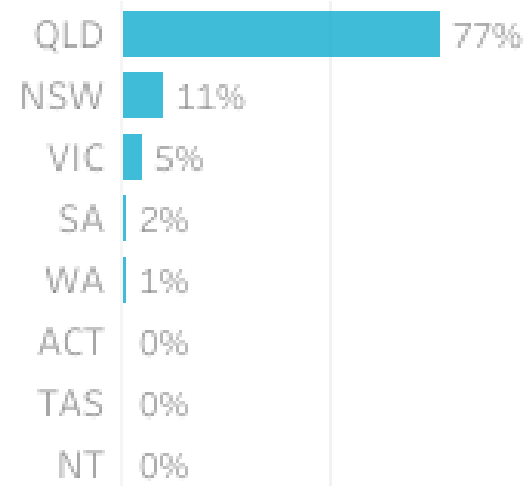


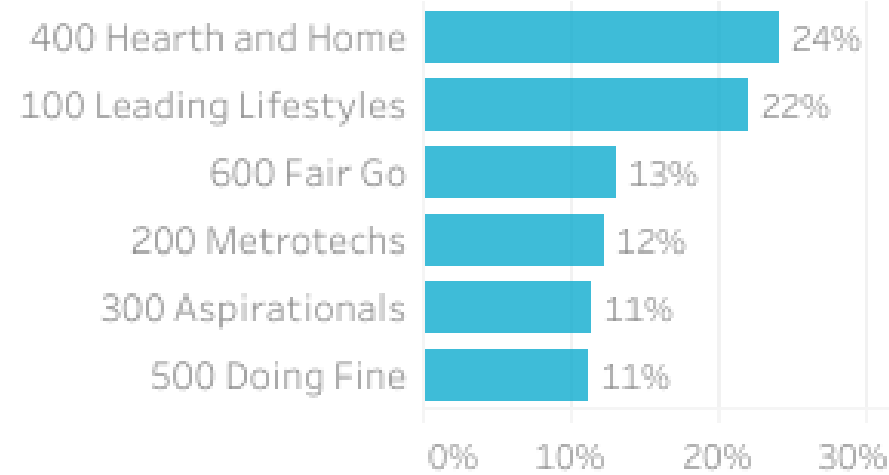
Toowoomba Insights and Data Report
October 2023

