



SoIN 2021 Resident Sentiment



November 29, 2021

Table of Contents

- Introduction and Methodology 3
- Key Findings 4
- Overall Sentiment About Tourism 7
- Tourism Development and Growth..... 13
- Tourism Promotion..... 24
- Economy 35
- Tourism Employment 46
- Quality of Life 50
- Environment..... 60
- Accommodation-Sharing Services 67
- Sporting Events..... 73
- Festivals..... 77
- Involvement/Engagement with Tourism 83
- Perceptions of State, Governments, and Industries 96
- What Residents Don't Know 103
- Demographic Profile 111

Introduction and Methodology

Longwoods International's Resident Sentiment Research looks at public perceptions from all sides, including the positives and negatives of economic development, environmental impacts, overtourism, quality of life, and other areas.

This research will provide destinations with a unique opportunity to create a well-informed engagement strategy with locals on the subject of tourism in their communities. By understanding where public opinion lies from both positive and negative perspectives, destinations can work more effectively with local partners to increase support for tourism development efforts.

A self-completion survey was completed by 409 adults (18 years and older) residing in Clark and Floyd counties, Indiana. Fieldwork was completed between October 14 – November 8, 2021.

The sample was distributed as follows:

Clark County	207
Floyd County	202

SoIN and their community partners distributed the survey link via social media and other distribution channels. A drawing for a \$100 Amazon gift card was offered as an incentive to participate in the survey. Respondents provided their email address to enter the drawing.

A separate national study was conducted in July 2021, which provides regional and national norms against which Southern Indiana results are compared.



Key Findings

Key Findings

- Around three-fourths of Southern Indiana respondents think tourism is good for both the state and their local area, and believe the positive benefits of tourism outweigh the negative ones. This is significantly higher than the Midwest and US results from the national survey.
- Similarly, around three-fourths also support tourism growth, believe tourism should be encouraged and would like more tourists in the area, and believe there should be more local major events to attract more tourists. Again, this is significantly higher than the Midwest and US-level benchmarks.
- Keeping locals informed is key to continued community support - seven in ten respondents believe Southern Indiana needs planned and controlled tourism development, yet only a third believe residents are consulted when major tourism development takes place in the area.
- The majority of Southern Indiana respondents like how local tourism advertising represents their home and reflects local diversity, and think the local government should help fund the promotion of tourism.
- There is a better understanding of tourism's economic benefits to the community as a whole than household-level impacts. Two-thirds of respondents agree that tourism encourages local investment, is important to the local economy, and attracts new businesses to the area. However, only a third assert that their household standard of living is higher because of the money tourists spend in the area.
- Half of Southern Indiana respondents believe there are jobs in the tourism industry with desirable pay and benefits, but half also assert that most jobs in the industry are low-paying and seasonal.
- Significantly more Southern Indiana respondents than those in the Midwest or US overall believe tourism supports the preservation of local culture and protects the community's authenticity, that locals have more recreational activities because of tourism, and quality of life in Indiana has improved because of increased tourism.

Key Findings, cont.

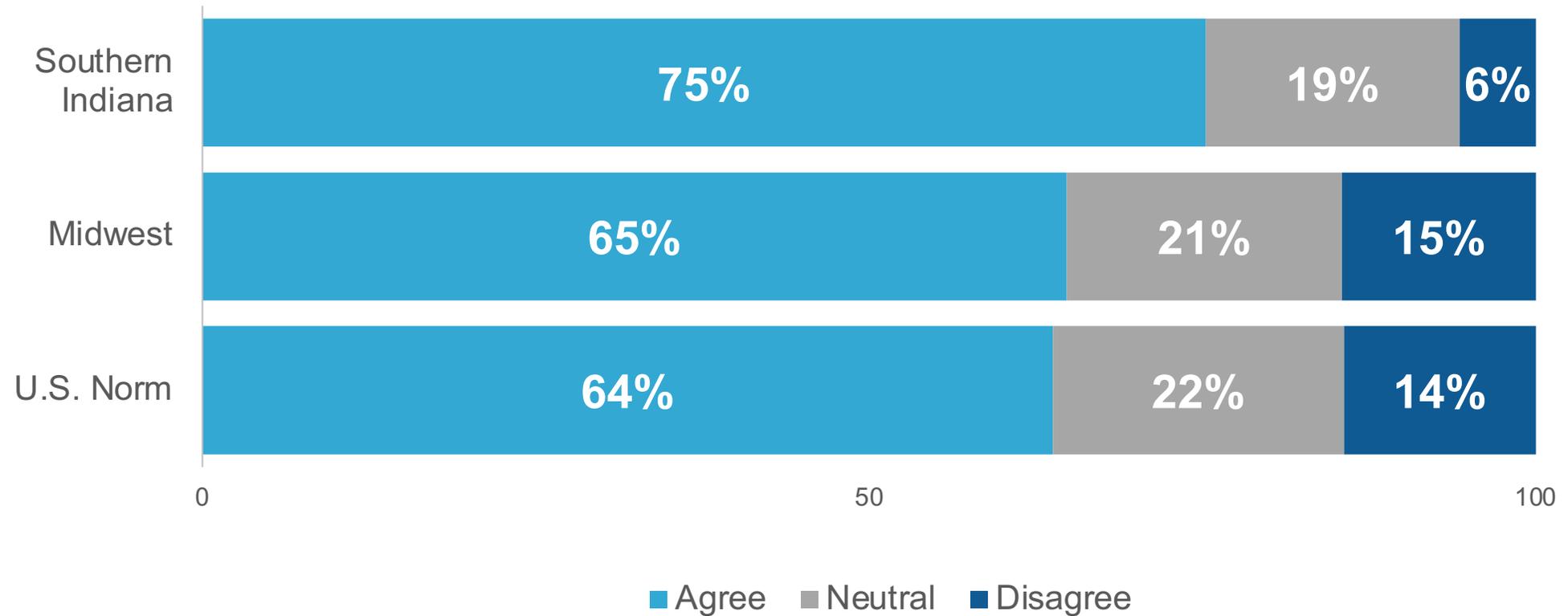
- Over half of respondents agree that tourism is a good alternative to more environmentally-damaging developments and that tourism can help the environment as local governments and people seek to protect sensitive and scenic areas.
- Accommodation-sharing services like Airbnb have the support of many in the community - two-thirds of Southern Indiana respondents feel these services provide visitors with the opportunity to experience local cultures and provide economic opportunities for residents. This is significantly higher than the Midwest and US norms. Meanwhile, just over half believe accommodation-sharing services should be regulated like hotels and other property-rental businesses, which is in-line with the Midwest and US-level results.
- There is strong support for festivals in Clark-Floyd counties - eight in ten respondents agree that festivals benefit the local economy and enhance the image of Clark and Floyd counties, while seven in ten think festivals help improve the local quality of life. This is despite the fact that half acknowledge these festivals increase the traffic congestion and parking problems.
- Southern Indiana is supportive of tourism - three-fourths of respondents welcome tourists to Clark and Floyd counties, while seven in ten recommend local tourist sites to visitors and look forward to showing off Clark and Floyd counties when friends and family visit. In fact, over half feel they are ambassadors for Clark and Floyd counties even among tourists they don't know.
- When traveling outside their community and telling people where they're from, four in ten respondents say Southern Indiana or the name of their city, while 14% cite Louisville.
- When asked what recreational amenities they support using public funds to develop, two-thirds cited a world class public park on the Ohio River or trails connecting neighborhoods to the Ohio River Greenway.



Overall Sentiment About Tourism

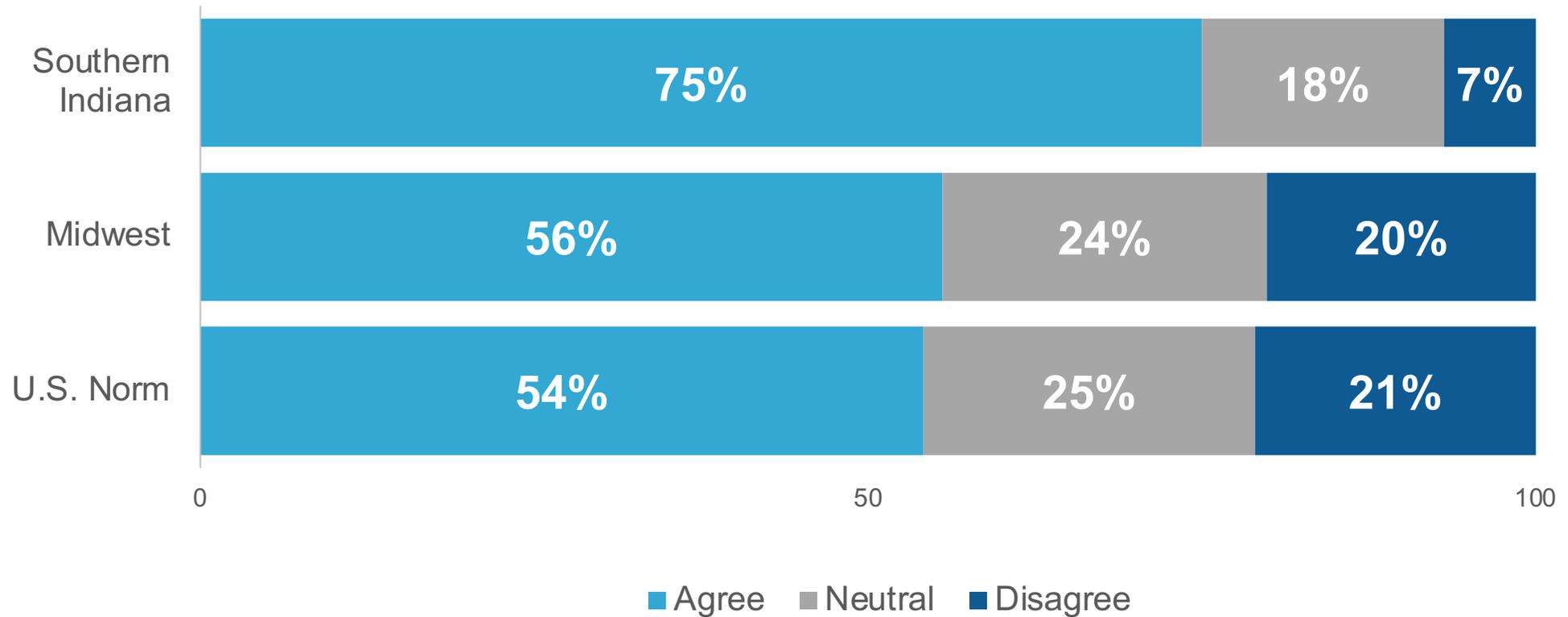
Overall Sentiment About Tourism

Overall, I think tourism is good for my state



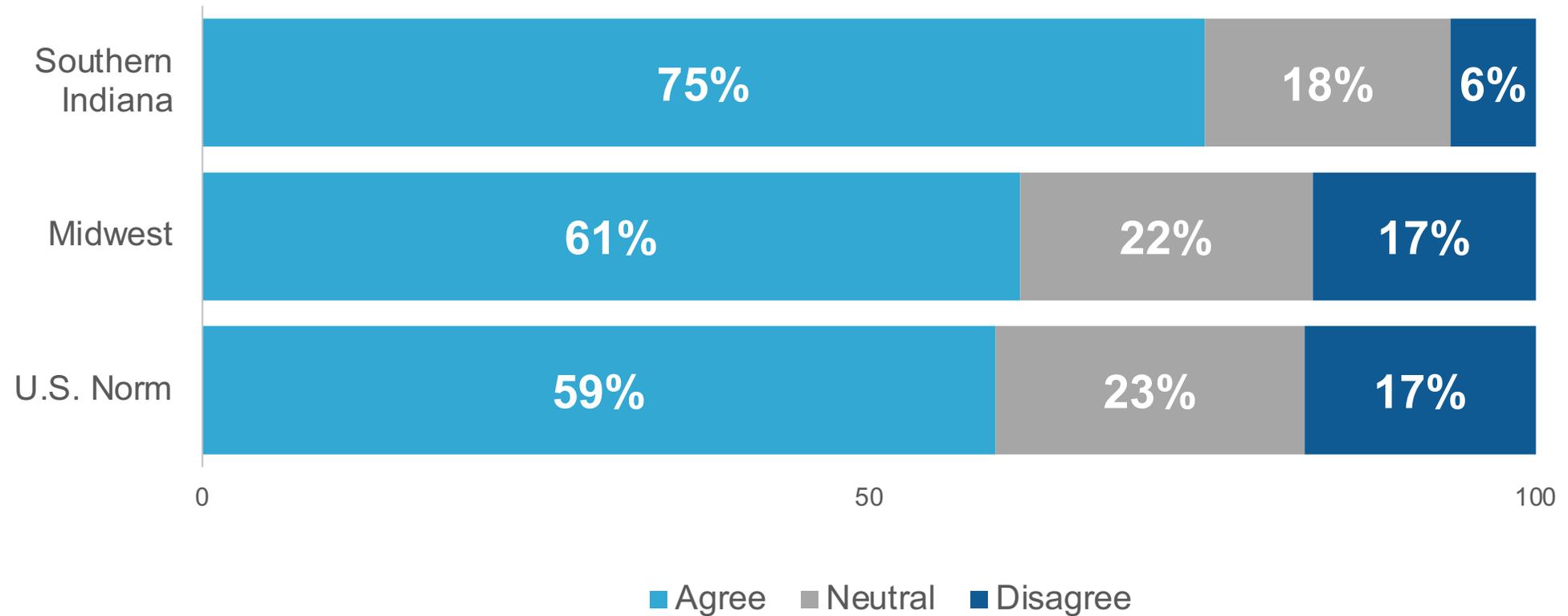
Overall Sentiment About Tourism

I want tourism to be important in my local area



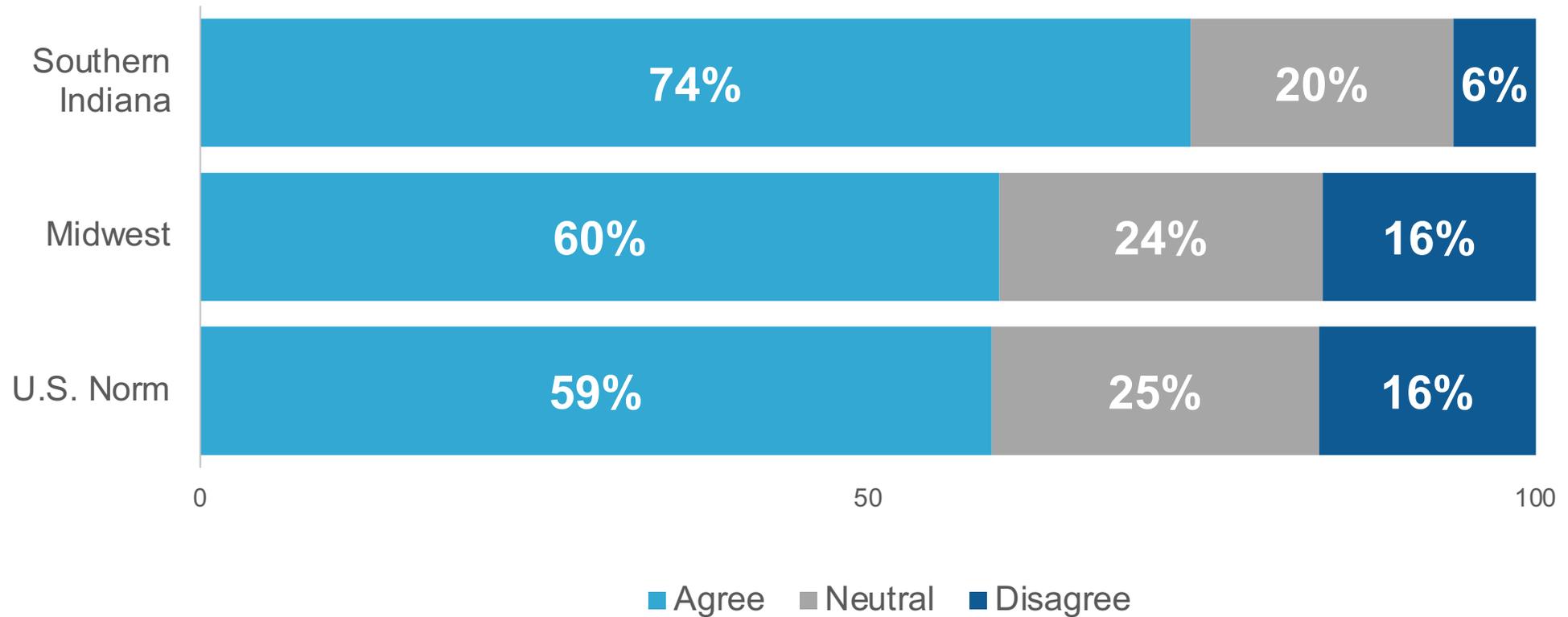
Overall Sentiment About Tourism

Overall, I think tourism is good for my local area



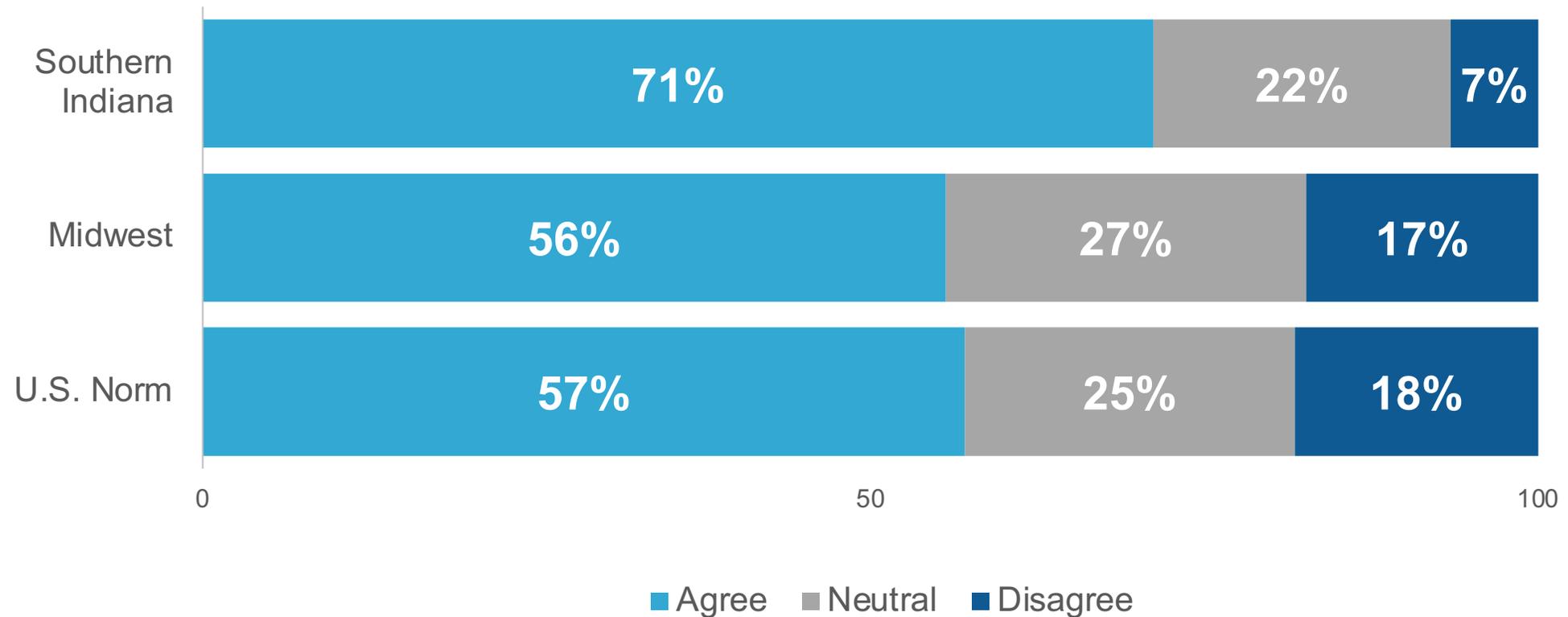
Overall Sentiment About Tourism

I want tourism to be important in my state



Overall Sentiment About Tourism

In general, the positive benefits of tourism outweigh the negative impacts



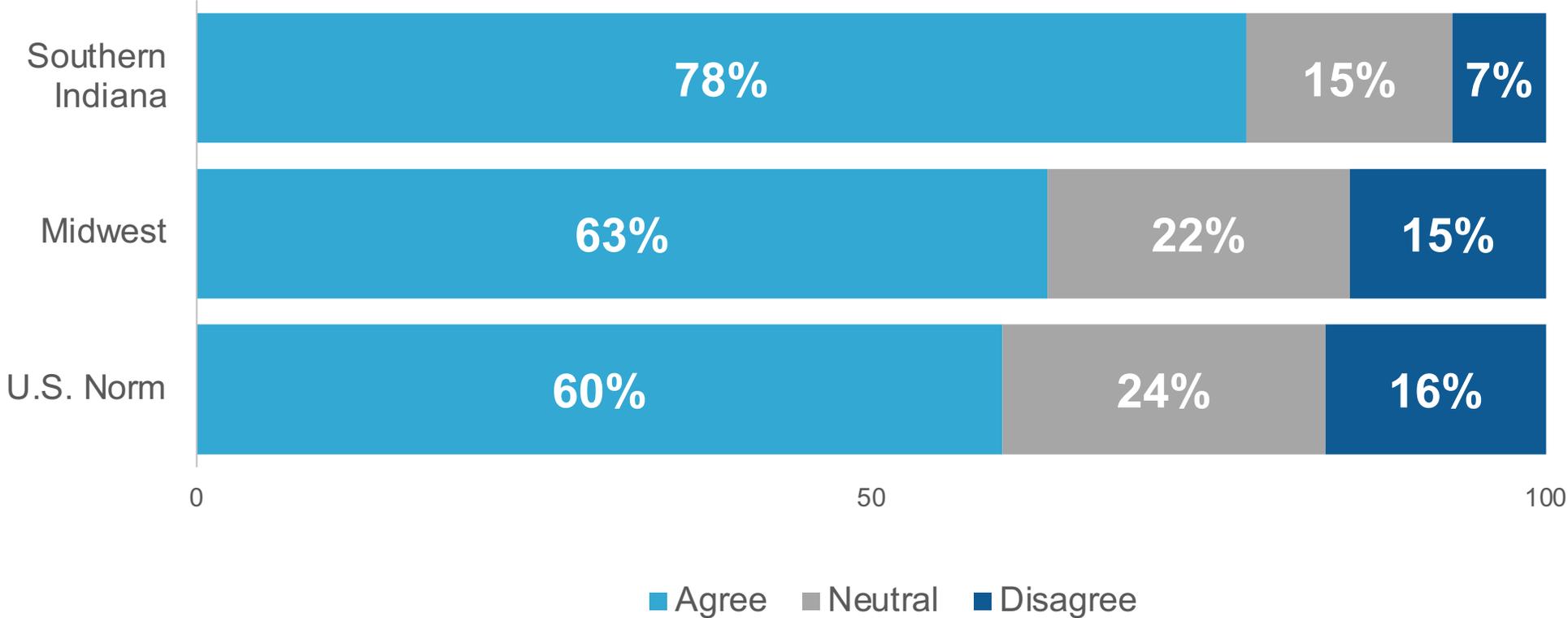


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Tourism Development and Growth

