

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 (41 per cent) of TNQ residents 'really like' living in the area and 'can't think of anywhere else they would rather live'.

	TNQ		QLD
	2013	2017	2017
Really like it, can't think of anywhere else I would rather live	54%	41%↓	37%
Enjoy living here but can think of other places I would enjoy equally	35%	50%↑	52%
I only live here because circumstances demand it	11%	9%	11%

i.e. 41% of Tropical North Queensland 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. Three in five residents 'really like' tourists. We also saw that over half (56 per cent) would like more tourists in the local area. While these proportions have decreased since 2013, both remain higher than the Queensland average.

*"Makes me happy to witness other cultures and happy people enjoying themselves here."
TNQ Resident, 2017*

Residents have a relatively high level of interaction with tourists in their area; twice as many are making friends than the average Queenslanders. These positive interactions may be leading residents to want continued tourism growth in their local area, with 69 per cent holding this view.

*"I love meeting with the tourists... They are friendly and eager to learn about the local area."
TNQ Resident, 2017*

	TNQ	QLD
	2017	2017

Feelings towards tourists

	2013	TNQ 2017	QLD 2017
I really like tourists	68%	60%↓	46%
I tolerate tourists as they're good for the community	26%	33%	40%
I adjust my lifestyle to avoid tourism inconveniences	5%	5%	11%
I stay away from places tourists go	1%	3%	3%

Number of tourists local area should attract

	2013	TNQ 2017	QLD 2017
More	68%	56%↓	36%
About the same number	29%	39%↑	57%
Fewer	3%	5%	7%

Preferred tourism development growth

	2013	TNQ 2017	QLD 2017
Happy with continued growth	72%	69%	58%
Happy but no more growth	12%	20%↑	29%
Want less tourism	2%	3%	6%
More growth, different direction	15%	8%↓	7%

Level of contact with tourists

	2013	TNQ 2017	QLD 2017
Never come into contact with them	4%	6%	21%
See them around but don't usually talk to them	45%	54%↑	54%
Often interact with them as part of my job	23%	17%	10%
Often meet them around town and talk to them	24%	17%↓	13%
Have made friends with them, but not kept in contact	8%	12%	6%
Have made friends with them, and have kept in contact	13%	6%↓	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	TNQ 2017	QLD 2017
...the community as a whole ¹	82%	80%	43%
...their personal quality of life ¹	39%	37%	18%

TNQ residents are the most likely in Queensland to feel that tourism has a positive impact. Eighty per cent of residents agree that tourism has a positive impact on the community compared with 43 per cent in Queensland. Over a third (37 per cent) agree that tourism has a positive impact on their personal quality of life, compared with 18 per cent in Queensland. Frequent contact with tourists in the region as well as the industry's 17 per cent contribution to the local economy may raise awareness of tourism's positive impacts.

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)'.

TNQ residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (95 per cent), economic benefits (93 per cent), an increased regional profile (89 per cent), increased local pride (76 per cent), and new infrastructure (75 per cent). These positive benefits are seen to impact the community more than the individual.

While residents recognise the benefits of tourism, they also agree that tourism can lead to increased prices (53 per cent), a rise in delinquent behavior (40 per cent) and a negative impact on the local character (41 per cent). Resident's agreement with the potential negative impacts is similar to, or lower than, the rest of Queensland for all but one statement.

Positive impacts of tourism

	% agree	TNQ		QLD
		2013	2017	2017
Greater cultural diversity	96%	95%	89%	
Important economic benefits	95%	93%	89%	
Festivals and events attract tourists and raise awareness	90%	90%	88%	
Increased regional profile	92%	89%	83%	
Increased local pride	82%	76%	69%	
New infrastructure	75%	75%	69%	
Benefits shared evenly	43%	44%	48%	

"Money is spent on tourists; on facilities which can be used by tourists and locals alike. I think that's a good thing."

TNQ Resident, 2017

"Provides employment to the local community - flow on effect to other local businesses."

TNQ Resident, 2017

Impact on...	TNQ 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	26%	52%	17%	33%
Important economic benefits	26%	68%	16%	43%
Festivals and events attract tourists and raise awareness	30%	65%	19%	44%
Increased regional profile	28%	59%	17%	41%
Increased local pride	33%	63%	21%	40%
New infrastructure	44%	77%	32%	49%
Benefits shared evenly	30%	64%	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	TNQ		QLD
	2013	2017	2017
Increased prices	60%	53%	50%
Increased property values	45%	35%↓	38%
Rise in delinquent behaviour	32%	40%↑	35%
More disruption	23%	24%	35%
Negative impact on the environment	24%	30%	29%
Negative impact on local character	38%	41%	29%
Misdirected public spending	29%	21%↓	25%
Lack of access for locals	10%	12%	18%

"The tourists add to the crowd numbers and make things busier than they would be normally."

TNQ Resident, 2017

"It impacts on...the cultural identity of this area."

TNQ Resident, 2017

Impact on...	TNQ 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	12%	10%	9%	11%
Increased property values	9%	17%	13%	15%
Rise in delinquent behaviour	5%	22%	8%	18%
More disruption	4%	13%	11%	14%
Negative impact on the environment	6%	26%	8%	20%
Negative impact on local character	4%	5%	5%	6%
Misdirected public spending	8%	14%	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 majority of TNQ residents enjoy living where they do, and they describe their area as a beautiful tropical paradise with a friendly, peaceful vibe.

Tourism contributes 17 per cent of the region's gross regional product. The region's 277,000 residents welcomed 2.7 million overnight visitors in the year ending June 2017.

Through the study, we see a positive attitude towards tourists. Residents are more likely than the average Queenslanders to 'really like' tourists and to want more tourism. They are also twice as likely to make friends with tourists.

Residents are more likely than average to recognise the benefits of tourism and acknowledge the impact on the community. Since 2013, the level of agreement with the positive and negative impacts is relatively stable.

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

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