

Social Indicators 2017

Fraser Coast



102,000 residents¹

720,000 overnight visitors²
(571,000 domestic / 148,000 international)

\$386m total tourism contribution to gross regional product (10.7% of FC'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 Fraser Coast tourism region, 205 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 tourism industry provides residents of the Fraser Coast region (FC) with 10.7 per cent of their gross regional product. In the year ending June 2017, the region's 102,000 residents welcomed 720,000 overnight visitors. 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 Fraser Coast showed that residents think their area is beautiful and quiet. Residents also recognised the region's beaches and iconic whales. Commonly used words were: quiet, beautiful, great, beach, and whales.



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 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 almost half (47 per cent) of Fraser Coast residents 'really like' living in the area and 'can't think of anywhere else they would rather live'. Residents are now less likely than in 2013 to only be living in their area 'because circumstances demand it'.

	FC		QLD
	2013	2017	2017
Really like it, can't think of anywhere else I would rather live	44%	47%	37%
Enjoy living here but can think of other places I would enjoy equally	41%	44%	52%
I only live here because circumstances demand it	16%	9%↓	11%

i.e. 47% of Fraser Coast 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 that attitudes are mostly stable and remain positive towards tourism. Just under two thirds of residents (63 per cent) 'really like' tourists which is higher than the Queensland average. We also saw that seven in ten residents (67 per cent) would like more tourists in the local area.

"The more people and money in our area the more it benefits everyone."

Fraser Coast Resident, 2017

Residents have a relatively high level of interaction with tourists in their area; twice as many are making short-term friends than the average Queensland. These positive interactions may be leading more residents to want continued tourism growth in their local area, with this view rising from 61 per cent in 2013 to 73 per cent in 2017.

"...keeps community vibrant and growing - good for all."

Fraser Coast Resident, 2017

"It is interesting to meet people from interstate and overseas and to see how other people live their lives."

Fraser Coast Resident, 2017

	FC	QLD
	2013	2017

Feelings towards tourists

I really like tourists	61%	63%	46%
I tolerate tourists as they're good for the community	28%	26%	40%
I adjust my lifestyle to avoid tourism inconveniences	10%	8%	11%
I stay away from places tourists go	1%	2%	3%

Number of tourists local area should attract

More	69%	67%	36%
About the same number	28%	31%	57%
Fewer	4%	2%	7%

Preferred tourism development growth

Happy with continued growth	61%	73%↑	58%
Happy but no more growth	18%	16%	29%
Want less tourism	5%	4%	6%
More growth, different direction	16%	7%↓	7%

Level of contact with tourists

Never come into contact with them	9%	4%	21%
See them around but don't usually talk to them	54%	53%	54%
Often interact with them as part of my job	10%	12%	10%
Often meet them around town and talk to them	20%	27%	13%
Have made friends with them, but not kept in contact	7%	12%	6%
Have made friends with them, and have kept in contact	6%	4%	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	FC 2017	QLD 2017
...the community as a whole ¹	75%	75%	43%
...their personal quality of life ¹	30%	29%	18%

Fraser Coast residents are more likely than the average Queenslanders to feel that tourism has a positive impact. Three in four residents agree that tourism has a positive impact on the community compared with 43 per cent in Queensland. Over a quarter (29 per cent) agree that tourism has a positive impact on their personal quality of life, compared with 18 per cent in Queensland. This high awareness of tourism's positive impacts may be linked to positive encounters with tourists in the region as well as the industry's 11 per cent contribution to the local economy.

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)'.

Fraser Coast residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (93 per cent), economic benefits (91 per cent), an increased regional profile (92 per cent), increased local pride (92 per cent), and new infrastructure (76 per cent). These positive benefits are seen to impact the community more than the individual.

In contrast with the large South East Queensland regions, i.e. Brisbane, Gold Coast and Sunshine Coast, relatively few Fraser Coast residents agree that there are negative consequences to tourism. The main negatives identified were increased prices (43 per cent) and the potential impact on local character (40 per cent). Also, residents are now less concerned about the impact on property prices than they were in 2013.

Positive impacts of tourism

% agree	FC		QLD
	2013	2017	2017
Greater cultural diversity	92%	93%	89%
Important economic benefits	88%	91%	89%
Festivals and events attract tourists and raise awareness	89%	95%↑	88%
Increased regional profile	89%	92%	83%
Increased local pride	78%	79%	69%
New infrastructure	64%	76%↑	69%
Benefits shared evenly	40%	55%↑	48%

"We have met lots of tourists here since we moved here and have thoroughly enjoyed. Kids are learning heaps from different cultures."

Fraser Coast Resident, 2017

"The Council keeps improving our Esplanade...which the tourists and the locals like to use. So the locals get a lovely asset as well as bringing the tourists back year after year..."

Fraser Coast Resident, 2017

Impact on...	FC 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	23%	52%	17%	33%
Important economic benefits	26%	65%	16%	43%
Festivals and events attract tourists and raise awareness	29%	68%	19%	44%
Increased regional profile	22%	58%	17%	41%
Increased local pride	33%	65%	21%	40%
New infrastructure	46%	71%	32%	49%
Benefits shared evenly	26%	64%	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	FC		QLD
		2013	2017	2017
Increased prices	47%	43%	50%	
Increased property values	36%	26%↓	38%	
Rise in delinquent behaviour	36%	27%	35%	
More disruption	33%	27%	35%	
Negative impact on the environment	27%	20%	29%	
Negative impact on local character	36%	40%	29%	
Misdirected public spending	25%	20%	25%	
Lack of access for locals	16%	16%	18%	

"If tourism is not managed properly within the region it can affect the quality of life i.e. facilities or other attractions for locals or tourists."

Fraser Coast Resident, 2017

"...it does get a bit congested at certain times of the year but it is not a big problem."

Fraser Coast Resident, 2017

Impact on...	FC 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	9%	7%	9%	11%
Increased property values	9%	14%	13%	15%
Rise in delinquent behaviour	17%	31%	8%	18%
More disruption	15%	15%	11%	14%
Negative impact on the environment	23%	31%	8%	20%
Negative impact on local character	6%	8%	5%	6%
Misdirected public spending	8%	24%	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

Fraser Coast residents really like living in their area. They describe their region as beautiful and quiet, with appreciation for their great beaches and iconic whales.

In terms of tourism, the region welcomed 720,000 overnight visitors in the year ending June 2017. The industry contributes 11 per cent of the region's gross regional product.

Through the study, we see a very positive attitude toward tourism in the Fraser Coast region. Residents' desire for growth in the number of tourists, and the tourism industry, is higher than the Queensland average. The region's residents reported having positive encounters with tourists and they are more likely than the average Queenslanders to say that they 'really like' tourists.

Fraser Coast residents are more likely than the average Queenslanders to recognise the benefits of tourism to the community. Additionally, relatively few residents agree that there are negative consequences to tourism when compared with the large South East Queensland regions, i.e. Brisbane, Gold Coast and Sunshine Coast.

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:

- 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