

Social Indicators 2021 Fraser Coast



K'gari (Fraser Island), Fraser Coast

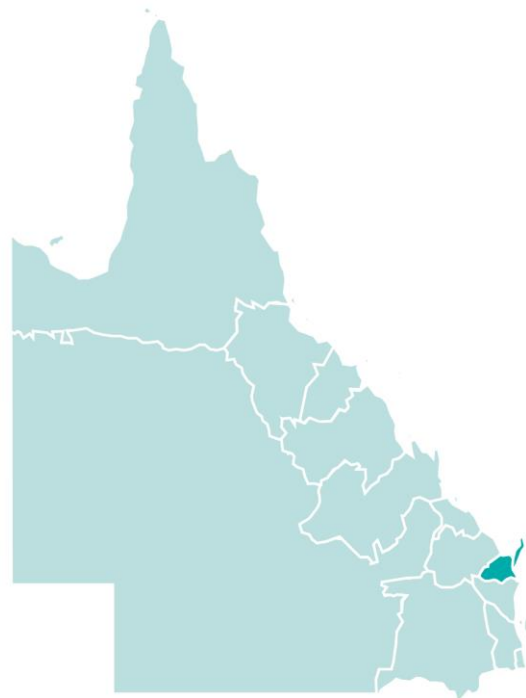
About this study:

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.

Our study monitors local community views on tourism. Queensland residents are surveyed with a focus on understanding their sentiment towards tourism and their local area.

For our 2021 study, we surveyed 3,305 Queensland residents with fieldwork conducted between 10 June 2021 and 7 July 2021. In the Fraser Coast tourism region, 200 residents were surveyed.

This is our fifth Social Indicators study, with previous studies run in 2010, 2013, 2017 and 2019. We have compared results for 2021 to the results from 2019.



The tourism industry provides residents of the Fraser Coast region (FC) with 10.5% of their gross regional product (GRP).

In the year ending June 2021, the region's 108,000 residents welcomed 725,000 domestic overnight visitors.

In the study, the first words that come to residents' minds when thinking about the Fraser Coast showed that residents think their area is beautiful and quiet. Residents also recognised the region's beaches and iconic whales.

Notes:

1. Australian Bureau of Statistics, Regional Population, Australia, 2019-20
2. Tourism Research Australia, National Visitor Surveys for the year ending June 2021
3. Tourism Research Australia, Regional Tourism Satellite Accounts 2019-21

108,000
residents¹

\$381m
total tourism contribution
to gross regional product
(10.5% of FC's GRP)³

725,000
domestic overnight
visitors²

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 almost half (45%) of Fraser Coast residents 'really like' living in the area and 'can't think of anywhere else they would rather live'.

	FC		QLD
	2019	2021	2021
Really like it, can't think of anywhere else I would rather live	50%	45%	38%
Enjoy living here but can think of other places I would enjoy equally	45%	46%	52%
I only live here because circumstances demand it	5%	9%	10%

i.e. 45% of Fraser Coast 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.

Almost half of residents from the Fraser Coast (48%), while 38% tolerate tourists because they are good for the community. Almost two thirds (64%) of residents are happy with continued tourism development growth.

"Find only positive impacts in regard to tourism and feel the region is much better off now than it was when I lived here 3 years ago."

Fraser Coast resident, 2021

Fraser Coast residents continue to have a positive opinion on tourism due to a relatively high level of interaction with tourists in their area. One in 10 (10%) residents often interact with tourists, a quarter (23%) often meet with them around town and talk to them and 11% have made friends with tourists but have not kept in contact.

"It gives me a feeling that I am always on holiday which is a very positive feeling to have."

Fraser Coast resident, 2021

"It's just nice to see people having a good time and are happy with life."

Fraser Coast resident, 2021

	FC	QLD
	2019	2021

Feelings towards tourists

I really like tourists	55%	48%	42%
I tolerate tourists as they're good for the community	32%	38%	42%
I adjust my lifestyle to avoid tourism inconveniences	11%	10%	12%
I stay away from places tourists go	3%	3%	4%

Number of tourists local area should attract

More	53%↓	46%	31%
About the same number	41%↑	51%↑	60%
Fewer	6%↑	4%	9%

Preferred tourism development growth

Happy with continued growth	66%	64%	55%
Happy but no more growth	23%	25%	31%
Want less tourism	5%	6%	6%
More growth, different direction	6%	5%	9%

Level of contact with tourists

Never come into contact with them	8%	11%	26%
See them around but don't usually talk to them	48%	48%	49%
Often interact with them as part of my job	16%	10%	8%
Often meet them around town and talk to them	21%	23%	13%
Have made friends with them, but not kept in contact	8%	11%	5%
Have made friends with them, and have kept in contact	4%	3%	2%

↑ 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.)

