



Toowoomba Insights and Data Report
May 2023

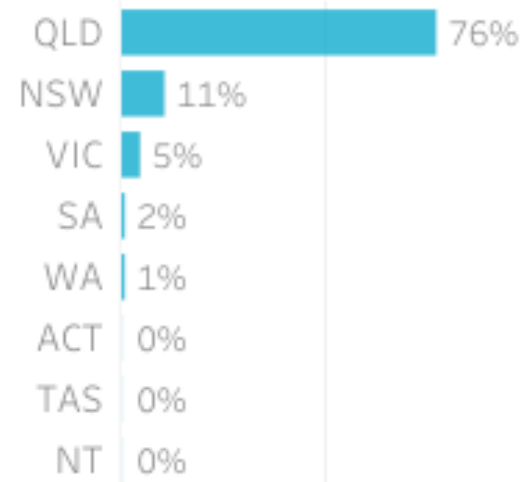
Botanical Society

TICKET
HOLDERS
ONLY

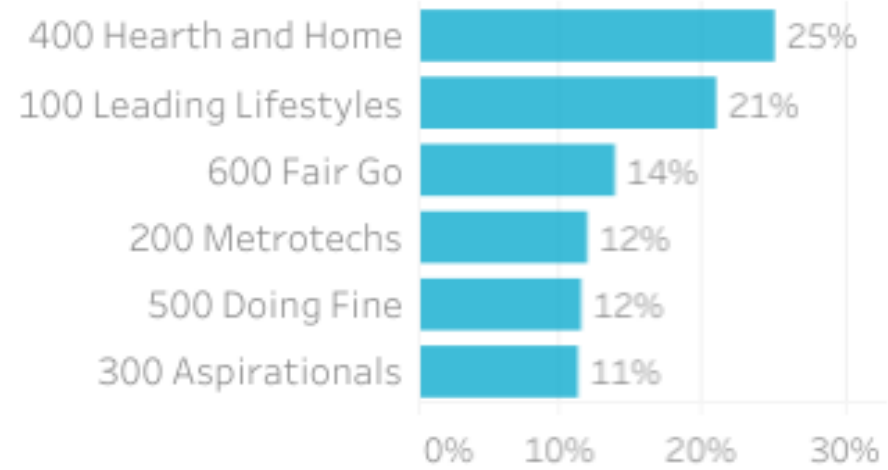
 Southern
