

Social Indicators 2021 Capricorn



Carnarvon Gorge, Capricorn

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,

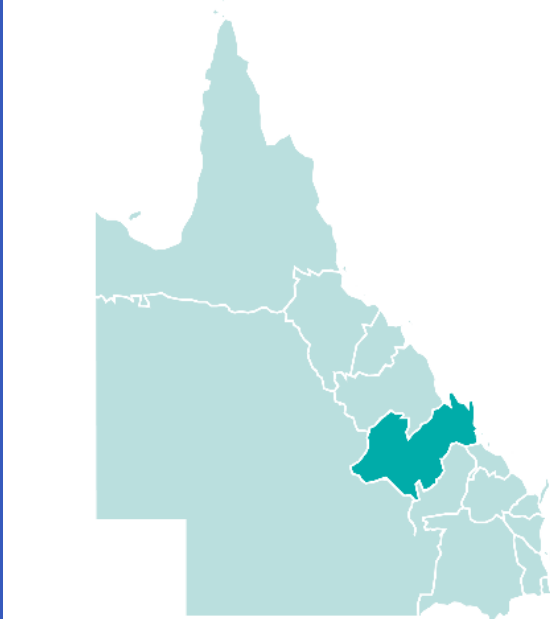
For our 2021 study, we surveyed 3,305 Queensland residents with fieldwork conducted between 10 June 2021 and 7 July 2021. In the Capricorn tourism region, 200 residents were surveyed.

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 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 2021, and the tourism industry contributes 4.0% of its gross regional product (GRP).

Within the SGBR region, the Capricorn region (CAP) is home to 150,000 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 town, beautiful and beaches.



150,000
residents¹

\$1.0bn
total tourism
contribution to gross
regional product
(4.0% of SGBR's GRP)³

2.1m
domestic
overnight visitors
in SGBR²

Notes:

1. Australian Bureau of Statistics, Regional Population, Australia, 2019-20
2. Tourism Research Australia, National Visitor Surveys for the year ending June 2021, SGBR region = Capricorn, Gladstone and Bundaberg regions
3. Tourism Research Australia, Regional Tourism Satellite Accounts 2019-20, 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 (57%) of Capricorn residents 'enjoy living here' and a third (28%) '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
	2019	2021	2021
Really like it, can't think of anywhere else I would rather live	29%	28%	38%
Enjoy living here but can think of other places I would enjoy equally	52%	57%	52%
I only live here because circumstances demand it	19%	15%	10%

i.e. 28% 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. Over half (56%) 'really like' tourists and a similar proportion (56%) think their local area should attract more tourists. These proportions are both higher than the Queensland average.

"The minor inconvenience of tourism is far outweighed by the positive impacts to the community's economy"
Capricorn resident, 2021

"Love seeing people in my region."

Capricorn resident, 2021

We also saw seven in ten (71%) are happy with continued growth in tourism. A further 12% want more growth but in a different direction.

"We too can enjoy what is on offer being "local tourists" in our own area with our family"

Capricorn resident, 2021

"I would like to see more focus on tourism growth in the area, centred around the natural sights we have access to locally."

Capricorn resident, 2021

"I communicate with many tourists in this area, both socially, through sporting and business."

Capricorn resident, 2021

	CAP		QLD
	2019	2021	2021

Feelings towards tourists

I really like tourists	62%	56%	42%
I tolerate tourists as they're good for the community	31%	36%	42%
I adjust my lifestyle to avoid tourism inconveniences	6%	7%	12%
I stay away from places tourists go	1%	1%	4%

Number of tourists local area should attract

More	61%↓	56%	31%
About the same number	36%↑	39%	60%
Fewer	3%	5%	9%

Preferred tourism development growth

Happy with continued growth	65%	71%	55%
Happy but no more growth	22%	15%	31%
Want less tourism	2%	2%	6%
More growth, different direction	12%	12%	9%

Level of contact with tourists

Never come into contact with them	12%	13%	26%
See them around but don't usually talk to them	59%	47%↓	49%
Often interact with them as part of my job	14%	9%	8%
Often meet them around town and talk to them	17%	23%	13%
Have made friends with them, but not kept in contact	3%	11%↑	5%
Have made friends with them, and have kept in contact	3%	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.

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...

	2019	CAP 2021	QLD 2021
...the community as a whole ¹	62%	63%	41%
...their personal quality of life ¹	20%↑	15%	14%

Capricorn residents are significantly more likely than the average Queenslanders to agree that tourism has a positive impact on the community. Almost two thirds (63%) of residents agree that tourism has a positive impact on the community, compared with 41% in Queensland.

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

Capricorn residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (94%), economic benefits (94%) and that festivals and events attract tourists and raise awareness of the area (91%). These positive benefits are seen to impact the community more than the individual. There was some significant decline in agreement that tourism raises regional profile and increased local pride

% agree	CAP		QLD
	2019	2021	2021
Greater cultural diversity	92%	94%	89%
Important economic benefits	89%↓	94%	89%
Festivals and events attract tourists and raise awareness	91%	91%	88%
Increased regional profile	84%	60%↓	83%
Increased local pride	77%	67%↓	71%
New infrastructure	63%	61%	67%
Benefits shared evenly	54%	49%	44%

"Makes me feel proud of our town, the tourists bring money to the economy which keeps the shops open."

Capricorn resident, 2021

"It brings jobs to the local community and boosts our economy, good for the town I live in"

Capricorn resident, 2021

Impact on...	CAP 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	13%	41%	15%	34%
Important economic benefits	18%	51%	12%	43%
Festivals and events attract tourists and raise awareness	22%	62%	15%	39%
Increased regional profile	13%	45%	14%	38%
Increased local pride	24%	54%	16%	39%
New infrastructure	29%	62%	28%	47%
Benefits shared evenly	17%	58%	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 a significant agreement that tourism leads to increased prices and more disruptions. However, the level of agreement with seven of the eight negative statements is significantly lower than in the rest of Queensland.

% agree	CAP		QLD
	2019	2021	2021
Increased prices	30%	48%↑	60%
Increased property values	28%↑	35%	53%
Rise in delinquent behaviour	19%	25%	42%
More disruption	20%	30%↑	43%
Negative impact on the environment	22%	26%	36%
Negative impact on local character	21%	21%	30%
Misdirected public spending	21%	22%	28%
Lack of access for locals	15%↑	17%	26%

"I'm all for it, but a lot of people have come to my location in the past year and caused the rental market to be dire"

Capricorn resident, 2021

"Shopping locally is hard when events are on. Going out to dinner is hard during events as they take seating and I can't get a table."

Capricorn resident, 2021

Impact on...	CAP 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	12%	9%	10%	13%
Increased property values	17%	17%	10%	18%
Rise in delinquent behaviour	14%	17%	8%	15%
More disruption	8% ↓	12% ↓	12%	15%
Negative impact on the environment	14% ↑	14%	9%	17%
Negative impact on local character	19% ↑	8%	8%	7%
Misdirected public spending	8% ↓	20%	6%	14%
Lack of access for locals	9%	21%	12%	17%

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 2021 and the tourism industry contributes 4.0% of its gross regional product.

The majority of Capricorn's 150,000 residents enjoy living where they do. This is partly due to it 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. Over half of residents 'really like' tourists and 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 2019, agreement with two of each of the positive benefits and negative effects of tourism has significantly increased. However, residents are still less likely than the average Queenslanders to agree with most of the negative statements about tourism.

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

