



Southern Indiana Resident Sentiment



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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 360 (18 years and older) residing in Clark and Floyd counties. The sample was distributed as follows:

Clark County: 241

Floyd County: 119

Fieldwork was completed between November 4 – 24 2024.

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

This report provides 2024 results for Southern Indiana, along with comparisons to results from the 2021 survey. The 2021 survey was fielded between October 14 – November 8, 2021, and included a sample of 409 adults (18 years and older) residing in Clark and Floyd counties.



Key Findings



Key Findings

While a larger share of Southern Indiana residents than their national or regional counterparts support tourism, its development, growth, and positive attributes, there have been shifts in sentiment for some tourism-related topics since 2021.

When considering the shifts in sentiment that are detailed on the following slides in the Key Findings section of this report, most are positive and indicate that sentiment around tourism and the impacts it has in Southern Indiana have improved overall since 2021. Below are some highlights of these positive sentiment trends.

- Overall Sentiment About Tourism
 - In 2024, Southern Indiana's residents see increased value in tourism and the impacts it has on their communities. There was a significant increase in resident respondents who think overall, tourism is good for their local area.
- Quality of Life
 - Overall, this tourism-related topic saw significant sentiment improvements since 2021. Significantly less residents agree that uncontrolled tourism growth is jeopardizing Southern Indiana's heritage and culture since 2021. Significantly less residents also agree that attractions and leisure facilities are becoming overcrowded because of more tourists. Additionally, significantly less residents agree that tourism has caused an increase in crime and social problems.
- Festivals
 - Festivals continue to receive strong support in Southern Indiana from its residents. Significantly more residents agree that festivals benefit local businesses in 2024 versus 2021.

Key Findings (Cont'd)

However, there are also tourism-related topics where sentiment has decreased in Southern Indiana since 2021. Most of these decreases in sentiment are opportunities for future engagement and education on the value of tourism for Southern Indiana and its residents. The most significant tourism topics that residents could benefit from being engaged with on are:

- Tourism Growth & Development
 - When it comes to tourism growth and development, overall sentiment has not changed significantly since 2021. There was even a significant increase with residents who disagree that tourism development is happening too fast in Southern Indiana. However, there was also a significant increase with those who disagree that residents are consulted when major tourism development takes place in the area.
- Economy
 - Since 2021, most sentiment shifts regarding the economy and the impacts tourism has on it are positive. There are significantly less residents who agree that the growth in tourism is causing prices to rise, making things less affordable. However, there are also significantly less residents who agree that their household standard of living is higher because of the money tourists spend in Southern Indiana.
- Short-Term Rentals
 - Southern Indiana's resident sentiment towards short-term rentals has significantly declined since 2021. In 2024, there are significantly more residents who agree that short-term rentals like Airbnb should be regulated, just like hotels and other property-rental businesses; that short-term rental can cause inflation in rents, raising the cost of living for locals.

Key Findings – Notable Shifts vs. 2021

Overall Sentiment About Tourism

- **+10pt increase with resident respondents who think overall, tourism is good for their local area**
- +5pt increase with resident respondents who want tourism to be important in their local area
- +7pt increase with resident respondents who agree that the positive benefits of tourism outweigh the negative impacts

Tourism Development and Growth

- **+12pt increase with resident respondents who disagree that tourism development is happening too fast in the area**
- **+10pt increase with resident respondents who disagree that residents are consulted when major tourism development takes place in the area**

Tourism Promotion

- +8pt increase with resident respondents who agree that they like the way local tourism advertising represents their home

Economy

- +5pt increase with resident respondents who agree that tourism is important to their local economy
- +5pt increase with resident respondents who agree that tourism encourages investment in their local economy
- +6pt increase with resident respondents who agree that tourism attracts new residents to their local area
- +6pt increase with resident respondents who agree that tourism attracts new businesses to their local area
- +5pt increase with resident respondents who disagree that the sales tax that tourists pay on their purchases adequately compensates for the wear and tear they create on Southern Indiana's infrastructure
- **-12pt decrease with resident respondents who agree that the growth in tourism is causing prices to rise, making things less affordable for residents**
- **-10pt decrease with resident respondents who agree that their household standard of living is higher because of the money tourists spend here**

Key Findings – Notable Shifts vs. 2021 (Cont'd)

Tourism Employment

- -5pt decrease with resident respondents who agree that there are opportunities for career advancement in the tourism industry
- -6pt decrease with resident respondents who agree that there are jobs in the tourism industry with desirable pay and benefits
- -7pt decrease with resident respondents who agree that most jobs in the tourism industry are low-paying and seasonal

Quality of Life

- **-12pt decrease with resident respondents who agree that uncontrolled tourism growth is jeopardizing Southern Indiana's heritage and culture**
- **-12pt decrease with resident respondents who agree that attractions and leisure facilities are becoming overcrowded because of more tourists**
- **-10pt decrease with resident respondents who agree that tourism has caused an increase in crime and social problems like alcohol and drug use in the state**

Environment

- **+11pt increase with resident respondents who agree that long-term planning can limit environmental impacts caused by tourism**
- +6pt increase with resident respondents who agree that tourism can help the environment as local governments and people seek to protect sensitive and scenic areas
- -6pt decrease with resident respondents who agree that overbuilding of tourism-related businesses is spoiling Southern Indiana's natural areas
- -7pt decrease with resident respondents who agree overcrowding by tourists is spoiling Southern Indiana's natural areas

Key Findings – Notable Shifts vs. 2021 (Cont'd)

Short-Term Rentals

- -7pt decrease with resident respondents who agree that short-term rental provide economic opportunities for residents
- **+16pt increase with resident respondents who agree that short-term rentals like Airbnb should be regulated, just like hotels and other property-rental businesses**
- **+10pt increase with resident respondents who agree that short-term rental can cause inflation in rents, raising the cost of living for locals**
- +6pt increase with resident respondents who agree that people who use short-term rentals like Airbnb, Vrbo, etc., can be disruptive to local neighborhoods

Festivals

- **-17pt decrease with resident respondents who agree that festivals do not benefit local businesses**

Involvement/Engagement with Tourism

- +9pt increase with resident respondents who are proud of what Clark and Floyd counties offer tourists
- +8pt increase with resident respondents who, when coming across local tourism news, are interested in finding out what's happening



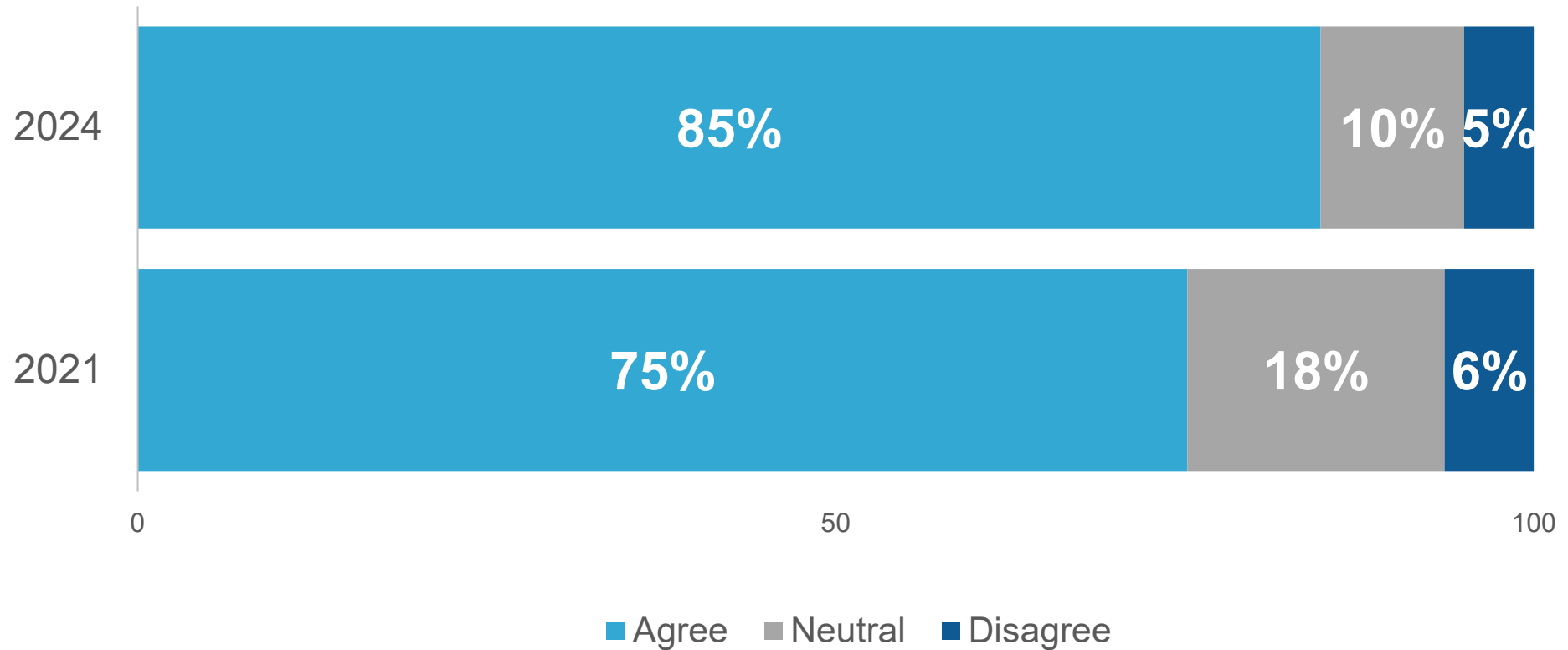
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Overall Sentiment About Tourism