Queensland Country

Visitation Overview - May 2023

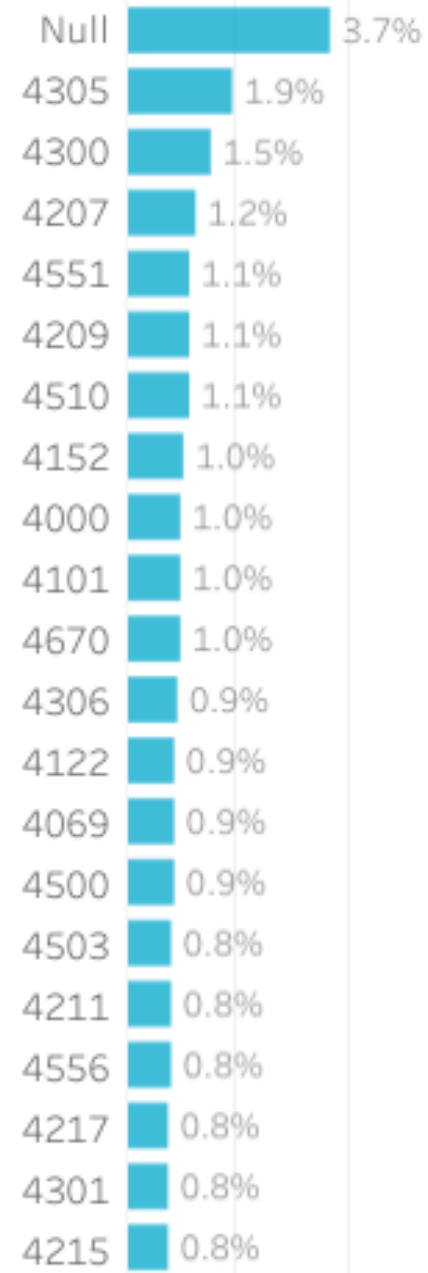
Origin State



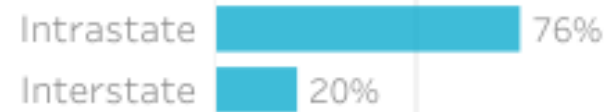
Helix Community



