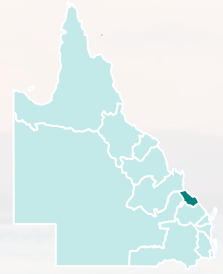


# Social Indicators 2017 Gladstone



62,000  
residents<sup>1</sup>

2.1m  
overnight visitors  
in SGBR<sup>2</sup>  
(2.0m domestic /  
148,000 international)

\$976m  
total tourism  
contribution to gross  
regional product  
(3.8% of SGBR's GRP)<sup>3</sup>

## 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 2017 study, we surveyed 3,346 Queensland residents with fieldwork conducted between 8 June 2017 and 12 July 2017. In the Gladstone tourism region, 200 residents were surveyed.

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

**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 Southern Great Barrier Reef tourism region (SGBR) consists of the Gladstone, Bundaberg and Capricorn regions. The SGBR region welcomed 2.1 million visitors in the year ending June 2017, and the tourism industry contributes 3.8 per cent of its gross regional product.

Within the SGBR region, the Gladstone region (GLAD) is home to 62,000 residents. 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 their area identify the town as industrial. Residents also describe the area as beautiful and quiet, and mention the iconic Great Barrier Reef. Commonly used words were: industrial, quiet, beautiful, great, and reef.



### Notes:

1. Australian Bureau of Statistics, 2016 Census, Place of Usual Residence by SA2 aligned to tourism region
2. Tourism Research Australia, International & Domestic Visitor Surveys for the year ending June 2017, SGBR region = Capricorn, Gladstone and Bundaberg regions
3. Deloitte Access Economics, Regional Tourism Satellite Accounts 2015/16, SGBR region = Capricorn, Gladstone and Bundaberg regions

## 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 almost a quarter (23 per cent) 'really like' living in the area.

	GLAD		QLD
	2013	2017	2017
Really like it, can't think of anywhere else I would rather live	21%	23%	37%
Enjoy living here but can think of other places I would enjoy equally	52%	61%	52%
I only live here because circumstances demand it	26%	16%↓	11%

*i.e. 23% 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. Just over two thirds of residents (67 per cent) 'really like' tourists and a similar proportion, 68 per cent, think their local area should attract more tourists. These proportions are both higher than the Queensland average.

*"...enjoy tourism, we live near the river and walk down every day and interact with tourists."*

*Gladstone Resident, 2017*

We also saw that almost three quarters of residents are happy with continued growth in tourism. This proportion has grown from 62 per cent in 2013 to 74 per cent in 2017.

*"It helps shape our city from being 'just industrial' and helps provide a steadier economy not just the boom and bust of industry."*

*Gladstone Resident, 2017*

	2013	GLAD 2017	QLD 2017
--	------	-----------	----------

### Feelings towards tourists

I really like tourists	62%	67%	46%
I tolerate tourists as they're good for the community	30%	26%	40%
I adjust my lifestyle to avoid tourism inconveniences	4%	3%	11%
I stay away from places tourists go	3%	3%	3%

### Number of tourists local area should attract

More	64%	68%	36%
About the same number	28%	30%	57%
Fewer	8%	1%↓	7%

### Preferred tourism development growth

Happy with continued growth	62%	74%↑	58%
Happy but no more growth	18%	15%	29%
Want less tourism	3%	0%↓	6%
More growth, different direction	17%	10%↓	7%

### Level of contact with tourists

Never come into contact with them	17%	16%	21%
See them around but don't usually talk to them	47%	56%	54%
Often interact with them as part of my job	12%	10%	10%
Often meet them around town and talk to them	15%	16%	13%
Have made friends with them, but not kept in contact	9%	4%↓	6%
Have made friends with them, and have kept in contact	3%	2%	3%

## 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...

	2013	GLAD 2017	QLD 2017
...the <b>community</b> as a whole <sup>1</sup>	43%	58%↑	43%
...their <b>personal</b> quality of life <sup>1</sup>	11%	19%↑	18%

Perceptions of tourism's impact are more positive in 2017 than in 2013. Gladstone residents are now significantly more likely than the average Queenslanders to agree that tourism has a positive impact on the community. Fifty-eight per cent of residents agree that tourism has a positive impact on the community, compared with 43 per cent in Queensland. Nineteen per cent agree that tourism has a positive impact on their personal quality of life.

*i.e. 18% 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 (93 per cent), economic benefits (93 per cent), an increased regional profile (86 per cent), increased local pride (80 per cent), and new infrastructure (56 per cent). These positive benefits are seen to impact the community more than the individual.

Since 2013, agreement with six potential negative impacts of tourism has declined. Following these declines, 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
	2013	2017	2017
Greater cultural diversity	91%	93%	89%
Important economic benefits	89%	93%	89%
Festivals and events attract tourists and raise awareness	88%	92%	88%
Increased regional profile	80%	86%	83%
Increased local pride	70%	80%↑	69%
New infrastructure	34%	56%↑	69%
Benefits shared evenly	32%	45%↑	48%

*"We can all benefit from increased business activities and social services that were not provided in the past."*

*Gladstone Resident, 2017*

*"We get to showcase our region to the world. We may be small, but we are great."*

*Gladstone Resident, 2017*

Impact on...	GLAD 2017		QLD 2017	
	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	10%	32%	17%	33%
Important economic benefits	13%	43%	16%	43%
Festivals and events attract tourists and raise awareness	25%	52%	19%	44%
Increased regional profile	17%	49%	17%	41%
Increased local pride	13%	44%	21%	40%
New infrastructure	28%	53%	32%	49%
Benefits shared evenly	20%	44%	21%	40%

#### 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
	2013	2017	2017
Increased prices	53%	34% ↓	50%
Increased property values	35%	21% ↓	38%
Rise in delinquent behaviour	35%	14% ↓	35%
More disruption	21%	8% ↓	35%
Negative impact on the environment	27%	15% ↓	29%
Negative impact on local character	23%	24%	29%
Misdirected public spending	18%	15%	25%
Lack of access for locals	14%	5% ↓	18%

"Need regular road maintenance due to heavy traffic."  
Gladstone Resident, 2017

"Some places become overly crowded at times, especially when the cruise ships are in town."  
Gladstone Resident, 2017

Impact on...	GLAD 2017		QLD 2017	
	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	3%	18%	9%	11%
Increased property values	12%	30%	13%	15%
Rise in delinquent behaviour	9%	32%	8%	18%
More disruption	21%	24%	11%	14%
Negative impact on the environment	5%	15%	8%	20%
Negative impact on local character	1%	6%	5%	6%
Misdirected public spending	*	*	7%	14%
Lack of access for locals	*	*	16%	16%

\* Small sample size - results not shown for these cells as they are not statistically robust

## In summary

The Gladstone region sits within the Southern Great Barrier Reef tourism region (SGBR). The SGBR region hosted 2.1 million overnight visitors in the year ending June 2017, and the tourism industry contributes 4 per cent of its gross regional product.

The majority of Gladstone's 62,000 residents enjoy living where they do. They recognise that the town is industrial, and many find their local area is beautiful 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. Just over two thirds 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 2013.

Since 2013, agreement with the positive benefits of tourism has risen in three areas, while agreement with potential negative benefits fell in six areas. Residents are less likely than the average Queenslanders to agree that tourism may have negative impacts.

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](http://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

TOURISM & EVENTS  
Queensland