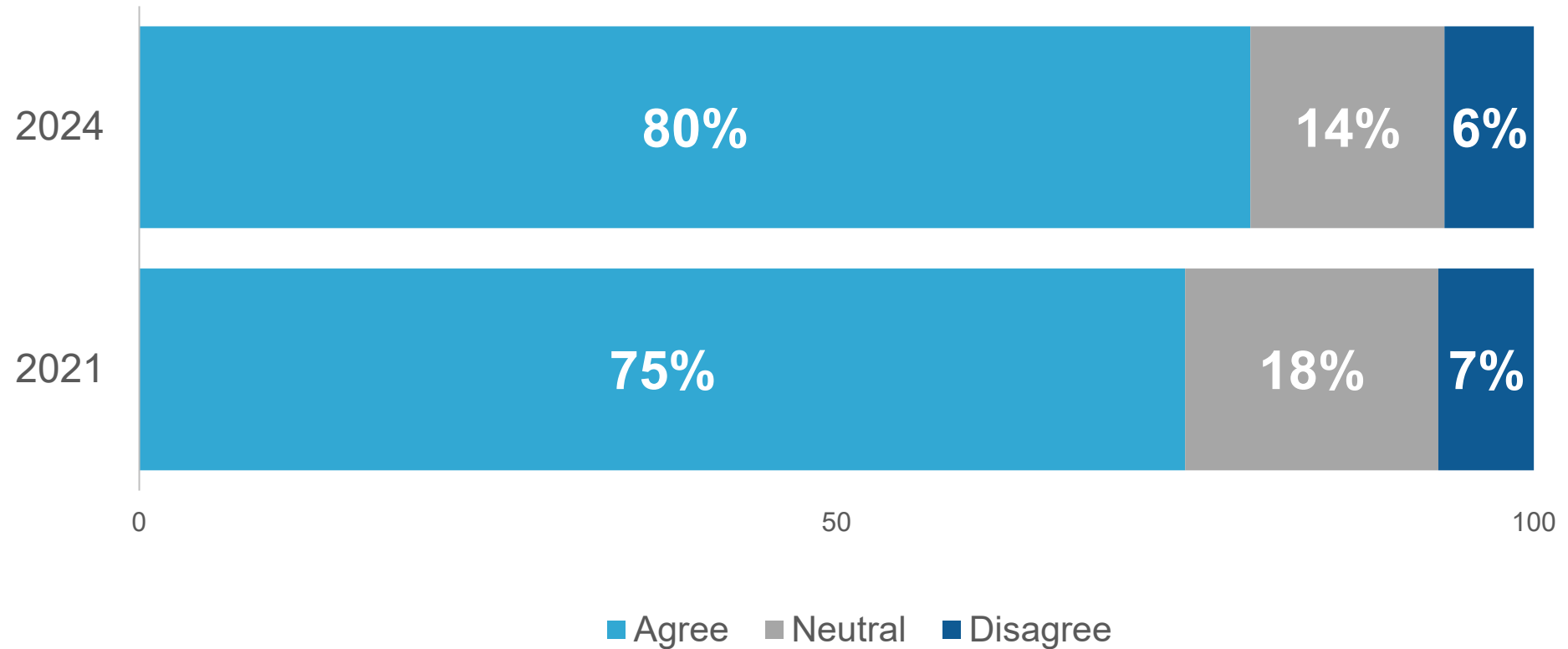
Overall Sentiment About Tourism

Overall, I think tourism is good for my local area



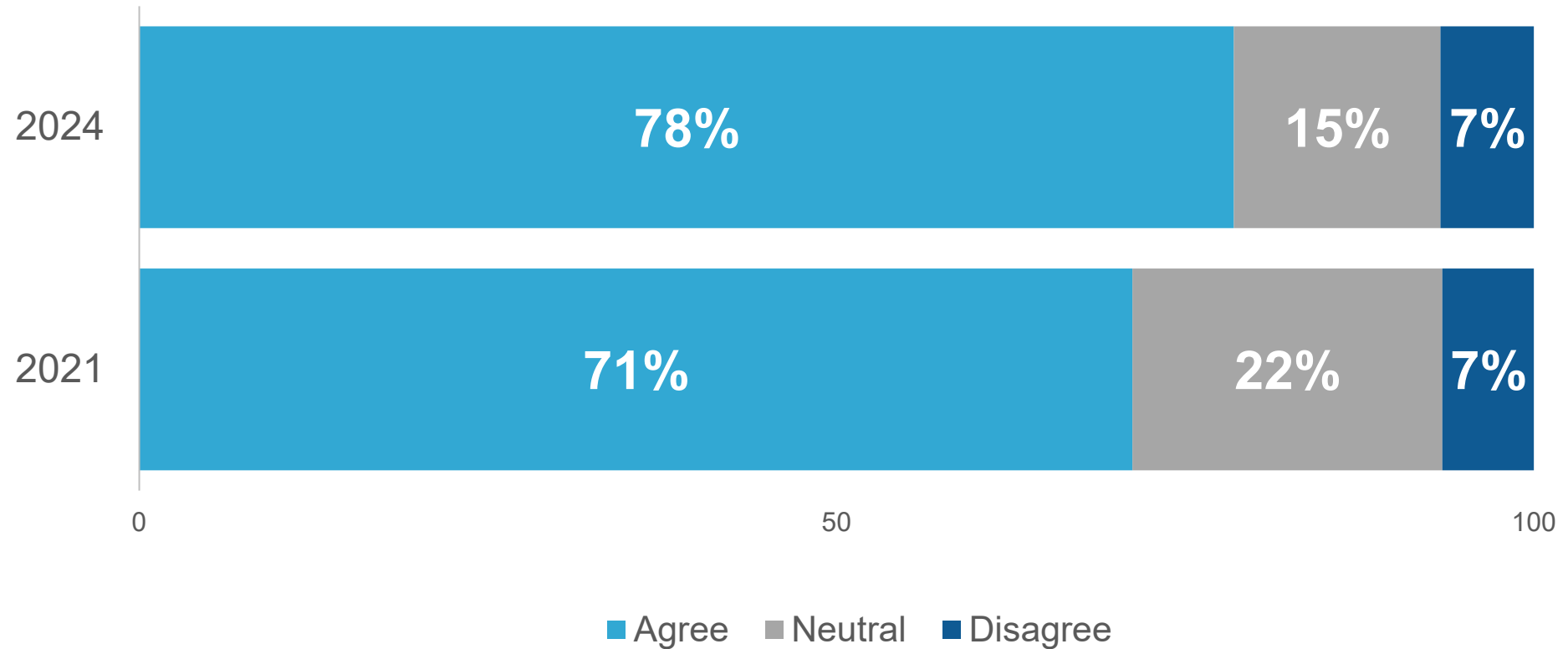
Overall Sentiment About Tourism

I want tourism to be important in my local area



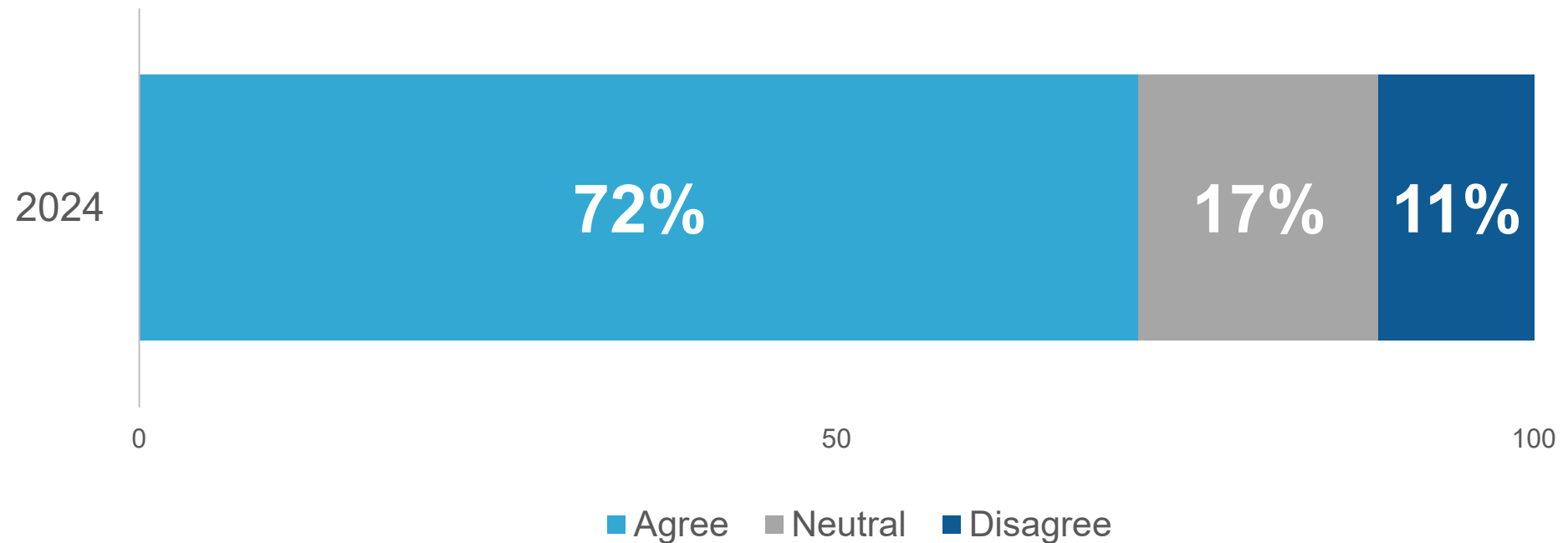
Overall Sentiment About Tourism

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



Overall Sentiment About Tourism

My local area benefits from a strong tourism industry



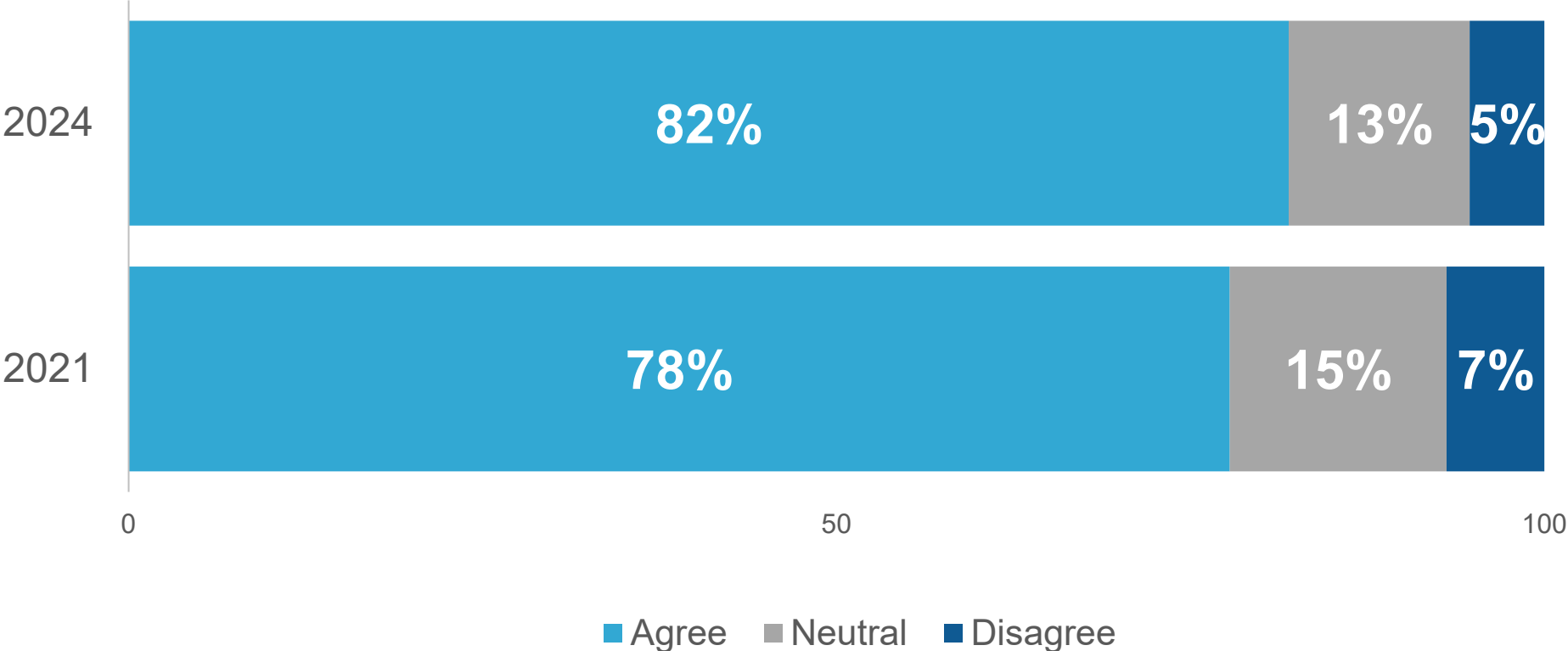


Tourism Development and Growth



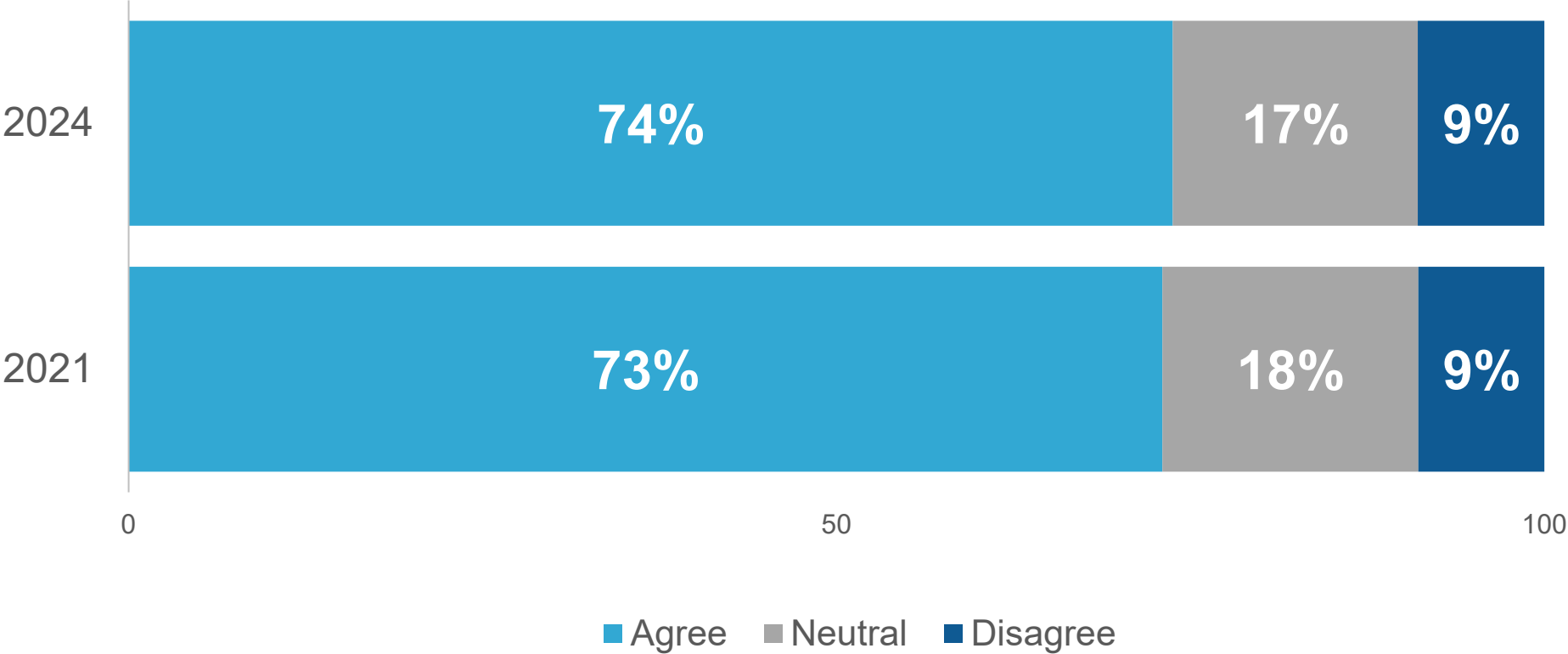
Tourism Development and Growth

I support tourism growth



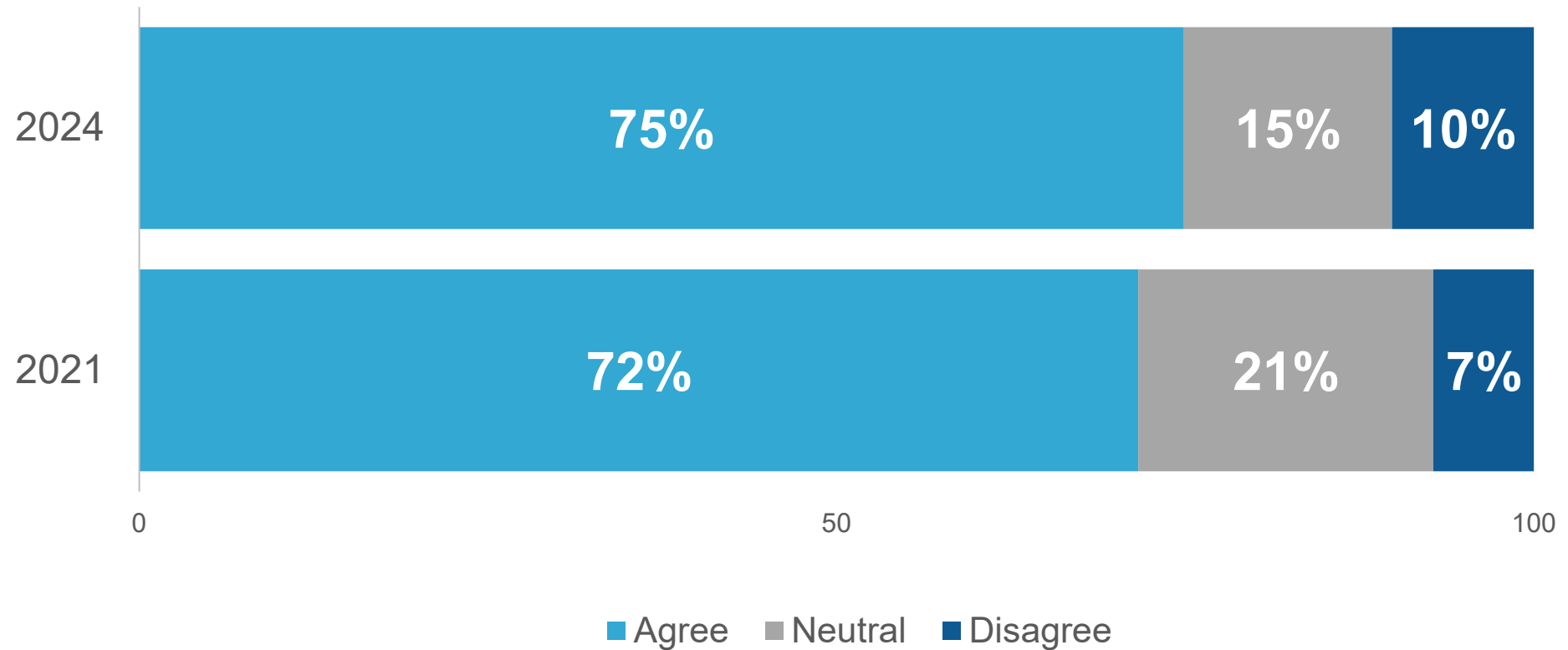
Tourism Development and Growth

I would like to see more tourists coming to my area



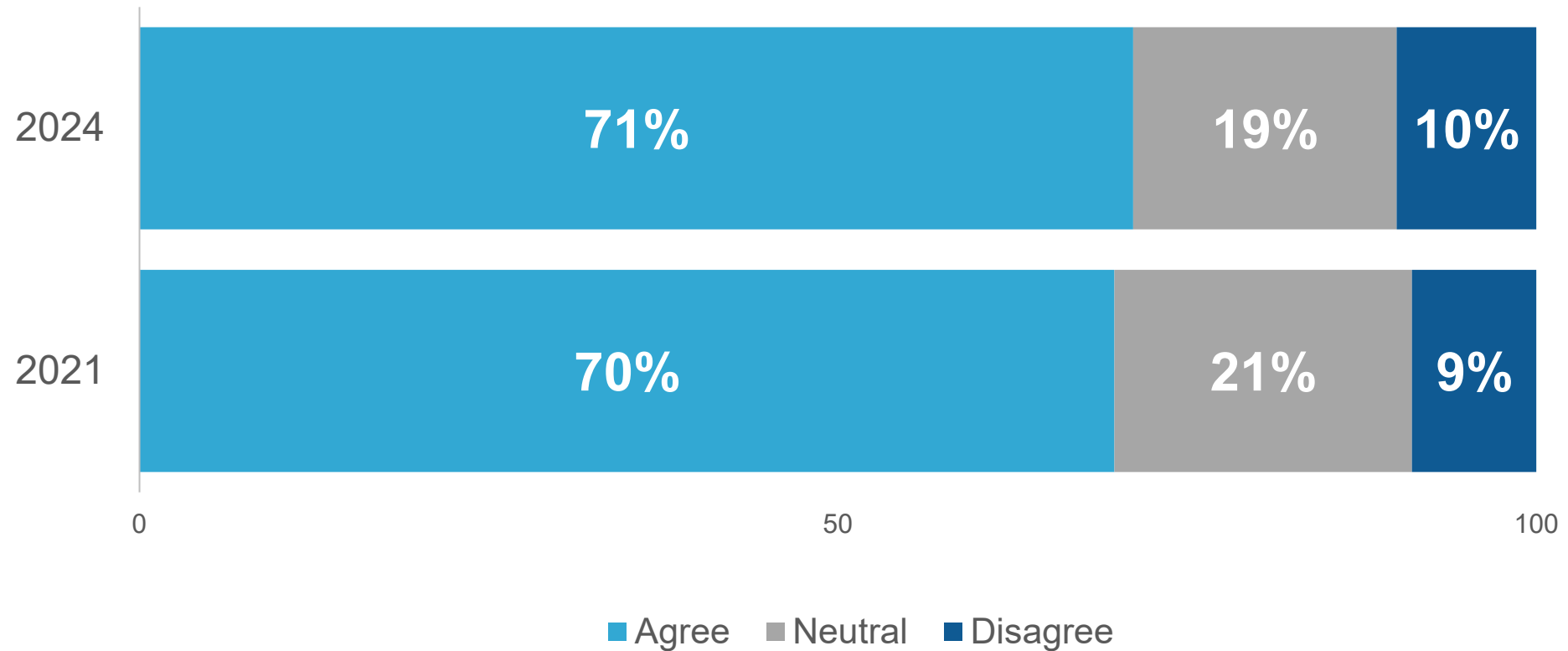
Tourism Development and Growth

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



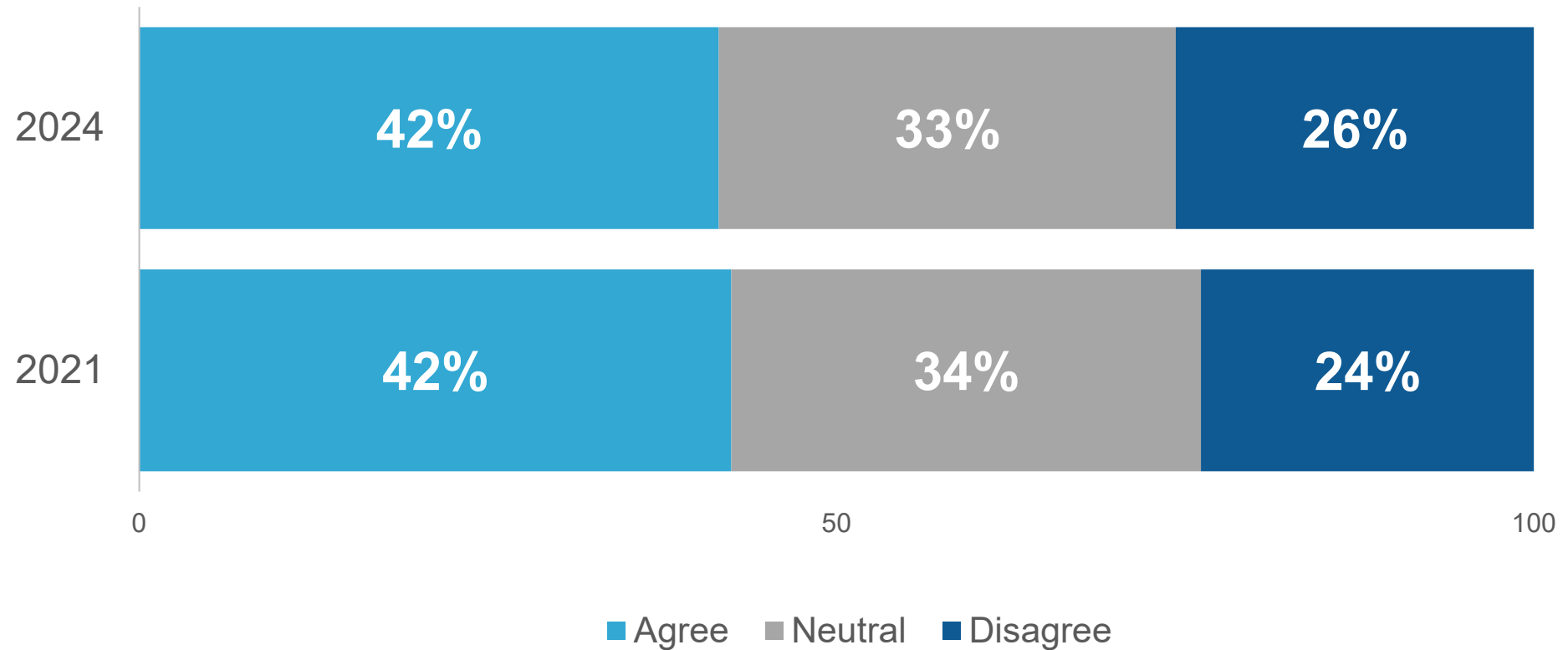
Tourism Development and Growth

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



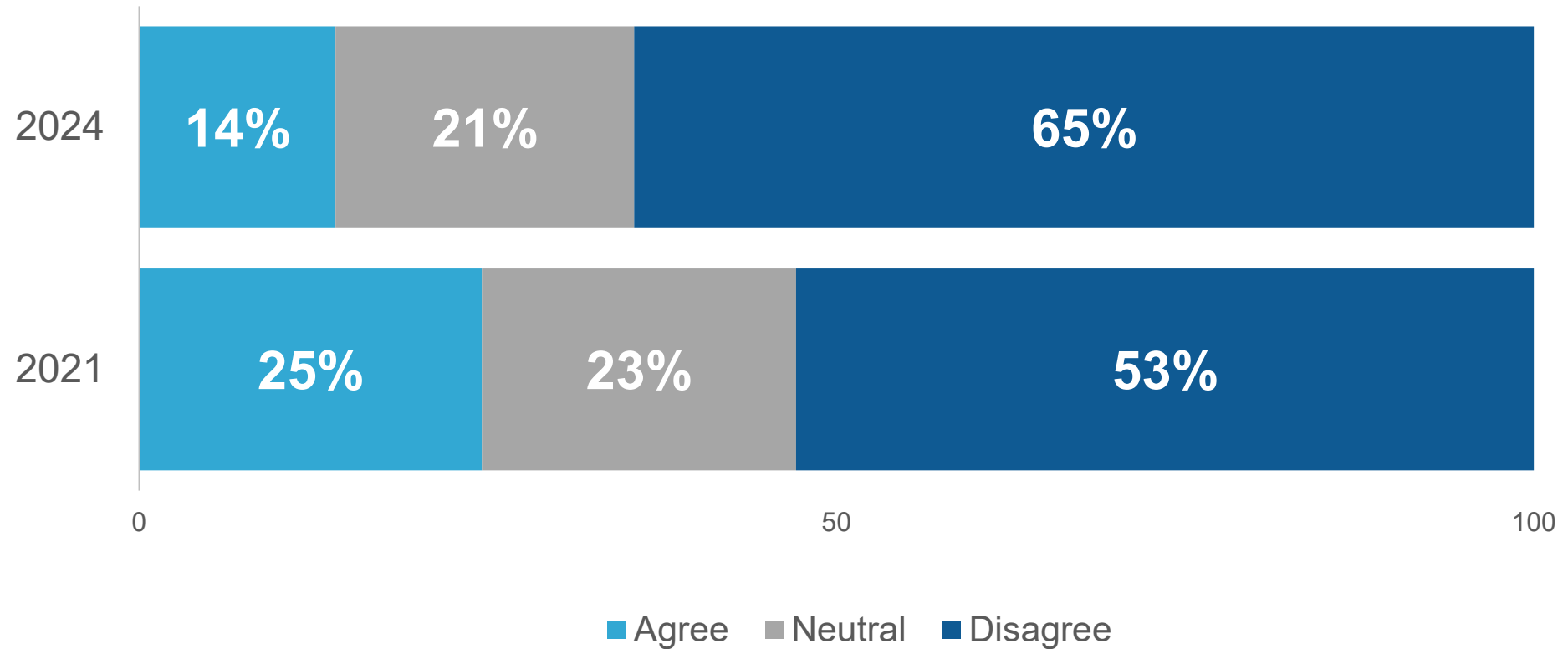
Tourism Development and Growth

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



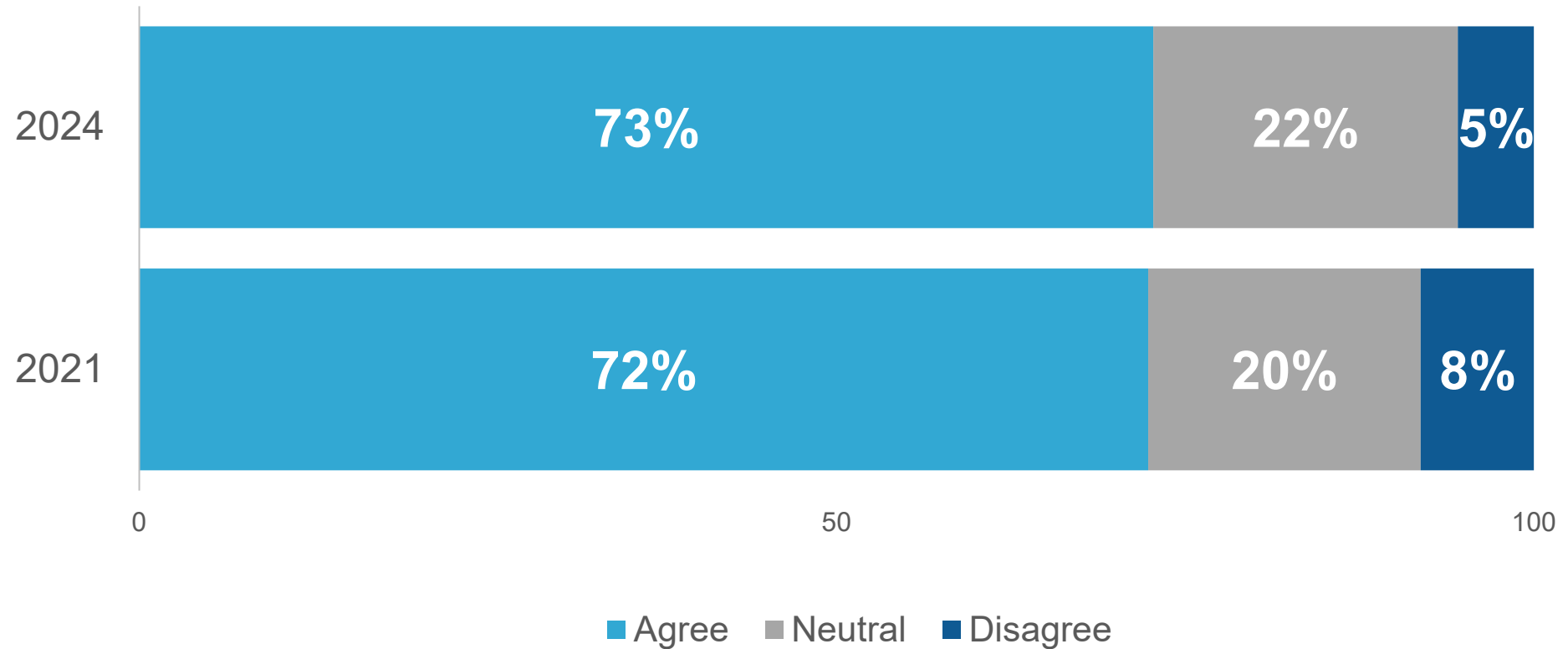
Tourism Development and Growth

Tourism development is happening too fast in this area



