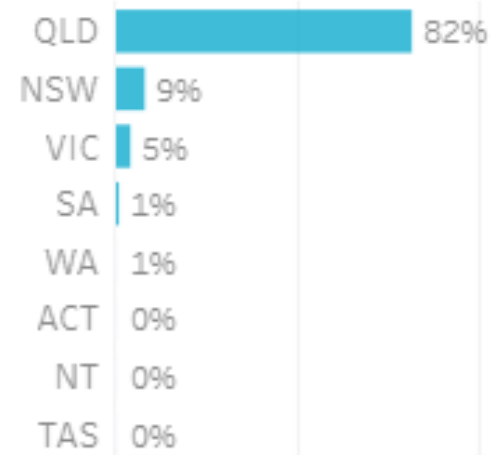




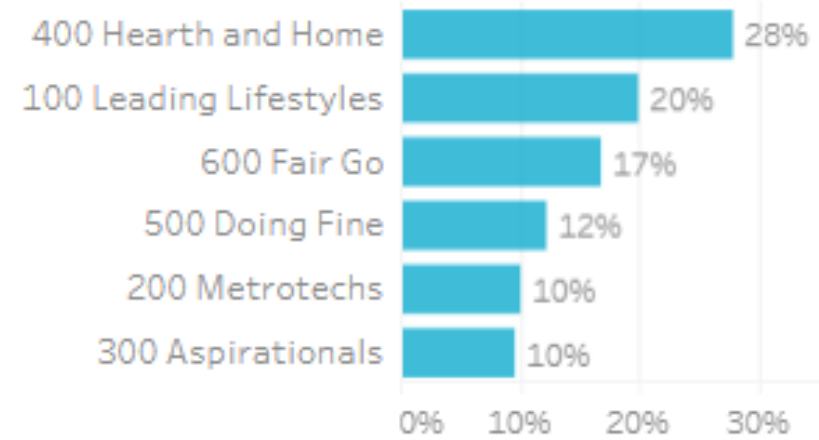
Western Downs Insights and Data Report  
August 2023

