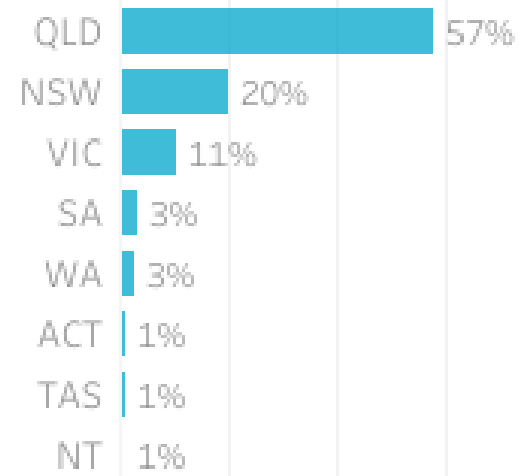


An aerial photograph of a large, calm blue lake. In the foreground, a white speedboat with a black canopy is moving from the bottom right towards the center, leaving a white wake. A water skier is being pulled by the boat, creating a large splash of white water. The skier is wearing a blue and black outfit. In the background, there are rolling green hills under a clear blue sky with a few wispy clouds. The text "Somerset Insights and Data Report" and "September 2023" is overlaid in the center of the image in a white, cursive font.

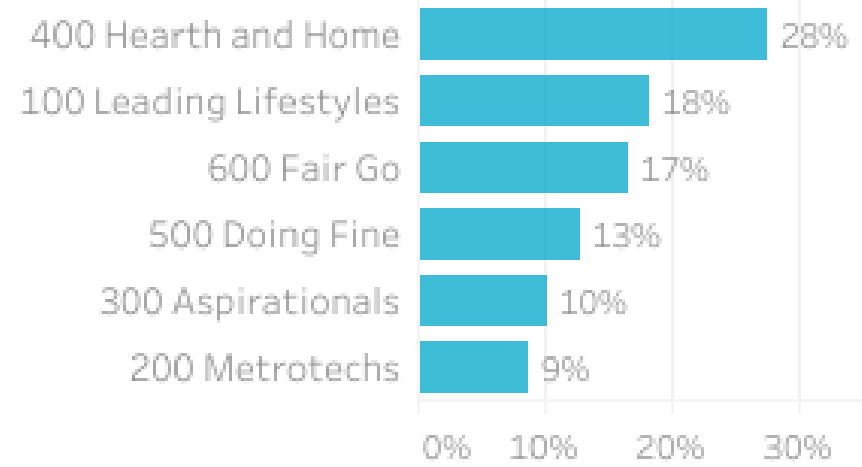
Somerset Insights and Data Report  
September 2023

