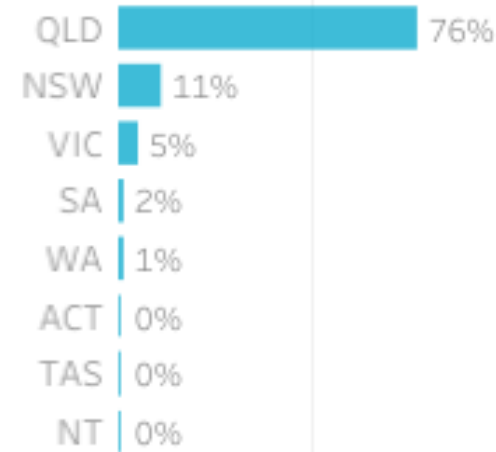




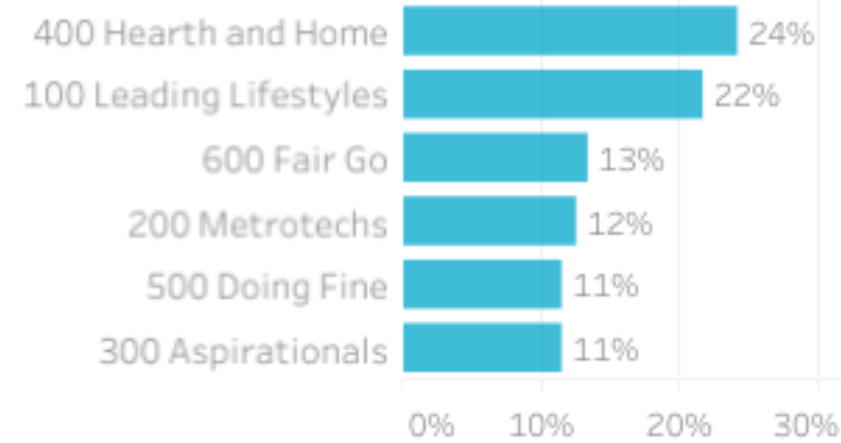
Toowoomba Insights and Data Report  
August 2023

