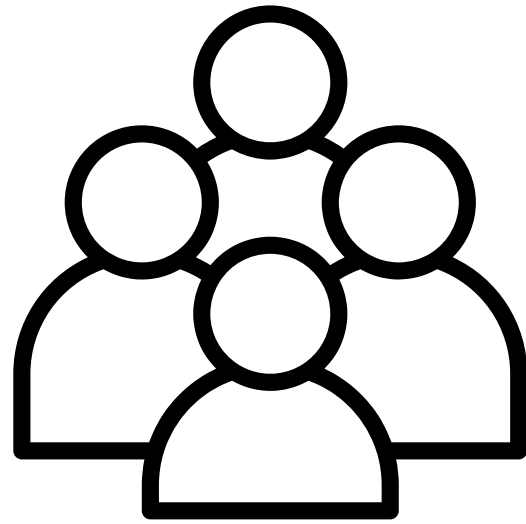


Toowoomba Insights and Data Report  
April 2023

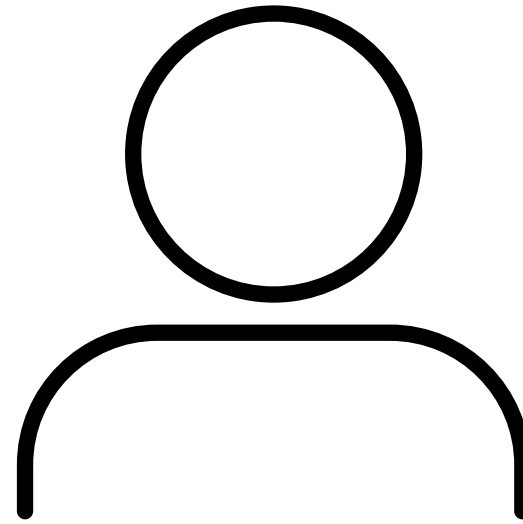


**Southern  
Queensland Country**

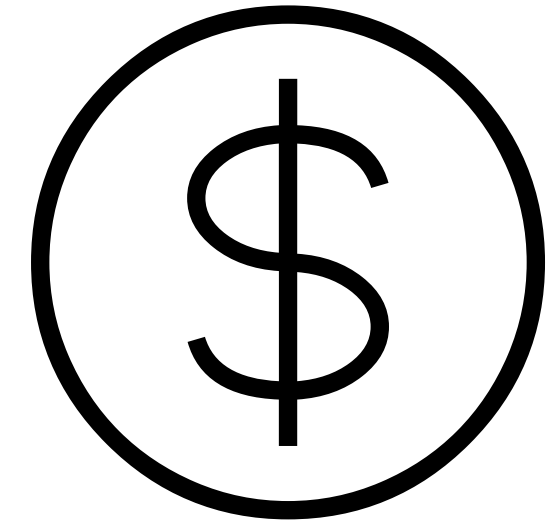
# Key Points



**2,108,160 visitors** (day trippers and overnight visitors) were recorded during April 2023, which is a **130.5% increase** when compared to April 2022



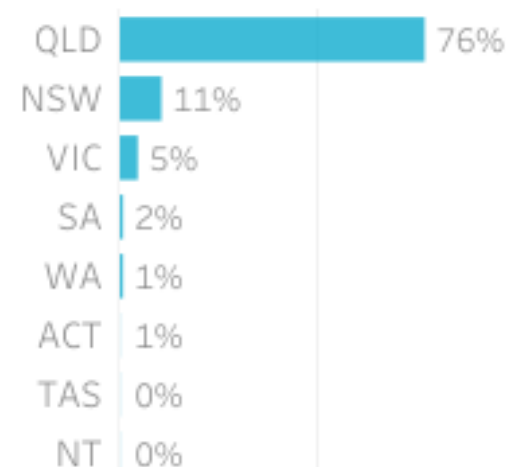
The primary Helix Persona recorded was **402 Working Hard**, compared to 401 Home Improvers in 2022