# Visitation Overview - August 2023

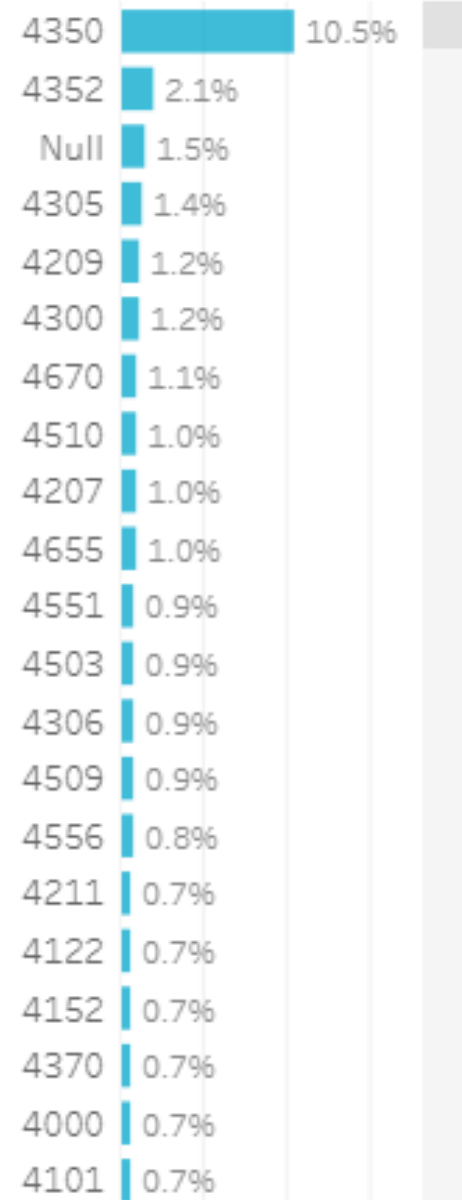
## Origin State



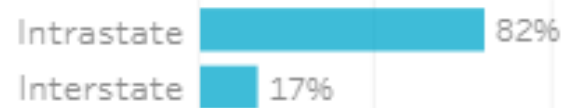
## Helix Community



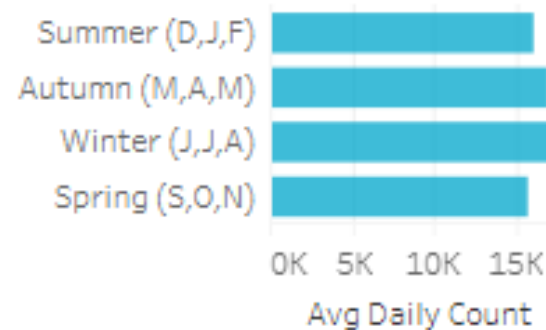
## Origin Postcode



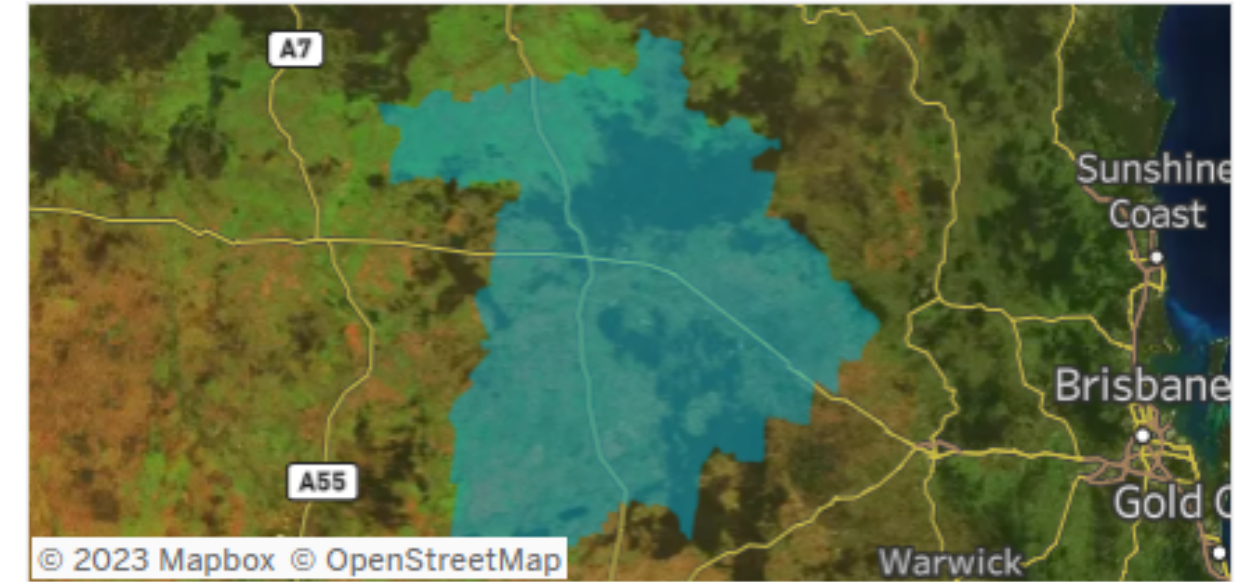
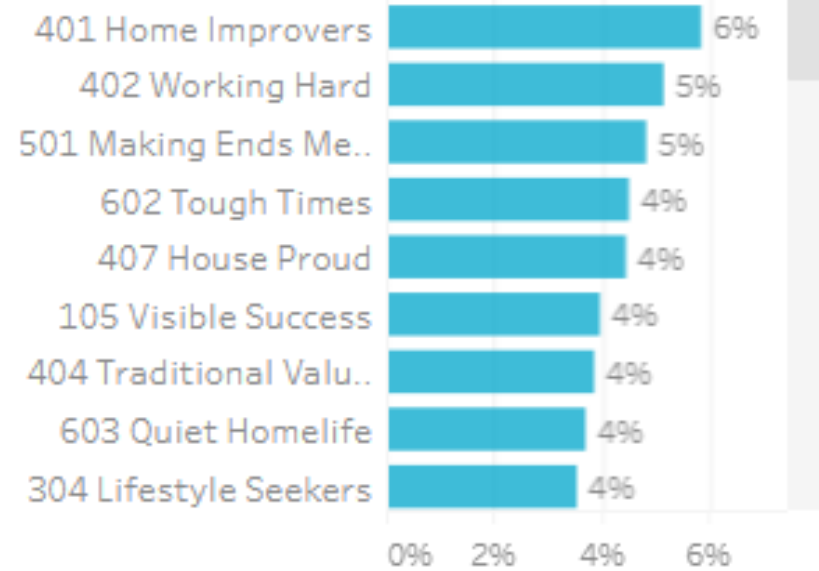
## Origin Category