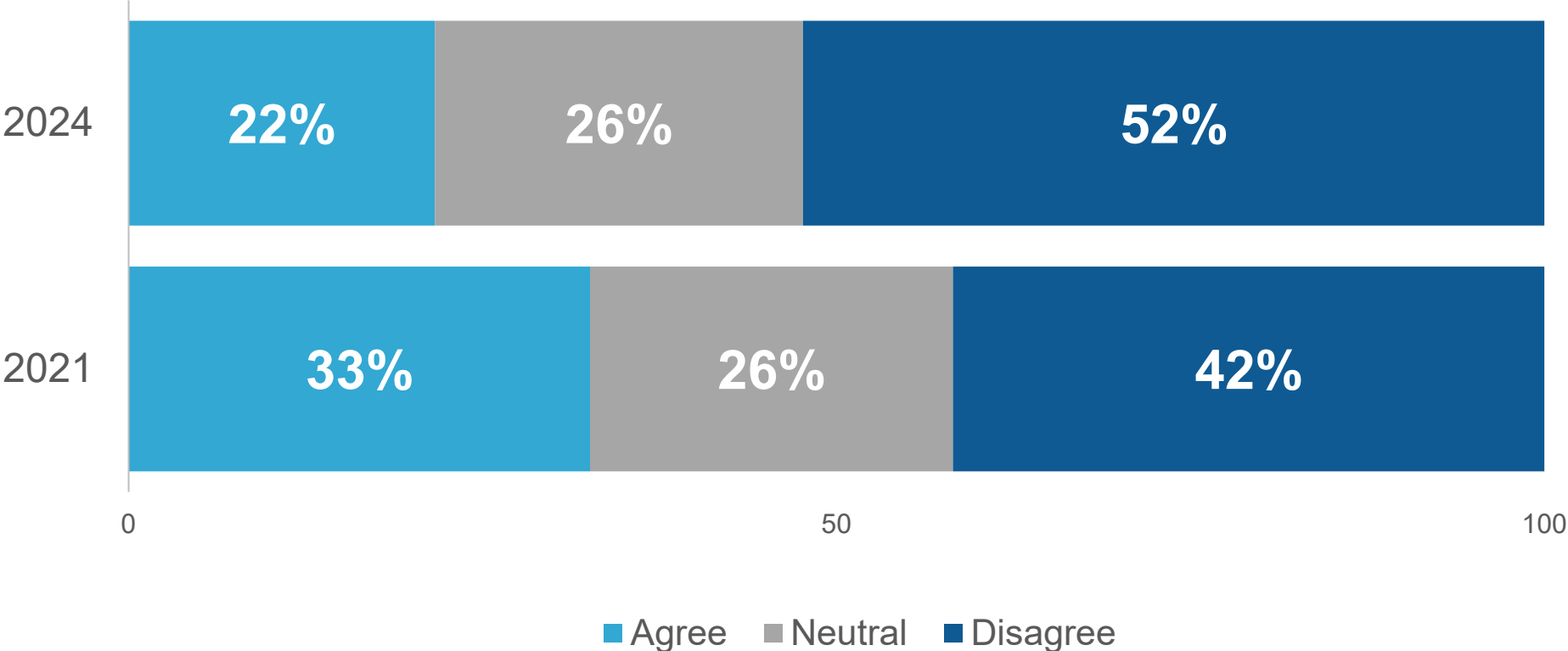
Tourism Development and Growth

We need planned and controlled tourism development



Tourism Development and Growth

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



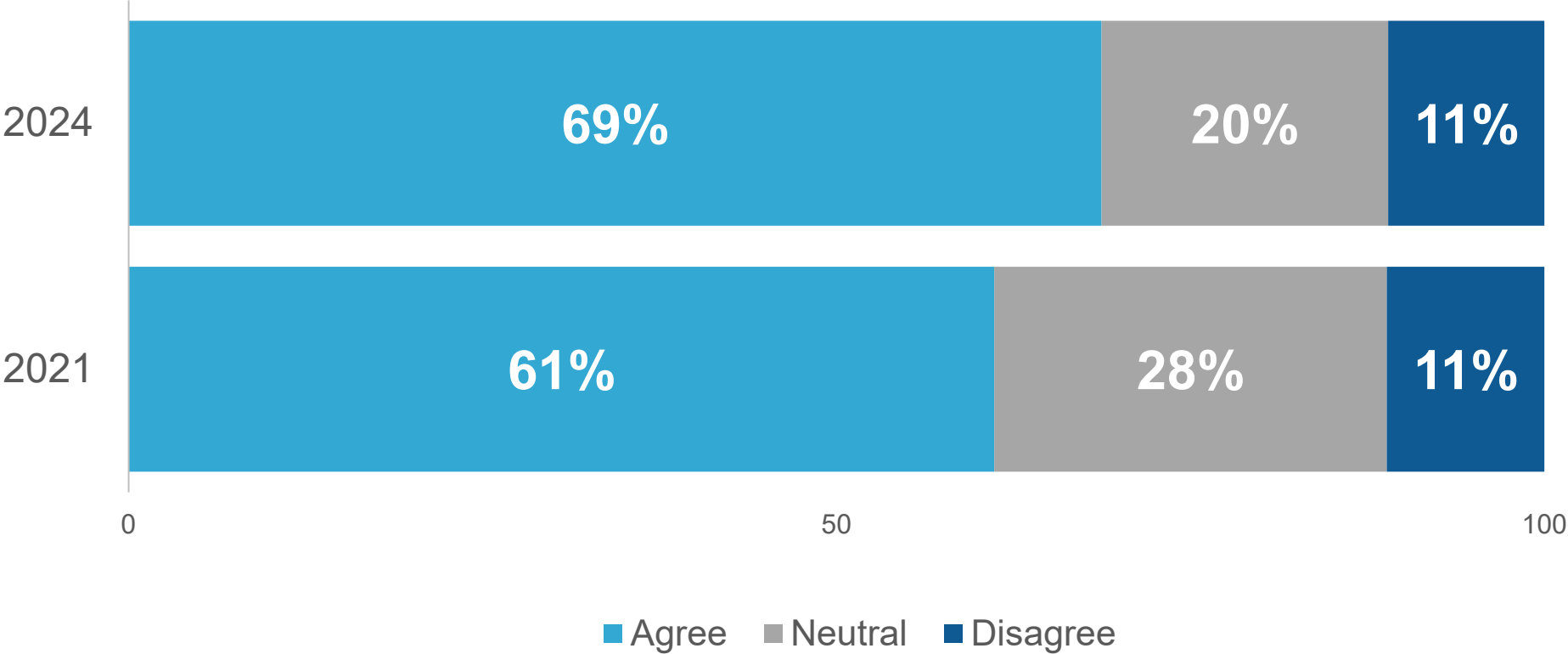


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Tourism Promotion

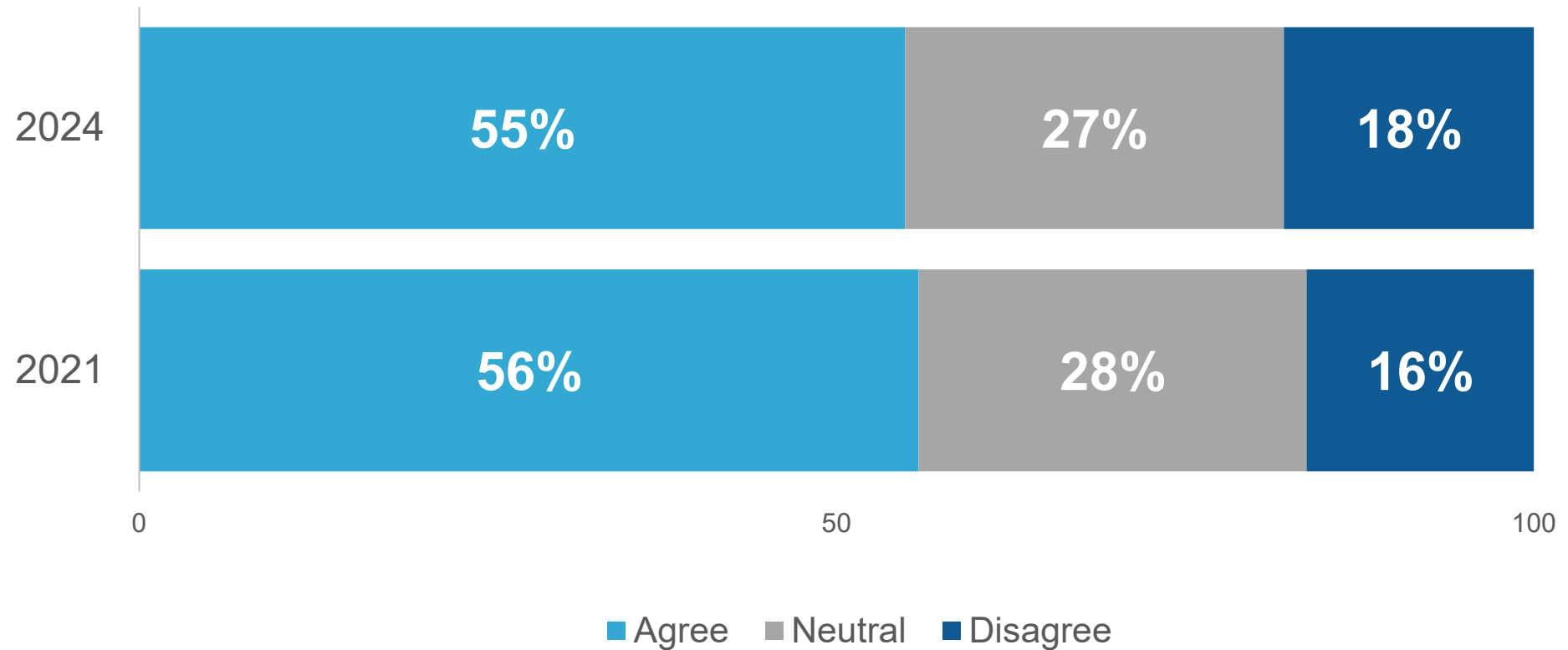


I like the way local tourism advertising represents my home



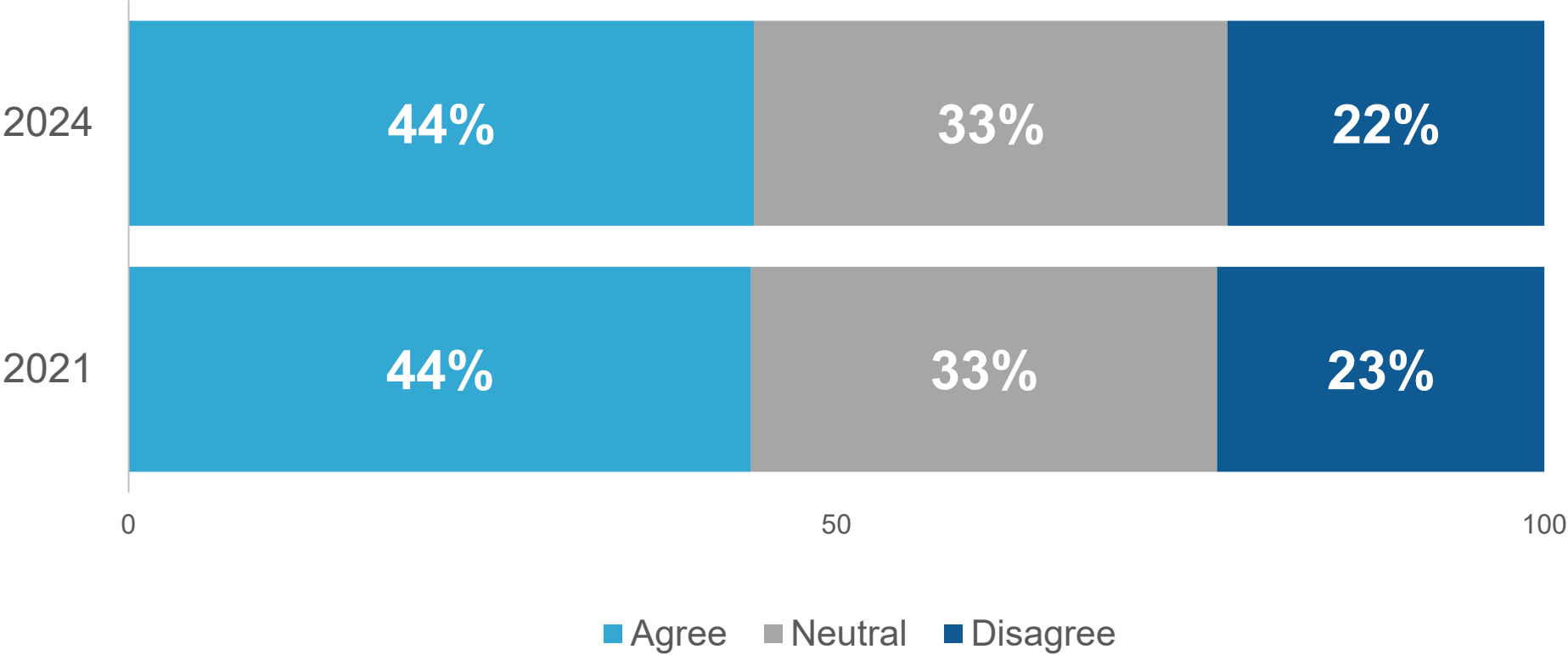
Tourism Promotion

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

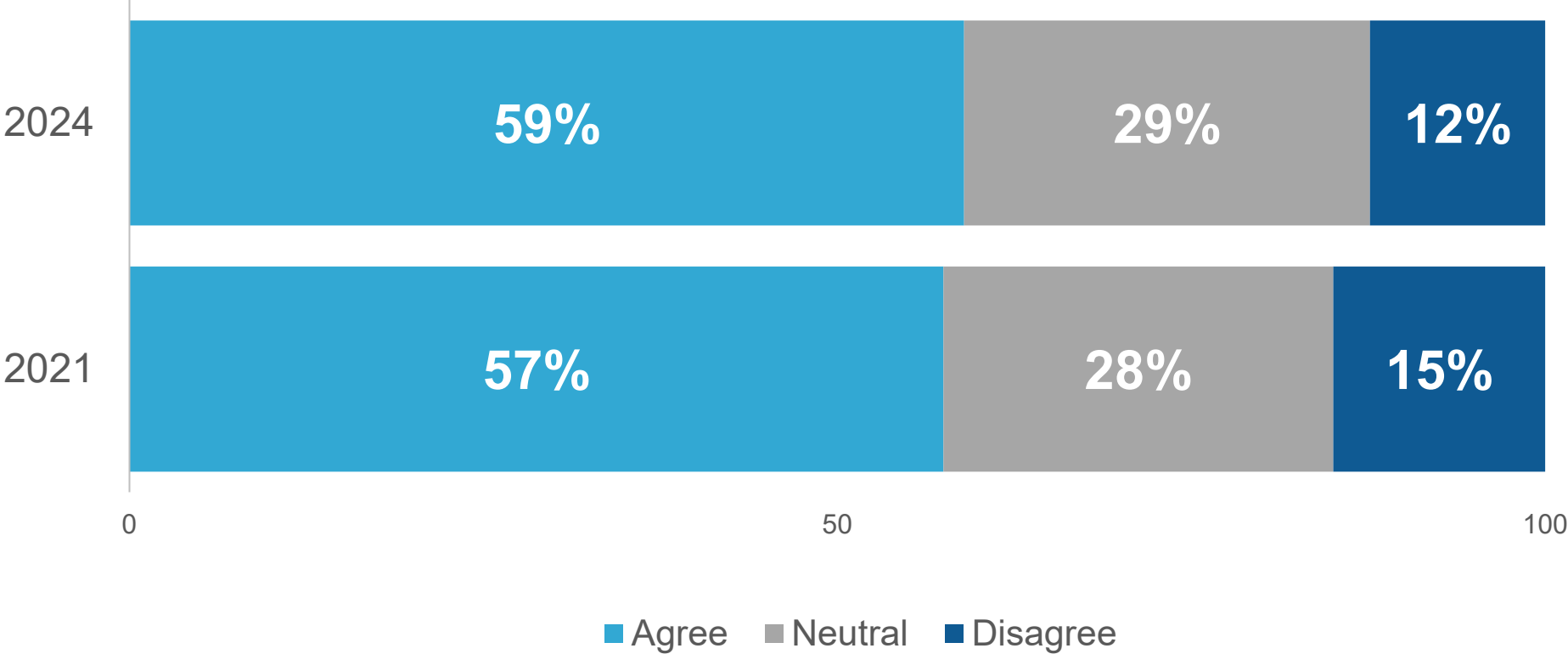


Tourism Promotion

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

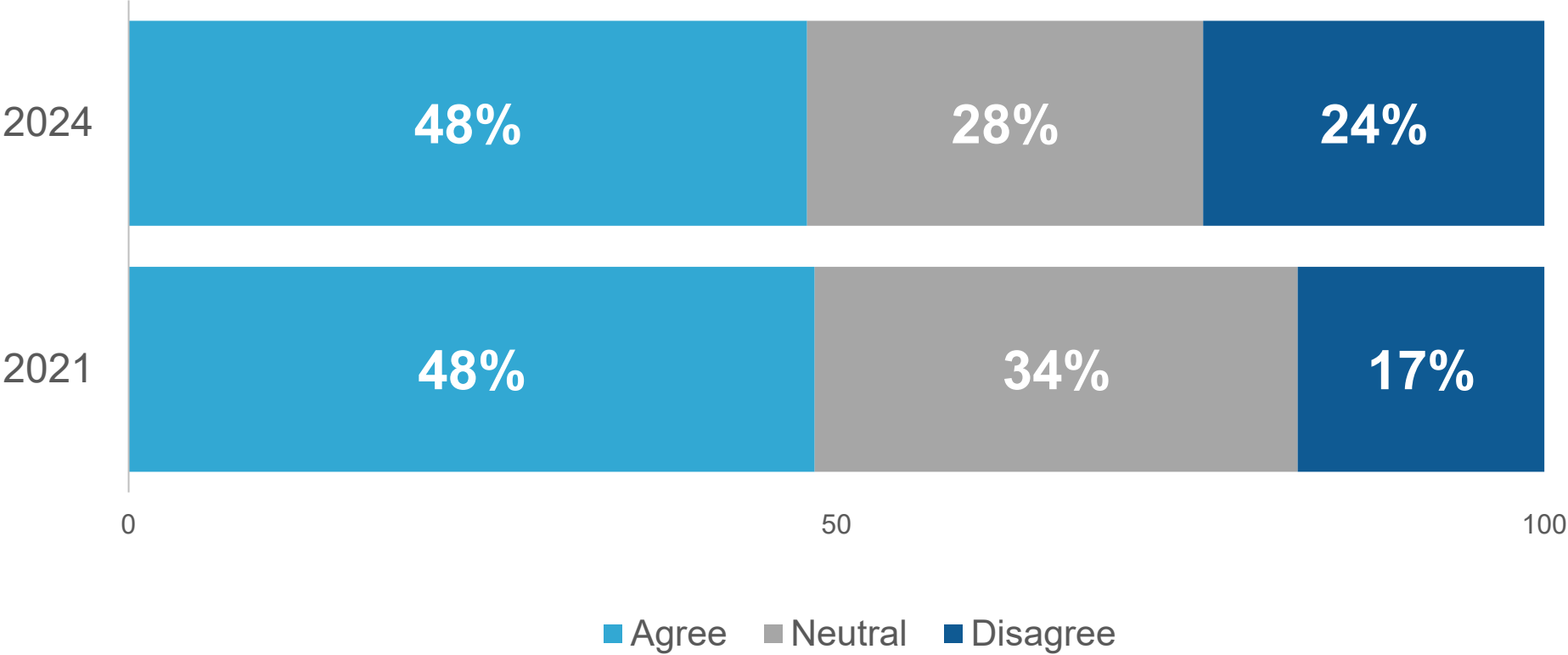


Tourism marketing reflects the diversity in my local area



Tourism Promotion

I support using public funds to partially fund tourism marketing efforts



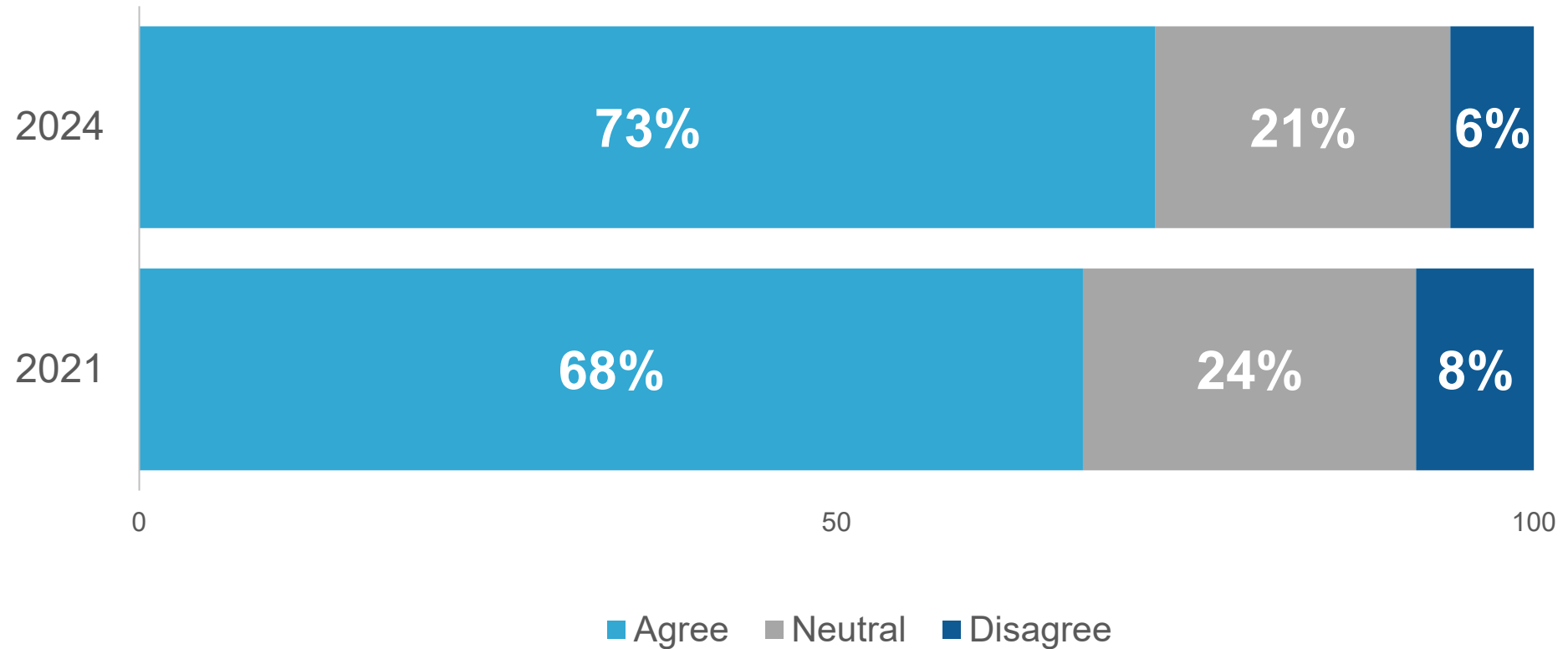


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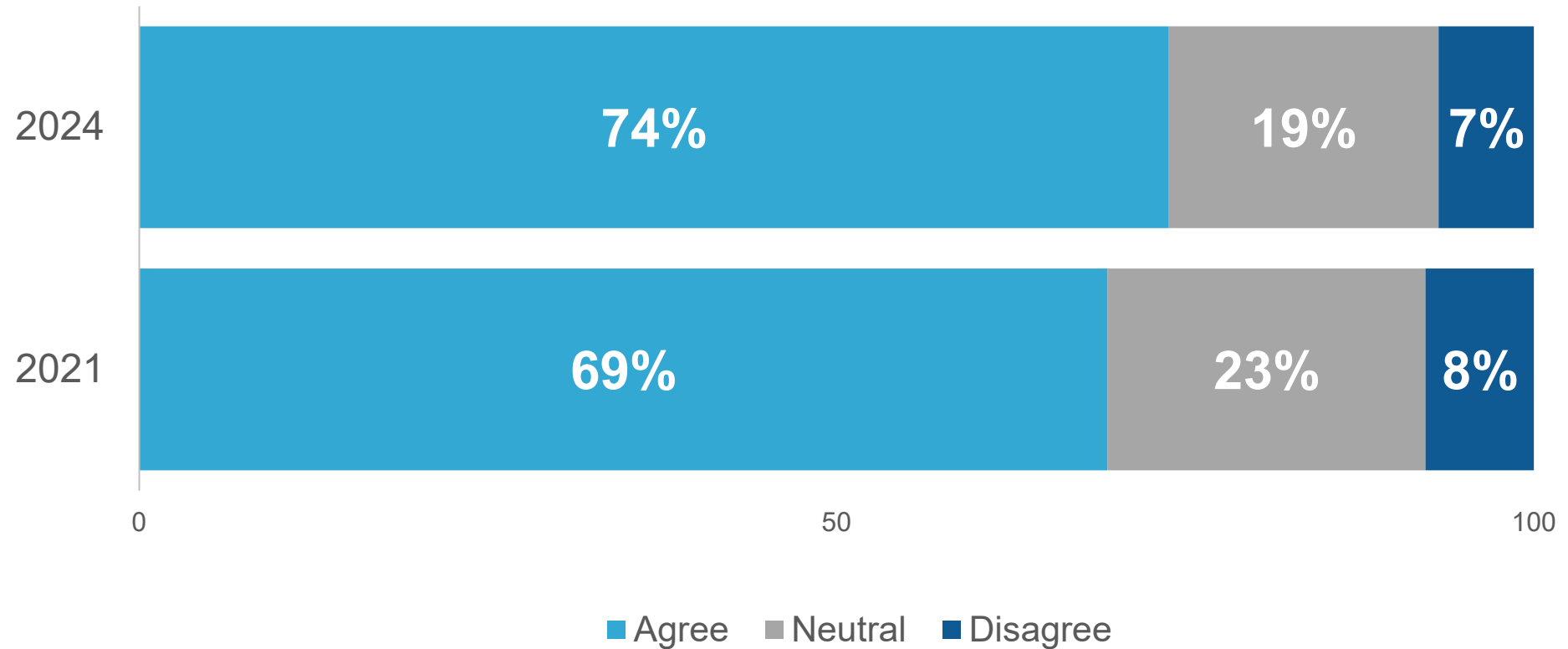
Economy



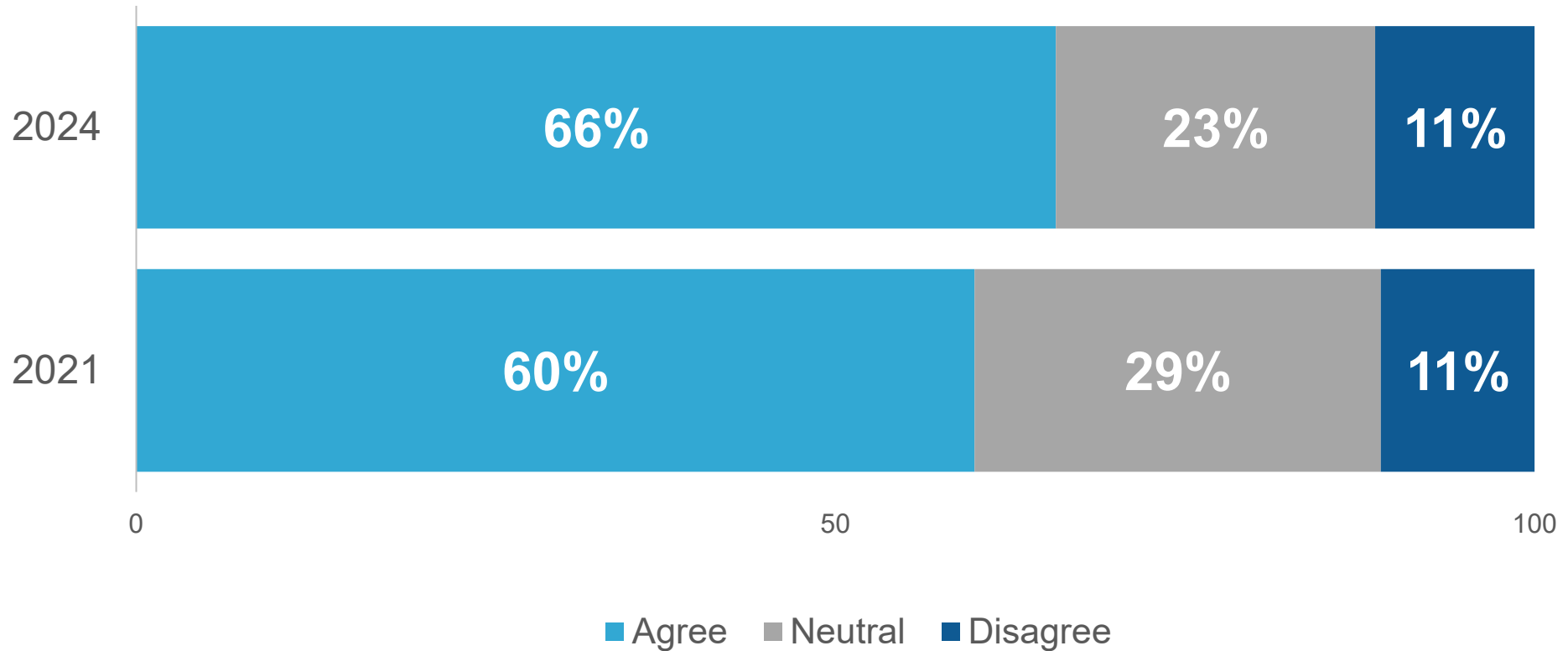
Tourism is important to my local economy



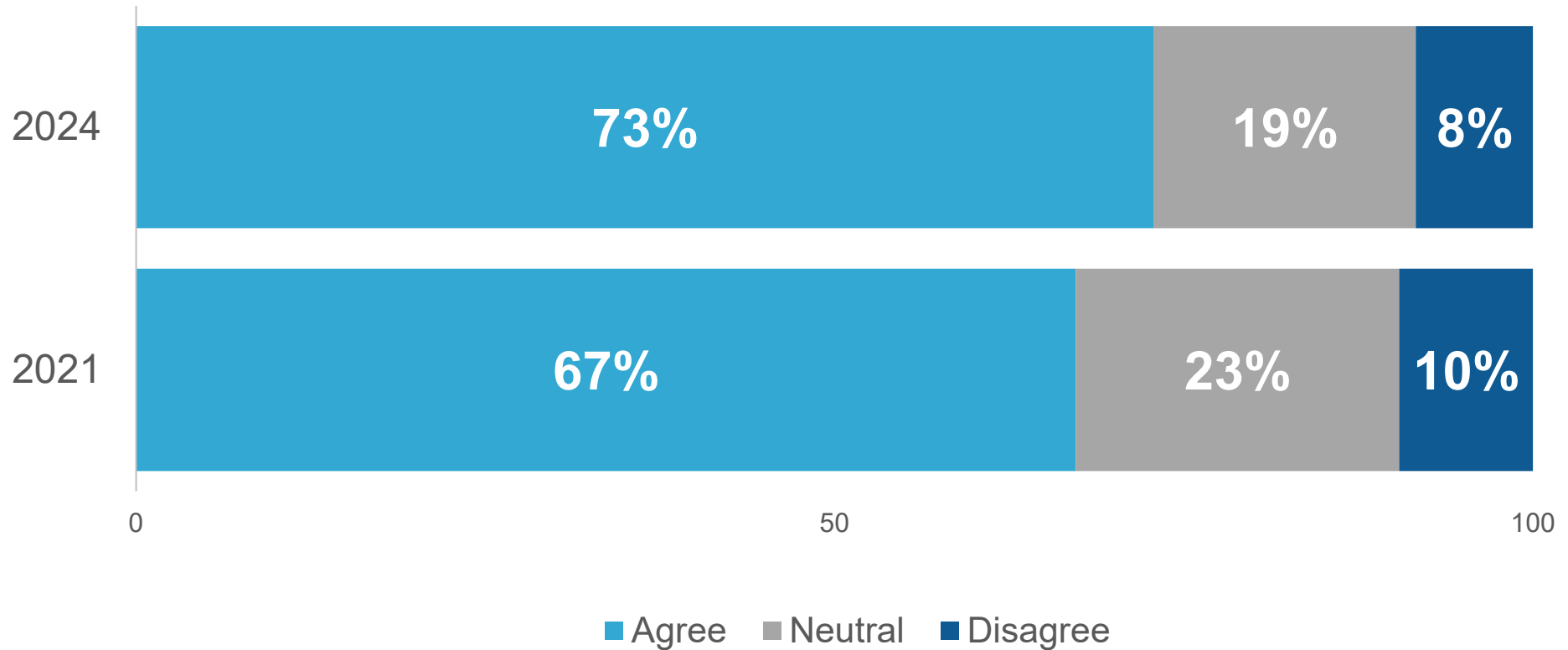
Tourism encourages investment in our local economy



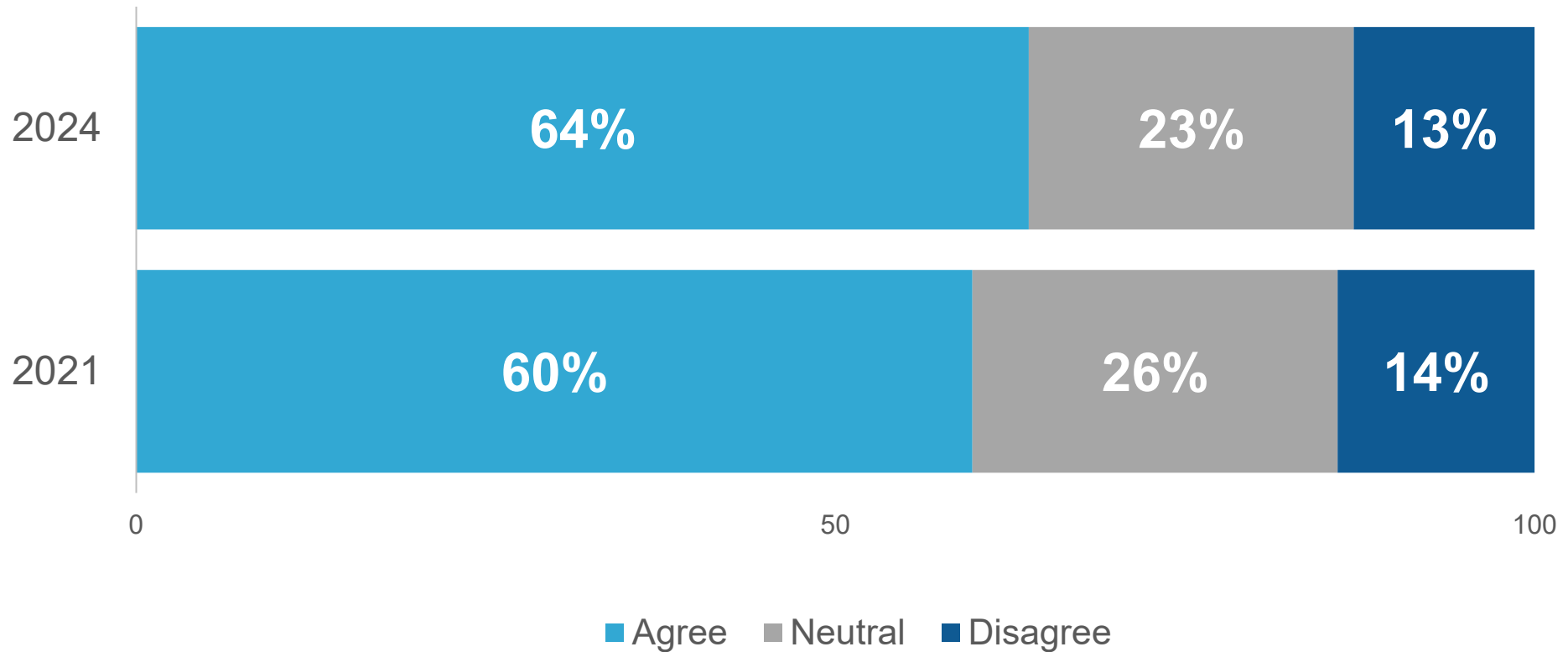
Tourism attracts new residents to our local area