# Visitation Overview - September 2023

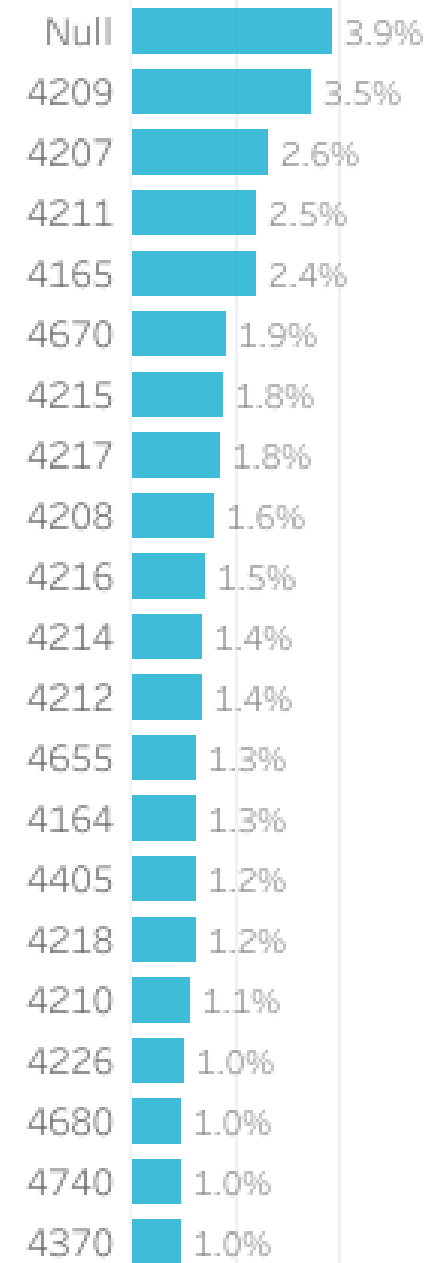
## Origin State



## Helix Community



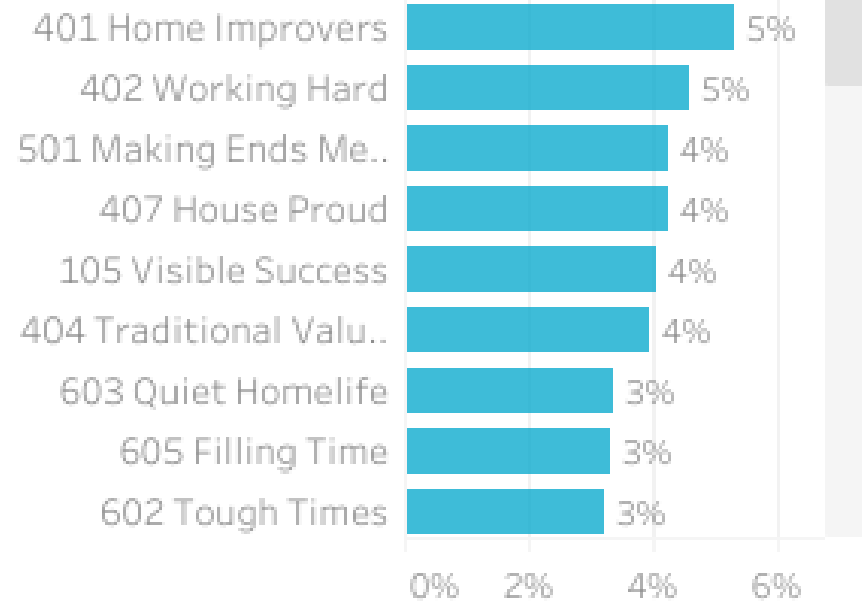
