

Social Indicators 2017 Bundaberg



103,000
residents¹

2.1m
overnight visitors
in SGBR²
(2.0m domestic /
148,000 international)

\$976m
total tourism
contribution to gross
regional product
(3.8% of SGBR's GRP)³

About this study:

Our study monitors local community views on tourism. Queensland residents are surveyed with a focus on understanding their sentiment towards tourism, their local area, and the impacts of tourism on their local area.

For our 2017 study, we surveyed 3,346 Queensland residents with fieldwork conducted between 8 June 2017 and 12 July 2017. In the Bundaberg tourism region, 207 residents were surveyed.

This is our third Social Indicators study, with previous studies run in 2010 and 2013. We have compared results for 2017 to the results from 2013.

This study examines the social impacts of tourism on the local community, as perceived by its residents. The research is intended to inform the decision making of state and local authorities, as well as tourism bodies.

The Southern Great Barrier Reef tourism region (SGBR) consists of the Bundaberg, Capricorn and Gladstone regions. The SGBR region welcomed 2.1 million visitors in the year ending June 2017, and the tourism industry contributes 3.8 per cent of its gross regional product.

Within the SGBR region, the Bundaberg region (BUNDY) is home to 103,000 residents. Our Social Indicators study aims to monitor these residents' views on tourism.

In the study, the first words that come to residents' minds when thinking about Bundaberg describe a peaceful, beachside community. Residents also recognised the region's famous turtles and rum distillery. Commonly used words were: peaceful, quiet, beautiful, community, beaches, turtles and rum.



Notes:

1. Australian Bureau of Statistics, 2016 Census, Place of Usual Residence by SA2 aligned to tourism region
2. Tourism Research Australia, International & Domestic Visitor Surveys for the year ending June 2017, SGBR region = Capricorn, Gladstone and Bundaberg regions
3. Deloitte Access Economics, Regional Tourism Satellite Accounts 2015/16, SGBR region = Capricorn, Gladstone and Bundaberg regions

Attitudes towards living in their local area

In the study, we asked respondents to select one of three statements to describe how they feel about living in their local area. The study revealed that around two in five (43 per cent) of Bundaberg residents 'really like' living in the area and 'can't think of anywhere else they would rather live'.

	BUNDY		QLD
	2013	2017	2017
Really like it, can't think of anywhere else I would rather live	44%	43%	37%
Enjoy living here but can think of other places I would enjoy equally	48%	49%	52%
I only live here because circumstances demand it	8%	8%	11%

i.e. 43% of Bundaberg respondents chose this statement as best describing how they feel about living in their local area

Attitudes towards tourism in local area

Respondents answered a series of questions about their attitudes towards tourism in their local area. For each question they picked a statement that best reflects their view.

The proportion of Bundaberg residents who 'really like' tourists remains significantly higher than the Queensland average. However, the proportion has declined from 68 per cent in 2013 to 59 per cent in 2017.

*"I just enjoy seeing tourists enjoying the places I love."
Bundaberg Resident, 2017*

We also saw that seven in ten residents (68 per cent) are happy to see continued growth in tourism development. Almost two thirds (64 per cent) would like more tourists in their local area. This proportion has decreased since 2013, however it remains above the Queensland average.

*"As a traveler, I encourage others to come to Bundaberg, I take them around the area, to tourist attractions and beaches..."
Bundaberg Resident, 2017*

*"...we need a lot more tourism development to capitalize on our wonderful natural assets."
Bundaberg Resident, 2017*

	BUNDY		QLD
	2013	2017	2017

Feelings towards tourists

I really like tourists	68%	59%↓	46%
I tolerate tourists as they're good for the community	25%	30%	40%
I adjust my lifestyle to avoid tourism inconveniences	5%	7%	11%
I stay away from places tourists go	2%	4%	3%

Number of tourists local area should attract

More	74%	64%↓	36%
About the same number	23%	32%↑	57%
Fewer	3%	4%	7%

Preferred tourism development growth

Happy with continued growth	67%	68%	58%
Happy but no more growth	14%	15%	29%
Want less tourism	3%	4%	6%
More growth, different direction	16%	12%	7%

Level of contact with tourists

Never come into contact with them	8%	11%	21%
See them around but don't usually talk to them	53%	54%	54%
Often interact with them as part of my job	10%	10%	10%
Often meet them around town and talk to them	20%	19%	13%
Have made friends with them, but not kept in contact	10%	10%	6%
Have made friends with them, and have kept in contact	6%	6%	3%

↑ Statistically significantly higher/lower than previous year at 95% confidence level

Significantly higher when comparing the region to Queensland at the 95% confidence level

Attitudes towards tourism in local area cont.

Respondents were then asked to rate the overall impact tourism has on their community, and on them personally, by using a seven-point scale ranging from 'very negatively (-3)' to 'very positively (+3)'.

% agree that tourism has a positive impact on...

	2013	BUNDY 2017	QLD 2017
...the community as a whole ¹	72%	70%	43%
...their personal quality of life ¹	20%	19%	18%

Bundaberg residents are significantly more likely than the average Queenslanders to agree that tourism has a positive impact on the community. Seventy per cent of residents agree that tourism has a positive impact on the community, compared with 43 per cent in Queensland. Nineteen per cent agree that tourism has a positive impact on their personal quality of life. These perceptions of tourism's impact are stable compared to 2013.

i.e. 18% of Queensland respondents rated tourism as affecting their personal quality of life 'positively (2)' or 'very positively (3)'.

