

Social Indicators 2021 Queensland



Fraser Island, Fraser Coast

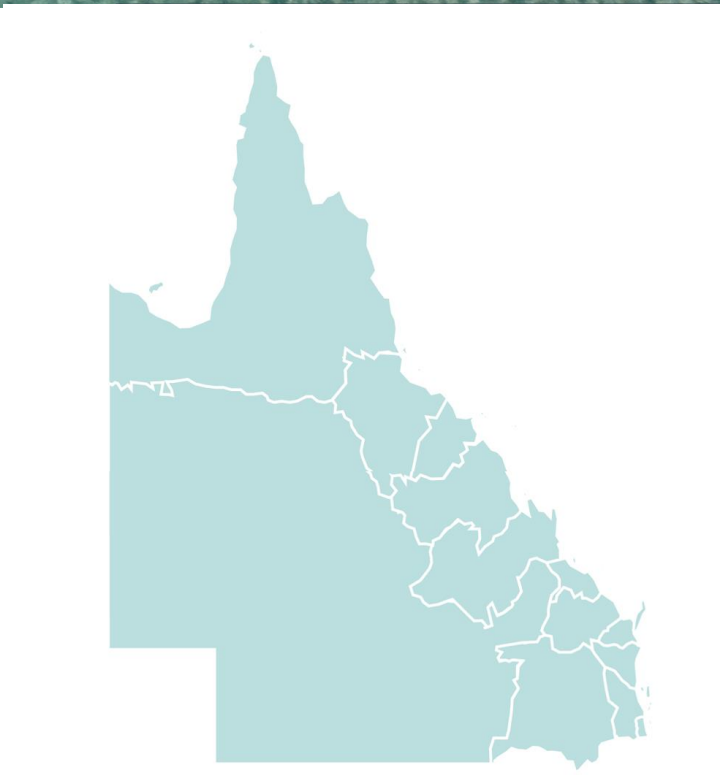
About this study:

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.

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

This is our fifth Social Indicators study, with previous studies run in 2010, 2013, 2017 and 2019. For our 2021 study, we surveyed 3,305 Queensland residents with fieldwork conducted between 10 June 2021 and 7 July 2021.

Here we present the results for Queensland as a state. Individual summaries for each of Queensland's 13 tourism regions are available on our website. teq.queensland.com/research-and-insights



Tourism is a \$23 billion industry for Queensland, accounting for 6.3% of its gross state product (GSP). In the year ending June 2021, the state's residents welcomed 20.8 million overnight visitors. Our Social Indicators study aims to monitor these residents' views on tourism.

In the study, the first words that come to Queenslanders' mind when thinking about their local area showed a positive attitude. They primarily see it as beautiful, friendly, peaceful and quiet.

Notes:

1. Tourism Research Australia, International and National Visitor Surveys for the year ending June 2021
2. Tourism Research Australia, State Tourism Satellite Accounts 2019-20



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 over one in three (38%) residents 'really like' living in their area and 'can't think of anywhere else they would rather live' while a majority (52%) enjoy where they live but can think other places they would enjoy equally.

	2019	2021
Really like it, can't think of anywhere else I would rather live	40%↑	38%
Enjoy living here but can think of other places I would enjoy equally	51%	52%
I only live here because circumstances demand it	9%↓	10%

i.e. 38% of Queensland 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.

This showed a largely positive attitude towards tourism but attitudes had become more neutral since 2019. Four in ten (42%) residents really like tourists, which had decreased since 2019 (from 50%) in favour of merely tolerating tourists which increased from 36% to 42%.

There was also a decrease in the proportion of residents who are happy with continued tourism development growth (from 59% to 55%). However, the share of residents that want more tourists was steady at just under a third (31%).

At a regional level, attitudes towards tourism were the most positive outside of the South-East Queensland regions, i.e. outside of Brisbane, Gold Coast, and Sunshine Coast. Regional residents overwhelmingly want more tourists and seek continued growth in tourism development.

Just under half (49%) of Queensland residents see tourists in their day-to-day lives, and usually don't talk to them. Regionally, we found that meeting and making friends with tourists was most common in the Gladstone, Whitsundays, and Tropical North Queensland regions.

"It's just nice to see people having a good time and are happy with life."

QLD Resident, 2021

"Overall it brings me happiness to see people come out to rural North West Queensland as I am proud of where I live."