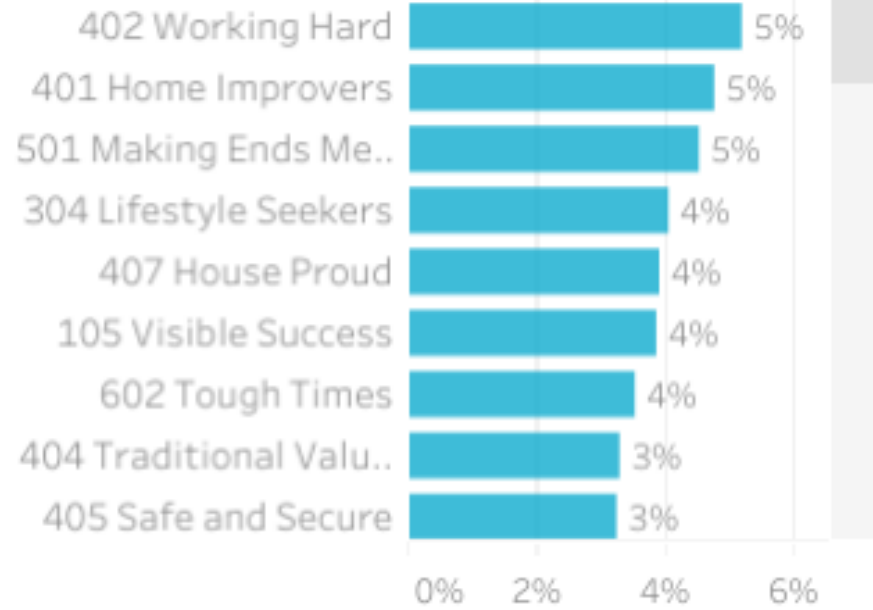
Origin Postcode



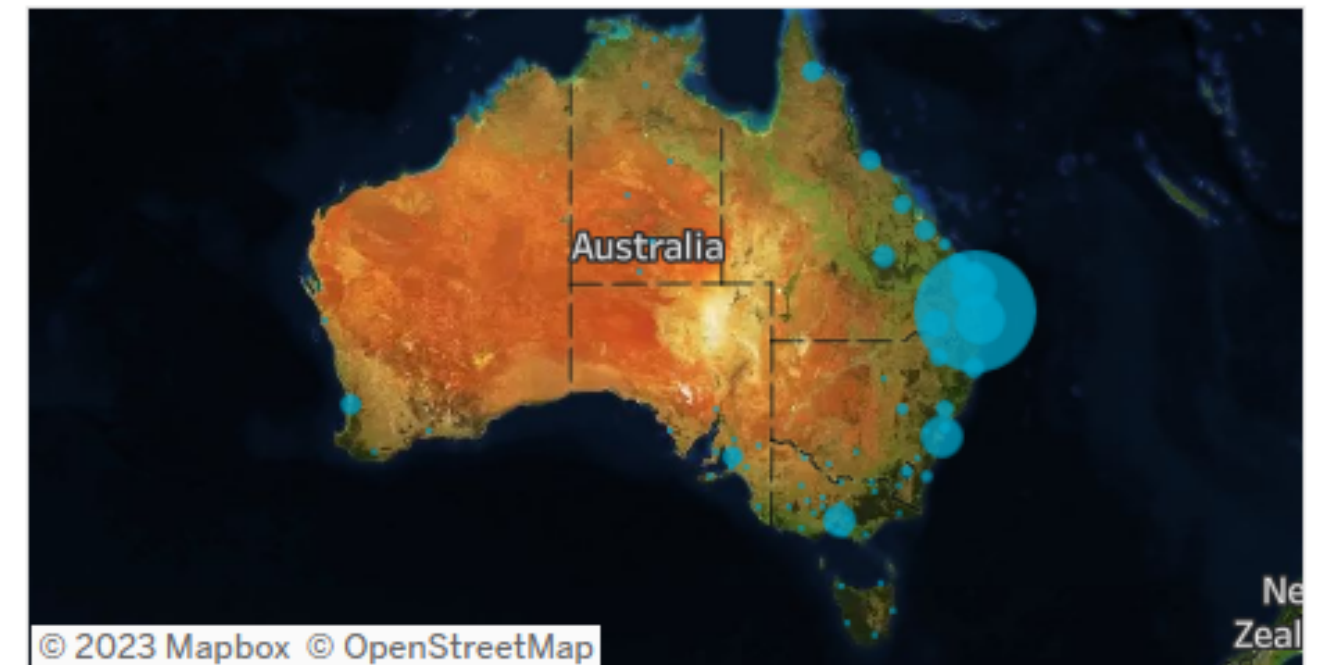
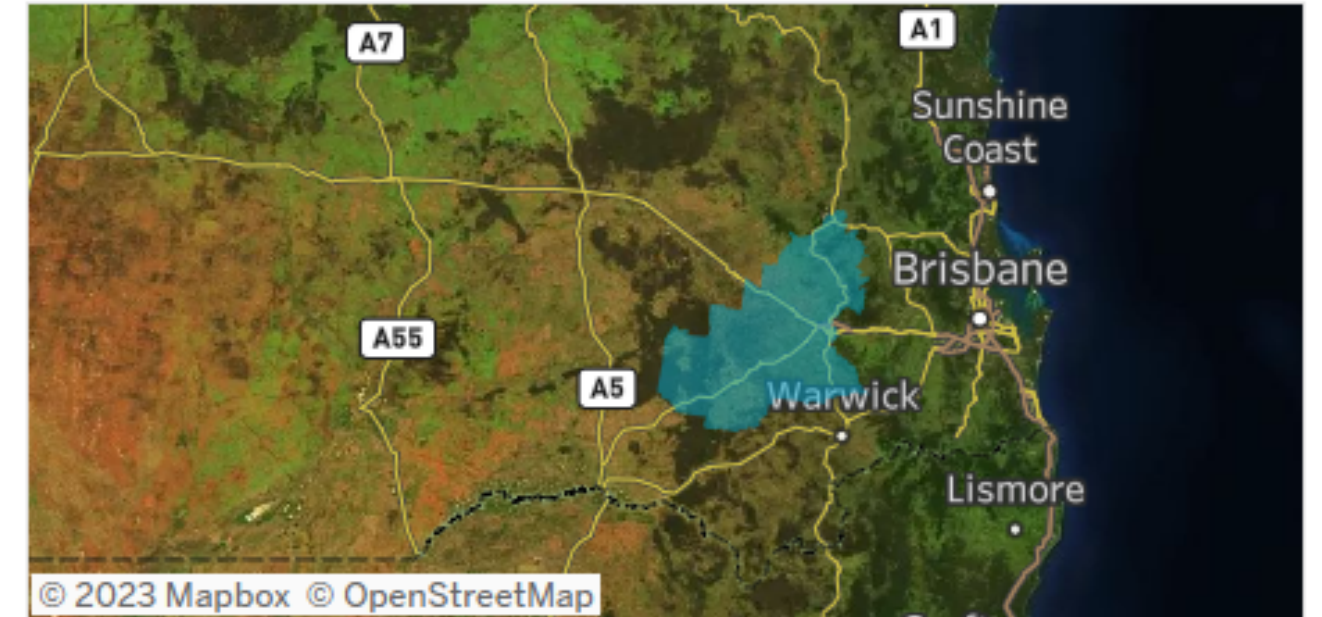
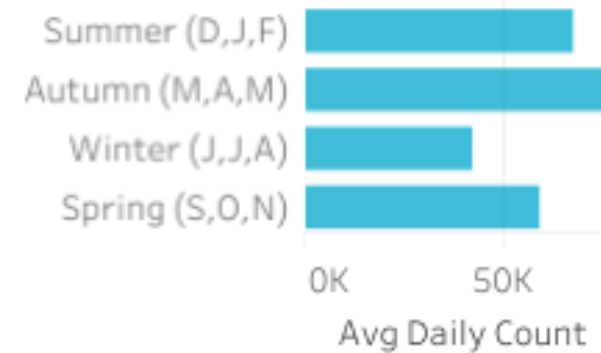
Origin Category



