

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 the majority of Gladstone residents 'enjoy living here' and a quarter (26%) 'really like' living in the area.

	GLAD		QLD
	2017	2019	2019
Really like it, can't think of anywhere else I would rather live	23%	26%	40%
Enjoy living here but can think of other places I would enjoy equally	61%	59%	51%
I only live here because circumstances demand it	16%	15%	9%

i.e. 26% of Gladstone 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 positive towards tourism. Three quarters of residents (76%) 'really like' tourists and a similar proportion, 71%, think their local area should attract more tourists. These proportions are both higher than the Queensland average.

"...it makes me very happy to have tourists come and visit this great part of Australia."

Gladstone resident, 2019

We also saw eight in ten (82%) residents happy with continued growth in tourism. This proportion has grown from 74% in 2017 to 82% in 2019, this is also higher than the Queensland average.

"I think overall if the negative aspects are managed well tourism can be of great overall benefit to the community jobs and local Business."

Gladstone resident, 2019

	2017	GLAD 2019	QLD 2019
--	------	-----------	----------

Feelings towards tourists

I really like tourists	67%	76%↑	50%
I tolerate tourists as they're good for the community	26%	17%↓	36%
I adjust my lifestyle to avoid tourism inconveniences	3%	4%	10%
I stay away from places tourists go	3%	3%	4%

Number of tourists local area should attract

More	68%	71%	32%
About the same number	30%	27%	60%
Fewer	1%	2%	8%

Preferred tourism development growth

Happy with continued growth	74%	82%	59%
Happy but no more growth	15%	11%	30%
Want less tourism	0%	1%	4%
More growth, different direction	10%	6%	7%

Level of contact with tourists

Never come into contact with them	16%	15%	21%
See them around but don't usually talk to them	56%	56%	51%
Often interact with them as part of my job	10%	8%	9%
Often meet them around town and talk to them	16%	14%	14%
Have made friends with them, but not kept in contact	4%	14%↑	6%
Have made friends with them, and have kept in contact	2%	2%	4%

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	GLAD 2019	QLD 2019
...the community as a whole ¹	58%	71%↑	45%
...their personal quality of life ¹	19%	17%	16%

Perceptions of tourism's impact are more positive in 2019 than in 2017. Gladstone residents are now significantly more likely than the average Queenslanders to agree that tourism has a positive impact on the community. Seven in 10 (71%) of residents agree that tourism has a positive impact on the community, compared with 45% in Queensland. One in six (17%) agree that tourism has a positive impact on their personal quality of life.

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)'.

Gladstone residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (95%), economic benefits (95%), an increased regional profile (93%), increased local pride (85%), and benefits shared evenly (50%). These positive benefits are seen to impact the community more than the individual. Since 2017, an increase of regional profile grew from 86% to 93%.

The level of agreement with seven of the eight negative statements is significantly lower than in the rest of Queensland.

Positive impacts of tourism

% agree	GLAD		QLD
	2017	2019	2019
Greater cultural diversity	93%	95%	91%
Important economic benefits	94%	95%	89%
Festivals and events attract tourists and raise awareness	92%	91%	89%
Increased regional profile	86%	93%↑	83%
Increased local pride	80%	85%	73%
New infrastructure	56%	63%	69%
Benefits shared evenly	45%	50%	51%

*"I love the markets and the upgrade to our board walk as a result of accommodating the people from the cruise ships."
Gladstone resident, 2019*

*"Tourism provides the economic stimulus to allow for diversification of employment and income potential, and develops resources within the community."
Gladstone resident, 2019*

Impact on...	GLAD 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	11%	41%	17%	35%
Important economic benefits	11%	54%	17%	45%
Festivals and events attract tourists and raise awareness	16%	61%	18%	44%
Increased regional profile	11%	57%	17%	41%
Increased local pride	19%	56%	21%	41%
New infrastructure	27%	49%	31%	53%
Benefits shared evenly	18%	65%	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	GLAD		QLD
	2017	2019	2019
Increased prices	34%	42%	50%
Increased property values	21%	23%	42%
Rise in delinquent behaviour	14%	31%↑	36%
More disruption	8%	16%↑	36%
Negative impact on the environment	15%	20%	34%
Negative impact on local character	24%	23%	33%
Misdirected public spending	15%	20%	28%
Lack of access for locals	5%	6%	22%

"Overcrowding and noise and those not picking up after themselves are what affects me the most."

Gladstone resident, 2019

"...it also takes away the small community feel, a safe environment and crime seems to increase."

Gladstone resident, 2019

Impact on...	GLAD 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	21%	16%	10%	10%
Increased property values	7%	23%	13%	13%
Rise in delinquent behaviour	14%	16%	8%	16%
More disruption	9%	9%	13%	16%
Negative impact on the environment	8%	10%	11%	19%
Negative impact on local character	0%	0%	6%	7%
Misdirected public spending	5%	7%	6%	12%
Lack of access for locals	31%	26%	11%	14%

In summary

The Gladstone region sits within the Southern Great Barrier Reef tourism region (SGBR). The SGBR region hosted 2.5 million overnight visitors in the year ending June 2019, and the tourism industry contributes 4.7% of its gross regional product.

The majority of Gladstone's 63,000 residents enjoy living where they do. They recognise that the town is industrial, and many find their local area is friendly and quiet. Residents also have the nearby Great Barrier Reef at the top of their mind.

Through the study, we see that broad sentiment towards tourism is more positive than the Queensland average. Three quarters of residents 'really like' tourists and a similar proportion would like their local area to attract more tourists. There is a strong desire for continued tourism growth, and this has increased since 2017.

Agreement with the positive benefits of tourism is significantly above the Queensland average in three areas, while agreement with potential negative benefits was significantly below Queensland in seven areas.

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

Disclaimer:
By using this information you acknowledge that this information is provided by Tourism and Events Queensland (TEQ) to you without any responsibility on behalf of TEQ. You agree to release and indemnify TEQ for any loss or damage that you may suffer as a result of your reliance on this information. TEQ does not represent or warrant that this information is correct, complete or suitable for the purpose for which you wish to use it. The information is provided to you on the basis that you will use your own skill and judgement and make your own enquiries to independently evaluate, assess and verify the information's correctness, completeness and usefulness to you before you rely on the information.

Notes:
1. ↑ 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