



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE

Hidden Costs of Bushfires: Tourism

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2019/2020 Bushfires and Tourism

The 2019/2020 Bushfires that took place in various parts of Australia greatly affected our Tourism Industry with an estimated loss of **\$4.5 billion** to the economy.

Tourism is just one of many industries that is impacted by bushfires, yet an important one that contributes over **10% of Australia's GDP**.



How tourists respond to Bushfires

How tourists feel about traveling to a destination that has been affected by a disaster is heavily influenced by the media.

- Misleading / non specific geographic references made to the event
- The media's agenda and framing of the event
- Use of metaphorical and exaggerated headlines





News headlines – distance effect

Queensland bushfires rage in Binna Burra,
Stanthorpe and Applethorpe as firefighters face
hot, windy conditions

ABC Brisbane

Wild bushfires still blazing in QLD and NSW
communities

News.com.au

Australia bushfires: Dozens of houses
destroyed or damaged

bbc.co.uk

Geographic References

2019- 2020 Bushfires – UK Media

Bushfires have torn through Australia,
devastating much of the country

 CURRENT FIRE
LOCATIONS

JAN
16





News headlines – sensationalism

Multiple communities under threat
as fires **rage** across Queensland

Courier Mail

Queensland's bushfire **devastation** captured in
pictures

ABC news

Bushfires could **burn for weeks** despite worst
conditions passing

Brisbane Times



Heartbreak
Wall
Hellfire hell
fires raged
Three ravaged
fire super
gets
Inferno days
Mega bad
Catastrophic
Nightmare 'D-Day
Arms

Celebrities spread news quickly



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devastating. 😞 #Australia



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Consequently...

- Tourists are confused
- Tourists cancel for the short and long term
- Destination image is jeopardised
- Tourists question the safety of a destination
- Destinations take longer to rebuild and recover
- Livelihoods are lost
- Non affected destinations are impacted