Helix Persona

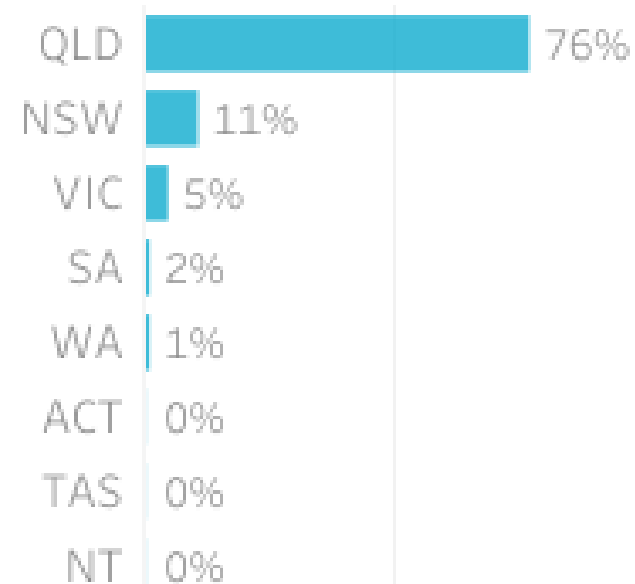


Season

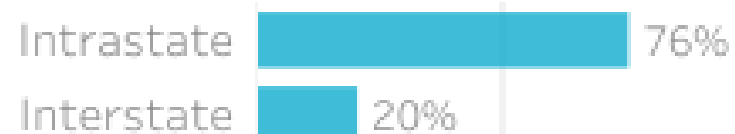


Visitation Origins

Origin State

