

Queensland community sentiment towards tourism and events

October 2021

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 attract and secure events. **Queenslanders also see events as an important way for the community to 'get back to normal'** as COVID-19 restrictions are lifted.

Importance of events in Queensland

85% Believe it is important for Queensland to host events

83% Believe it is important for the Queensland Government to support events once restrictions are lifted

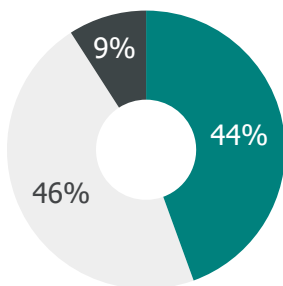
82% Believe it is important for the Queensland Government to be involved in attracting and securing major events



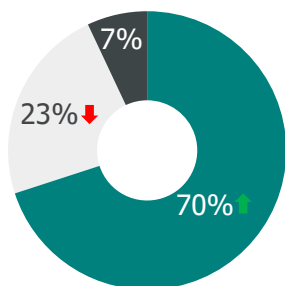
Impact of Tourism

■ Positive Impact ■ No impact ■ Negative Impact

Tourism affect on personal quality of life in 'normal times'



Tourism affect on local community in 'normal times'



89% Agree Tourism is good for the economy and is good for local business

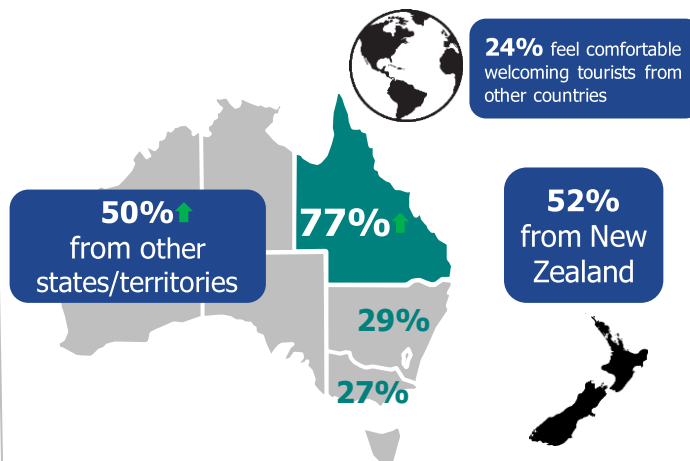
COVID-19 related impact

80% Attending local events is an important way for the community to get back to normal

↓ 67% It is important for the community that major events recover quickly

Community confidence to welcome tourists*

*Queenslanders are increasing comfort levels to welcome tourists from more parts of the world



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.