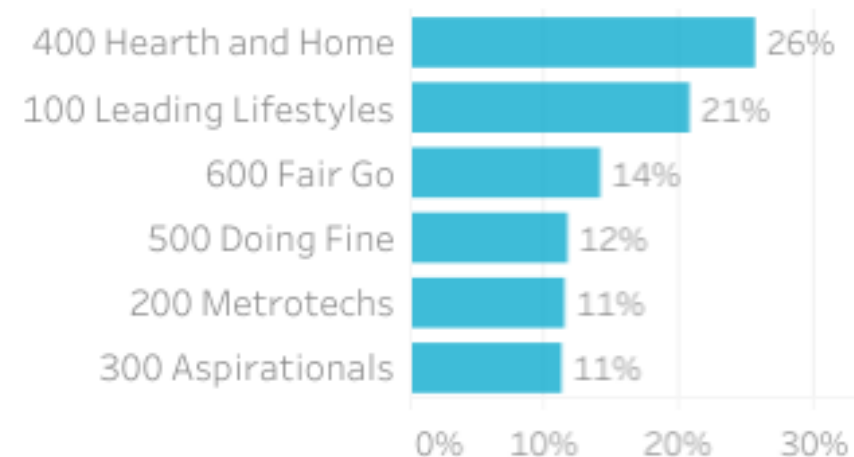
Overnight visitors typically stay **2.5 nights** and spend **\$156 per night** and **\$390 per stay**