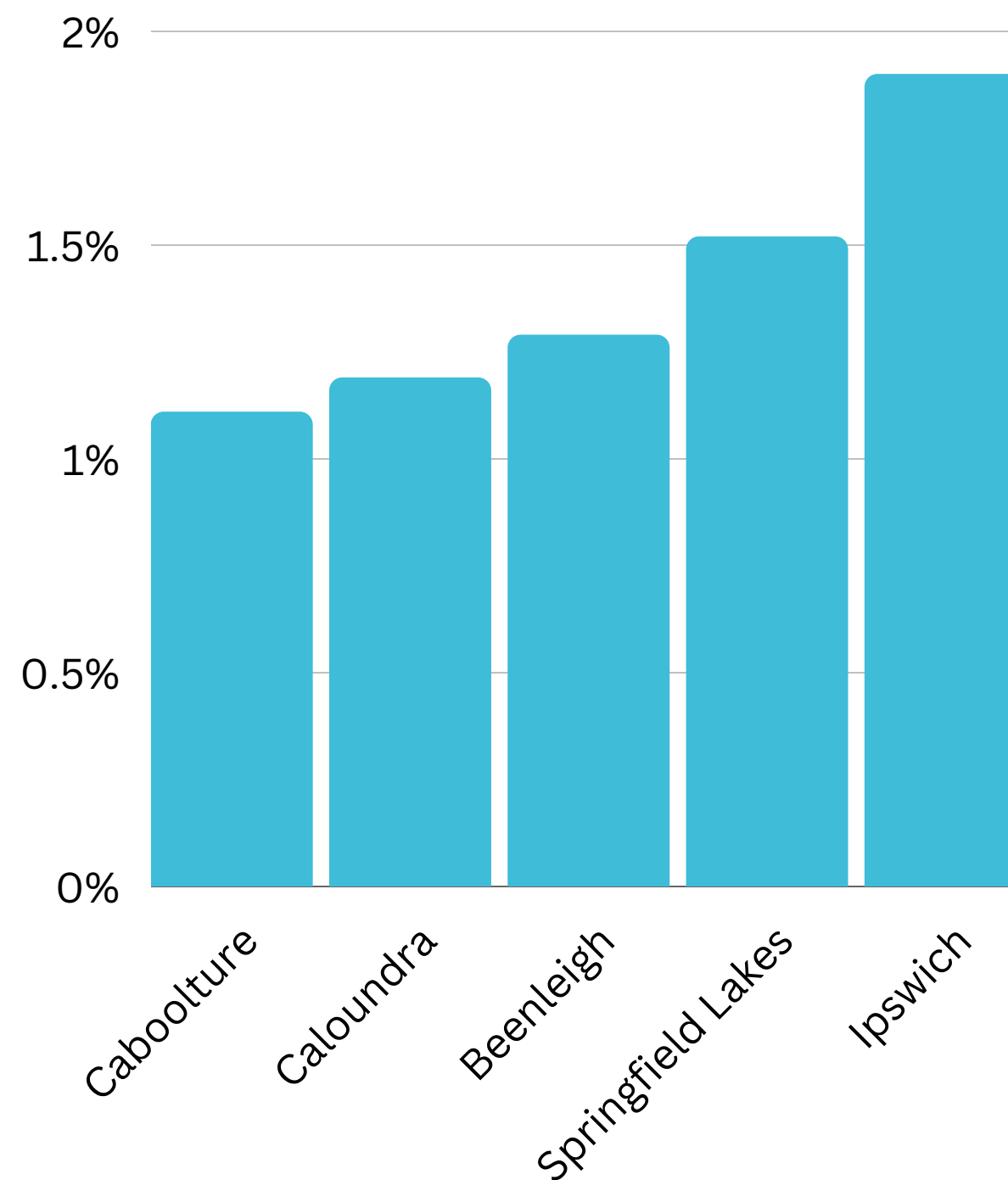


Origin Category

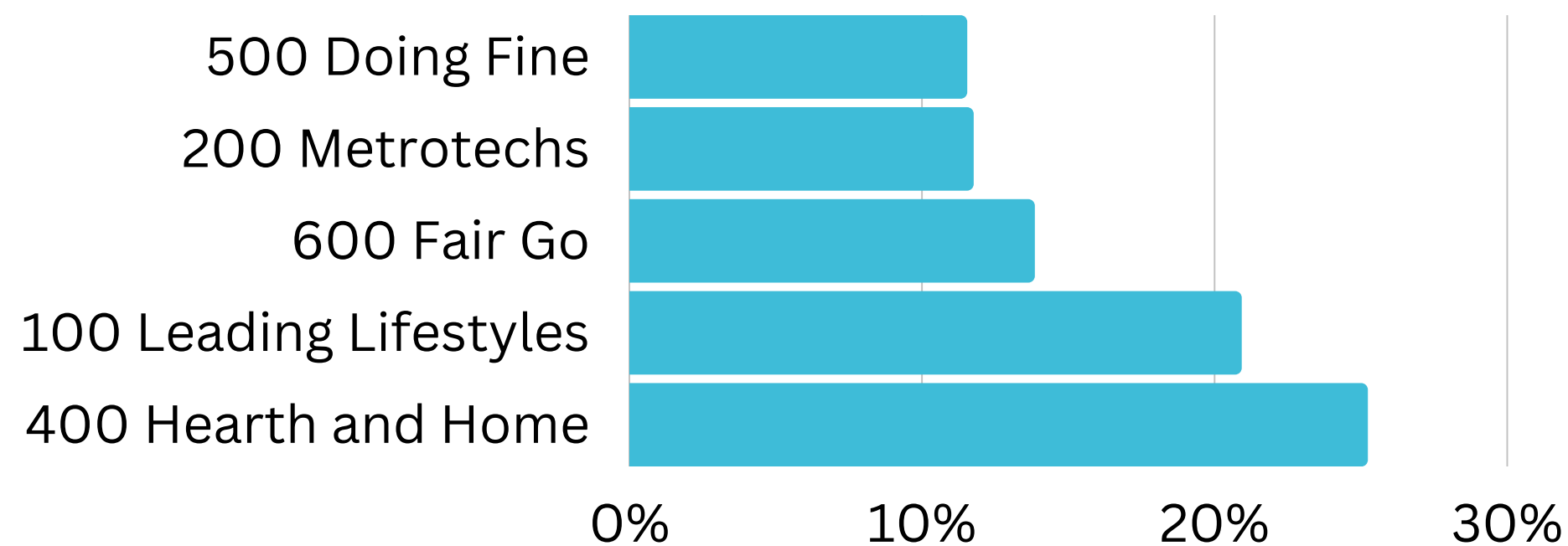


76% of visitors to the Toowoomba Region during May 2023 are intrastate. **20%** are