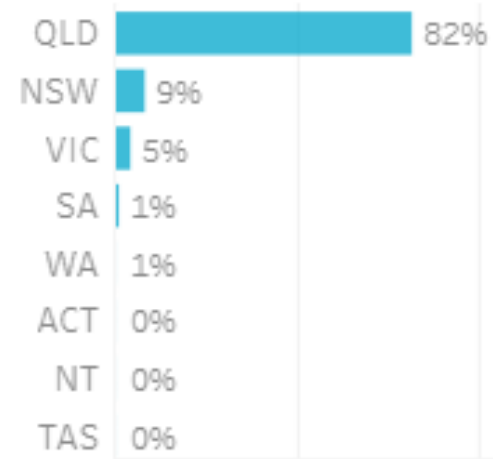


An aerial photograph of a winding asphalt road through a hilly landscape. The road curves through a mix of green forest and dry, yellowish-brown grassy areas. A small white car is driving on the road. In the background, there are rolling hills and a clear sky.

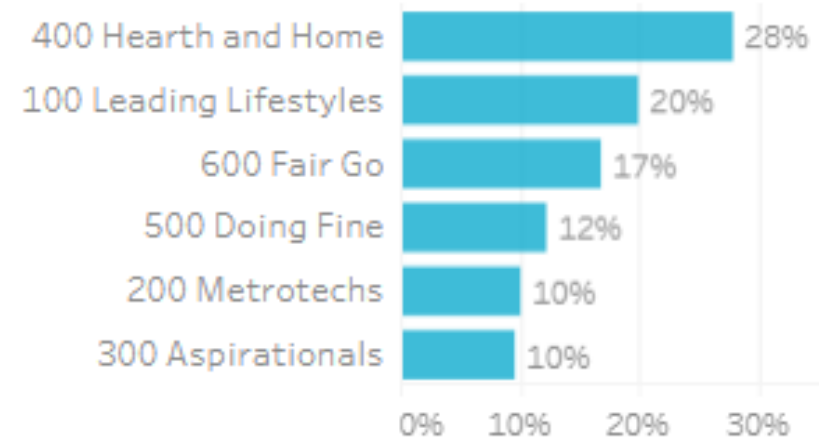
# Western Downs Insights and Data Report July 2023