# Visitation Overview - August 2023

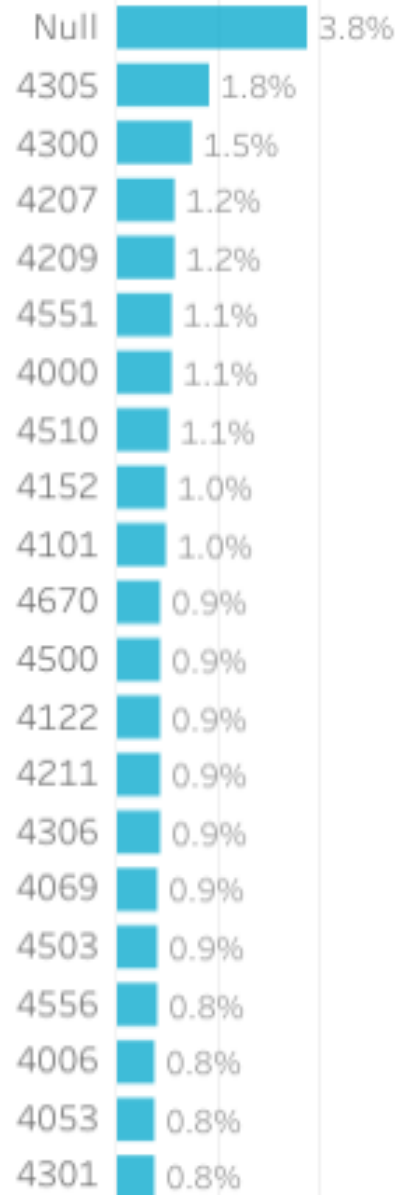
## Origin State



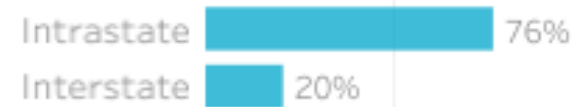
## Helix Community



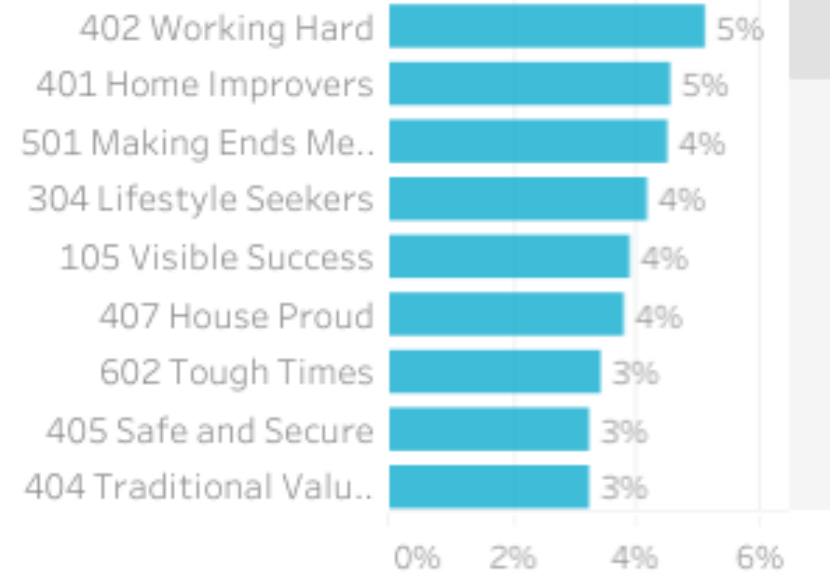
## Origin Postcode



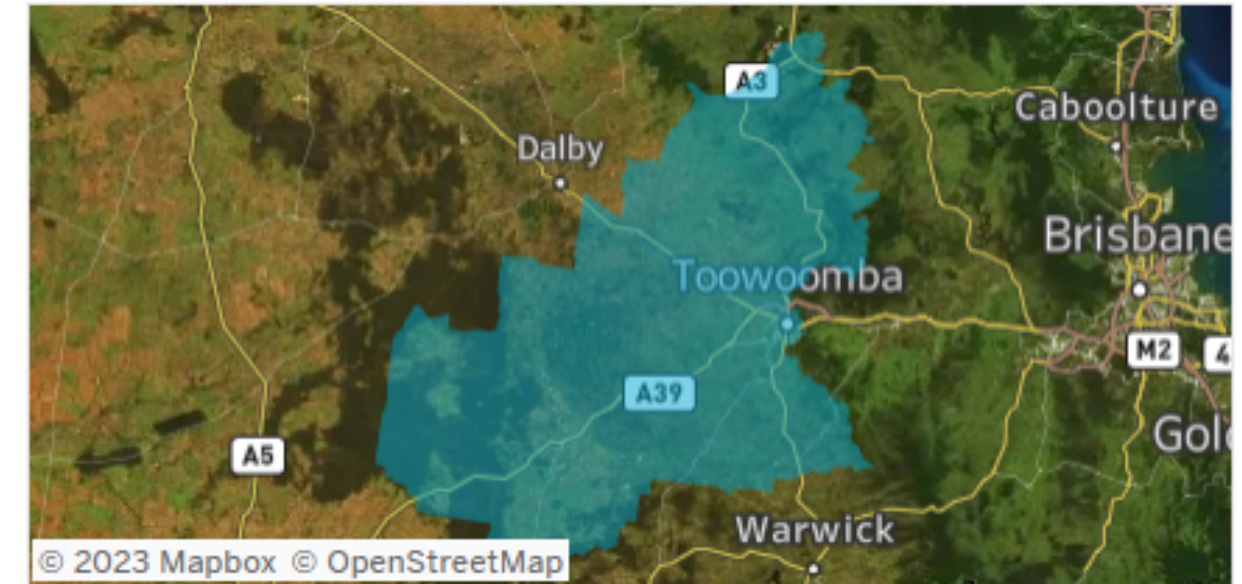
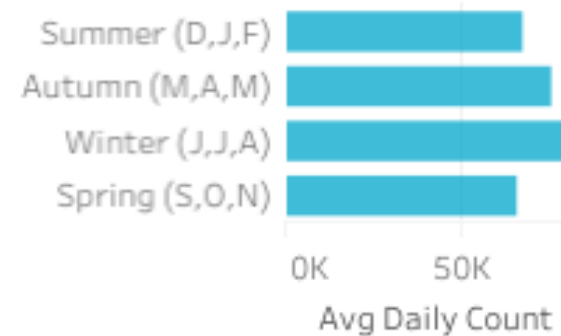
## Origin Category