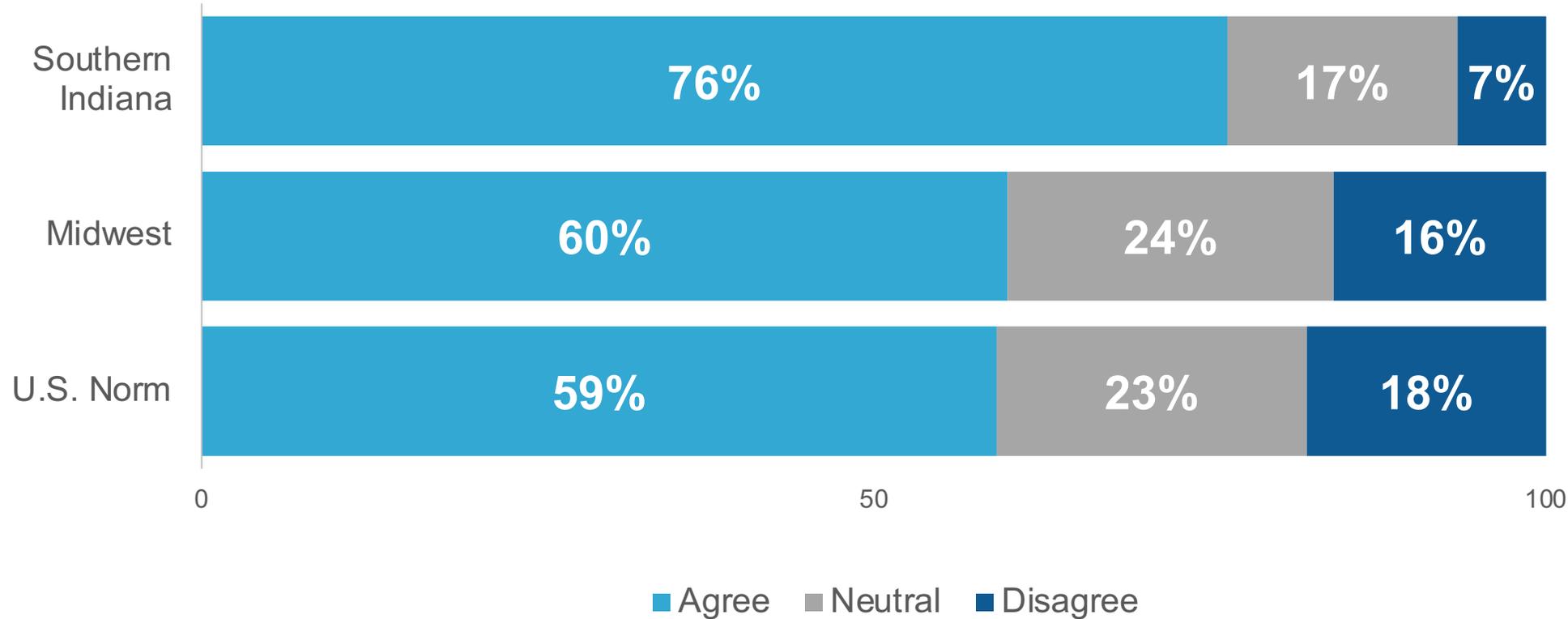
Tourism Development and Growth

I support tourism growth



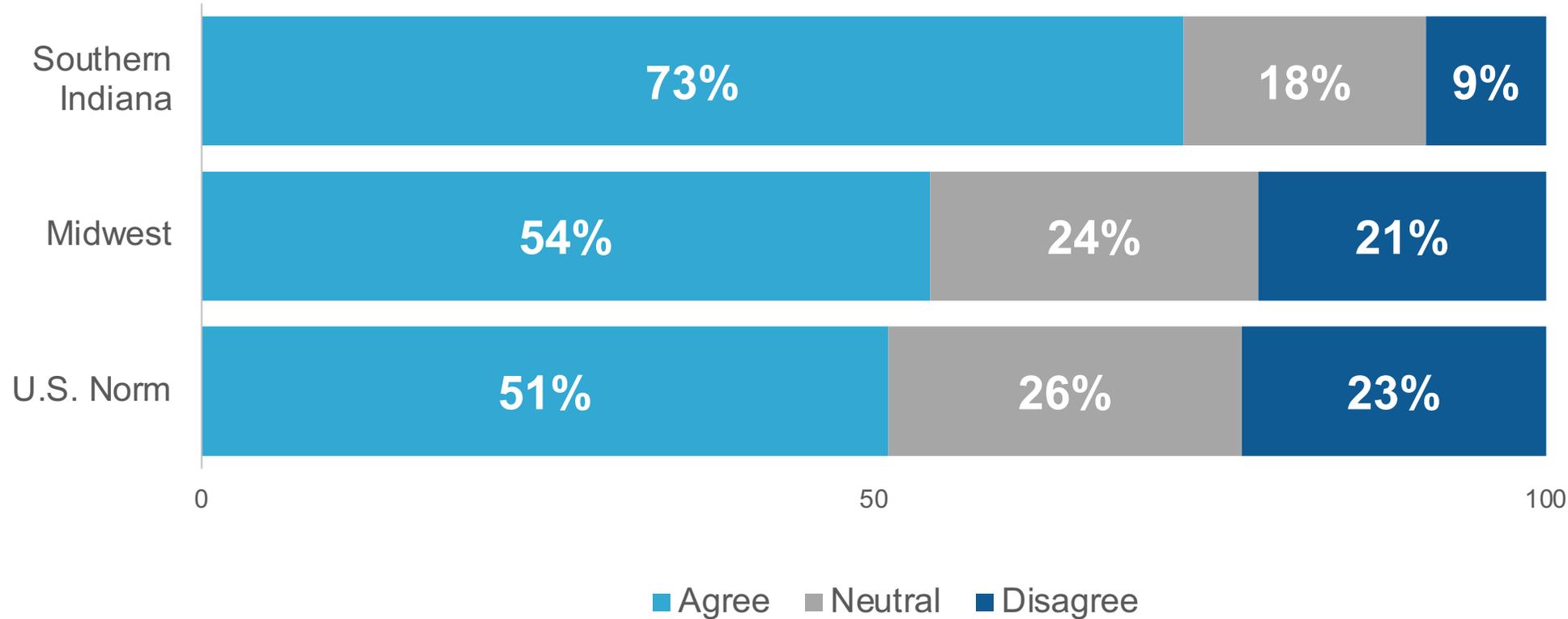
Tourism Development and Growth

I believe tourism should be encouraged here



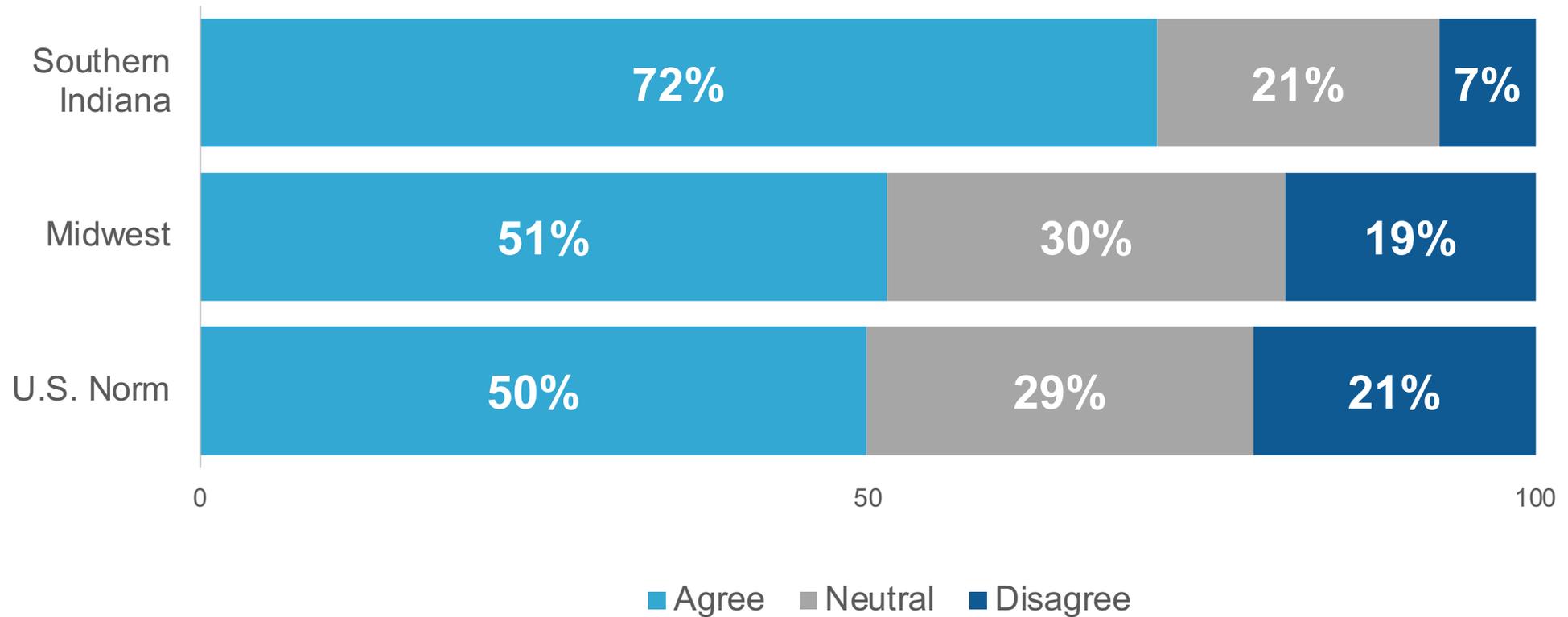
Tourism Development and Growth

I would like to see more tourists coming to my area



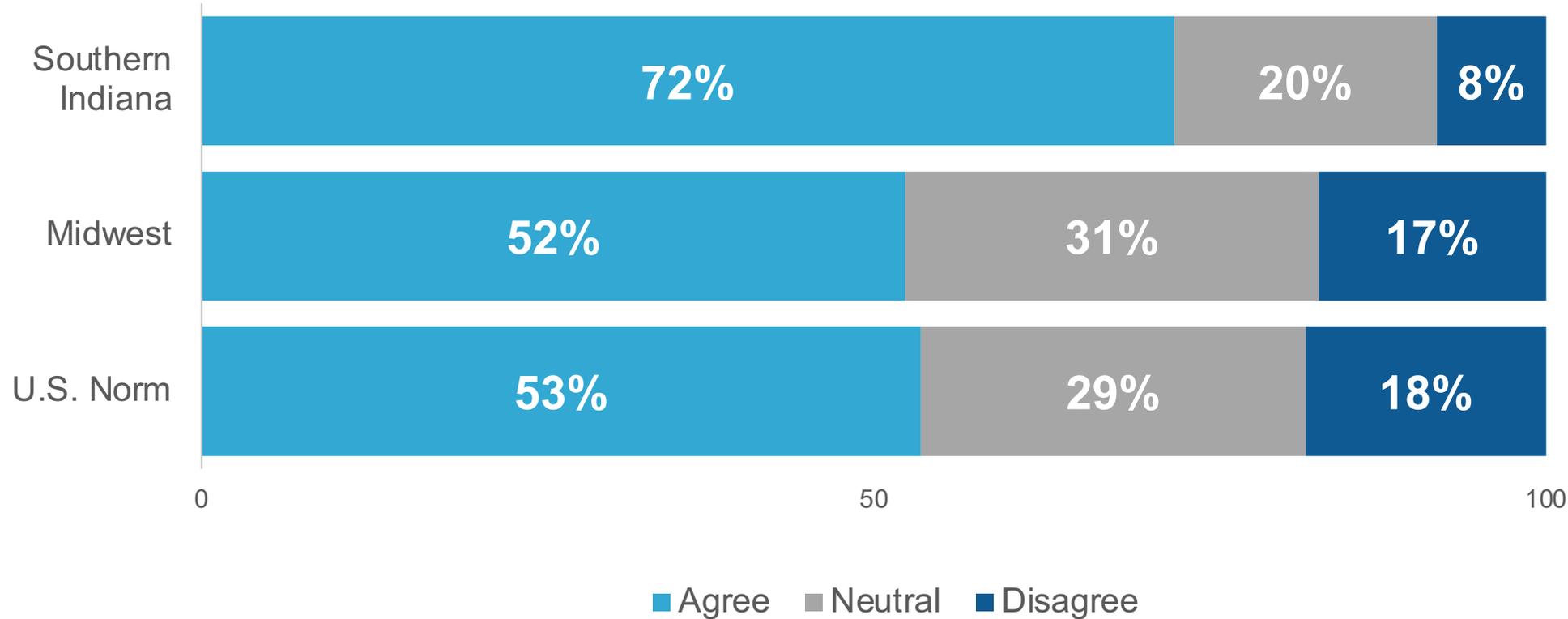
Tourism Development and Growth

We should develop/host more major events to attract tourists to our area



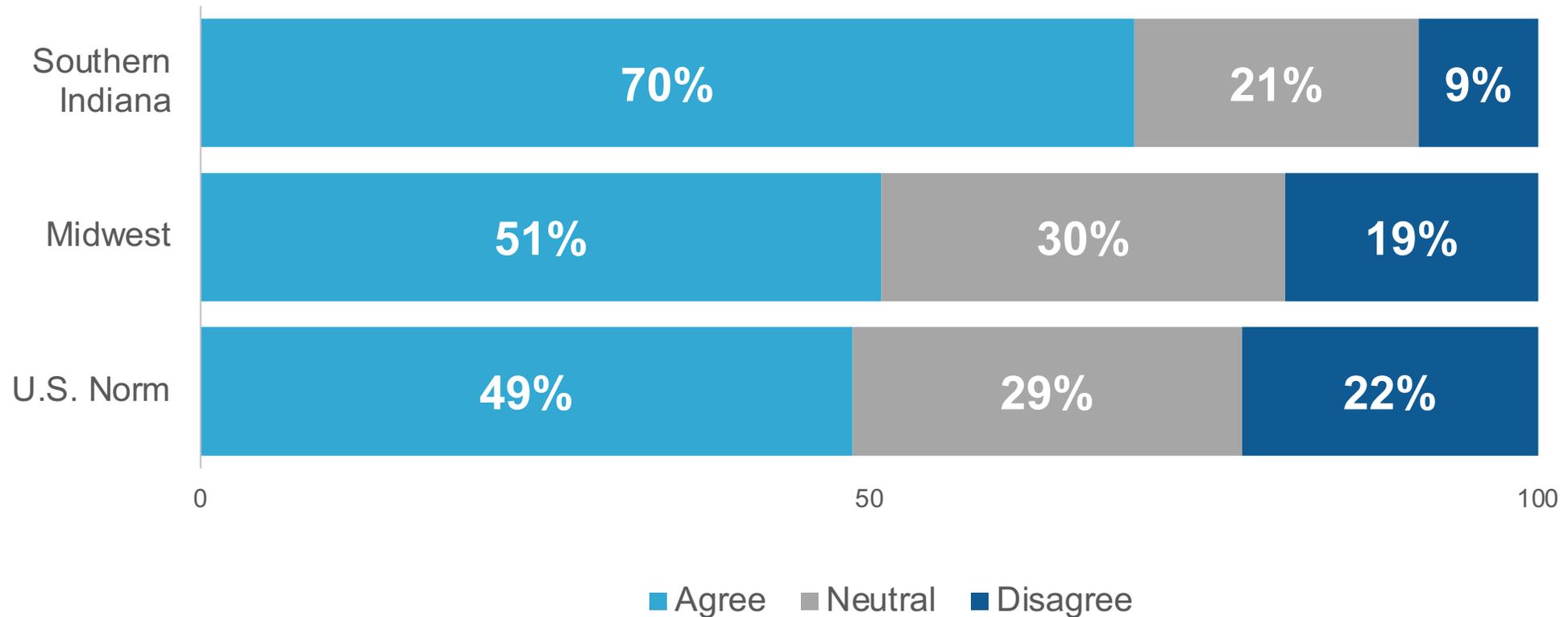
Tourism Development and Growth

We need planned and controlled tourism development



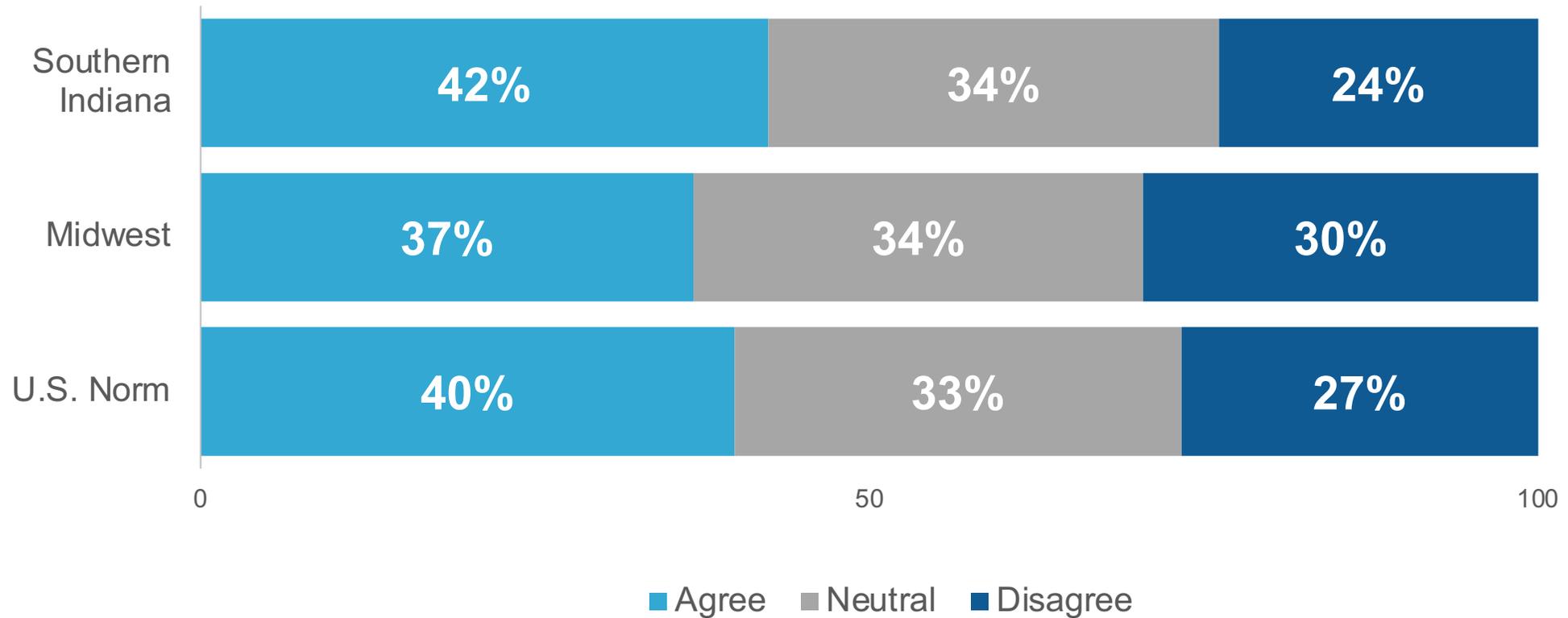
Tourism Development and Growth

I support building new tourism facilities that will attract visitors to this area



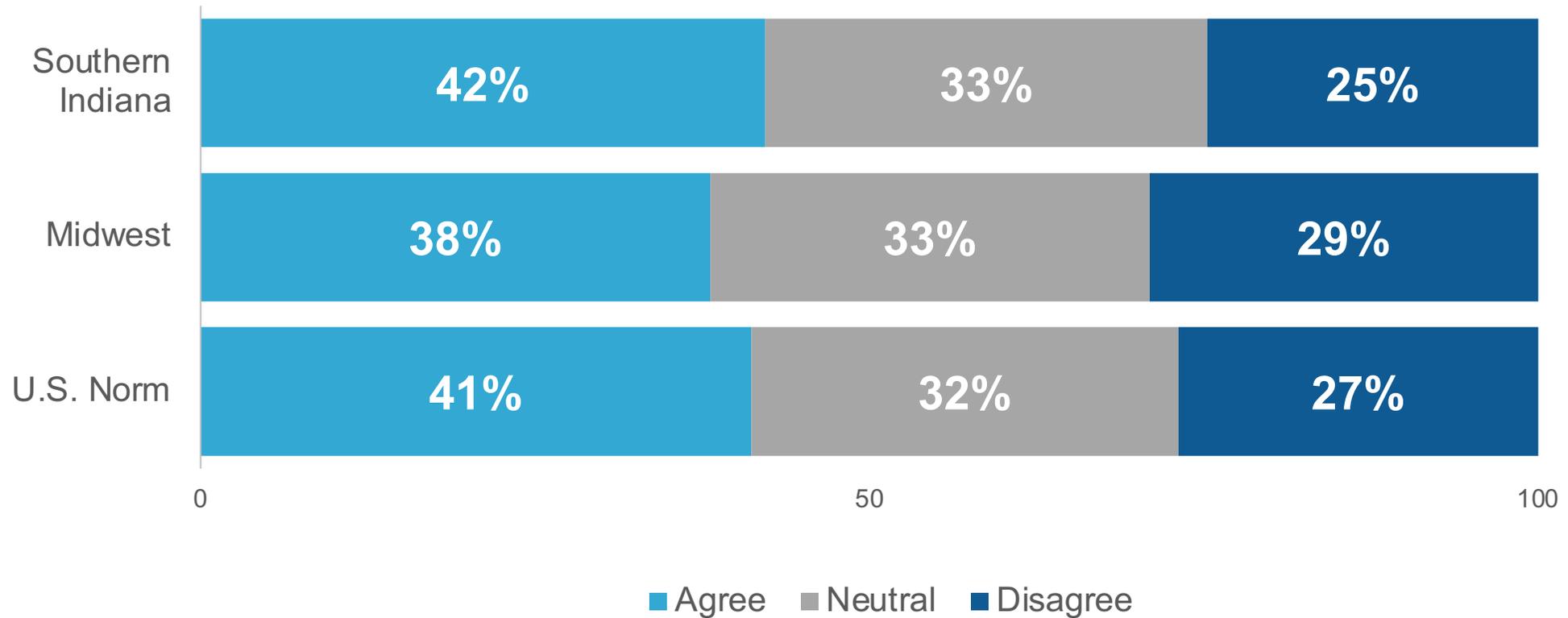
Tourism Development and Growth

My local government is doing a good job managing the pace of tourism development



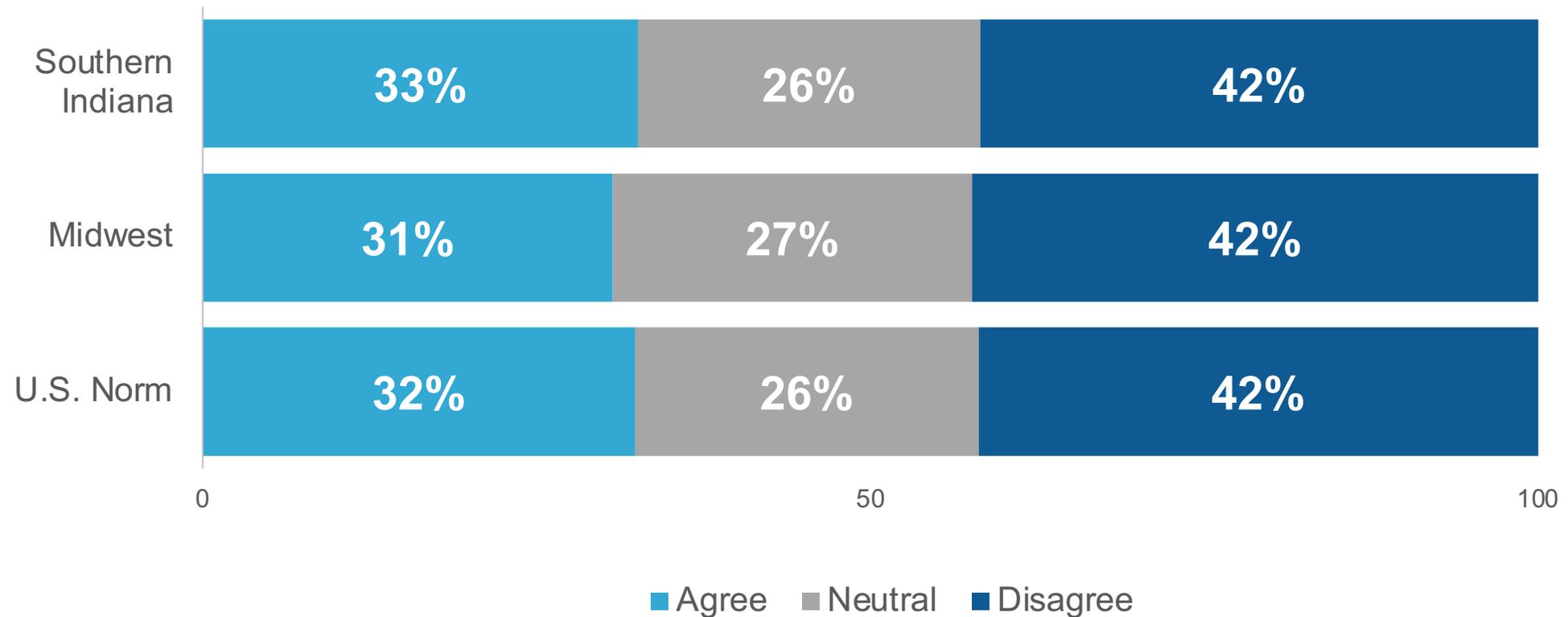
Tourism Development and Growth

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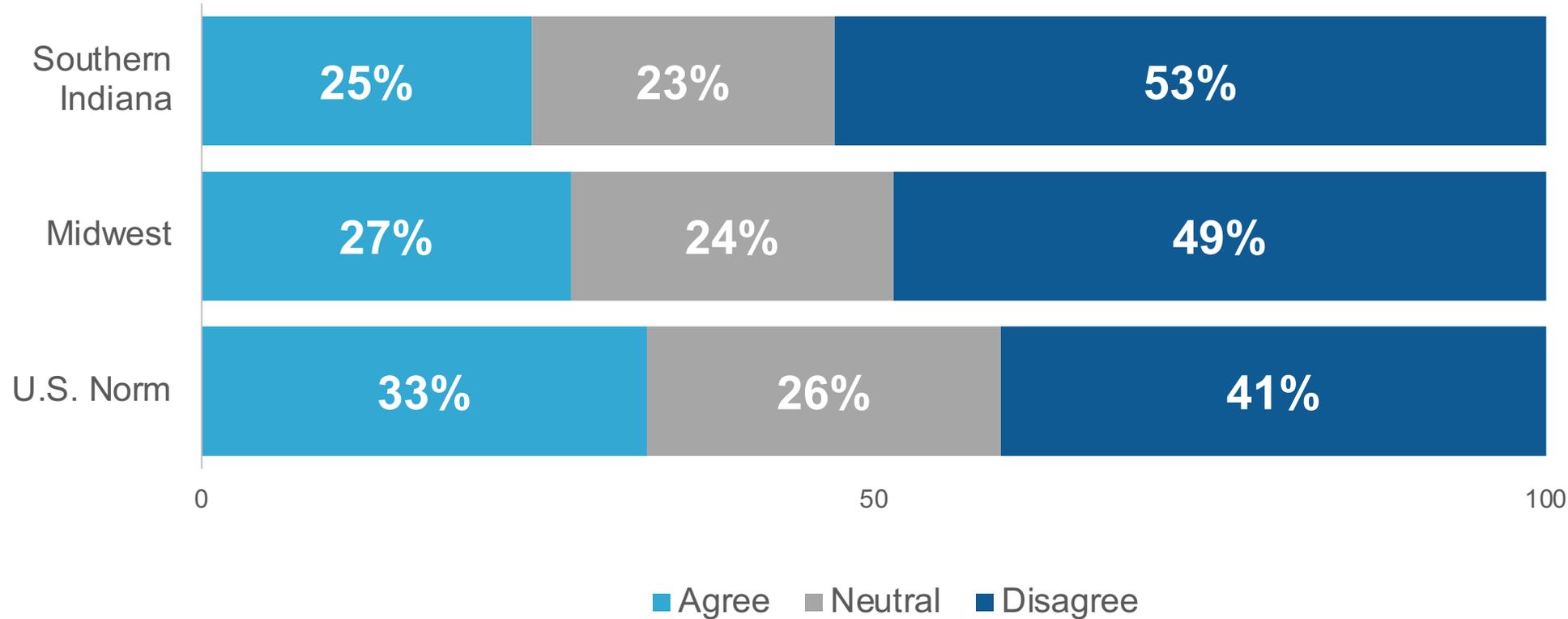
Tourism Development and Growth

Residents are consulted when major tourism development takes place in this area



Tourism Development and Growth

Tourism development is happening too fast in this area



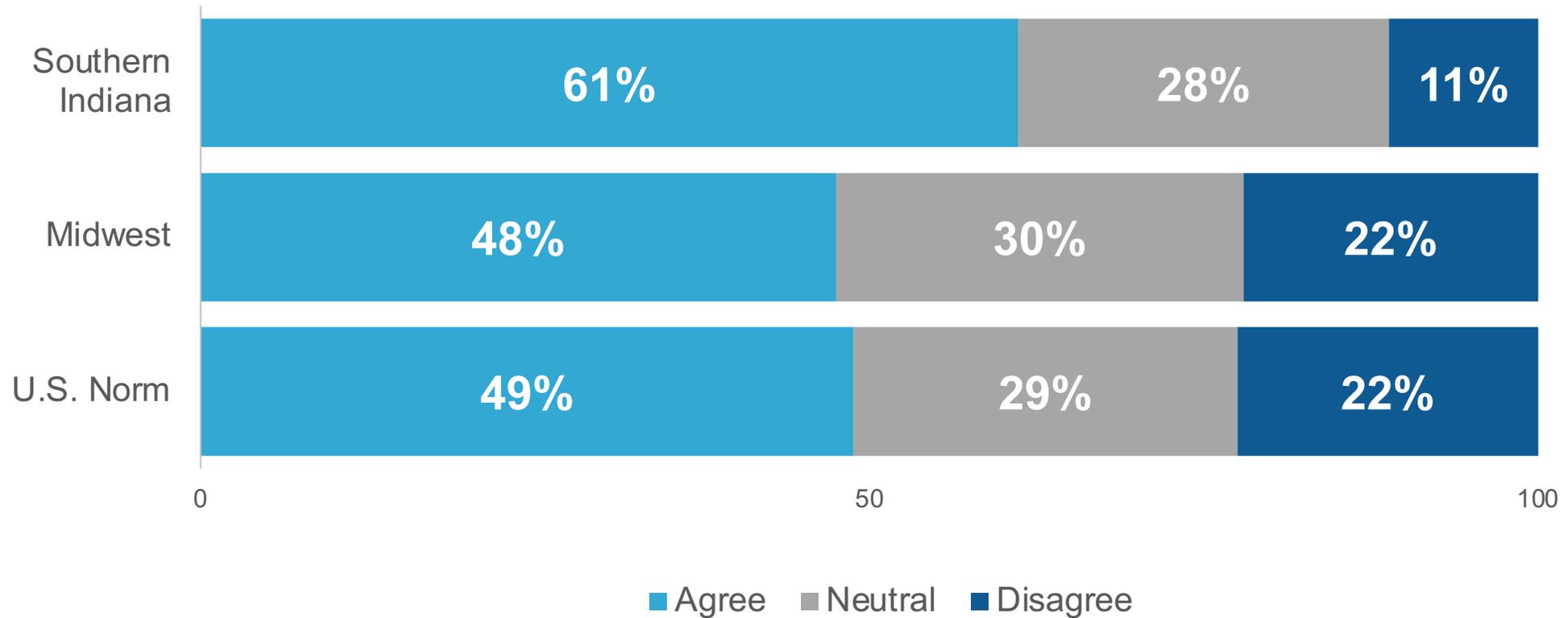


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Tourism Promotion

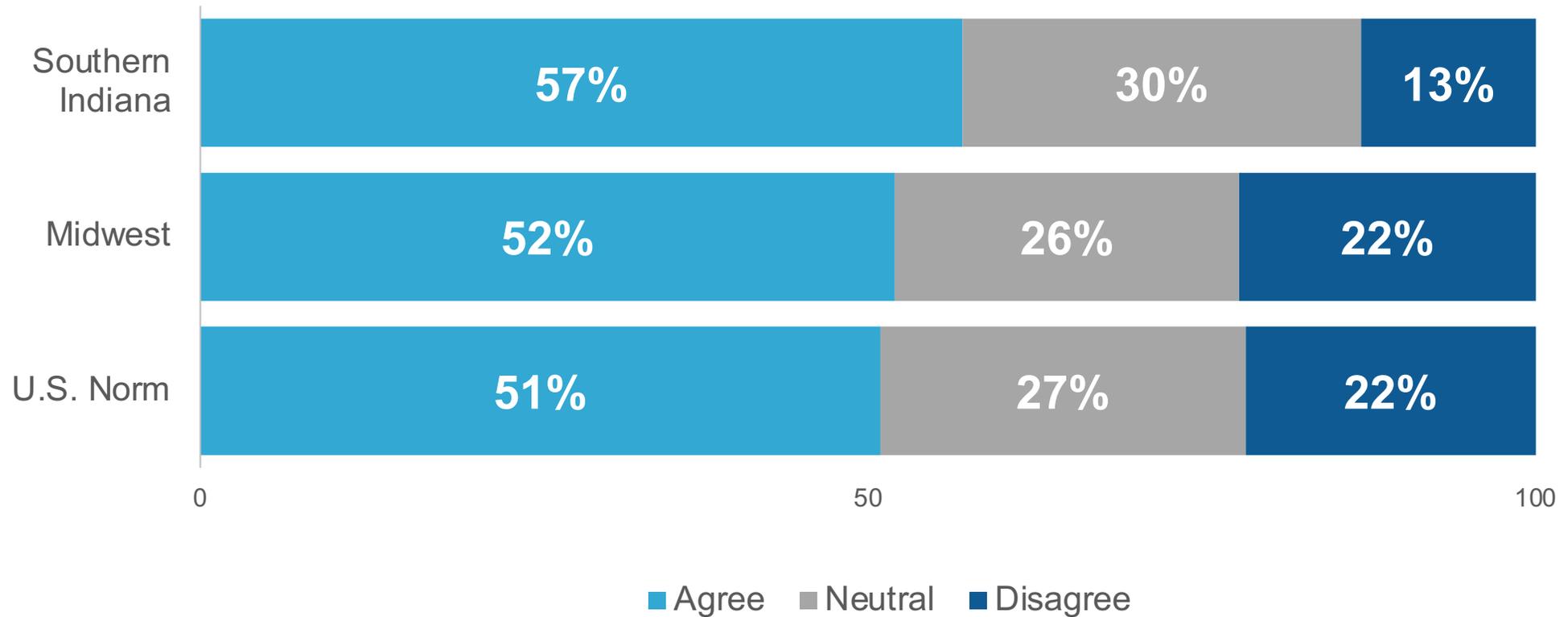
Tourism Promotion

I like the way local tourism advertising represents my home



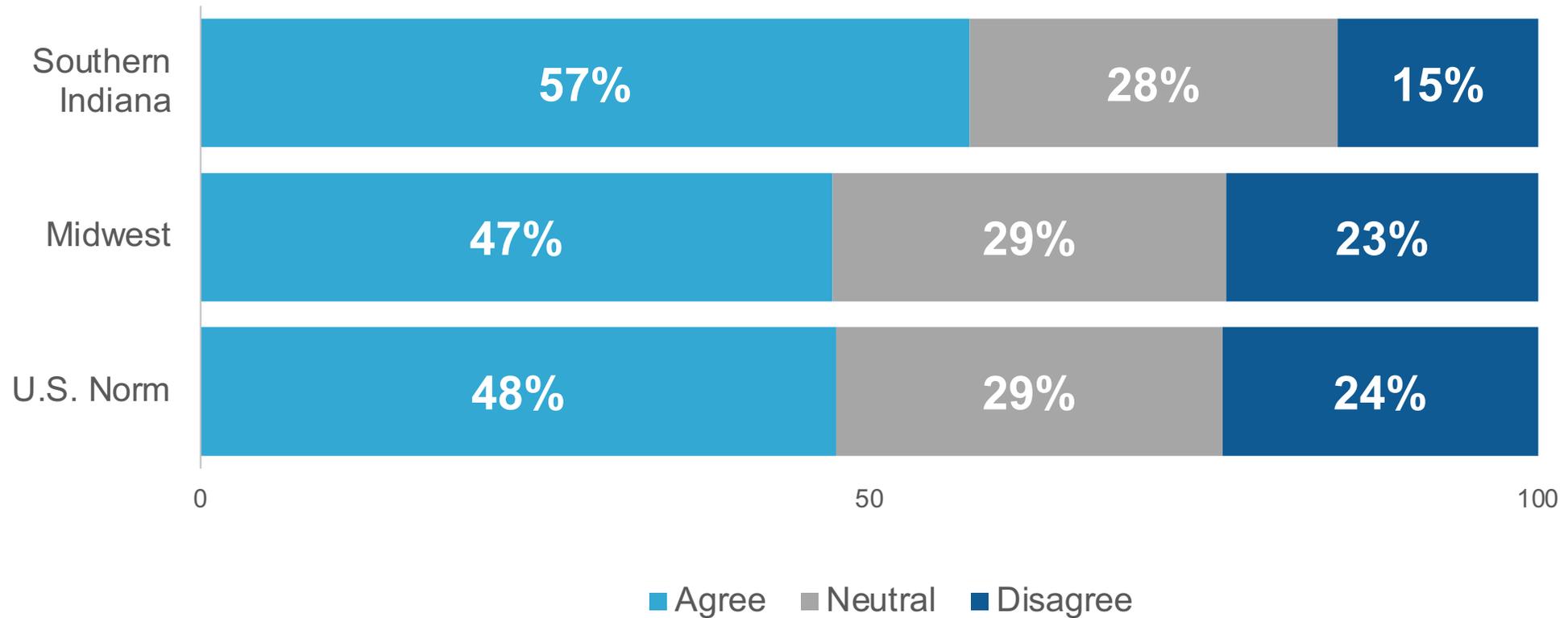
Tourism Promotion

I like the way my state's tourism advertising represents my home



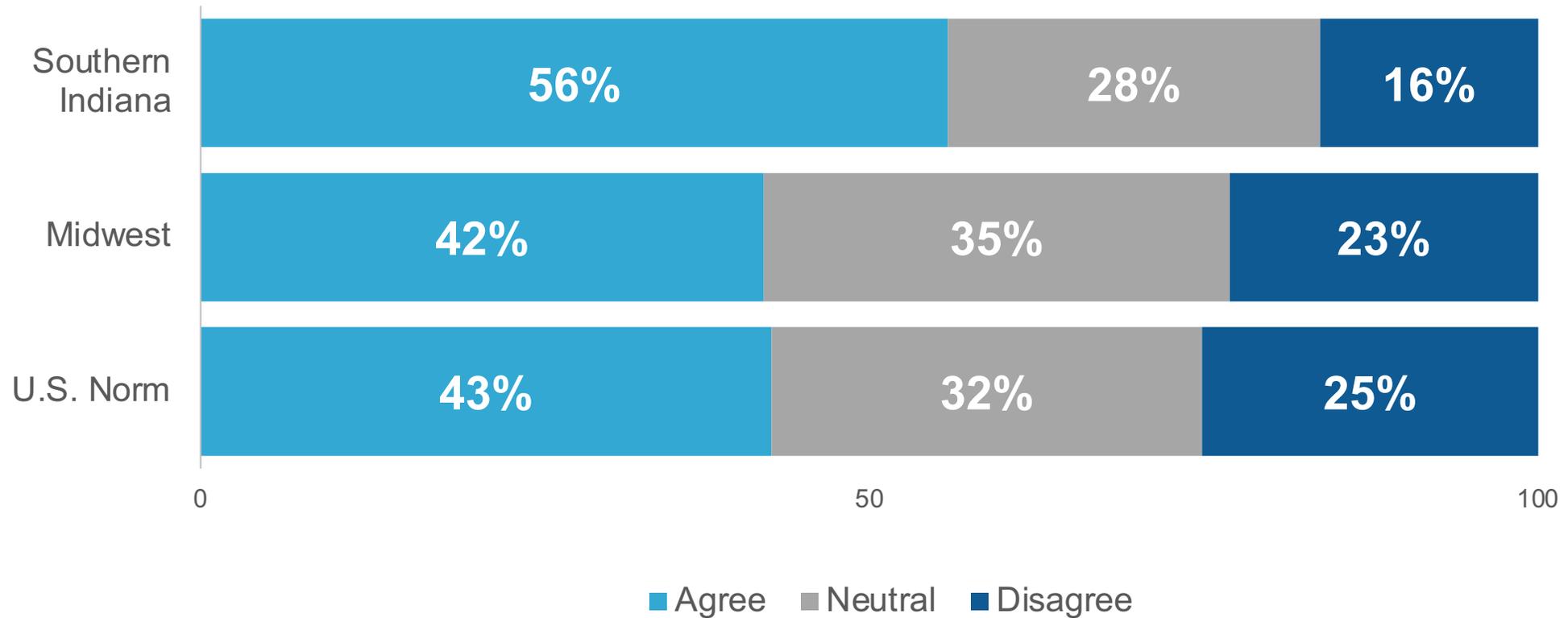
Tourism Promotion

Tourism marketing reflects the diversity in my local area



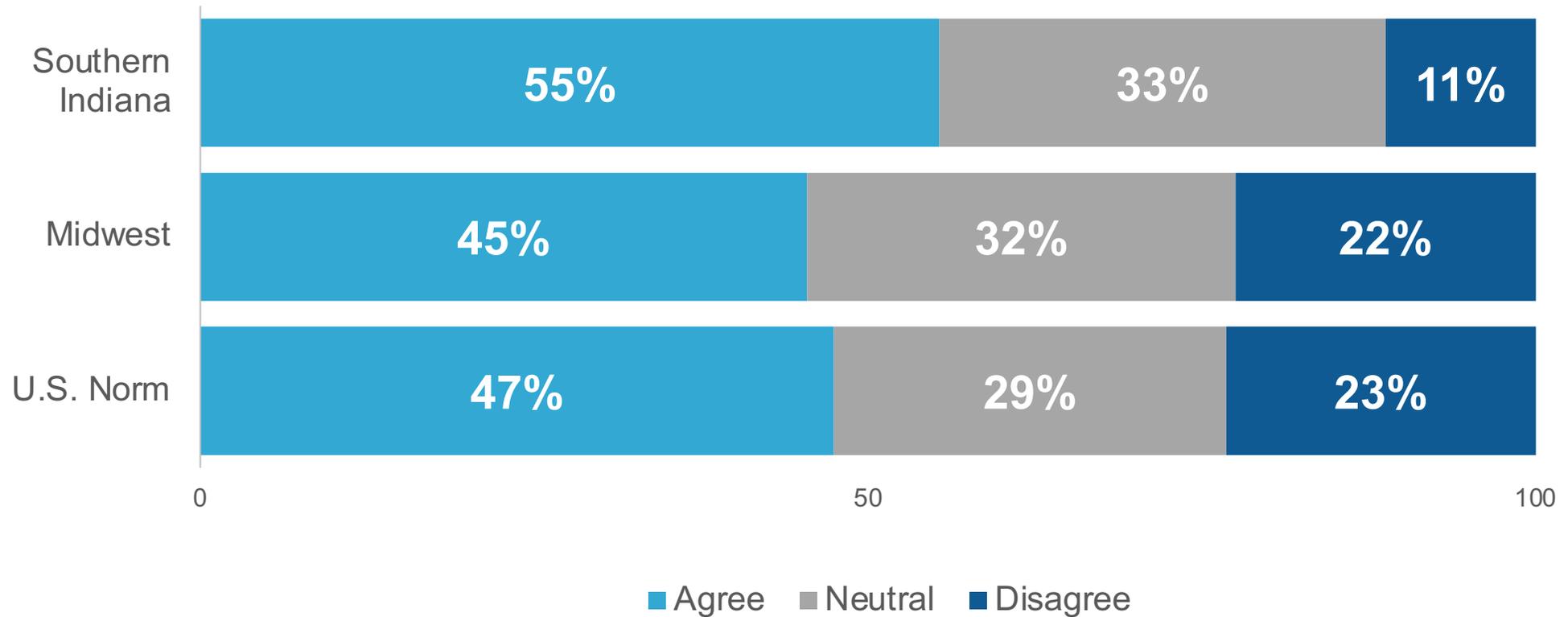
Tourism Promotion

My local government should support/help fund the promotion of tourism



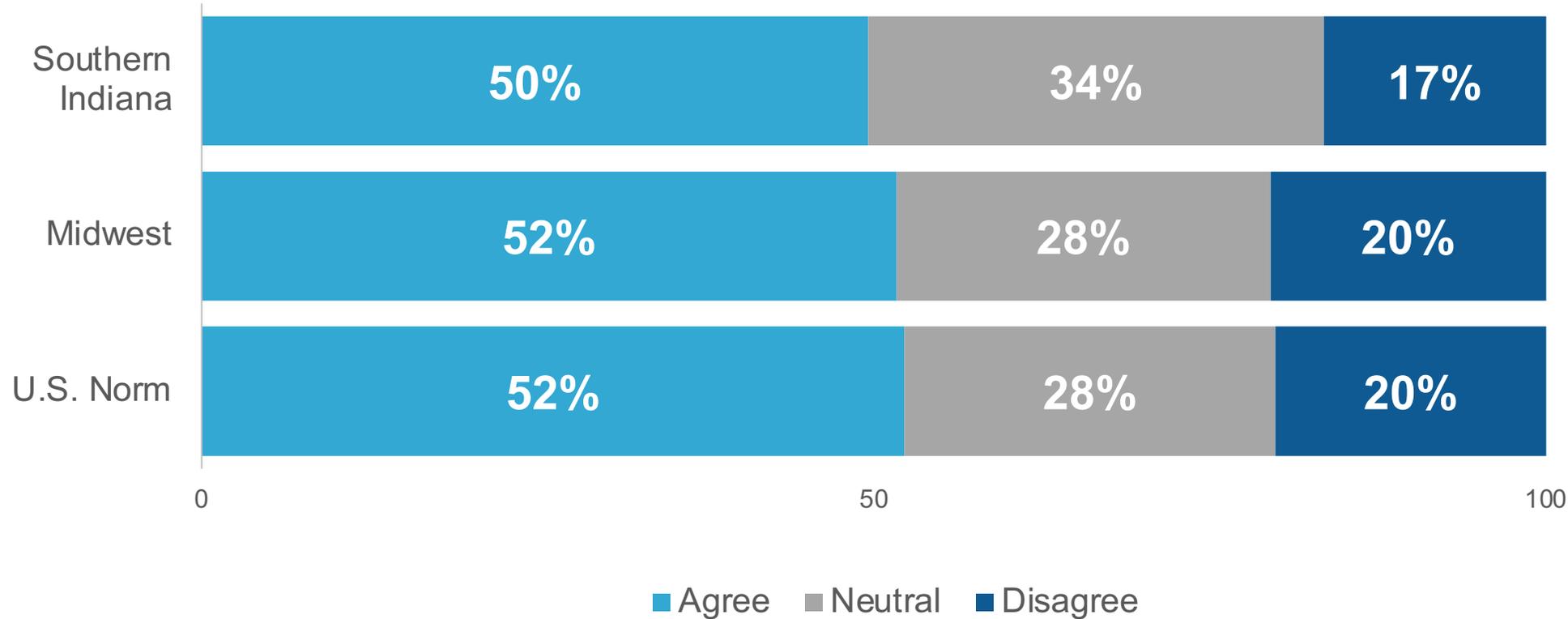
Tourism Promotion

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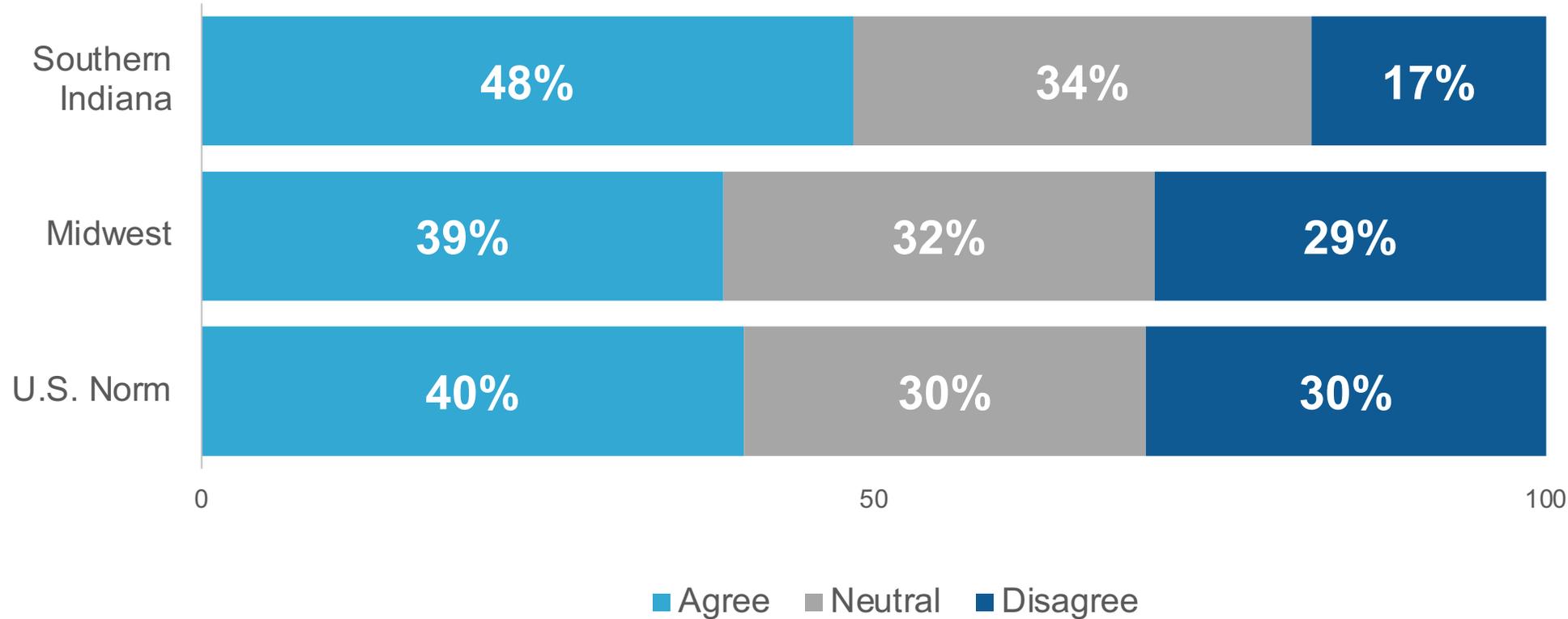
Tourism Promotion

