

# Brisbane

## Social Indicators 2013

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

As Queensland's capital, Brisbane's 2.19 million residents welcomed more than six million visitors in the year ended June 2013. Locals like the way tourism is developing in the region (53%) and would like growth to continue. In fact, the number of residents wanting less tourism growth has halved in the three year period (down to 4% from 8% in 2010).

*53% of residents are happy with the way tourism is developing in their local area and would like to see it continue to grow*

*84% of residents agree that festivals and events attract tourists and raise awareness of the region*

Feelings about local area and tourists		Queensland %		Brisbane %	
		2013	2010	2013	2010
Feelings about local area	I like it, I can't think of anywhere else I would rather live	39	37	36	32
	I enjoy living here but can think of other places I would enjoy equally	50	50	51	54
	I only live here because circumstances demand it and would prefer to live somewhere else	12	13	13	14
Feelings about the number of tourists	Want more tourists	45	43	32	32
	About the same number	50	50	60	58
	Want fewer tourists	6	8	8	10

Shaded box highlights a significantly greater response when comparing the region and Queensland

This increasingly positive view is reflected in their feelings for tourists. Almost three in five (56%) Brisbane residents say they like tourists (up from 49% in 2010) and on the whole, support the number of tourists the region attracts (60%).

Notably, Brisbane residents tend to be more neutral in their opinions than other Queenslanders - less inclined to agree with either the positive and negative impacts of tourism, which may result from having less contact with tourists compared with residents elsewhere in the State.

When it comes to the benefits of tourism for the community, views have changed little in three years. Residents are less likely than the average Queenslanders to feel the positive impacts from tourism at the community level. In total, 29% of Brisbane residents rated the effect of tourism on their community +2 or +3 compared with 46% of all Queenslanders.



Those more likely to feel the benefits on their community tend to be: happy where they live; live in the city centre; like tourists; think the regions needs to attract more tourists; or directly benefit from tourism.

Agreement among Brisbane residents on the top positive outcomes of tourism shows a positive shift.

- Greater cultural diversity (91% in 2013 and 87% in 2010)
- Important economic benefits (89% in 2013 and 84% in 2010), and
- Increased regional profile (83% in 2013 and 70% in 2010).

The upturn is typical of a state-wide trend, with more residents agreeing with the positive impacts of tourism.

In addition, the majority of residents agree that festivals and events attract tourists and raise awareness of the region (84%) and that tourism also leads to more interesting things to do (60%), improved facility maintenance (69%) new infrastructure and increased local pride (68%).

*“Tourism is mostly good for many reasons including economic, culture, open mindedness, colour and flavour.”*

BRISBANE RESIDENT 2013

Across the board, Brisbane results show little evidence of change in views concerning the downsides of tourism. The only impact to deviate from the trend was increased prices, with agreement hardening among residents over the past three years (57% up from 49% in 2010).

*“Prices of rental and buying properties are increasing. Prices of groceries, fuel other consumables continue to go up!”*

BRISBANE RESIDENT 2013

## Contact with Tourists, Feelings and Development

		Queensland %		Brisbane %	
		2013	2010	2013	2010
<b>Feelings about tourists</b>	I like tourists	57↑	49	56↑	49
	I tolerate tourists	31↓	35	30	33
	I adjust my lifestyle to avoid tourists	10	10	11	10
	I stay away from places tourists go	3↓	5	4	7
<b>Contact with tourists</b>	I never come into contact with tourists	22↑	18	33	27
	I see tourists around but don't usually talk to them	51	52	49	50
	I often interact with tourists as part of my job	10↓	13	7	10
	I often meet tourists around town and talk to them	15	14	10	10
	I have made friends with tourists during their stay, but have not kept in contact	7	7	5	6
	I have made friends with tourists and kept in contact after they have left	4	5	1↓	5
<b>Preferred development growth</b>	Happy with continued growth	59	59	53	56
	Happy but no more growth	25	25	30	28
	Want less tourism	3↓	6	4↓	8
	More growth different direction	13↑	10	13	9