# Visitation Overview - July 2023

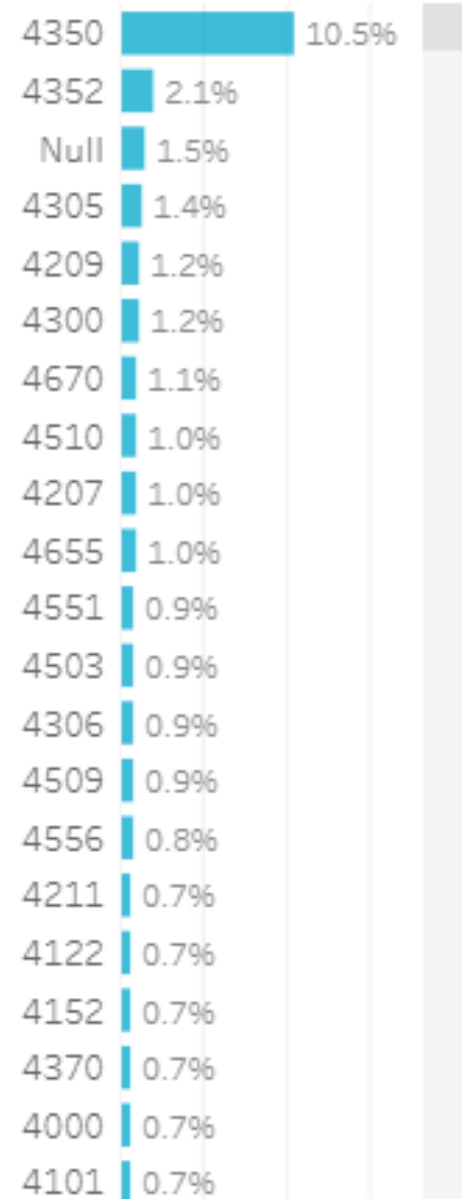
Origin State



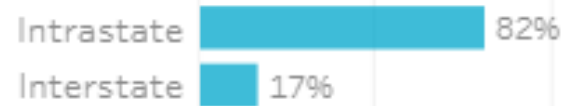
Helix Community