Visitation Overview - October 2023

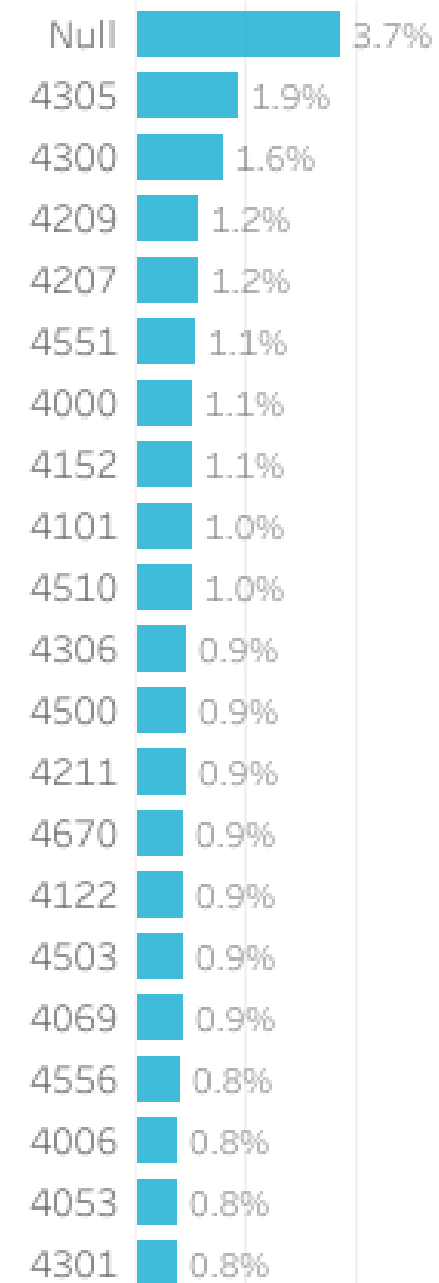
Origin State



Helix Community



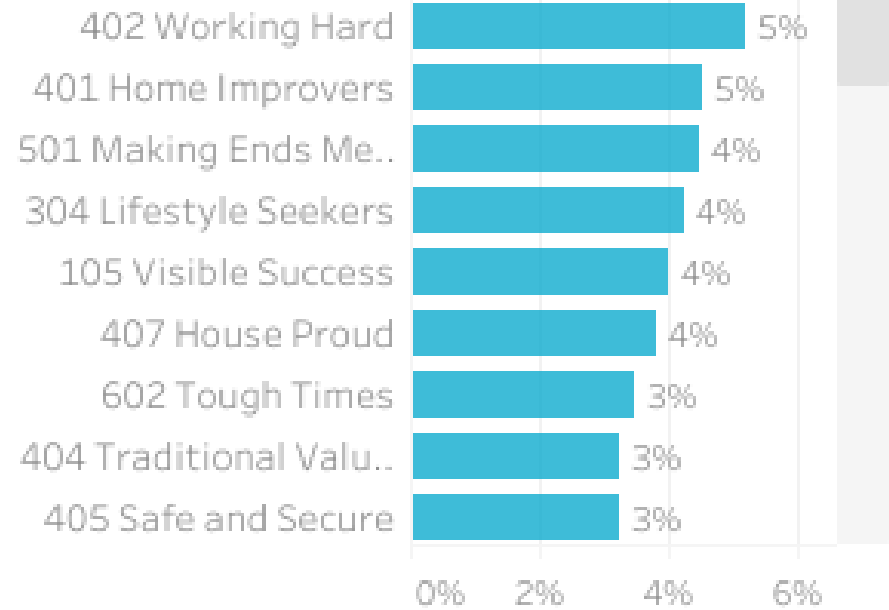
