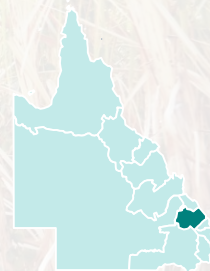


Social Indicators 2019

Bundaberg



106,000
residents¹

2.5m
overnight visitors
in SGBR²
(2.3m domestic /
141,000 international)

\$1.2bn
total tourism
contribution to gross
regional product
(4.7% of SGBR's GRP)³

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 2019 study, we surveyed 3,316 Queensland residents with fieldwork conducted between 3 June 2019 and 9 July 2019. In the Bundaberg tourism region, 201 residents were surveyed.

This is our fourth Social Indicators study, with previous studies run in 2010, 2013 and 2017. We have compared results for 2019 to the results from 2017.

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 Bundaberg, Capricorn and Gladstone regions. The SGBR region welcomed 2.5 million visitors in the year ending June 2019, and the tourism industry contributes 4.7% of its gross regional product (GRP).

Within the SGBR region, the Bundaberg region (BUNDY) is home to 106,000 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 Bundaberg describe a peaceful, beachside community. Residents also recognised the region's famous turtles and rum distillery. Commonly used words were: quiet, beaches, peaceful, friendly, rum and turtles.



Notes:
1. Australian Bureau of Statistics, 3218 – Regional Population Growth, Australia, 2017-18
2. Tourism Research Australia, International & Domestic Visitor Surveys for the year ending June 2019, SGBR region = Capricorn, Gladstone and Bundaberg regions
3. Deloitte Access Economics, Regional Tourism Satellite Accounts 2016/17, 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 around two in five (38%) of Bundaberg residents 'really like' living in the area and 'can't think of anywhere else they would rather live'.

	BUNDY		QLD
	2017	2019	2019
Really like it, can't think of anywhere else I would rather live	43%	38%	40%
Enjoy living here but can think of other places I would enjoy equally	49%	50%	51%
I only live here because circumstances demand it	8%	12%	9%

i.e. 38% of Bundaberg 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.

The proportion of Bundaberg residents who 'really like' tourists continue to be significantly higher than the Queensland average and has increased from 59% in 2017 to 63% in 2019.

*"Tourists are usually an interesting addition to the area."
Bundaberg resident, 2019*

We also saw that 70% are happy to see continued growth in tourism development. Over half (52%) would like more tourists in their local area, this proportion has decreased since 2017, however it remains above the Queensland average.

*"We often have travellers come in for appointments, so it helps keep me employed which obviously helps my quality of life."
Bundaberg resident, 2019*

*"...more tourists would mean more restaurants and events to enjoy."
Bundaberg resident, 2019*

	BUNDY		QLD
	2017	2019	2019

Feelings towards tourists

I really like tourists	59%	63%	50%
I tolerate tourists as they're good for the community	30%	25%	36%
I adjust my lifestyle to avoid tourism inconveniences	7%	7%	10%
I stay away from places tourists go	4%	4%	4%

Number of tourists local area should attract

More	64%	52%↓	32%
About the same number	32%	44%↑	60%
Fewer	4%	3%	8%

Preferred tourism development growth

Happy with continued growth	68%	70%	59%
Happy but no more growth	15%	20%	30%
Want less tourism	4%	3%	4%
More growth, different direction	12%	7%	7%

Level of contact with tourists

Never come into contact with them	11%	16%	21%
See them around but don't usually talk to them	54%	49%	51%
Often interact with them as part of my job	10%	11%	9%
Often meet them around town and talk to them	19%	17%	14%
Have made friends with them, but not kept in contact	10%	7%	6%
Have made friends with them, and have kept in contact	6%	7%	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	BUNDY 2019	QLD 2019
...the community as a whole ¹	70%	71%	45%
...their personal quality of life ¹	19%	17%	16%

Bundaberg residents are 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. Around one in six (17%) agree that tourism has a positive impact on their personal quality of life. These perceptions of tourism's impact are stable 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)'.

Bundaberg residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (95%), economic benefits (88%), an increased regional profile (89%), increased local pride (69%), and new infrastructure (66%). These positive benefits are seen to impact the community more than the individual.

At the same time as recognising the benefits of tourism, residents agree that tourism can have negative impacts on the environment (28%) and potentially lack of access for locals (14%). Since 2017, agreement with statements about potential negative impacts has risen in five areas.

Positive impacts of tourism

	% agree	BUNDY		QLD
		2017	2019	2019
Greater cultural diversity	95%	95%	95%	91%
Important economic benefits	90%	90%	88%	89%
Festivals and events attract tourists and raise awareness	91%	91%	93%	89%
Increased regional profile	89%	89%	89%	83%
Increased local pride	73%	73%	69%	73%
New infrastructure	63%	63%	66%	69%
Benefits shared evenly	51%	51%	55%	51%

"Local community resources are better. The parks, beaches and foreshore are well maintained. There are more shops and restaurants opening due to increased demand. The airport now has more flights to Brisbane."

Bundaberg resident, 2019

"Tourist attractions and extra businesses also provide opportunities for locals to have something to do within the community."

Bundaberg resident, 2019

Impact on...	BUNDY 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	16%	44%	17%	35%
Important economic benefits	17%	56%	17%	45%
Festivals and events attract tourists and raise awareness	24%	57%	18%	44%
Increased regional profile	15%	51%	17%	41%
Increased local pride	28%	58%	21%	41%
New infrastructure	39%	66%	31%	53%
Benefits shared evenly	22%	56%	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	BUNDY		QLD
	2017	2019	2019
Increased prices	44%	46%	50%
Increased property values	26%	34%	42%
Rise in delinquent behaviour	27%	33%	36%
More disruption	24%	26%	36%
Negative impact on the environment	23%	28%	34%
Negative impact on local character	36%	30%	33%
Misdirected public spending	20%	19%	28%
Lack of access for locals	14%	14%	22%

"It puts the prices up in shops and petrol. People on a pension cannot afford this. Tourism here in our town is mainly Victorians coming up here for the warmer season. It is a elderly area."
Bundaberg resident, 2019

"...Noise, and crowding but only during the summer months so it is acceptable."
Bundaberg resident, 2019

Impact on...	BUNDY 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	8%	5%	10%	10%
Increased property values	17%	10%	13%	13%
Rise in delinquent behaviour	4%	15%	8%	16%
More disruption	8%	12%	13%	16%
Negative impact on the environment	10%	24%	11%	19%
Negative impact on local character	3%	6%	6%	7%
Misdirected public spending	9%	14%	6%	12%
Lack of access for locals	19%	19%	11%	14%

In summary

Bundaberg 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.

Bundaberg's 106,000 residents like living where they do. They describe their local area using words that evoke images of a peaceful, beachside community. residents also have their famous rum distillery and turtles at the top of their mind.

Through the study, we see that broad sentiment towards tourism is more positive than the Queensland average. Over half of the residents would like their local area to attract more tourists and almost two thirds (63%) of residents 'really like' tourists, an increase since 2017. There is little negative sentiment towards tourism.

Bundaberg residents are more likely than the average Queenslander to recognise the benefits of tourism to the community. Agreement with the positive benefits of tourism has increased compared to 2017.

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

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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