

Social Indicators 2019 Fraser Coast



106,000 residents¹

881,000 overnight visitors²
(749,000 domestic / 131,000 international)

\$413m total tourism contribution to gross regional product (12.7% 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 2019 study, we surveyed 3,316 Queensland residents with fieldwork conducted between 3 June 2019 and 9 July 2019. In the Fraser Coast tourism region, 200 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.

The tourism industry provides residents of the Fraser Coast region (FC) with 12.7% of their gross regional product (GRP).

In the year ending June 2019, the region's 106,000 residents welcomed 881,000 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, friendly, beach, peaceful and whales.



quiet



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 half (50%) of Fraser Coast residents 'really like' living in the area and 'can't think of anywhere else they would rather live' than the average Queenslanders. Residents are now less likely than in 2017 to only be living in their area 'because circumstances demand it'.

	FC		QLD
	2017	2019	2019
Really like it, can't think of anywhere else I would rather live	47%	50%	40%
Enjoy living here but can think of other places I would enjoy equally	44%	45%	51%
I only live here because circumstances demand it	9%	5%	9%

i.e. 50% 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. Over half of the residents (55%) 'really like' tourists and 53% of residents would like more tourists in the local area which is more than the Queensland average.

"Tourists are normally great people wanting to enjoy what we have to offer and the whole area benefits as a result."

Fraser Coast resident, 2019

Residents have a relatively high level of interaction with tourists in their area; 16% of residence often interact with tourists as part of their job and 21% often meet with them around town and talk to them, both are higher than the average Queenslanders.

"...I think it is great as they spend money and create jobs which is great for the community."

Fraser Coast resident, 2019

"Tourism has made a great impact in our region, marking our community on the map!"

Fraser Coast resident, 2019

	FC	QLD
	2019	2019

Feelings towards tourists

I really like tourists	63%	55%	50%
I tolerate tourists as they're good for the community	26%	32%	36%
I adjust my lifestyle to avoid tourism inconveniences	8%	11%	10%
I stay away from places tourists go	2%	3%	4%

Number of tourists local area should attract

More	67%	53%↓	32%
About the same number	31%	41%↑	60%
Fewer	2%	6%↑	8%

Preferred tourism development growth

Happy with continued growth	73%	66%	59%
Happy but no more growth	16%	23%	30%
Want less tourism	4%	5%	4%
More growth, different direction	7%	6%	7%

Level of contact with tourists

Never come into contact with them	4%	8%	21%
See them around but don't usually talk to them	53%	48%	51%
Often interact with them as part of my job	12%	16%	9%
Often meet them around town and talk to them	27%	21%	14%
Have made friends with them, but not kept in contact	12%	8%	6%
Have made friends with them, and have kept in contact	4%	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.)

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...

	2017	FC 2019	QLD 2019
...the community as a whole ¹	75%	73%	45%
...their personal quality of life ¹	29%	21%	16%

Fraser Coast residents are more likely than the average Queenslanders to feel that tourism has a positive impact. Almost three in four (73%) residents agree that tourism has a positive impact on the community compared with 45% in Queensland. One in five (21%) agree that tourism has a positive impact on their personal quality of life, compared with 16% 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 12.7% contribution to the local economy.

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)'.

Fraser Coast residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (95%), economic benefits (92%), an increased regional profile (90%), increased local pride (76%), and new infrastructure (77%). These positive benefits are seen to impact the community more than the individual.

Compared to Queensland, relatively few Fraser Coast residents agree that there are negative consequences to tourism, except the potential impact on local character (40%). Also, residents are now more concerned about the negative impact on the environment than they were in 2017.

Positive impacts of tourism

% agree	FC		QLD
	2017	2019	2019
Greater cultural diversity	93%	95%	91%
Important economic benefits	91%	92%	89%
Festivals and events attract tourists and raise awareness	95%	94%	89%
Increased regional profile	92%	90%	83%
Increased local pride	79%	76%	73%
New infrastructure	76%	77%	69%
Benefits shared evenly	55%	56%	51%

"Tourism helps promote growth and development of our community, in turn the councils and government improve infrastructure and public facilities that in turn generally improves our overall quality of life."

Fraser Coast resident, 2019

"I think it feels good to know you live somewhere, where other people want to visit."

Fraser Coast resident, 2019

Impact on...	FC 2019		QLD 2019	
	personal quality of life ¹	community as a whole ¹	personal quality of life ¹	community as a whole ¹
Greater cultural diversity	20%	56%	17%	35%
Important economic benefits	26%	67%	17%	45%
Festivals and events attract tourists and raise awareness	26%	67%	18%	44%
Increased regional profile	23%	68%	17%	41%
Increased local pride	28%	64%	21%	41%
New infrastructure	37%	75%	31%	53%
Benefits shared evenly	20%	63%	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	FC		QLD
	2017	2019	2019
Increased prices	43%	46%	50%
Increased property values	26%	31%	42%
Rise in delinquent behaviour	27%	35%	36%
More disruption	27%	34%	36%
Negative impact on the environment	20%	31%↑	34%
Negative impact on local character	40%	40%	33%
Misdirected public spending	21%	26%	28%
Lack of access for locals	16%	20%	22%

"Everything is getting busier, and we moved for the quiet."

Fraser Coast resident, 2019

"...Sometimes shopping centers are a bit busy and hard to park, but really only for a few days a year."

Fraser Coast resident, 2019

Impact on...	FC 2019		QLD 2019	
	personal quality of life ¹	community as a whole ¹	personal quality of life ¹	community as a whole ¹
Increased prices	7%	15%	10%	10%
Increased property values	15%	27%	13%	13%
Rise in delinquent behaviour	13%	32%	8%	16%
More disruption	7%	16%	13%	16%
Negative impact on the environment	12%	34%	11%	19%
Negative impact on local character	7%	12%	6%	7%
Misdirected public spending	9%	26%	6%	12%
Lack of access for locals	12%	23%	11%	14%

* 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 881,000 overnight visitors in the year ending June 2019. The industry contributes 12.7% of the region's gross regional product.

Through the study, we see a very positive attitude toward tourism in the Fraser Coast region. Residents' really like where they live and would like to see 'more' tourists, this is higher than the Queensland average. The region's residents reported having positive encounters with tourists and happy with continued growth in development.

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 the rest of Queensland.

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