## Season

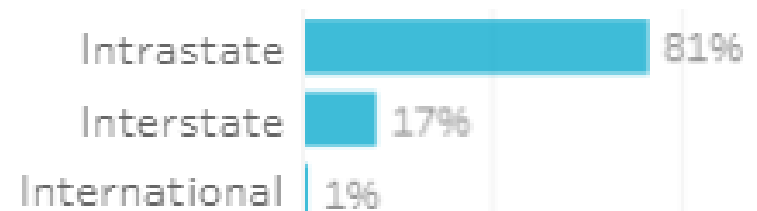


## Helix Persona

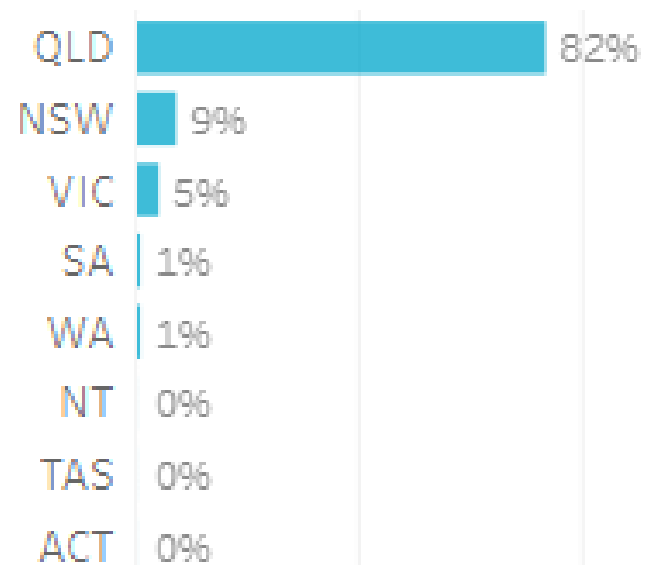


# Visitation Origins

## Origin Category

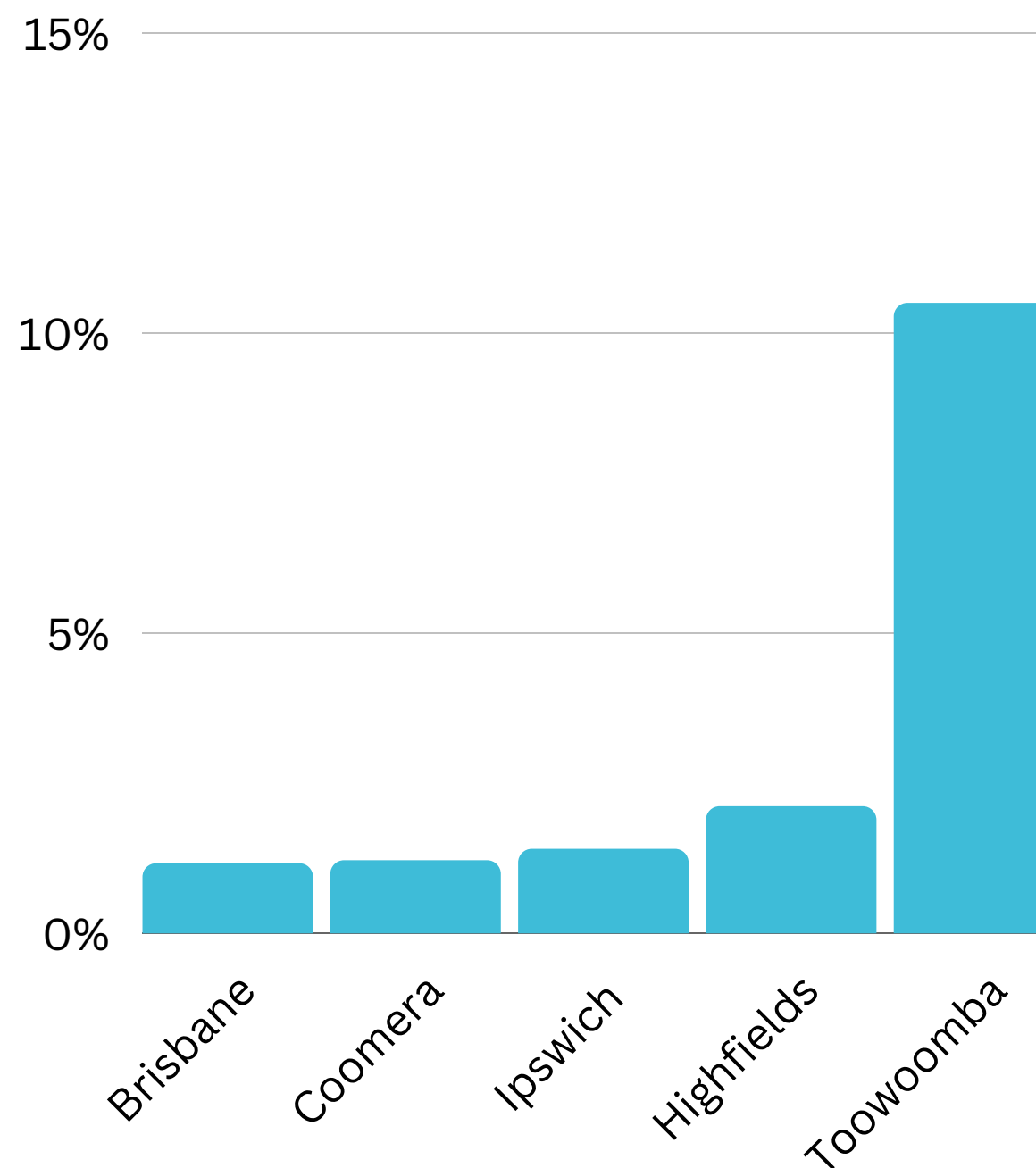