Tourism attracts new businesses to our local area

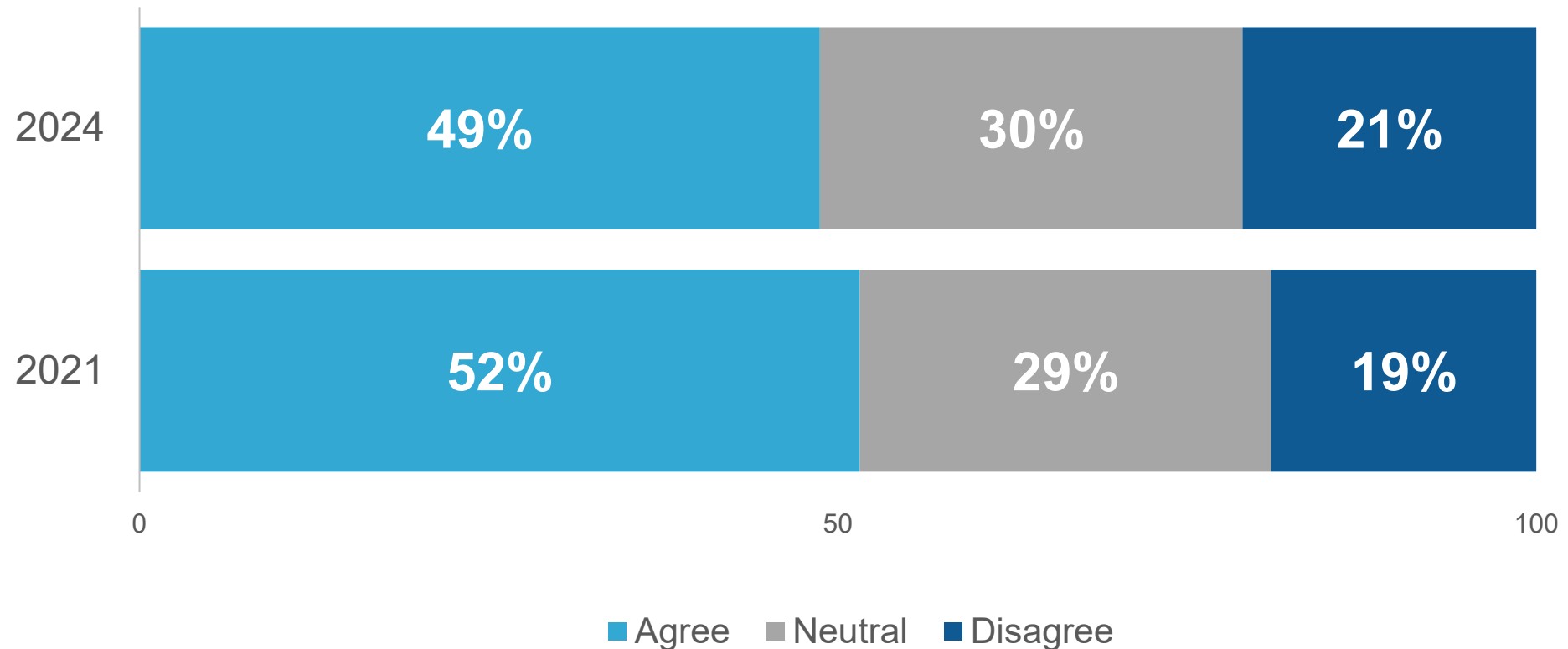


Tourism helps to recruit workforce to our local area

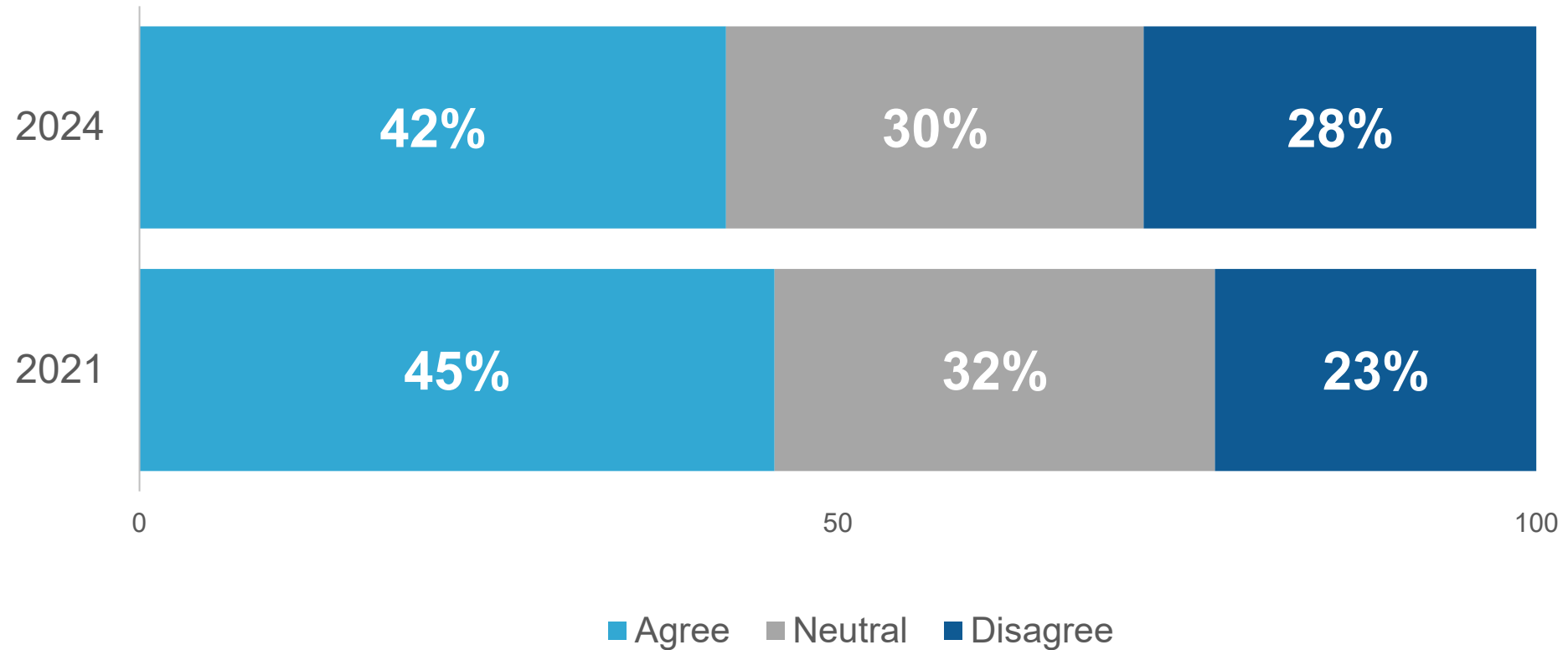


Economy

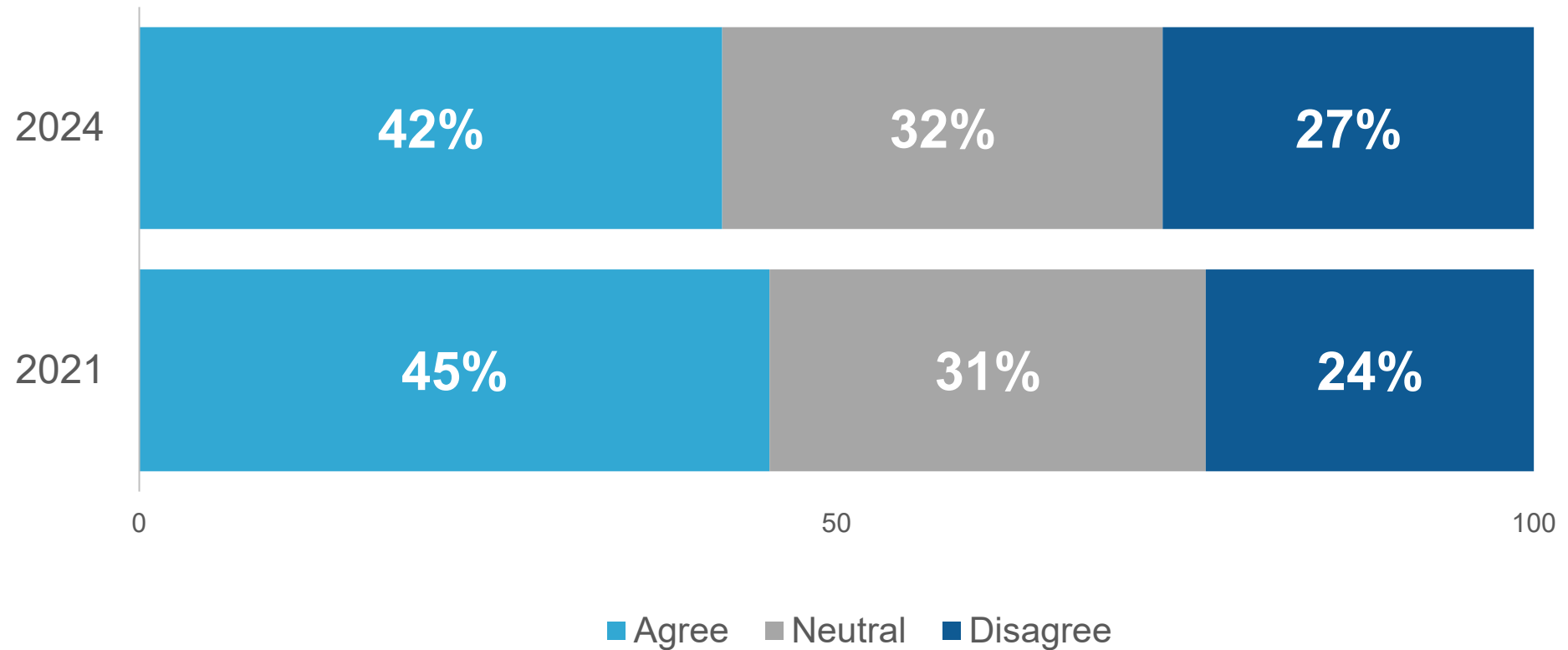
Without the tax revenues we get from tourists, we would have to pay higher state and local taxes for government programs and services



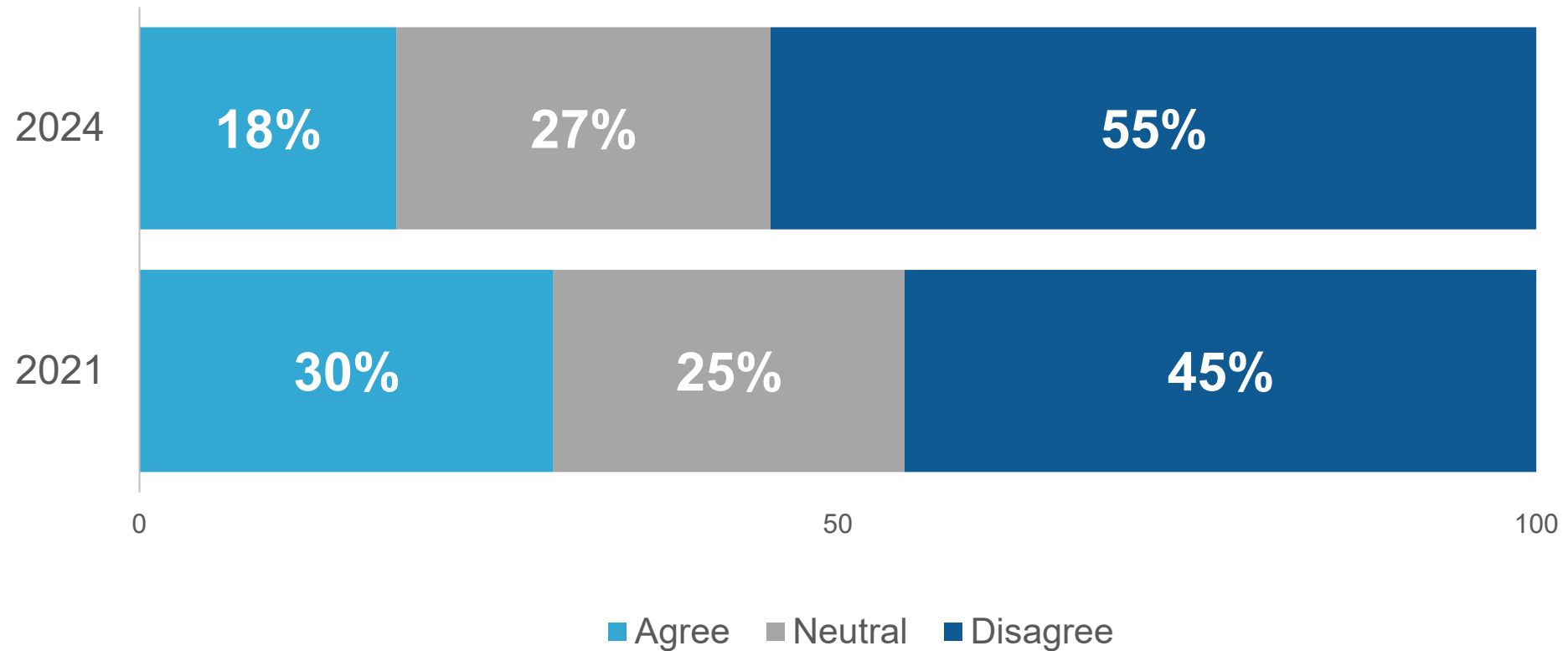
The sales tax that tourists pay on their purchases adequately compensates for the wear and tear they create on our infrastructure



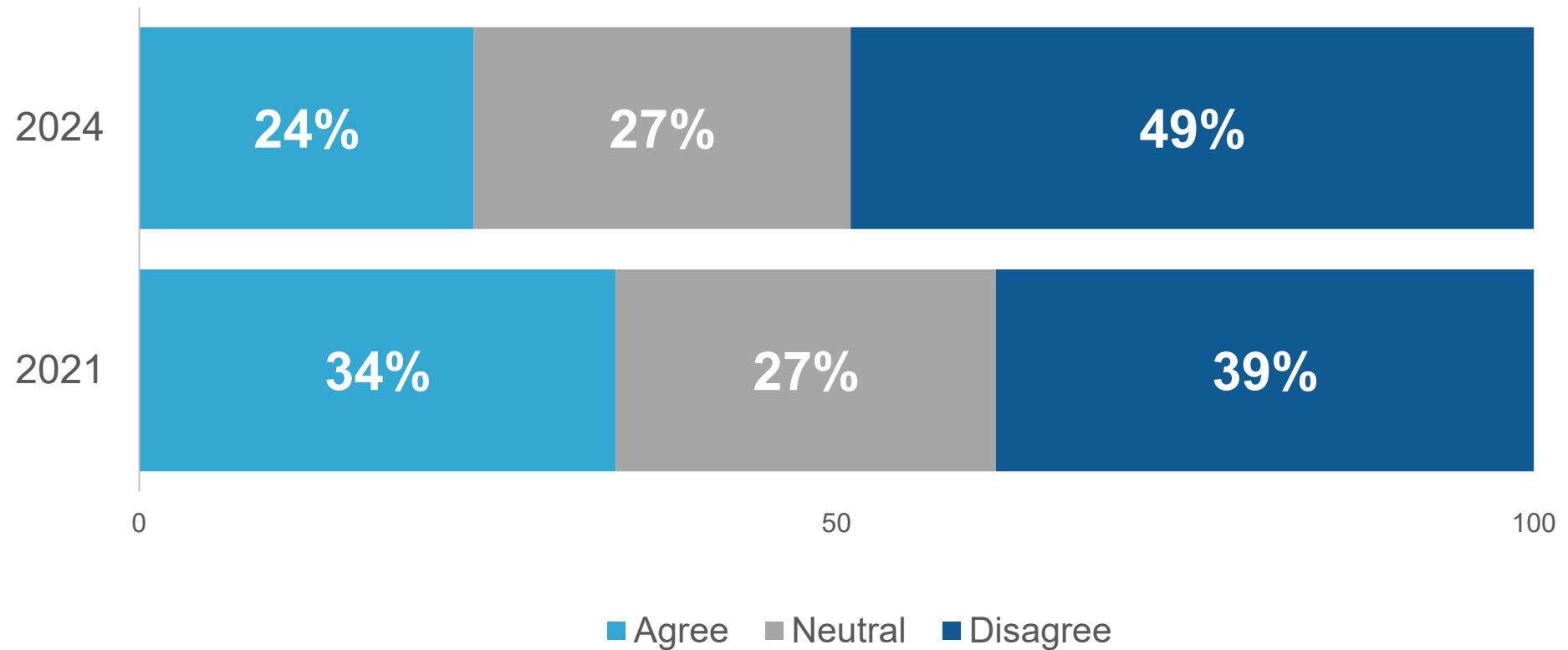
Hotel/lodging taxes should be used to help pay for local services, not to promote more tourism



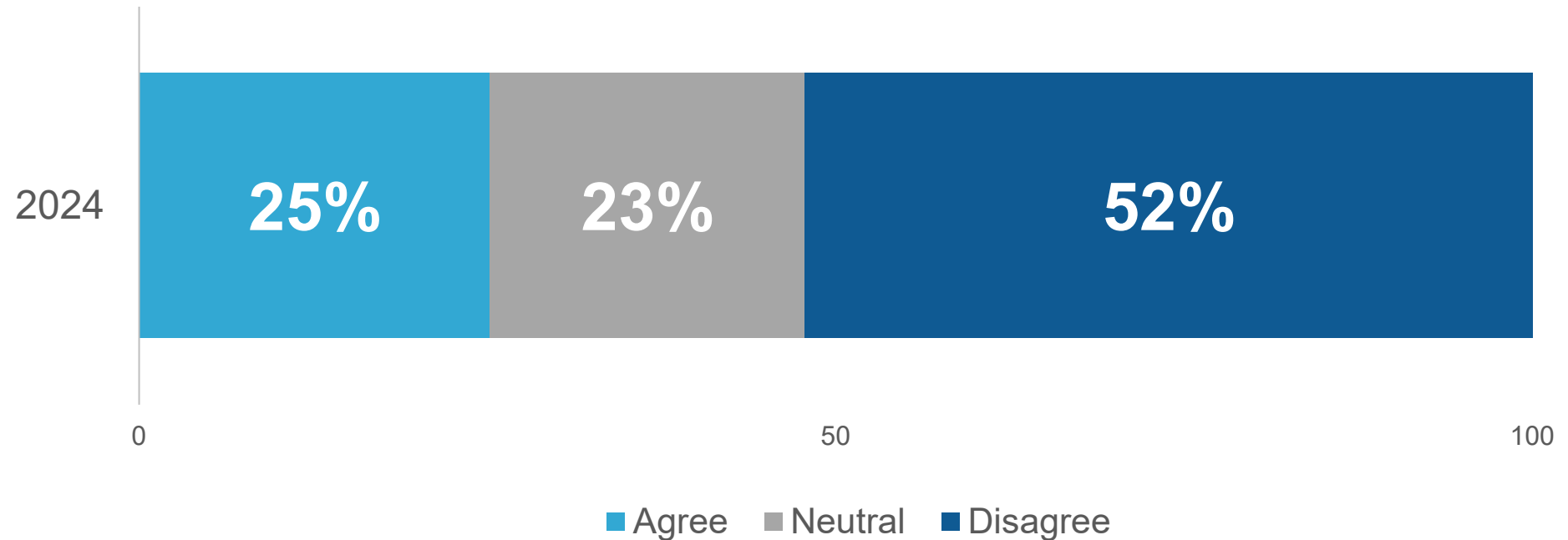
The growth in tourism is causing prices to rise, making things less affordable for residents



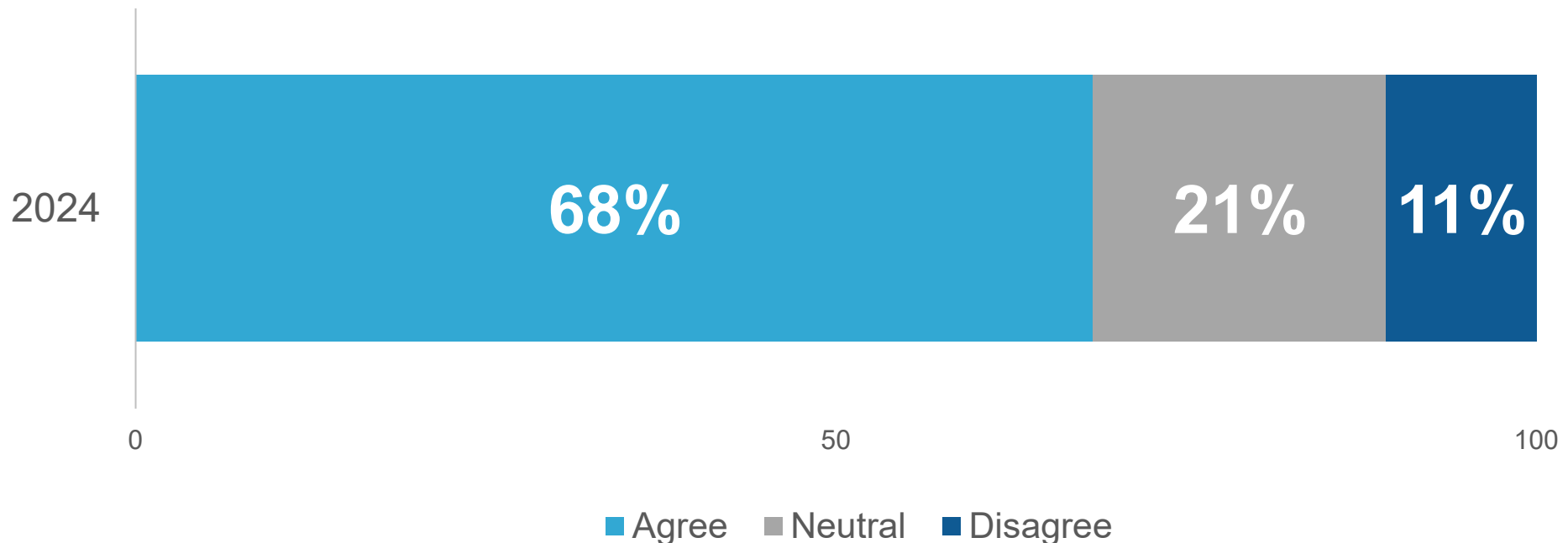
My household standard of living is higher because of the money tourists spend here



Housing is becoming less affordable in this area due to tourism



The economic impact of tourists in our area helps to support industries and businesses not directly related to tourism





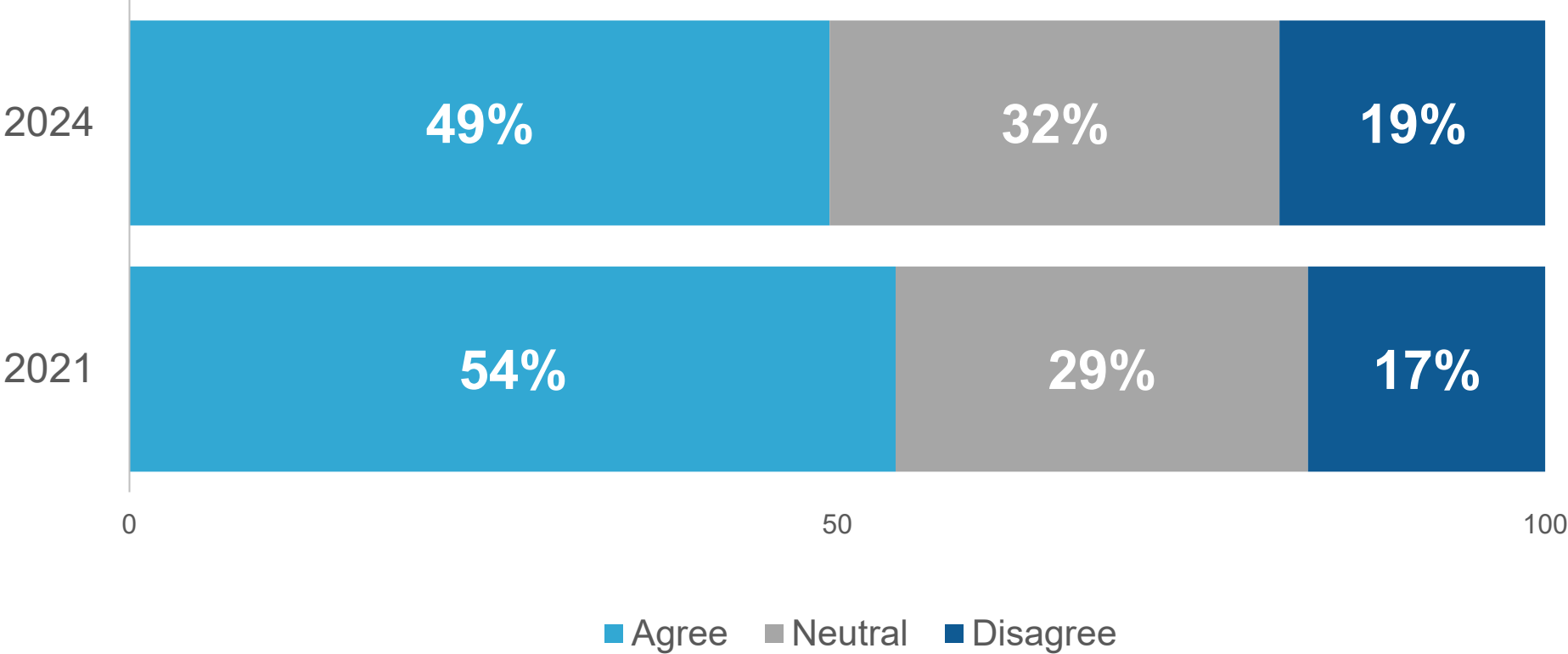
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Tourism Employment



