



Whole of State 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 one of the four pillars of the State's economy, tourism impacts almost every Queensland community. On the whole, residents like the way tourism is developing and want to see the industry continue to grow (59%), particularly in Southern Queensland Country, Bundaberg, Townsville, Tropical North Queensland and in the Outback. They also like tourists and have grown fonder of them over the past three years (up to 57% from 49% in 2010).

87% of Queenslanders agree that festivals and events attract tourists and raise awareness of the region

57% of Queenslanders indicated that they really like tourists

		Queensland %	
		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
	I enjoy living here but can think of other places I would enjoy equally	50	50
	I only live here because circumstances demand it and would prefer to live somewhere else	12	13
Feelings about the number of tourists	Want more tourists	45	43
	About the same number	50	50
	Want fewer tourists	6	8

Nevertheless, little has changed in way of support for either more or less tourists. Divided on the question, just over two in five (45%) want more visitors and one in two (50%) are happy with the status quo. In all regions apart from the three largest tourism economies in the south east of the State (Brisbane, Gold Coast, and Sunshine Coast), residents really like tourists and are keen for more to come to their region. This is despite a perceived decline in the proportion of Queenslanders coming into contact with tourists over the last three years (72% compared with 82% in 2010).

“Creates new business opportunities which affects my own business, it enhances the profile of my community and brings not just short term tourists but brings new residents, businesses and opportunities”
SUNSHINE COAST RESIDENT 2013

To break down the attitudes among the top three destinations:

- Brisbane residents are notably neutral towards tourism – less inclined to agree with the positive or negative impacts of tourism.
- Sunshine Coast locals have made positive shifts in the past three years. More residents like tourists and want both an increase in tourists visiting their region and tourism growth. In addition, more support the benefits of tourism and fewer agree with the negative impacts.
- Gold Coast shifts have been more subtle. The period has seen a decline in residents stating they want fewer tourists, as well as a decline in those noting that tourism has a negative impact on their personal quality of life.

The Sunshine Coast, Southern Queensland Country, Fraser Coast, Bundaberg, Capricorn, Townsville, Whitsundays, Tropical North Queensland and the Outback residents all rate the community benefits higher than the State average. At a State level, the overall impact of tourism on the local community is seen as positive. In 2013 46% per cent of residents rated the impact of tourism on their community +2 or +3, similarly 50% of Queenslanders rated the impact +2 or +3 in 2010.

In general, residents who nominated that tourism has a positive benefit on their community as well as on their personal life are much more likely to:

- Really like where they live and their local area
- Have lived in the region for 20 years or more like tourists
- Come into contact with tourists
- Personally benefit from tourism, or
- Like the way tourism is developing in their local area.

The top positive outcomes of tourism among Queensland residents show a consistent upturn:

- Greater cultural diversity (92% compared with 89% in 2010)
- Important economic benefits (91% compared with 87% in 2010)
- Increased regional profile (86% compared with 76% in 2010)
- Increased local pride (72% compared with 65% in 2010)
- Increased facility maintenance (69% compared with 60% in 2010)
- New infrastructure (68% compared with 60% in 2010), and
- More interesting things to do (62% compared with 54% in 2010).

In addition, around nine in ten (87%) residents agree that festivals and events attract tourists and raise awareness of the region.

The increases in agreement are typical of a state-wide trend, with more residents confirming the positive impacts of tourism, possibly influenced by the State government increasing focus on tourism as one of the four pillars of the State's economy and through government sponsored campaigns to get behind Queensland tourism operators after the natural disasters of 2011 and 2013.



While still strong, residents were more tepid when rating the impact each positive outcome of tourism has on the community. Milder ratings are indicative of lower engagement with the community. For example, in 2013 45% of residents rated the positive affect of important economic benefits a +2 or +3 compared with 58% in 2010.

Only a very small minority of Queenslanders feel passionate about the negative affects of tourism on their community. In 2013, half the number of residents (1% down from 2% in 2010) rated the negative impact of tourism on their community -3 or -2. In fact, there is a general decline across all undesirable impacts. Nevertheless, the top two negative outcomes residents most agreed with remain consistent with earlier findings.