interstate, with **11%** arriving from **New South Wales**

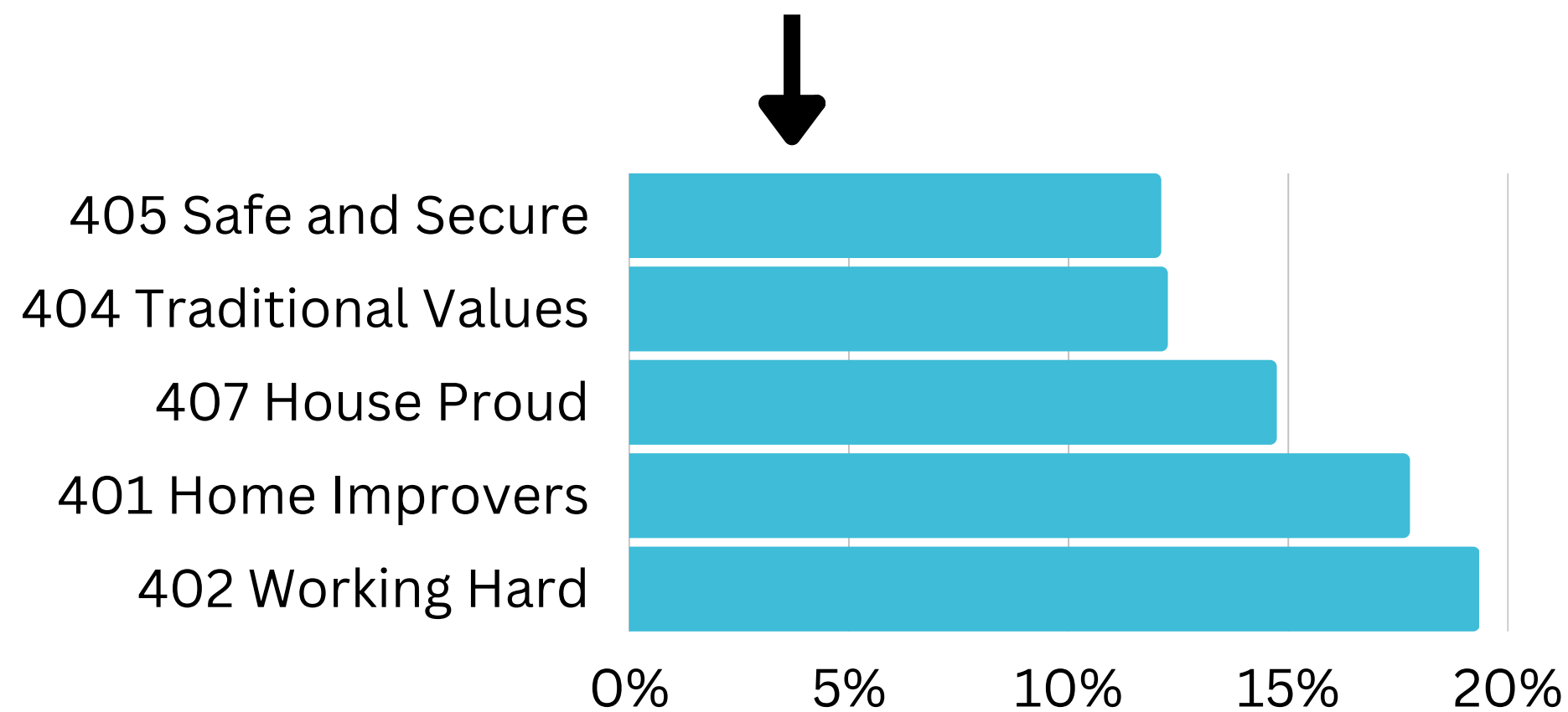
Top 5 postcodes to the Toowoomba Region (May 2023)