## Helix Persona

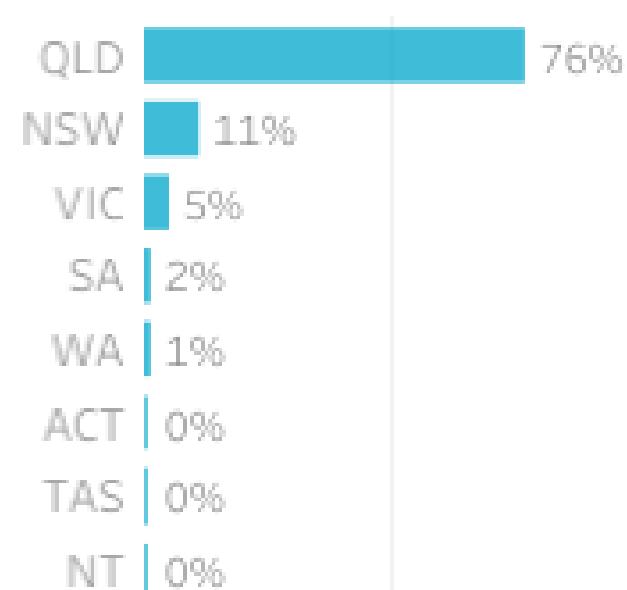


## Season



# Visitation Origins

## Origin State

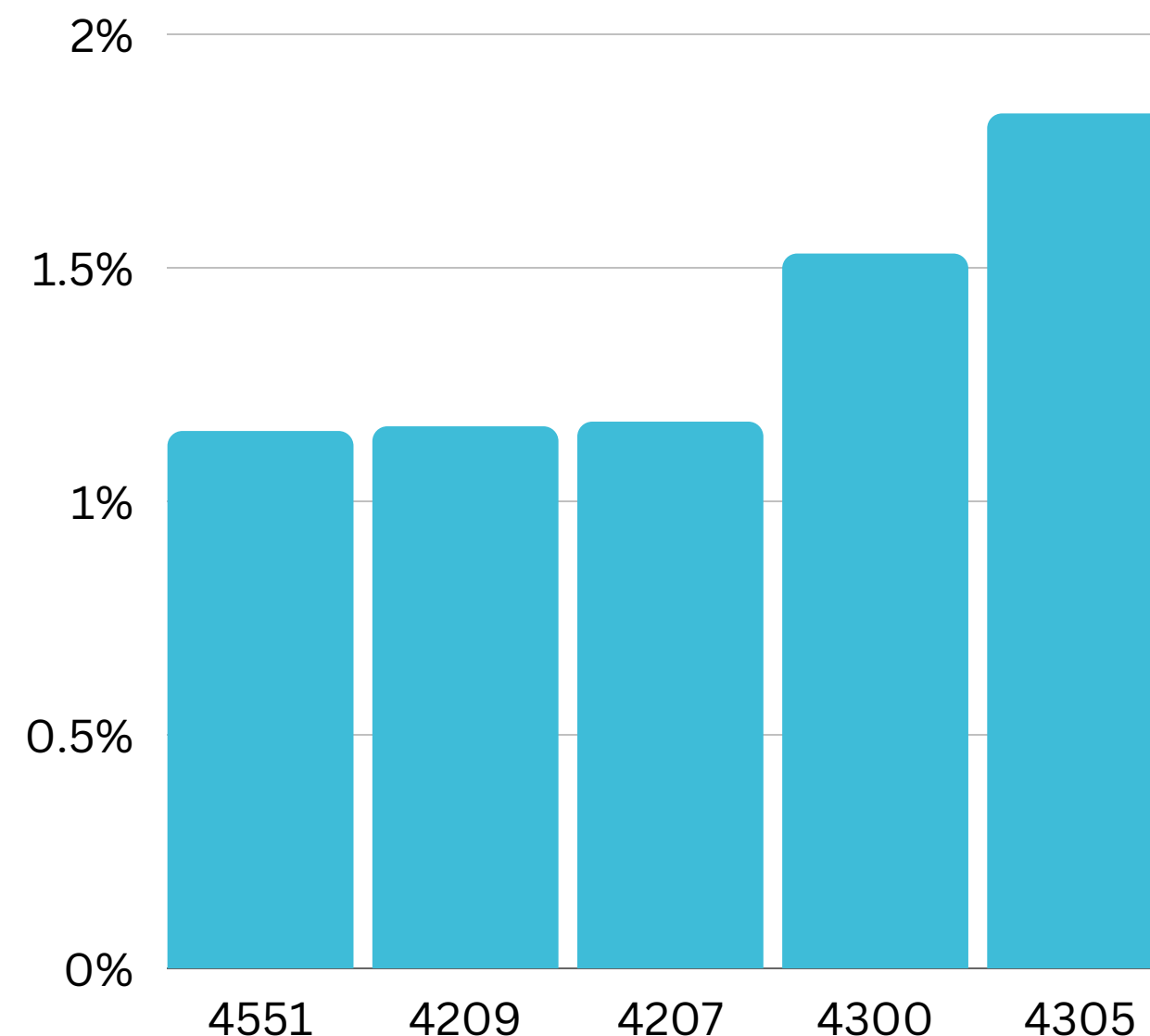


## Origin Category