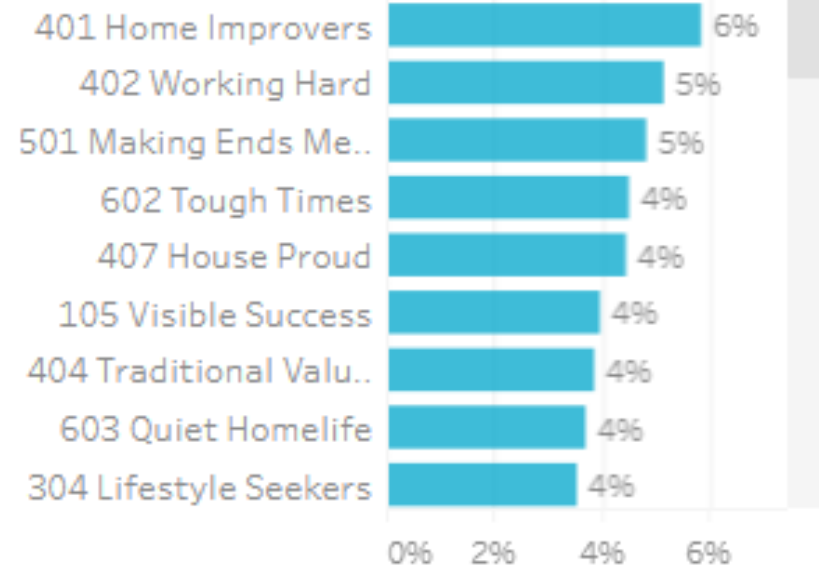
Origin Postcode



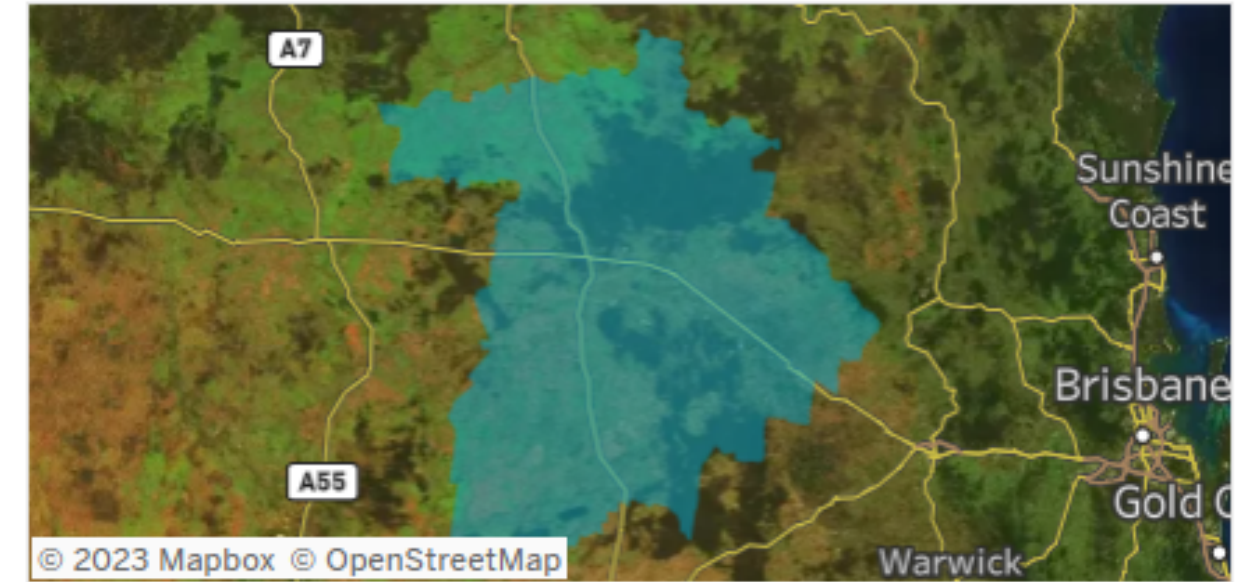
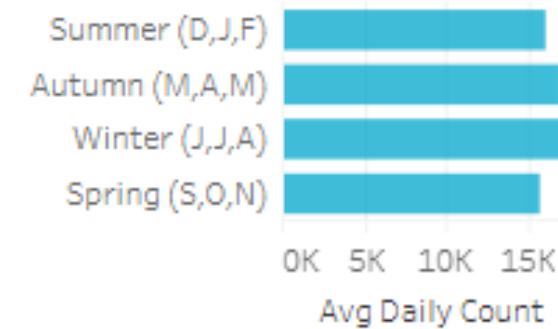
Origin Category