## Origin Postcode



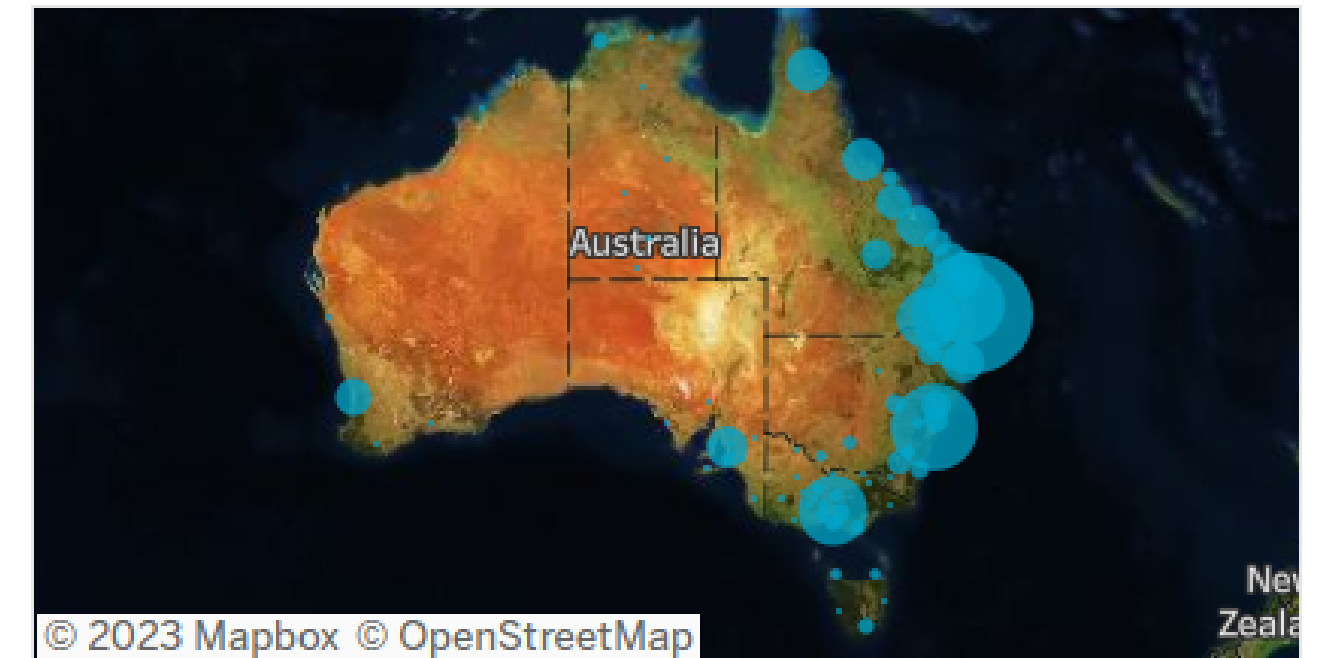
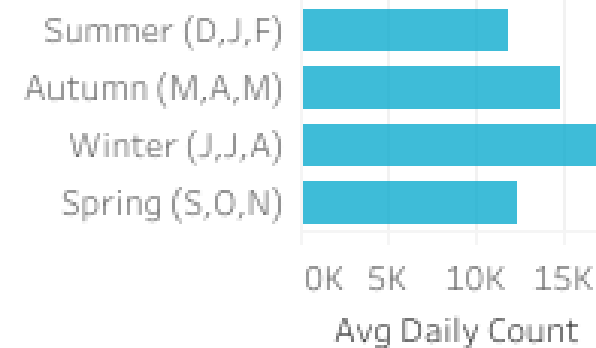
## Origin Category