	FC	QLD
2019	2021	2021

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...

...the community as a whole ¹	73%	74%	41%
...their personal quality of life ¹	21%	18%	14%

Fraser Coast residents are more likely than the average Queenslanders to feel that tourism has a positive impact. Almost three quarters (74%) of residents agree that tourism has a positive impact on the community compared with 41% in Queensland. Just under one in five (18%) agree that tourism has a positive impact on their personal quality of life, compared with 14% in Queensland. This high awareness of tourism's positive impacts may be linked to positive encounters with tourists in the region as well as the industry's 10.5% contribution to the local economy.

i.e. 14% 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)'.

Positive impacts of tourism

Fraser Coast residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (92%), economic benefits (96%), an increased regional profile (88%), increased local pride (77%), and new infrastructure (71%). These positive benefits are seen to impact the community more than the individual, and residents are more likely than the average Queenslanders to recognize their impact on the community.

	% agree	FC		QLD
		2019	2021	2021
Greater cultural diversity	95%	92%	89%	
Important economic benefits	92%	96%	89%	
Festivals and events attract tourists and raise awareness	94%	89%	88%	
Increased regional profile	90%	88%	83%	
Increased local pride	76%	77%	71%	
New infrastructure	77%	71%	67%	
Benefits shared evenly	56%	55%	44%	

"Helps our area grow and brings businesses to the area, so there is more to do."

Fraser Coast resident, 2021

"More players at the golf club and meeting golfers from other parts of Australia you would not normally have the opportunity of doing."

Fraser Coast resident, 2021

Impact on...	FC 2021		QLD 2021	
	personal quality of life ¹	community as a whole ¹	personal quality of life ¹	community as a whole ¹
Greater cultural diversity	16%	42%	15%	34%
Important economic benefits	15%	57%	12%	43%
Festivals and events attract tourists and raise awareness	17%	55% ↓	15%	39%
Increased regional profile	17% ↓	54% ↓	14%	38%
Increased local pride	16% ↓	56% ↓	16%	39%
New infrastructure	35%	65% ↓	28%	47%
Benefits shared evenly	16% ↓	49%	16%	39%



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

Since 2019 there has been an increase in the share of residents that agree that tourism leads to negative effects such as increased prices (62%), increased property value (58%), disruptions (47%) and lack of access for locals (29%) so that residents of the Fraser Coast are now more concerned about these effects than the average Queenslanders.

% agree	FC		QLD
	2019	2021	2021
Increased prices	46%	62%↑	60%
Increased property values	31%	58%↑	53%
Rise in delinquent behaviour	35%	38%	42%
More disruption	34%	47%↑	43%
Negative impact on the environment	31%↑	32%	36%
Negative impact on local character	40%	39%	30%
Misdirected public spending	26%	26%	28%
Lack of access for locals	20%	29%↑	26%

"Housing in our area has become unaffordable. Many friends are struggling to secure accommodation for their families."

Fraser Coast resident, 2021

"...the more tourists our community can bring in, the more expensive everything in our area becomes and that makes it difficult to afford things."

Fraser Coast resident, 2019

Impact on...	FC 2021		QLD 2021	
	personal quality of life ¹	community as a whole ¹	personal quality of life ¹	community as a whole ¹
Increased prices	13%↑	20%	10%	13%
Increased property values	12%	25%	10%	18%
Rise in delinquent behaviour	6%↓	21%↓	8%	15%
More disruption	9%	8%↓	12%	15%
Negative impact on the environment	9%	17%↓	9%	17%
Negative impact on local character	4%	3%↓	8%	7%
Misdirected public spending	3%↓	3%↓	6%	14%
Lack of access for locals	8%	9%↓	12%	17%

In summary

Fraser Coast residents really like living in their area. They describe their region as beautiful and quiet, with appreciation for their great beaches and iconic whales.

In terms of tourism, the region welcomed 725,000 overnight visitors in the year ending June 2021. The industry contributes 10.5% of the region's gross regional product.

Through the study, we see a very positive attitude toward tourism in the Fraser Coast region. Residents are more likely than the Queensland average to really like where they live and would like to see 'more' tourists. The region's residents reported having positive encounters with tourists and happy with continued growth in development.

Fraser Coast residents are more likely than the average Queenslanders to recognise the benefits of tourism to the community but have become increasingly worried about the negative aspects of tourism as well.

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 2021 Queensland report on our website: teq.queensland.com/research-and-insights/domestic-research/queensland-research

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Notes:

- 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