

# Social Indicators 2019

## Brisbane



### 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 2019 study, we surveyed 3,316 Queensland residents with fieldwork conducted between 3 June 2019 and 9 July 2019. In the Brisbane tourism region, 400 residents were surveyed.

This is our fourth Social Indicators study, with previous studies run in 2010, 2013 and 2017. We have compared results for 2019 to the results from 2017.

**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.**

Brisbane (BNE) is the most visited tourism region in Queensland (QLD), with tourism contributing 4.7% of the region's gross regional product (GRP). The region's 2.5 million residents welcomed 9.2 million overnight visitors in the year ending June 2019. 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 Brisbane showed a warm, positive attitude. Commonly used words include: safe, peaceful, quiet and friendly.



Notes:  
 1. Australian Bureau of Statistics, 3218 – Regional Population Growth, Australia, 2017-18  
 2. Tourism Research Australia, International & Domestic Visitor Surveys for the year ending June 2019  
 3. Deloitte Access Economics, Regional Tourism Satellite Accounts 2016/17



## 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 around a third (38%) of Brisbane residents 'really like' living in the area and 'can't think of anywhere else they would rather live'.

	BNE	BNE	QLD
	2017	2019	2019
Really like it, can't think of anywhere else I would rather live	34%	38%	40%
Enjoy living here but can think of other places I would enjoy equally	55%	54%	51%
I only live here because circumstances demand it	11%	8%	9%

*i.e. 38% of Brisbane 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 the proportion of Brisbane residents who 'really like' tourists has increased from 42% in 2017 to 50% in 2019.

*"It's good but we need better infrastructure to cope."*

*Brisbane resident, 2019*

*"It just seems to add a bit of finesse and appeal to some of my preferred areas."*

*Brisbane resident, 2019*

We also saw that 72% residents would like tourism numbers to remain 'about the same' compared to 69% in 2017. Almost a third, 31%, of residents reported having no contact with tourists, significantly more than the rest of the state.

*"... our area is not a tourist destination ... but those who come are welcome and well received."*

*Brisbane resident, 2019*

BNE	BNE	QLD
2017	2019	2019

### Feelings towards tourists

I really like tourists	42%	50%↑	50%
I tolerate tourists as they're good for the community	43%	35%↓	36%
I adjust my lifestyle to avoid tourism inconveniences	12%	10%	10%
I stay away from places tourists go	4%	5%	4%

### Number of tourists local area should attract

More	21%	19%	32%
About the same number	69%	72%	60%
Fewer	10%	9%	8%

### Preferred tourism development growth

Happy with continued growth	53%	56%	59%
Happy but no more growth	34%	33%	30%
Want less tourism	7%	4%	4%
More growth, different direction	6%	7%	7%

### Level of contact with tourists

Never come into contact with them	32%	31%	21%
See them around but don't usually talk to them	50%	47%	51%
Often interact with them as part of my job	9%	6%	9%
Often meet them around town and talk to them	10%	10%	14%
Have made friends with them, but not kept in contact	5%	6%	6%
Have made friends with them, and have kept in contact	3%	4%	4%

↑ 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.)

BNE	BNE	QLD
2017	2019	2019

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...

	BNE 2017	BNE 2019	QLD 2019
...the <b>community</b> as a whole <sup>1</sup>	24%	29%	45%
...their <b>personal</b> quality of life <sup>1</sup>	12%	12%	16%

Brisbane residents are less likely than the average Queenslanders to agree that tourism has a positive impact. Nearly a third (29%) of residents agree that tourism has a positive impact on the community, compared with 45% in Queensland. Twelve per cent of Brisbane residents agree that tourism has a positive impact on their personal quality of life, compared with 16% in Queensland. This difference may be related to the lower level of contact residents have with tourists compared to the rest of the state.

*i.e. 16% 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)'.

Brisbane residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (90%), economic benefits (87%), an increased regional profile (79%), increased local pride (71%), new infrastructure (67%) and benefits shared evenly (52%). These positive benefits are seen to impact the community more than the individual.

### Positive impacts of tourism

% agree	BNE	BNE	QLD
	2017	2019	2019
Greater cultural diversity	86%	90%	91%
Important economic benefits	85%	87%	89%
Festivals and events attract tourists and raise awareness	83%	88%↑	89%
Increased regional profile	78%	79%	83%
Increased local pride	64%	71%↑	73%
New infrastructure	66%	67%	69%
Benefits shared evenly	47%	52%	51%

*"Tourism encourages diversity and it makes people in the local community to embrace diversity and be mindful of their ways too."*

*Brisbane resident, 2019*

*"It is great to see locals and tourists showing interest in the area. Locals get to appreciate what we have."*

*Brisbane resident, 2019*

Impact on...	BNE 2019		QLD 2019	
	personal quality of life <sup>1</sup>	community as a whole <sup>1</sup>	personal quality of life <sup>1</sup>	community as a whole <sup>1</sup>
Greater cultural diversity	15%	28%	17%	35%
Important economic benefits	14%	34%	17%	45%
Festivals and events attract tourists and raise awareness	15%	34%	18%	44%
Increased regional profile	15%	31%	17%	41%
Increased local pride	19%	31%	21%	41%
New infrastructure	26%	42%	31%	53%
Benefits shared evenly	16%	35% ↑	20%	43%

#### 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	BNE	BNE	QLD
	2017	2019	2019
Increased prices	50%	49%	50%
Increased property values	38%	42%	42%
Rise in delinquent behaviour	35%	35%	36%
More disruption	35%	35%	36%
Negative impact on the environment	30%	35%	34%
Negative impact on local character	24%	30%	33%
Misdirected public spending	28%	29%	28%
Lack of access for locals	18%	22%	22%

"The only impact that tourism has in my quality of life is the traffic or less car parking spots."

Brisbane resident, 2019

"...during holidays my sleep gets interrupted due to partying tourists..."

Brisbane resident, 2019

Impact on...	BNE 2019		QLD 2019	
	personal quality of life <sup>1</sup>	community as a whole <sup>1</sup>	personal quality of life <sup>1</sup>	community as a whole <sup>1</sup>
Increased prices	9%	8%	10%	10%
Increased property values	15%	11%	13%	13%
Rise in delinquent behaviour	7%	11%	8%	16%
More disruption	10%	13%	13%	16%
Negative impact on the environment	11%	16%	11%	19%
Negative impact on local character	6%	6%	6%	7%
Misdirected public spending	4%	9%	6%	12%
Lack of access for locals	7%	10%	11%	14%

## In summary

Brisbane residents really like living where they live. This is primarily because it has a sense of safety and is friendly, peaceful and quiet.

The Brisbane region welcomes more overnight visitors than any other Queensland region.

More residents 'really like' tourists and over half 56% are happy for tourism development to increase. There remains little negative sentiment towards tourism.

Brisbane residents continue to recognise the benefits of tourism to the community. However, broad attitudes towards tourism are softer than Queensland on average. This may be related to the lower level of contact that Brisbane residents have with tourists in their day-to-day lives.

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 2019 Queensland report on our website: [teq.queensland.com/research-and-insights/domestic-research/queensland-research](http://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