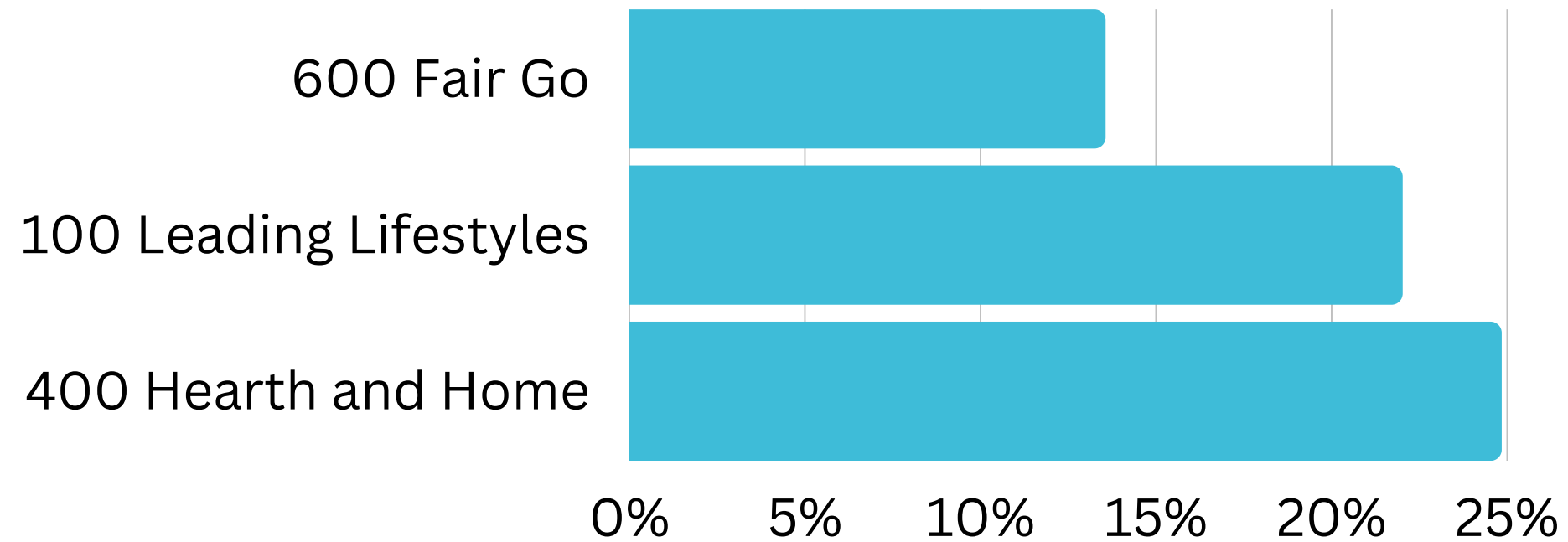


**76%** of visitors to the Toowoomba Region during August 2023 are intrastate. **20%** are interstate, with **54%** arriving from **New South Wales**

