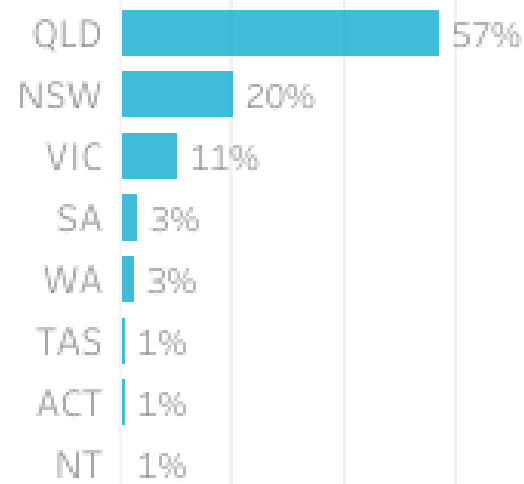


An aerial photograph of a person swimming in a clear, turquoise river. The water is exceptionally clear, showing the sandy and rocky riverbed. The person is in the center of the frame, with their arms outstretched. The river is surrounded by dense, lush green forest. The lighting is bright, creating a vibrant scene. The text 'Somerset Insights and Data Report August 2023' is overlaid in the center of the image in a white, cursive font.

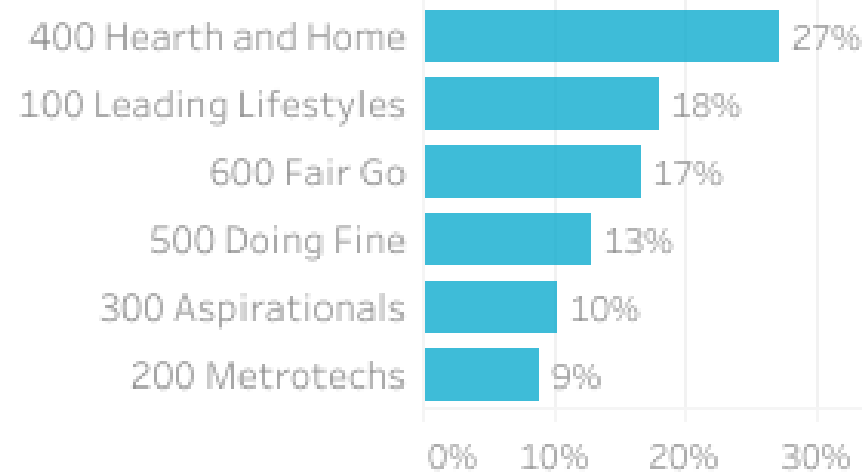
Somerset Insights and Data Report  
August 2023