Origin Postcode



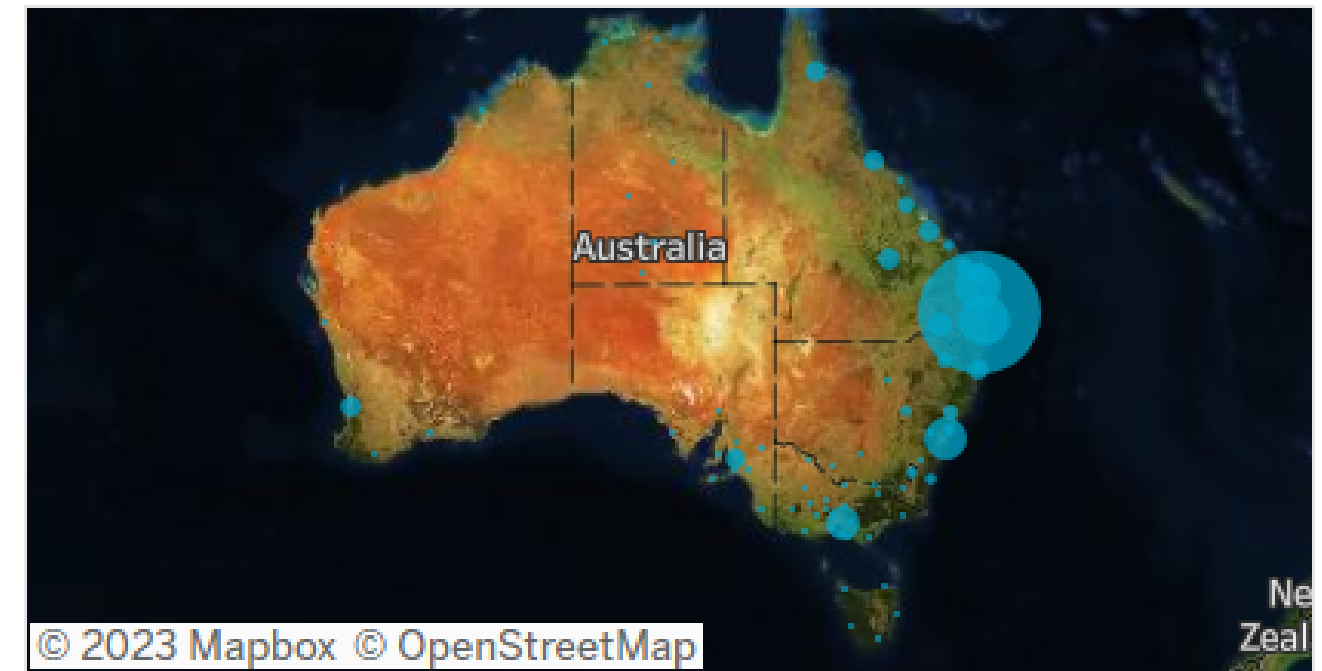
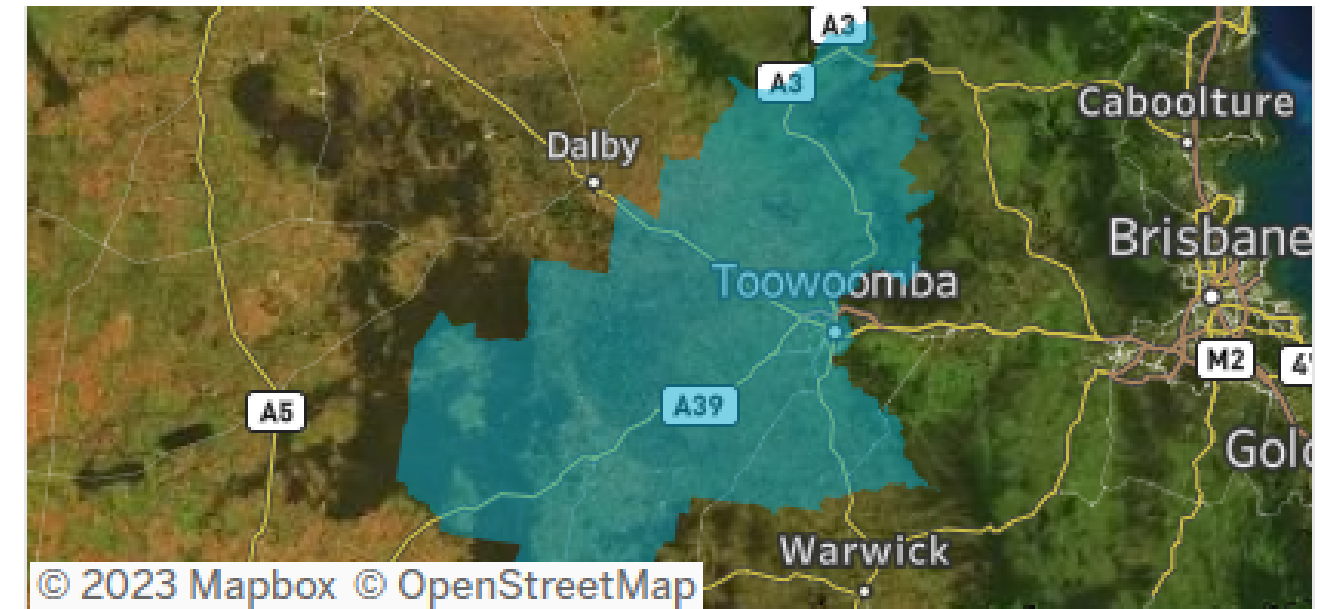
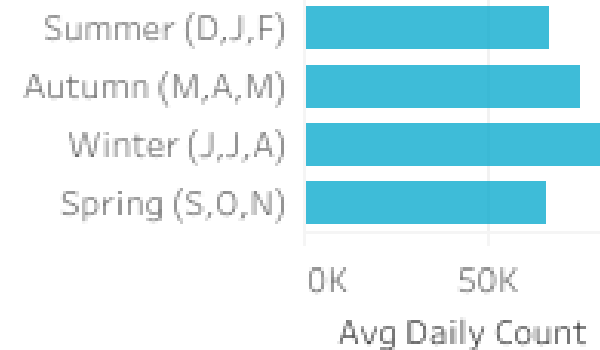
Origin Category