Tourism marketing reflects the diversity in my state



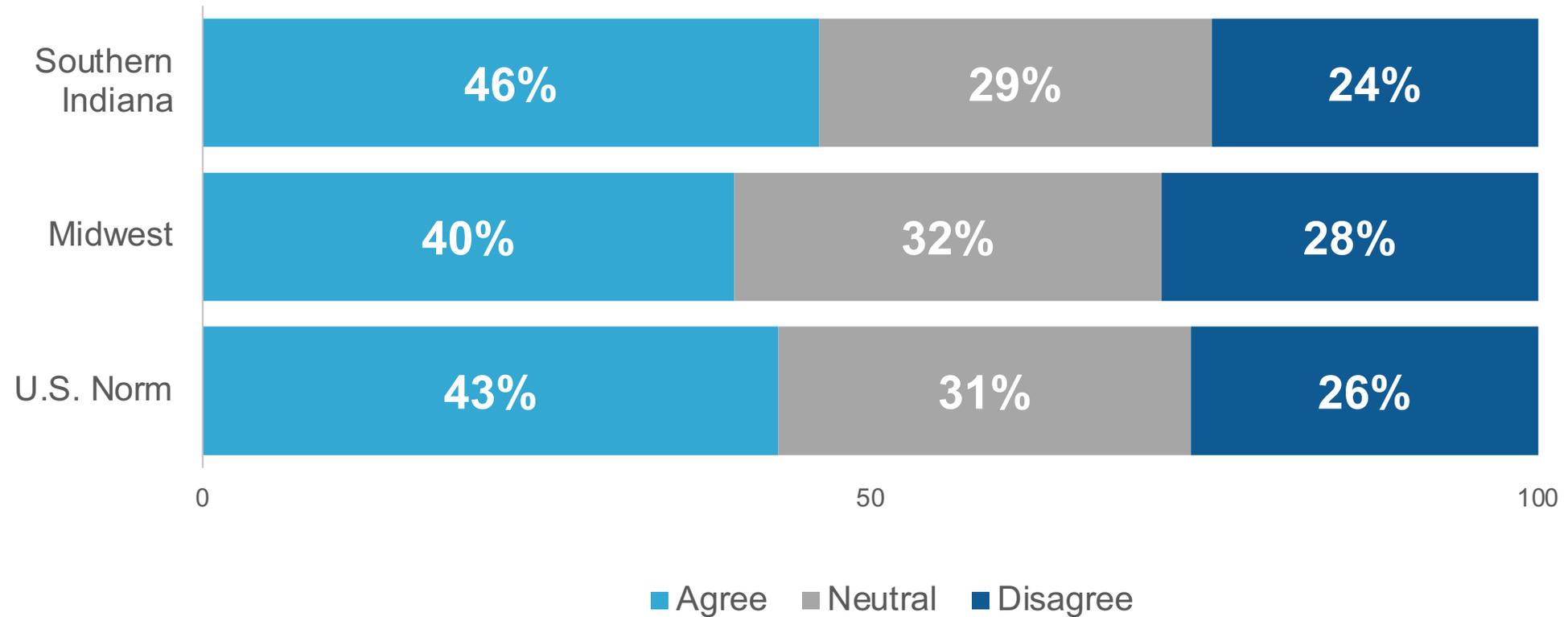
Tourism Promotion

I support using public funds to partially fund tourism marketing efforts



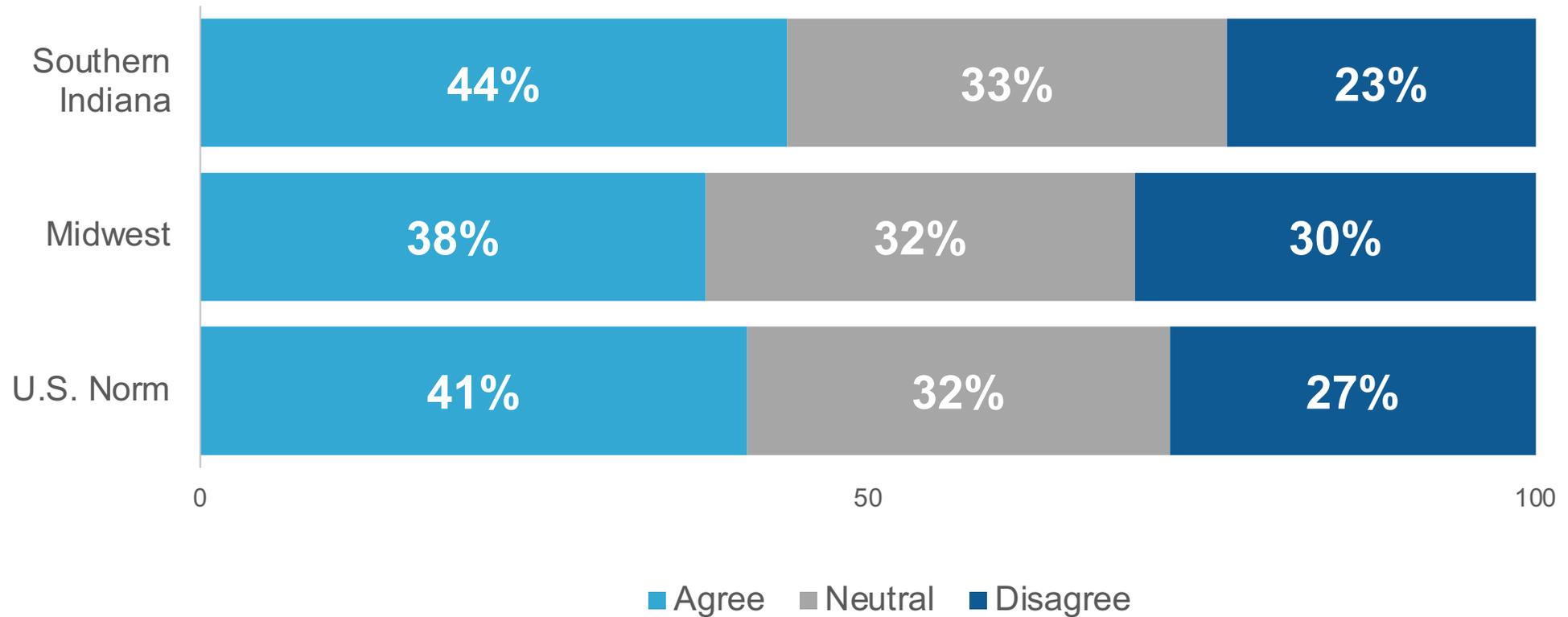
Tourism Promotion

My state government is doing a good job at promoting tourism



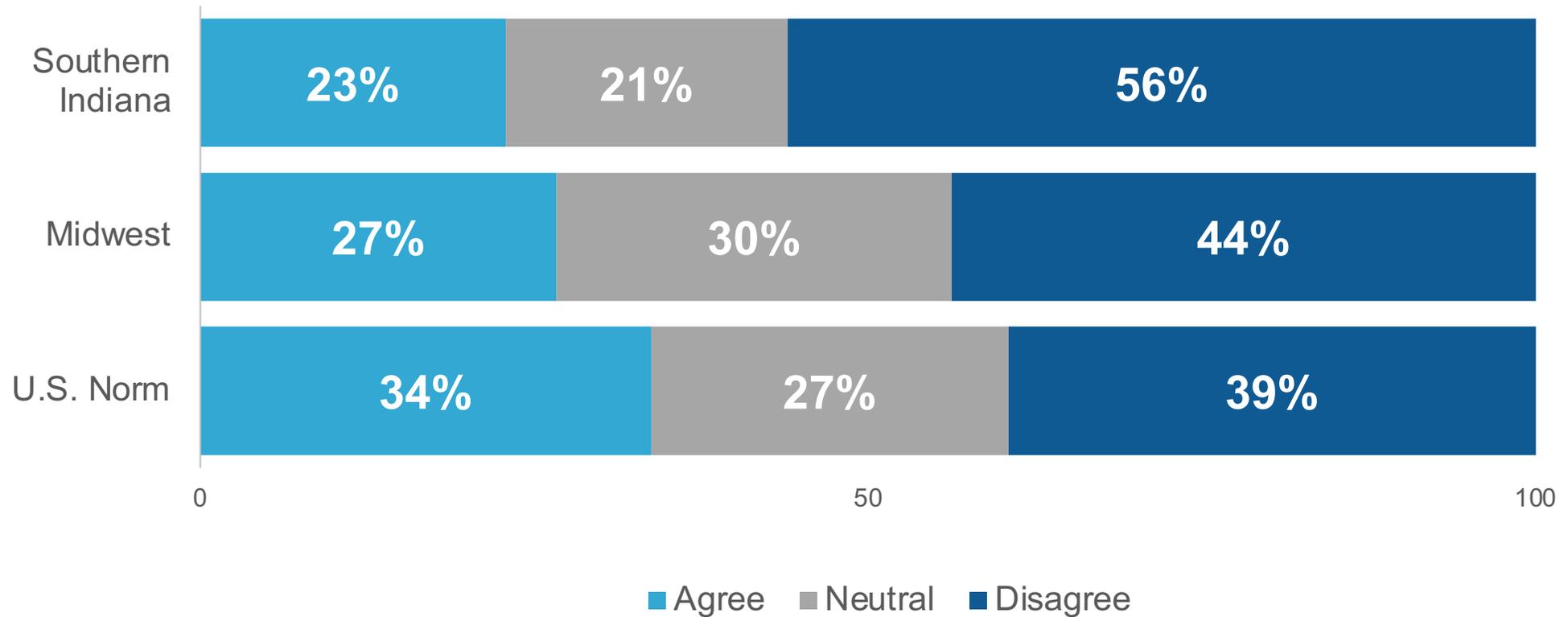
Tourism Promotion

My local government is doing a good job at promoting tourism to this area



Tourism Promotion

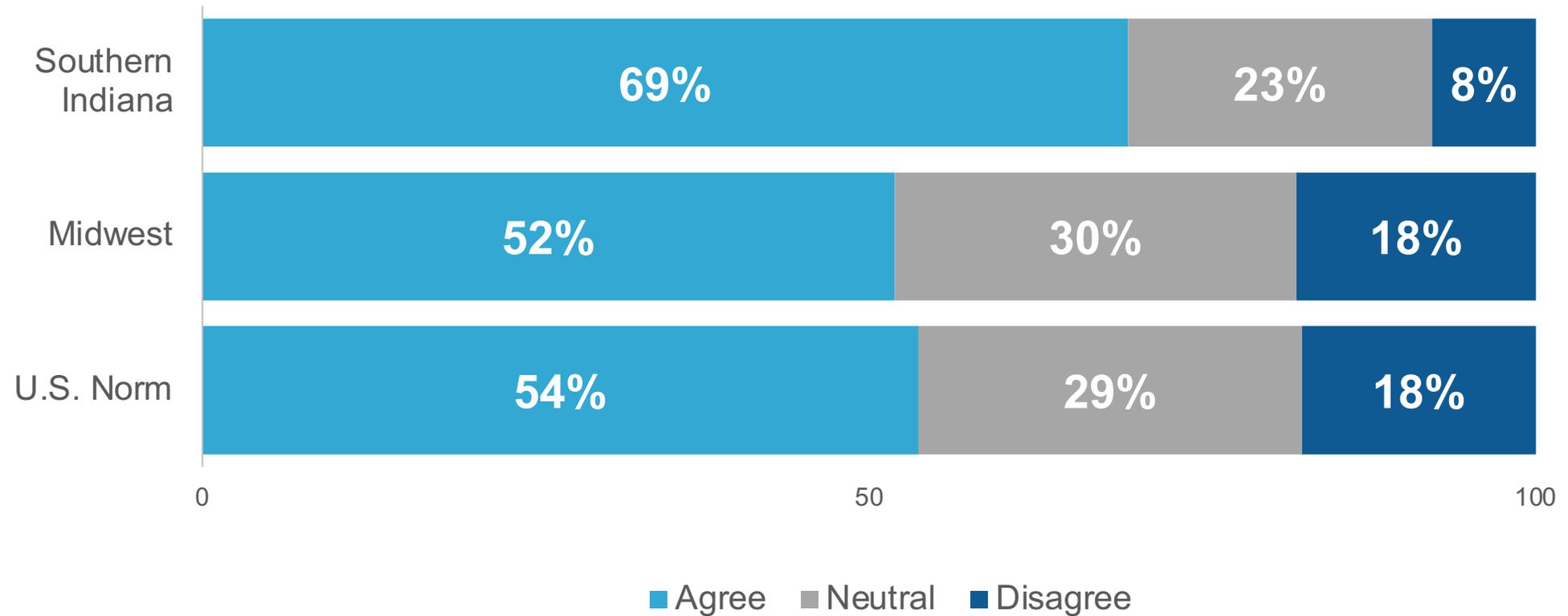
We don't need the state to promote tourism – we have such a great state that people will come anyway



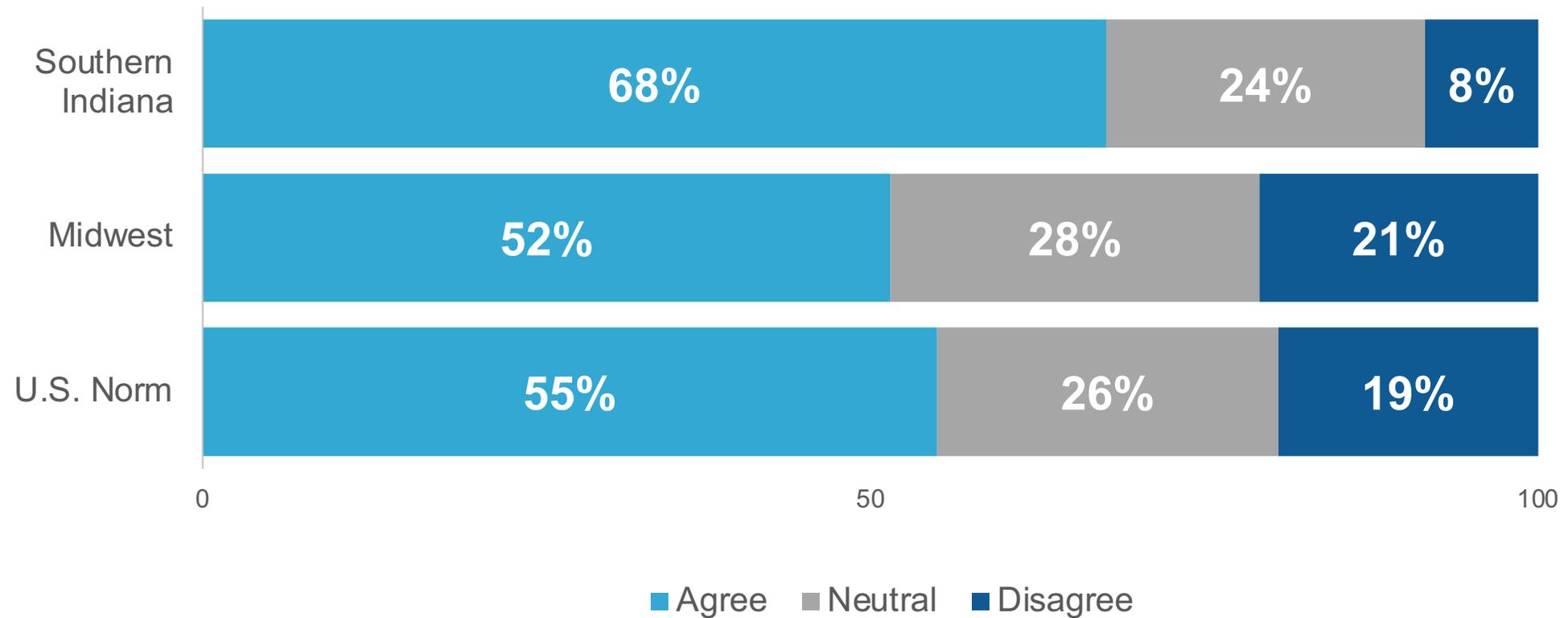


Economy

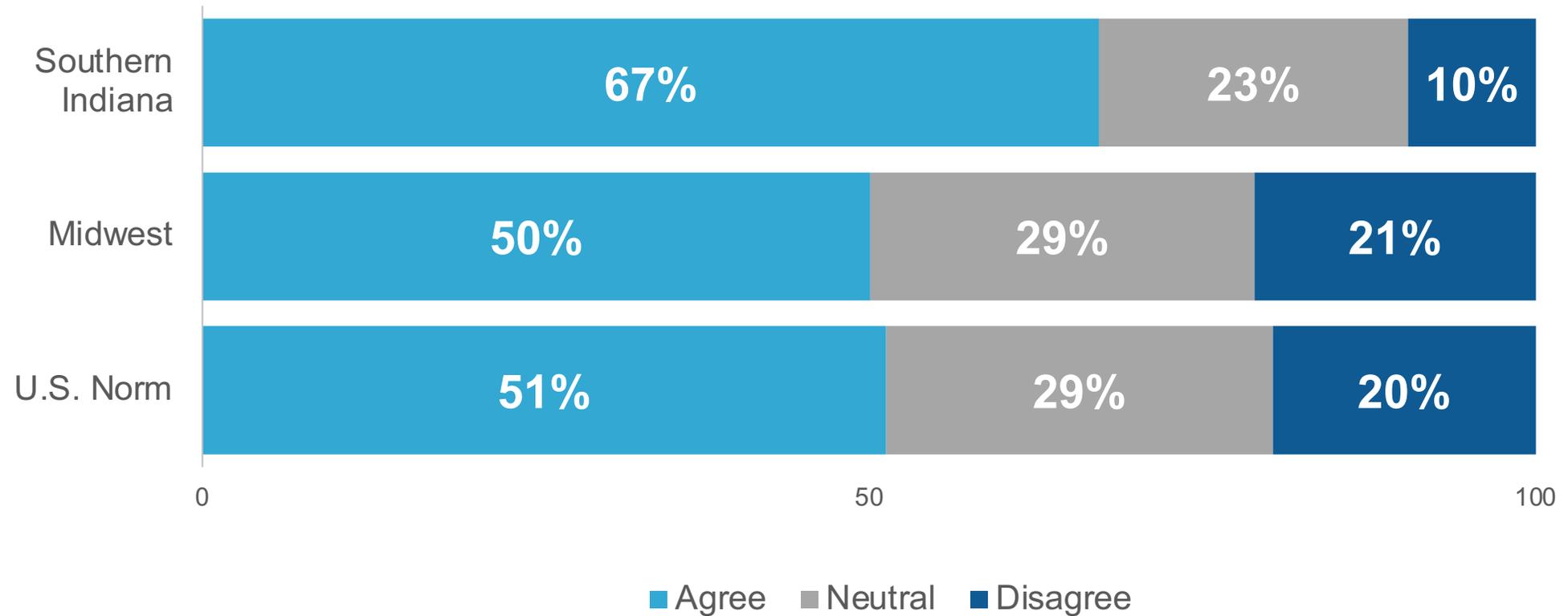
Tourism encourages investment in our local economy



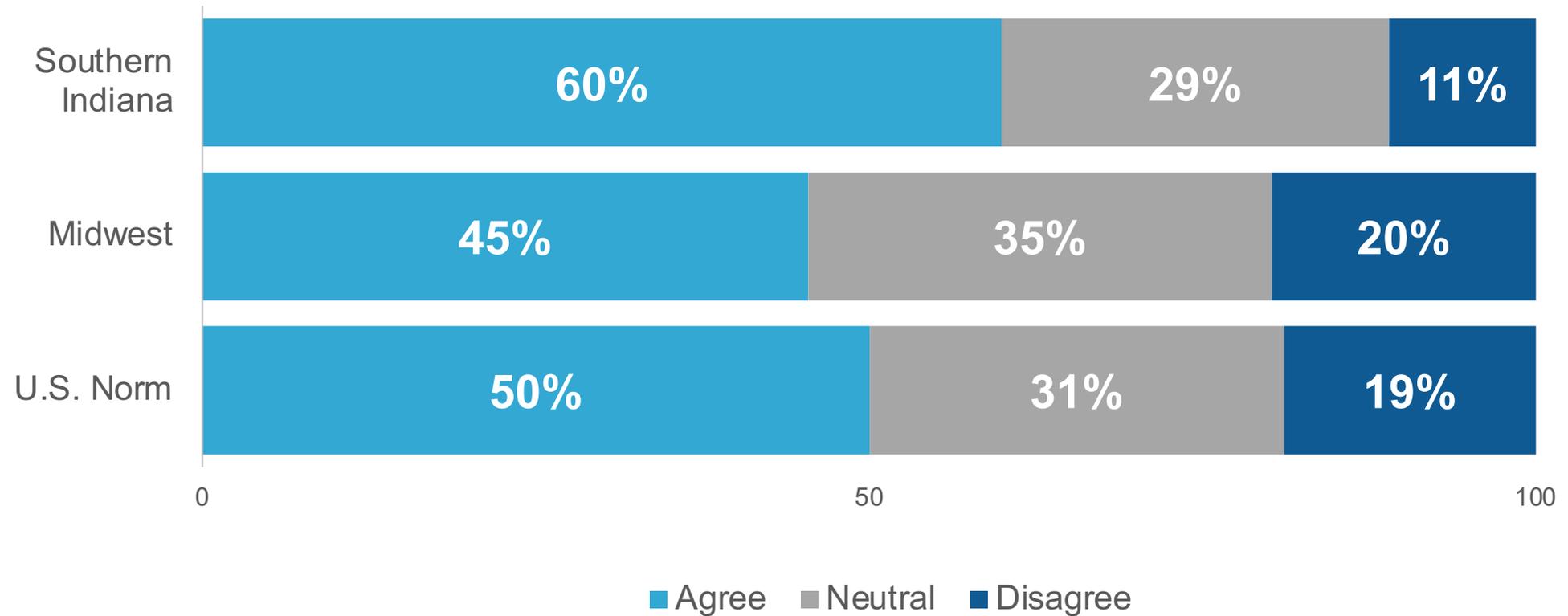
Tourism is important to my local economy



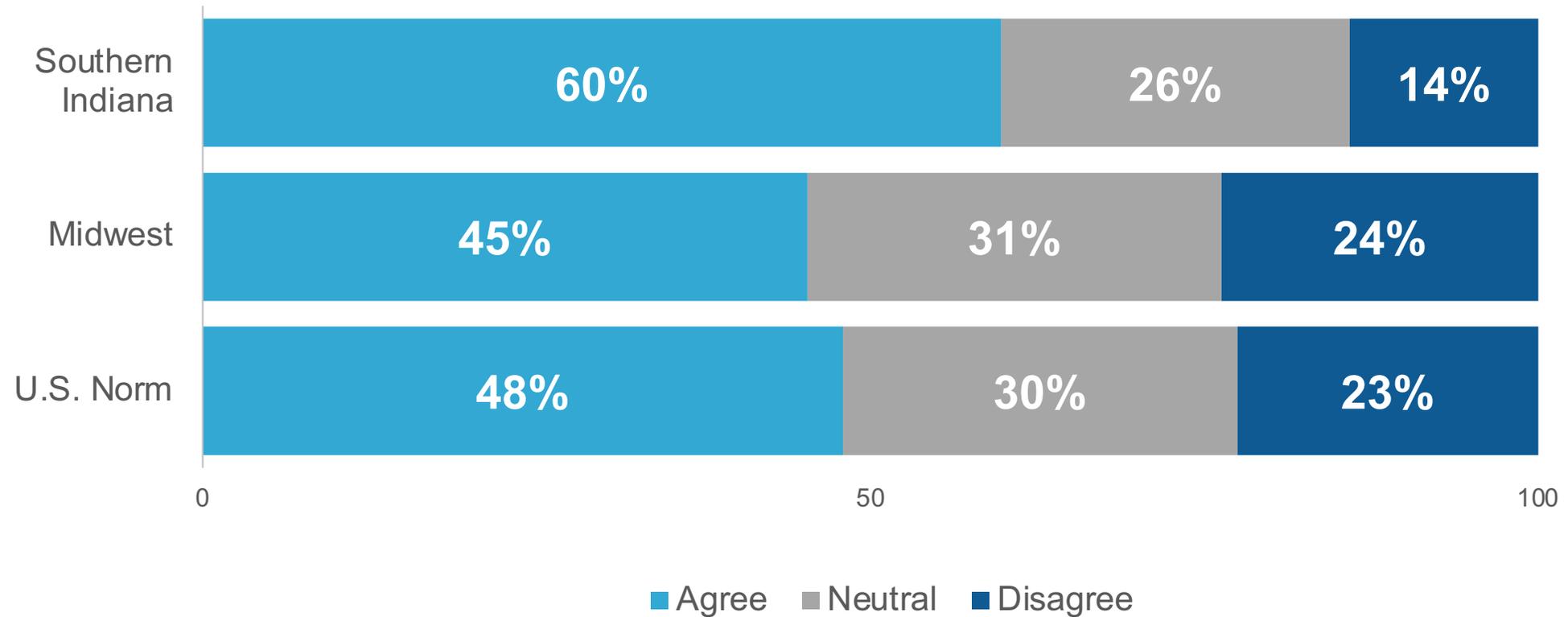
Tourism attracts new businesses to our local area



Tourism attracts new residents to our local area

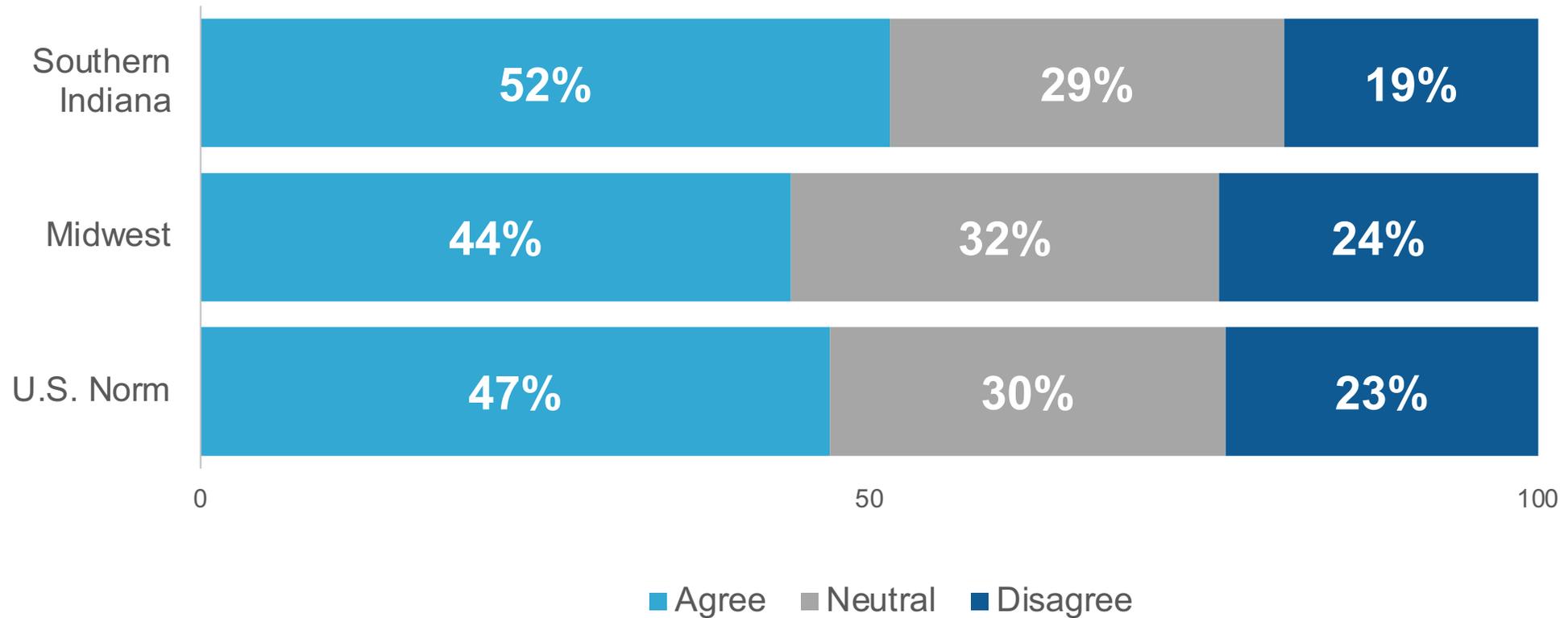


Tourism helps to recruit workforce to our local area

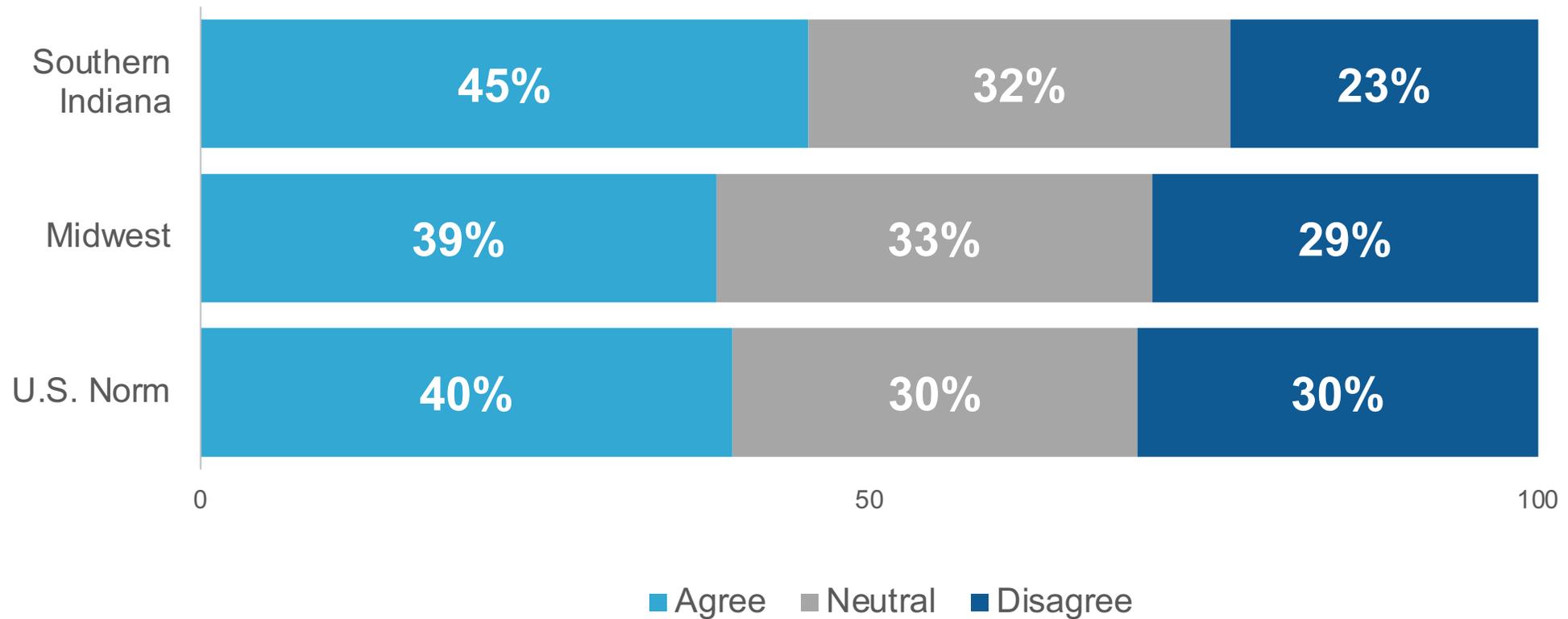


Economy

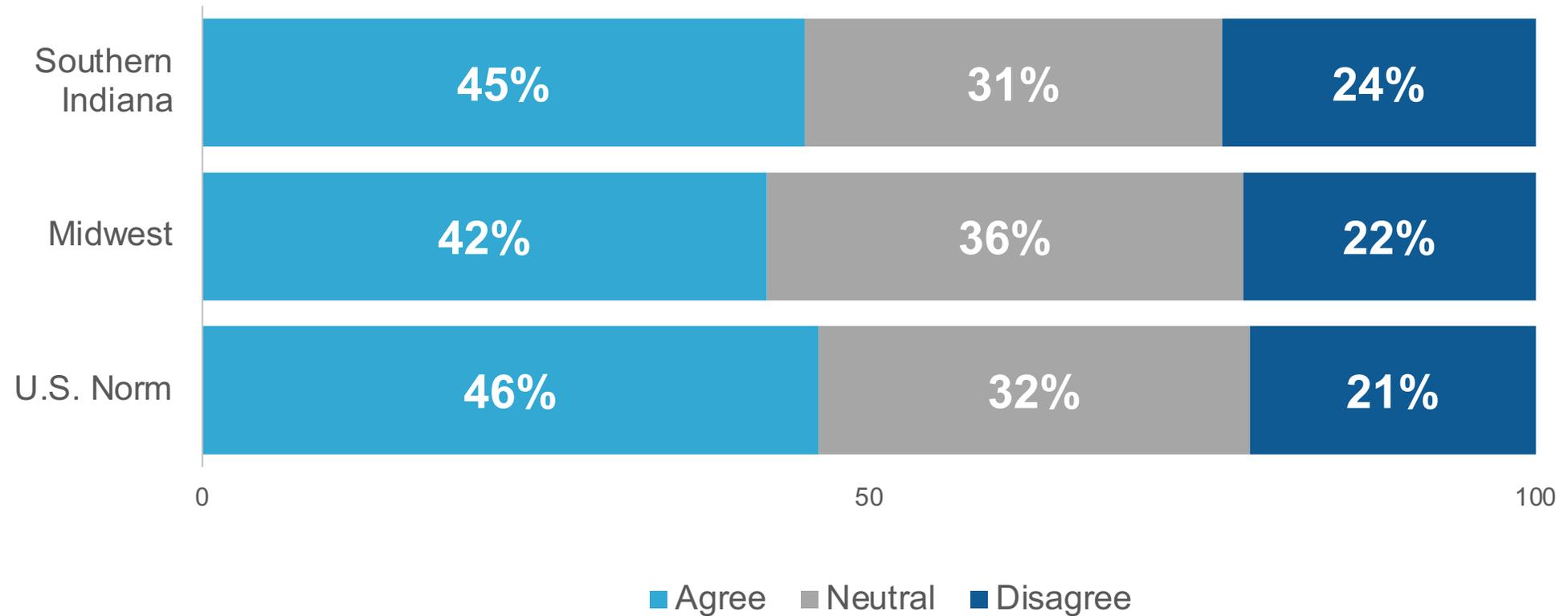
Without the tax revenues we get from tourists, we would have to pay higher state and local taxes for government programs and services