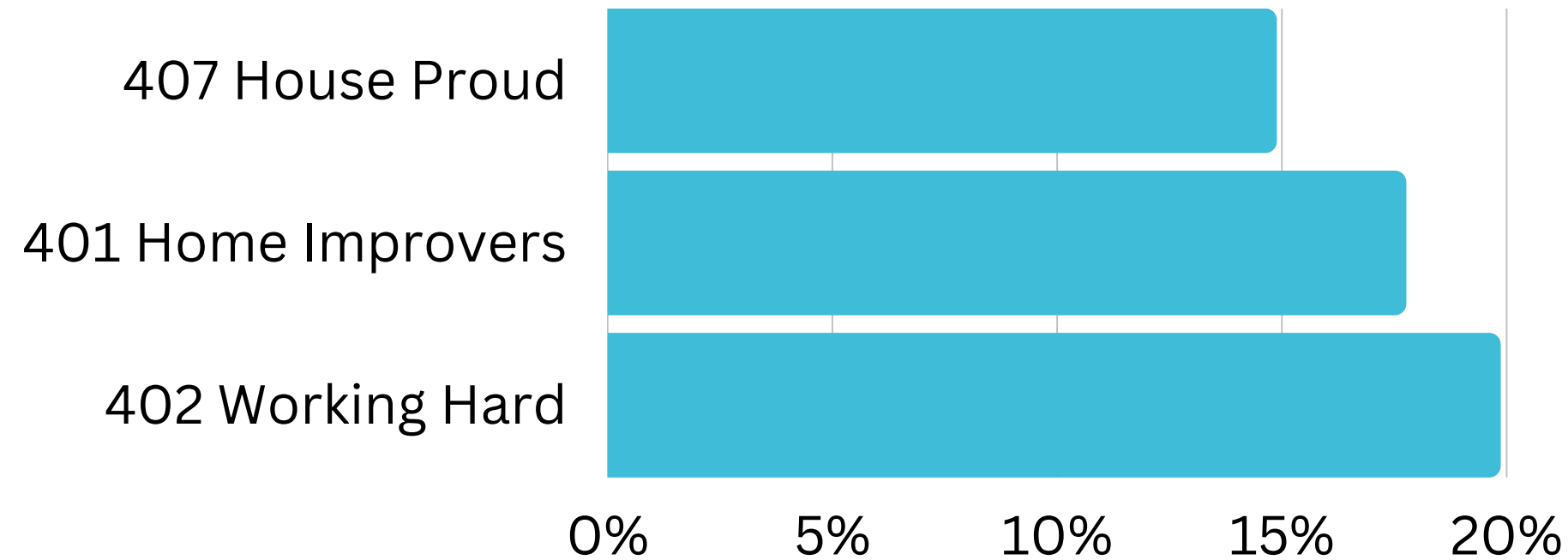
## Top 5 postcodes to the Toowoomba Region (August 2023)