Helix Persona

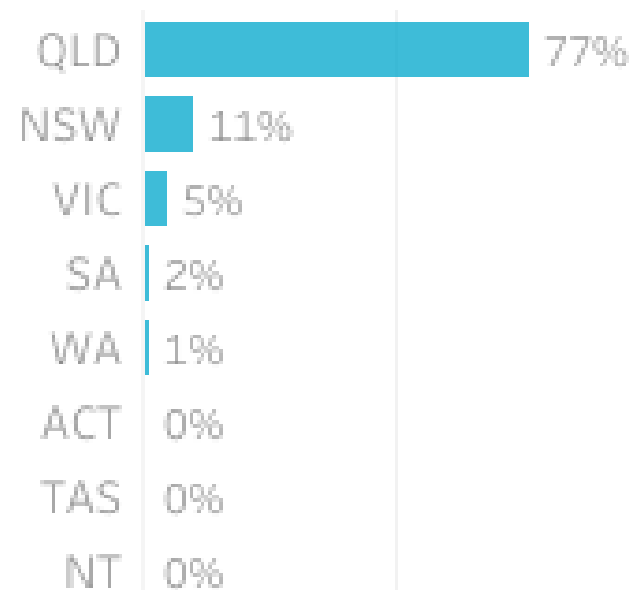


Season



Visitation Origins

Origin State