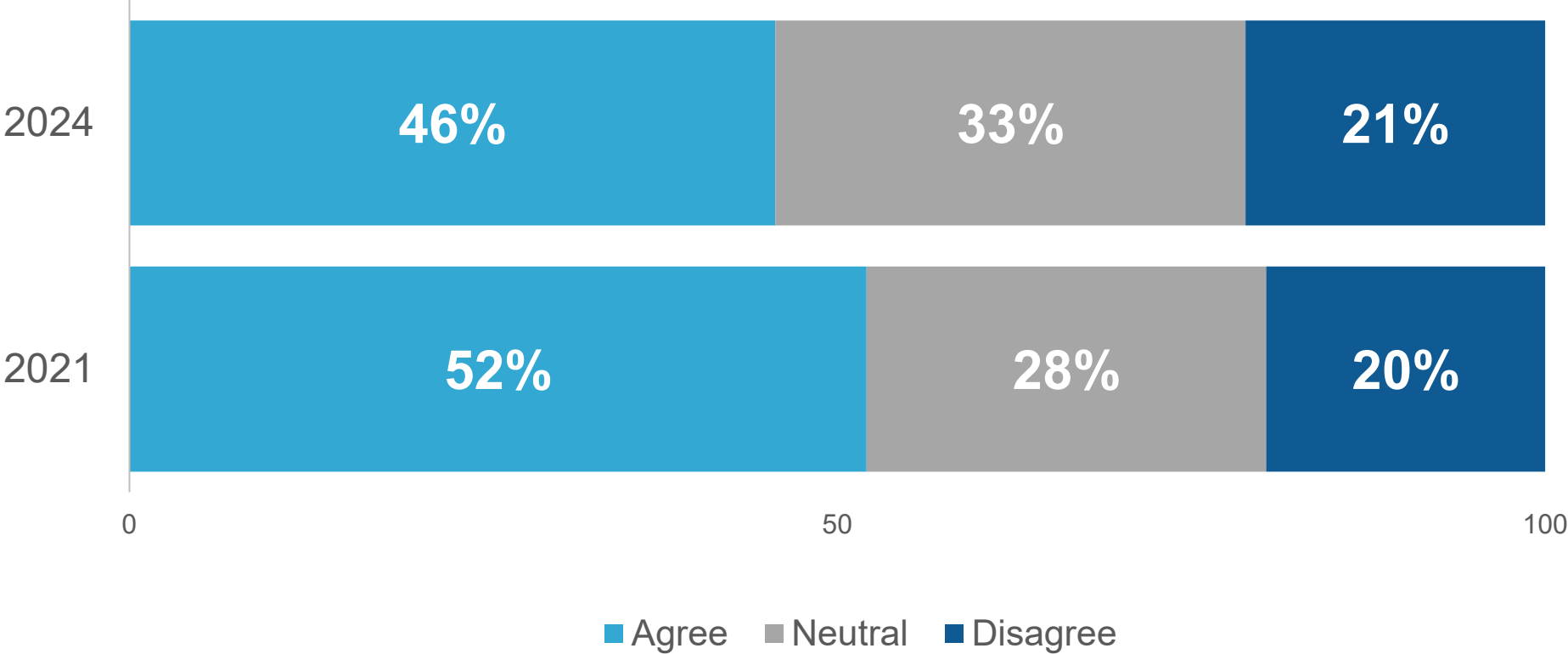
Tourism Employment

There are opportunities for career advancement in the tourism industry



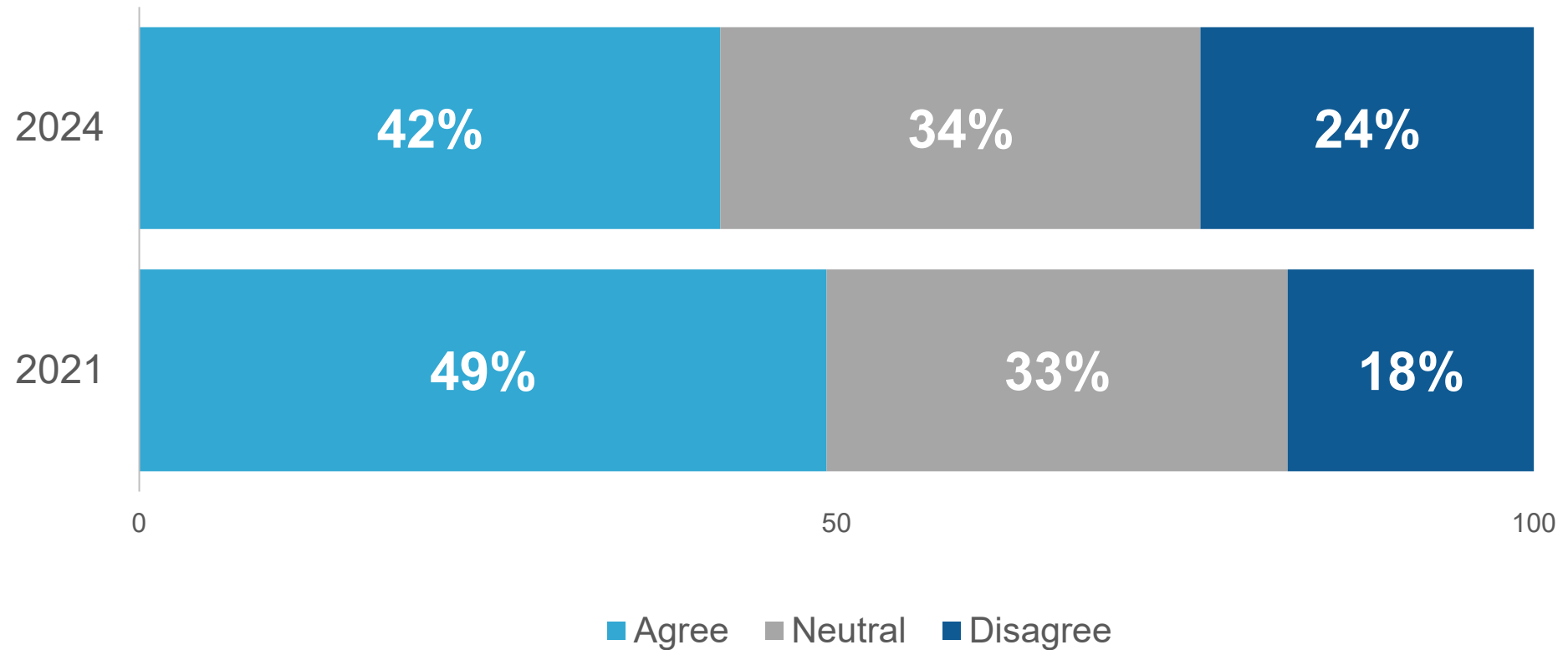
Tourism Employment

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



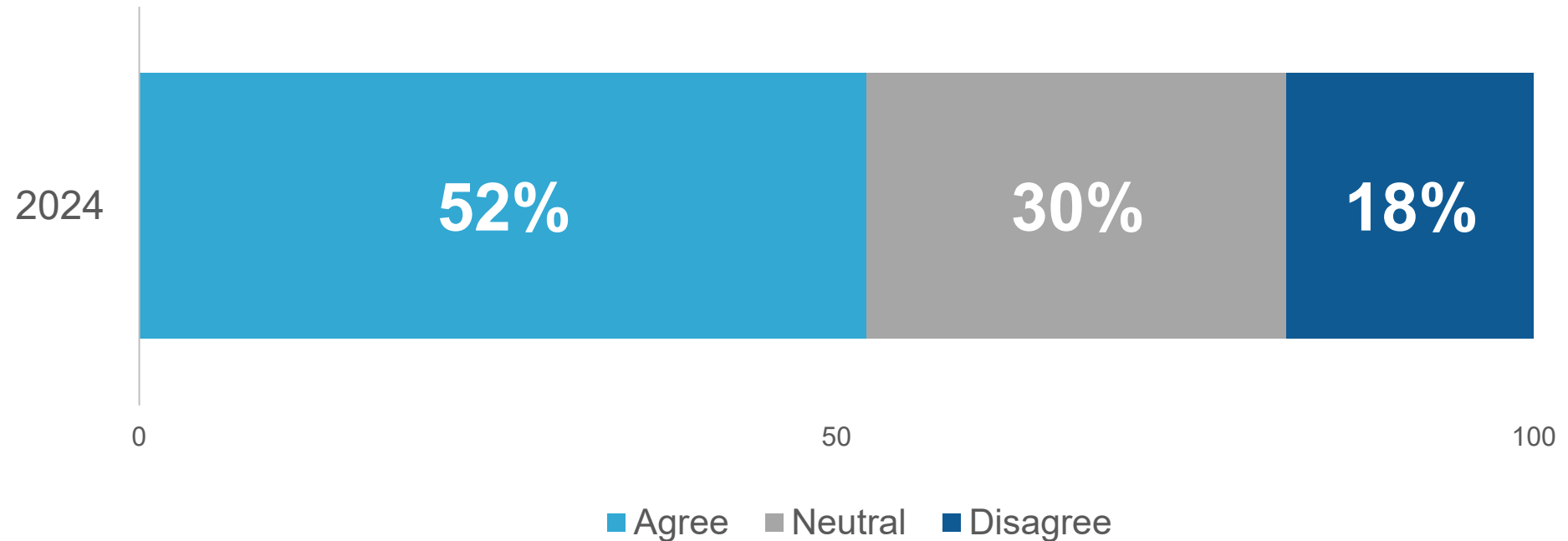
Tourism Employment

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



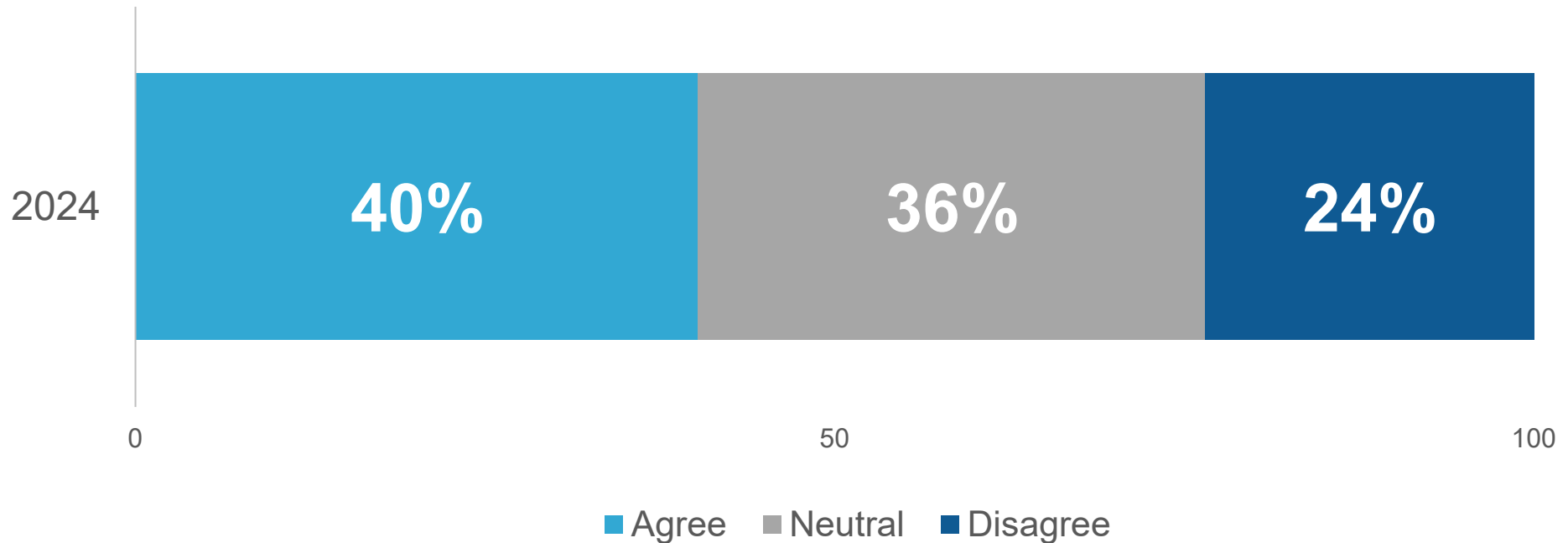
Tourism Employment

The tourism and hospitality industry offers rewarding careers



Tourism Employment

I would encourage my friends and family to work in the tourism and hospitality industry





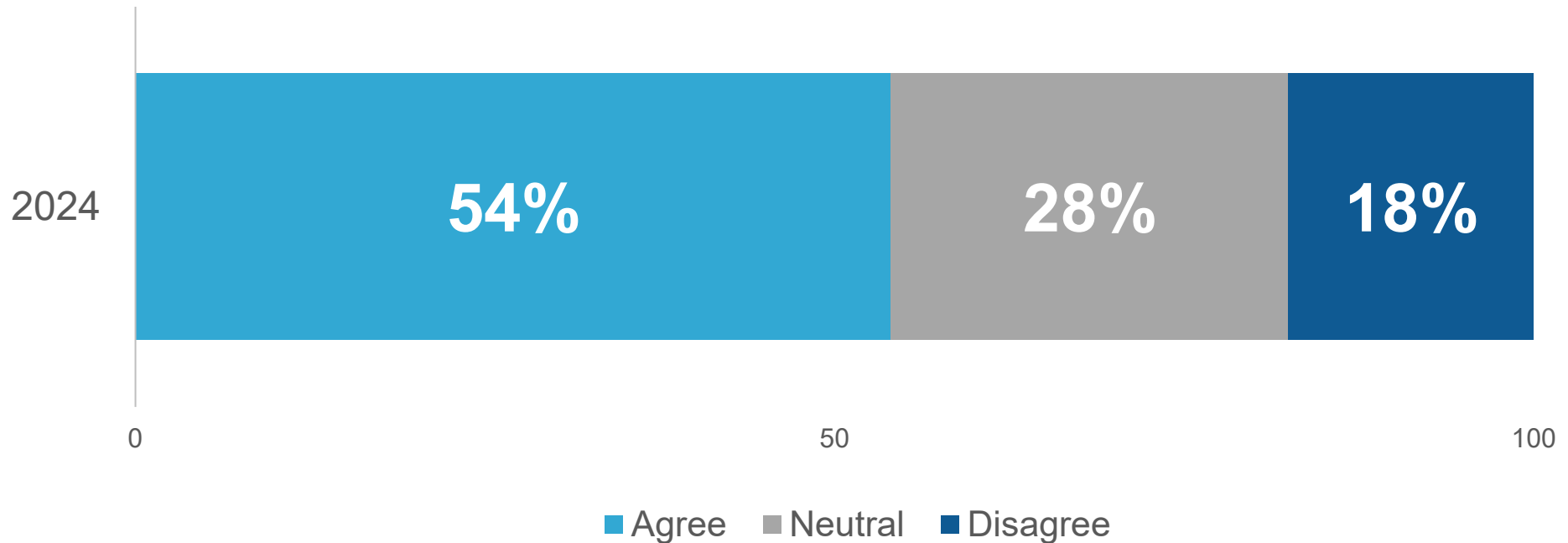
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Quality of Life



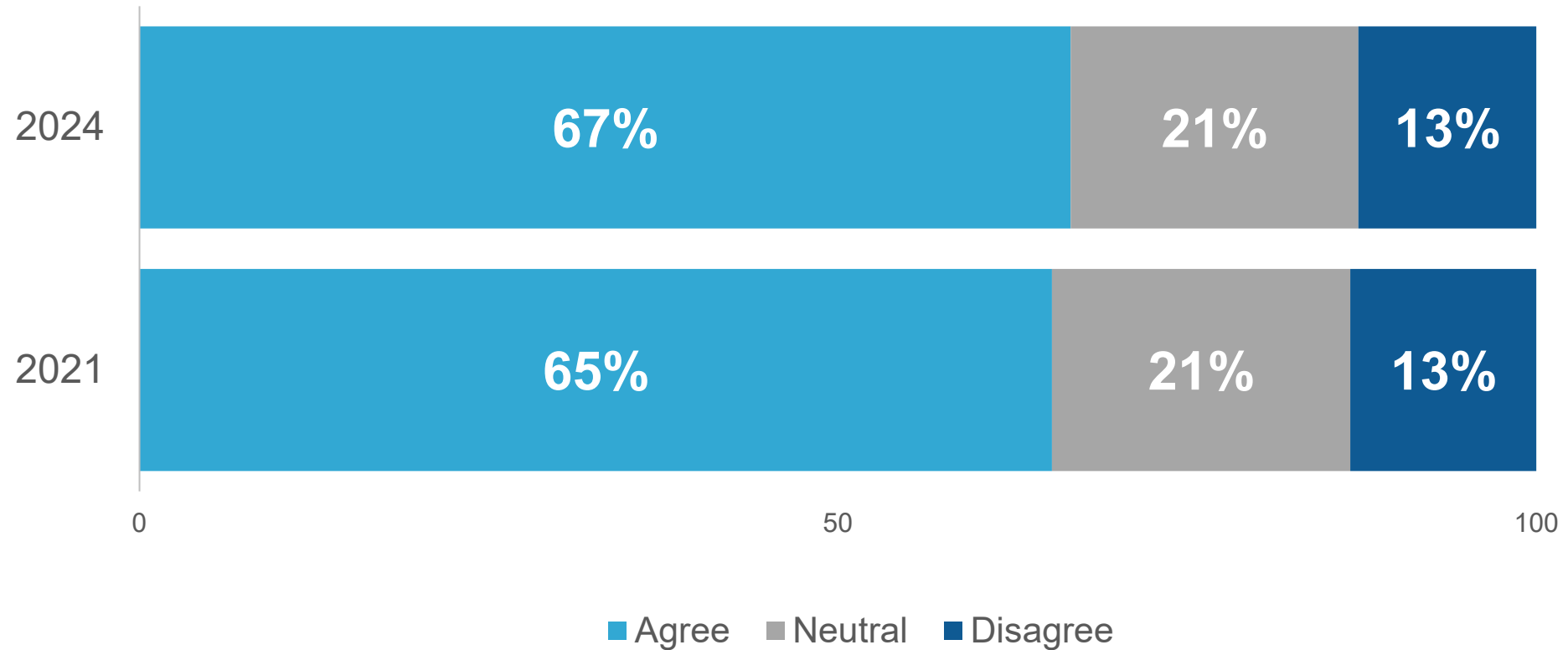
Quality of Life

Quality of life in my local area has improved because of increased tourism

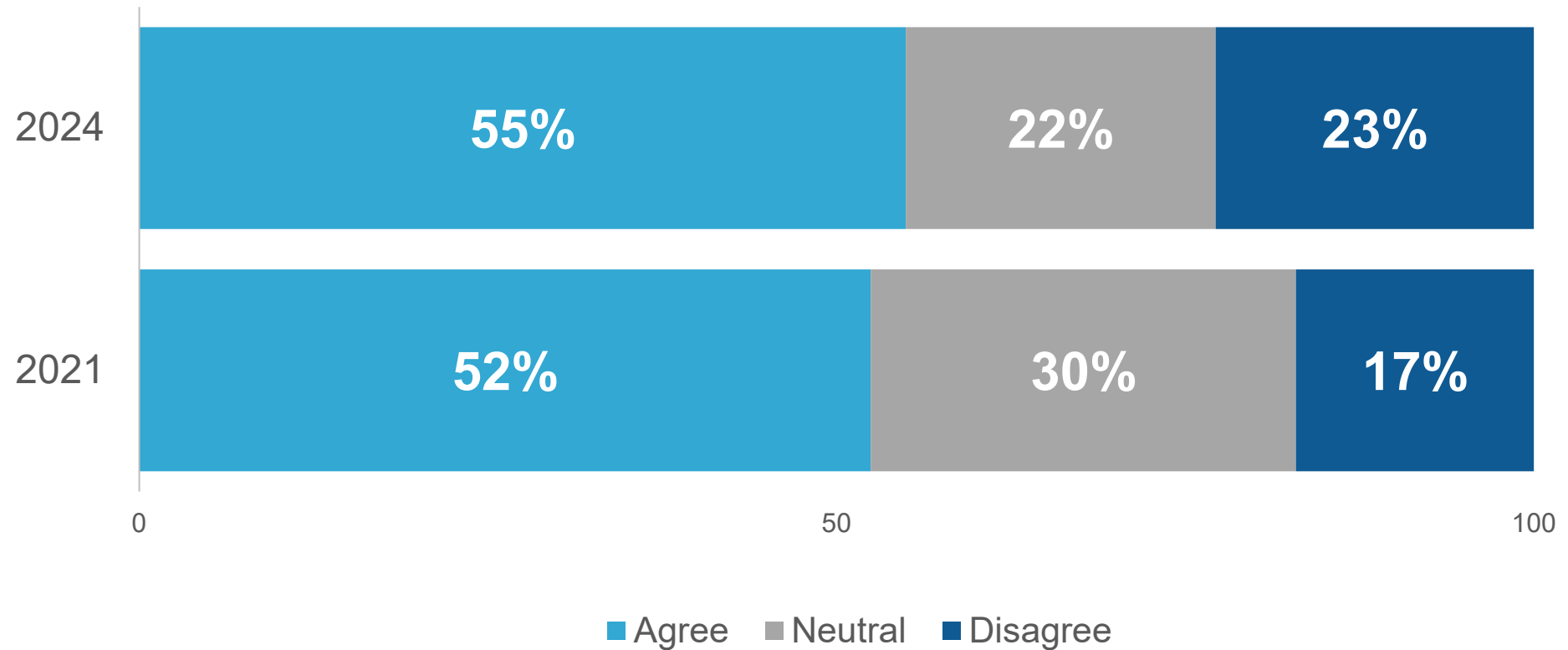


Quality of Life

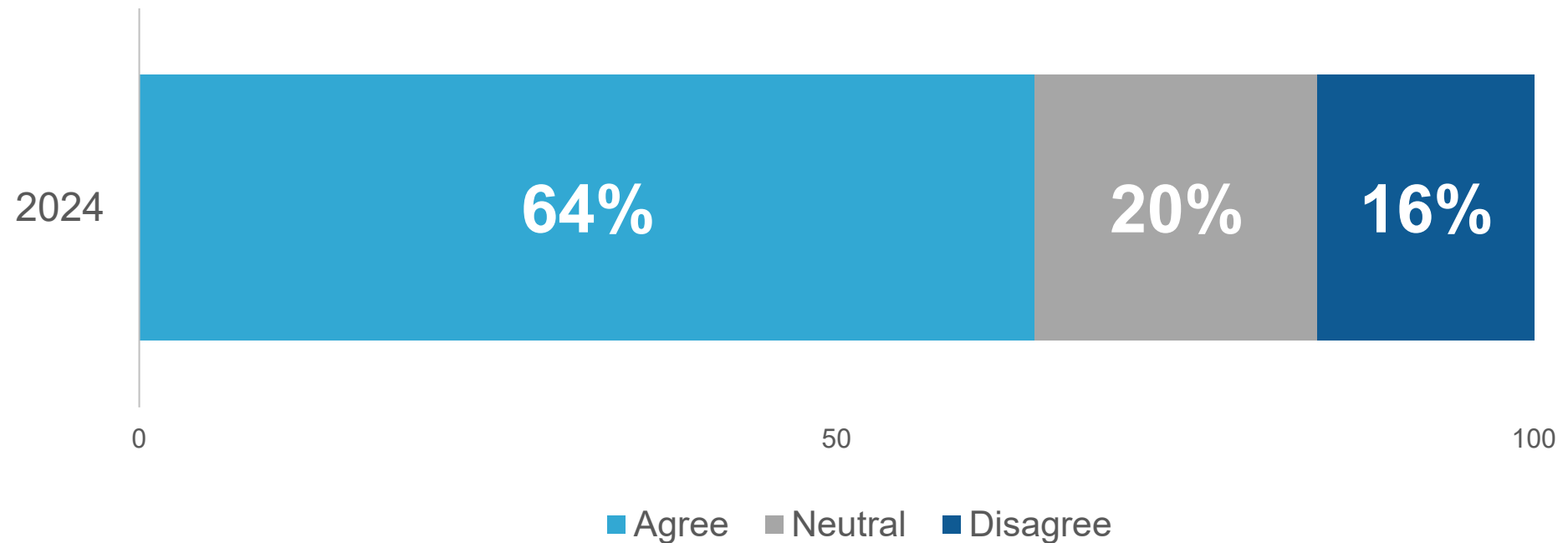
I have more recreational opportunities (places to go and things to do) because of tourism in this area