# Visitation Overview - last 12 months

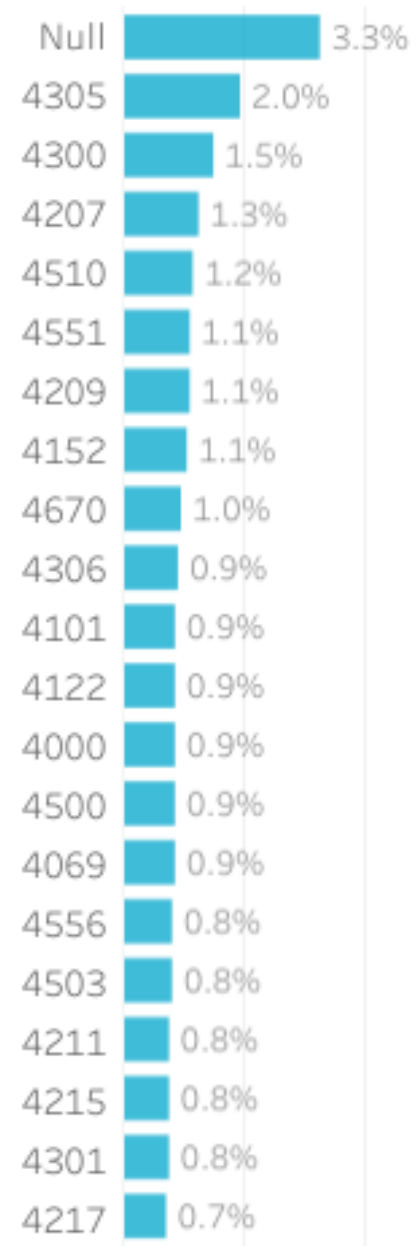
## Origin State



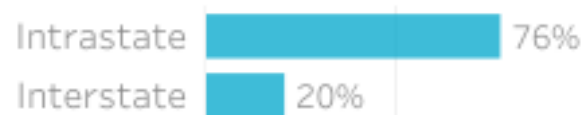
## Helix Community



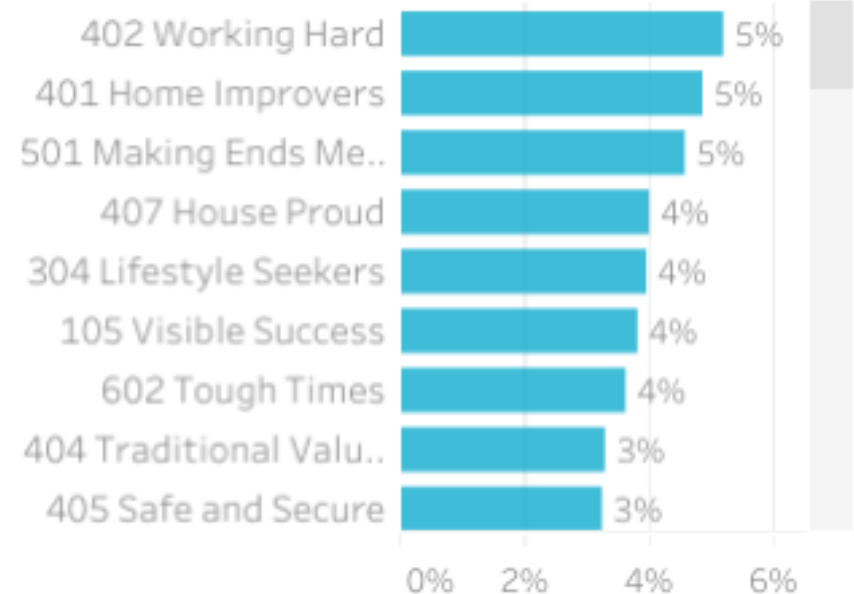
## Origin Postcode



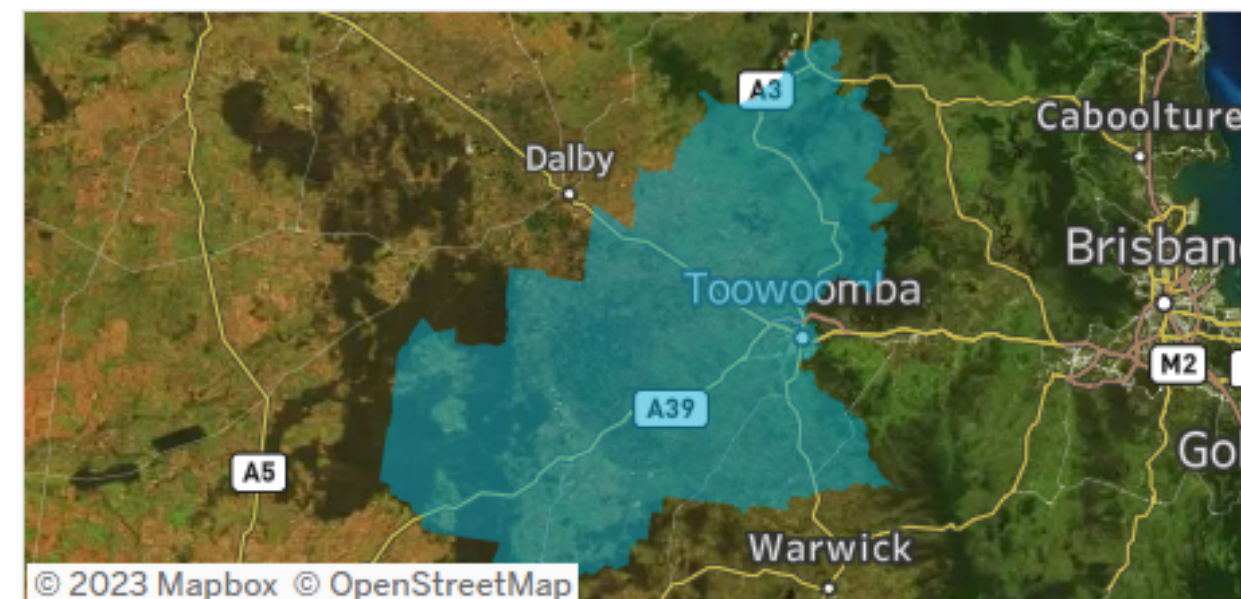
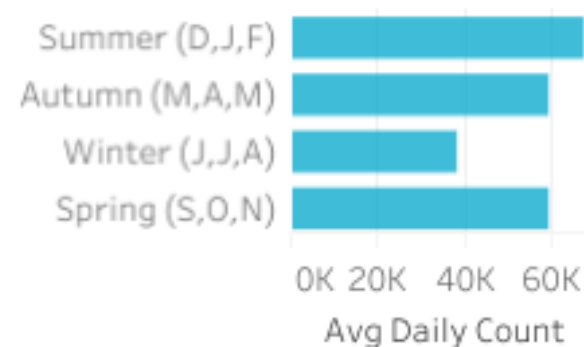
## Origin Category