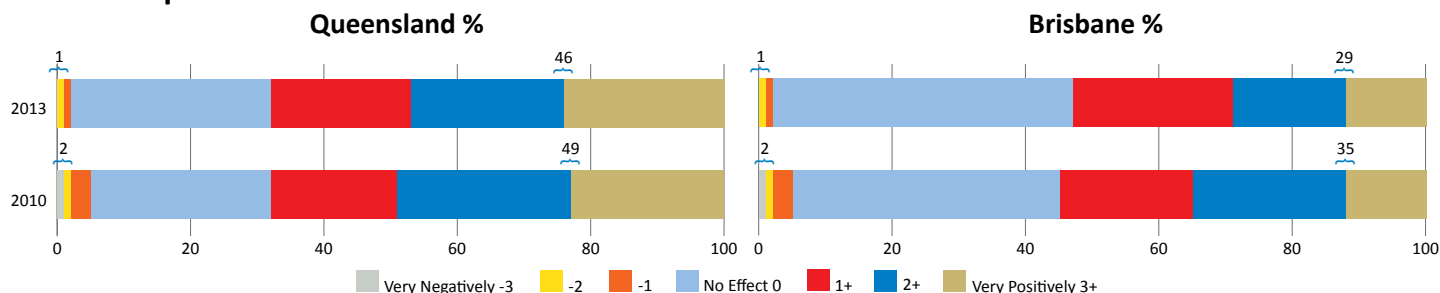
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↑ Highlights a statistically significant increase in the region from 2010

↓ Highlights a statistically significant decrease in the region from 2010

Respondents were asked to rate the overall impact tourism has on their community as a whole, using a seven point scale ranging from very negatively (-3) to very positively (+3). In 2013, 29% of Brisbane residents rated the impact of tourism on their community as positive, scoring a +2 or +3, similar to the ratings from the 2010 survey. One per cent of residents rated the impact of tourism on their community negatively, with a -3 or -2 in 2013, down from 2% in 2010.

## Overall Impacts of Tourism



Respondents were then asked to nominate if they agree or disagree with the following impacts of tourism. Below is the proportion of respondents that agree with each impact.

## Positive Impacts of Tourism

	Queensland % Agree		Brisbane % Agree	
	2013	2010	2013	2013
More interesting things to do	62↑	54	60↑	45
Important economic benefits	91↑	87	89↑	84
Improved facility maintenance	69↑	60	69↑	58
Increased local pride	72↑	65	68	63
Increased regional profile	86↑	76	83↑	70
New infrastructure	68↑	60	70↑	53
Greater cultural diversity	92↑	89	91	87
* Benefits of tourism shared evenly	38	-	35	-
** Festivals and events attract tourists and raise awareness	87	-	84	-

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- ↑ Highlights a statistically significant increase in the region from 2010
- ↓ Highlights a statistically significant decrease in the region from 2010
- \* Question wording changed from 2010
- \*\* New statement included in 2013
- Data not available

Those that agree with the positive statement were then asked to rate the affect it has on their community as a whole using a seven point scale ranging from very negatively (-3) to very positively (+3). Below are the scores of those respondents who gave a rating of +2 or +3.

	Queensland % Positive affect on the community as a whole. Those that rated the affect +2 or +3.		Brisbane % Positive affect on the community as a whole. Those that rated the affect +2 or +3.	
	2013	2010	2013	2010
More interesting things to do	53↓	65	44↓	57
Important economic benefits	45↓	58	32↓	47
Improved facility maintenance	43↓	53	34↓	44
Increased local pride	39↓	50	27↓	37
Increased regional profile	40↓	52	29↓	40
New infrastructure	49↓	65	38↓	60
Greater cultural diversity	29↓	32	23	29
* Benefits of tourism shared evenly	41	-	32	-
** Festivals and events attract tourists and raise awareness	49	-	39	-

% positive affect is based on the proportion of respondents who cited the top two ratings on a seven point scale ranging from very negative (-3) to very positive (+3)

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- Data not available

Base: Those that agree with each statement

## Negative Impacts of Tourism

Respondents were asked to nominate if they agree or disagree with the following impacts of tourism. Below is the proportion of respondents that agree with each impact.