Shopping opportunities are better here as a result of tourism

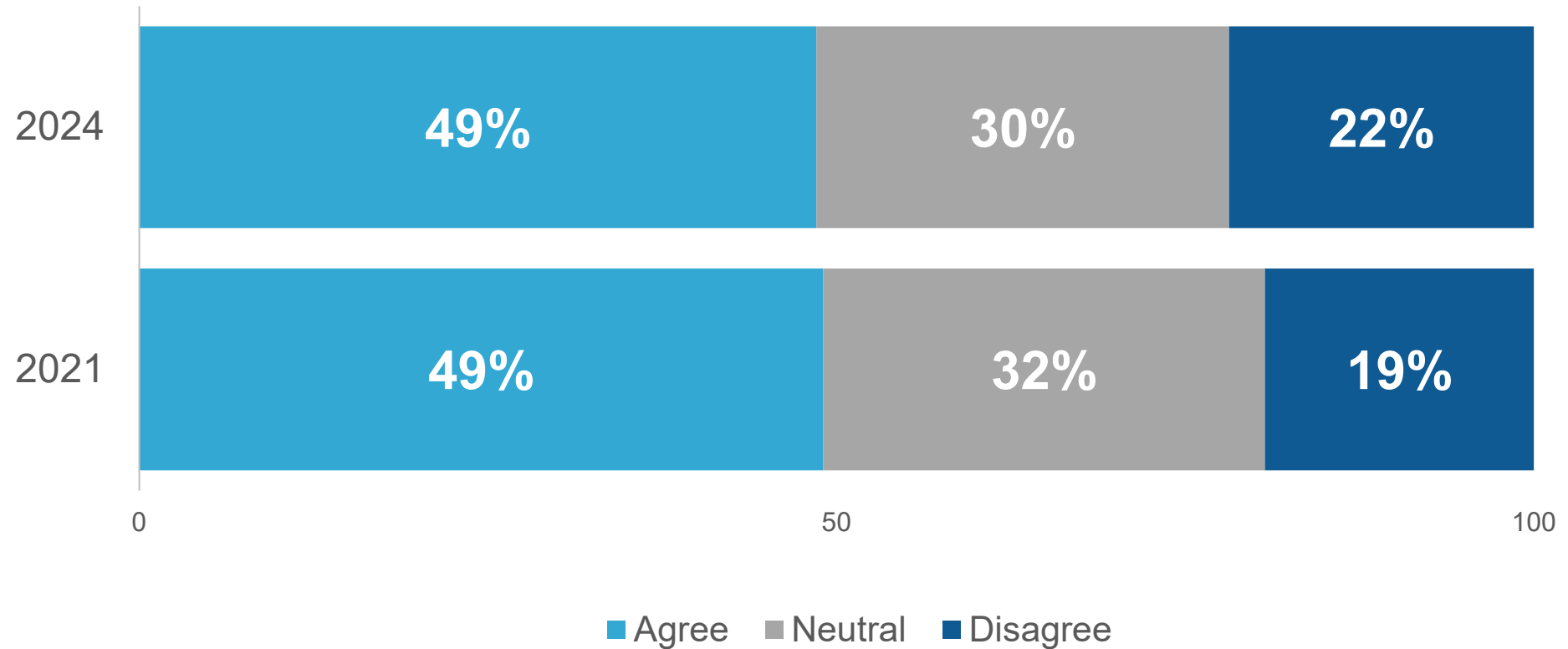


Dining opportunities are better here as a result of tourism



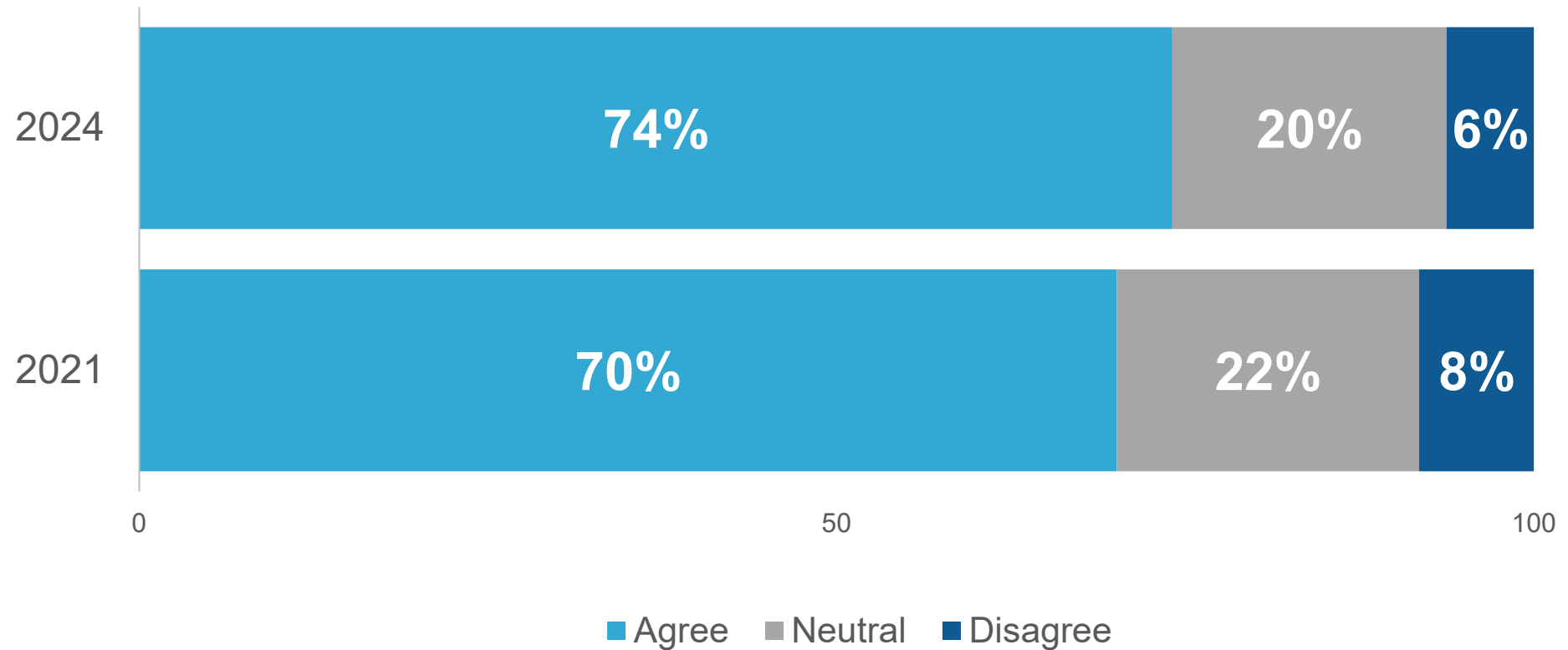
Quality of Life

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



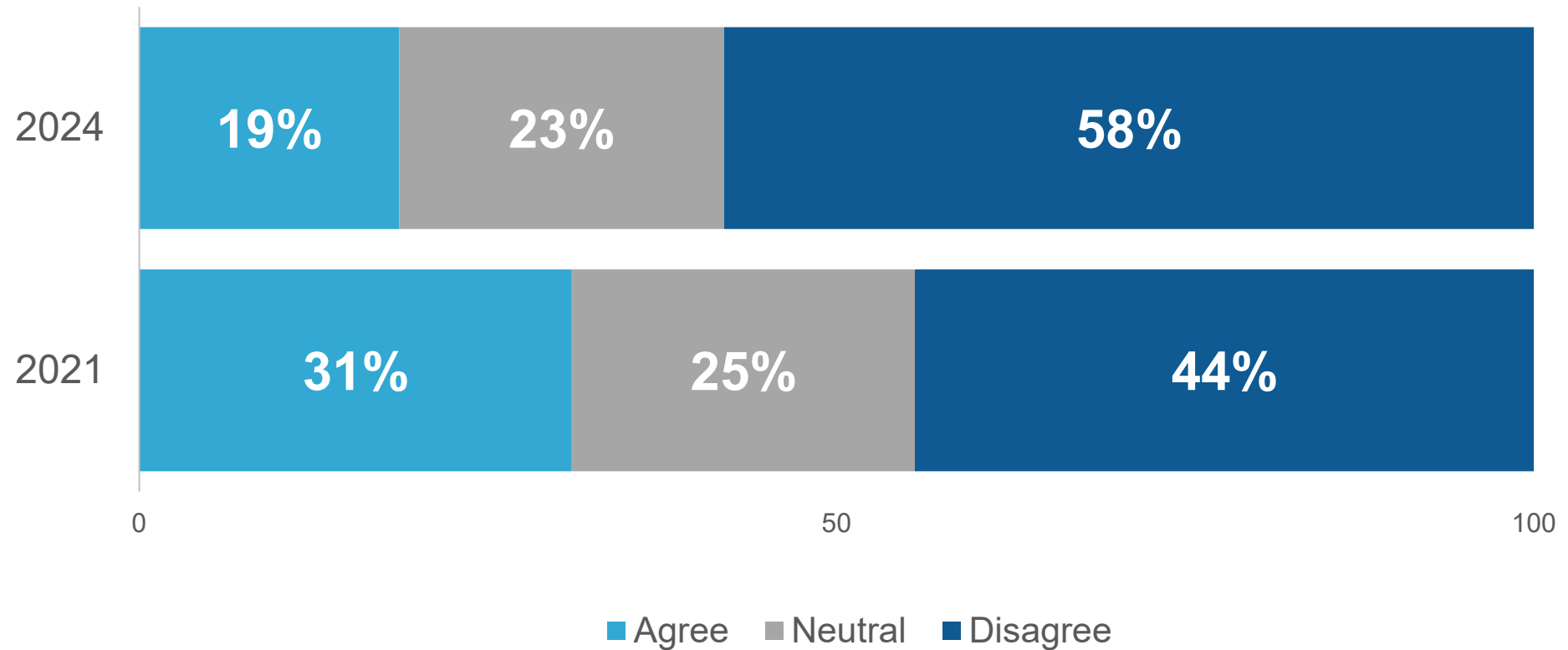
Quality of Life

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



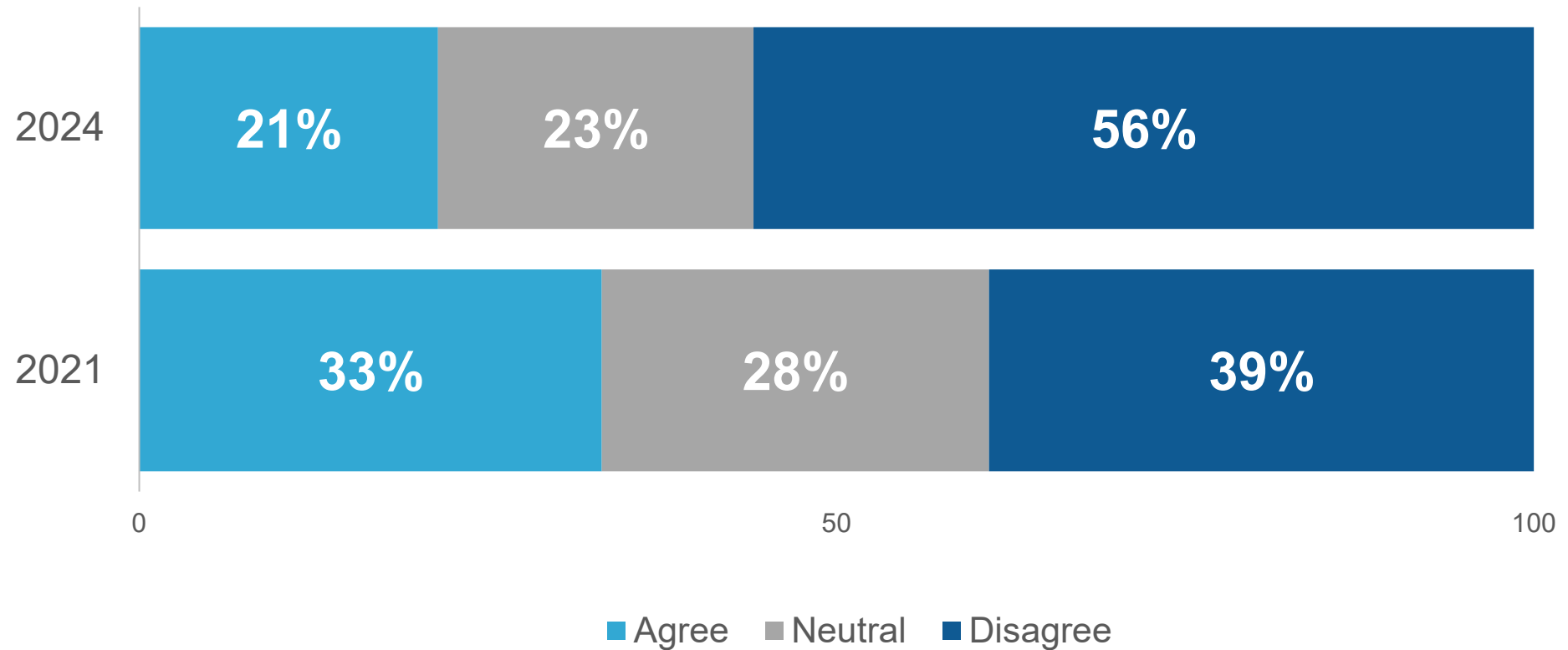
Quality of Life

Uncontrolled tourism growth is jeopardizing our heritage and culture

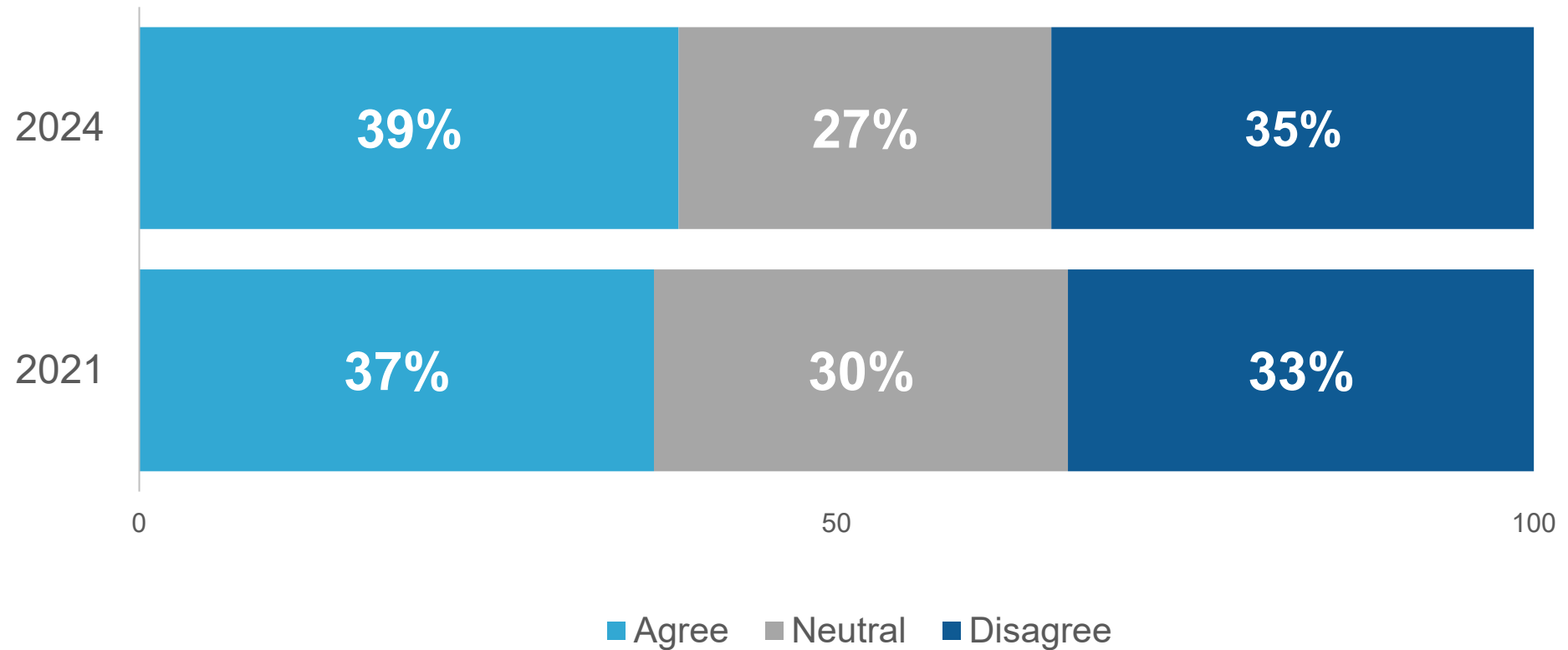


Quality of Life

Attractions and leisure facilities are becoming overcrowded because of more tourists

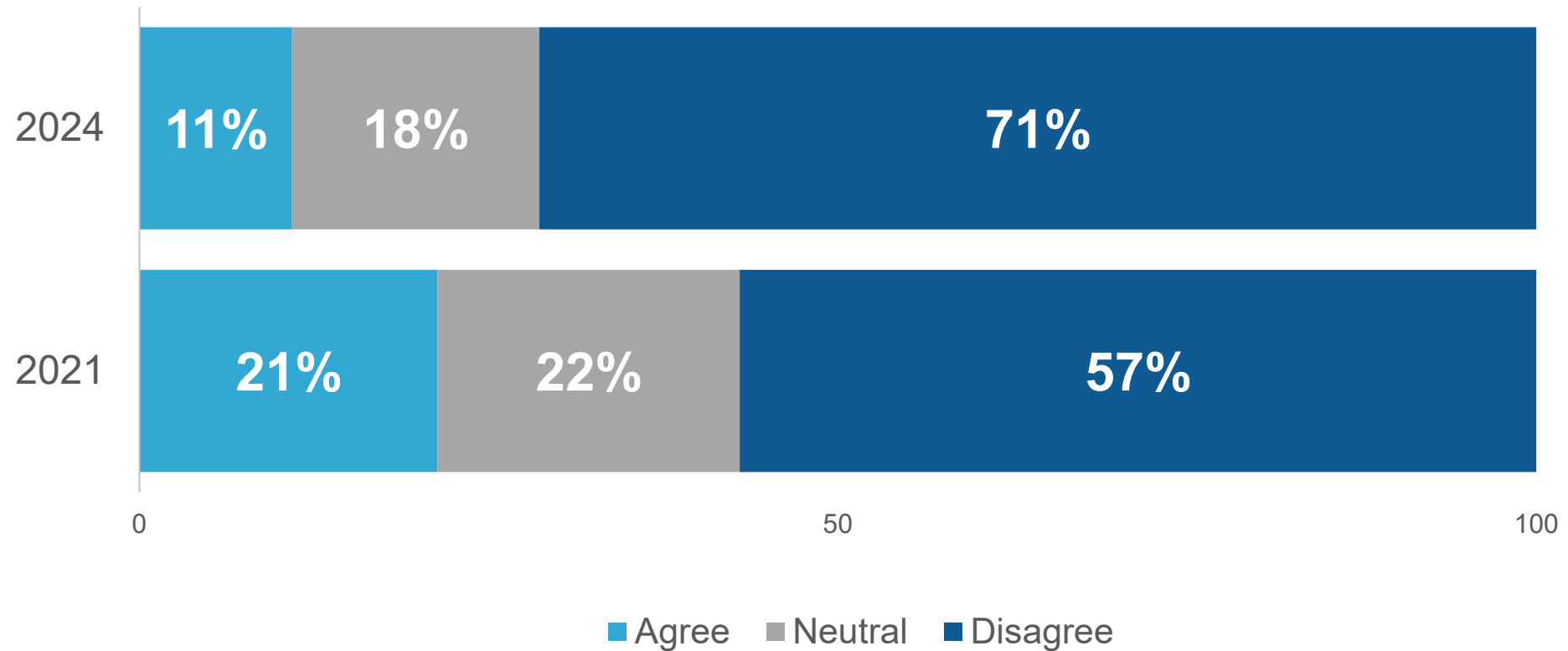


Tourists add to traffic congestion and parking problems here



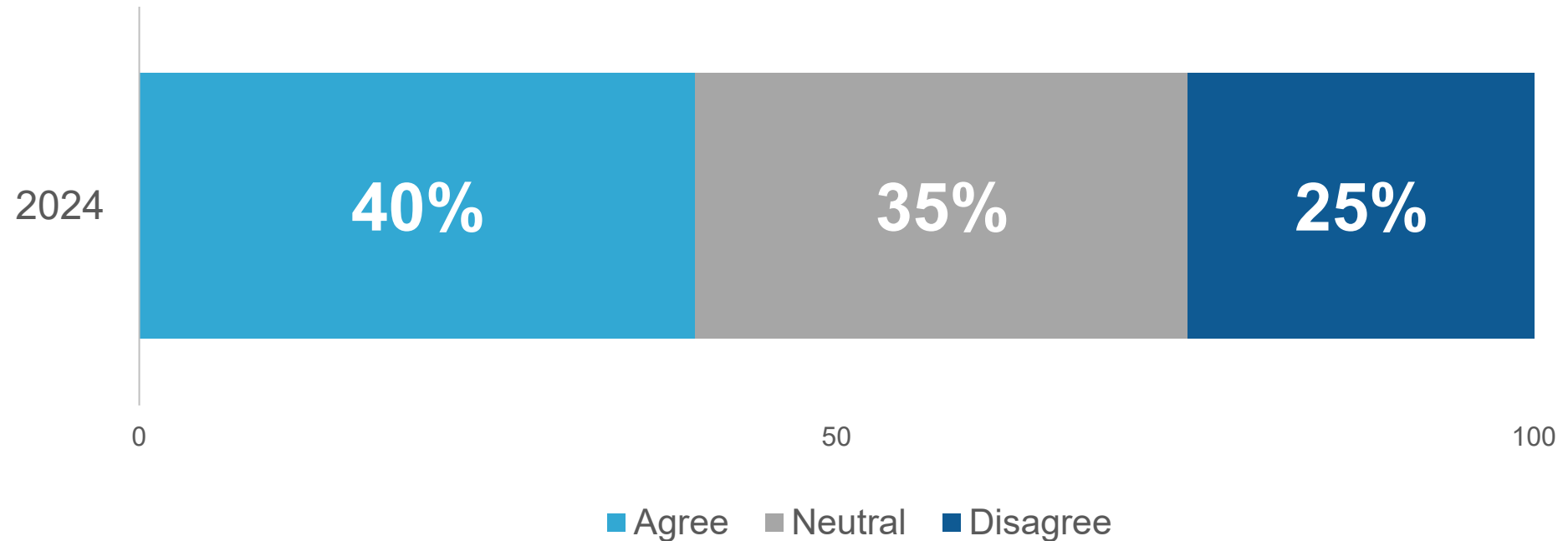
Quality of Life

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



Quality of Life

My local government is doing a good job balancing resident quality of life and visitor satisfaction

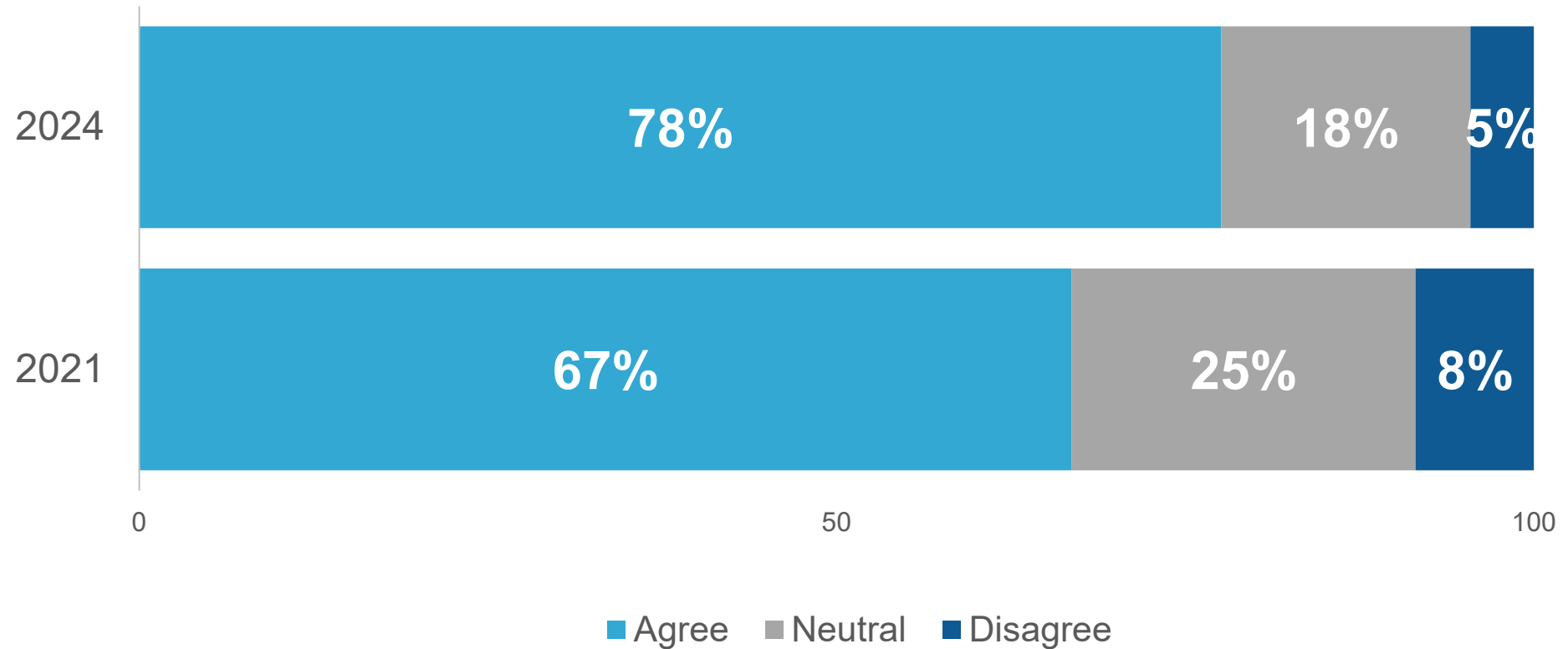




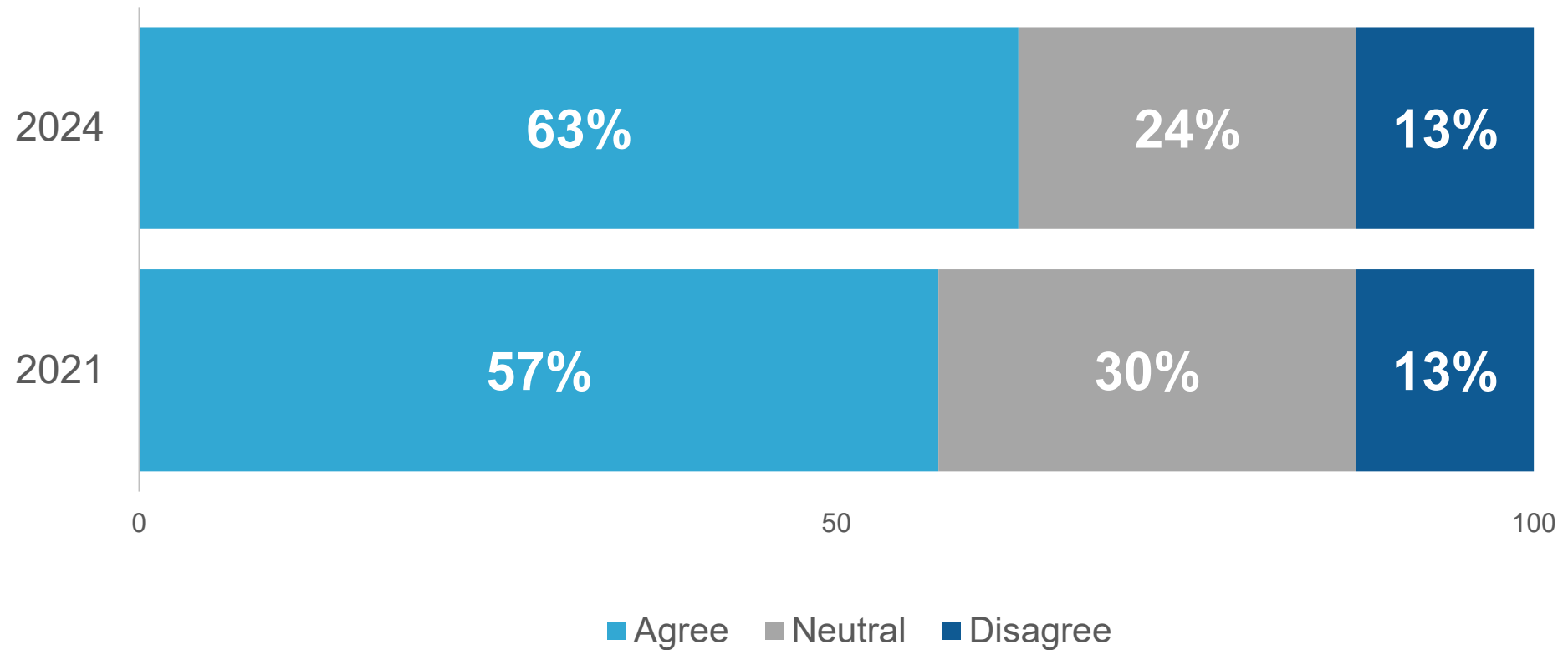
Environment



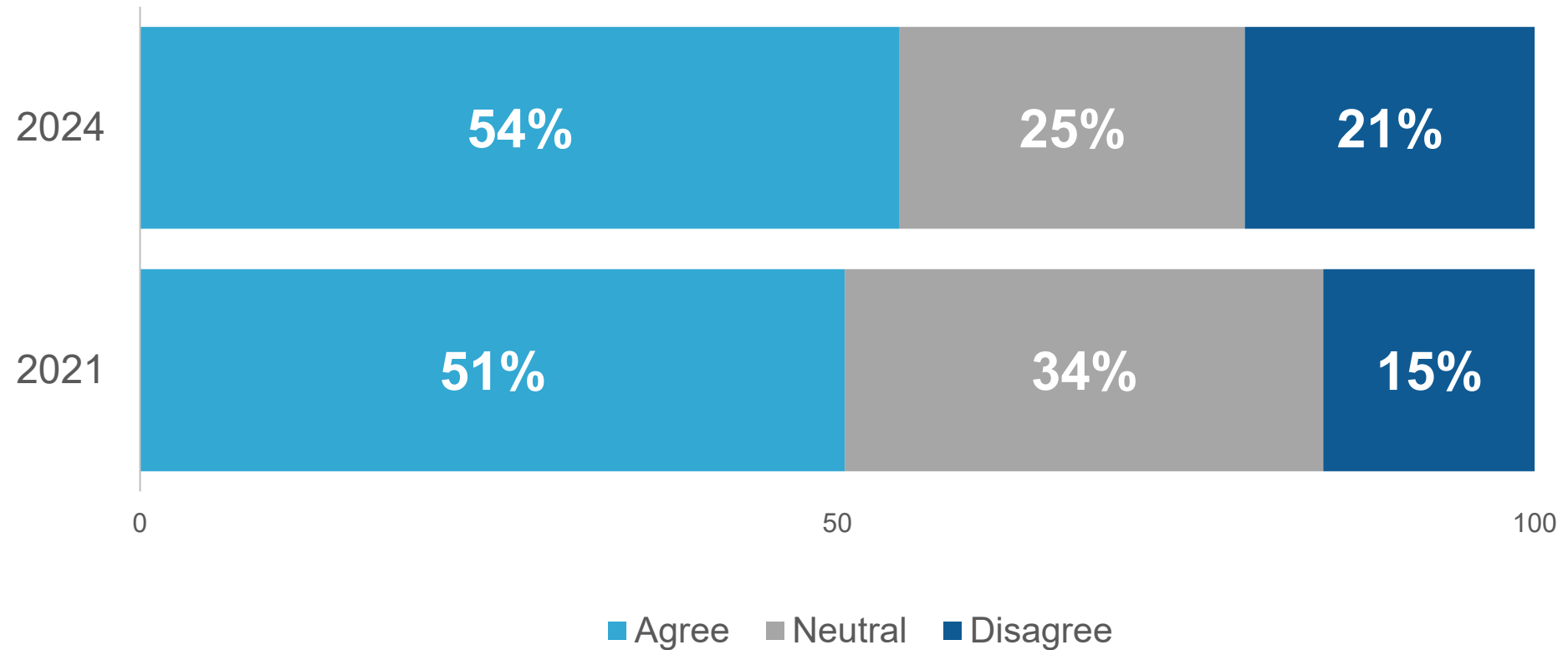
Long-term planning can limit environmental impacts caused by tourism



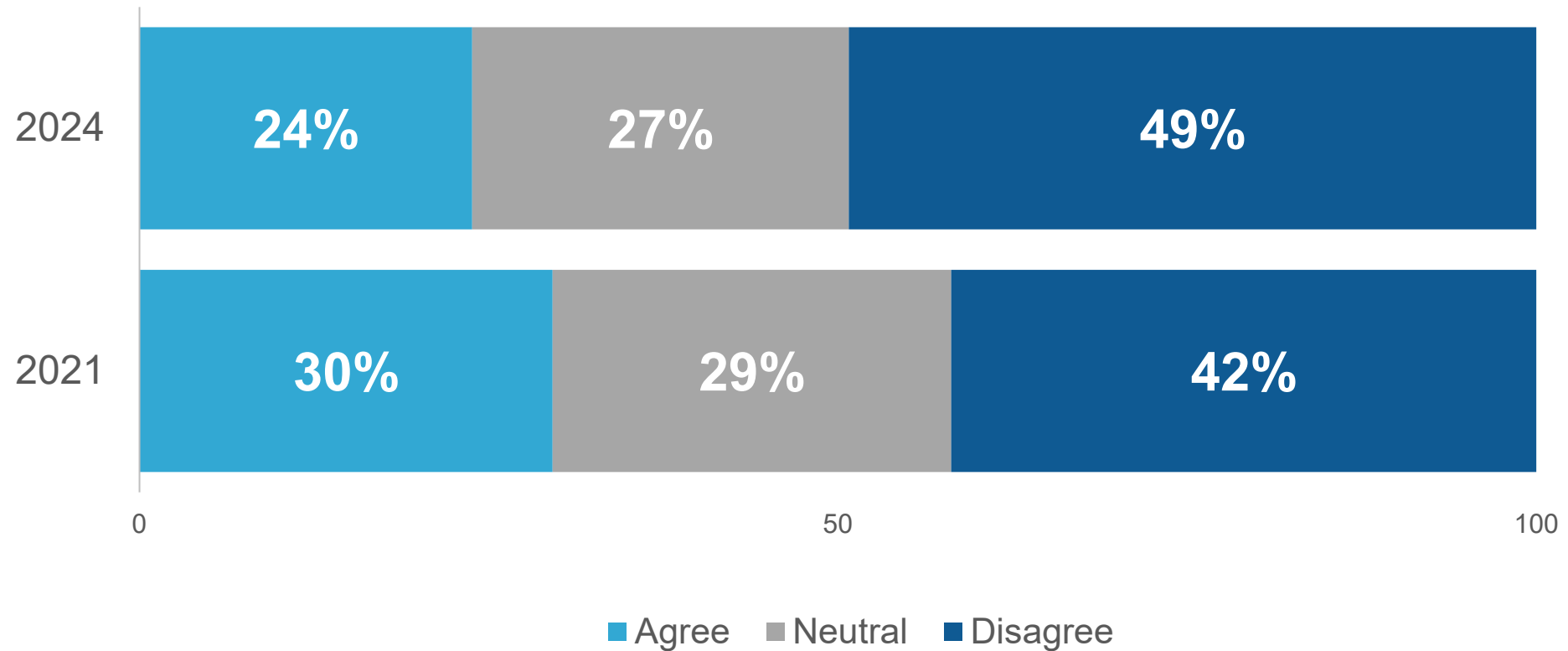
Tourism can help the environment as local governments and people seek to protect sensitive and scenic areas



