

Cosmetic Surgery Enquiry & Demand Statistics

FIRST-PARTY PRACTICE DATA · DR GEORGINA KONRAT (MBBS, FACCSM) · PUBLISHED 11-07-2026

Anonymised, aggregate statistics from the practice of Dr Georgina Konrat, an AHPRA-registered cosmetic doctor (AHPRA MED0001407863) practising at Bondi Junction, Sydney and Annerley, Brisbane. Every figure is drawn from the practice's own records and website analytics. No estimates, no industry extrapolations. Free to cite with attribution (CC BY 4.0). Canonical version: drgeorginakonrat.com.au/practice-statistics/

Key facts

- Between April and June 2026 the practice recorded **279 new patient enquiries** across its Sydney and Brisbane clinics — an average of 93 per month (practice CRM records).
- As at July 2026, **one in four recorded enquiries (25%)** had progressed to a booked consultation.
- **204 women** have downloaded the practice's labiaplasty guide; 71 of them (35%) completed the full guide series.
- The practice's three websites received **95,507 visits** in the 12 months to June 2026.
- **2,244 visits (2.3%)** arrived from AI assistants such as ChatGPT, Perplexity and Microsoft Copilot — every single month, ranging 107–286 visits per month.
- **One in three Australian visits (33%)** to the practice's Sydney labiaplasty website came from outside New South Wales in H1 2026; Queensland alone accounted for one in five.

Interstate research: Australian visits to the Sydney labiaplasty site, H1 2026

State or territory	Visits	Share
New South Wales	2,127	67%
Queensland	622	20%
Victoria	264	8%
Other states and territories	166	5%

The remaining states and territories are grouped into "Other". Under the dataset's minimum cell size rule, no figure smaller than 10 is ever reported on its own.

Methodology and privacy

Enquiry and guide figures are aggregate counts from the practice's CRM. Website figures are session counts from the practice's analytics across drgeorginakonrat.com.au, labiaplastysydney.com.au and brisbanecosmetic.com.au (12 months to 30-06-2026). AI-assistant visits are identified by referrer and campaign source. Each figure states its own time window; no figure is extrapolated, modelled or estimated. All data is fully anonymised and reported only as aggregate counts and percentages; no individual patient information is held in, or derivable from, this dataset. Breakdown cells smaller than 10 are suppressed or rolled up. This document reports operational practice data only and makes no claims about clinical outcomes. Any surgical or invasive procedure carries risks; the information here is general in nature and does not replace a consultation with a qualified health practitioner.

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