# Visitation Overview - August 2023

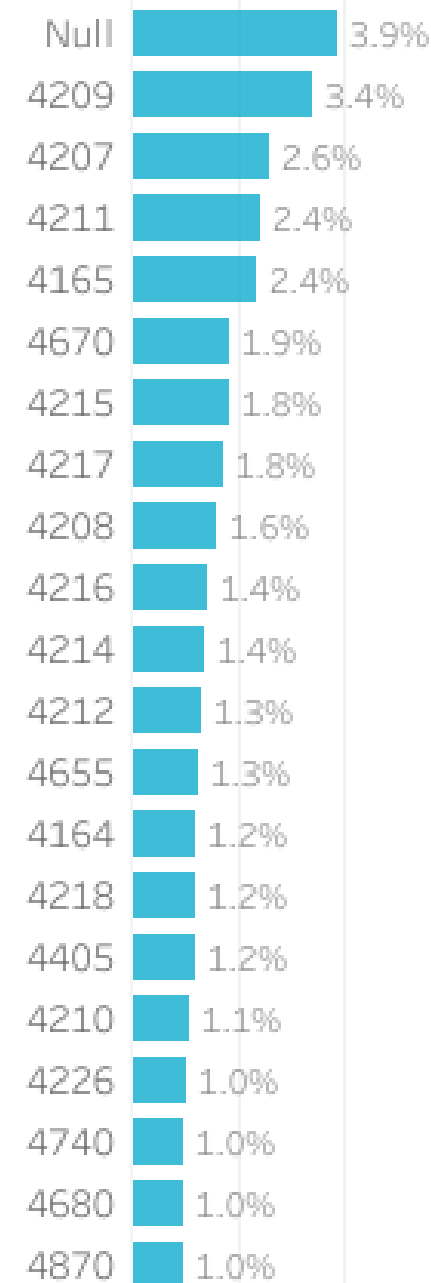
## Origin State



## Helix Community



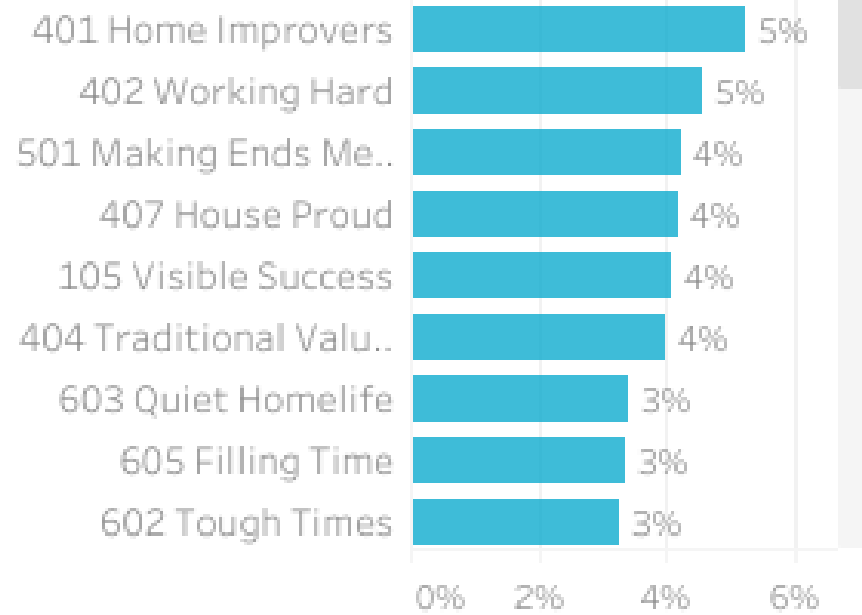