## Helix Persona

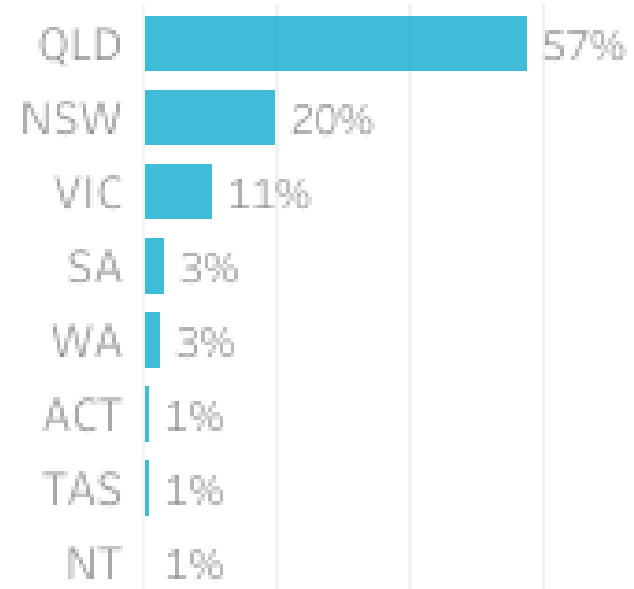


## Season



# Visitation Origins

## Origin State

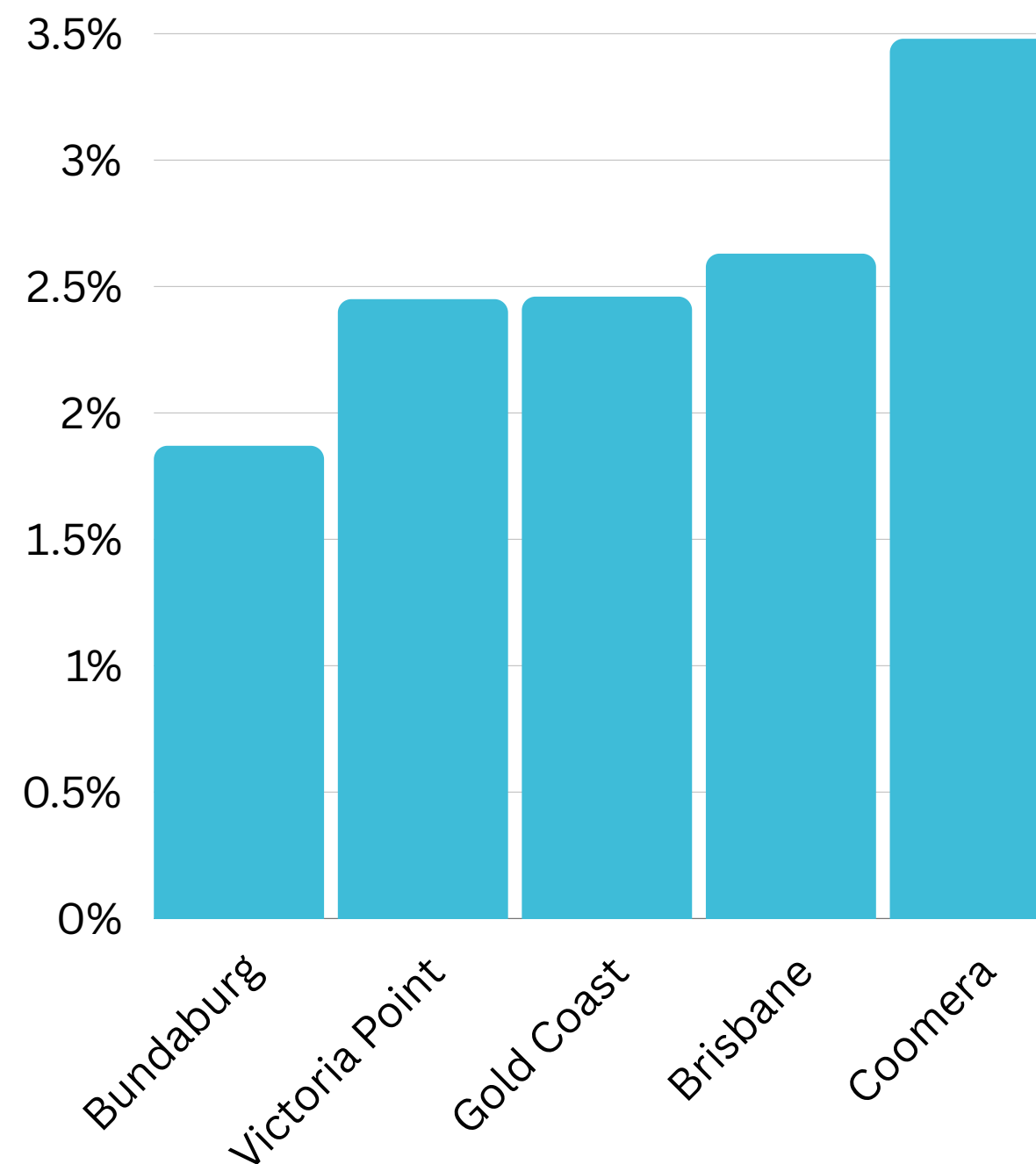


## Origin Category

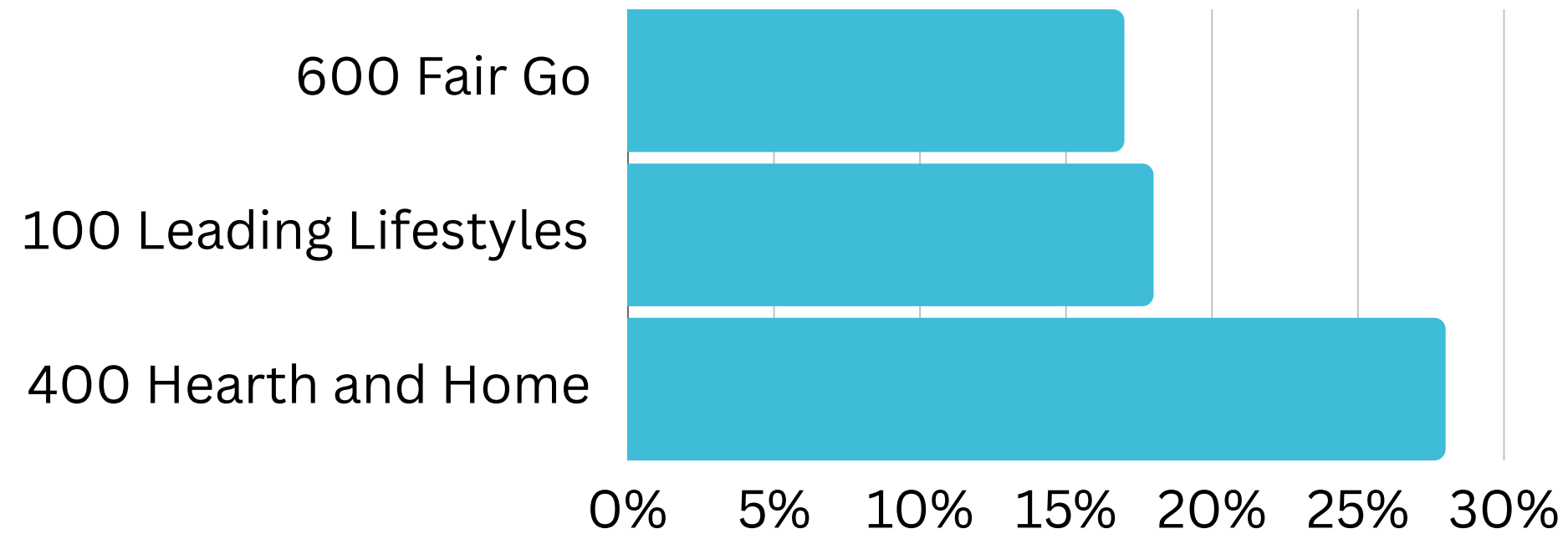


**57%** of visitors to the Somerset Region during September 2023 are intrastate. **39%** are interstate, with **51%** of