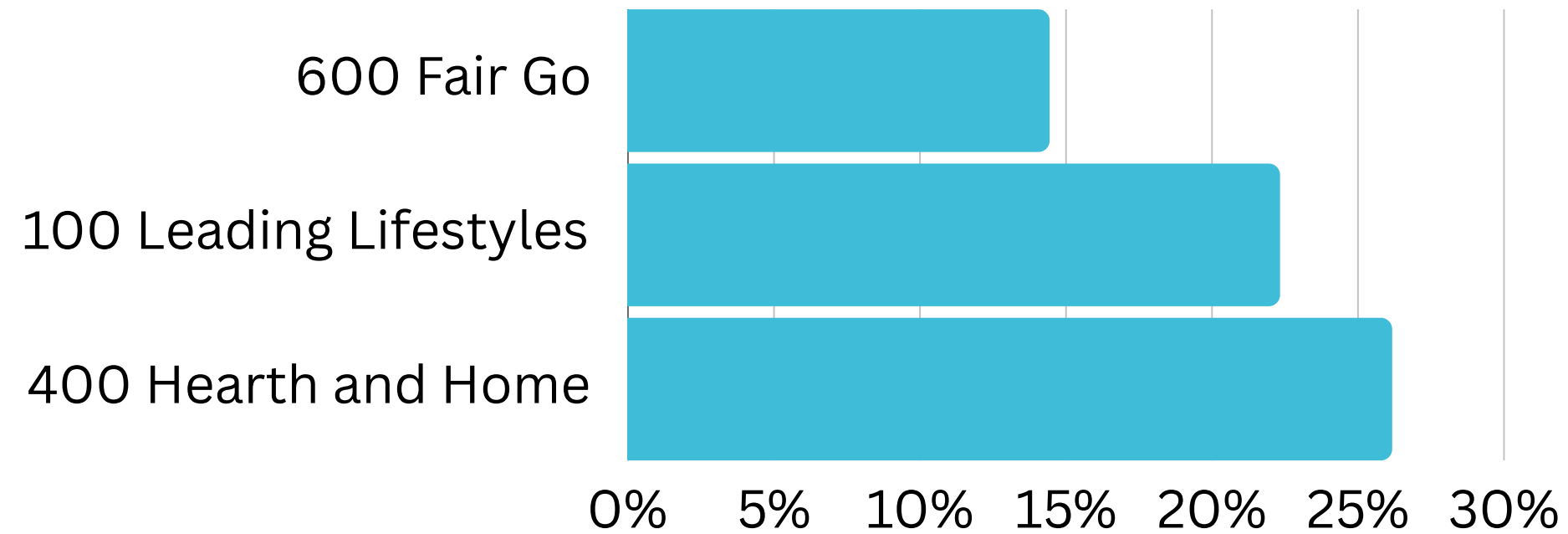


75% of visitors to the Southern Downs Region during September 2023 are intrastate. **24%** are interstate, with **57%** arriving from **New South Wales**

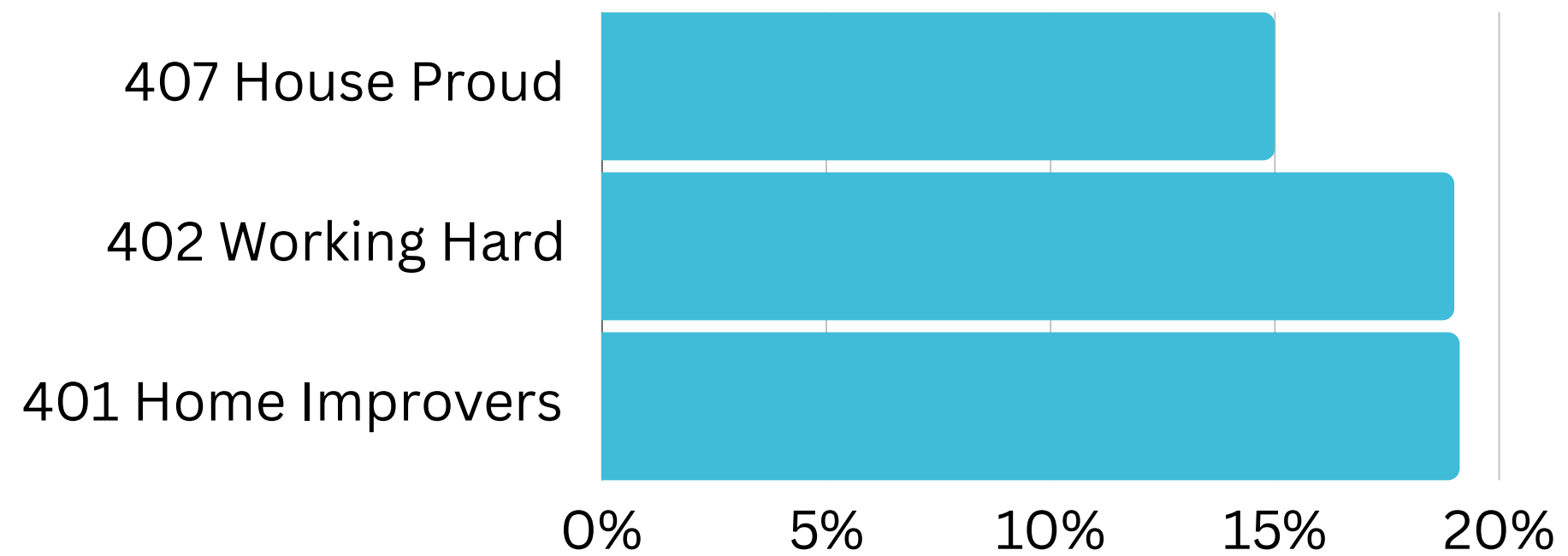
Top 5 areas to the Southern Downs Region (September 2023)



Top Helix Communities and Personas



26% of the visitors recorded during **September 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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