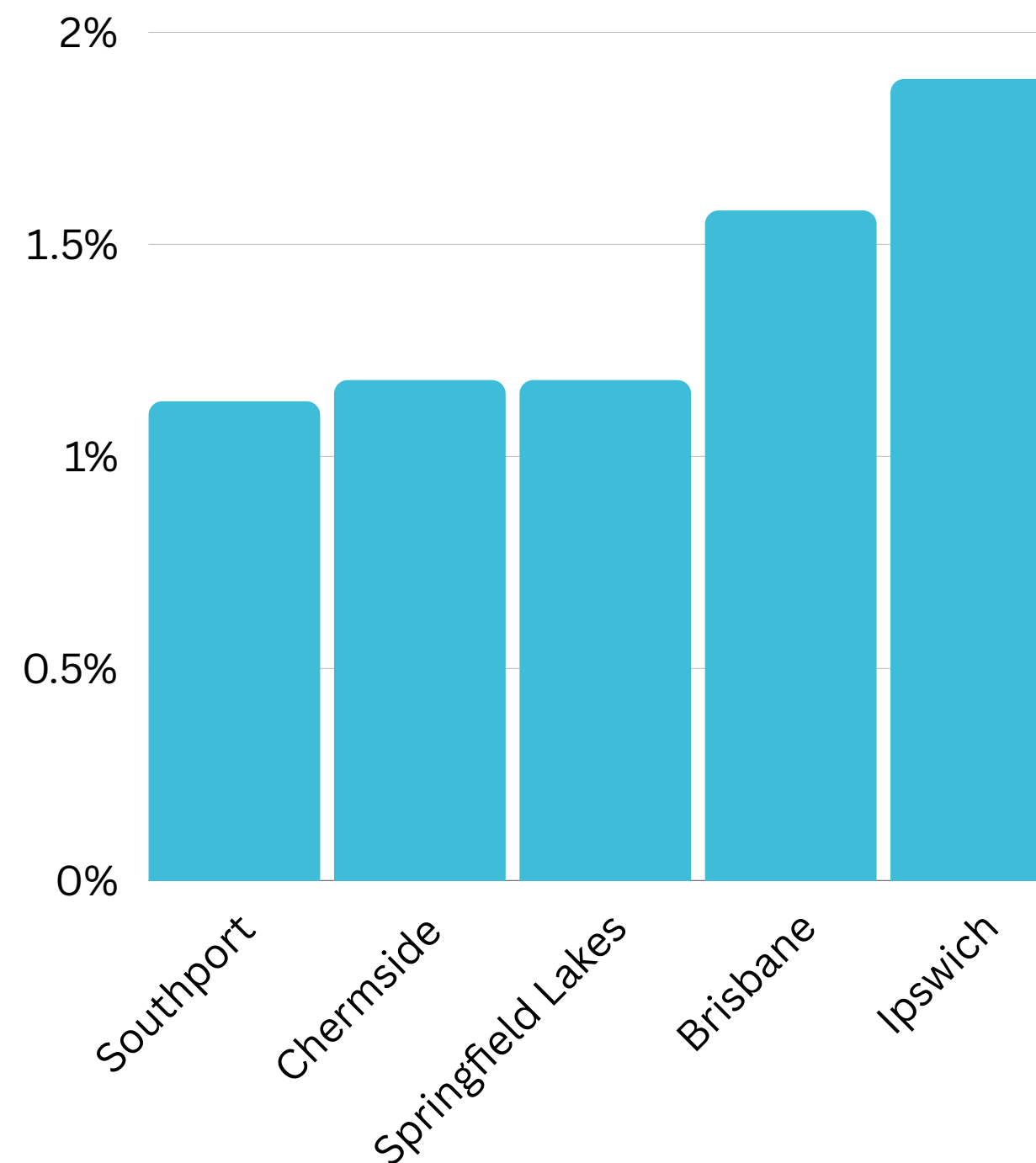


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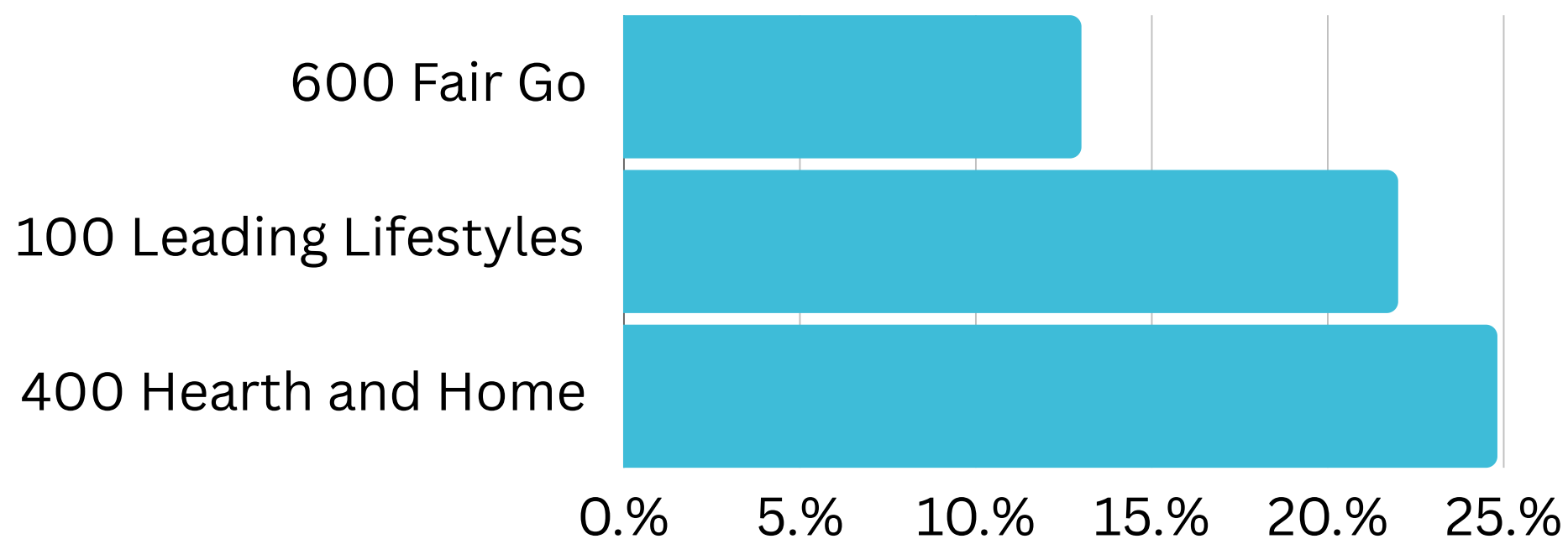