Positive and negative impacts of tourism

Respondents were then asked if they agree or disagree with seven positive and eight negative statements about the possible impacts of tourism. Those that agree with a statement were asked to rate its impact on their community, and on them personally, by using a seven-point scale ranging from 'very negatively (-3)' to 'very positively (+3)'.

Bundaberg residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (95 per cent), economic benefits (90 per cent), an increased regional profile (89 per cent), increased local pride (73 per cent), and new infrastructure (63 per cent). These positive benefits are seen to impact the community more than the individual.

At the same time as recognizing the benefits of tourism, residents agree that tourism can lead to increased prices (44 per cent) and potentially impact on local character (36 per cent). Since 2013, agreement with statements about potential negative impacts has risen in three areas.

Positive impacts of tourism

	% agree	BUNDY		QLD
		2013	2017	2017
Greater cultural diversity	98%	95%	89%	
Important economic benefits	93%	90%	89%	
Festivals and events attract tourists and raise awareness	91%	91%	88%	
Increased regional profile	89%	89%	83%	
Increased local pride	78%	73%	69%	
New infrastructure	58%	63%	69%	
Benefits shared evenly	43%	51%	48%	

"Improves it by giving us more local attractions to take our children. Stimulates the economy. Makes me proud to live here."
Bundaberg Resident, 2017

"...opportunities to learn from other cultures which in turn adds to my quality of life and my children's quality of life."
Bundaberg Resident, 2017

Impact on...	BUNDY 2017		QLD 2017	
	personal quality of life ¹	community as a whole ¹	personal quality of life ¹	community as a whole ¹
Greater cultural diversity	19%	51%	17%	33%
Important economic benefits	19%	57%	16%	43%
Festivals and events attract tourists and raise awareness	25%	63%	19%	44%
Increased regional profile	19%	57%	17%	41%
Increased local pride	24%	57%	21%	40%
New infrastructure	36%	67%	32%	49%
Benefits shared evenly	21%	62%	21%	40%

Notes:

1. positive impact is based on % who cited the top two ratings on a 7 point scale from very negatively (-3) to very positively (+3)

↑ Statistically significantly higher/lower than previous year at 95% confidence level

□ Significantly higher when comparing the region to Queensland at the 95% confidence level

Potential negative impacts of tourism

Respondents were asked if they agree or disagree with seven positive and eight negative statements about the possible impacts of tourism. Those that agree with a statement were asked to rate its impact on their community, and on them personally, by using a seven-point scale ranging from 'very negatively (-3)' to 'very positively (+3)'.

% agree	BUNDY		QLD
	2013	2017	2017
Increased prices	45%	44%	50%
Increased property values	27%	26%	38%
Rise in delinquent behaviour	29%	27%	35%
More disruption	16%	24%↑	35%
Negative impact on the environment	23%	23%	29%
Negative impact on local character	23%	36%↑	29%
Misdirected public spending	24%	20%	25%
Lack of access for locals	7%	14%↑	18%

"Maybe avoiding festivals and busy places with too many people."

Bundaberg Resident, 2017

"...traffic might get a bit worse, but tourism is good for the community."

Bundaberg Resident, 2017

Impact on...	BUNDY 2017		QLD 2017	
	personal quality of life ¹	community as a whole ¹	personal quality of life ¹	community as a whole ¹
Increased prices	11%	14%	9%	11%
Increased property values	22%	19%	13%	15%
Rise in delinquent behaviour	19%	34%	8%	18%
More disruption	21%	24%	11%	14%
Negative impact on the environment	11%	16%	8%	20%
Negative impact on local character	7%	7%	5%	6%
Misdirected public spending	14%	19%	7%	14%
Lack of access for locals	*	*	16%	16%

* Small sample size - results not shown for these cells as they are not statistically robust

In summary

The Bundaberg region sits within the Southern Great Barrier Reef tourism region (SGBR). The SGBR region hosted 2.1 million overnight visitors in the year ending June 2017, and the tourism industry contributes 4 per cent of its gross regional product.

Bundaberg's 103,000 residents like living where they do. They describe their local area using words that provoke images of a peaceful, beachside community. Residents also have their famous rum distillery and turtles at the top of their mind.

Through the study, we see that broad sentiment towards tourism is more positive than the Queensland average. Almost two thirds of residents would like their local area to attract more tourists. However, fewer residents 'really like' tourists than in 2013 with perceptions shifting towards a more neutral position. There is little negative sentiment towards tourism.

Bundaberg residents are more likely than the average Queenslander to recognise the benefits of tourism to the community. Agreement with the positive benefits of tourism is stable compared to 2013.

A number of statements used in the questionnaire have been abbreviated for ease of reporting. The full statements, as asked in the questionnaire, are listed at the end of our Social Indicators 2017 Queensland report on our website: teq.queensland.com/research-and-insights/domestic-research/queensland-research

Disclaimer:
By using this information you acknowledge that this information is provided by Tourism and Events Queensland (TEQ) to you without any responsibility on behalf of TEQ. You agree to release and indemnify TEQ for any loss or damage that you may suffer as a result of your reliance on this information. TEQ does not represent or warrant that this information is correct, complete or suitable for the purpose for which you wish to use it. The information is provided to you on the basis that you will use your own skill and judgement and make your own enquiries to independently evaluate, assess and verify the information's correctness, completeness and usefulness to you before you rely on the information.

Notes:

- negative impact is based on % who cited the bottom two ratings on a 7 point scale ranging from very negatively (-3) to very positively (+3).

↑ Statistically significantly higher/lower than previous year at 95% confidence level

■ Significantly higher when comparing the region to Queensland at the 95% confidence level