

Queensland community sentiment towards tourism and events

June 2023

Queenslanders strongly believe **tourism has a positive impact on their local community**. Most Queenslanders consider it **important for Queensland to host events** and that the Queensland Government support events.

The **most important aspects of sustainability** to Queenslanders relate to the **preservation of natural environments and wildlife, waste management** and **sourcing local products**.

Importance of events in Queensland

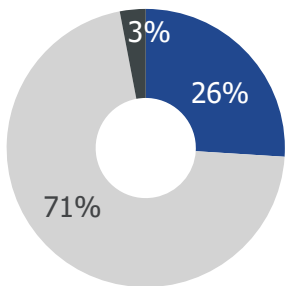
- 83%** Believe it is important for Queensland to host events
- 83%** Believe it is important for the Queensland Government to support events
- 81%** Believe it is important for the Queensland Government to be involved in attracting and securing major events



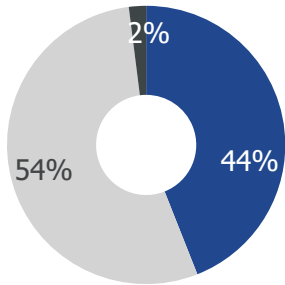
Impact of tourism

■ Positive Impact ■ No impact ■ Negative Impact

Tourism affect on personal quality of life



Tourism affect on local community



90% agree Tourism is good for the economy and is good for local business

Community perceptions: sustainability

When asked what sustainability means to them, Queenslanders most commonly mention protecting and maintaining the environment

Word cloud on what sustainability means to Queenslanders



The **five most important aspects of sustainability for tourism and event experiences** operating in any local community:

- **Preservation of natural environments**
- **Preservation of wildlife**
- **Reduction of waste materials generated**
- **Correct waste management**
- **Pollution**

80% agree It is important that events/festivals demonstrate more sustainable practices

Research background

In order to monitor Queenslanders' feelings towards tourism and events in their local area, in line with TEQ's objective to foster community pride in Queensland, TEQ conducts community sentiment research quarterly with a representative sample of n=600 Queenslanders aged 18+ years. This factsheet will be available quarterly.