interstate arriving from **New South Wales**

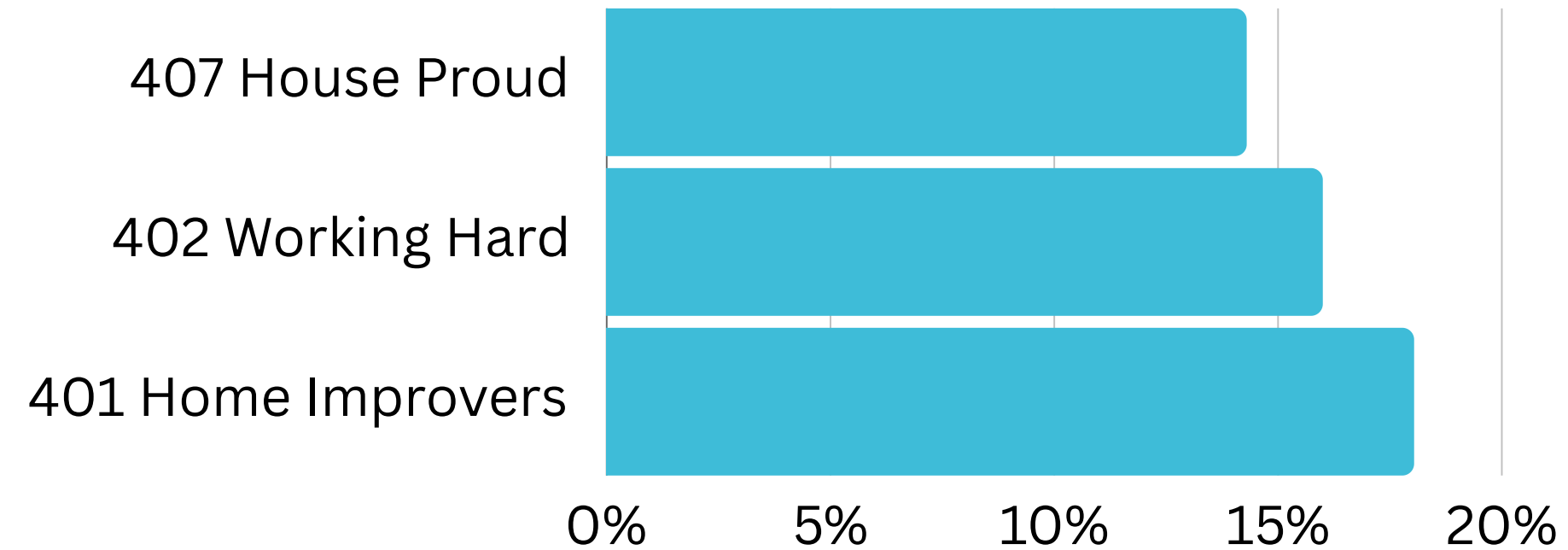
## Top 5 postcodes to the Somerset Region (September 2023)



# Top Helix Communities and Personas



**28%** of the visitors recorded during **September 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

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