## Helix Persona

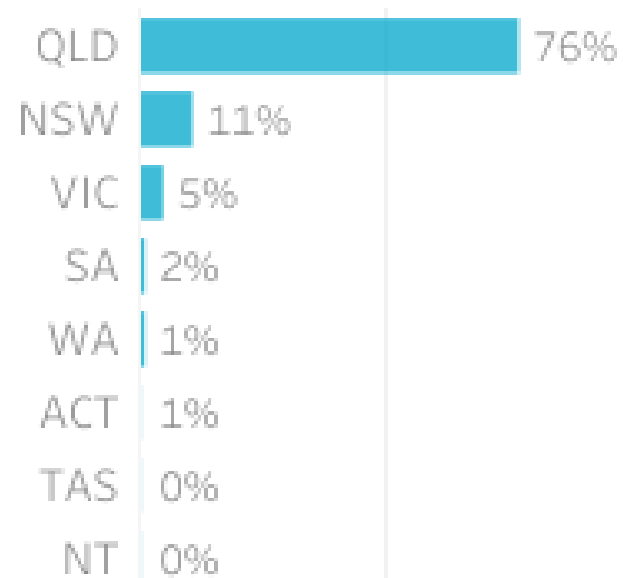


## Season

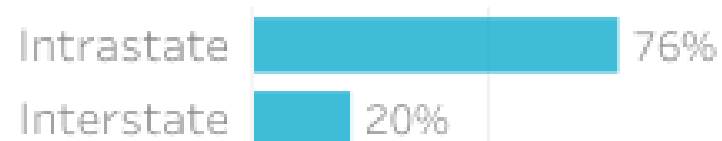


# Visitation Origins

## Origin State

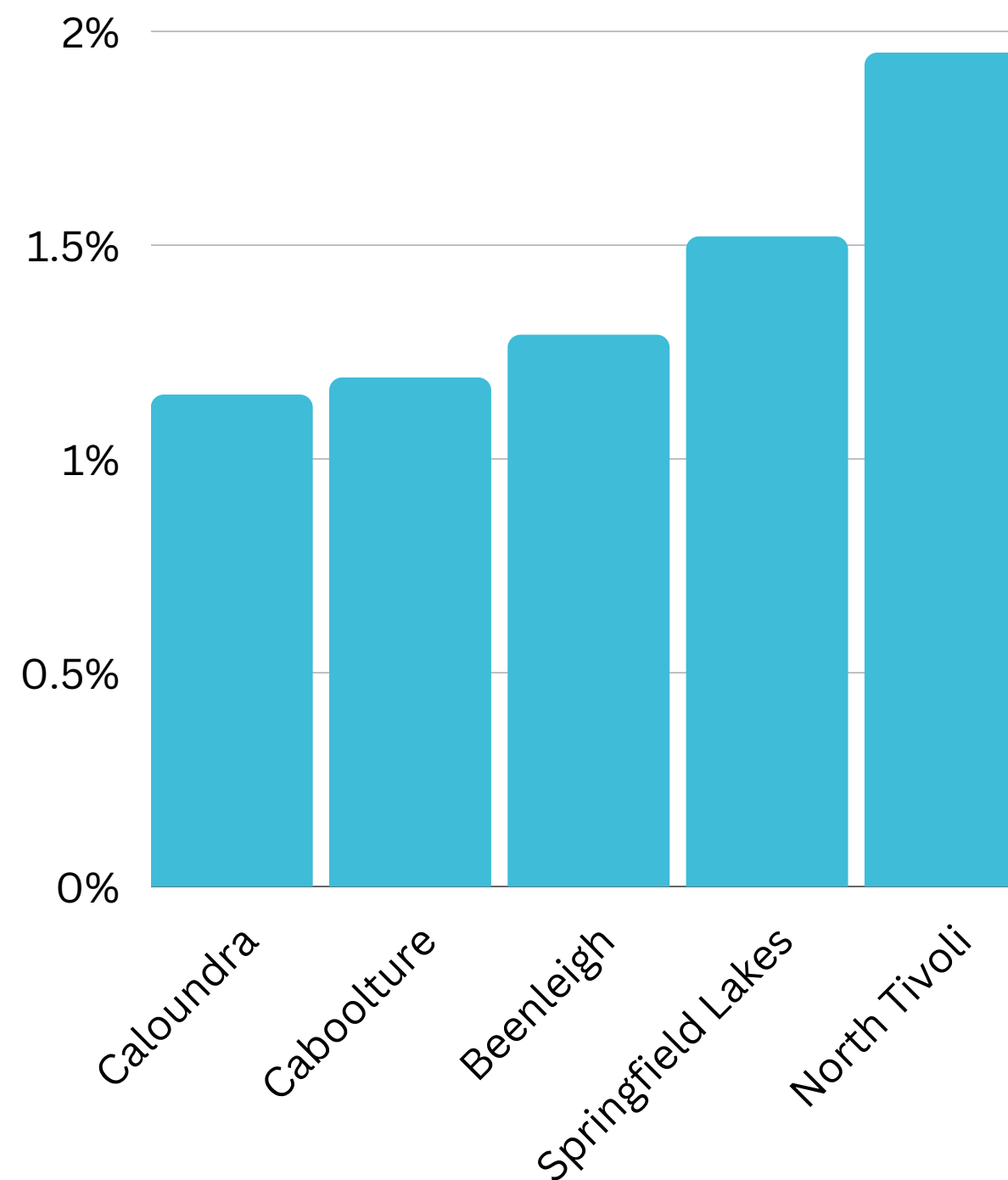