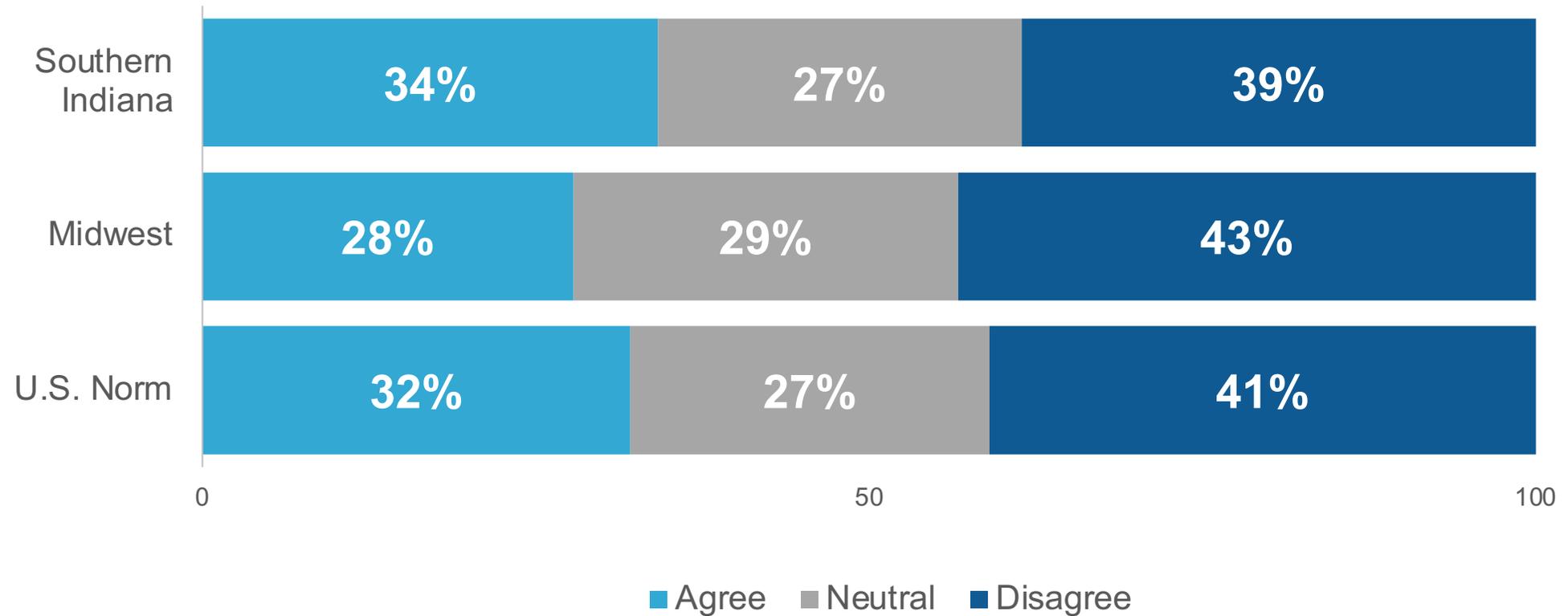
The sales tax that tourists pay on their purchases adequately compensates for the wear and tear they create on our infrastructure



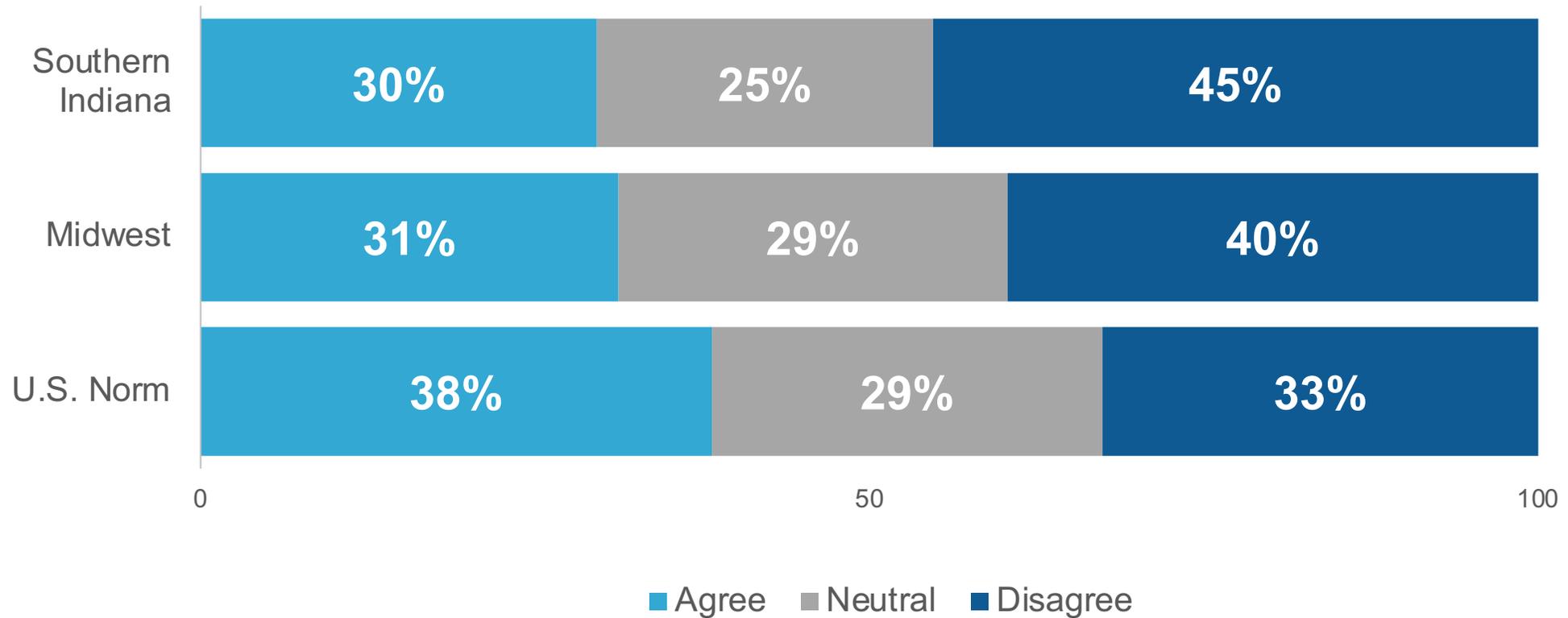
Hotel/lodging taxes should be used to help pay for local services, not to promote more tourism



My household standard of living is higher because of the money tourists spend here



The growth in tourism is causing prices to rise, making things less affordable for residents

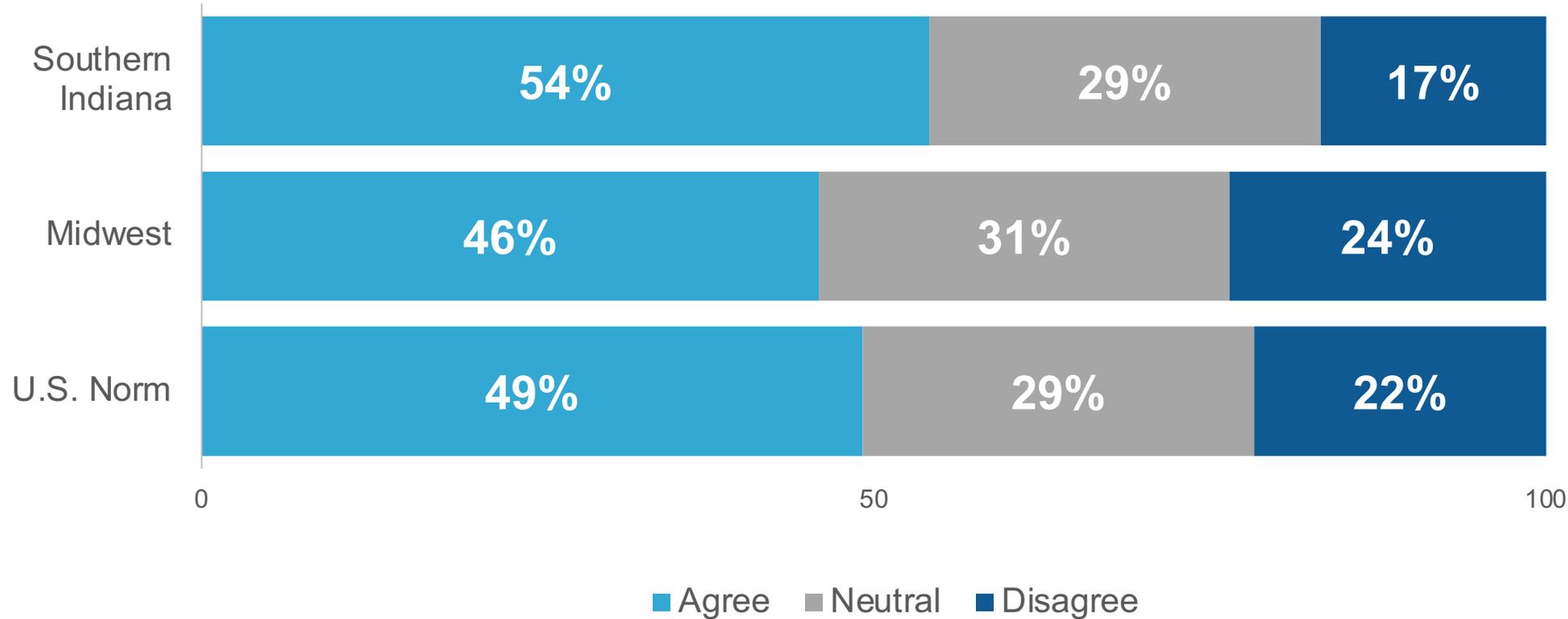




Tourism Employment

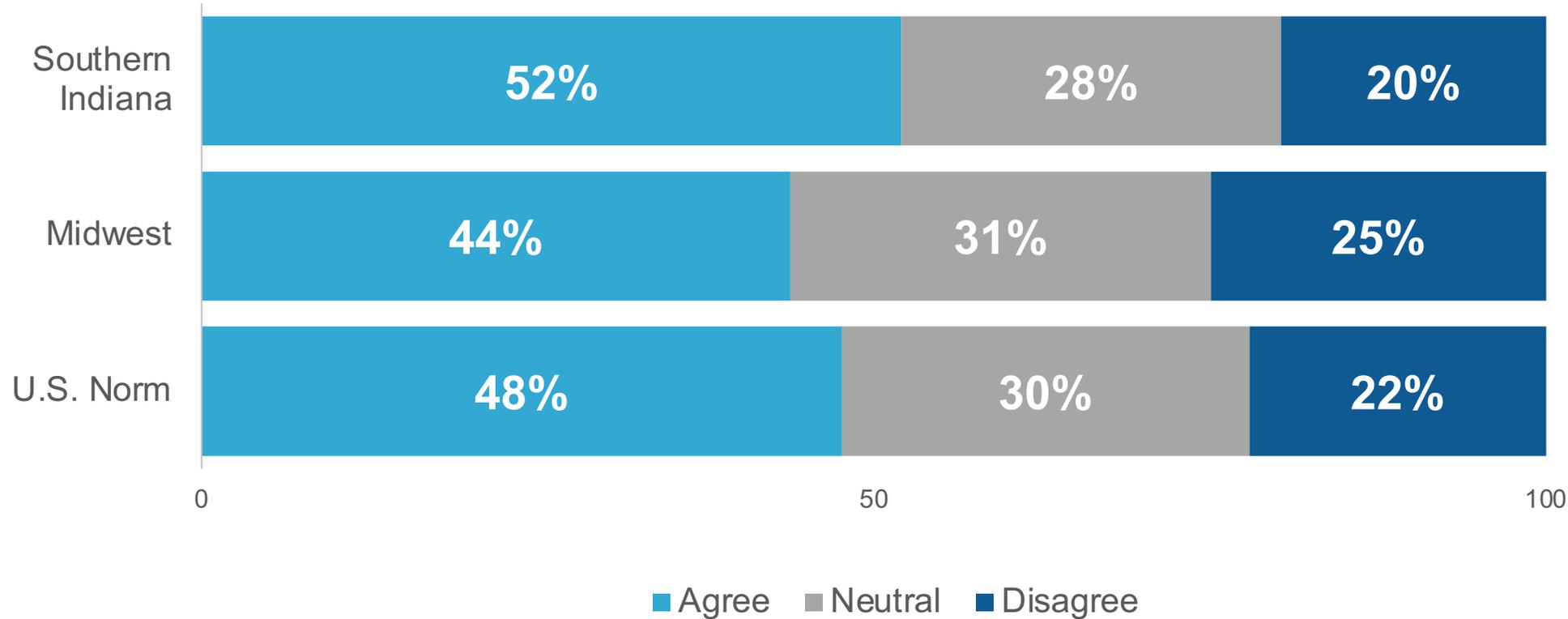
Tourism Employment

There are opportunities for career advancement in the tourism industry



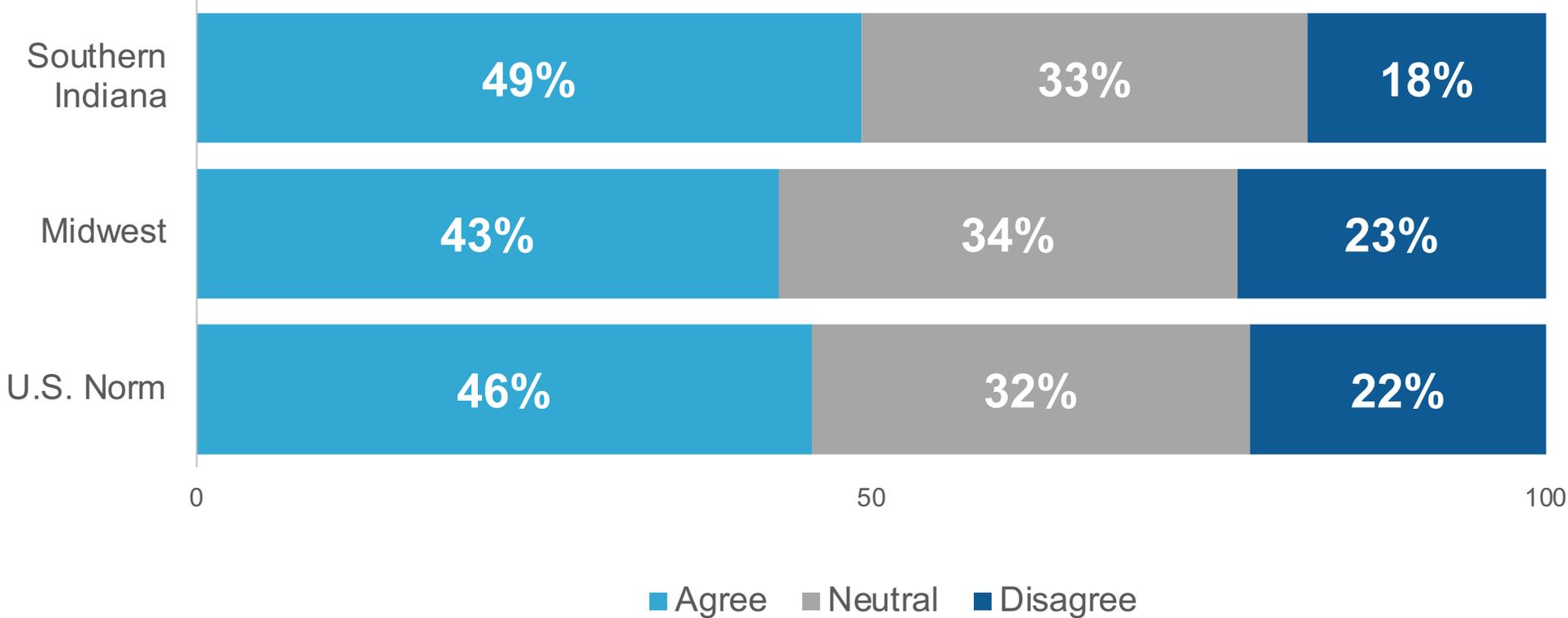
Tourism Employment

There are jobs in the tourism industry with desirable pay and benefits



Tourism Employment

Most jobs in the tourism industry are low-paying and seasonal

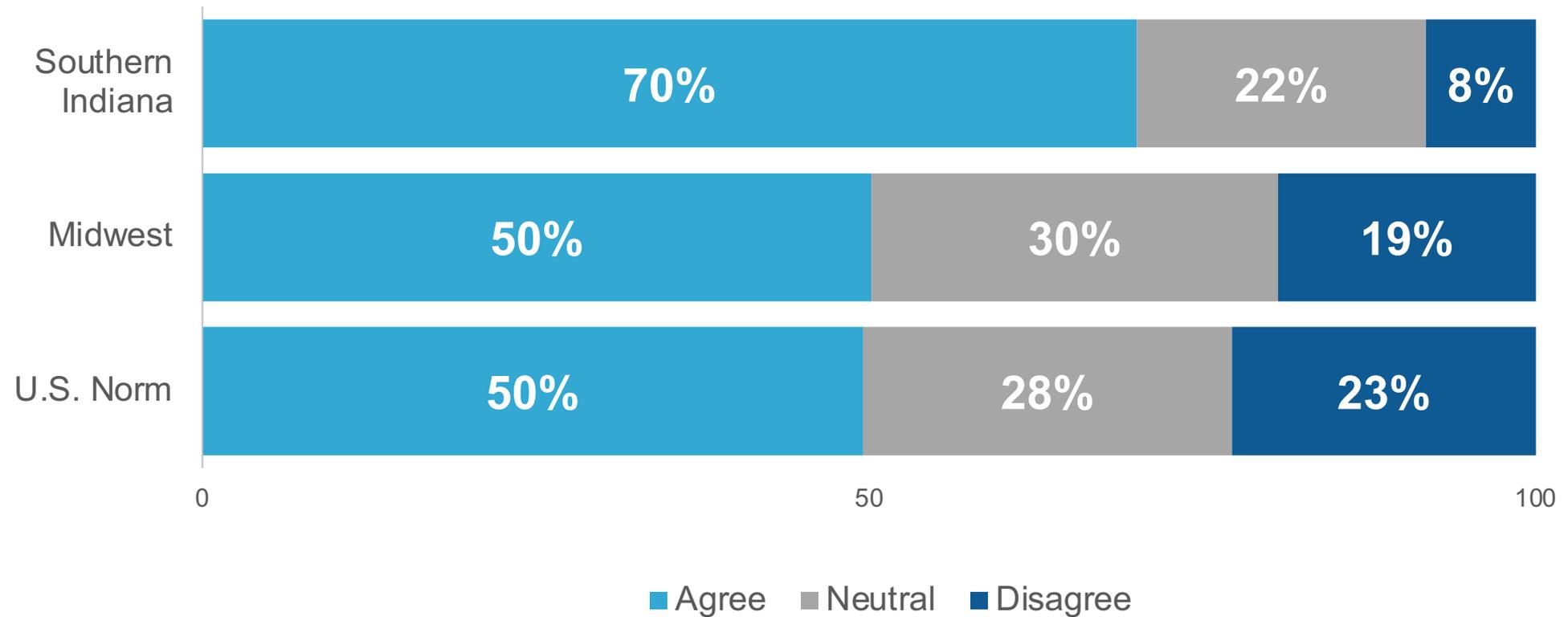




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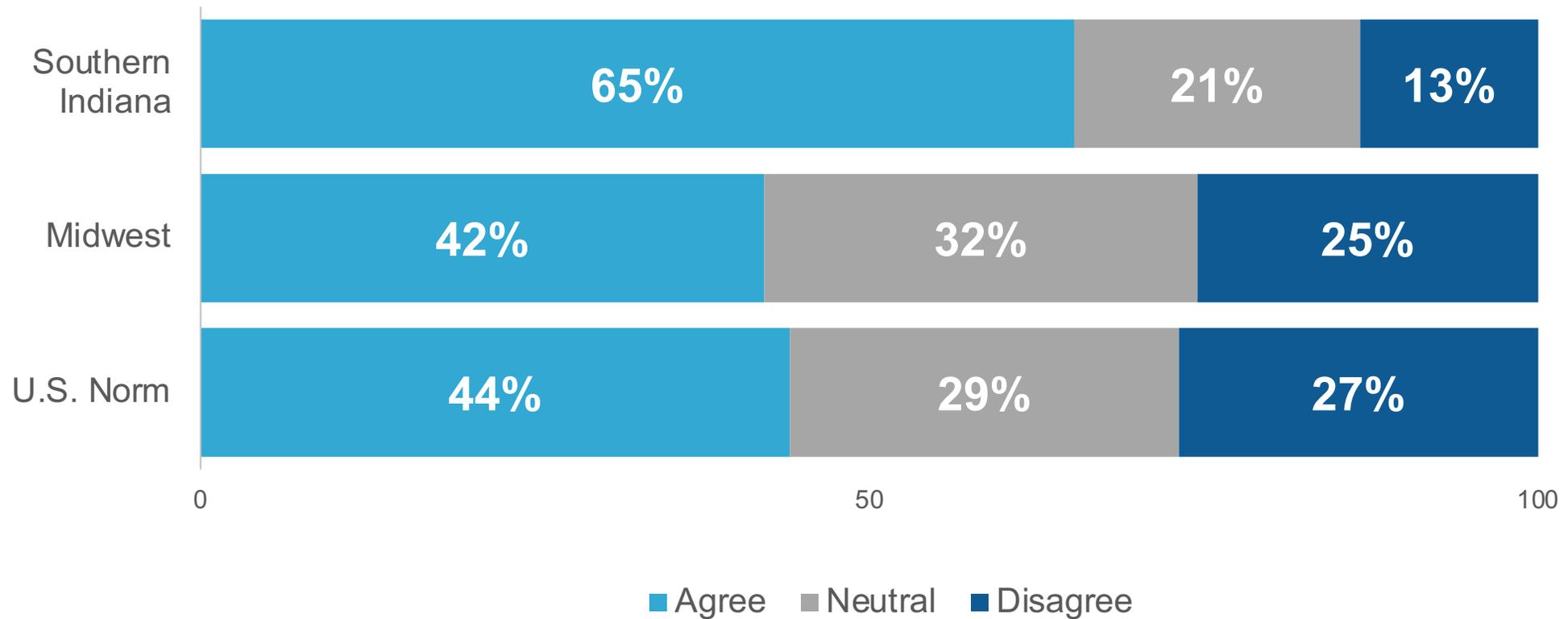
Quality of Life

Tourism supports the preservation of local culture and protects the community's authenticity



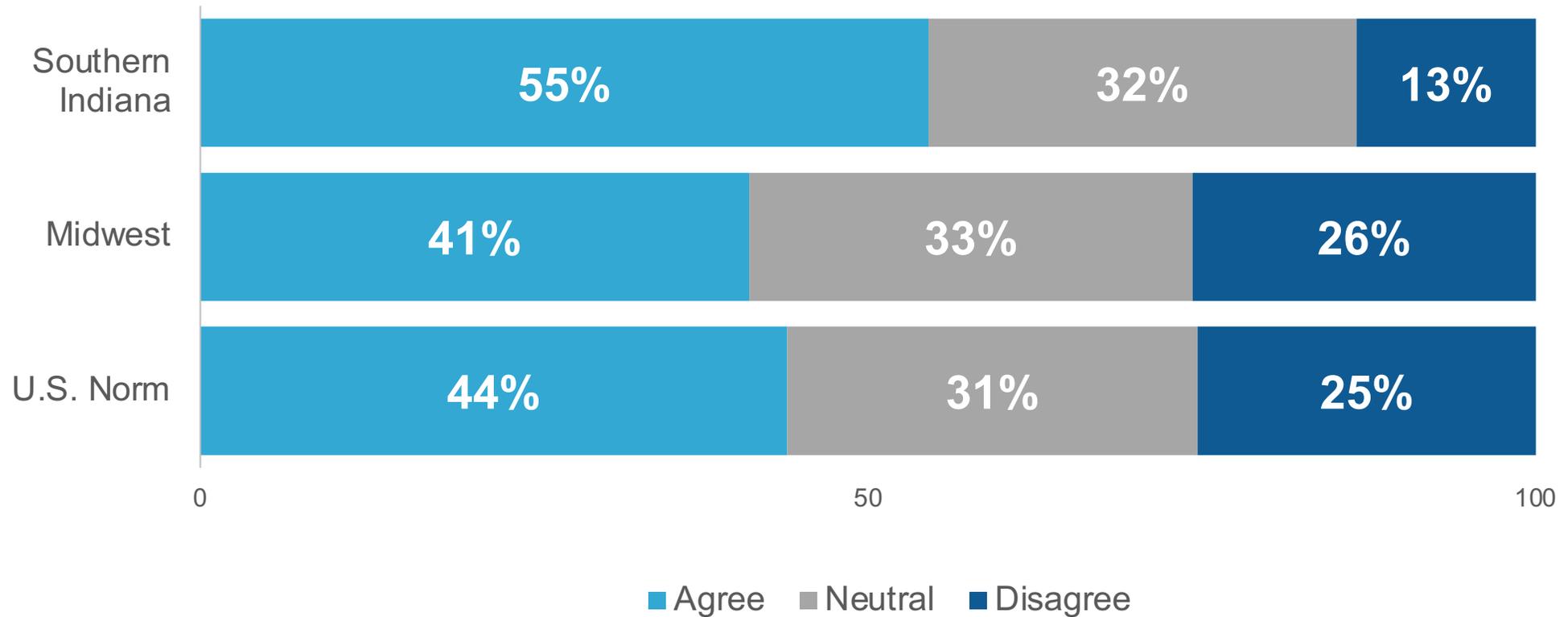
Quality of Life

I have more recreational opportunities (places to go and things to do) because of tourism in this area

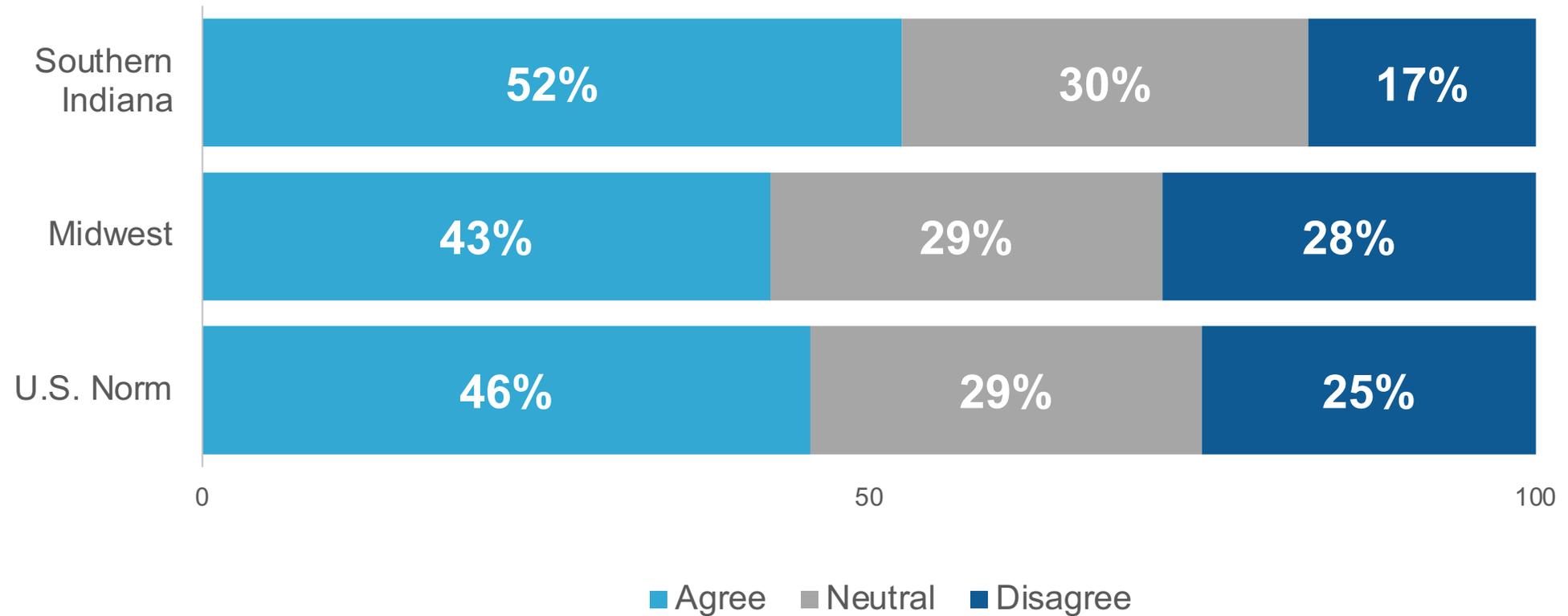


Quality of Life

Quality of life in this state has improved because of increased tourism

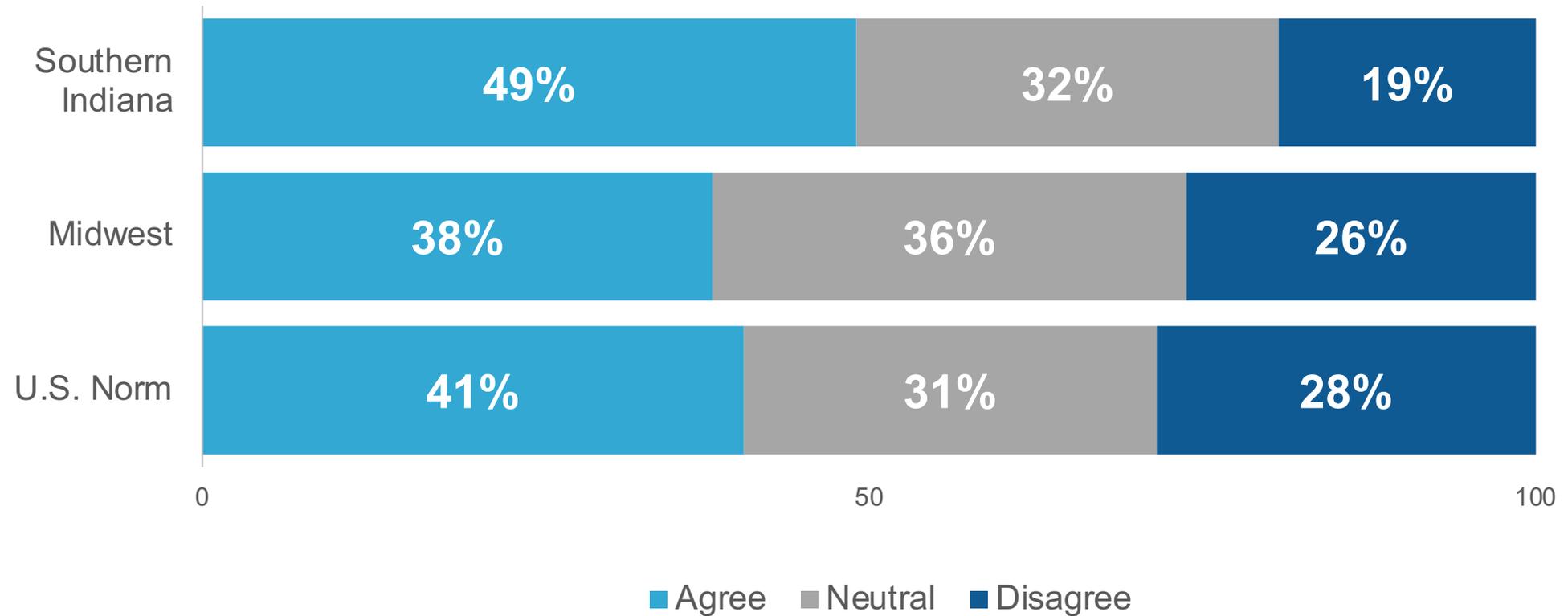


Shopping opportunities are better here as a result of tourism

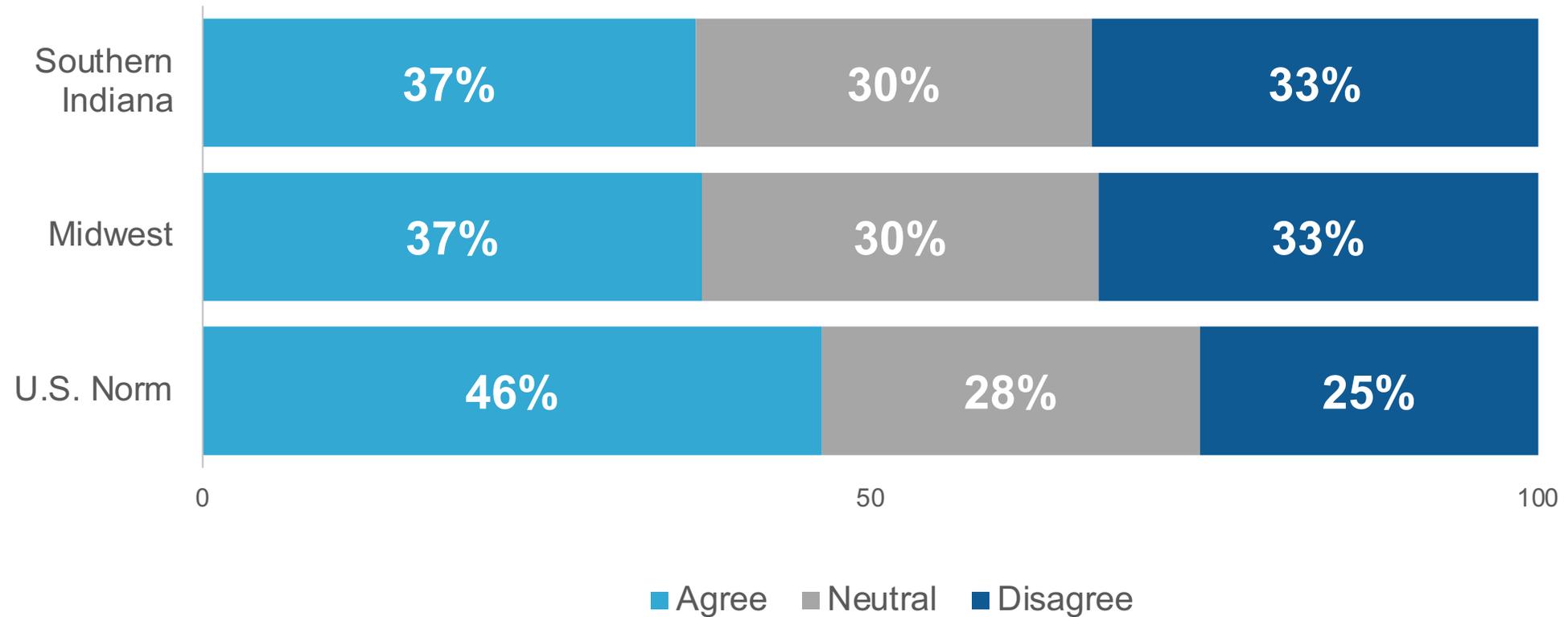


Quality of Life

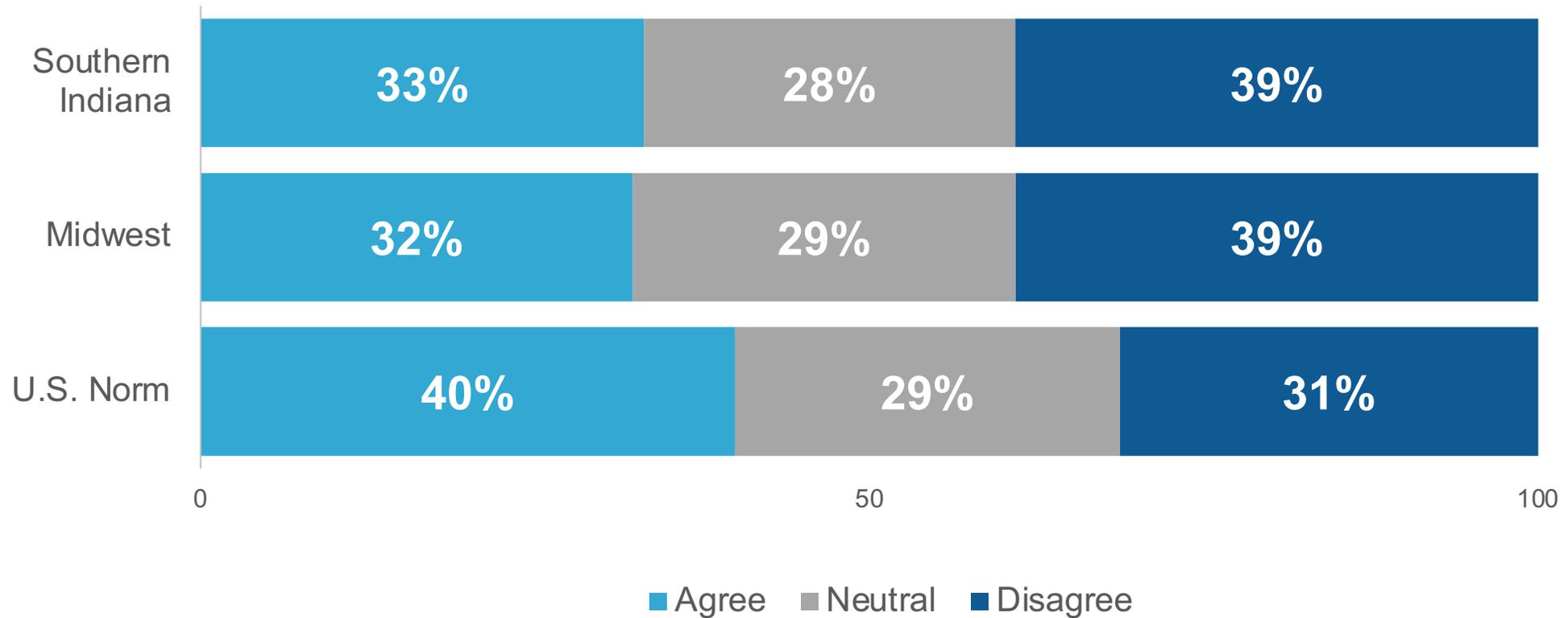
The quality of public services has improved due to more tourism here



