



Townsville

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.

71% of residents like the way tourism is developing

94% of residents agree that festivals and events attract tourists and raise awareness of the region

Townsville is the epicentre of North Queensland. Young at heart with more than half of its 230,000 residents under the age 45, most have lived in the area for 20 years or less. Like other Queenslanders, around half (52%) are happy where they live but can think of other places they would enjoy, while two in five (41%) cannot think of a better place to be. Provisioning communities far beyond its boundaries, the largest industries are health and social assistance, public services and retail. However, with the City welcoming one million overnight visitors for the year ending June 2013, accommodation and hospitality are also strong performers, and in the view of its residents there is plenty of opportunity for growth.

Townsville locals are much more positive about tourism than the average Queenslanders. They have greater contact with tourists (92% compared with QLD 78%) and even though residents like the way tourism is developing in their region (71% compared with QLD 59%), they feel the region should do more to attract tourists (69% compared with QLD 45%). Indeed, local affordability for tourists has increased in the past three years, up 9 percentage points (69%).

Across the region, residents are more likely to feel the community benefits of tourism than the average Queenslanders (62% Townsville residents rated the impact of tourism +2 or +3 on their community as a whole compared with 46% of all Queenslanders). Those that directly or indirectly benefit from tourism tend to rate the positive affects of tourism more favourably.

Since 2010, agreement among locals increased against the top positive outcomes of tourism:

- Greater cultural diversity (97% compared with 91% in 2010)
- Important economic benefits (96% compared with 89% in 2010), and
- Increased regional profile (92% compared with 85% in 2010).

Furthermore, Townsville residents are more likely than other Queenslanders to note that festivals and events attract tourists and raise awareness of the region (94% compared with 87% QLD). Other positive shifts since 2010, include:

- Increased local pride (77% compared with 69% in 2010), and
- Improved facility maintenance (74% compared with 63% in 2010).

While still positive, fewer residents than in 2010 rated the effect of a number a benefits to the community as positive (+2 or +3) including:

- More interesting things to do (65% compared with 76% in 2010), and
- New infrastructure (62% compared with 73% in 2010).

Generally, residents are less likely to agree with the negative outcomes of tourism than all Queenslanders. This is also the case when comparing resident responses to the top agreed negative impacts of tourism.

- Increased prices (37% compared with 56% QLD), and
- Increased property values (32% compared with 41% QLD).

The exceptions are that more residents agree that tourists reduce locals access to facilities (12% compared with 7% in 2010).

“More great events, better services, more outside money spent in the town, more employment.”

TOWNSVILLE RESIDENT 2013

		Queensland %		Townsville %	
		2013	2010	2013	2010
Feelings about local area and tourists					
Feelings about local area	I like it, I can't think of anywhere else I would rather live	39	37	41	40
	I enjoy living here but can think of other places I would enjoy equally	50	50	52	49
	I only live here because circumstances demand it and would prefer to live somewhere else	12	13	7	11
Feelings about the number of tourists	Want more tourists	45	43	69	64
	About the same number	50	50	29	34
	Want fewer tourists	6	8	2	2

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

		Queensland %		Townsville %	
		2013	2010	2013	2010
Contact with Tourists, Feelings and Development					
Feelings about tourists	I like tourists	57↑	49	69↑	60
	I tolerate tourists	31↓	35	24↓	32
	I adjust my lifestyle to avoid tourists	10	10	5	5
	I stay away from places tourists go	3↓	5	2	4
Contact with tourists	I never come into contact with tourists	22↑	18	8↓	14
	I see tourists around but don't usually talk to them	51	52	57	57
	I often interact with tourists as part of my job	10↓	13	10	11
	I often meet tourists around town and talk to them	15	14	18	15
	I have made friends with tourists during their stay, but have not kept in contact	7	7	6	8
	I have made friends with tourists and kept in contact after they have left	4	5	5	5
Preferred development growth	Happy with continued growth	59	59	71	71
	Happy but no more growth	25	25	12↓	18
	Want less tourism	3↓	6	3	2
	More growth different direction	13↑	10	14↑	8