## Origin Postcode



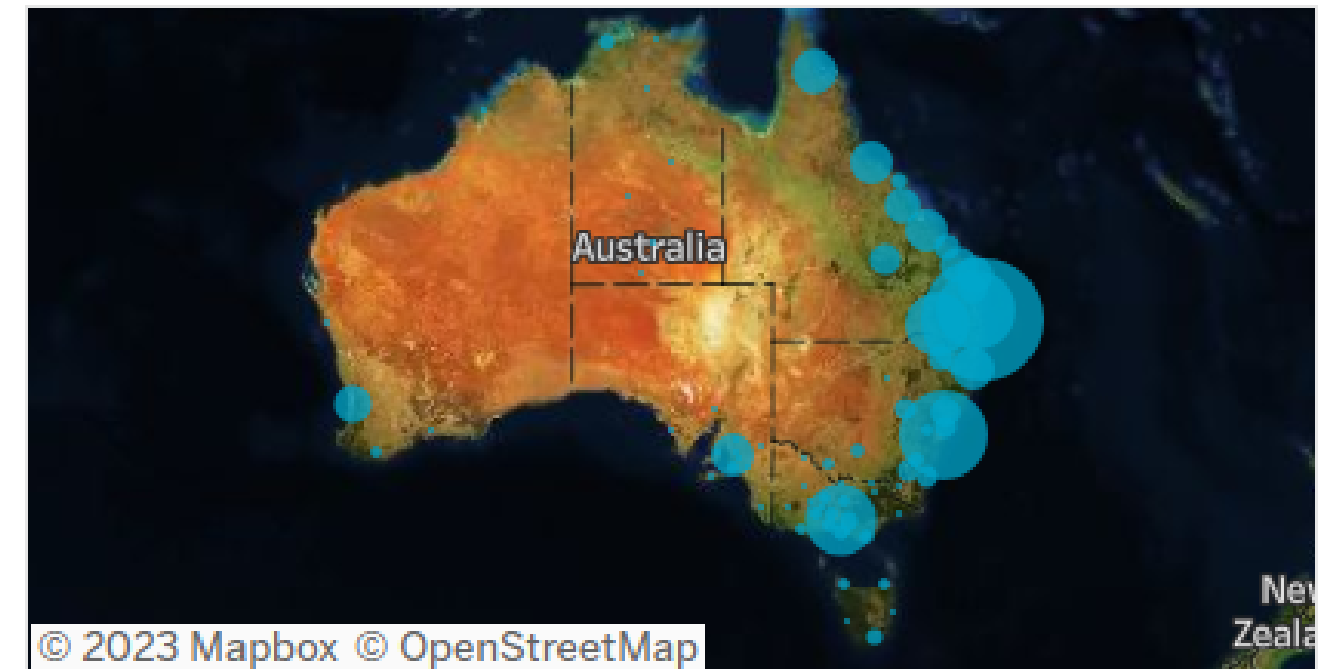
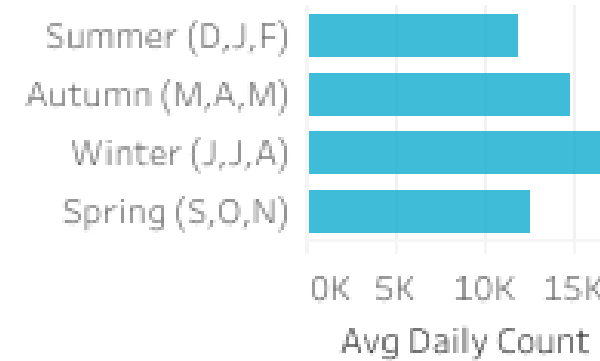
## Origin Category