## Origin State

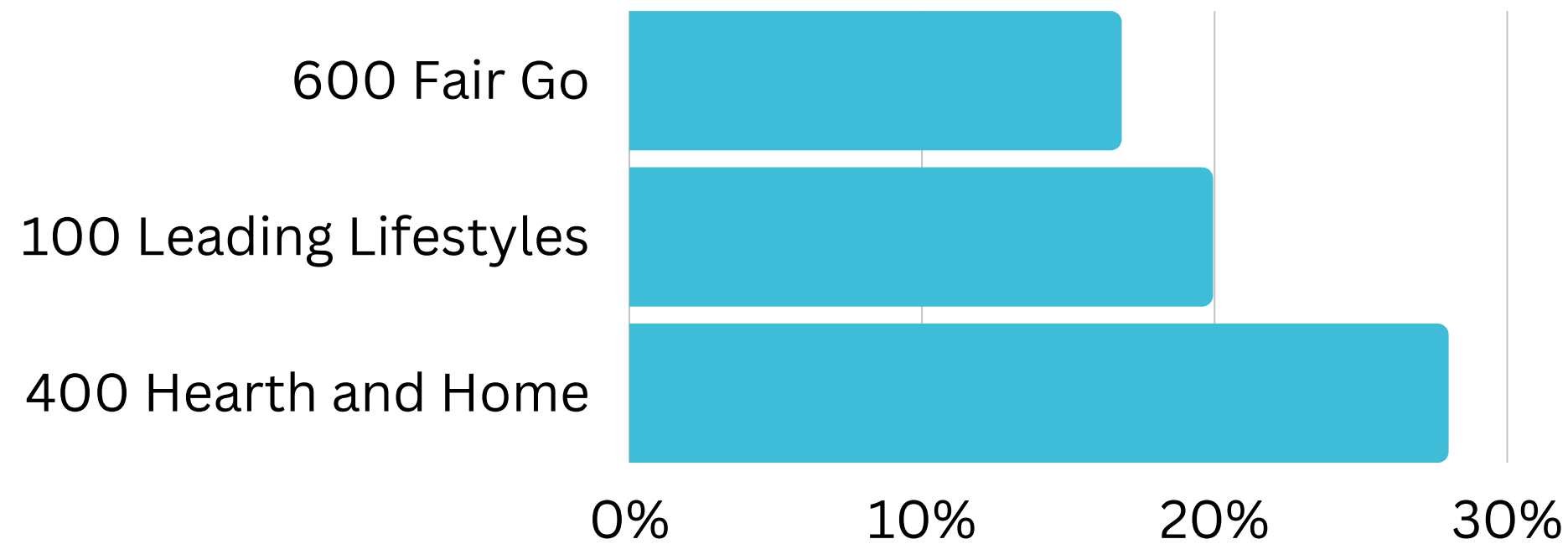


**81%** of visitors to the Western Downs Region during August 2023 are intrastate. **17%** are interstate, with **50%** arriving from **New South Wales**

