

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 Capricorn residents 'enjoy living here' and a third (29%) 'really like' living in the area. A minority only live in their area 'because circumstances demand it', but this proportion is higher than the Queensland average.

	2017	CAP 2019	QLD 2019
Really like it, can't think of anywhere else I would rather live	26%	29%	40%
Enjoy living here but can think of other places I would enjoy equally	58%	52%	51%
I only live here because circumstances demand it	17%	19%	9%

i.e. 29% of Capricorn 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. Almost two thirds of residents (62%) 'really like' tourists and almost three quarters (61%) think their local area should attract more tourists. These proportions are both higher than the Queensland average.

We also saw that almost two thirds of residents (65%) are happy with continued growth in tourism. A further one 12% want more growth but in a different direction.

	2017	CAP 2019	QLD 2019
--	------	-------------	-------------

Feelings towards tourists

I really like tourists	64%	62%	50%
I tolerate tourists as they're good for the community	29%	31%	36%
I adjust my lifestyle to avoid tourism inconveniences	6%	6%	10%
I stay away from places tourists go	1%	1%	4%

Number of tourists local area should attract

More	72%	61%↓	32%
About the same number	27%	36%	60%
Fewer	1%	3%	8%

Preferred tourism development growth

Happy with continued growth	64%	65%	59%
Happy but no more growth	15%	22%	30%
Want less tourism	2%	2%	4%
More growth, different direction	19%	12%	7%

Level of contact with tourists

Never come into contact with them	8%	12%	21%
See them around but don't usually talk to them	67%	59%	51%
Often interact with them as part of my job	11%	14%	9%
Often meet them around town and talk to them	12%	17%	14%
Have made friends with them, but not kept in contact	7%	3%	6%
Have made friends with them, and have kept in contact	1%	3%	4%

"Needs more services to be able to get here like airport or airport transfers as it's hard to get into."

Capricorn resident, 2019

"Grow forward and have more engagement with the community."

Capricorn resident, 2019

"We need to have a decent 'stop over' for people so that they can enjoy our town and surrounding areas."

Capricorn resident, 2019

"More funding should be given to the outer areas to enable more tourists to experience both rural and city living here."

Capricorn resident, 2019

"Maybe farm tours, paddock to plate promotions. I would also like to see some of the National Parks in my area opened up to tourists. Many are not able to be accessed." not "

Capricorn resident, 2019

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	CAP 2019	QLD 2019
...the community as a whole ¹	63%	62%	45%
...their personal quality of life ¹	12%	20%↑	16%

Capricorn residents are significantly more likely than the average Queenslanders to agree that tourism has a positive impact on the community. Almost two thirds (62%) of residents agree that tourism has a positive impact on the community, compared with 45% in Queensland. One fifth of respondents agree that tourism has a positive impact on their personal quality of life, this perceptions has increased compared to 2017.

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)'.

Capricorn residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (92%), economic benefits (89%), festivals and events (91%), increased local pride (77%), and new infrastructure (63%). These positive benefits are seen to impact the community more than the individual.

Since 2017, agreement with two potential negative impacts of tourism has increased declined. However, the level of agreement with all eight negative statements is significantly lower than in the rest of Queensland.

Positive impacts of tourism

% agree	CAP		QLD
	2017	2019	2019
Greater cultural diversity	93%	92%	91%
Important economic benefits	97%	89%↓	89%
Festivals and events attract tourists and raise awareness	93%	91%	89%
Increased regional profile	89%	84%	83%
Increased local pride	83%	77%	73%
New infrastructure	72%	63%	69%
Benefits shared evenly	49%	54%	51%

"It is good for us to meet people from other places . We have lots of variety of restaurants from different cultures which is great."

Capricorn resident, 2019

"It promotes growth, employment and prosperity to the region."

Capricorn resident, 2019

Impact on...	CAP 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	18%	44%	17%	35%
Important economic benefits	20%	52%	17%	45%
Festivals and events attract tourists and raise awareness	24%	52%	18%	44%
Increased regional profile	14%	46%	17%	41%
Increased local pride	22%	55%	21%	41%
New infrastructure	33%	62%	31%	53%
Benefits shared evenly	24%	52%	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	CAP		QLD
	2017	2019	2019
Increased prices	27%	30%	50%
Increased property values	18%	28%↑	42%
Rise in delinquent behaviour	21%	19%	36%
More disruption	15%	20%	36%
Negative impact on the environment	20%	22%	34%
Negative impact on local character	16%	21%	33%
Misdirected public spending	14%	21%	28%
Lack of access for locals	8%	15%↑	22%

"Local restaurants seem to increase prices on holiday periods."

Capricorn resident, 2019

"Traffic congestion would be the main impact in our area. Also environmental impact after tourists have left can affect the quality of life."

Capricorn resident, 2019

Impact on...	CAP 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	17%	14%	10%	10%
Increased property values	13%	11%	13%	13%
Rise in delinquent behaviour	14%	13%	8%	16%
More disruption	19%	21%	13%	16%
Negative impact on the environment	7%	19%	11%	19%
Negative impact on local character	7%	7%	6%	7%
Misdirected public spending	17%	24%	6%	12%
Lack of access for locals	14%	22%	11%	14%

In summary

The Capricorn 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 Capricorn's 148,000 residents enjoy living where they do. This is partly due to it having a sense of community and being friendly, peaceful and quiet. Residents identify the region as the 'beef capital' of Australia.

Through the study, we see that broad sentiment towards tourism is more positive than the Queensland average. Almost two thirds of residents 'really like' tourists and 61% would like their local area to attract more tourists. There is a strong desire for continued tourism development, with some suggesting a different direction for growth.

Since 2017, agreement with the positive benefits of tourism has decreased in one area, while agreement with potential negative benefits increased in two areas. Residents are more likely than the average Queenslanders to recognise the benefits of tourism and their impact on the community.

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