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 Outback 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.

The Outback region covers a vast area and has a relatively small population. The region's 69,000 residents welcomed 818,000 overnight visitors in the year ending June 2017, with tourism contributing 3.1 per cent of the region's gross regional product. 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 the region often related to it being rural and remote, and many think of the friendly community. The mining industry was also top of mind for many residents.

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
3. Deloitte Access Economics, Regional Tourism Satellite Accounts 2015/16
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.

This showed that the proportion of Outback residents who 'really like' tourists is significantly higher than the Queensland average. Three in ten residents report often meeting and talking to tourists around town.

"I like to talk to them when I get a chance, and ask them where they have been and where they are going."
Outback Resident, 2017

We also saw that seven in ten (71 per cent) residents would like to attract more tourists, compared with 36% in Queensland. Residents are overwhelmingly 'happy' with tourism development in their local area and 'would like to see it continue to grow'.

"I love seeing tourists coming to our town, we really need to have more attractions to encourage more holidaying tourists in our region."
Outback Resident, 2017
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)’.

Outback residents have a very positive attitude towards tourism. They are significantly more likely than the average Queenslander to agree that tourism has a positive impact. Three in four (76 per cent) agree that tourism has a positive impact on the community, compared with 43 per cent in Queensland. A quarter (24 per cent) agree that tourism has a positive impact on their personal quality of life, compared with 18 per cent in Queensland.

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).

### 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)’.

Outback residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (89 per cent), economic benefits (95 per cent), an increased regional profile (92 per cent), and increased local pride (83 per cent). Agreement is higher for four statements than in the rest of Queensland and all benefits are seen to impact the community more than the individual.

Agreement with statements about potential negative impacts is significantly lower than in the rest of Queensland, except for concerns about the impact on the environment. Agreement that tourism can impact the environment has increased from 15 per cent in 2013 to 23 per cent in 2017.

### Positive impacts of tourism

<table>
<thead>
<tr>
<th>Statement</th>
<th>Outback 2013</th>
<th>Outback 2017</th>
<th>QLD 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater cultural diversity</td>
<td>90%</td>
<td>89%</td>
<td>89%</td>
</tr>
<tr>
<td>Important economic benefits</td>
<td>92%</td>
<td>95%</td>
<td>89%</td>
</tr>
<tr>
<td>Festivals and events attract tourists and raise awareness</td>
<td>91%</td>
<td>95%</td>
<td>88%</td>
</tr>
<tr>
<td>Increased regional profile</td>
<td>89%</td>
<td>92%</td>
<td>83%</td>
</tr>
<tr>
<td>Increased local pride</td>
<td>82%</td>
<td>83%</td>
<td>69%</td>
</tr>
<tr>
<td>New infrastructure</td>
<td>53%</td>
<td>47%</td>
<td>69%</td>
</tr>
<tr>
<td>Benefits shared evenly</td>
<td>47%</td>
<td>48%</td>
<td>48%</td>
</tr>
</tbody>
</table>

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).
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)’.

<table>
<thead>
<tr>
<th>Impact on...</th>
<th>Outback 2017</th>
<th>QLD 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2013</td>
<td>2017</td>
</tr>
<tr>
<td>Increased prices</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>Increased property values</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Rise in delinquent behaviour</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>More disruption</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Negative impact on the environment</td>
<td>15%</td>
<td>23%</td>
</tr>
<tr>
<td>Negative impact on local character</td>
<td>22%</td>
<td>18%</td>
</tr>
<tr>
<td>Misdirected public spending</td>
<td>18%</td>
<td>12%</td>
</tr>
<tr>
<td>Lack of access for locals</td>
<td>8%</td>
<td>10%</td>
</tr>
</tbody>
</table>

“Not a significant impact in north west qld.”
Outback Resident, 2017

“None for me personally, apart from extra traffic on road and parking taken.”
Outback Resident, 2017

In summary

The Outback region covers a vast, sparsely populated area. The region’s 69,000 residents describe it as rural and remote with a friendly community. The majority of residents enjoy living where they do.

The mining industry is top of mind for many residents, while the tourism industry contributes 3% of the local economy.

Through the study, we see a very positive attitude towards tourists. Residents are more likely than the average Queenslander to: ‘really like’ tourists, talk to tourists around town, and to want to attract more tourists.

Additionally, residents are more likely than the average Queenslander to agree that tourism has a positive impact. They see the impact as primarily on the community as a whole and recognise a range of specific benefits. Residents are less likely to agree with statements about potential negative impacts than other Queenslanders.

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

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Notes:
1. 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