Helix Persona

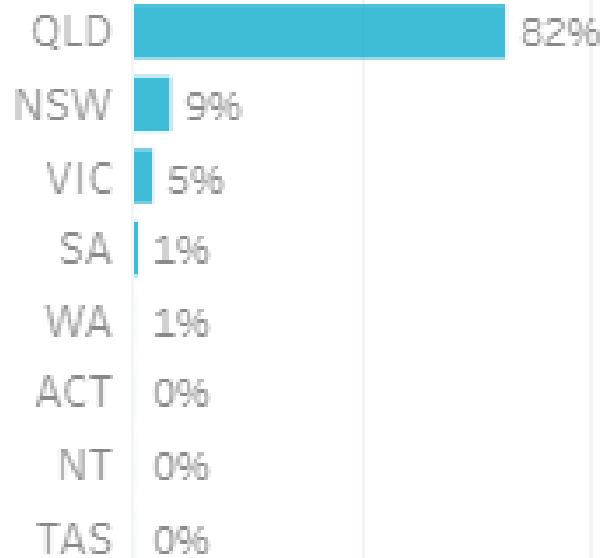


Season



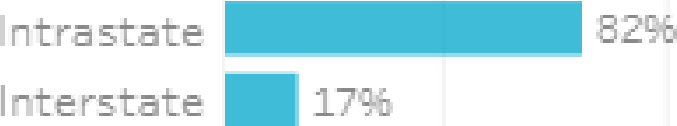
# Visitation Origins

## Origin State

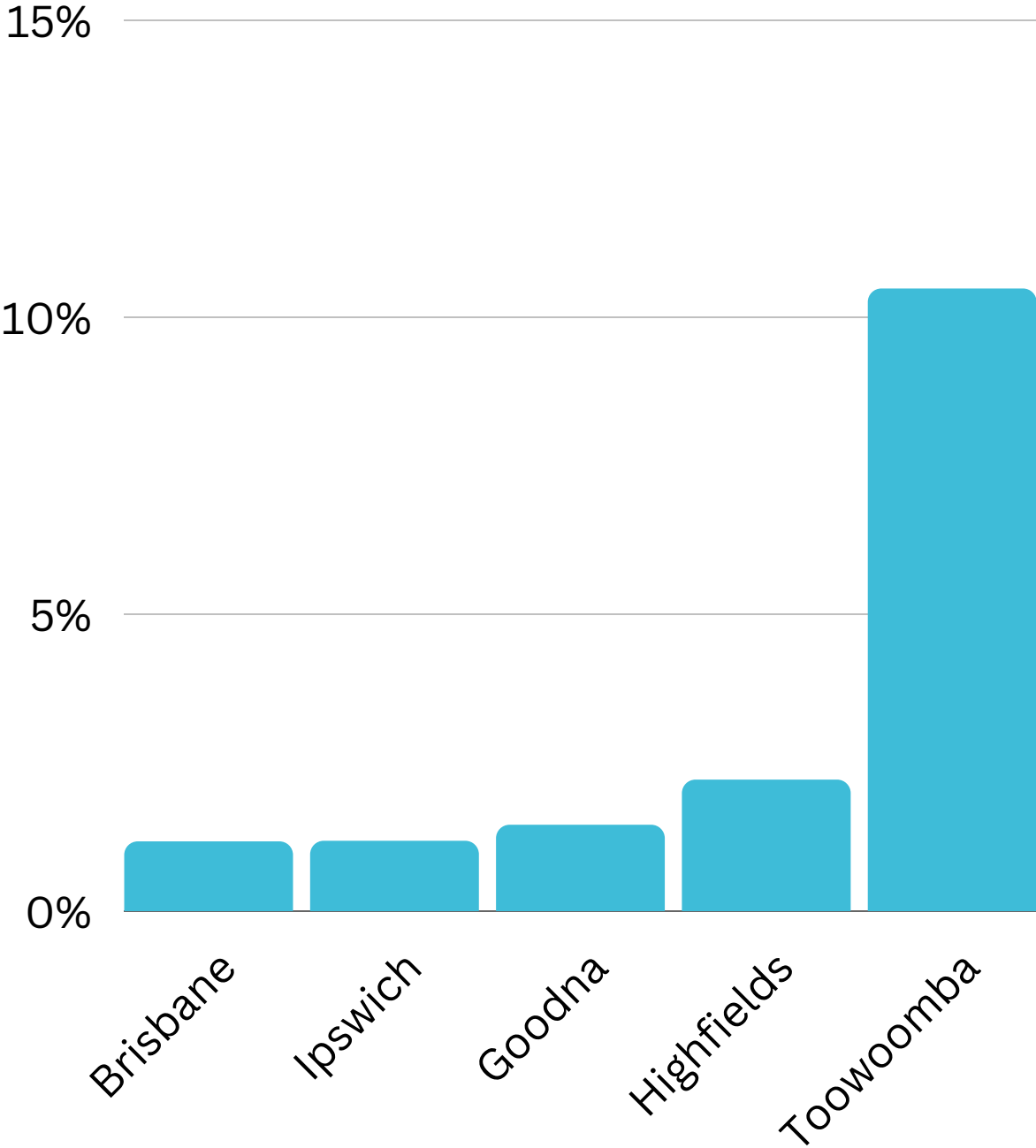


**82%** of visitors to the Western Downs Region during July 2023 are intrastate. **17%** are interstate, with **53%** arriving from **New South Wales**