Top Helix Communities and Personas



25% of the visitors recorded during **May 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

SQCT Website Analytics

Top 2 Helix Personas for SQC Website Visitors

1 404 Traditional Values

Average age: 45 years

Average Household Income: \$86,000



You'll find most living in regional New South Wales in Newcastle, South Coastal area and the North Eastern part of the state, and on the Sunshine Coast in Queensland.

Likes

- Food and Wine
- Domestic Holidays
- Commercial TV

2 304 Lifestyle Seekers

Average age: 38 years

Average Household Income: \$100,000



They are clustered most significantly in Melbourne and Brisbane, along with a significant proportion in outer urban areas of Queensland.

Likes

- Domestic Holidays
- Sport Tourism
- Performing Arts

Top 2 Helix Personas for SavourSQ Visitors

1 304 Lifestyle Seekers

Average age: 38 years

Average Household Income: \$100,000



They are clustered most significantly in Melbourne and Brisbane, along with a significant proportion in outer urban areas of Queensland.

Likes

- Domestic Holidays
- Sport Tourism
- Performing Arts

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

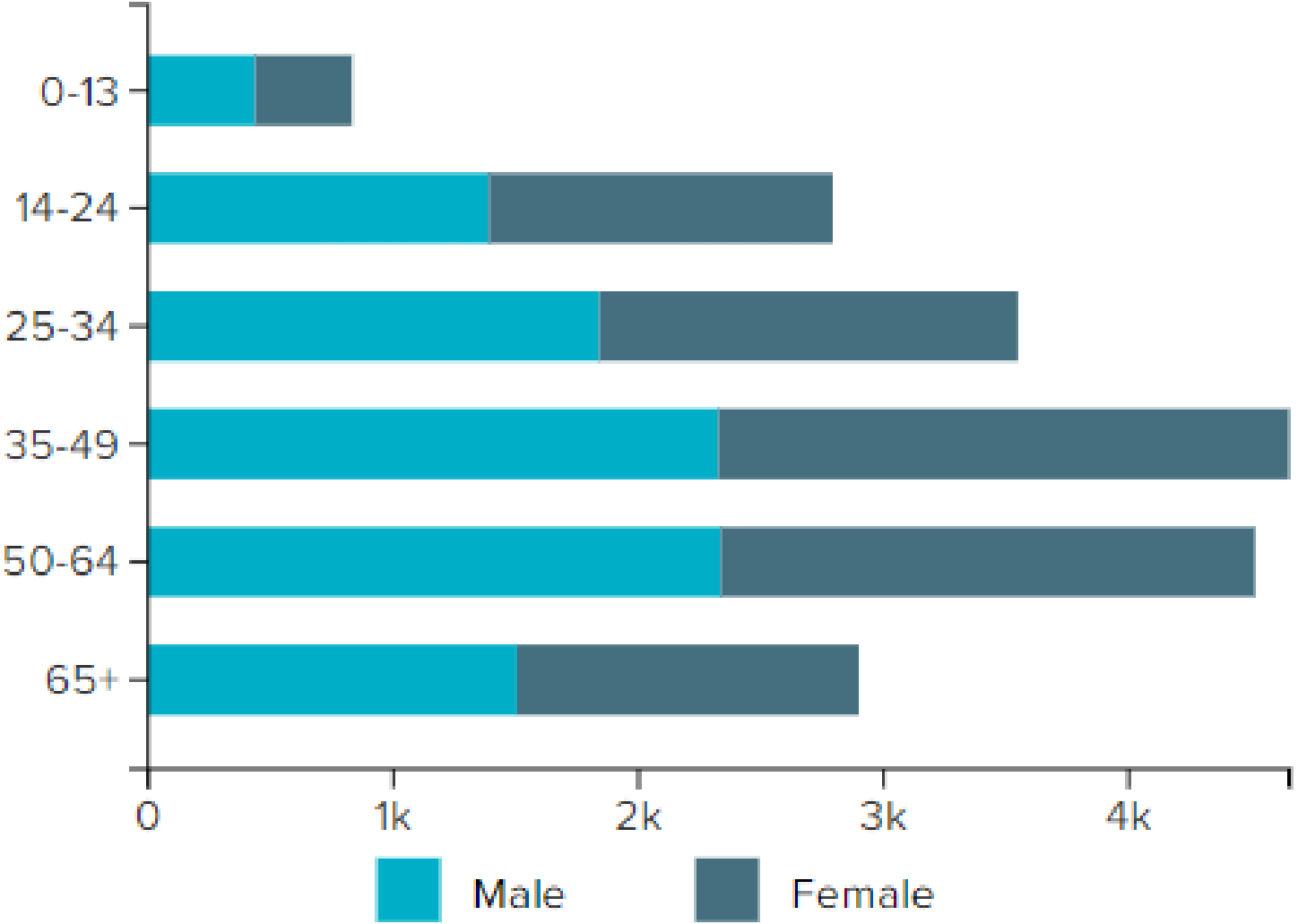
- Domestic Holidays
- Commercial TV
- Family & Home

SQC Website Visitation - May 2023