QLD resident, 2021

"The minor inconvenience of tourism is far outweighed by the positive impacts to the communities economy."

QLD Resident, 2021

2019 2021

Feelings towards tourists

I really like tourists	50%	42%↓
I tolerate tourists as they're good for the community	36%	42%↑
I adjust my lifestyle to avoid tourism inconveniences	10%	12%↑
I stay away from places tourists go	4%	4%

Number of tourists local area should attract

More	32%↓	31%
About the same number	60%↑	60%
Fewer	8%	9%

Preferred tourism development growth

Happy with continued growth	59%	55%↓
Happy but no more growth	30%	31%
Want less tourism	4%	6%↑
More growth, different direction	7%	9%↑

Level of contact with tourists

Never come into contact with them	21%	26%↑
See them around but don't usually talk to them	51%↓	49%
Often interact with them as part of my job	9%	8%
Often meet them around town and talk to them	14%	13%
Have made friends with them, but not kept in contact	6%	5%
Have made friends with them, and have kept in contact	4%↑	2%↓

Attitudes towards tourism in local area cont.

2019

2021

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...

...the community as a whole ¹	45%	41%↓
...their personal quality of life ¹	16%↓	14%↓

Queenslanders continue to recognise that tourism delivers benefits to the community, even though this has decreased since 2019. The benefits of tourism are seen to be more to the community than the individual.

i.e. 14% 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)'.

Positive impacts of tourism

Queensland residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (89%), economic benefits (89%), festivals and events attract tourists and raise awareness (88%) an increased regional profile (83%), increased local pride (73%), and new infrastructure (67%). These positive benefits are seen to impact the community more than the individual.

"Tourists keep our cafes, pubs & grocery stores open. This is great for small communities and locals who rely on the above venues for stable employment."

QLD resident, 2021

"Tourism benefits the community through employment, creativity, infrastructure and a sense of pride."

QLD Resident, 2021

"Tourism is a great way to encourage multicultural activities and to share our history with visitors."

QLD resident, 2019

	% agree	2019	2021
Greater cultural diversity		91%	89% ↓
Important economic benefits		89%	89%
Festivals and events attract tourists and raise awareness		89%	88%
Increased regional profile		83%	83%
Increased local pride		73%	71%
New infrastructure		69%	67%
Benefits shared evenly		51%	44% ↓

Impact on...	...personal quality of life ¹		...community as a whole ¹	
	2019	2021	2019	2021
Greater cultural diversity	17%	15% ↓	35%	34%
Important economic benefits	17%	12% ↓	45%	43%
Festivals and events attract tourists and raise awareness	18%	15% ↓	44%	39% ↓
Increased regional profile	17%	14% ↓	41%	38% ↓
Increased local pride	21%	16% ↓	41%	39%
New infrastructure	31%	28% ↓	53%	47% ↓
Benefits shared evenly	20%	16% ↓	43%	39% ↓

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
↓

Potential negative impacts of tourism

Between 2019 and 2021 there was an increase in agreement with six of the eight negative statements related to tourism. Increased prices is the most recognized negative effect and increased property prices had the biggest increase since 2019. There was far less agreement that these negative effects of tourism directly impact residents' personal quality of life or the community as a whole.

	% agree	2019	2021
Increased prices		50%	60% ↑
Increased property values		42%	53% ↑
Rise in delinquent behaviour		36%	42% ↑
More disruption		36%	43% ↑
Negative impact on the environment		34%	36%
Negative impact on local character		33%	30% ↓
Misdirected public spending		28%	28%
Lack of access for locals		22%	26% ↑

"Housing in our area has become unaffordable. Many friends are struggling to secure accommodation for their families."

QLD resident, 2021

"Prices in restaurants, bars and shops increase making them unaffordable for many local residents"

QLD resident, 2021

Impact on...	...personal quality of life ¹		...community as a whole ¹	
	2019	2021	2019	2021
Increased prices	10%	10%	10%	13% ↑
Increased property values	13%	10% ↓	13%	18% ↑
Rise in delinquent behaviour	8%	8%	16%	15%
More disruption	13%	12%	16%	15%
Negative impact on the environment	11%	9% ↓	19%	17% ↓
Negative impact on local character	6%	8% ↑	7%	7%
Misdirected public spending	6%	6%	12%	14% ↑
Lack of access for locals	11%	12%	14%	17% ↑

In summary

Queenslanders really like living where they do, primarily because it is beautiful, friendly, peaceful and quiet.