## Origin Category

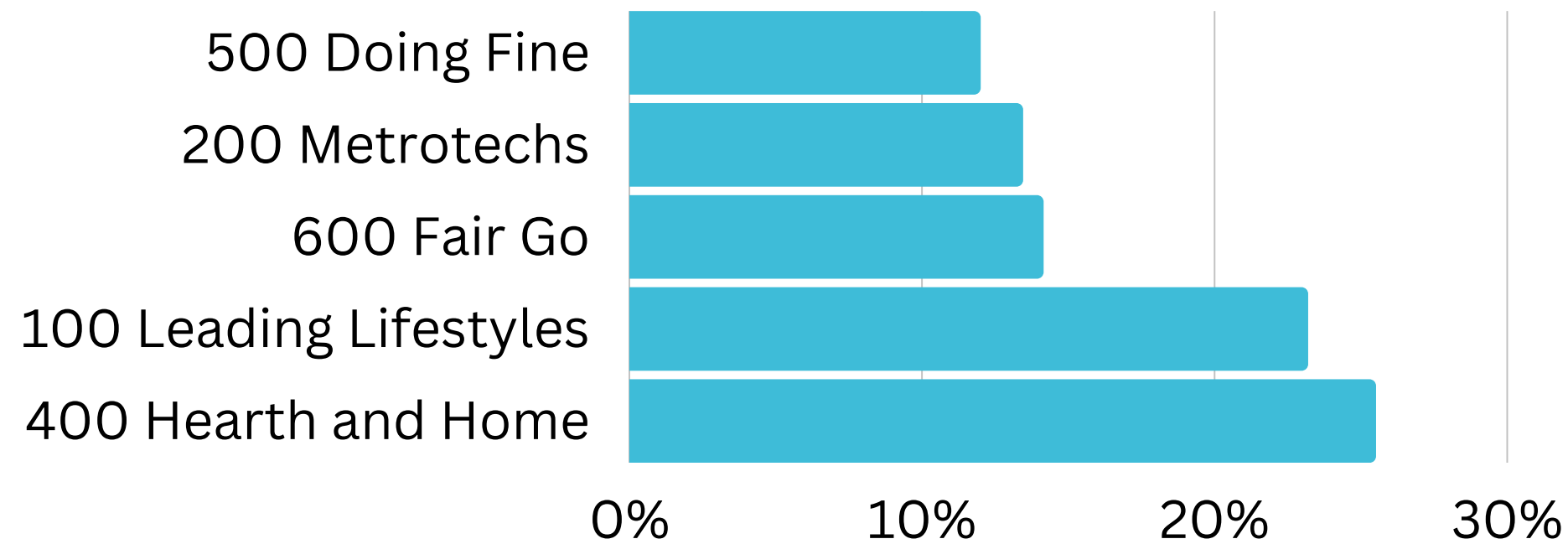


**76%** of visitors to the Toowoomba Region during April 2023 are intrastate. **20%** are interstate, of that, **55%** come from **New South Wales**

