

Social Indicators 2017

Capricorn



145,000 residents¹

2.1m overnight visitors in SGBR²
(2.0m domestic / 148,000 international)

\$976m total tourism contribution to gross regional product (3.8% 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 2017 study, we surveyed 3,346 Queensland residents with fieldwork conducted between 8 June 2017 and 12 July 2017. In the Capricorn 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 Capricorn, Bundaberg and Gladstone 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 Capricorn region (CAP) is home to 145,000 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 showed a warm, positive attitude. Many also identified it as the 'Beef Capital'. Commonly used words were: quiet, friendly, peaceful, community, great, and beef.



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 Capricorn residents 'enjoy living here' and over a quarter (26 per cent) '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.

	CAP		QLD
	2013	2017	2017
Really like it, can't think of anywhere else I would rather live	29%	26%	37%
Enjoy living here but can think of other places I would enjoy equally	55%	58%	52%
I only live here because circumstances demand it	16%	17%	11%

i.e. 26% 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 (64 per cent) 'really like' tourists and almost three quarters (72 per cent) 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 (64 per cent) are happy with continued growth in tourism. A further one in five (19 per cent) would like growth but in a different direction. These residents suggested a variety of possible directions, see examples below:

"History of the region, its connection to the gold rush and grazing and contribution to the colony; its importance as a railway hub for the region and as a river port; our Aboriginal culture; diversity of nature in the region."

Capricorn Resident, 2017

"Better use of Great Keppel Island..."

Capricorn Resident, 2017

"More creative thinking needed to improve the area as a tourist destination currently tourists only pass through."

Capricorn Resident, 2017

"I would like to see tourism grow in the direction of multiculturalism. Having more restaurants, themes, museums, musical events"

Capricorn Resident, 2017

"I think the focus should be more on developing the airport and other major road access to the area to allow for better and more reliable transport options for more tourists visiting..."

Capricorn Resident, 2017

	CAP		QLD
	2013	2017	2017

Feelings towards tourists

I really like tourists	62%	64%	46%
I tolerate tourists as they're good for the community	32%	29%	40%
I adjust my lifestyle to avoid tourism inconveniences	3%	6%	11%
I stay away from places tourists go	3%	1%	3%

Number of tourists local area should attract

More	61%	72%↑	36%
About the same number	36%	27%	57%
Fewer	3%	1%	7%

Preferred tourism development growth

Happy with continued growth	64%	64%	58%
Happy but no more growth	16%	15%	29%
Want less tourism	3%	2%	6%
More growth, different direction	17%	19%	7%

Level of contact with tourists

Never come into contact with them	15%	8%↓	21%
See them around but don't usually talk to them	51%	67%↑	54%
Often interact with them as part of my job	16%	11%	10%
Often meet them around town and talk to them	14%	12%	13%
Have made friends with them, but not kept in contact	8%	7%	6%
Have made friends with them, and have kept in contact	5%	1%↓	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

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	CAP 2017	QLD 2017
...the community as a whole ¹	56%	63%	43%
...their personal quality of life ¹	17%	12%	18%

Capricorn residents are significantly more likely than the average Queenslanders to agree that tourism has a positive impact on the community. Sixty-three per cent of residents agree that tourism has a positive impact on the community, compared with 43 per cent in Queensland. Twelve per cent agree that tourism has a positive impact on their personal quality of life. Perceptions of tourism's impact are stable compared to 2013.

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)'.

Capricorn residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (93 per cent), economic benefits (97 per cent), an increased regional profile (89 per cent), increased local pride (83 per cent), and new infrastructure (72 per cent). These positive benefits are seen to impact the community more than the individual.

Since 2013, agreement with four potential negative impacts of tourism declined. Following the decline, 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
	2013	2017	2017
Greater cultural diversity	94%	93%	89%
Important economic benefits	90%	97%↑	89%
Festivals and events attract tourists and raise awareness	90%	93%	88%
Increased regional profile	88%	89%	83%
Increased local pride	70%	83%↑	69%
New infrastructure	59%	72%↑	69%
Benefits shared evenly	40%	49%	48%

"Creates employment and brings new business to the region; modernizes the area."
Capricorn Resident, 2017

"Enhances our style of life by showcasing our local environment."
Capricorn Resident, 2017

Impact on...	CAP 2017		QLD 2017	
	personal quality of life ¹	community as a whole ¹	personal quality of life ¹	community as a whole ¹
Greater cultural diversity	10%	41%	17%	33%
Important economic benefits	12%	54%	16%	43%
Festivals and events attract tourists and raise awareness	15%	53%	19%	44%
Increased regional profile	11%	45%	17%	41%
Increased local pride	16%	46%	21%	40%
New infrastructure	24%	52%	32%	49%
Benefits shared evenly	14%	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	CAP		QLD
	2013	2017	2017
Increased prices	44%	27%↓	50%
Increased property values	39%	18%↓	38%
Rise in delinquent behaviour	21%	21%	35%
More disruption	20%	15%	35%
Negative impact on the environment	21%	20%	29%
Negative impact on local character	24%	16%↓	29%
Misdirected public spending	24%	14%↓	25%
Lack of access for locals	10%	8%	18%

"Not really maybe a bit more traffic on the roads."

Capricorn Resident, 2017

"...price increases at supermarkets when it's peak tourism season or school holidays."

Capricorn Resident, 2017

Impact on...	CAP 2017		QLD 2017	
	personal quality of life ¹	community as a whole ¹	personal quality of life ¹	community as a whole ¹
Increased prices	9%	6%	9%	11%
Increased property values	6%	6%	13%	15%
Rise in delinquent behaviour	*	16%	8%	18%
More disruption	2%	9%	11%	14%
Negative impact on the environment	*	20%	8%	20%
Negative impact on local character	*	*	5%	6%
Misdirected public spending	11%	9%	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 Capricorn 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 Capricorn's 145,000 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 even more (72 per cent) 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 2013, agreement with the positive benefits of tourism has risen in three areas, while agreement with potential negative benefits fell in four 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 2017 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