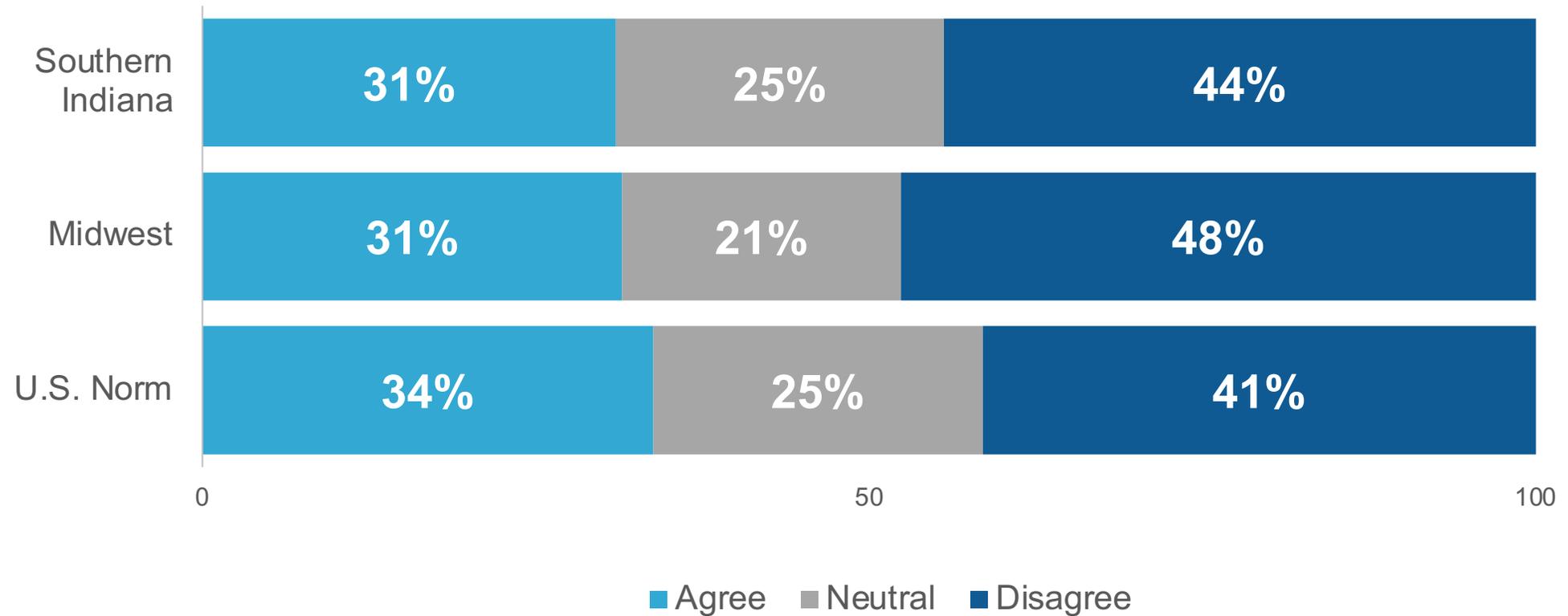
Tourists add to traffic congestion and parking problems here



Attractions and leisure facilities are becoming overcrowded because of more tourists

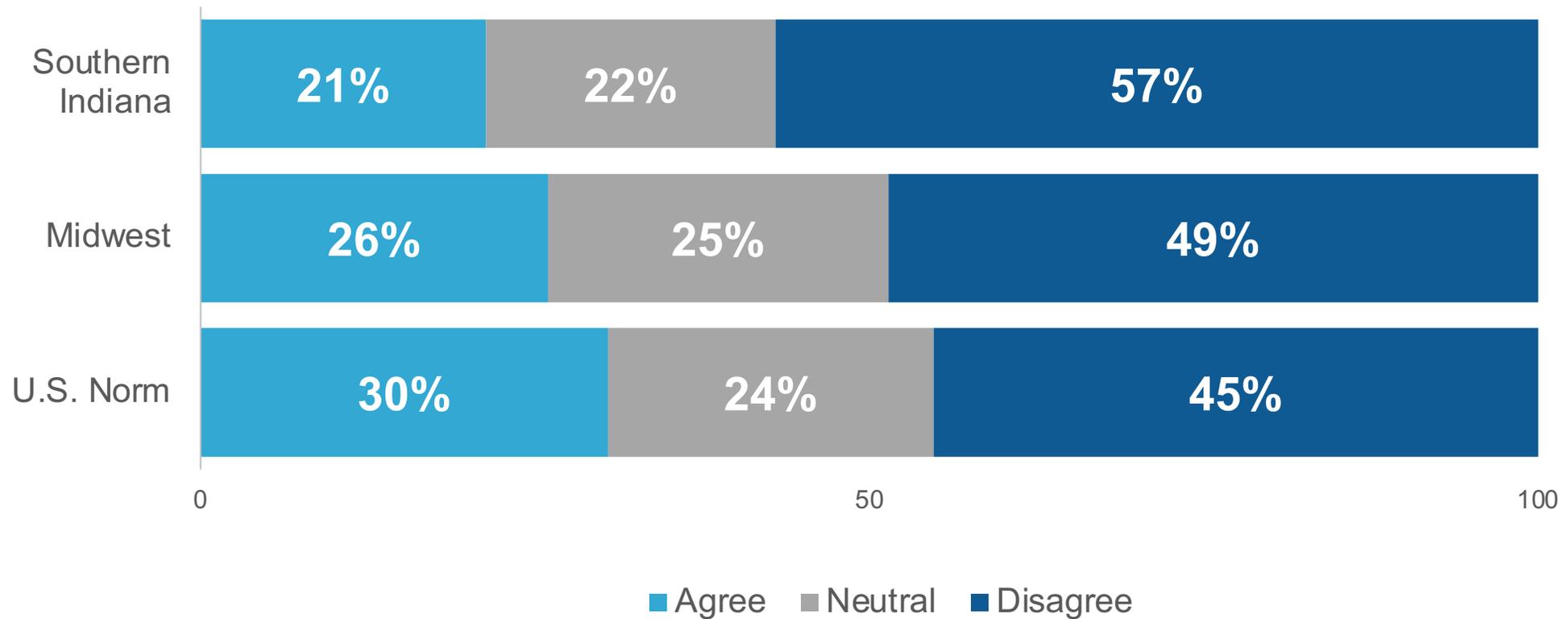


Uncontrolled tourism growth is jeopardizing our heritage and culture



Quality of Life

Tourism has caused an increase in crime and social problems like alcohol and drug use in the state

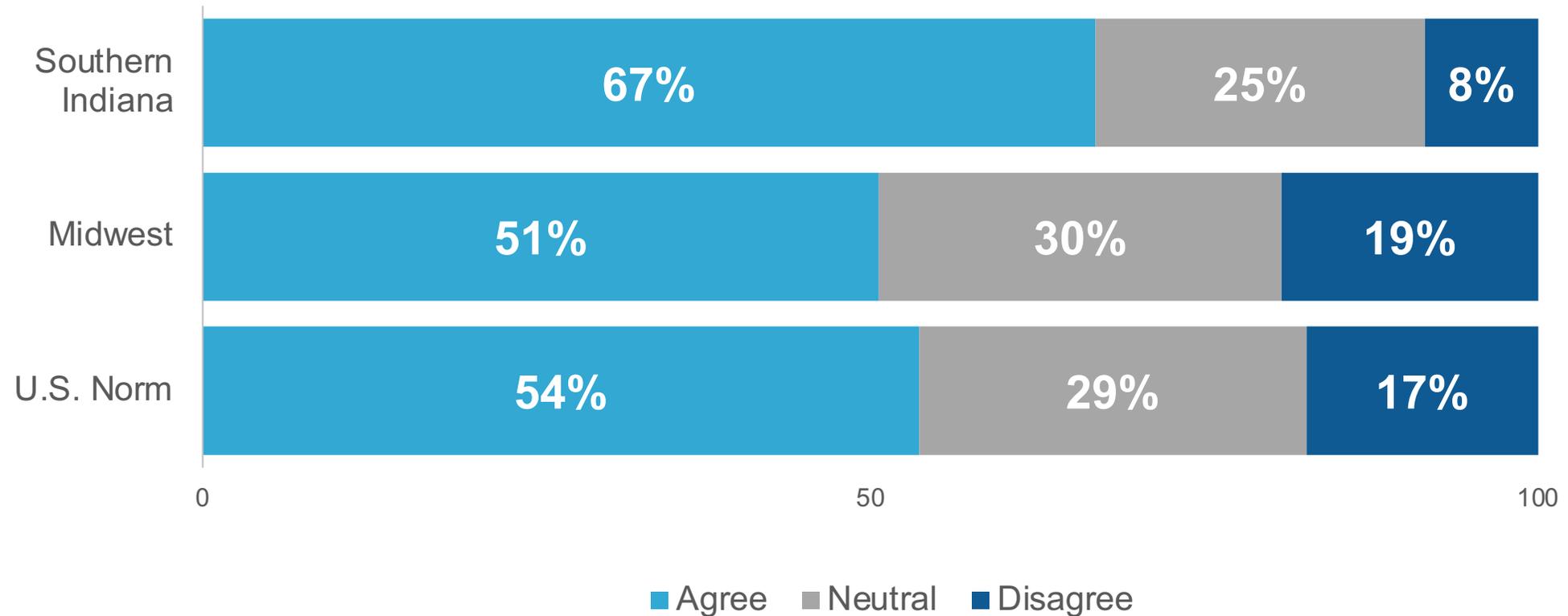




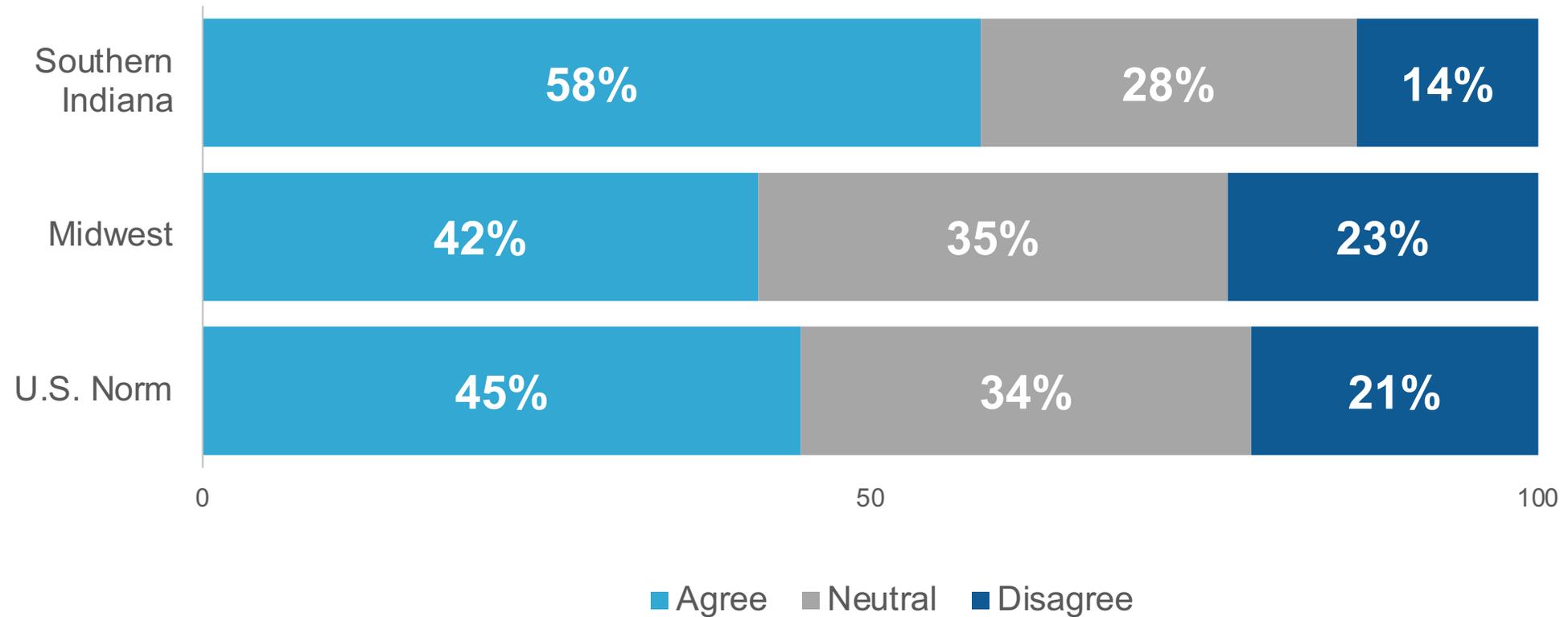
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Environment

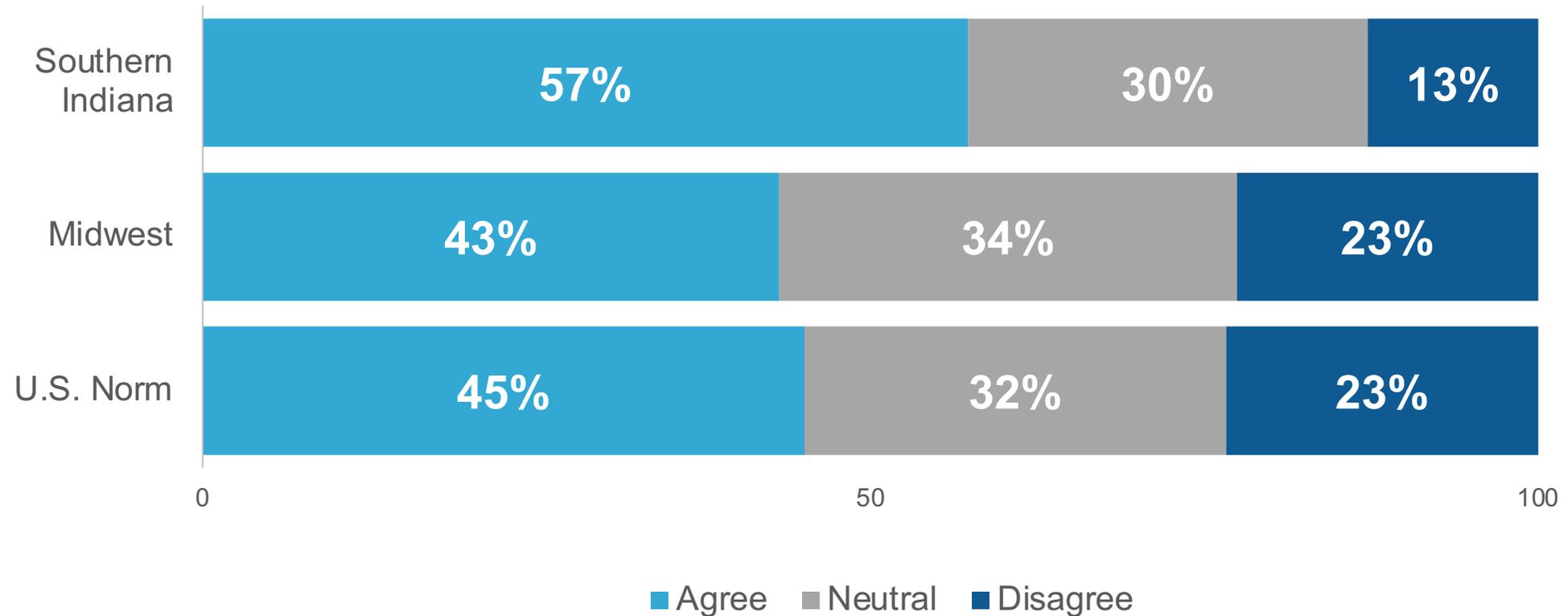
Long-term planning can limit environmental impacts caused by tourism



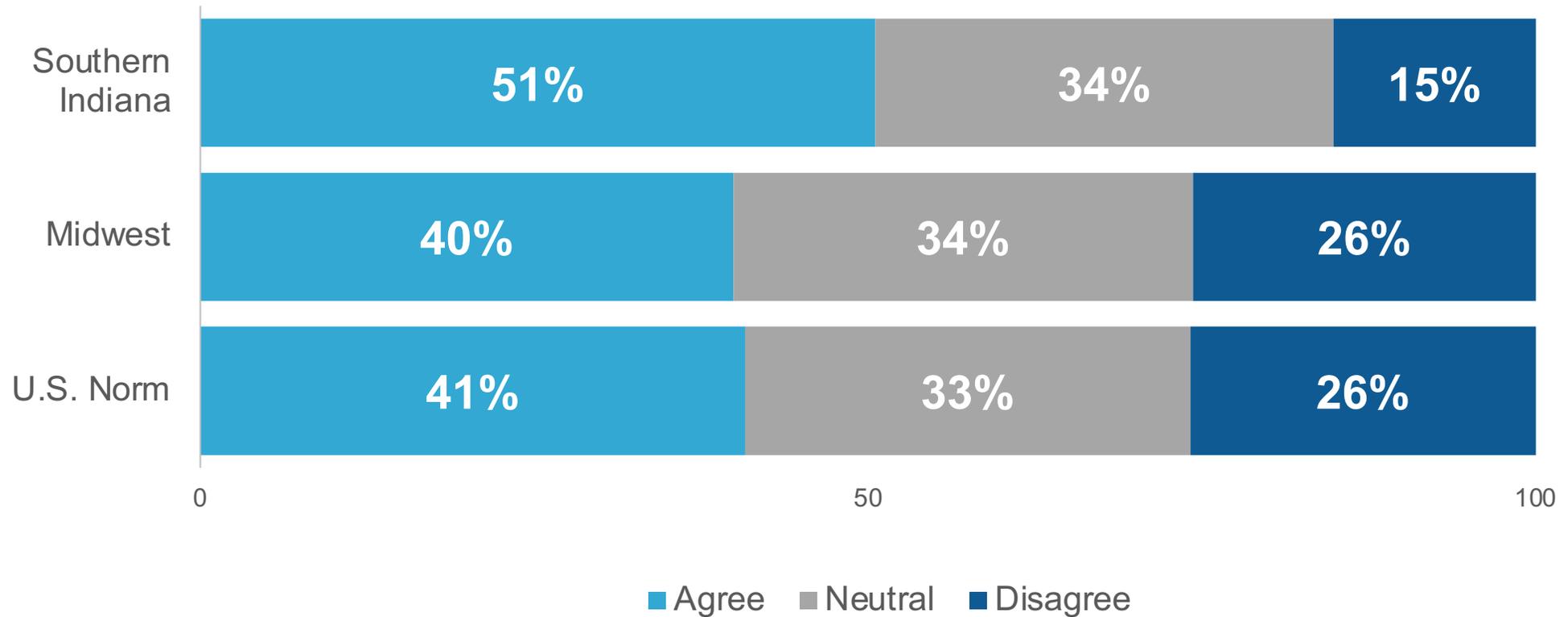
Tourism is a good alternative to more environmentally-damaging development



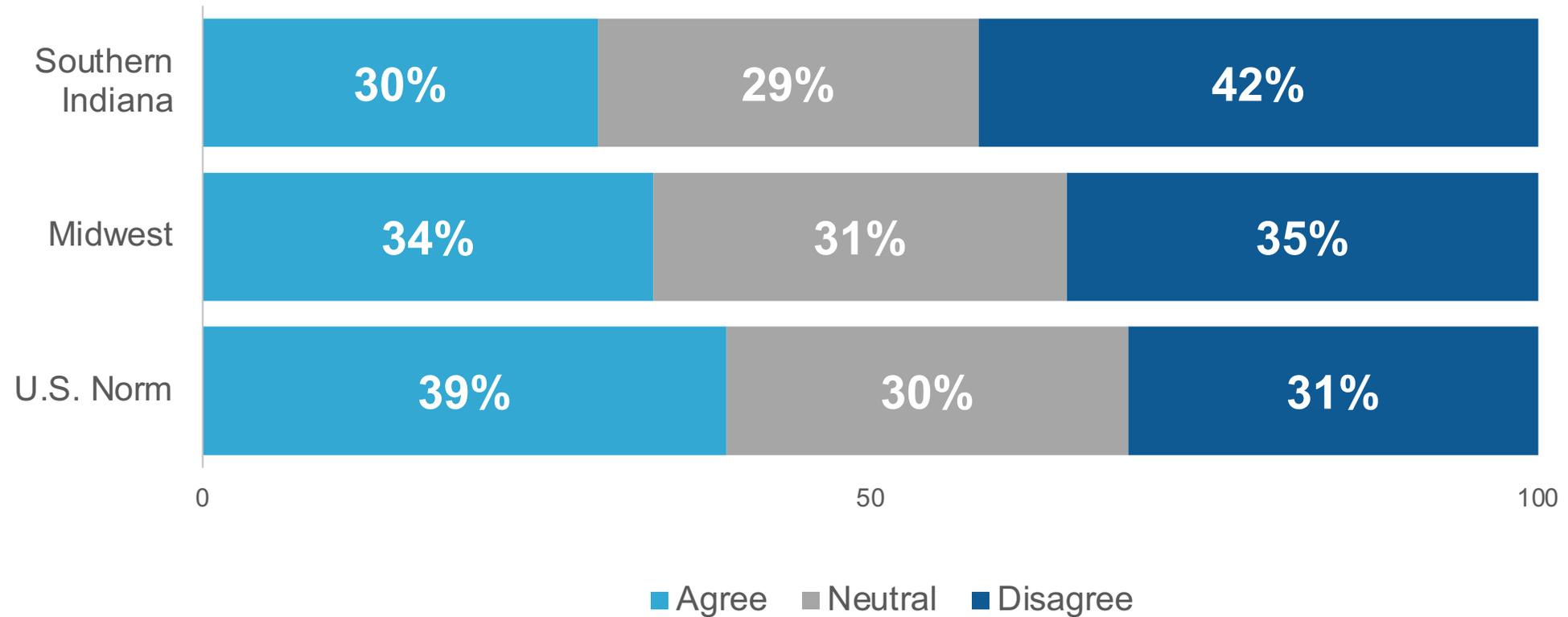
Tourism can help the environment as local governments and people seek to protect sensitive and scenic areas



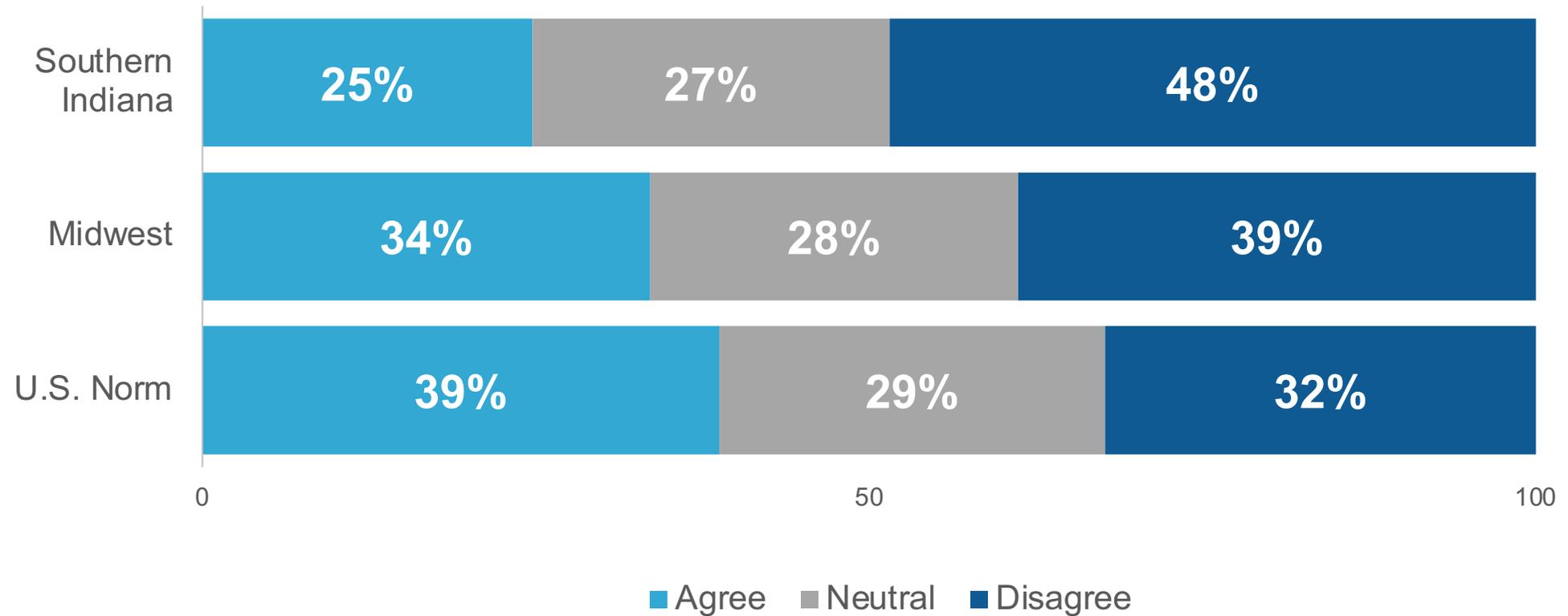
The tourism industry values sustainability and our natural resources



Overbuilding of tourism-related businesses is spoiling our natural areas



Overcrowding by tourists is spoiling our natural areas



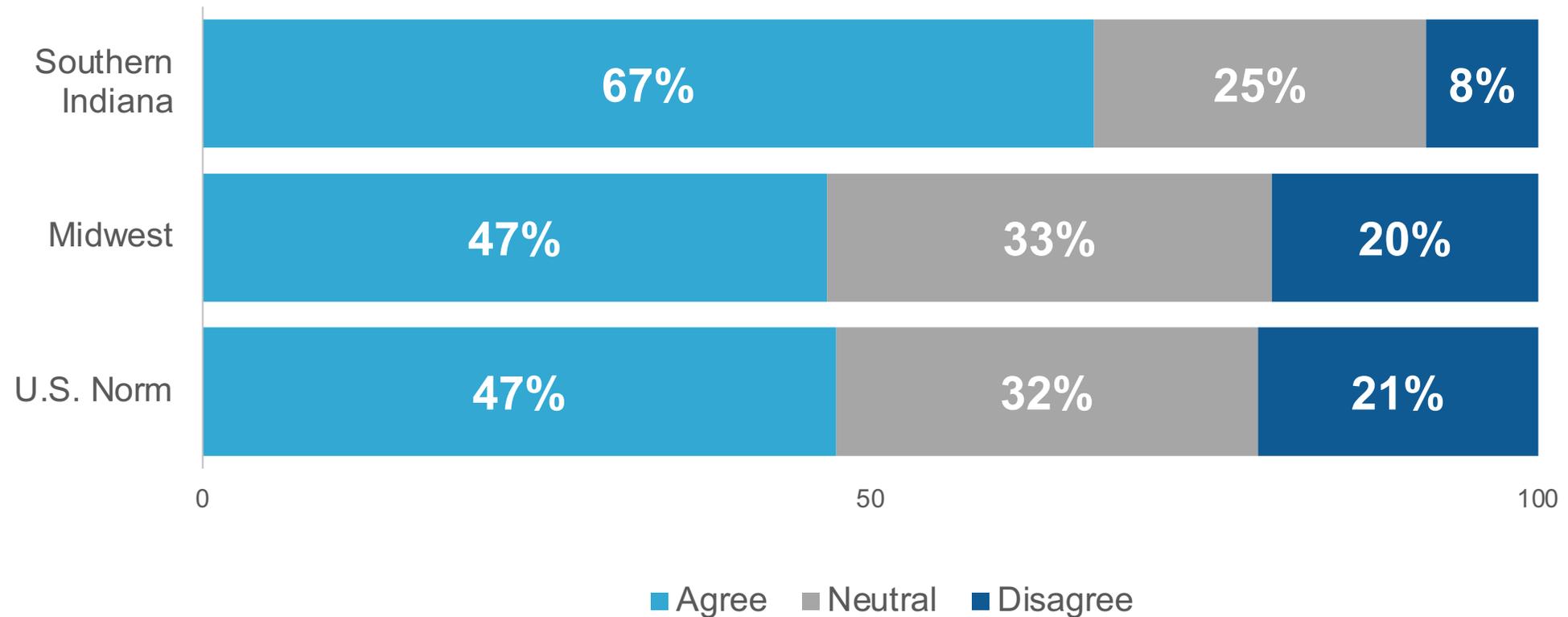


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Accommodation- Sharing Services

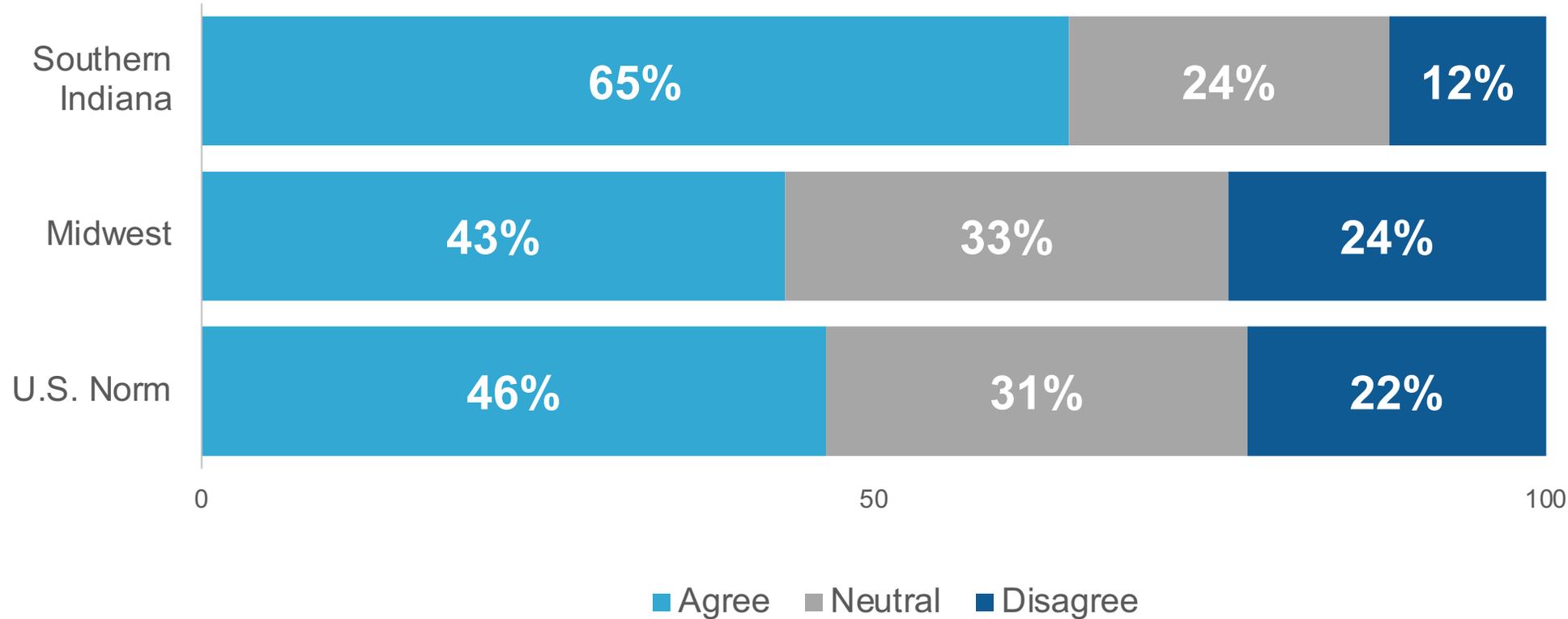
Accommodation-Sharing Services

Accommodation-sharing services like Airbnb, Vrbo, etc., provide visitors with the opportunity to experience local cultures



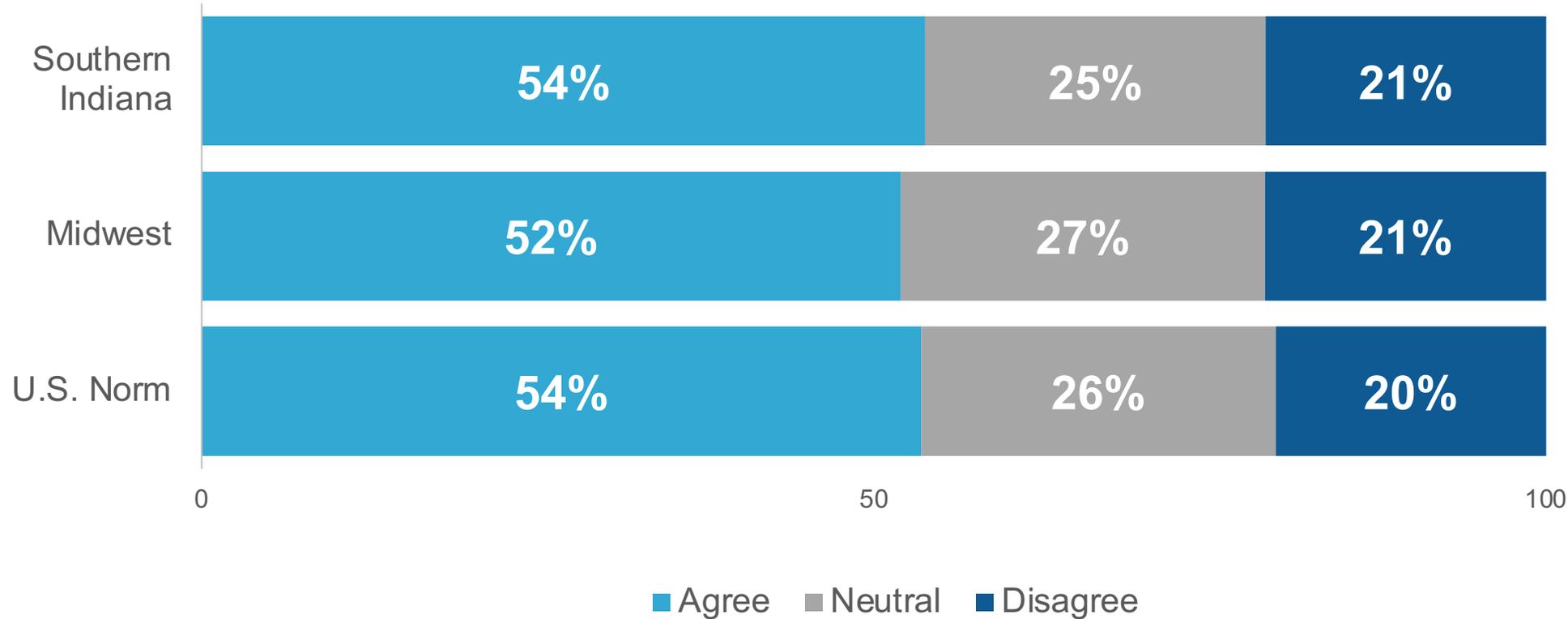
Accommodation-Sharing Services

Accommodation-sharing services like Airbnb, Vrbo, etc., provide economic opportunities for residents