## Helix Persona

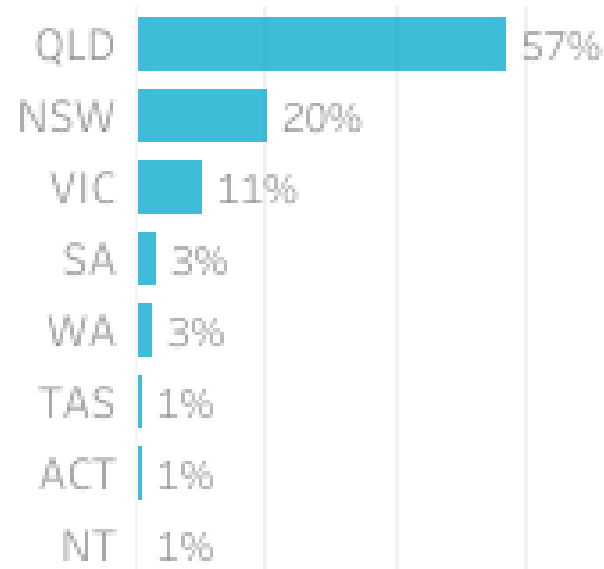


## Season



# Visitation Origins

## Origin State

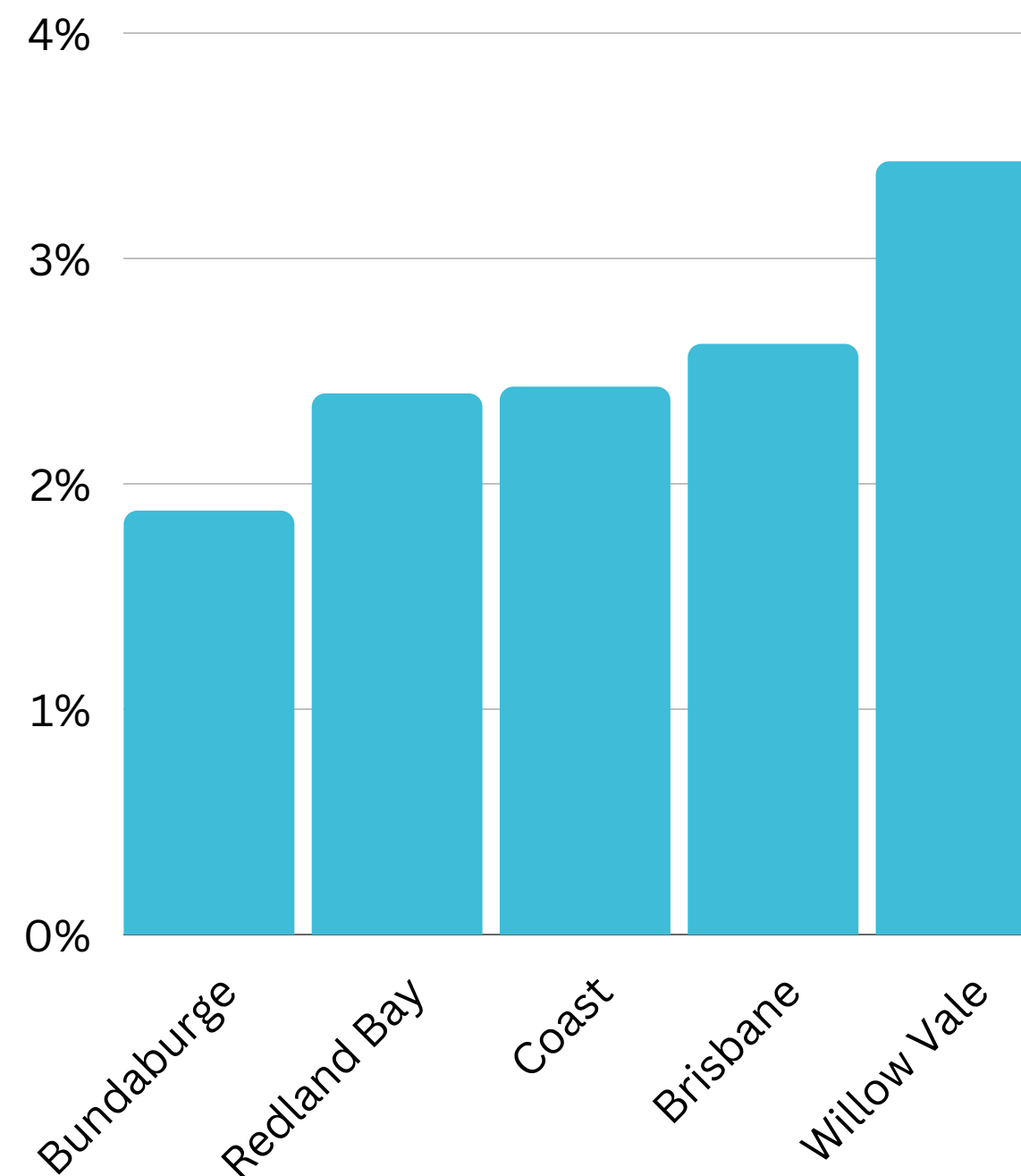


## Origin Category

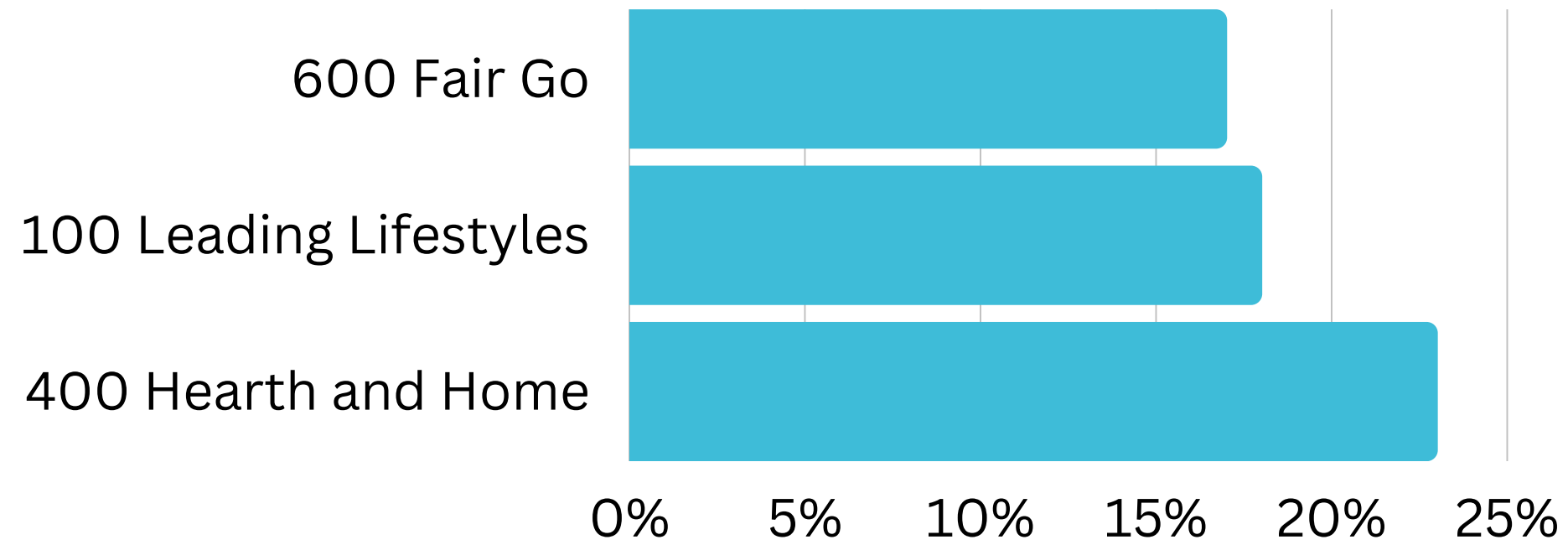


**57%** of visitors to the Somerset Region during August 2023 are intrastate. **39%** are interstate, with **37%** of interstate arriving from **New South Wales**

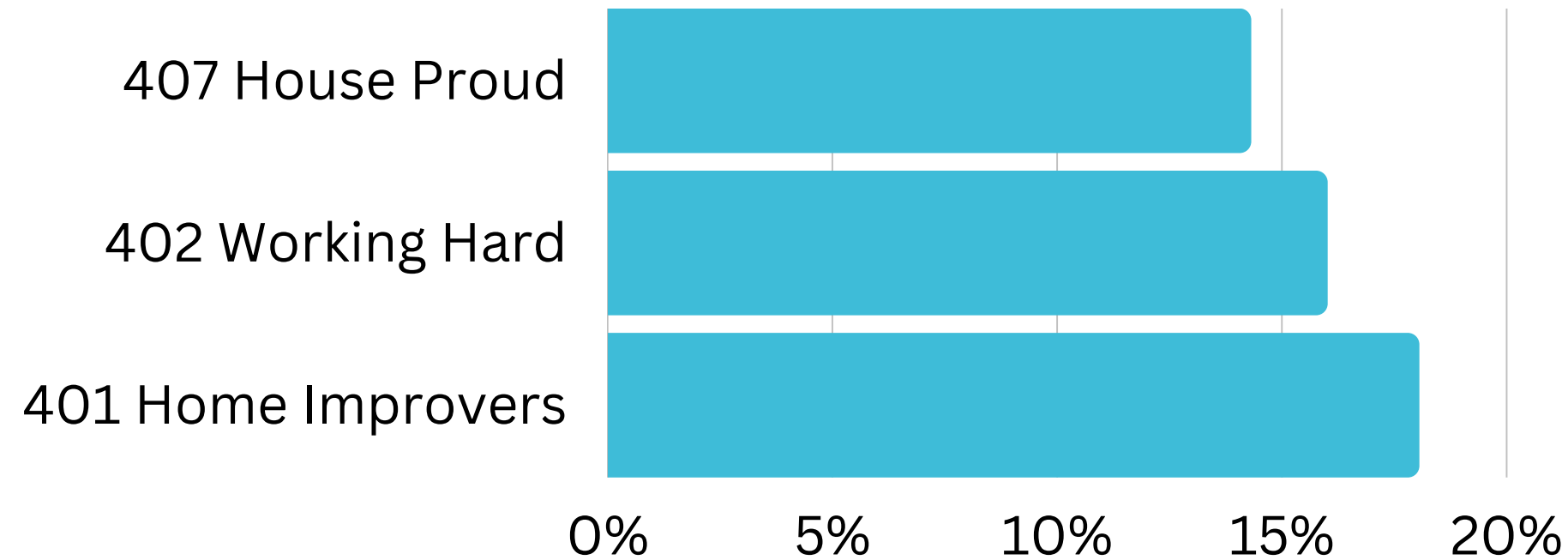
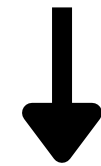
## Top 5 postcodes to the Somerset Region (August 2023)



# Top Helix Communities and Personas



**23%** of the visitors recorded during **August 2023** are part of the **400 Hearth and Home** Helix Community.



Of that, **18%** are a **401 Home Improvers** Helix Persona and **16%** 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

# Contact us

E-mail

[admin@sqct.com.au](mailto:admin@sqct.com.au)

Website

[www.southernqueenslandcountry.com.au](http://www.southernqueenslandcountry.com.au)

Phone

07 4632 1988

Address

3/70 Neil Street  
Toowoomba QLD 4350