- 60K page views with 31K total users
- Highest recorded day was 10 May
- 4.7K leads to operators with 3.2K unique clicks



Age Breakdown of Visitors to SQC.com



The average age of visitors to the SQC.com website is within the 35 - 49 age bracket. The lowest age bracket sits with 0-13yrs old.

NVS Data - Year Ending March 2023

- Domestic OVE grew by 41.8 per cent over the year to a record \$1.3 billion, which is 52.9 per cent higher than 2019.
- The annual growth was because of both an increase in visitation (up 17.8 per cent to 2.7 million) and average spend per visitor (up 20.4 per cent to \$476). Visitation grew across purposes including visiting friends and relatives (up 28.6 per cent to 1.1 million), business (up 15.3 per cent to 530,000) and holiday (up 9.8 per cent to 937,000).
- By source market, interstate visitation reached a new record of 502,000 (up 110.5 per cent).
- Intrastate visitation was up 7.1 per cent over the year to 2.2 million.
- Visitation in the March quarter of 2023 was down 8.3 per cent and nights were down 4.9 per cent compared to the March quarter of 2022. Intrastate visitation was down 12.7 per cent compared to the March quarter of 2022.

Contact us

E-mail

admin@sqct.com.au

Website

www.southernqueenslandcountry.com.au

Phone

07 4632 1988

Address

10 Rens Street
Toowoomba QLD 4350