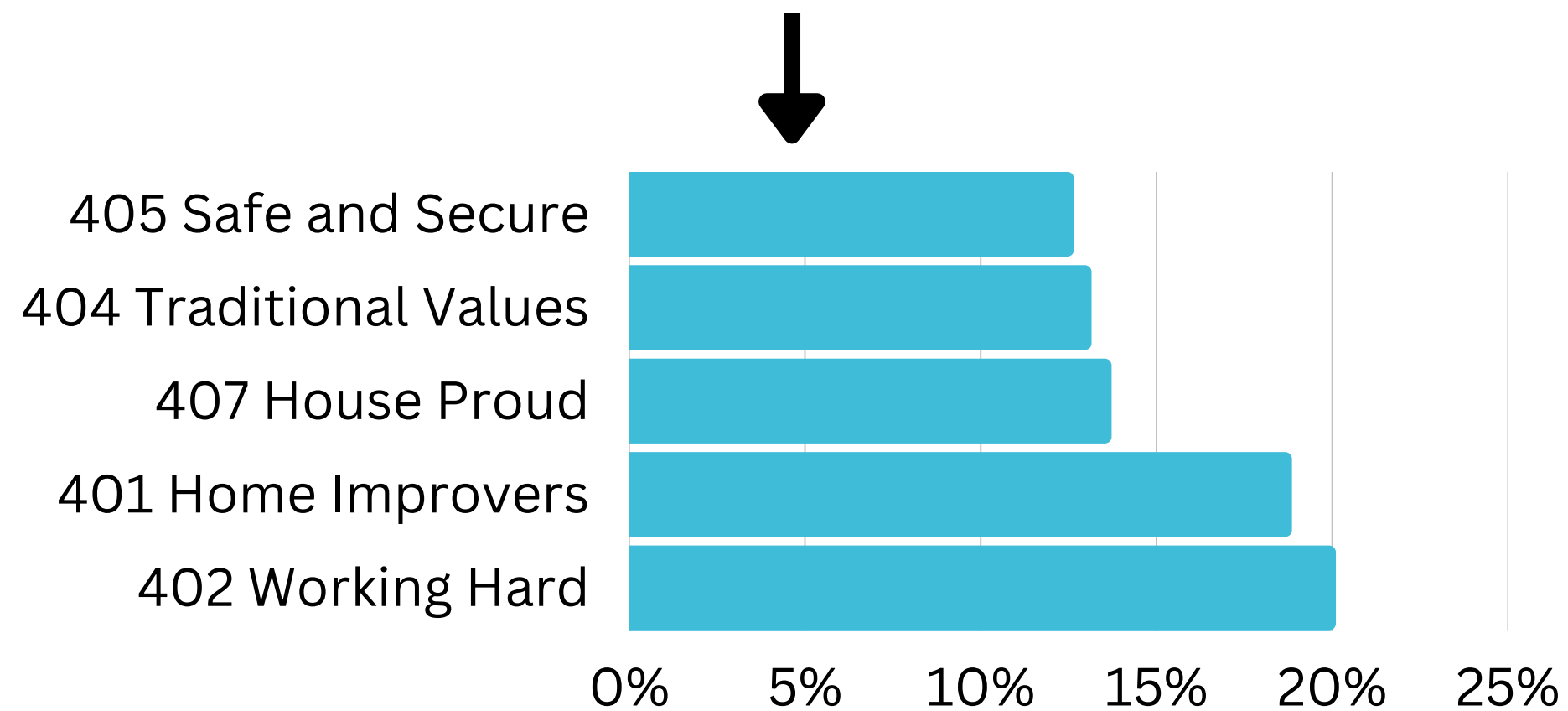
## Top 5 postcodes to the Toowoomba Region (last 12 months)



# Top Helix Communities and Personas



**25%** of the visitors recorded during **April 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

# Top 2 Helix Personas for SQC Website 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

## 2 508 Frugal Living

Average age: 66 years

Average Household Income: \$44,000



Many live alone and you'll find them residing in rural and outer urban areas of New South Wales, Victoria and Queensland.

### Likes

- Commercial TV
- Radio
- Newspapers

# Top 2 Helix Personas for SavourSQ 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

## 2 407 House Proud

Average age: 38 years

Average Household Income: \$82,000



You'll find a mix of ages and household types among them, living in metro and country areas of New South Wales and Queensland.