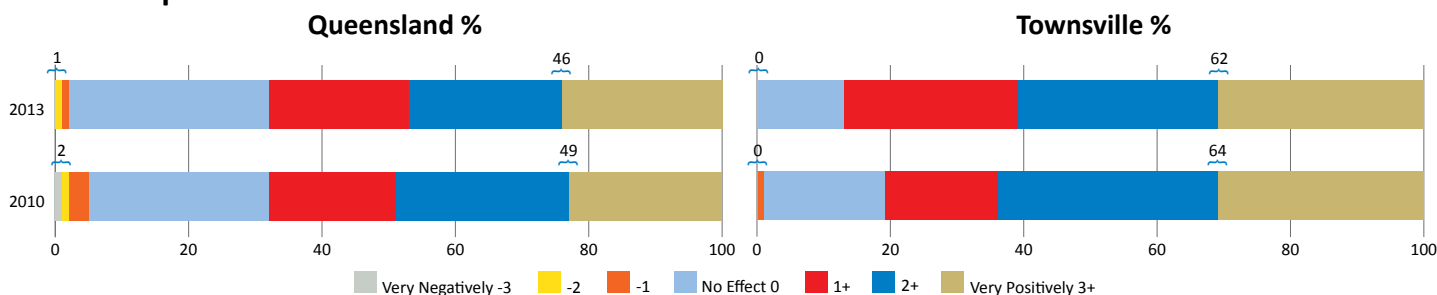
Shaded box highlights a significantly greater response when comparing the region and Queensland

↑ 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, 62% of Townsville residents rated the impact of tourism on their community as positive, scoring a +2 or +3, similar to the ratings from the 2010 survey.

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		Townsville % Agree	
	2013	2010	2013	2010
More interesting things to do	62↑	54	62	60
Important economic benefits	91↑	87	96↑	89
Improved facility maintenance	69↑	60	74↑	63
Increased local pride	72↑	65	77↑	69
Increased regional profile	86↑	76	92↑	85
New infrastructure	68↑	60	65	62
Greater cultural diversity	92↑	89	97↑	91
* Benefits of tourism shared evenly	38	-	40	-
** Festivals and events attract tourists and raise awareness	87	-	94	-

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↓ 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.		Townsville % 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	65↓	76
Important economic benefits	45↓	58	54↓	66
Improved facility maintenance	43↓	53	52↓	62
Increased local pride	39↓	50	48↓	64
Increased regional profile	40↓	52	47↓	61
New infrastructure	49↓	65	62↓	73
Greater cultural diversity	29↓	32	37	43
* Benefits of tourism shared evenly	41	-	45	-
** Festivals and events attract tourists and raise awareness	49	-	63	-

% 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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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		Townsville % Agree	
	2013	2010	2013	2010
Increased opportunity costs	27	25	19	21
More disruption	32	31	14	19
Rise in delinquent behaviour	35	36	24	24
Negative impact on the environment	29	29	22	26
Increased prices	56↑	53	37↓	50
Lack of access for locals	17	16	12↑	7
Negative impact on local character	29	29	27	25
Increased property values	41↓	45	32	35

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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 of -2 or -3.

	Queensland % Negative affect on the community as a whole. Those that rated the affect -3 or -2.		Townsville % Negative affect on the community as a whole. Those that rated the affect -3 or -2.	
	2013	2010	2013	2010
Increased opportunity costs	15↓	24	3↓	26
More disruption	14↓	24	12	3
Rise in delinquent behaviour	22↓	31	18	27
Negative impact on the environment	18↓	31	12↓	30
Increased prices	13↓	18	12	16
Lack of access for locals	18↓	28	-	-
Negative impact on local character	8	11	2	3
Increased property values	16↓	25	17	21

% negative 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).