The state's residents welcomed 20.8 million overnight visitors in the year ending June 2021. Tourism is a \$23 billion industry for the state, contributing 6.3% of the gross state product.

Through the study, we saw that residents have a positive attitude towards tourism. This was particularly evident in the regions outside of South East Queensland, i.e. outside of Brisbane, Gold Coast, and Sunshine Coast. Regional residents overwhelmingly want more tourists, say they 'really like' tourists, and seek continued tourism development.

However, opinions on tourism had become more neutral since 2019 with a decreasing proportion of residents that really like tourists and want continued tourism development growth was high.

We also saw that residents continue to recognise that tourism delivers many benefits. These benefits are seen to impact the community more than the individual. However, since 2019 there was increased agreement with most of the negative statements about the impact of tourism.

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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

Key

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 below.

Abbreviated wording	Questionnaire wording
Residents' feeling about their local area	
Really like it, can't think of anywhere else I would rather live	I really like it, I can't think of anywhere else I would rather live
Enjoy living here but can think of other places I would enjoy equally	I enjoy living here but can think of other places I would enjoy equally
I only live here because circumstances demand it	I only live here because circumstances demand it and would prefer to live somewhere else
Feelings towards tourists	
I really like tourists	I really like tourists, they are great for the community
I tolerate tourists as they're good for the community	I tolerate tourists and the minor inconveniences they cause because they are good for the community
I adjust my lifestyle to avoid tourism inconveniences	I adjust my lifestyle to avoid the inconveniences associated with tourism
I stay away from places tourists go	I stay away from places where tourists go because I don't want anything to do with them
Preferred tourism development growth	
Happy with continued growth	I am happy with the way tourism is developing in my local area and would like to see it continue to grow
Happy but no more growth	I am happy with the way tourism has developed in my local area but would not like to see it grow any more
Want less tourism	I would like to see less tourism in my local area
More growth, different direction	I would like to see more tourism growth in my local area but in a different direction
Level of contact with tourists	
Never come into contact with them	I never come into contact with tourists as far as I am aware
See them around but don't usually talk to them	I see tourists around but don't usually speak to them unless they ask for direction etc.
Often interact with them as part of my job	I often interact with tourists as part of my job
Often meet them around town and talk to them	I often meet tourists around town and talk to them
Have made friends with them, but have not kept in contact	I have made friends with tourists during their stay in my local area, but have not kept in contact
Have made friends with them, and have kept in contact	I have made friends with tourists and kept in contact after they have left
Positive statements	
Festivals and events attract tourists and raise awareness	Festivals and Events attract tourists and raise awareness of the region
Important economic benefits	Tourism is good for the economy because the money that visitors spend when they come to the region helps to stimulate the economy, stimulates employment opportunities, and is good for local business
Increased local pride	Tourism makes local residents feel more proud of their town and makes them feel good about themselves and their community
Increased regional profile	Tourism showcases our region in a positive light. This helps to promote a better opinion of our region and encourages future tourism and/or business investment
Benefits shared evenly	The benefits of tourism are shared evenly across the local community
New infrastructure	Because of tourism there are better shopping, dining and/or recreational opportunities in the region
Greater cultural diversity	Tourism brings people from different backgrounds and cultures into the community
Negative statements	
Misdirected public spending	Too much public money is spent on developing facilities for tourists that would be better spent on other public facilities/ activities
More disruption	Tourism disrupts the lives of local residents and creates inconvenience. Problems like traffic congestion, parking difficulties and excessive noise are worse when there are lots of tourists around
Rise in delinquent behaviour	Tourism is associated with some people behaving inappropriately, perhaps in a rowdy and delinquent way, or engaging in excessive drinking or drug use or other criminal behaviour
Negative impact on the environment	Tourism has a negative impact on the environment through excessive litter and/or pollution and/or damage to natural areas
Increased prices	Tourism leads to increases in the prices of some things such as some goods and services and/or property values and/or rental costs
Lack of access for locals	Tourists deny local residents access to public facilities, that is, roads, parks, sporting facilities, public transport and/or other facilities are less available to local residents because of overcrowding
Negative impact on local character	Because of tourism the character of the region has changed
Increased property values	The increase in property values associated with tourism, makes it more difficult for some people to live in the area