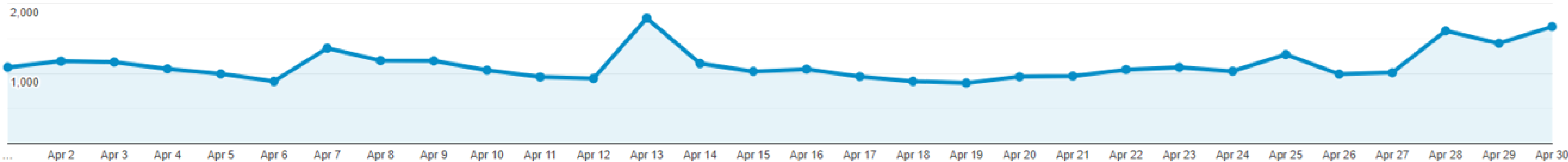
### Likes

- Domestic Holidays
- Commercial TV
- Family & Home



# SQC Website Visitation – April 2023

- 33.8K in sessions with 29K unique views
- 60.5K page views in April 2023
- Average session duration is 1:23 minutes



SQC E-news

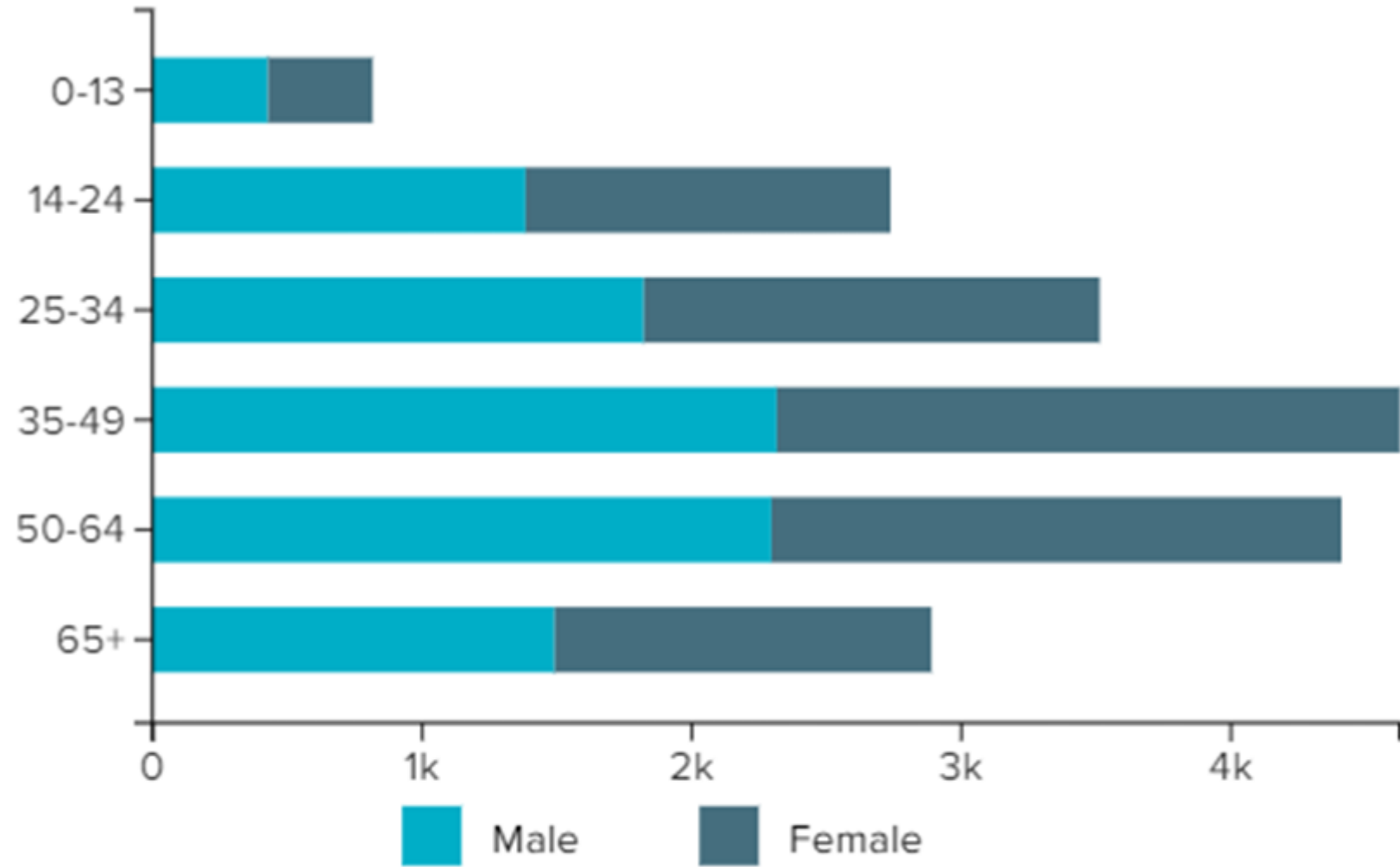
SQC E-news



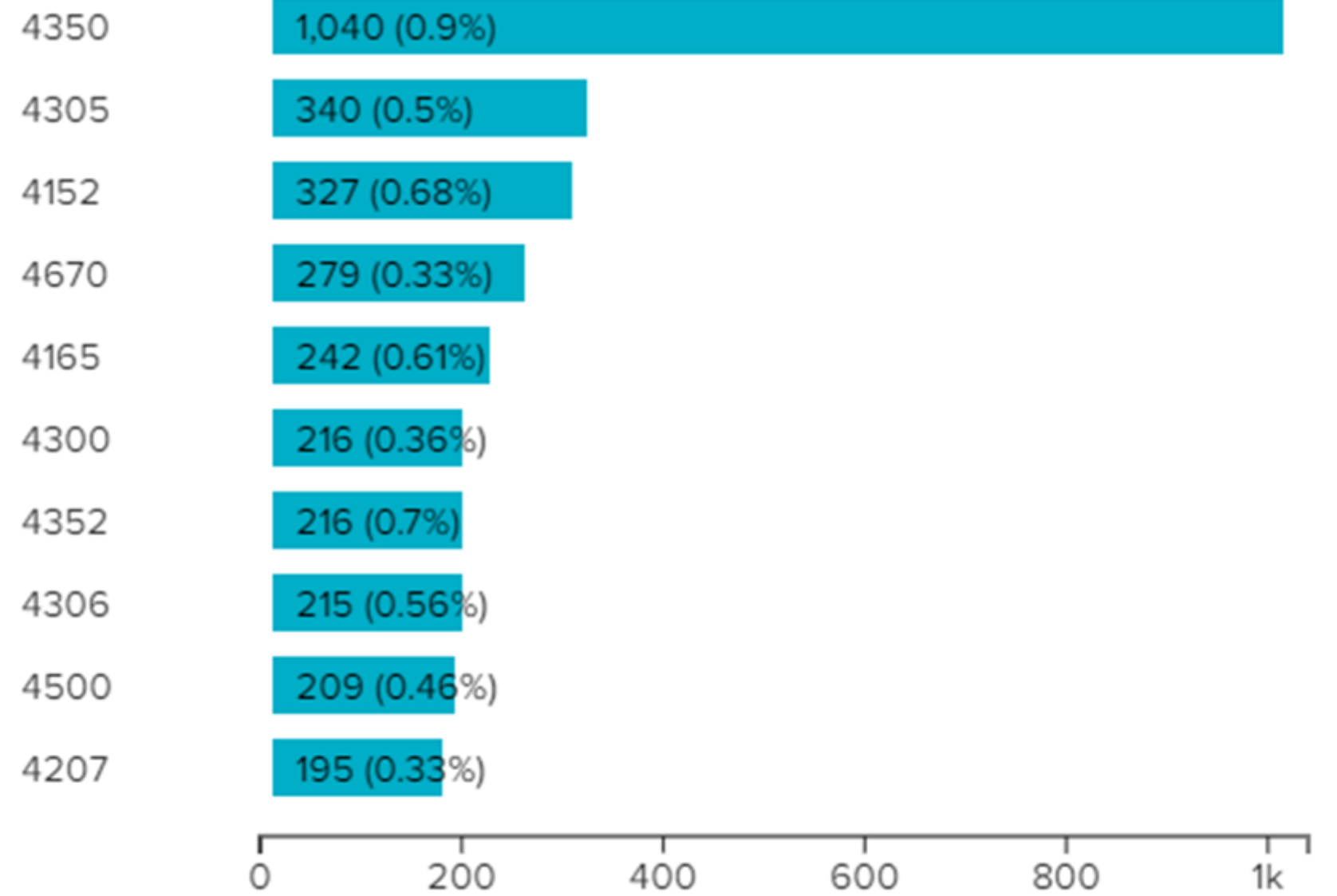
# Leads to Operators

- Over 4.4K leads were directed to members during April 2023 from the SQC website. A lead includes an active click on a members listing which may include a call to action detail and/or a link to the website.
- Connect with us to get insights into the number of leads to your product and advice into how you can increase your leads.

# Age Breakdown of Visitors



# Postcode Breakdown of Visitors



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