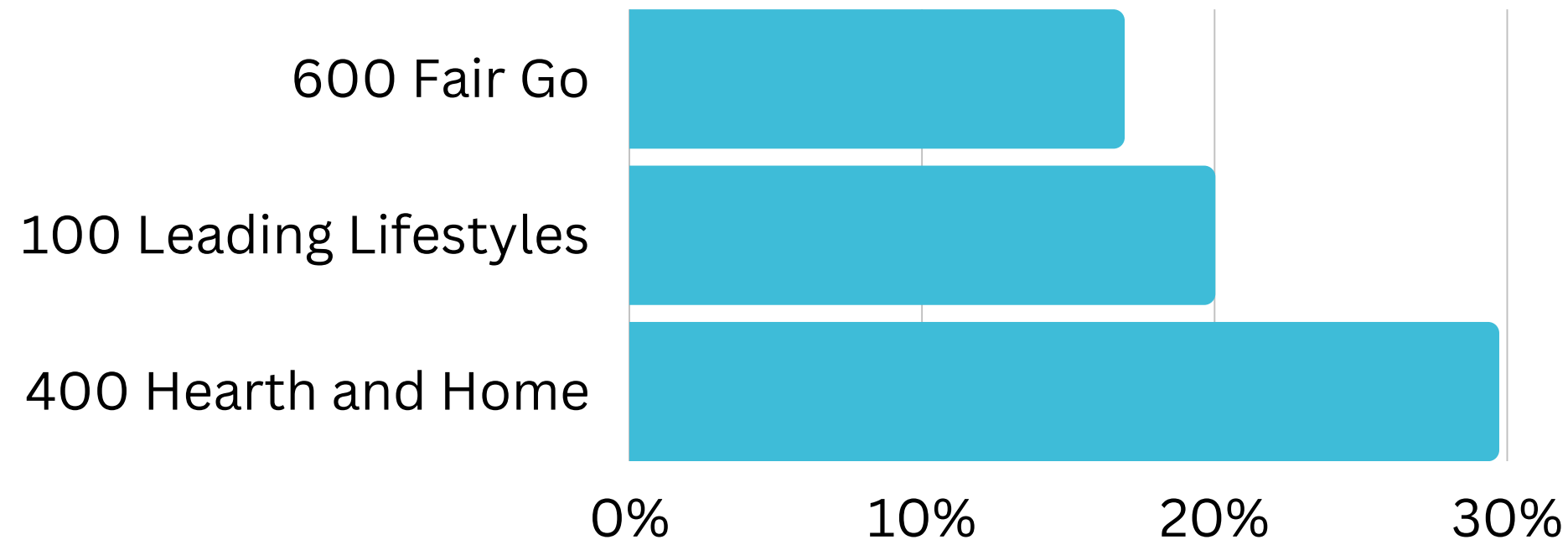
## Origin Category



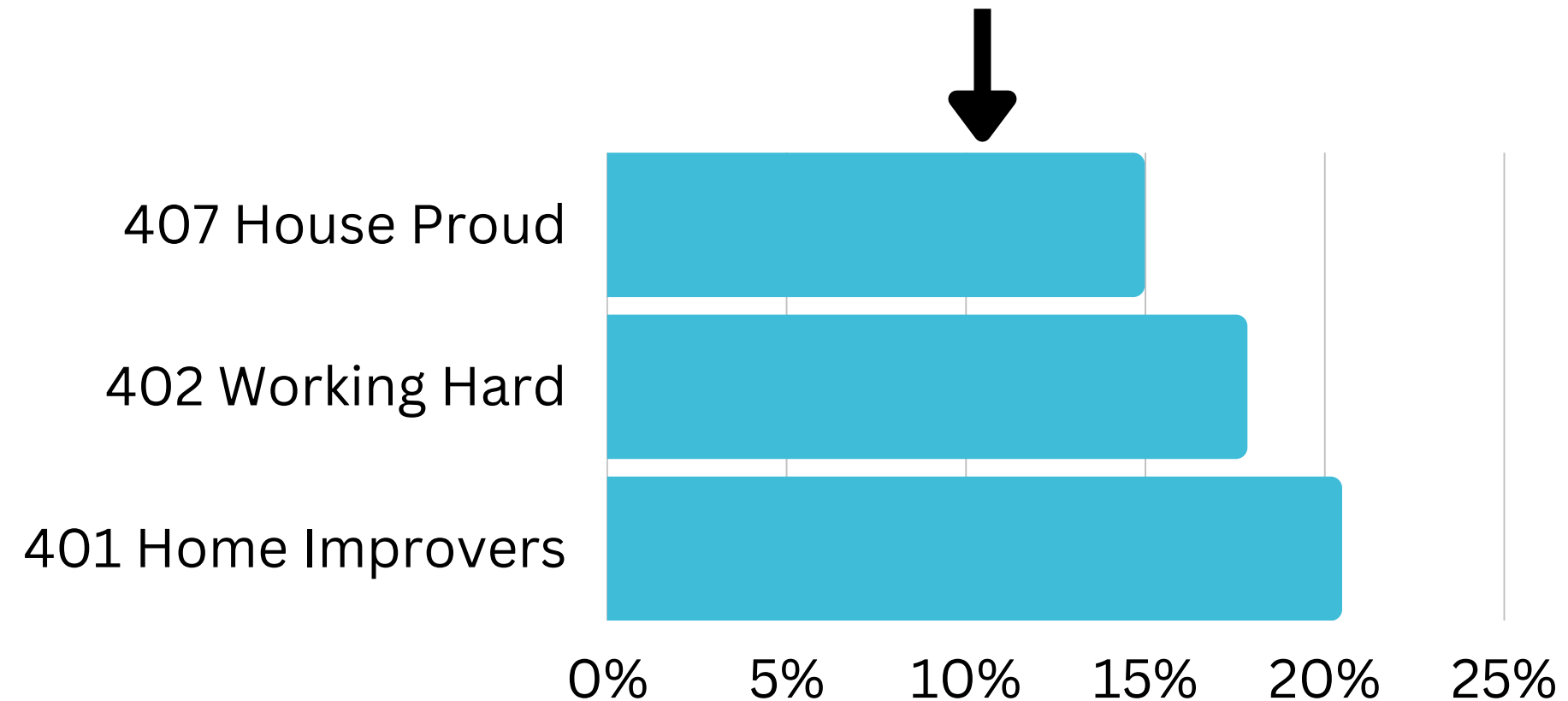
## Top 5 areas to the Western Downs Region (July 2023)



# Top Helix Communities and Personas



**29.7%** of the visitors recorded during **July 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

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