77% of visitors to the Toowoomba Region during October 2023 are intrastate. **20%** are interstate, with **53%** arriving from **New South Wales**

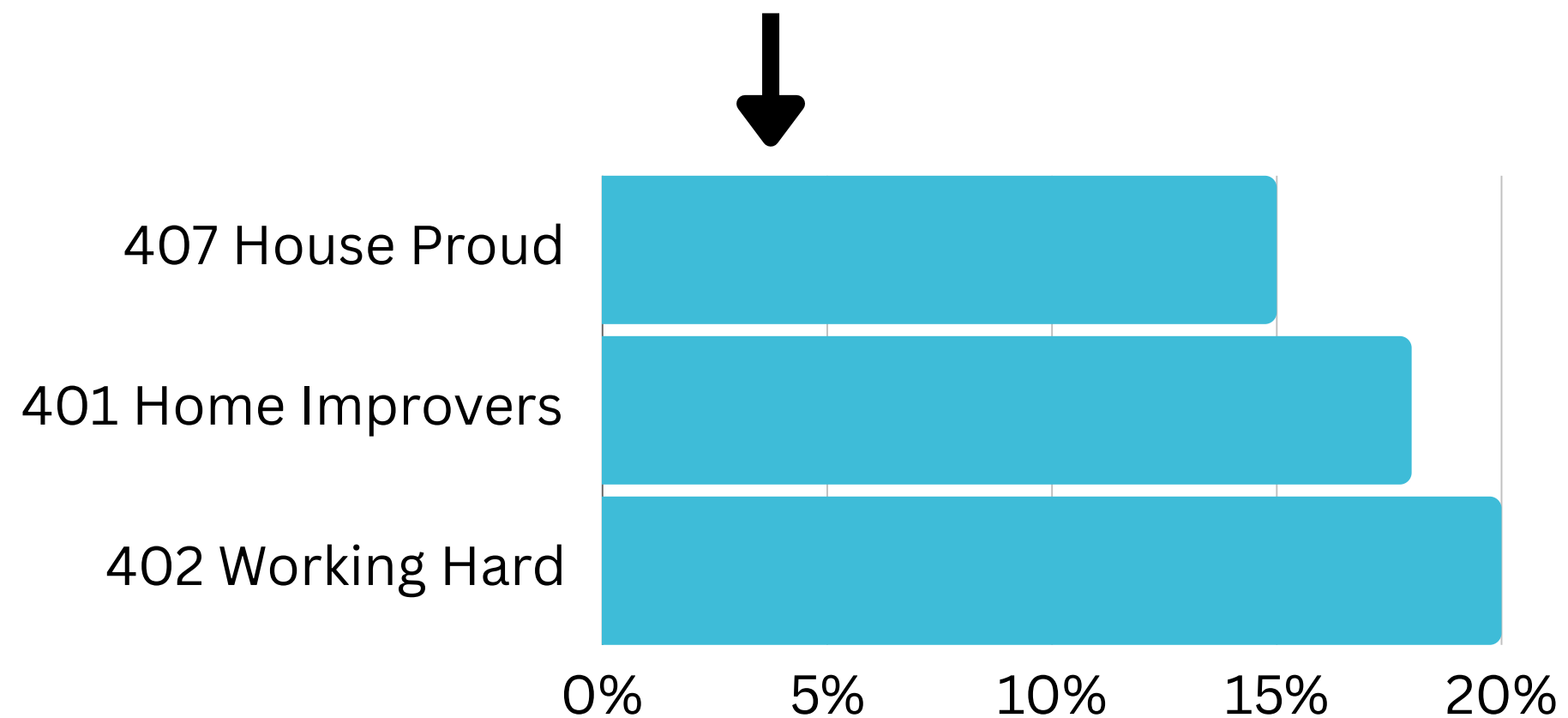
Top 5 postcodes to the Toowoomba Region (October 2023)



Top Helix Communities and Personas



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



Of that, **20%** are a **402 Working Hard** Helix Persona and **18%** 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

Website

www.southernqueenslandcountry.com.au

Phone

07 4632 1988

Address

10 Rens Street
Toowoomba QLD 4350