- Increased prices (56% up from 53% in 2010), and
- Increased property values (41% down from 45% in 2010).

“Makes property and services e.g. going to the movies and goods like groceries much more expensive. We need more attractions on the coast so the beaches aren’t always so busy.”

SUNSHINE COAST RESIDENT 2013

Contact with Tourists, Feelings and Development

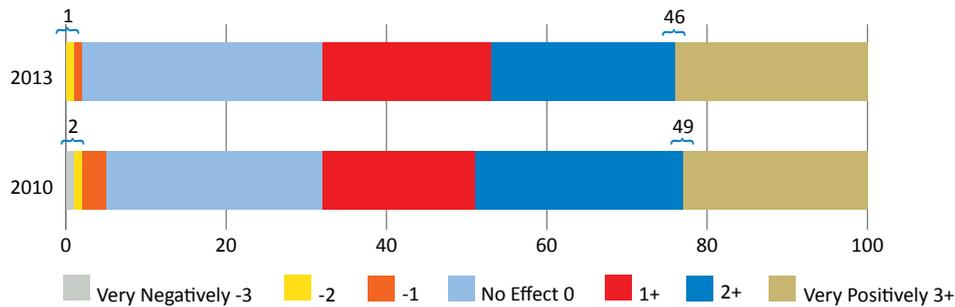
		Queensland %	
		2013	2010
Feelings about tourists	I like tourists	57↑	49
	I tolerate tourists	31↓	35
	I adjust my lifestyle to avoid tourists	10	10
	I stay away from places tourists go	3↓	5
Contact with tourists	I never come into contact with tourists	22↑	18
	I see tourists around but don’t usually talk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

↑ 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, 46% of 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	
	2013	2010
More interesting things to do	62↑	54
Important economic benefits	91↑	87
Improved facility maintenance	69↑	60
Increased local pride	72↑	65
Increased regional profile	86↑	76
New infrastructure	68↑	60
Greater cultural diversity	92↑	89
* Benefits of tourism shared evenly	38	-
** Festivals and events attract tourists and raise awareness	87	-

↑ 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.	
	2013	2010
More interesting things to do	53↓	65
Important economic benefits	45↓	58
Improved facility maintenance	43↓	53
Increased local pride	39↓	50
Increased regional profile	40↓	52
New infrastructure	49↓	65
Greater cultural diversity	29↓	32
* Benefits of tourism shared evenly	41	-
** Festivals and events attract tourists and raise awareness	49	-

% 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).
 ↑ 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
 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	
	2013	2010
Increased opportunity costs	27	25
More disruption	32	31
Rise in delinquent behaviour	36	36
Negative impact on the environment	29	29
Increased prices	56↑	53
Lack of access for locals	17	16
Negative impact on local character	29	29
Increased property values	41↓	45

↑ Highlights a statistically significant increase in the region from 2010

↓ 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.	
	2013	2010
Increased opportunity costs	15↓	24
More disruption	14↓	24
Rise in delinquent behaviour	22↓	31
Negative impact on the environment	18↓	31
Increased prices	13↓	18
Lack of access for locals	18↓	28
Negative impact on local character	8	11
Increased property values	16↓	25

% 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).

↑ Highlights a statistically significant increase in the region from 2010

↓ Highlights a statistically significant decrease in the region from 2010

- Data not available

Base: Those that agree with each statement



Demographics

Queensland %
2013

Life stage	Under 45 years, no children	26
	Under 45 years, with children	23
	45 years or more, no children	40
	45 years or more, with children	11
Years of residence	Less than 2 years	18
	2-5 years	20
	6-10 years	21
	11-20 years	23
	More than 20 years	17
Place of birth	Within 50km of where you currently live	21
	Elsewhere in Queensland	22
	Elsewhere in Australia	32
	In another country	24
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
	Family benefit	10
	No benefit	84
Income	Less than \$60,000	39
	\$60,000 - \$99,000	24
	\$100,000 or more	21
	Prefer not to say	17

Base 2013 Queensland n=3855

Base 2010 Queensland n=3834

ⁱ Source – Queensland Government, viewed 12 June 2013. <http://www.qld.gov.au/about/about-queensland/statistics-facts/facts/>