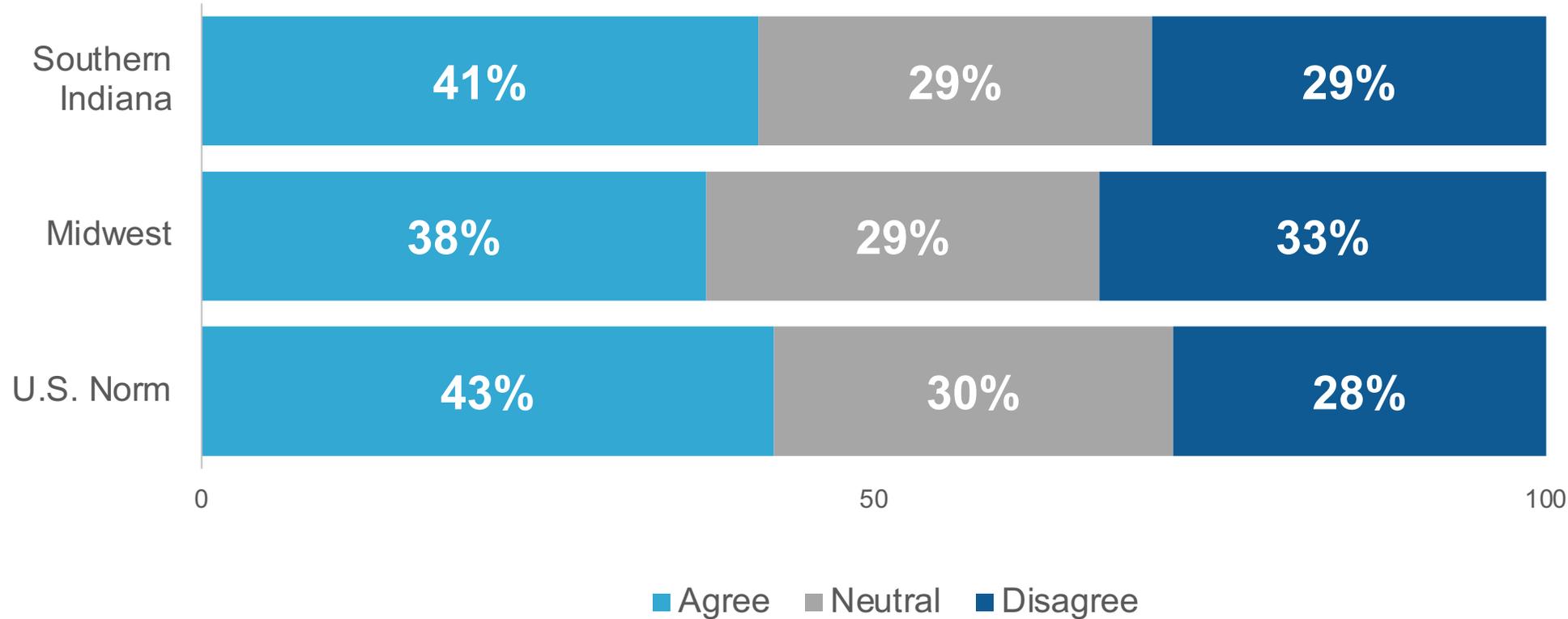
Accommodation-Sharing Services

Accommodation-sharing services like Airbnb should be regulated, just like hotels and other property-rental businesses



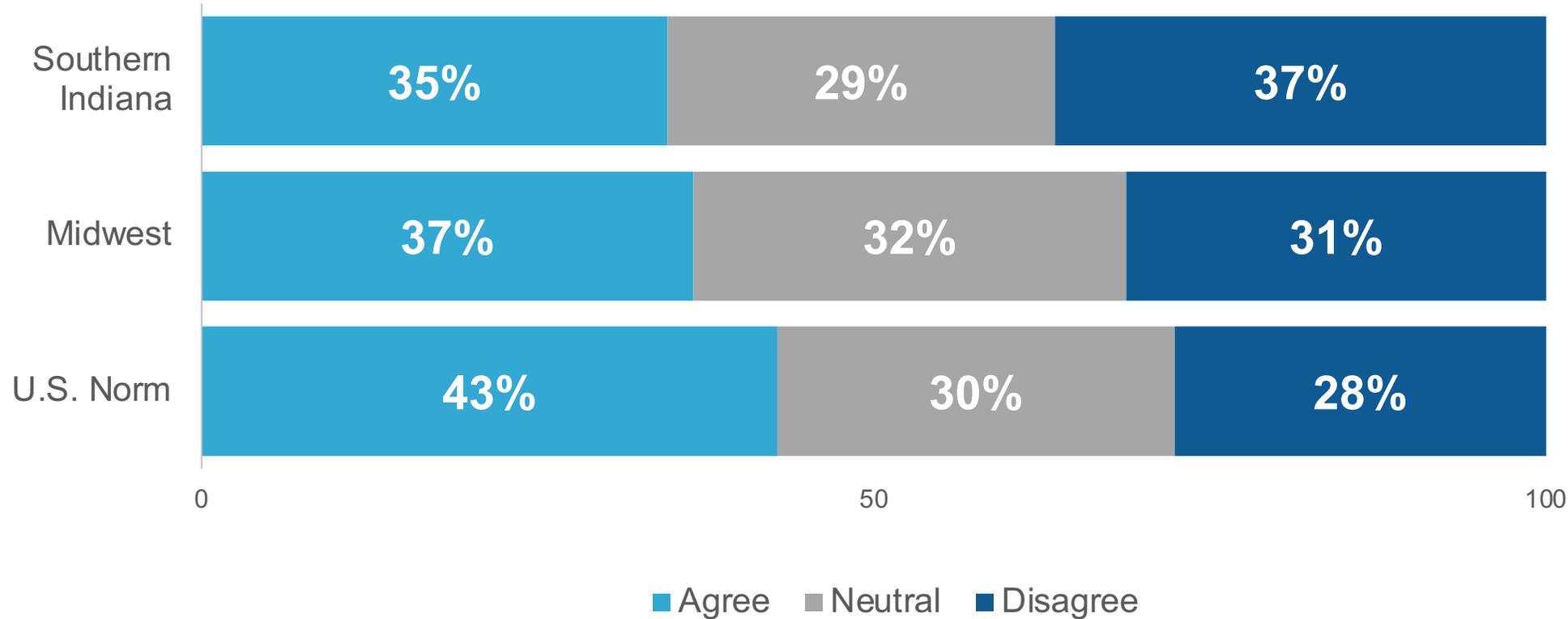
Accommodation-Sharing Services

Accommodation-sharing services like Airbnb, Vrbo, etc., can cause inflation in rents, raising the cost of living for locals



Accommodation-Sharing Services

People who use accommodation-sharing services like Airbnb, Vrbo, etc., can be disruptive to local neighborhoods

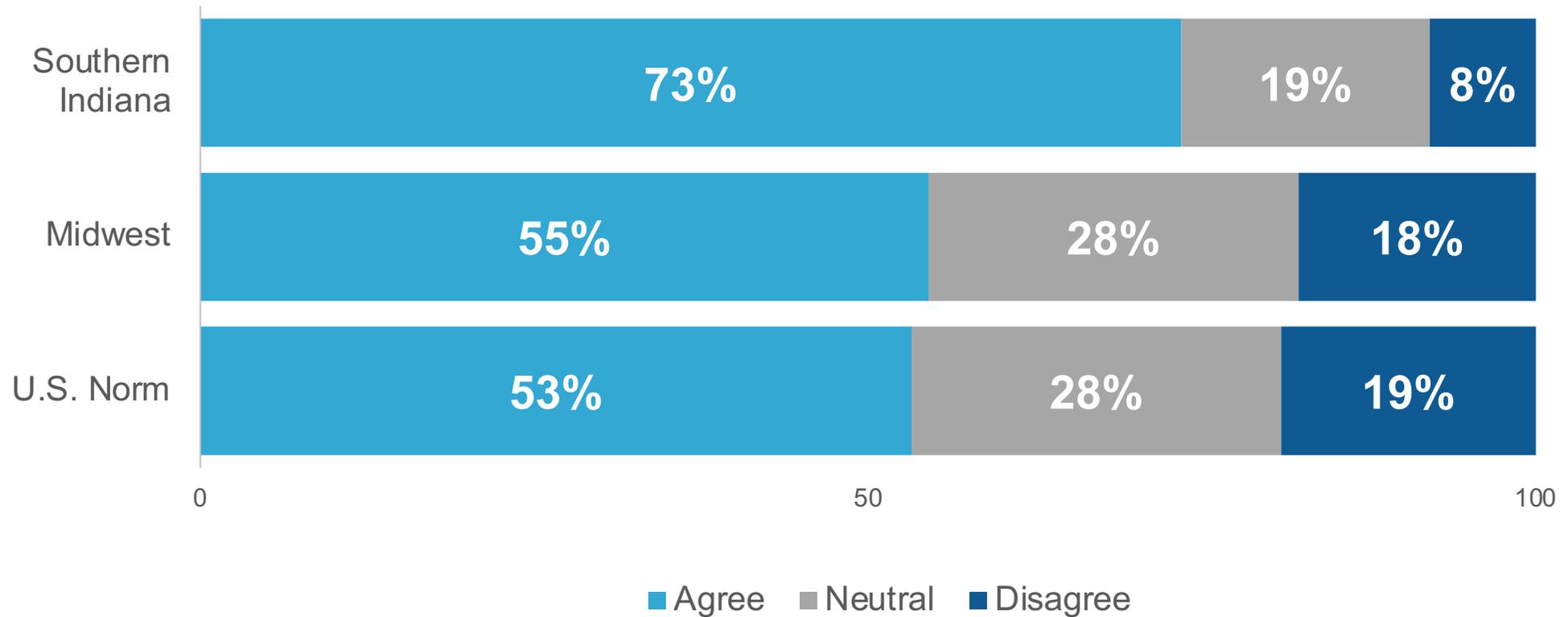




Sporting Events

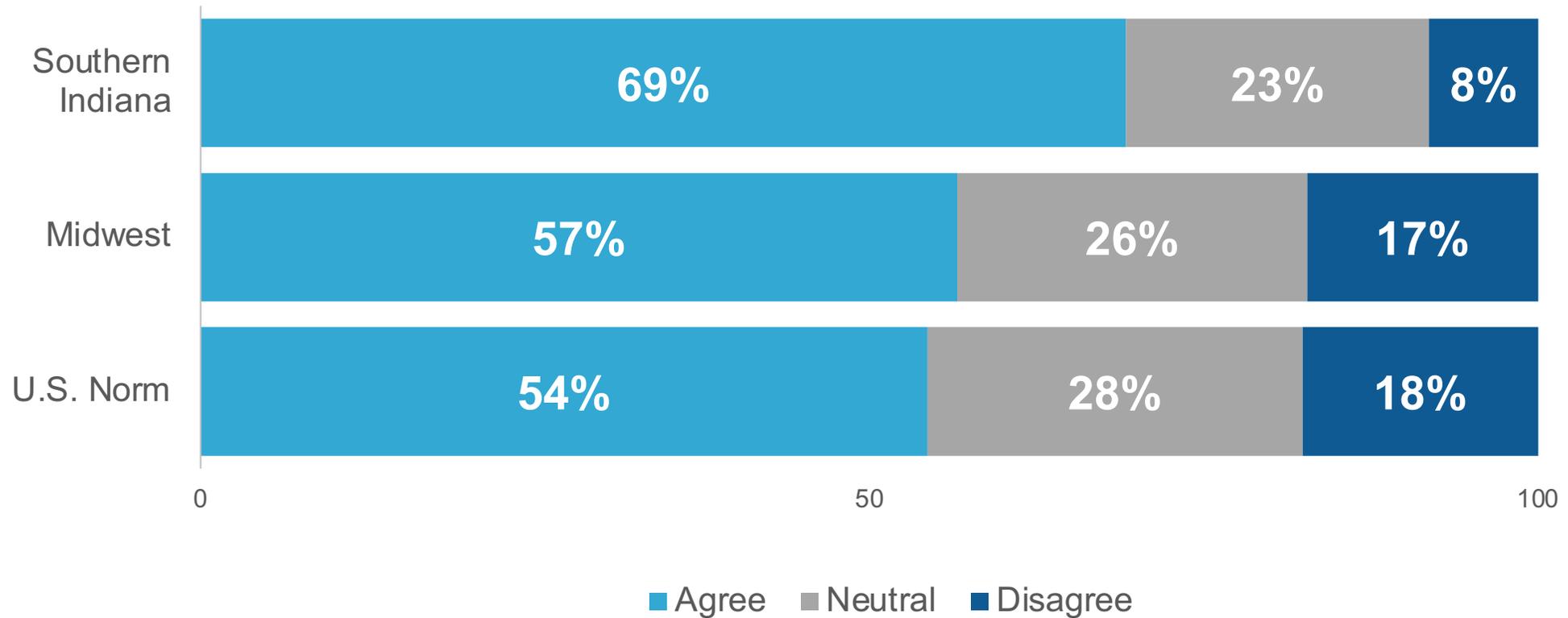
Sporting Events

I support hosting outdoor sporting events (e.g., marathons, bike races) in my community



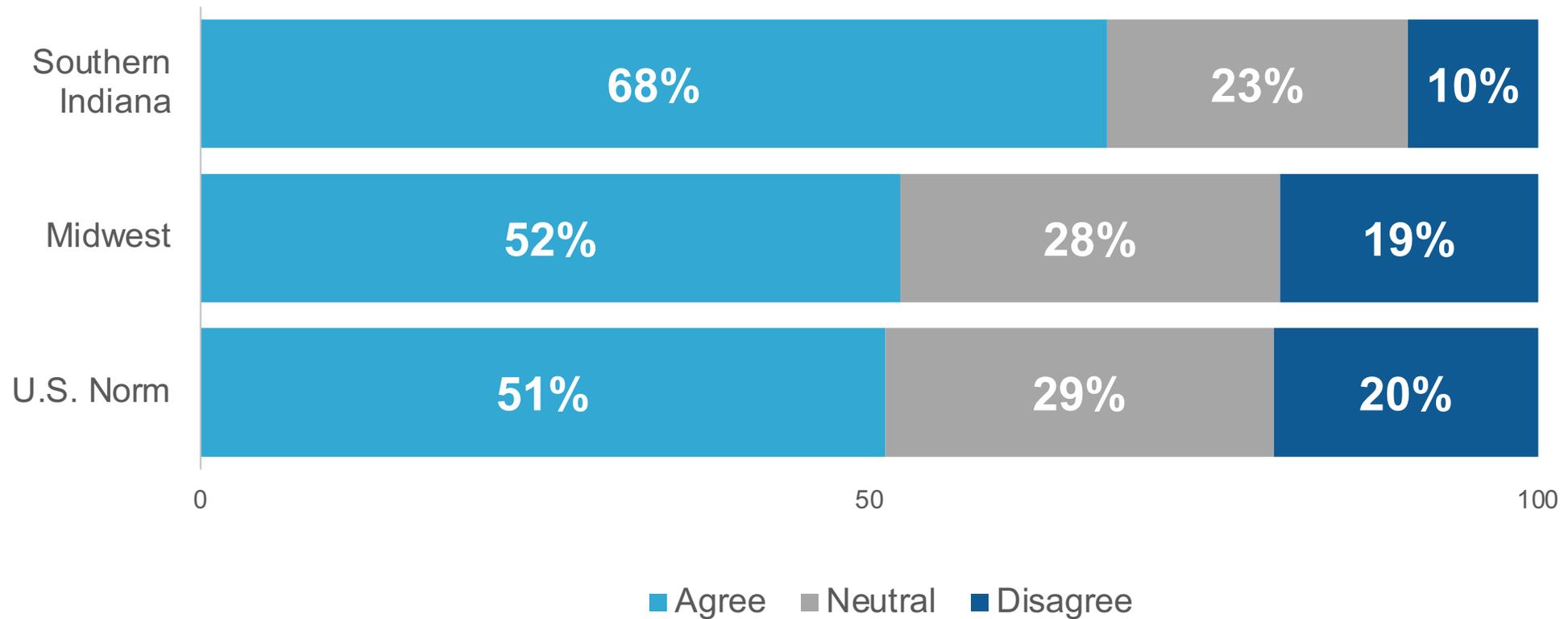
Sporting Events

Hosting youth and amateur sporting events benefits the local economy



Sporting Events

Hosting youth and amateur sporting events improves the quality of life in my community

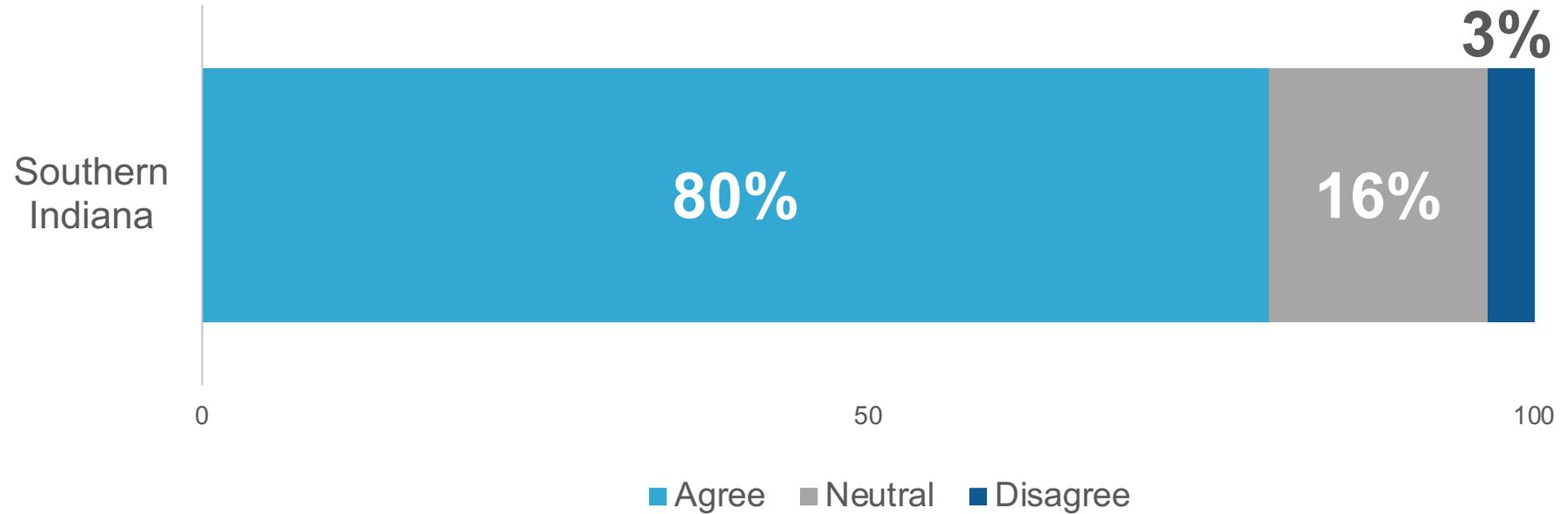




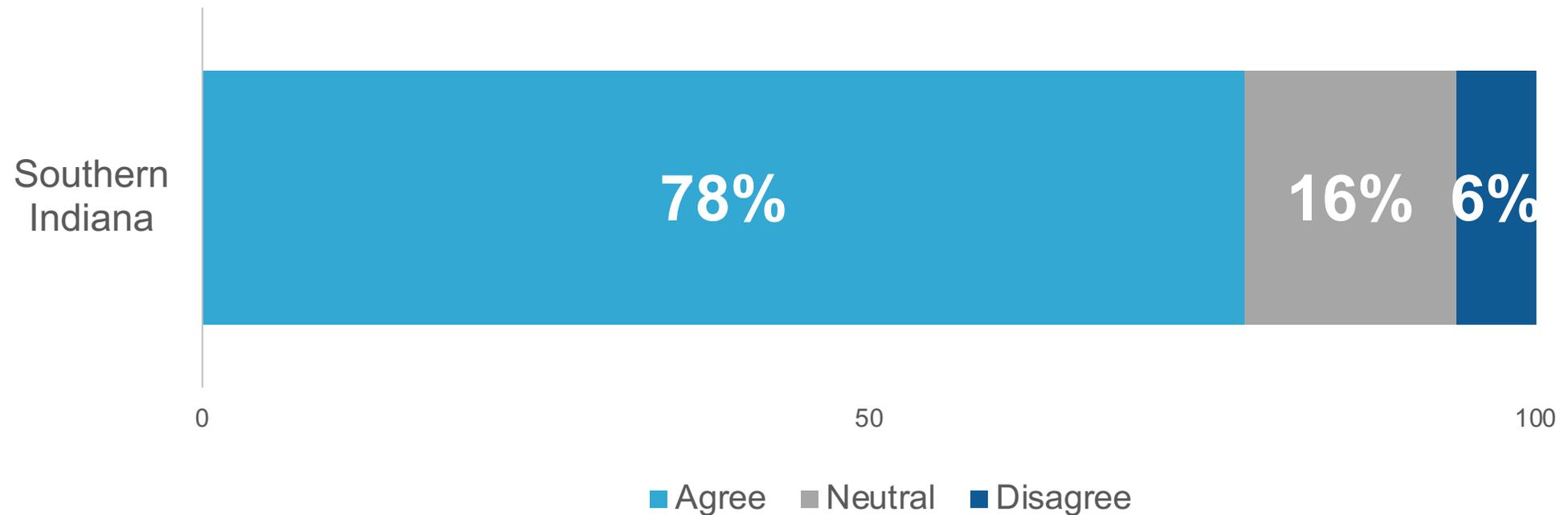
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Festivals

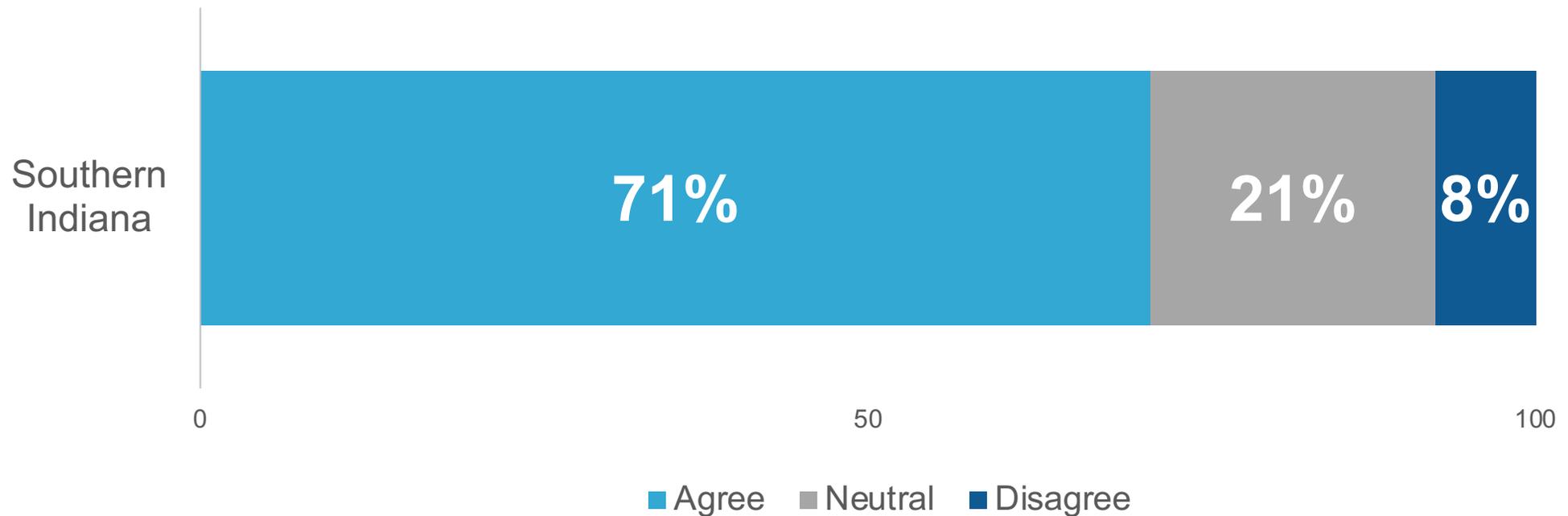
Festivals benefit the local economy



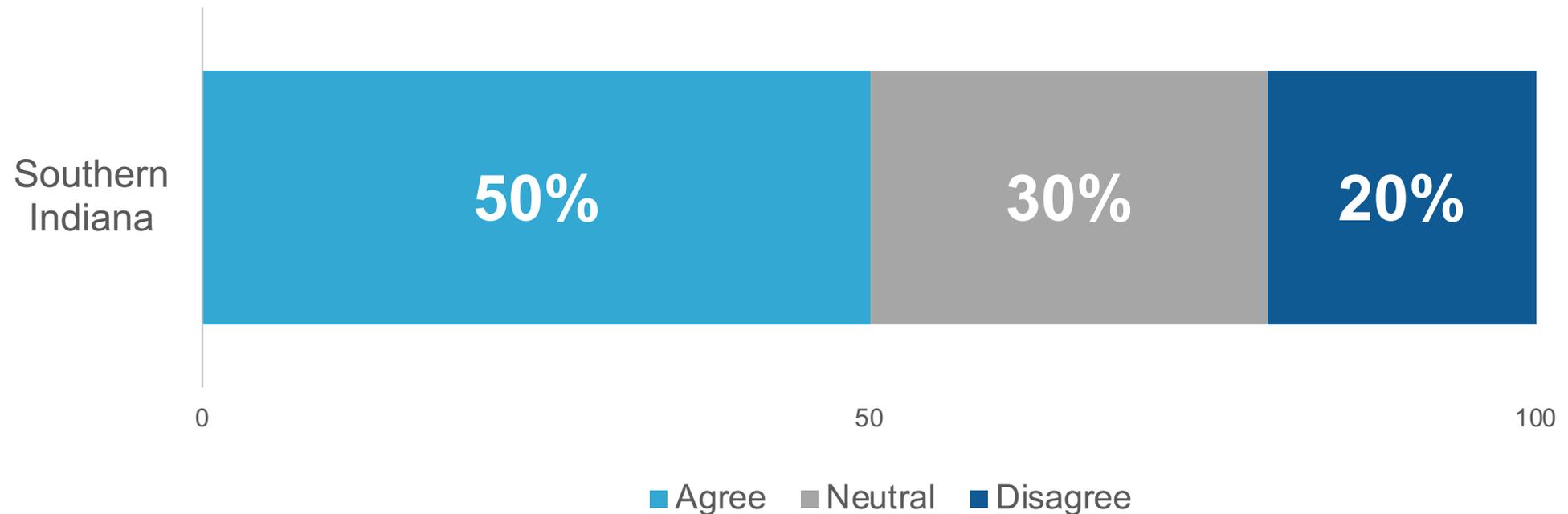
Festivals enhance the image of Clark and Floyd counties



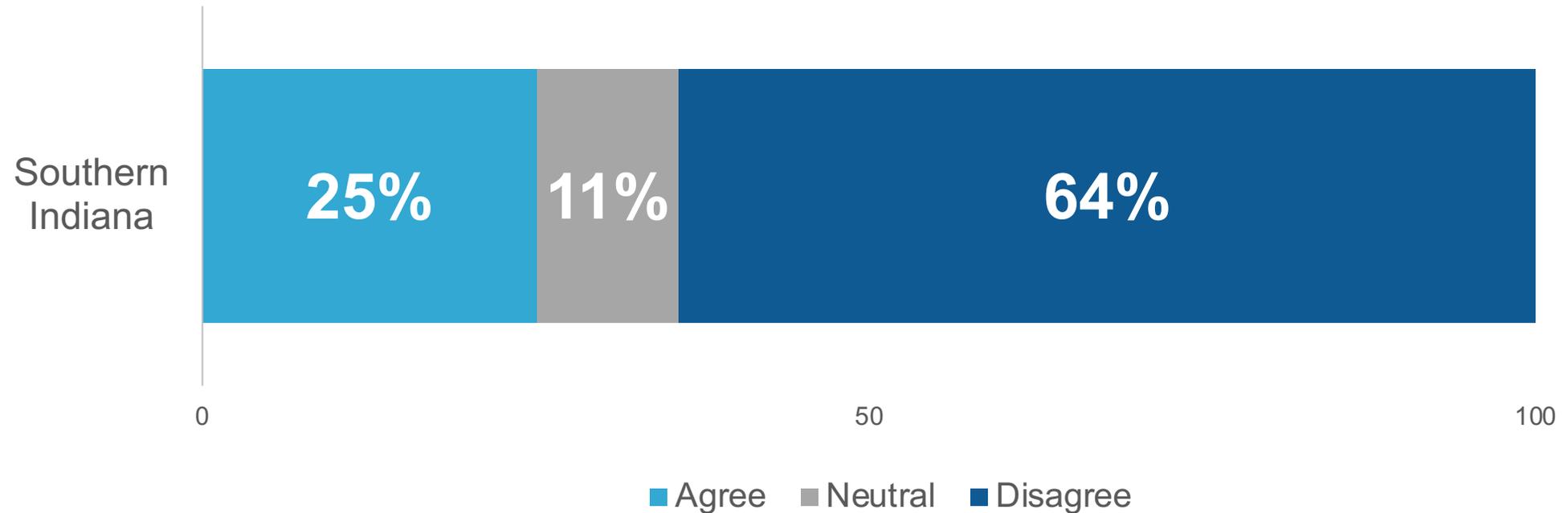
Festivals help improve the quality of life in Clark and Floyd counties



Festivals increase the traffic congestion and parking problems in Clark and Floyd counties



Festivals do not benefit local businesses

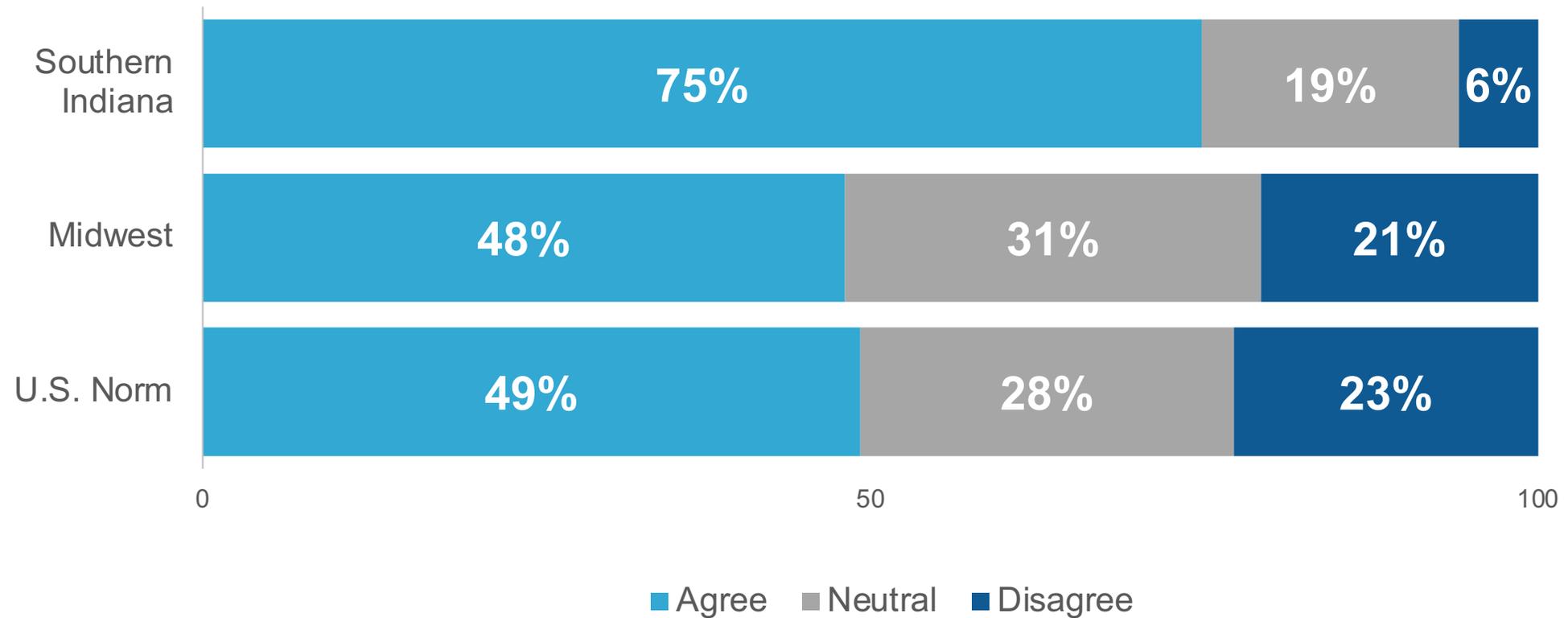




Involvement/Engagement with Tourism

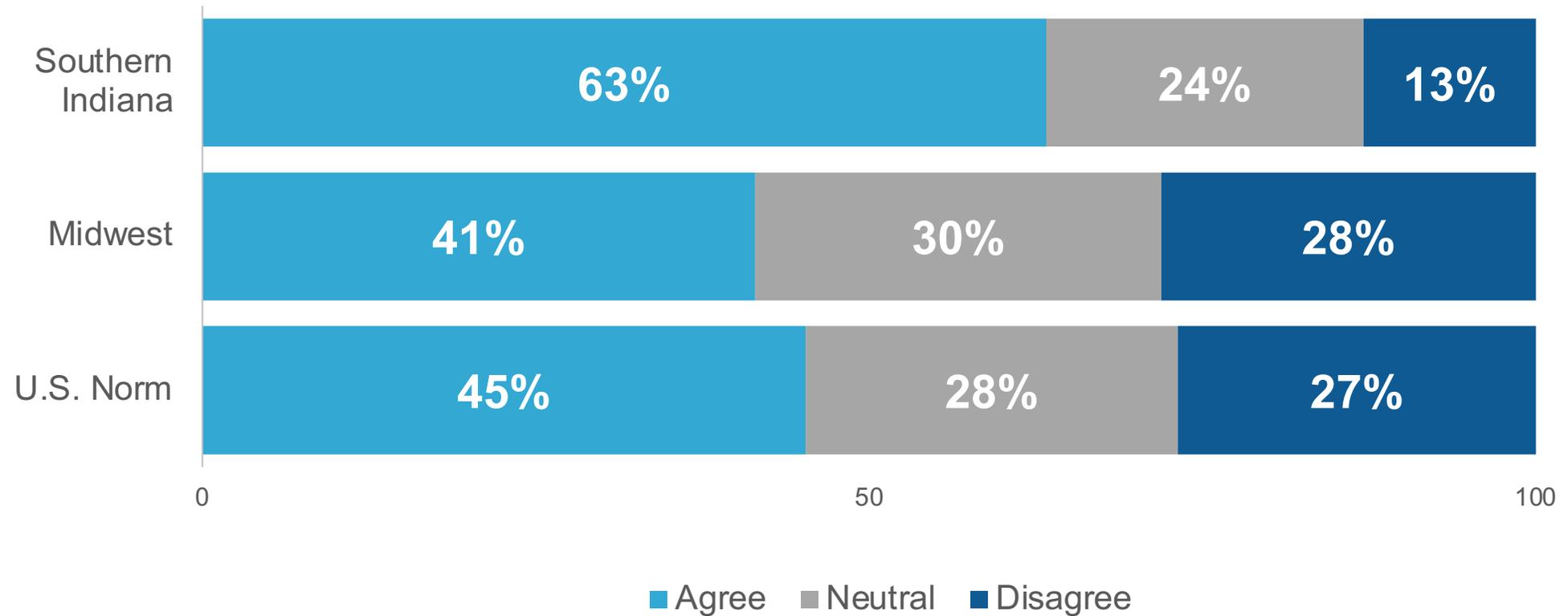
Involvement/Engagement with Tourism

When I come across local tourism news, I'm interested in finding out what's happening