# Top Helix Communities and Personas

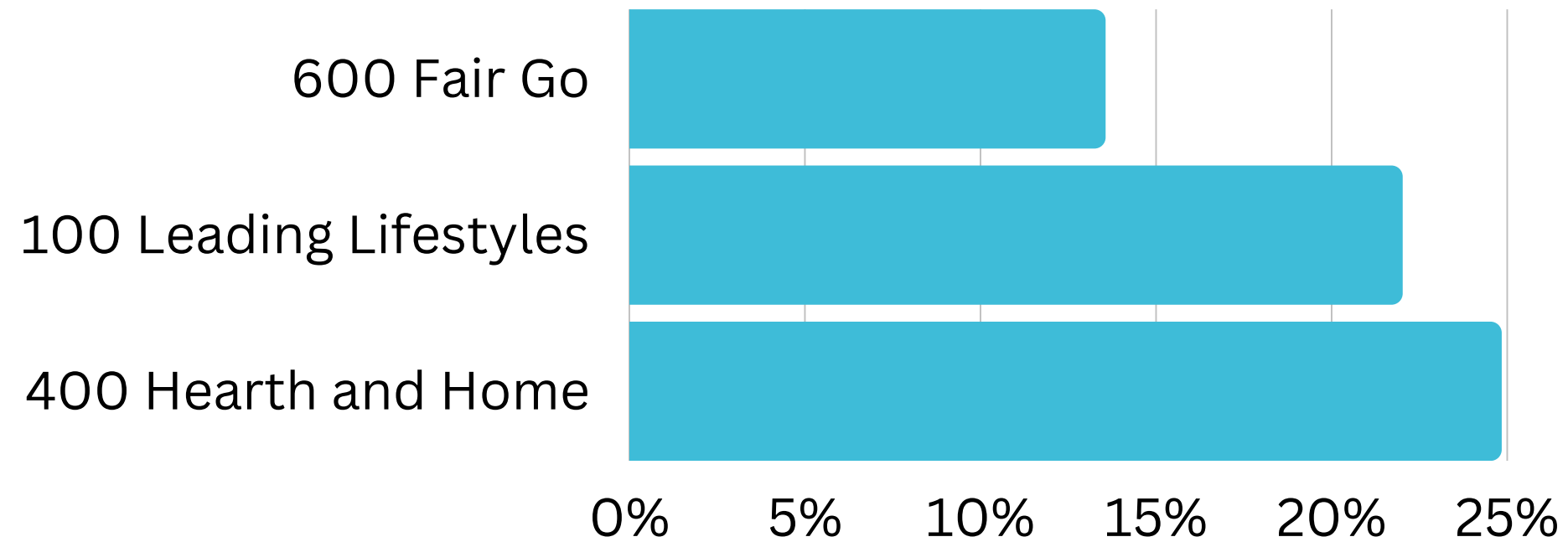


**24%** of the visitors recorded during **August 2023** are part of the **400 Hearth and Home** Helix Community.

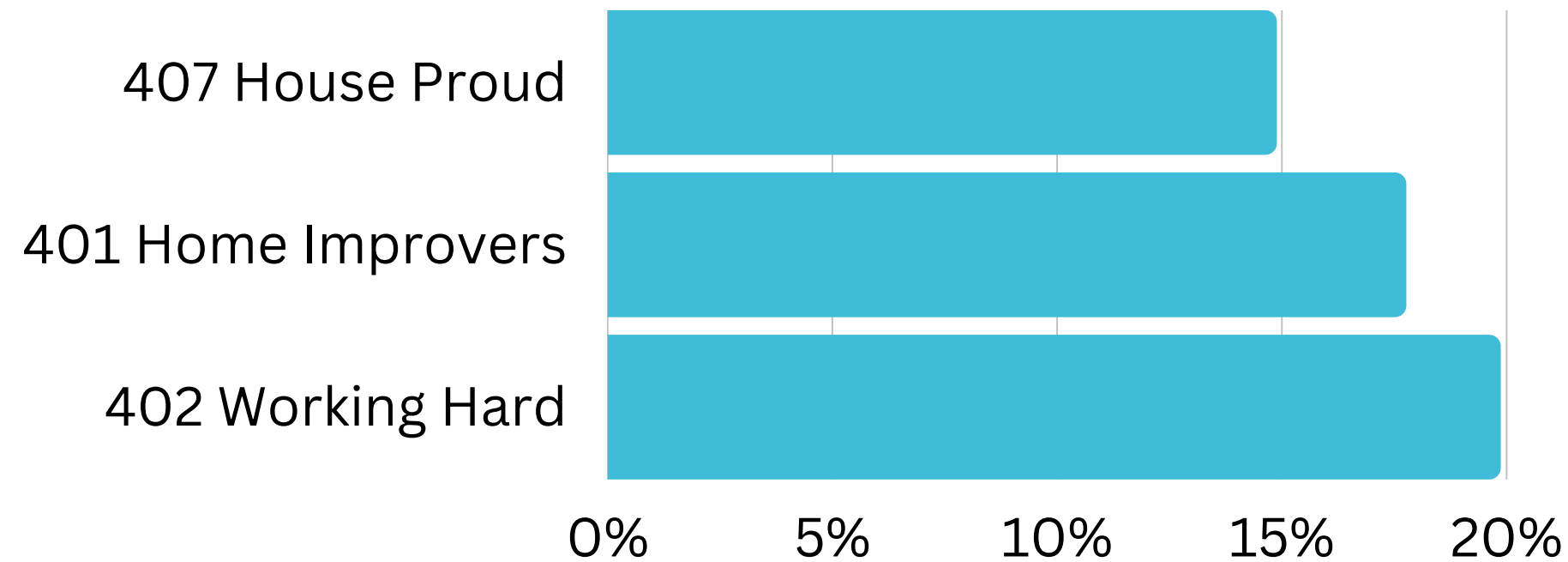


Of that, **19%** are a **402 Working Hard** Helix Persona and **17%** are **401 Home Improvers**.

# Top Helix Communities and Personas



**24%** of the visitors recorded during **2023** are part of the **400 Hearth and Home** Helix Community.



Of that, **19%** are a **402 Working Hard** Helix Persona and **17%** are **401 Home Improvers**.

# Top 2 Helix Personas for Visitors

## 1 402 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

## 2 401 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

# 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 10 Rens Street  
Toowoomba QLD 4350

