

Social Indicators 2021 Bundaberg



Sharon, Bundaberg

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 Bundaberg 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 Bundaberg, Capricorn 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 Bundaberg region (BUNDY) is home to 107,000 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 beautiful, friendly, beachside community. Residents also recognised the region's famous turtles and rum distillery.



107,000
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 almost half (48%) of Bundaberg residents 'really like' living in the area and 'can't think of anywhere else they would rather live', which is up from 38% in 2019.

	BUNDY		QLD
	2019	2021	2021
Really like it, can't think of anywhere else I would rather live	38%	48%↑	38%
Enjoy living here but can think of other places I would enjoy equally	50%	43%	52%
I only live here because circumstances demand it	12%	9%	10%

i.e. 48% 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 increased to two thirds (67%, up from 63%) and is significantly higher than the Queensland average. On top of this, Bundaberg residents are more likely to interact with tourists than the average Queenslanders.

"I welcome tourists and chat with them and also help them with information and advice, I find most are friendly but some are nervous about asking for information and advice as they feel like they are intruding."

Bundaberg resident, 2021

Over half (57%) would like more tourists in their local area compared to less than a third (31%) at the state level. We also saw that 79% are happy to see continued growth in tourism development.

"...tourism in our area brings lots of work and money, the farms and local shops we rely on visitors. Our Multi cultural festival is huge every year and because of COVID-19 did not happen last year and that had a huge effect on our town."

Bundaberg resident, 2021

	BUNDY		QLD
	2019	2021	2021

Feelings towards tourists

I really like tourists	63%	67%↑	42%
I tolerate tourists as they're good for the community	25%	27%	42%
I adjust my lifestyle to avoid tourism inconveniences	7%	4%	12%
I stay away from places tourists go	4%	2%	4%

Number of tourists local area should attract

More	52%↓	57%	31%
About the same number	44%↑	38%	60%
Fewer	3%	5%	9%

Preferred tourism development growth

Happy with continued growth	70%	79%↑	55%
Happy but no more growth	20%	11%↓	31%
Want less tourism	3%	2%	6%
More growth, different direction	7%	8%	9%

Level of contact with tourists

Never come into contact with them	16%	11%	26%
See them around but don't usually talk to them	49%	46%	49%
Often interact with them as part of my job	11%	9%	8%
Often meet them around town and talk to them	17%	21%	13%
Have made friends with them, but not kept in contact	7%	10%	5%
Have made friends with them, and have kept in contact	7%	8%	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	BUNDY 2021	QLD 2021
...the community as a whole ¹	71%	70%	41%
...their personal quality of life ¹	17%	23%	14%

Bundaberg residents are significantly more likely than the average Queenslanders to agree that tourism has a positive impact on the community and their personal quality of life. Seven in 10 (70%) residents agree that tourism has a positive impact on the community, compared with 41% in Queensland. Almost a quarter (23%) agree that tourism has a positive impact on their personal quality of life which is significantly more than the one in seven (14%) Queenslanders.

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

Bundaberg residents overwhelmingly agree that, because of tourism, there is: greater cultural diversity (94%), economic benefits (94%), an increased regional profile (92%), increased local pride (80%), and new infrastructure (70%). These positive benefits are seen to impact the community more than the individual.

% agree	BUNDY		QLD
	2019	2021	2021
Greater cultural diversity	95%	94%	89%
Important economic benefits	88%	94%↑	89%
Festivals and events attract tourists and raise awareness	93%	92%	88%
Increased regional profile	89%	92%	83%
Increased local pride	69%	80%↑	71%
New infrastructure	66%	70%	67%
Benefits shared evenly	55%	60%	44%

"The more tourists, the more sales we get. The wages we get to spend and put back into the community."

Bundaberg resident, 2021

"I think tourism is a great thing for any town/ city. It brings great things".

Bundaberg resident, 2021

Impact on...	BUNDY 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	20%	49%	15%	34%
Important economic benefits	19%	60%	12%	43%
Festivals and events attract tourists and raise awareness	28%	61%	15%	39%
Increased regional profile	20%	55%	14%	38%
Increased local pride	24%	55%	16%	39%
New infrastructure	40%	66%	28%	47%
Benefits shared evenly	28%	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

At the same time as recognizing the benefits of tourism, Bundaberg residents were less likely to agree on negative statements about tourism than the Queensland average. There was no significant change to Bundaberg resident's agreement to these negative statements.

% agree	BUNDY		QLD
	2019	2021	2021
Increased prices	46%	50%	60%
Increased property values	34%	41%	53%
Rise in delinquent behaviour	33%	32%	42%
More disruption	26%	26%	43%
Negative impact on the environment	28%	20%	36%
Negative impact on local character	30%	33%	30%
Misdirected public spending	19%	26%	28%
Lack of access for locals	14%	15%	26%

"Transmission of COVID is my main concern with tourism in my regional area at the moment."
Bundaberg resident, 2021

"Here in Bargara it's affected with lack of infrastructure for the influx of tourists. We need more parking, and slower speed zones in the town's built up shop area."
Bundaberg resident, 2021

Impact on...	BUNDY 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	7%	6%	10%	13%
Increased property values	9% ↓	23% ↑	10%	18%
Rise in delinquent behaviour	6%	10%	8%	15%
More disruption	5%	6% ↓	12%	15%
Negative impact on the environment	5% ↓	21%	9%	17%
Negative impact on local character	2%	3%	8%	7%
Misdirected public spending	4% ↓	13%	6%	14%
Lack of access for locals	3% ↓	3% ↓	12%	17%

In summary

Bundaberg 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.

Bundaberg's 107,000 residents really like living where they do. They describe their local area using words that evoke images of a beautiful and quiet 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 it was in 2019 and continues to be more positive than the Queensland average. Over half of the residents would like their local area to attract more tourists, two thirds (67%) of residents 'really like' tourists, and nearly four in five (79%) are happy for continued tourism development.

Bundaberg residents are more likely than the average Queenslander to recognise the benefits of tourism to the community and for the most part are less likely to identify negative impacts of 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