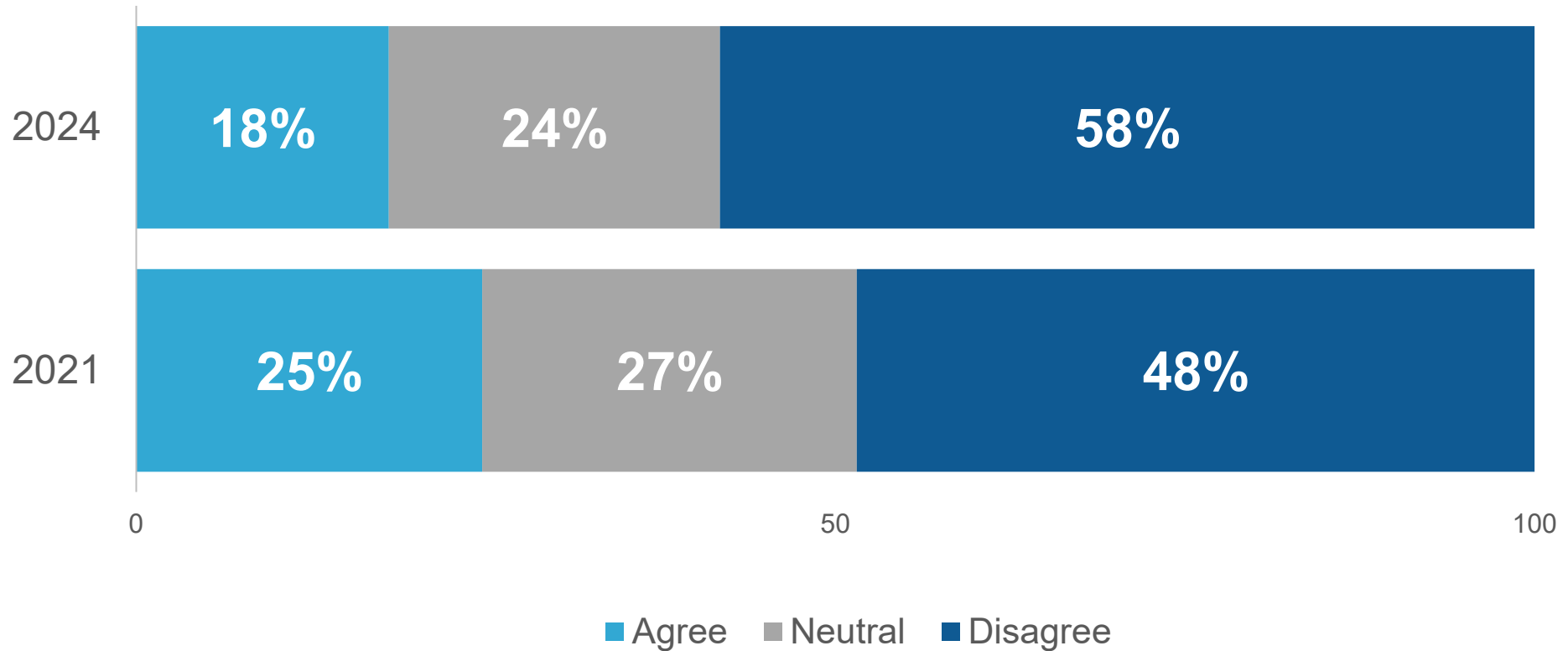
The tourism industry values sustainability and our natural resources



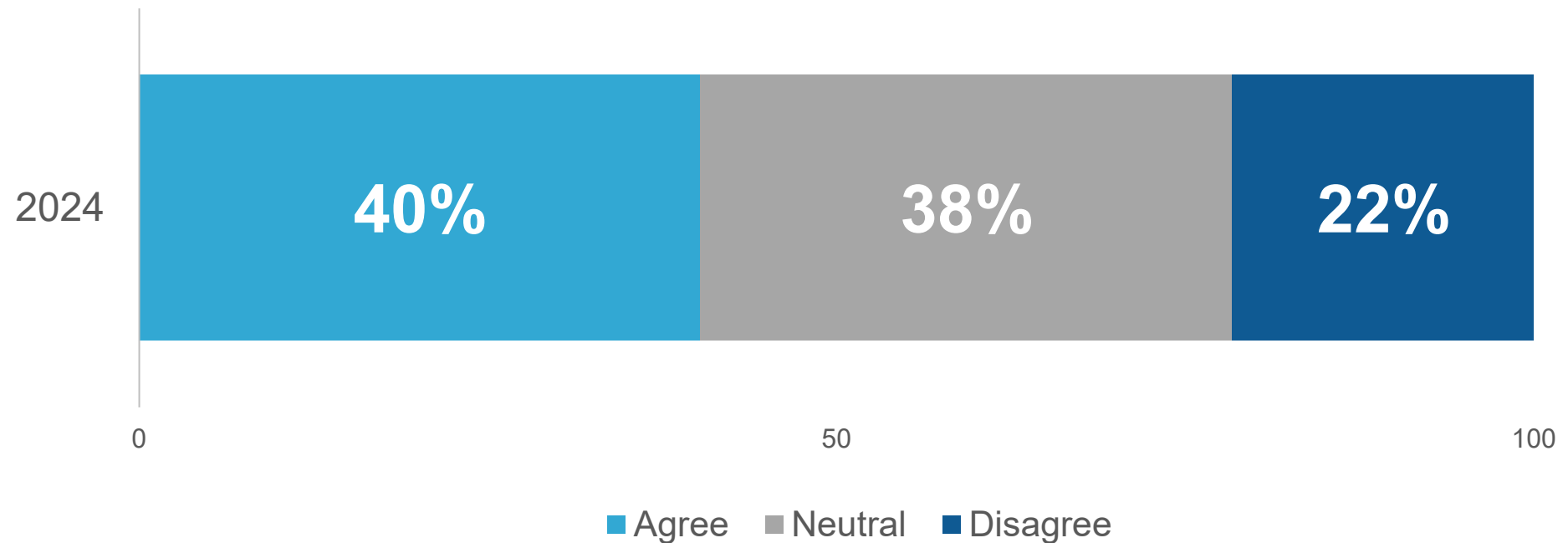
Overbuilding of tourism-related businesses is spoiling our natural areas



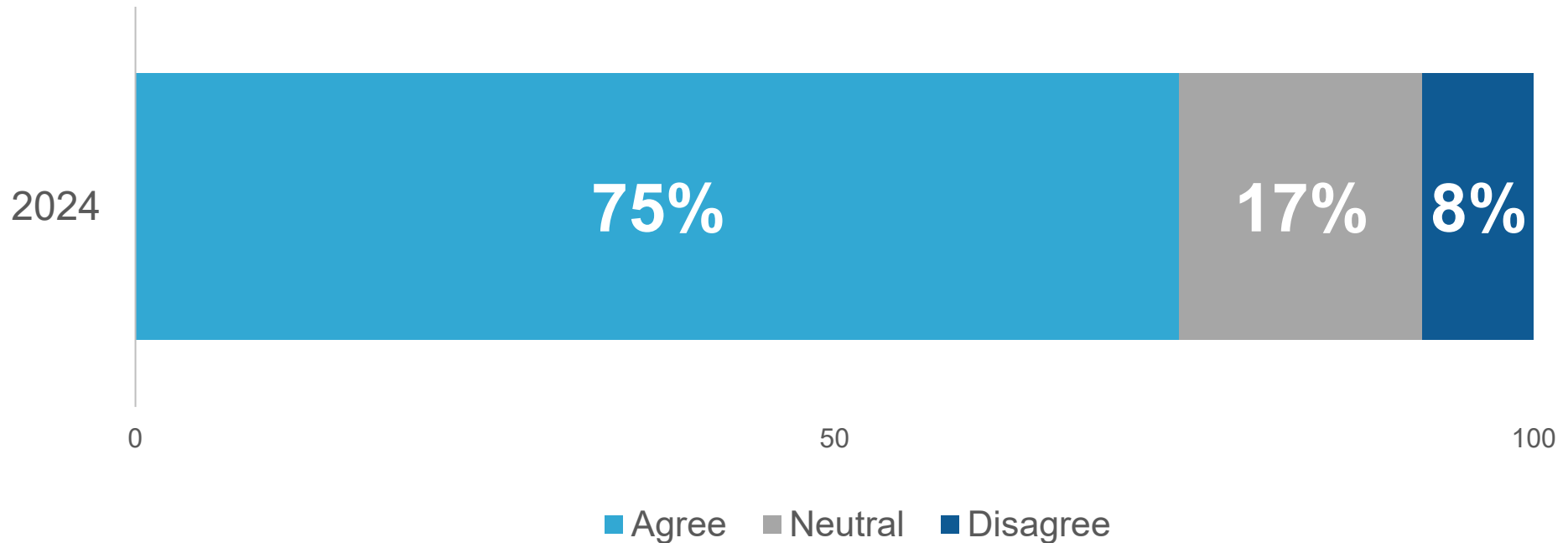
Overcrowding by tourists is spoiling our natural areas



Tourists are respectful of our natural areas



Tourists should be educated on how to travel responsibly and care for our natural areas





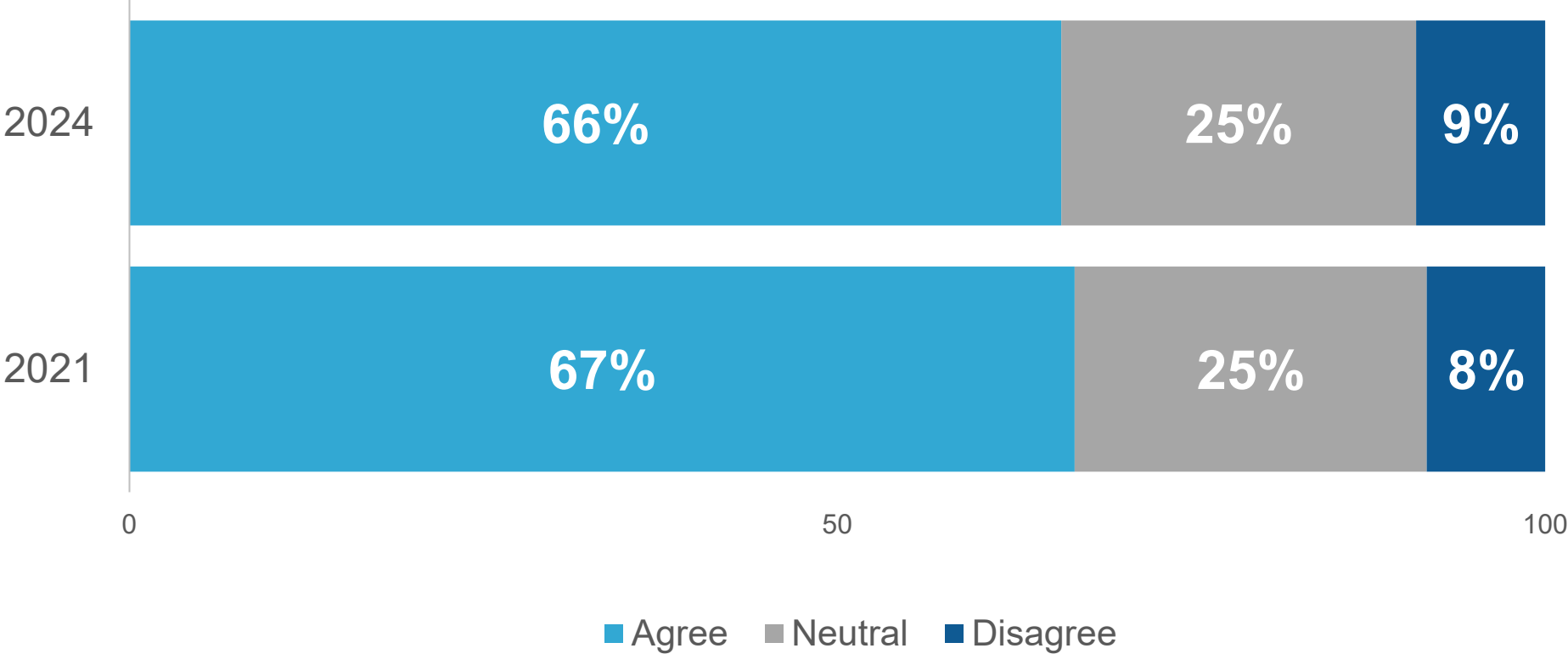
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Short-Term Rentals



Short-Term Rentals

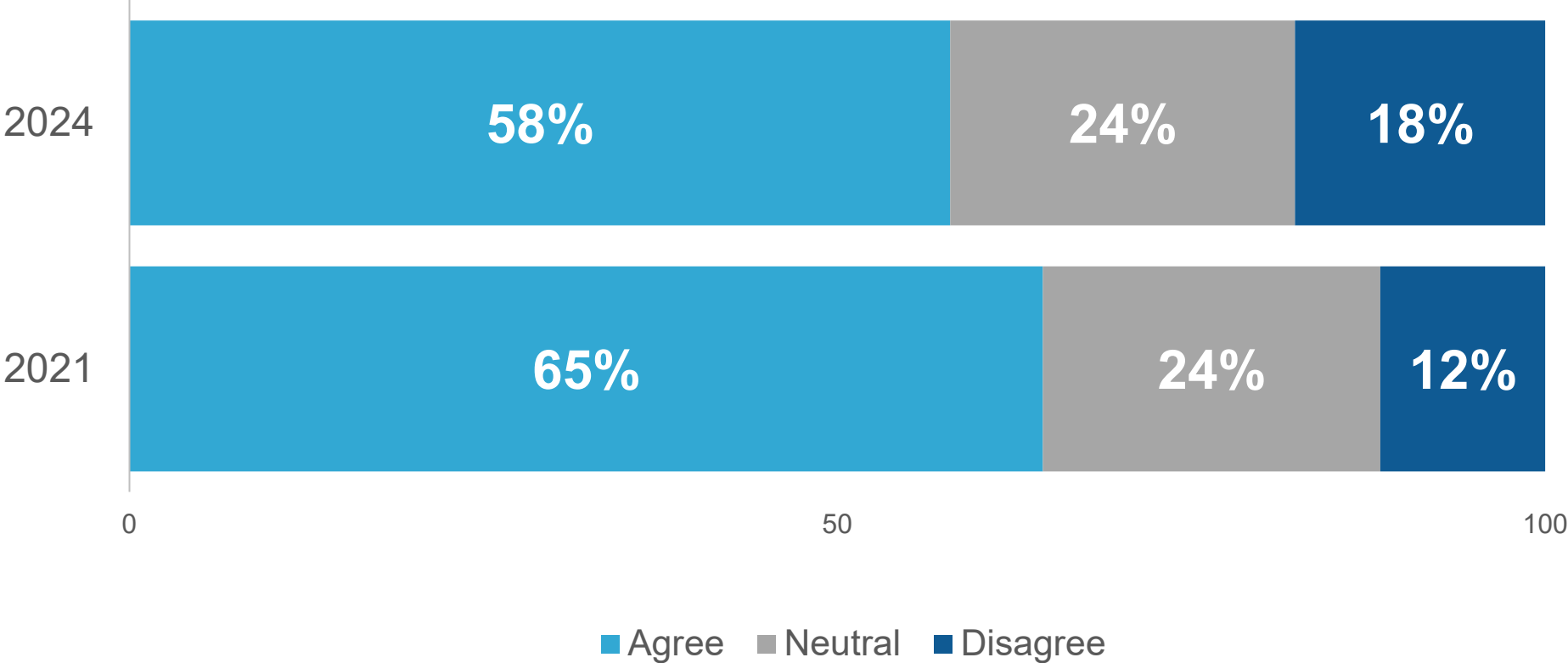
Short-term rentals like Airbnb, Vrbo, etc., provide visitors with the opportunity to experience local cultures



*Short-term rentals were referred to as accommodation-sharing services in 2021

Short-Term Rentals

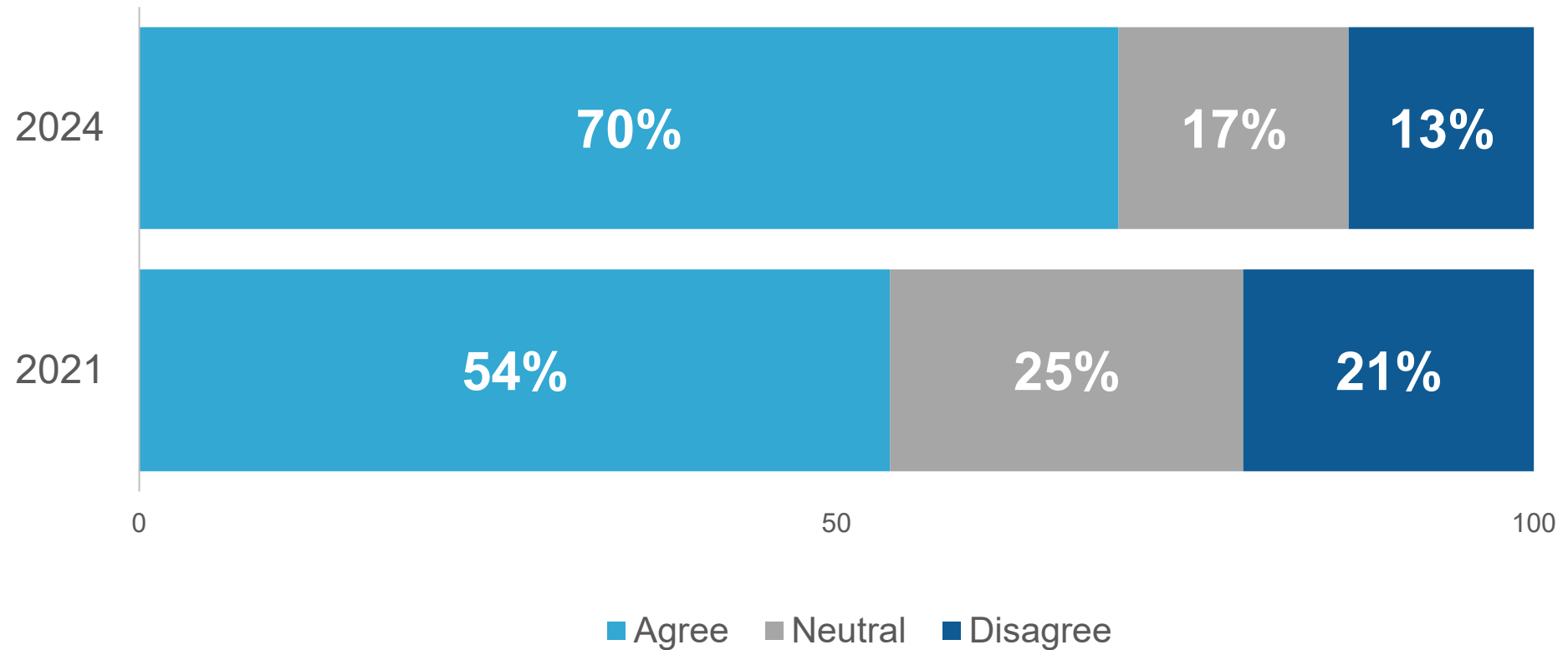
Short-term rentals like Airbnb, Vrbo, etc., provide economic opportunities for residents



*Short-term rentals were referred to as accommodation-sharing services in 2021

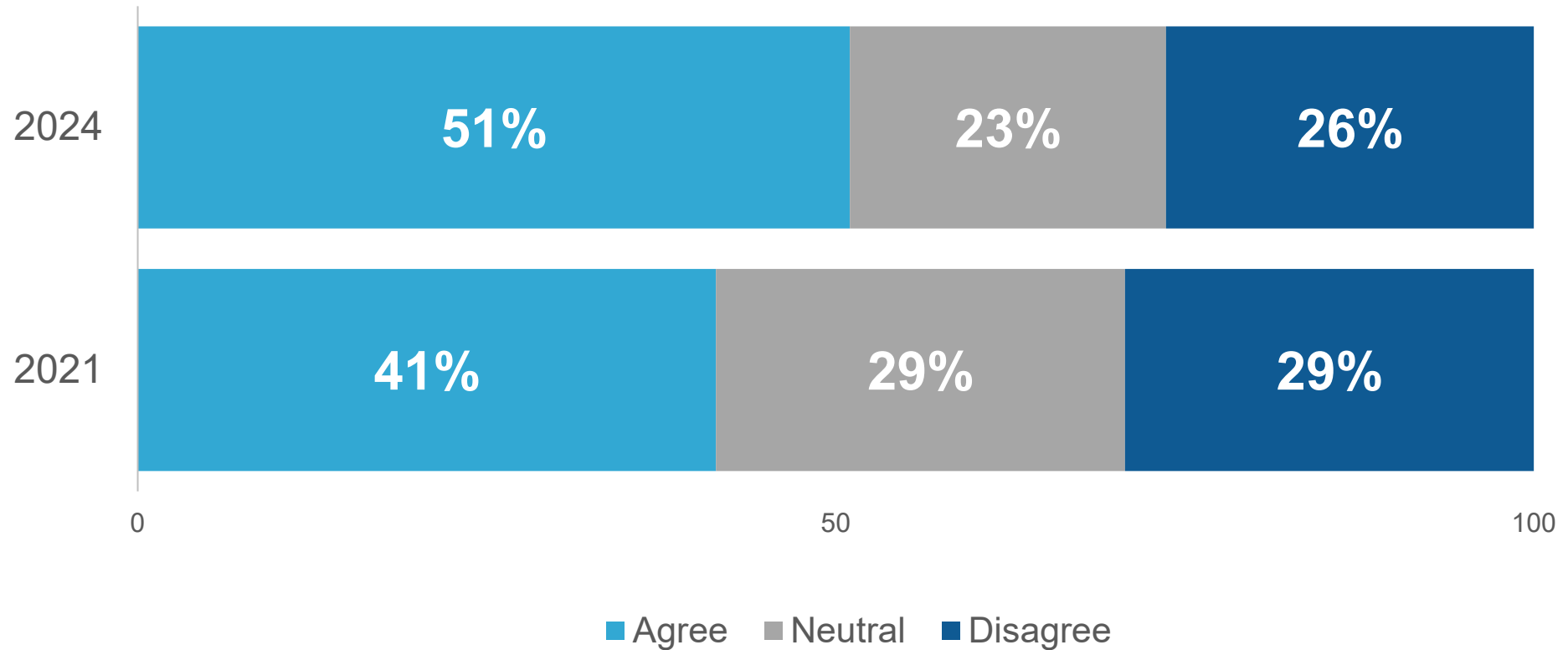
Short-Term Rentals

Short-term rentals like Airbnb should be regulated, just like hotels and other property-rental businesses



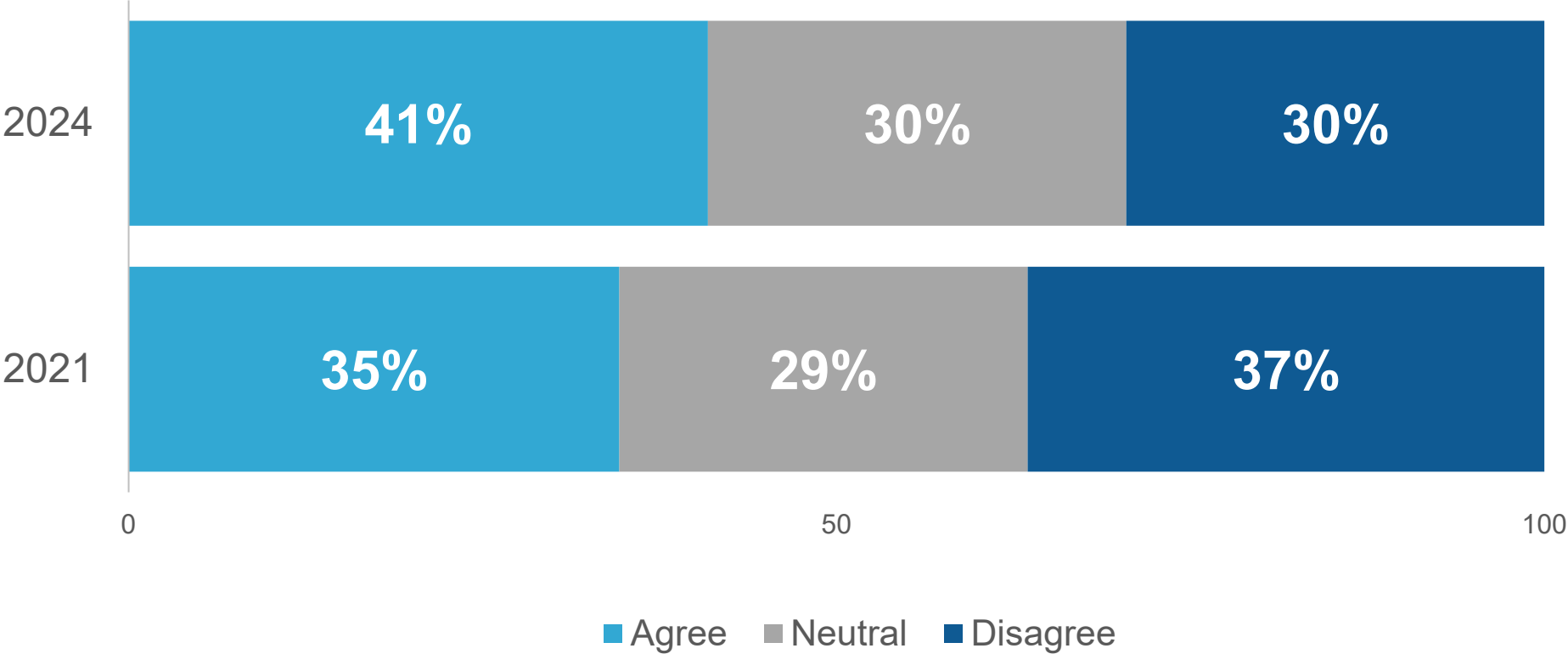
Short-Term Rentals

Short-term rentals like Airbnb, Vrbo, etc., can cause inflation in rents, raising the cost of living for locals



Short-Term Rentals

People who use short-term rentals like Airbnb, Vrbo, etc., can be disruptive to local neighborhoods