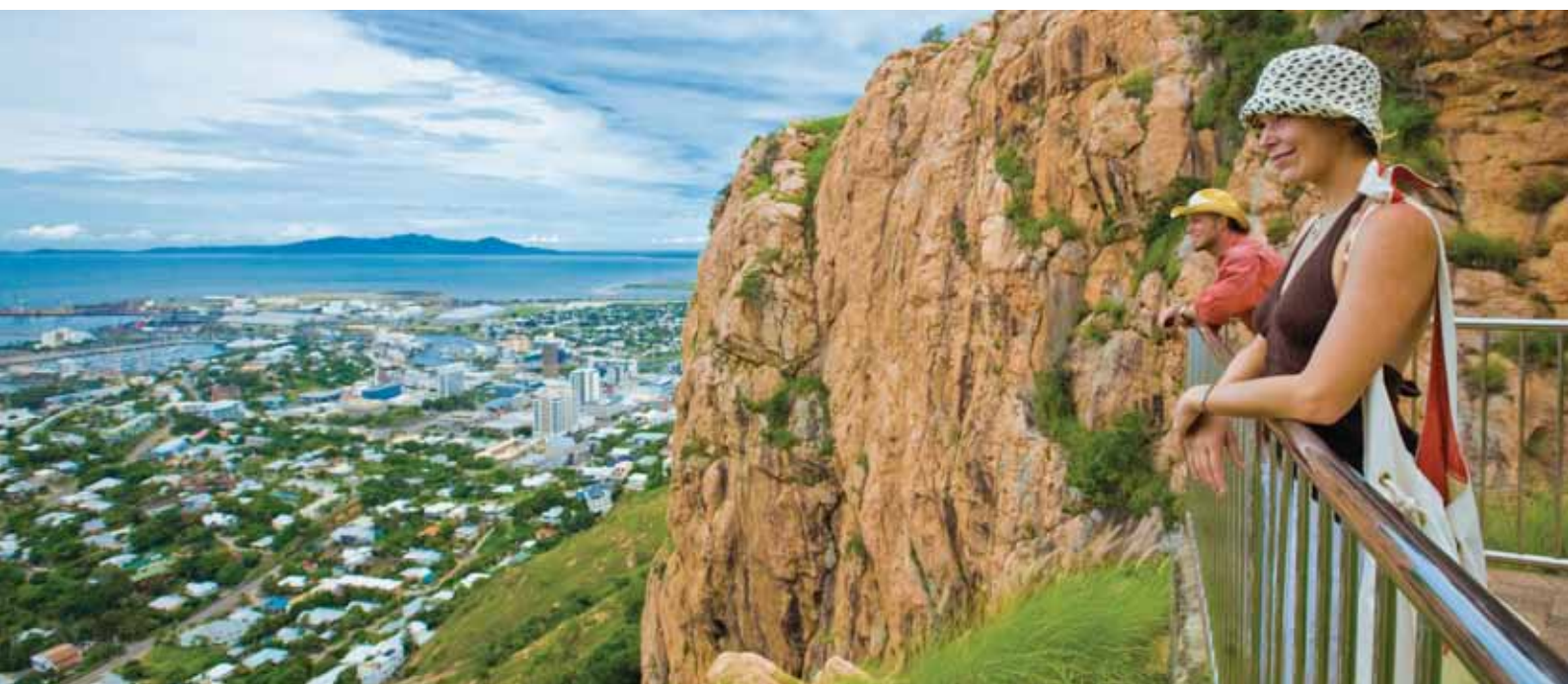
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Base: Those that agree with each statement



Demographics

		Queensland % 2013	Townsville % 2013
Life stage	Under 45 years, no children	26	25
	Under 45 years, with children	23	26
	45 years or more, no children	40	38
	45 years or more, with children	11	11
Years of residence	Less than 2 years	18	15
	2-5 years	20	12
	6-10 years	21	17
	11-20 years	23	27
	More than 20 years	17	28
Place of birth	Within 50km of where you currently live	21	21
	Elsewhere in Queensland	22	32
	Elsewhere in Australia	32	30
	In another country	24	18
Directly benefit from tourism (e.g. work in or own a business that profits from tourists or rent a property to tourists)	Personal benefit	10	7
	Family benefit	10	10
	No benefit	84	86
Income	Less than \$60,000	39	37
	\$60,000 - \$99,000	24	24
	\$100,000 or more	21	23
	Prefer not to say	17	16

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Base 2013 Queensland n=3855, Townsville n=241

Base 2010 Queensland n=3834, Townsville n=404

ⁱ Source – Queensland Regional Profile for Townsville City Local Government Area, Government Statistician, Queensland Treasury and Trade.

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ⁱⁱⁱ Source – Tourism Research Australia's National and International Visitor Survey 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