	Queensland % Agree		Brisbane % Agree	
	2013	2010	2013	2010
Increased opportunity costs	27	25	29	25
More disruption	32	31	33	29
Rise in delinquent behaviour	35	36	34	35
Negative impact on the environment	29	29	32	29
Increased prices	56↑	53	57↑	49
Lack of access for locals	17	16	17	16
Negative impact on local character	29	29	25	23
Increased property values	41↓	45	41	40

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↓ Highlights a statistically significant decrease in the region from 2010

Those that agree with the negative statement were then asked to rate the affect it has on their community as a whole using a seven point scale ranging from very negatively (-3) to very positively (+3). Below are the scores of those respondents who gave a rating or -2 or -3.

	Queensland % Negative affect on the community as a whole. Those that rated the affect -3 or -2.		Brisbane % Negative affect on the community as a whole. Those that rated the affect -3 or -2.	
	2010	2013	2013	2010
Increased opportunity costs	15↓	24	13	21
More disruption	14↓	24	10↓	24
Rise in delinquent behaviour	22↓	31	21	31
Negative impact on the environment	18↓	31	14↓	31
Increased prices	13↓	18	9↓	16
Lack of access for locals	18↓	28	14	26
Negative impact on local character	8	11	7	8
Increased property values	25	16↓	11↓	24

% negative affect is based on the proportion of respondents who cited the bottom two ratings on a seven point scale ranging from very negative (-3) to very positive (+3).

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- Data not available

Base: Those that agree with each statement



## Demographics

		Queensland % 2013	Brisbane % 2013
<b>Life stage</b>	Under 45 years, no children	26	32
	Under 45 years, with children	23	21
	45 years or more, no children	40	37
	45 years or more, with children	11	10
<b>Years of residence</b>	Less than 2 years	18	22
	2-5 years	20	22
	6-10 years	21	19
	11-20 years	23	22
	More than 20 years	17	15
<b>Place of birth</b>	Within 50km of where you currently live	21	28
	Elsewhere in Queensland	22	16
	Elsewhere in Australia	32	29
	In another country	24	27
<b>Directly benefit from tourism</b> (e.g. work in or own a business that profits from tourists or rent a property to tourists)	Personal benefit	10	8
	Family benefit	10	7
	No benefit	84	89
<b>Income</b>	Less than \$60,000	39	35
	\$60,000 - \$99,000	24	25
	\$100,000 or more	21	22
	Prefer not to say	17	19

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Base 2013 Queensland n=3855, Brisbane 403  
Base 2010 Queensland n=3834, Brisbane 421

<sup>i</sup> Source – Australian Bureau of Statistics, 3218.0 - *Regional Population Growth, Australia, 2011-12*, Queensland State Summary, viewed 7 July 2013.  
<http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/3218.0Main%20Features62011-12?opendocument&tabname=Summary&prodno=3218.0&issue=2011-12&num=&view=>

<sup>ii</sup> Source – Tourism Research Australia's International and Domestic Visitor Surveys 2013.



Positive impact	Description
More interesting things to do	Because of tourism, there are more interesting things to do in my local area (e.g. attractions to visit, events to attend)
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
Improved facility maintenance	Tourism promotes the development and better maintenance of public facilities such as roads, parks, sporting facilities and/or public transport
Increased local pride	Tourism increases local residents pride in their town and makes them feel good about themselves and their community
Increased regional profile	Tourism showcases my region in a positive light. This helps to promote a better opinion of my region and encourages future tourism and /or business investment
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
Benefits of tourism shared evenly	The benefits of tourism are shared evenly across the local community
Festivals and events attract tourists and raise awareness	Festivals and events attract tourists and raise awareness of the region

Negative impact	Description
Increased opportunity costs	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 for the worse
Increased property values	The increase in property values associated with tourism, makes it more difficult for some people to live in the area