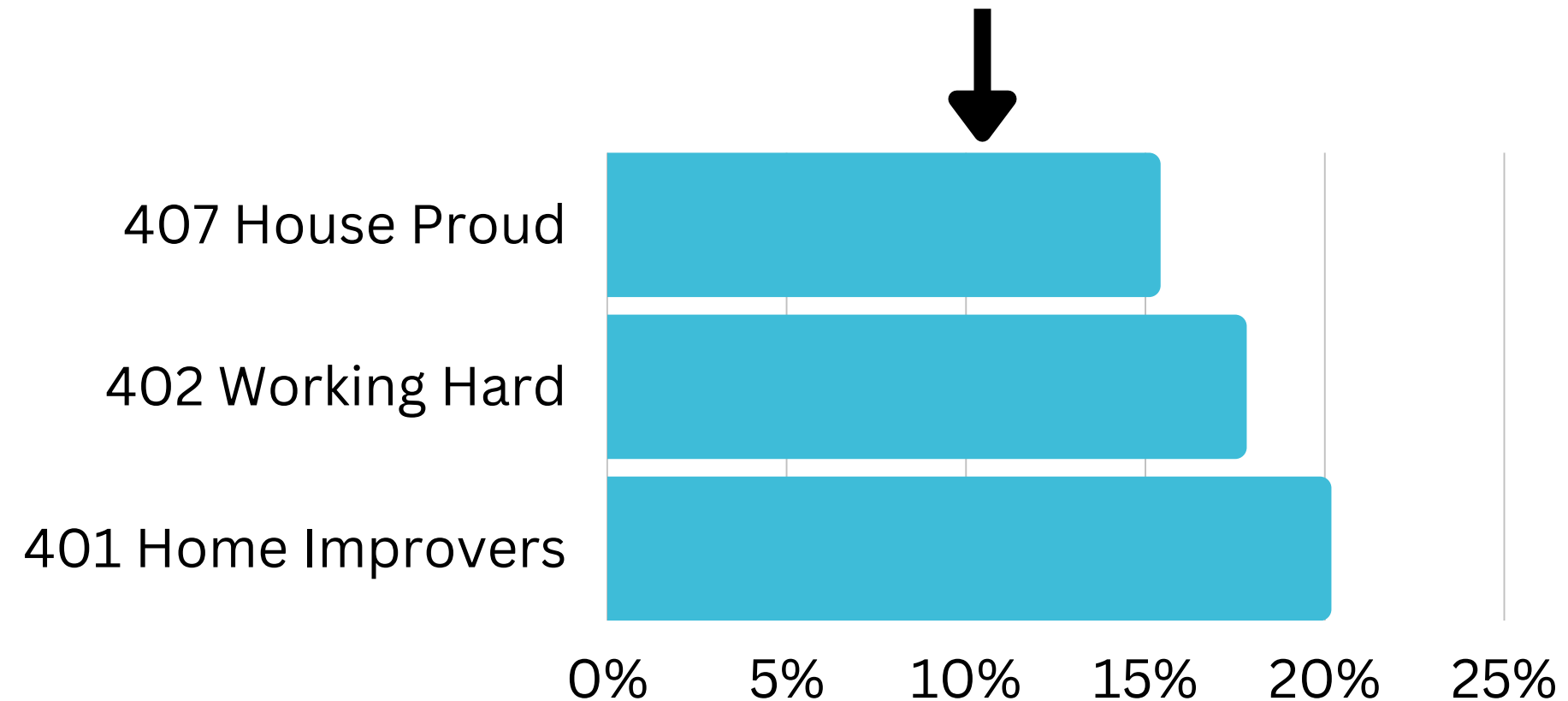
## Top 5 areas to the Western Downs (August 2023)



# Top Helix Communities and Personas



**27.9%** of the visitors recorded during **August 2023** are part of the **400 Hearth and Home** Helix Community.



Of that, **20%** are a **401 Home Improvers** Helix Persona and **17%** 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

10 Rens Street  
Toowoomba QLD 4350