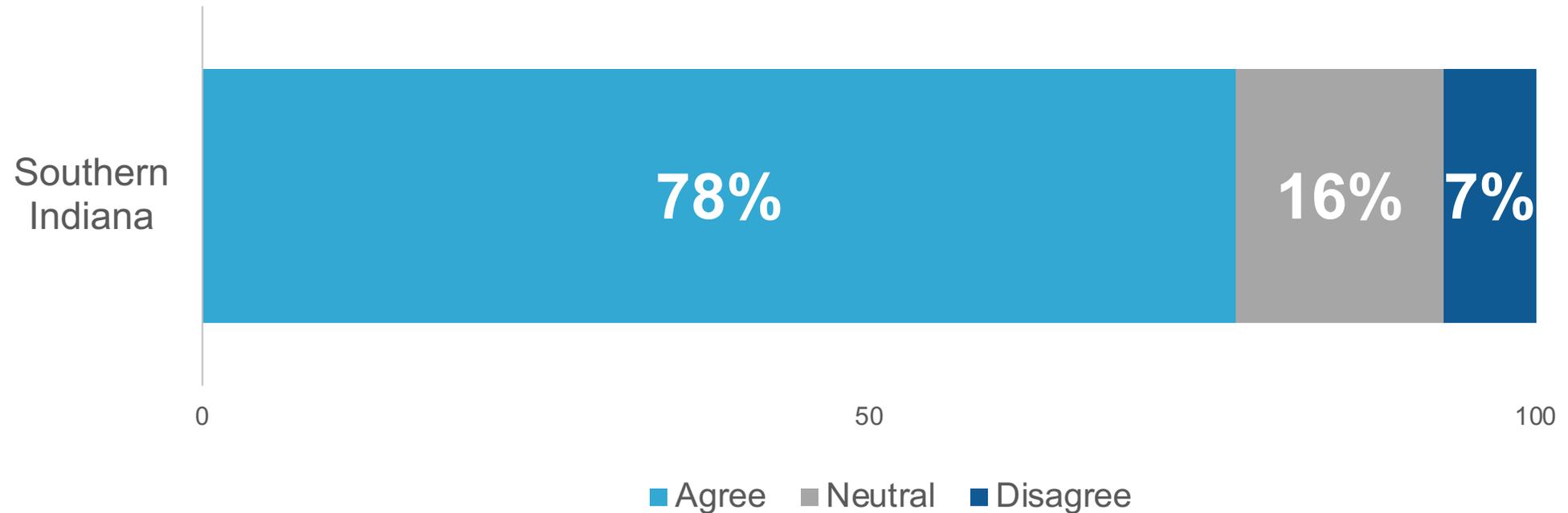
Involvement/Engagement with Tourism

I consider myself informed/up-to-date on news about tourism in this area



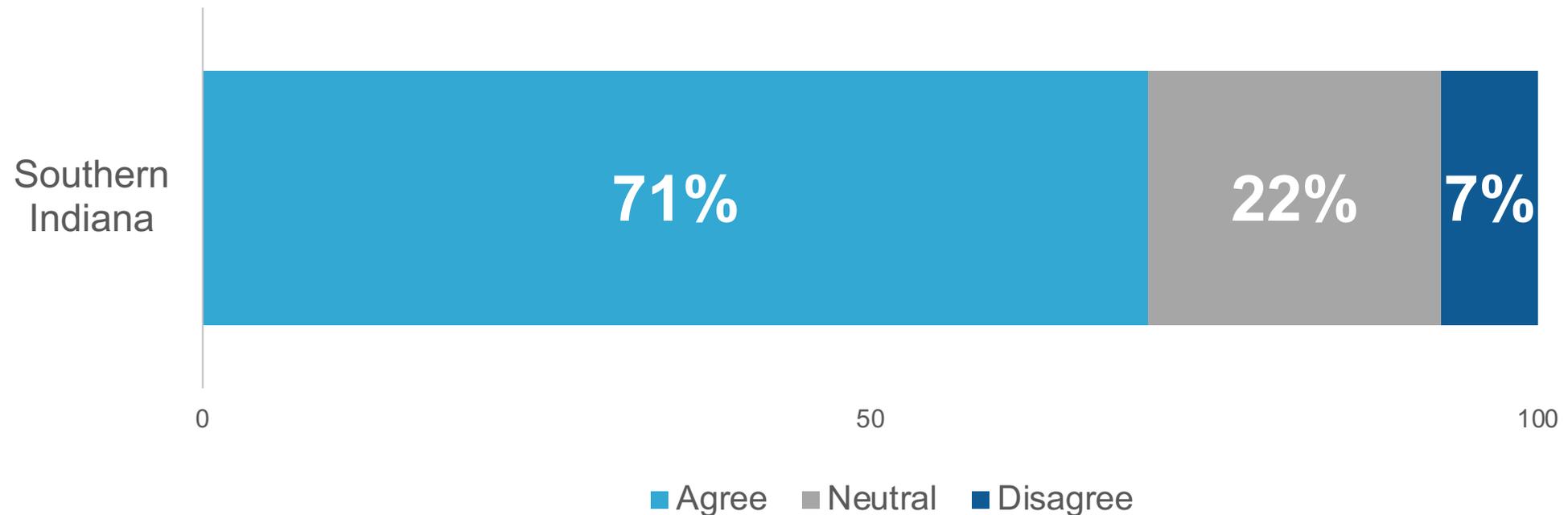
Involvement/Engagement with Tourism

I welcome tourists to Clark and Floyd counties



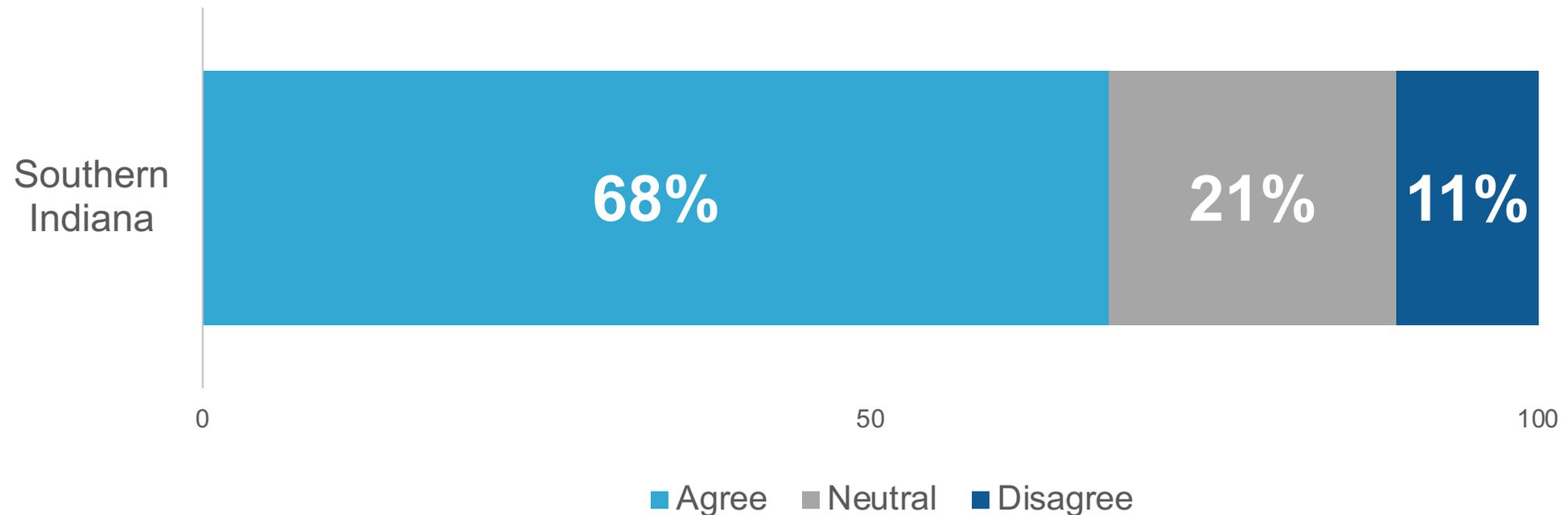
Involvement/Engagement with Tourism

I recommend local tourist sites to people visiting Clark and Floyd counties



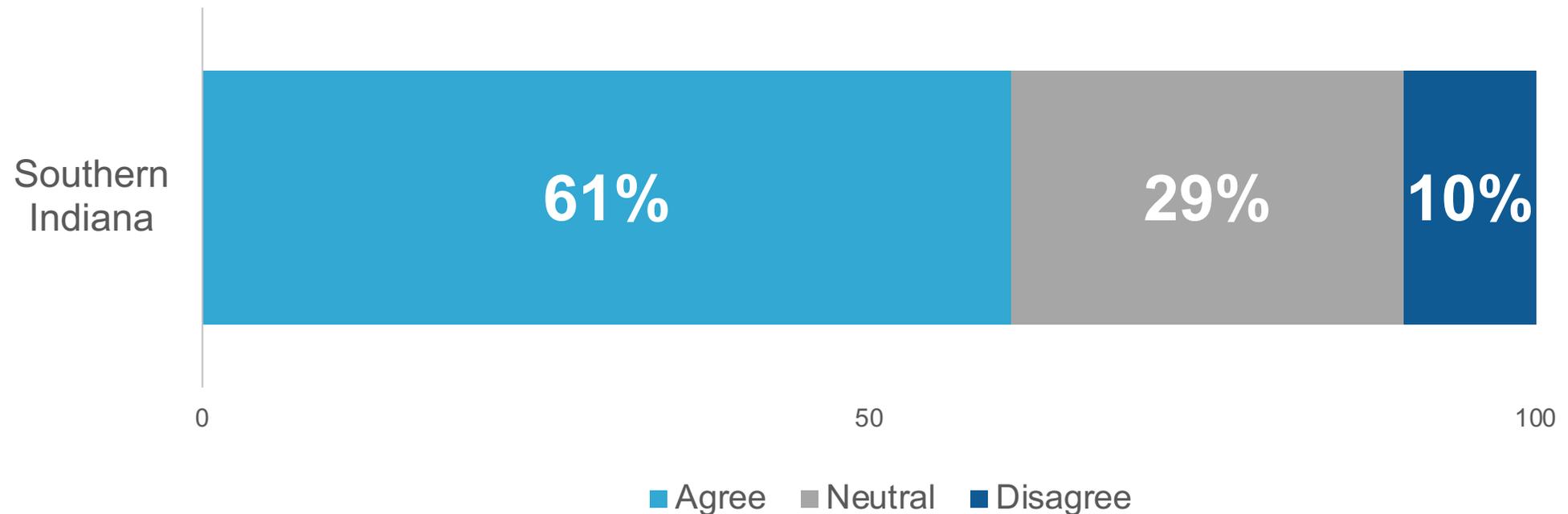
Involvement/Engagement with Tourism

I look forward to showing off Clark and Floyd counties when friends and family visit



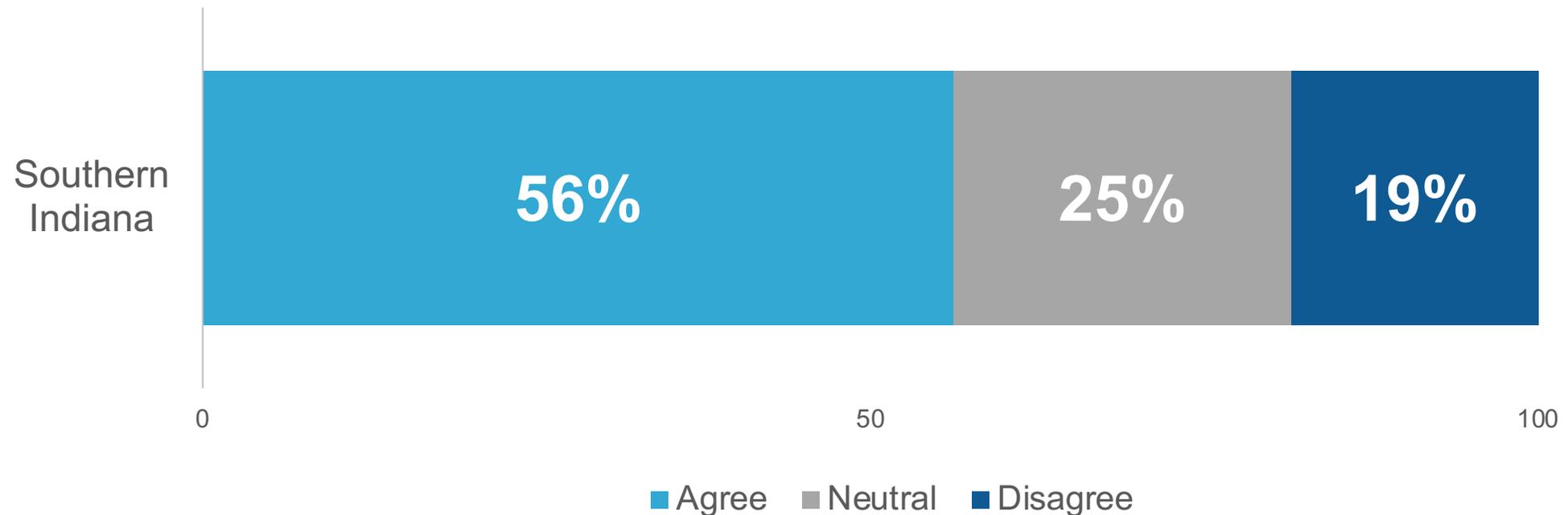
Involvement/Engagement with Tourism

I'm proud of what Clark and Floyd counties offer tourists



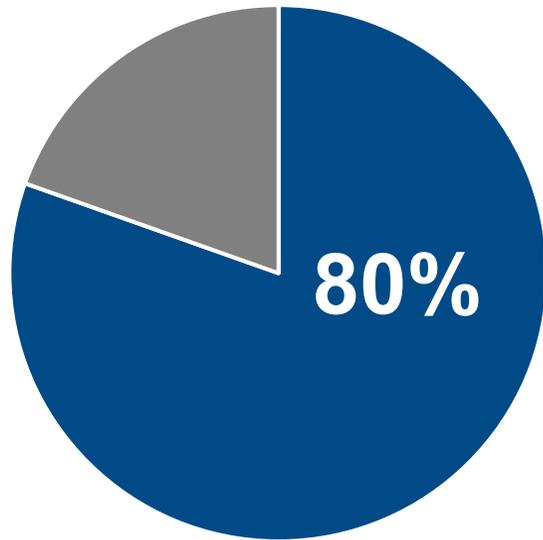
Involvement/Engagement with Tourism

I feel I am an ambassador for Clark and Floyd counties even among tourists I don't know



Recent Travel Experience*

Recently traveled to destinations within their own state

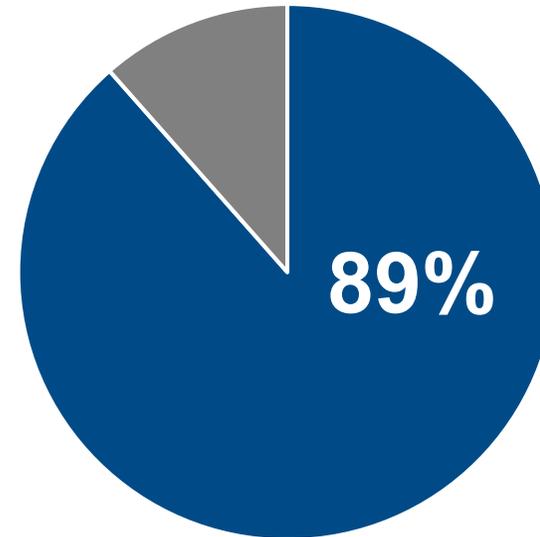


Average Number of Trips

5.5

in-state trips**

Recently traveled to destinations outside of their own state (national or international travel)



Average Number of Trips

5.0

out-of-state trips**

	Percent Recently Traveled In-State	Average Number of In-State Trips**
Midwest	63%	4.8
U.S. Norm	68%	5.7

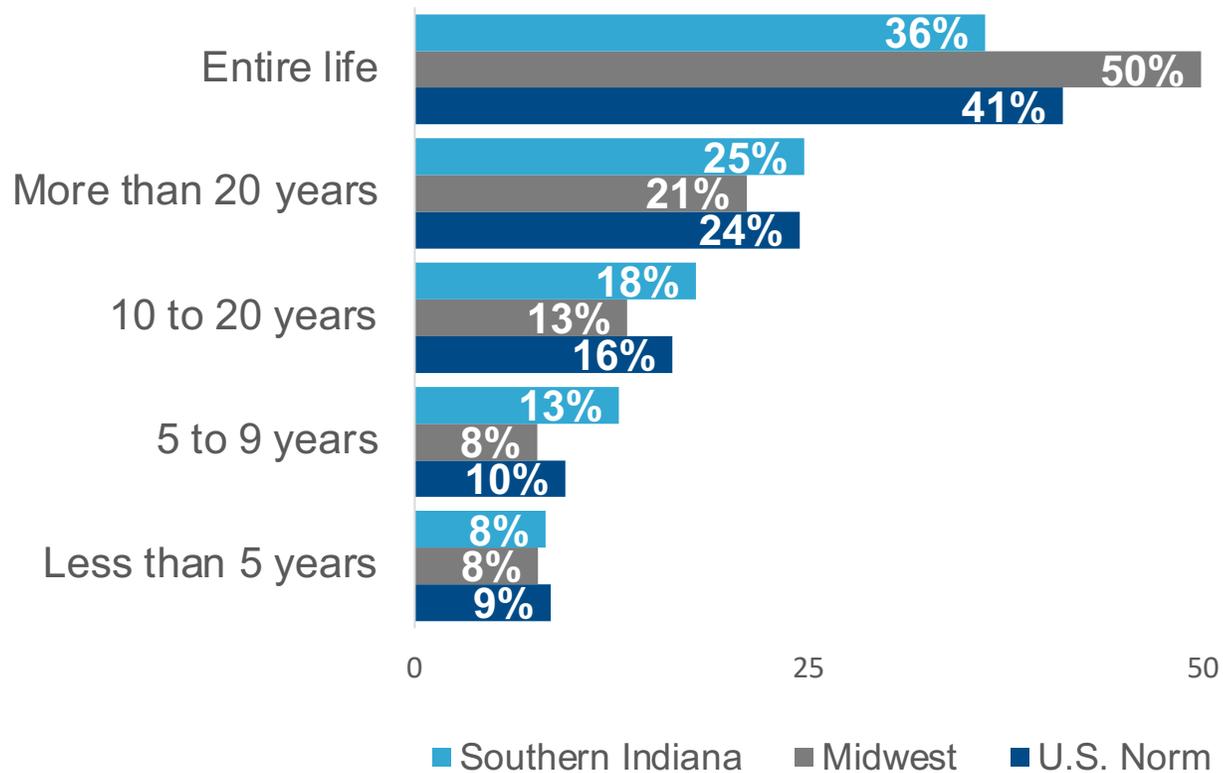
	Percent Recently Traveled Out-of-State	Average Number of Out-of-State Trips**
Midwest	66%	4.9
U.S. Norm	68%	5.4

*Overnight leisure or business trips within the past two years

**Average number of trips of those who have recently traveled

Residence and Proximity to Tourism

Length of Residence



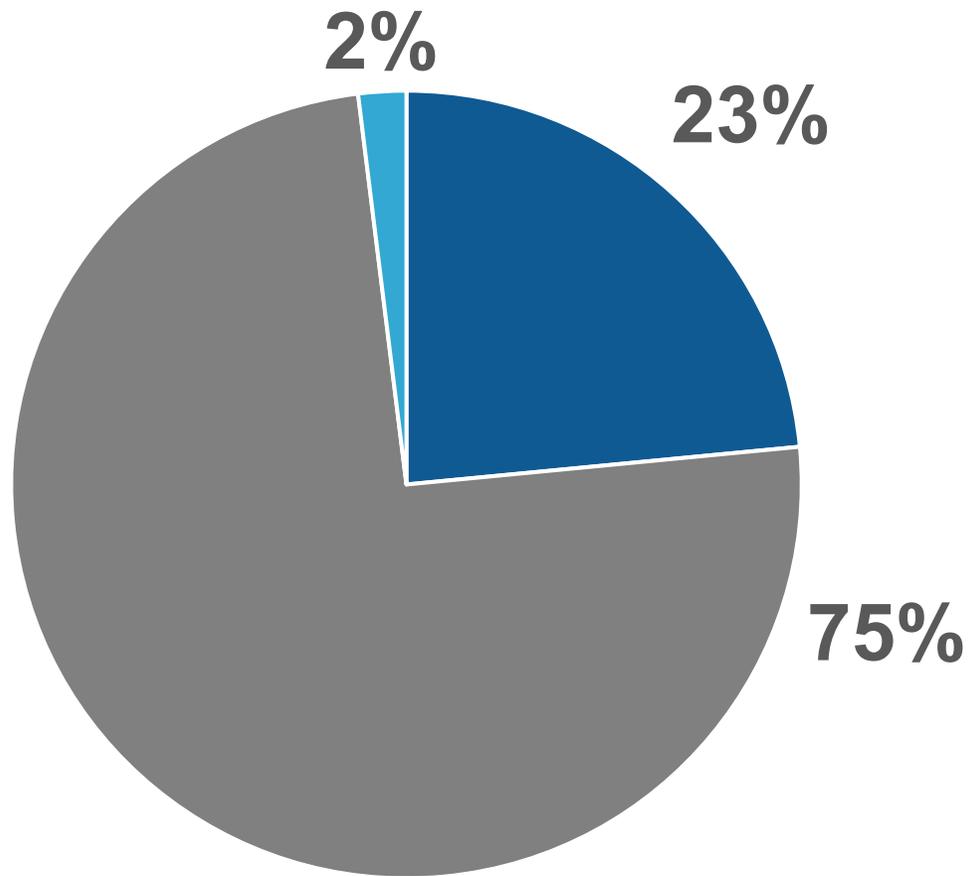
Proximity to Tourism



average distance between home and major tourist attraction/area

Midwest	U.S. Norm
34.5	34.7

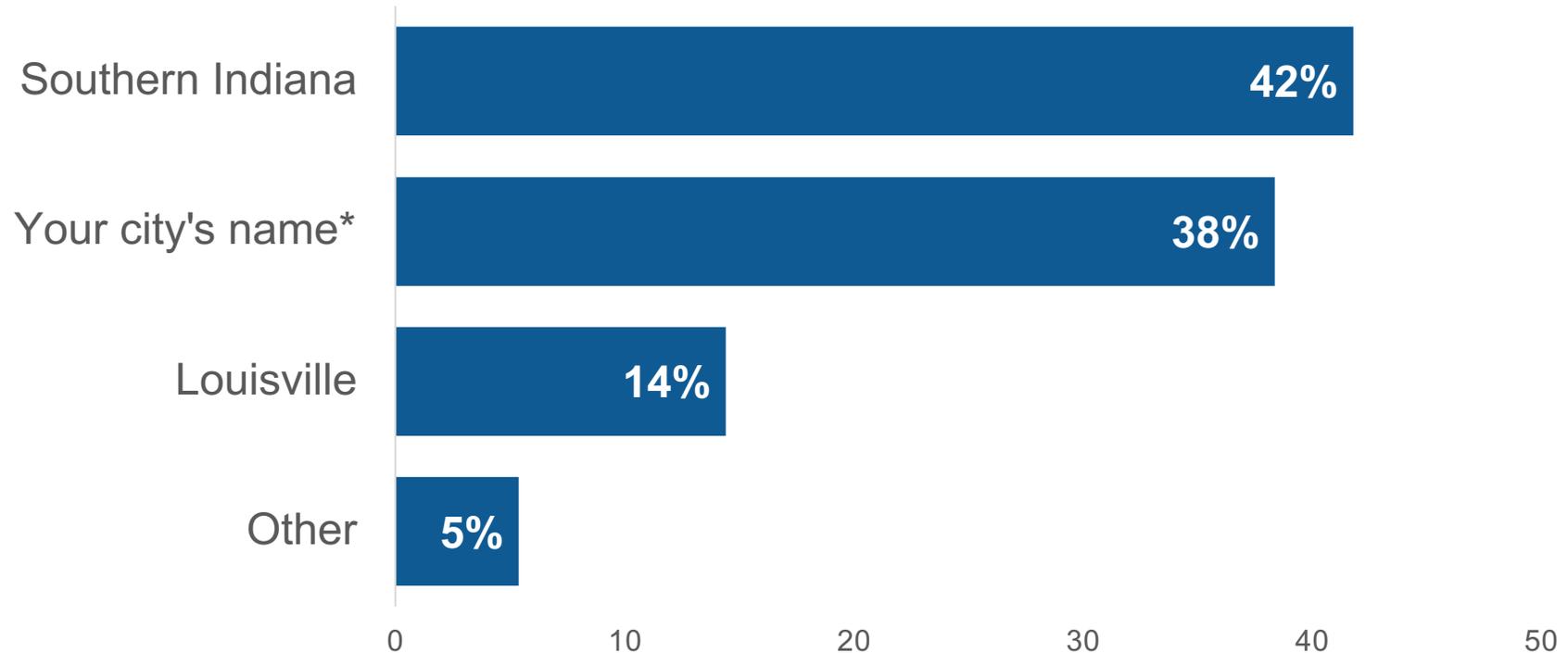
Employment in Tourism



- At least one person in household is employed in tourism and hospitality industry
- No one in household is employed in tourism and hospitality industry
- Don't know

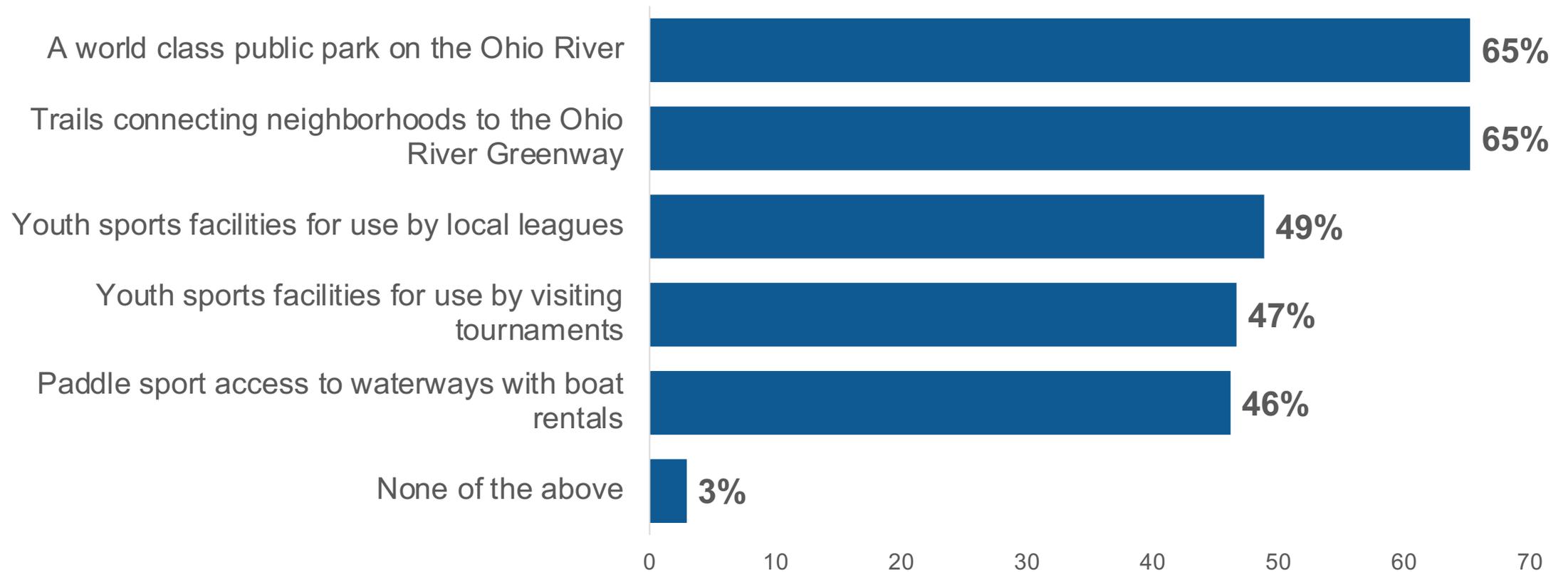
Community

When you are traveling outside your community and people ask where you're from, what place do you say?



*e.g., Jeffersonville, Clarksville, New Albany, Sellersburg, Borden, Starlight, Floyds Knobs, Galena, Greenville, Charlestown, Georgetown, Lanesville, Memphis

Recreational Amenities Residents Support Using Public Funds to Develop





Perceptions of State, Governments, and Industries

Consumer Confidence – Personal Situation

Now vs. a year ago



A year from now

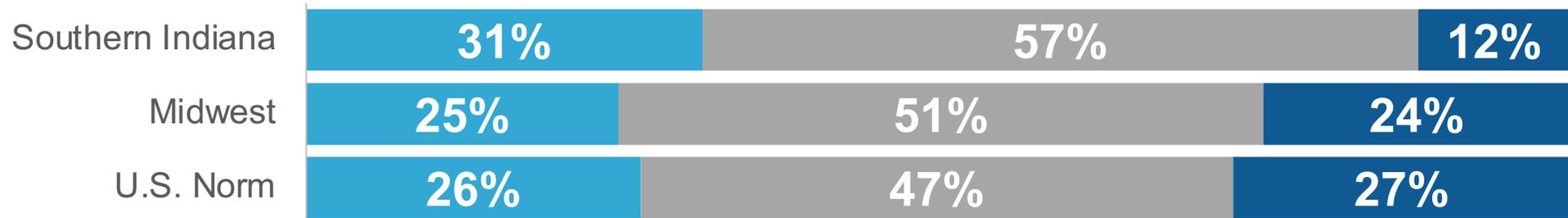


0 50 100

■ Better ■ Same ■ Worse

Consumer Confidence – State as a Place to Live

Now vs. a year ago



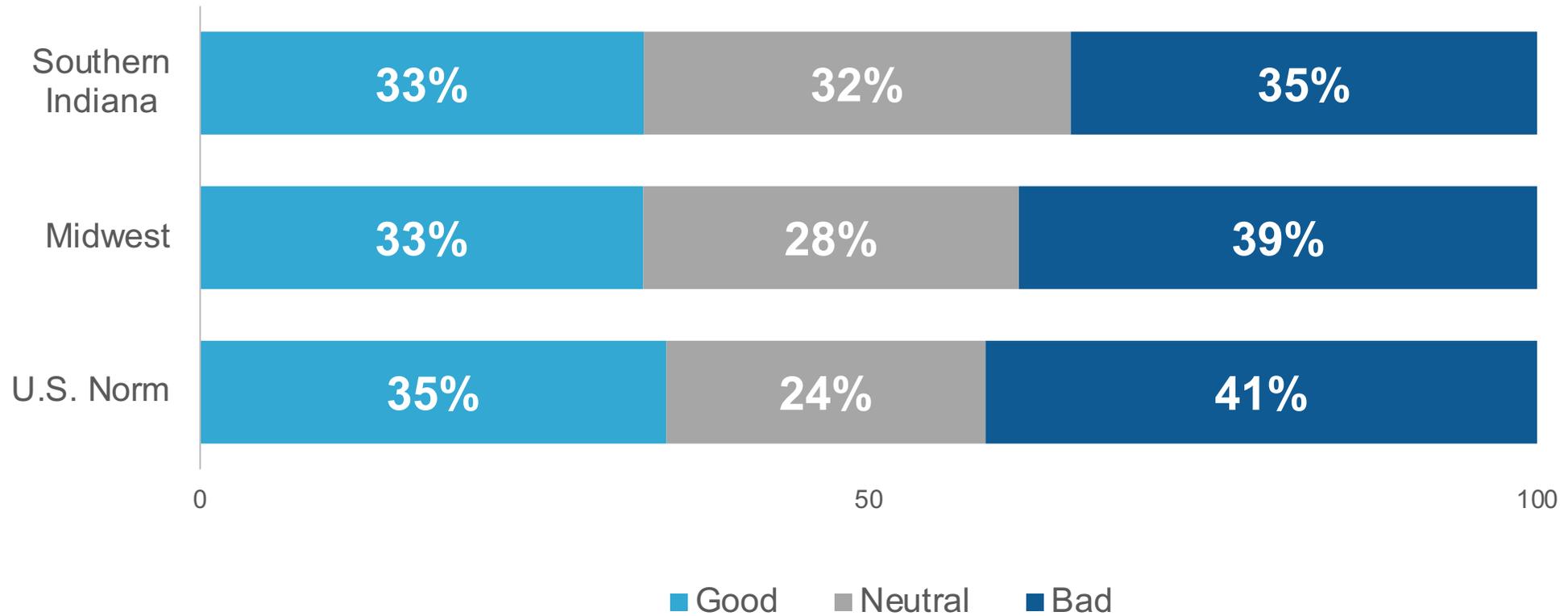
A year from now



0 50 100
■ Better ■ Same ■ Worse

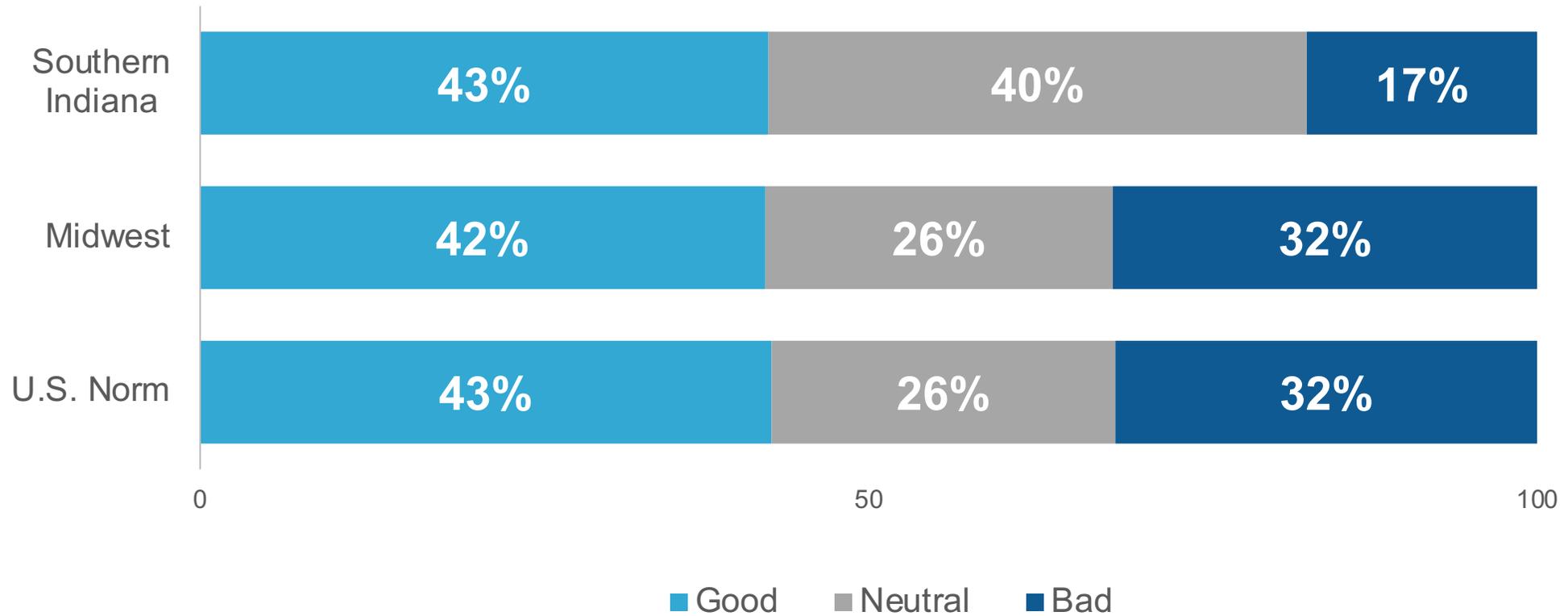
Overall Rating of Government Performance

Federal Government



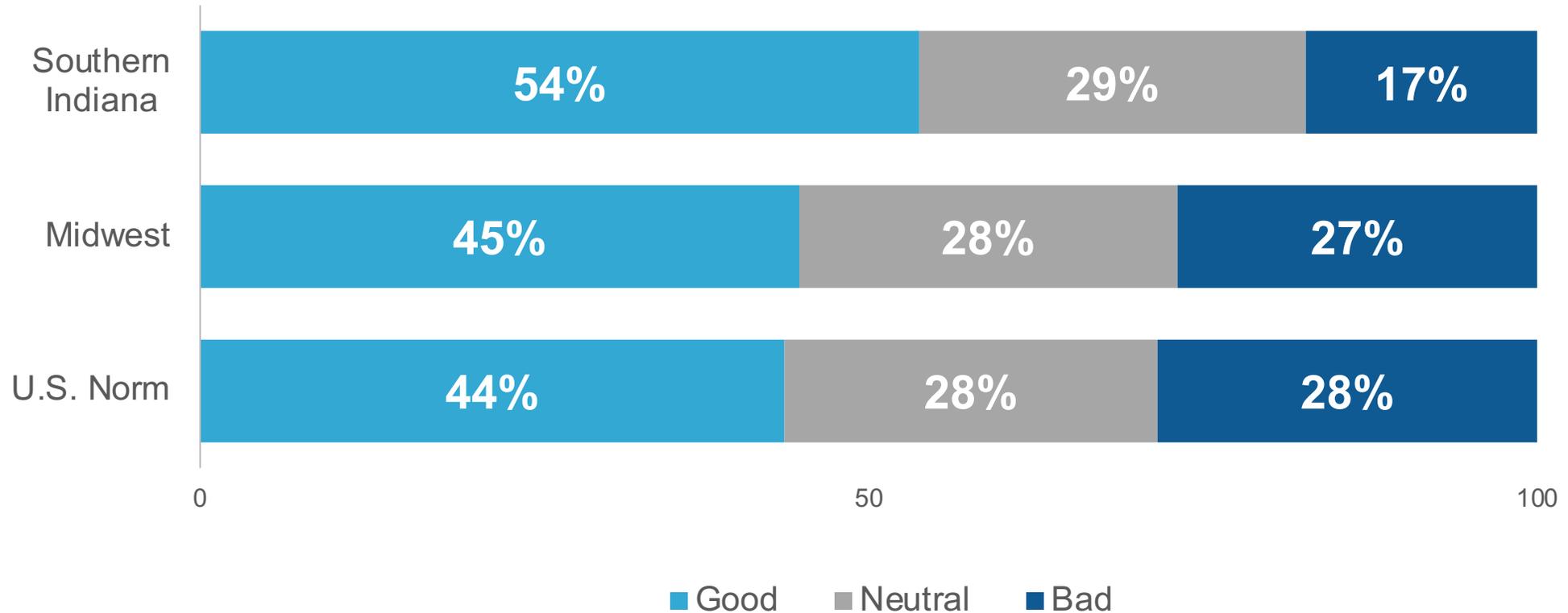
Overall Rating of Government Performance

State Government

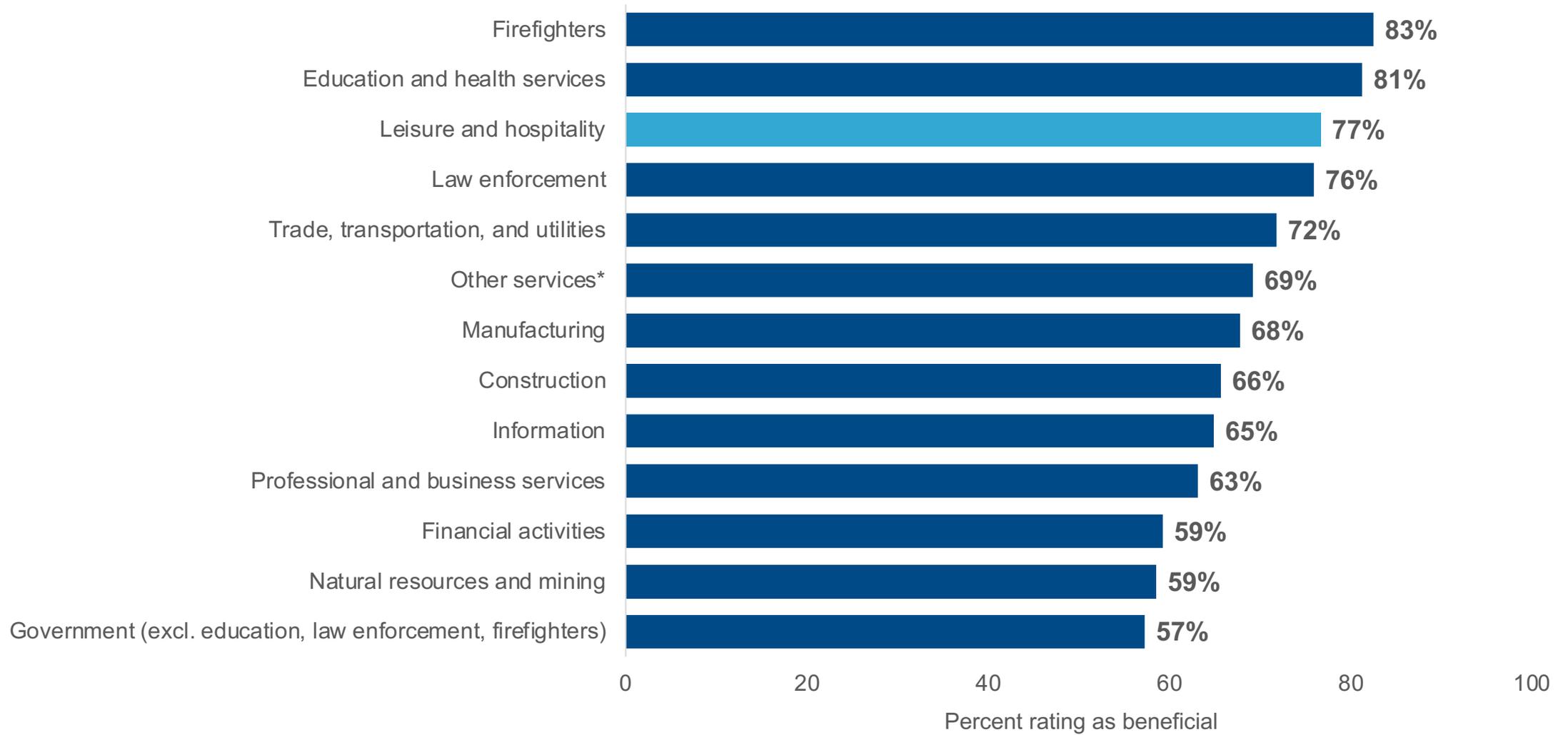


Overall Rating of Government Performance

Local Government



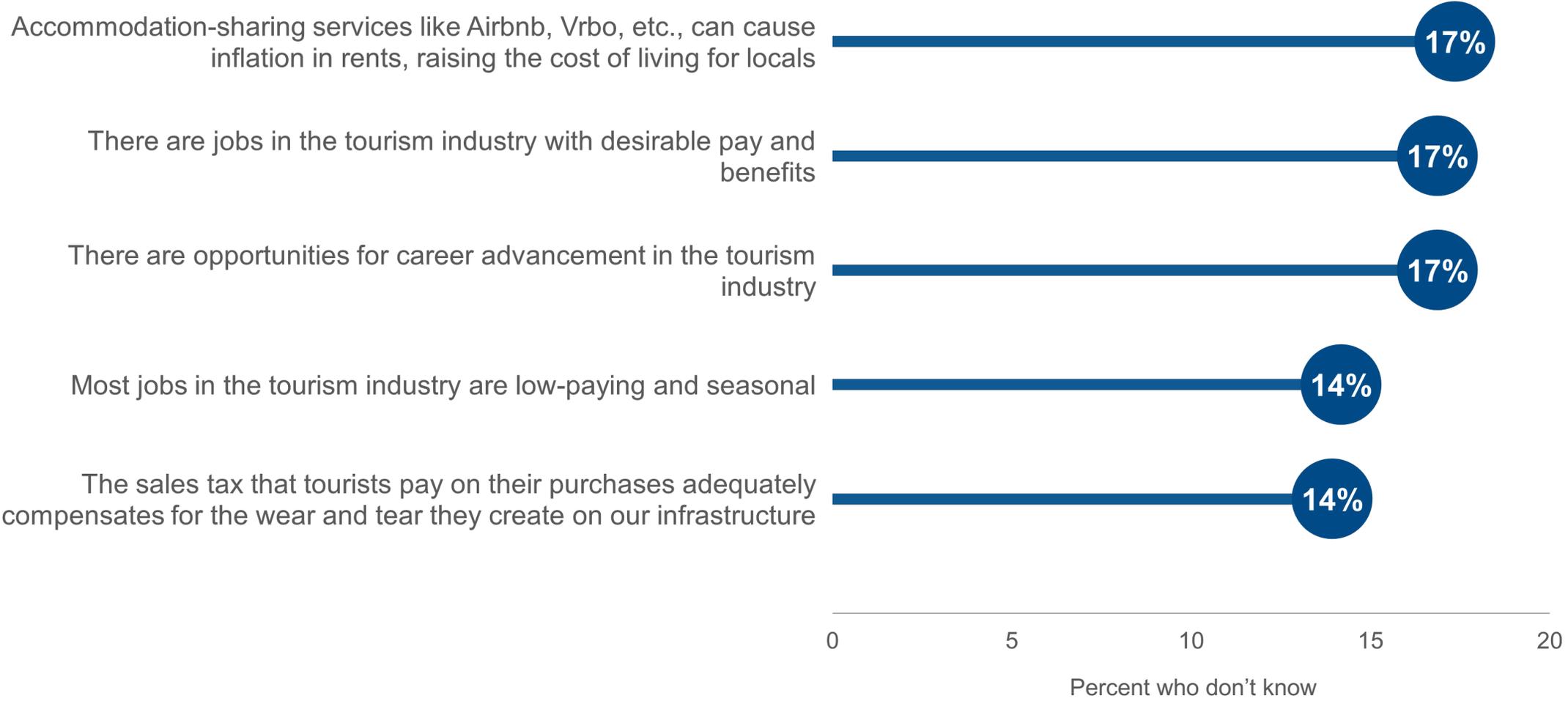
Perceived Benefit of Industries to the Community (Beyond the Economy)



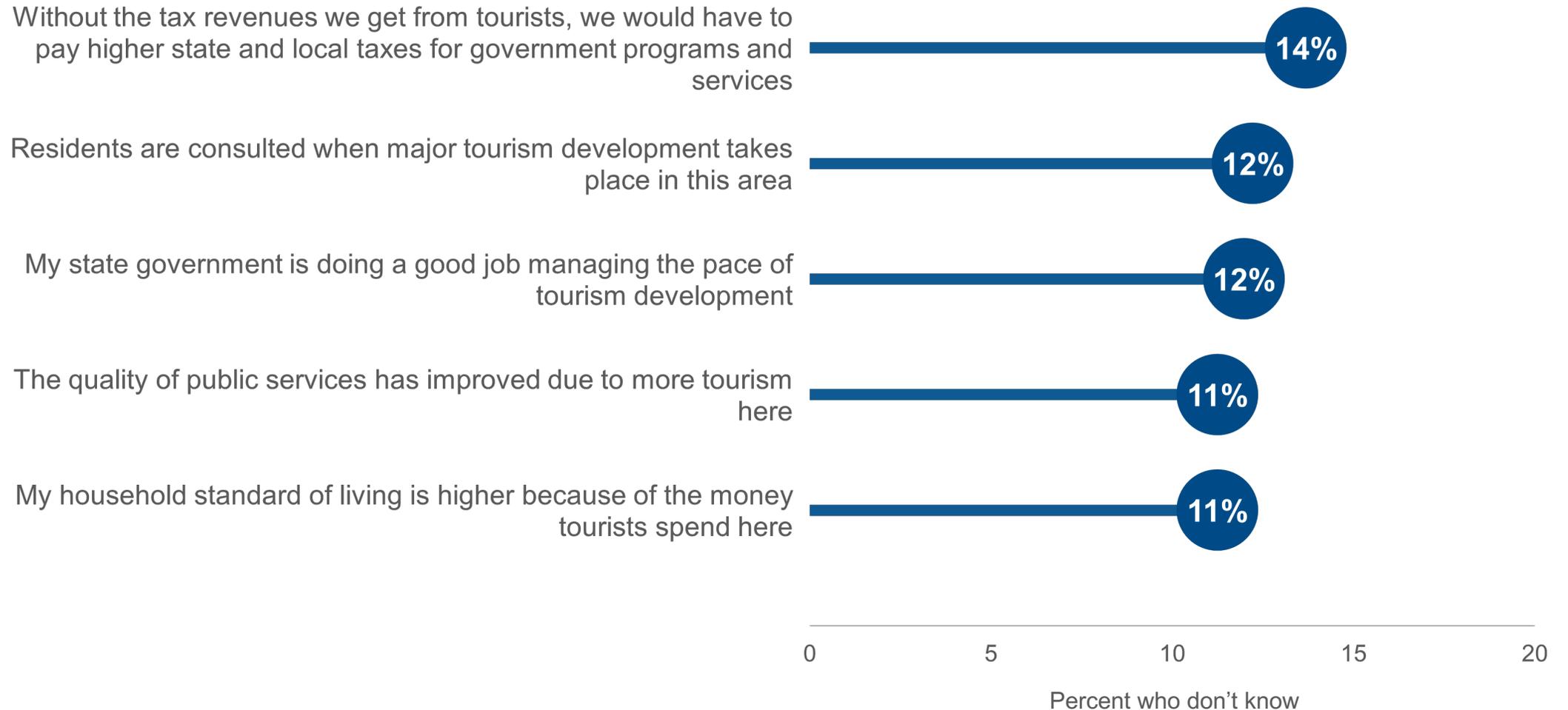


What Residents Don't Know

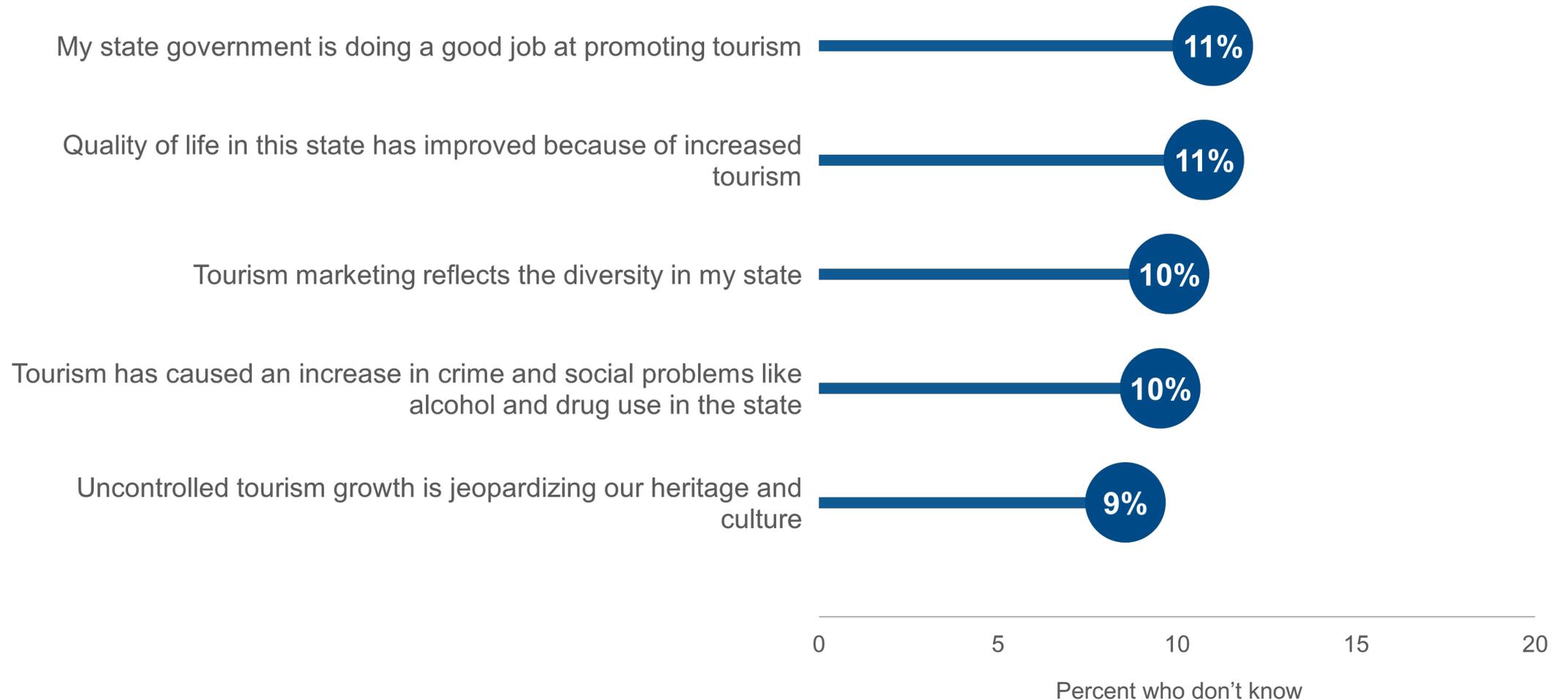
What Residents Don't Know



What Residents Don't Know (Cont'd)



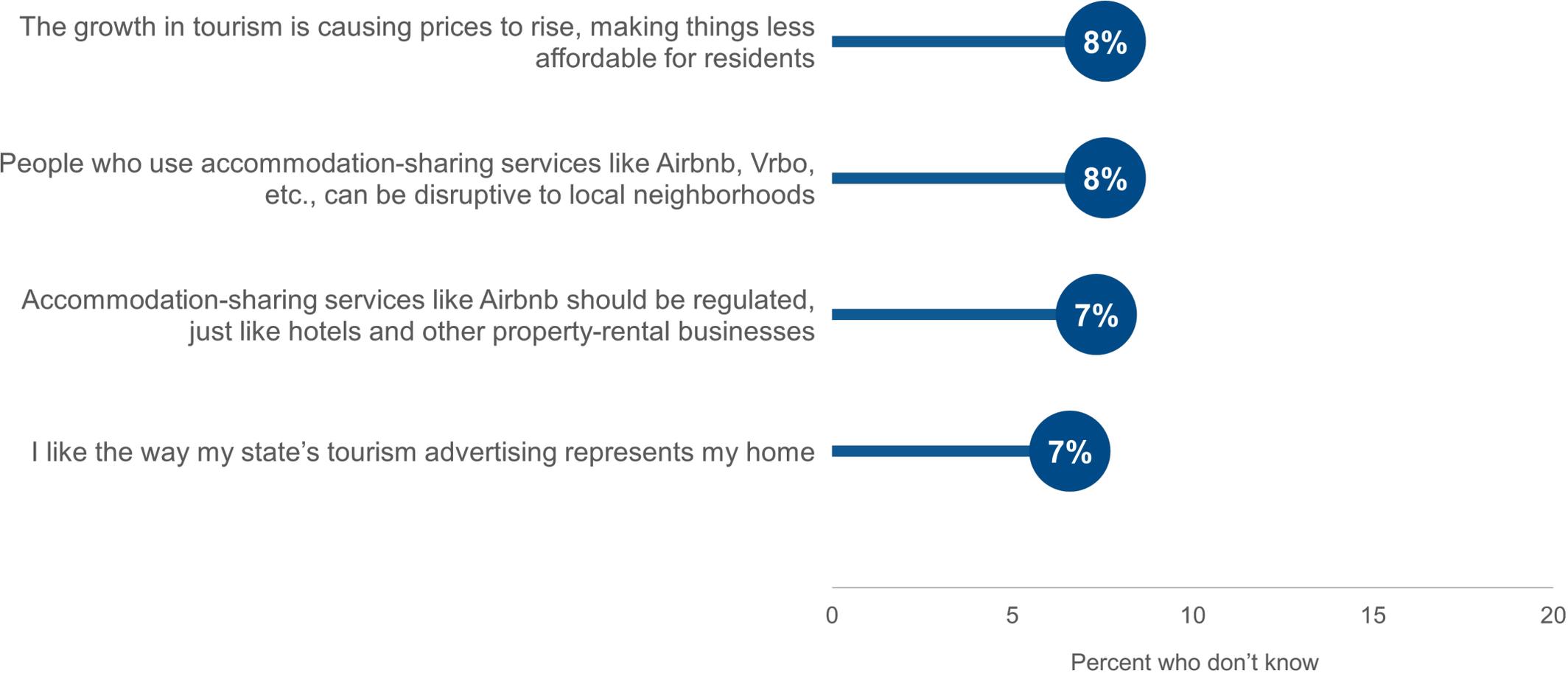
What Residents Don't Know (Cont'd)



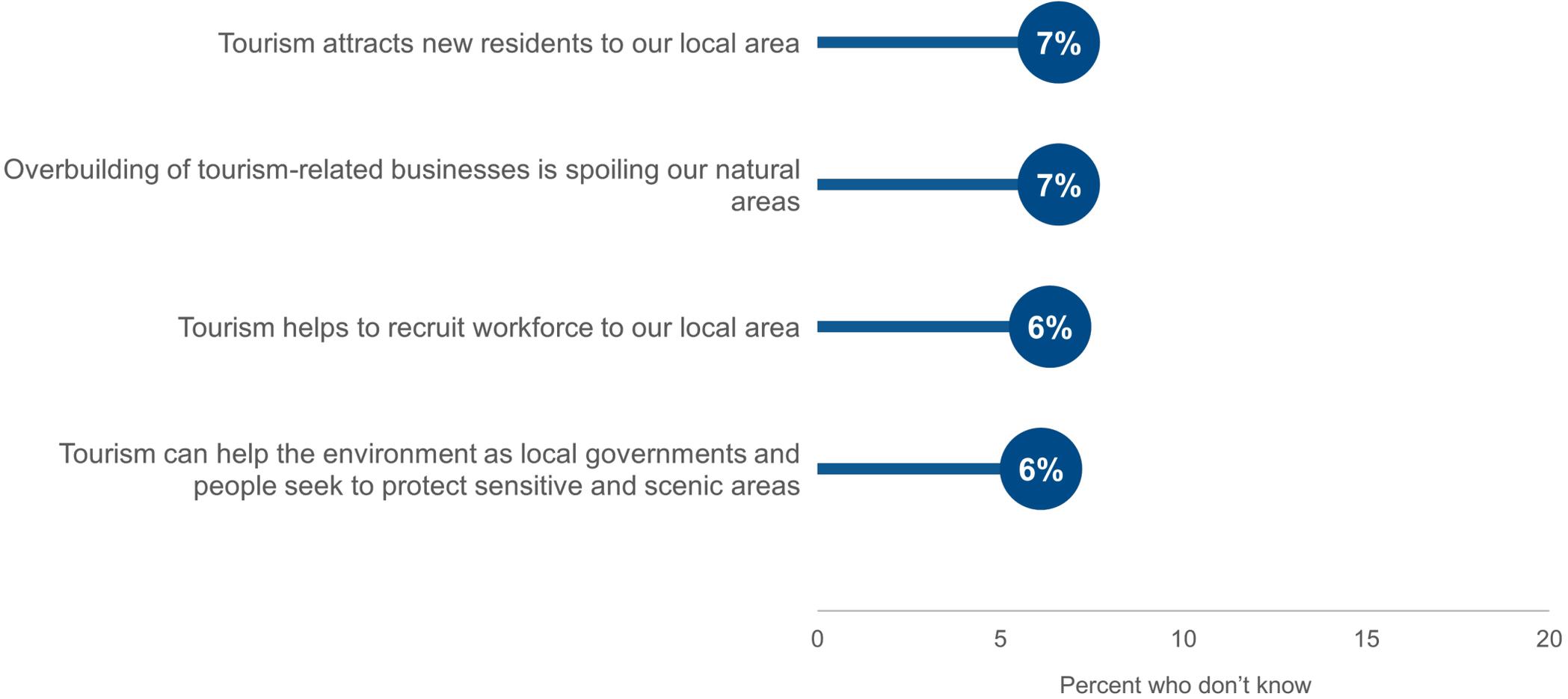
What Residents Don't Know (Cont'd)



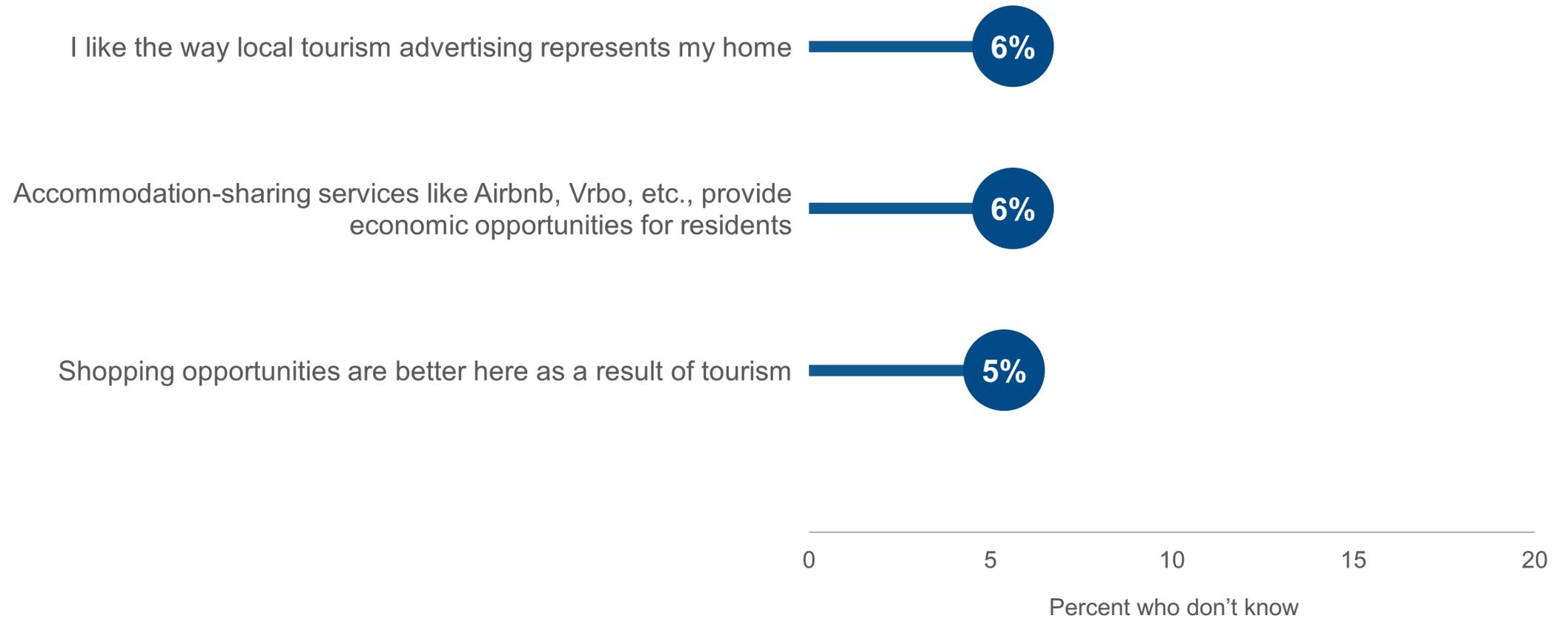
What Residents Don't Know (Cont'd)



What Residents Don't Know (Cont'd)



What Residents Don't Know (Cont'd)

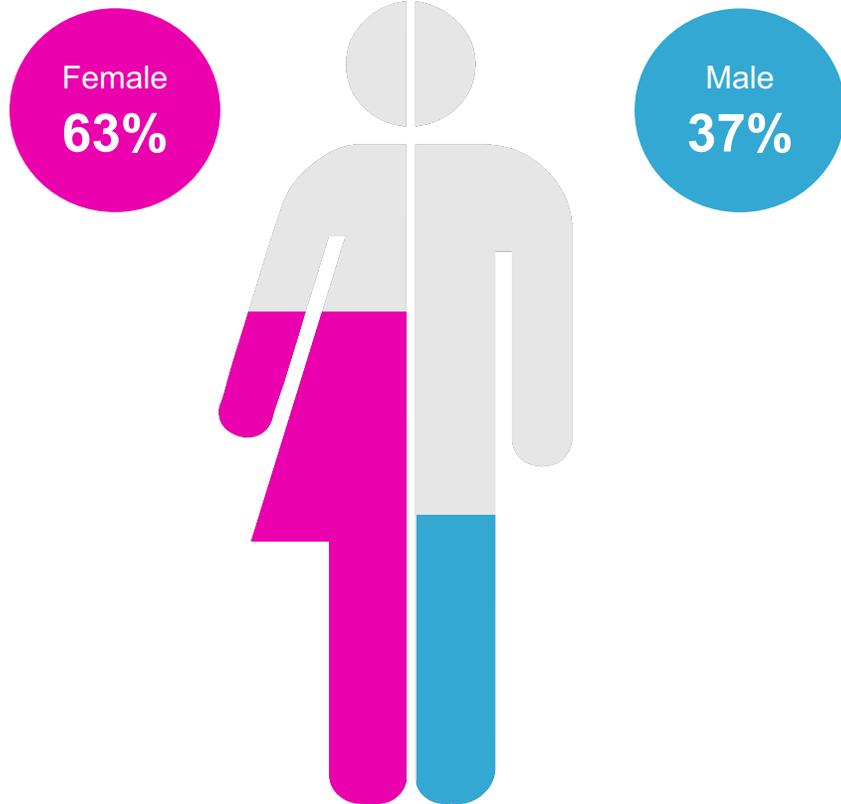




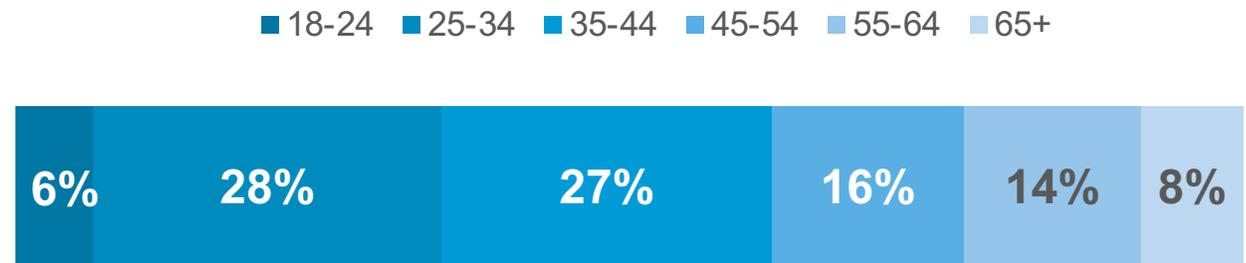
Demographic Profile

Demographic Profile

Gender

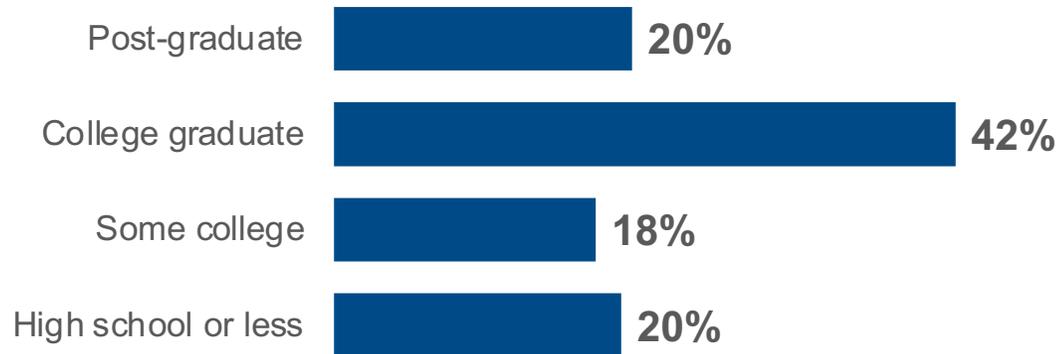


Age

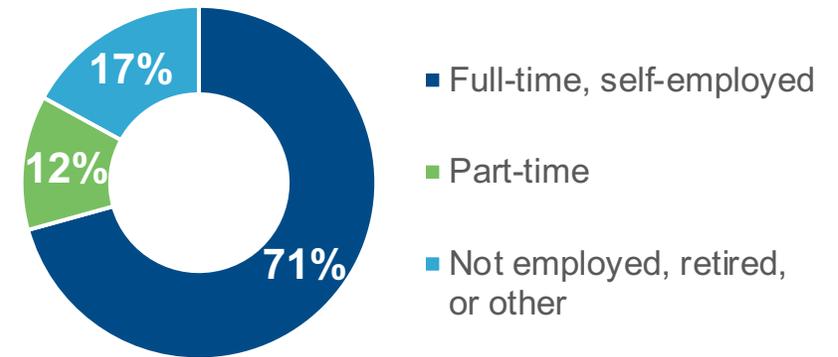


Demographic Profile

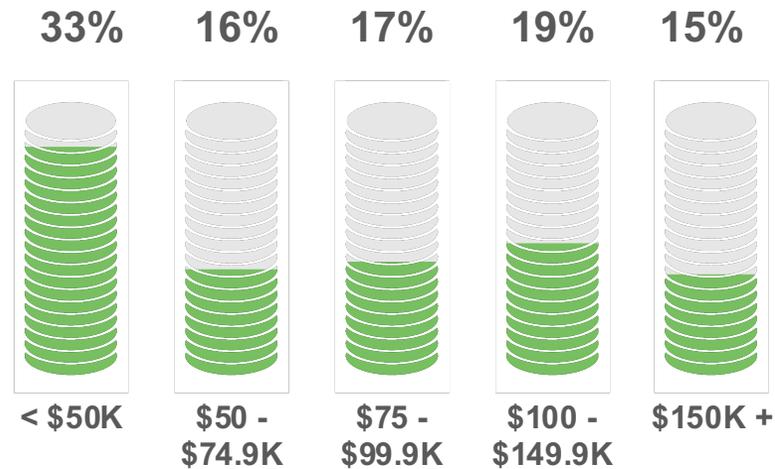
Educational Attainment



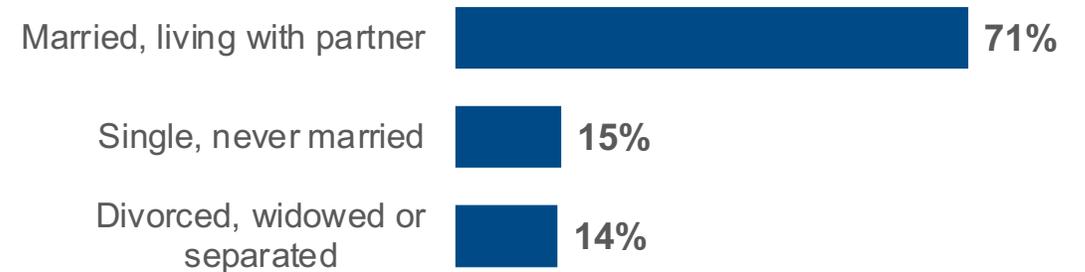
Employment



Household Income

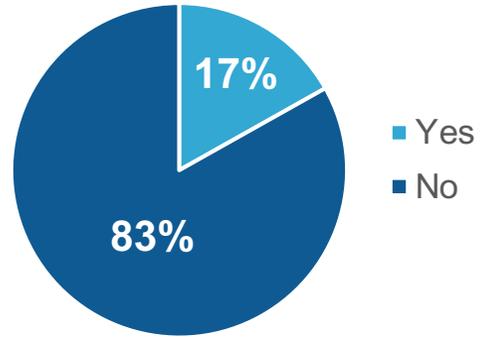


Marital Status

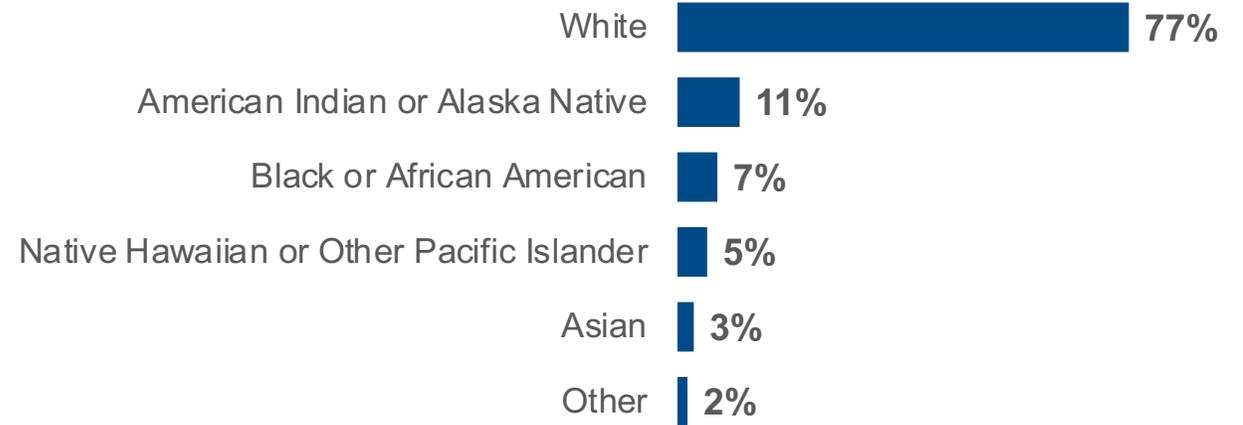


Demographic Profile

Hispanic Background



Race



Household Size