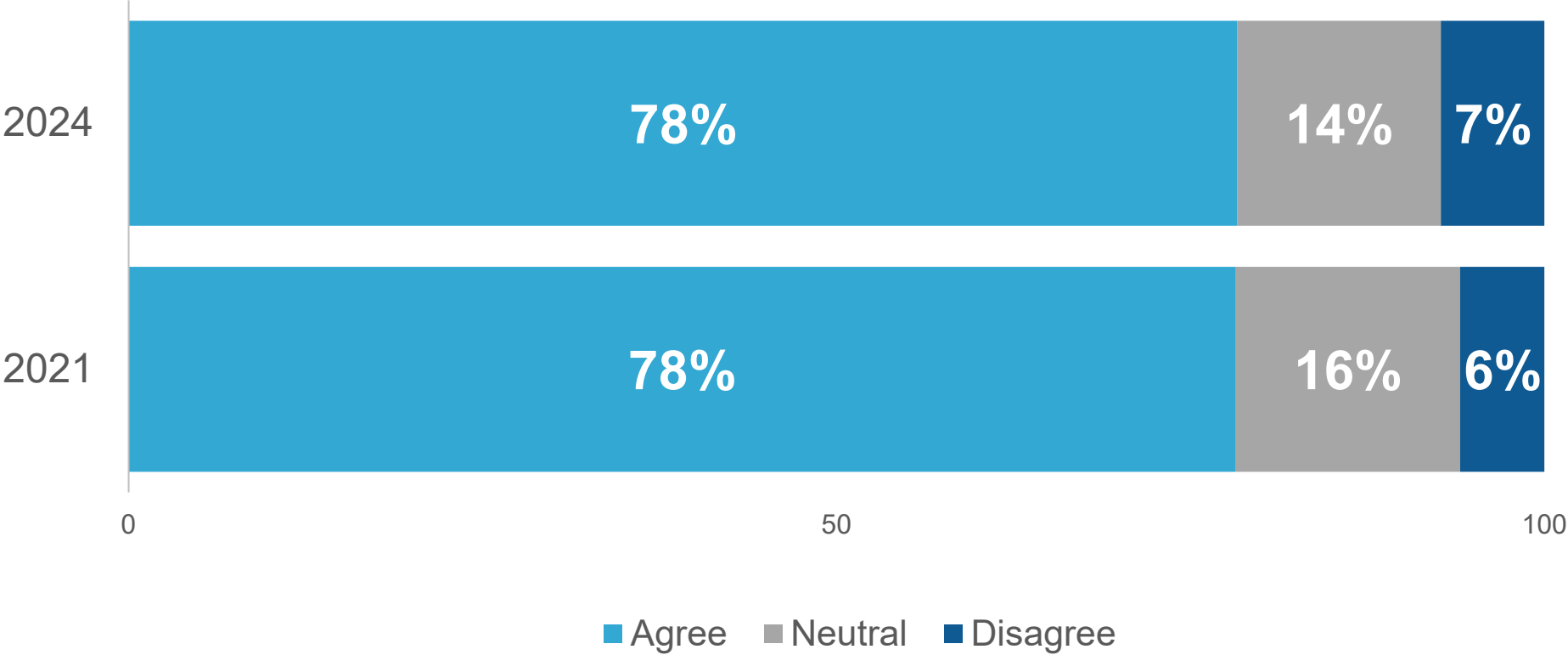


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Festivals

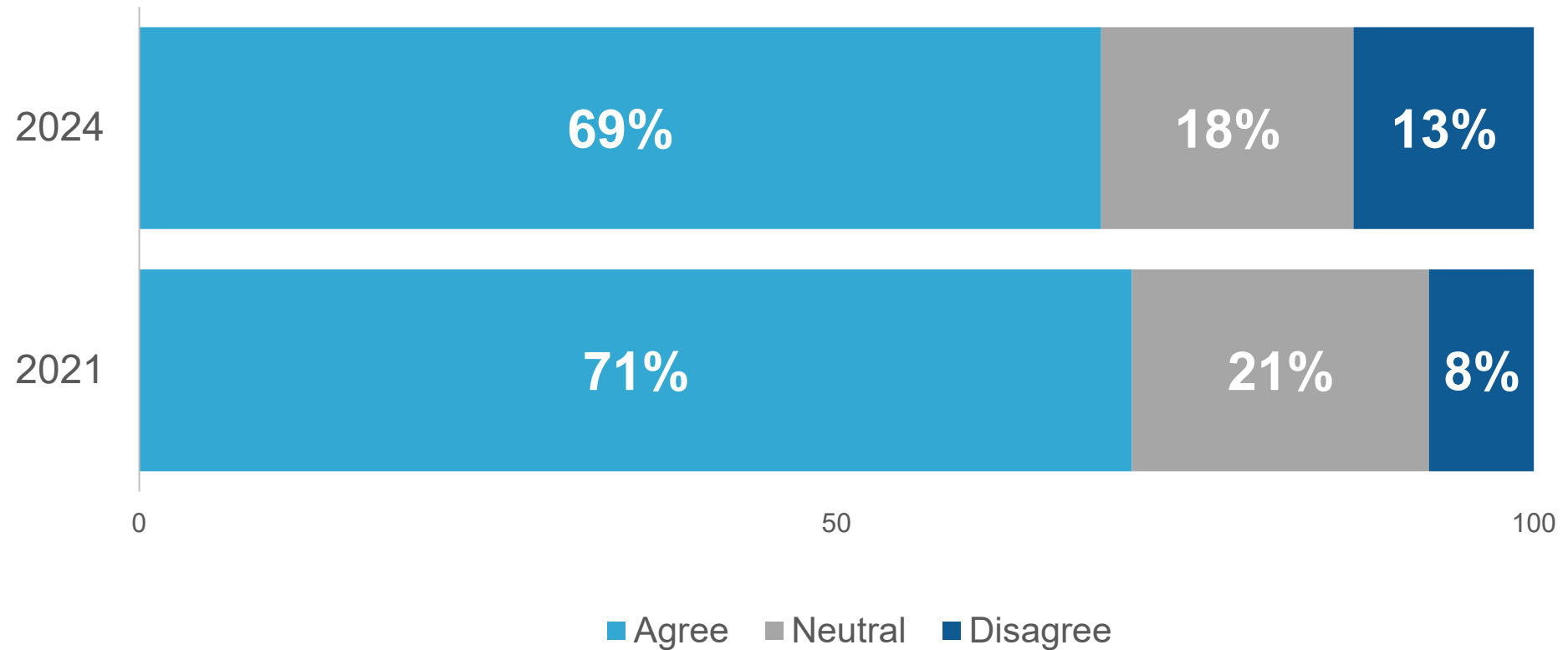


Festivals enhance the image of Clark and Floyd counties

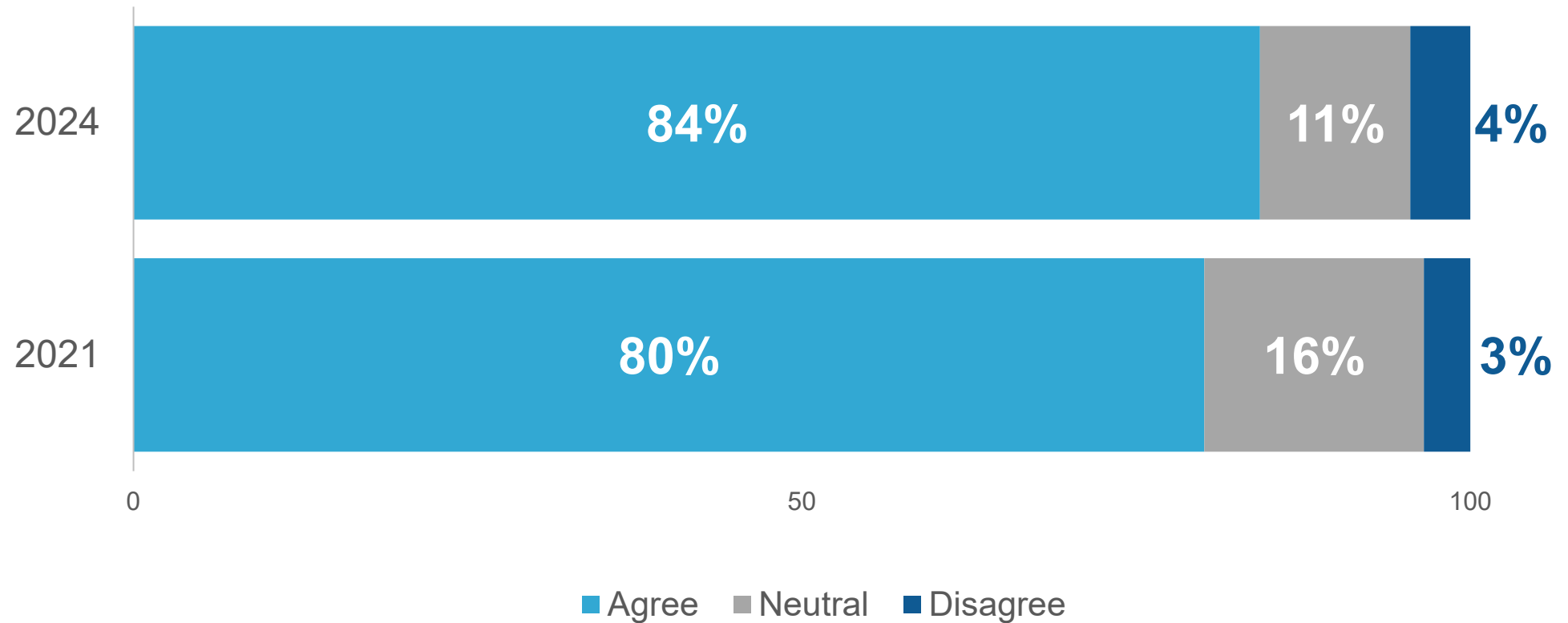


Festivals

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

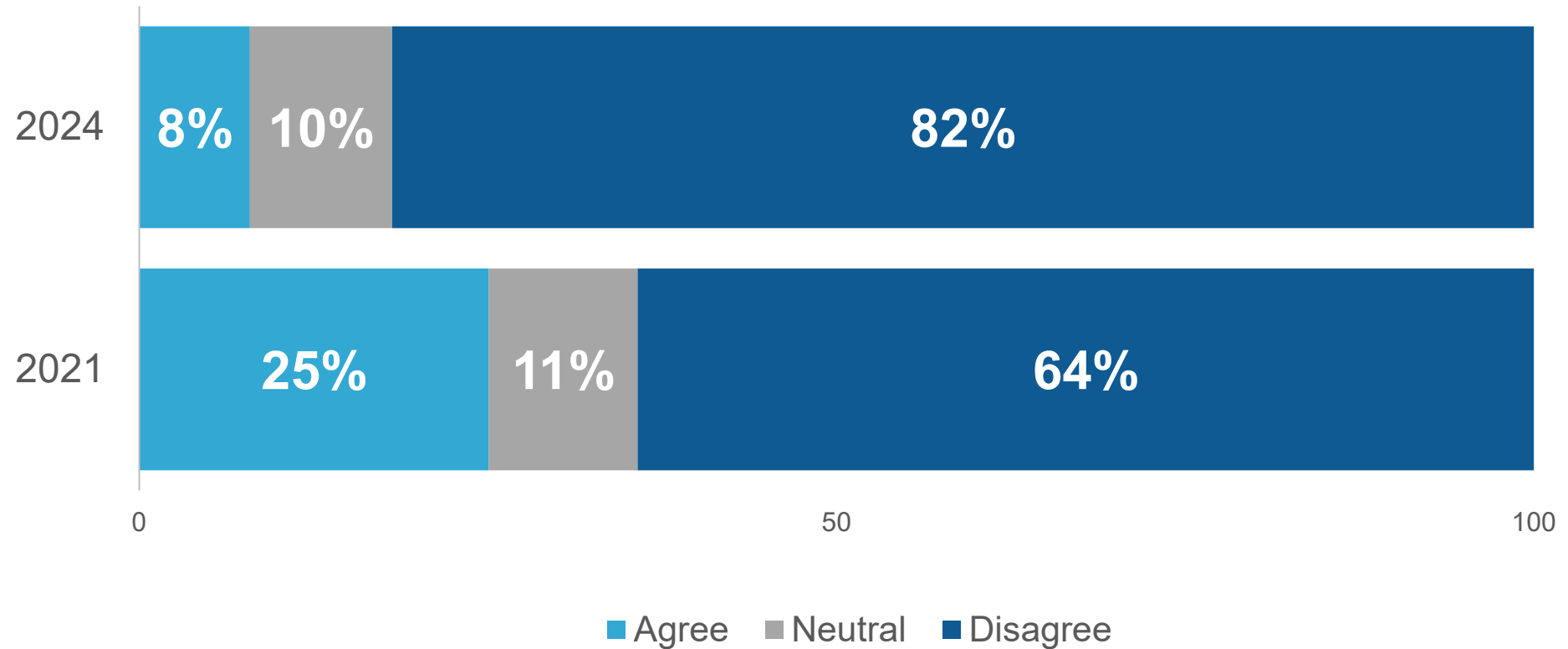


Festivals benefit the local economy



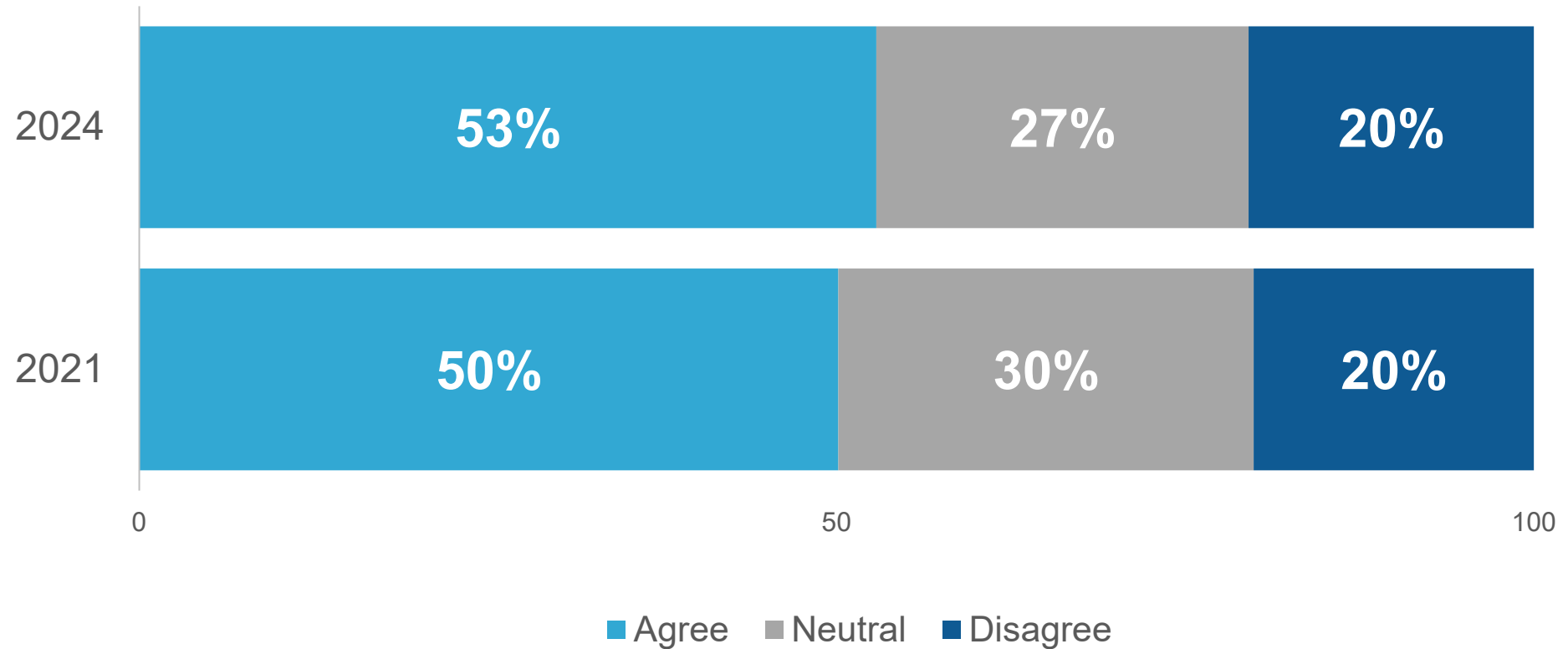
Festivals

Festivals do not benefit local businesses



Festivals

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





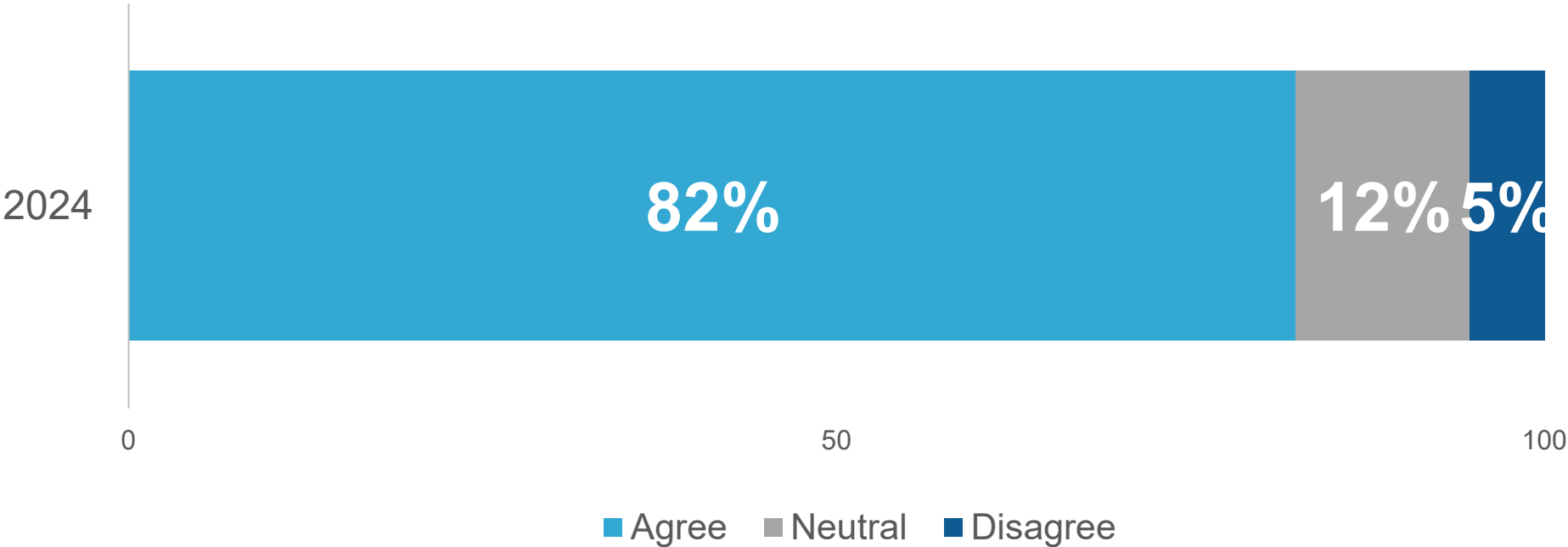
Longwoods
INTERNATIONAL

Diversity and Inclusion



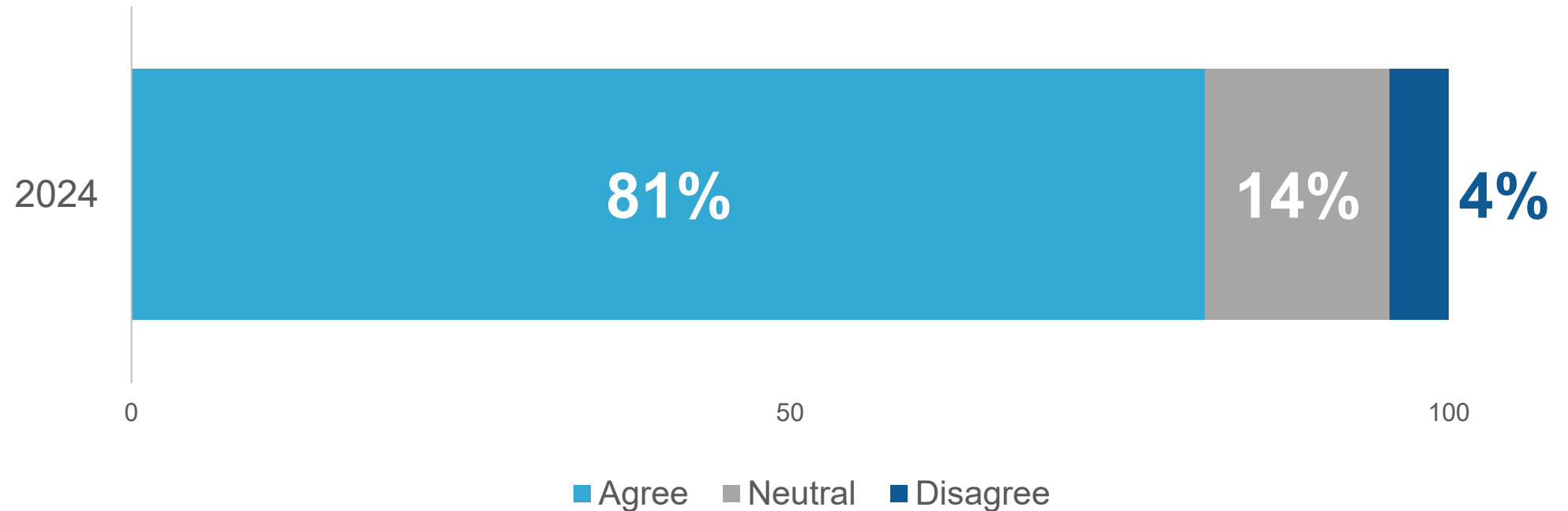
Diversity and Inclusion

I feel welcome in Southern Indiana



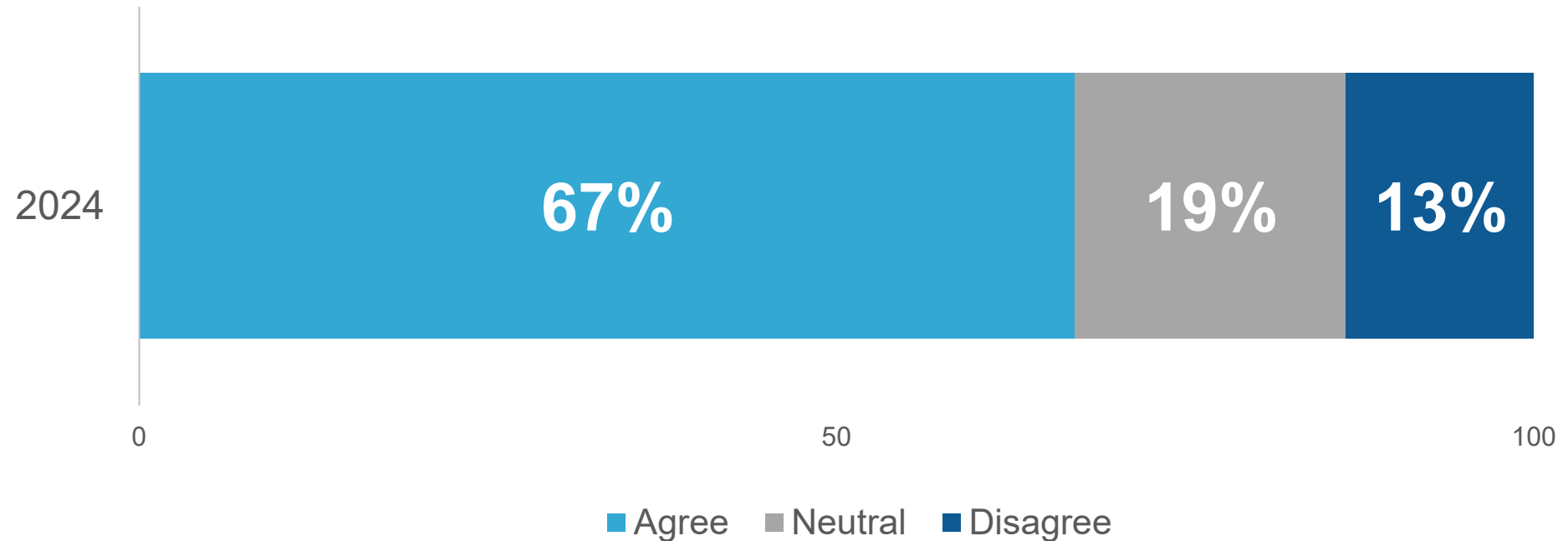
Diversity and Inclusion

My friends and family feel welcome in Southern Indiana



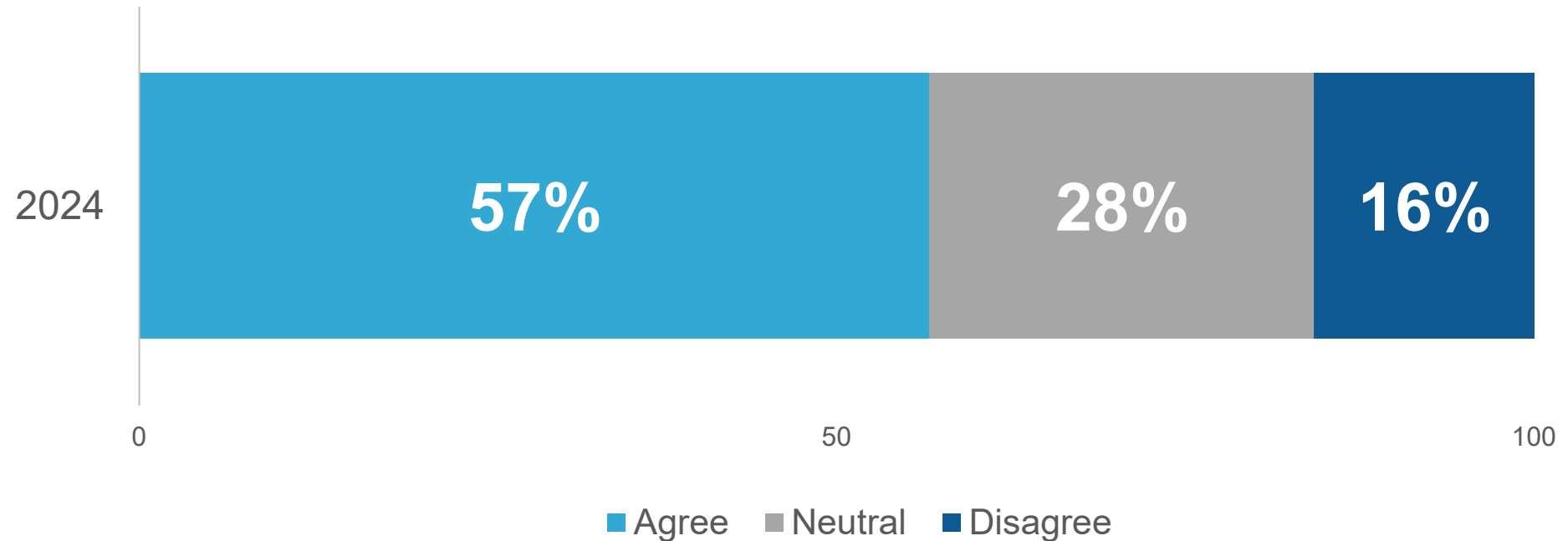
Diversity and Inclusion

Southern Indiana is a welcoming place for people of different backgrounds and cultures



Diversity and Inclusion

Southern Indiana is a welcoming place for people who identify as LGBTQIA





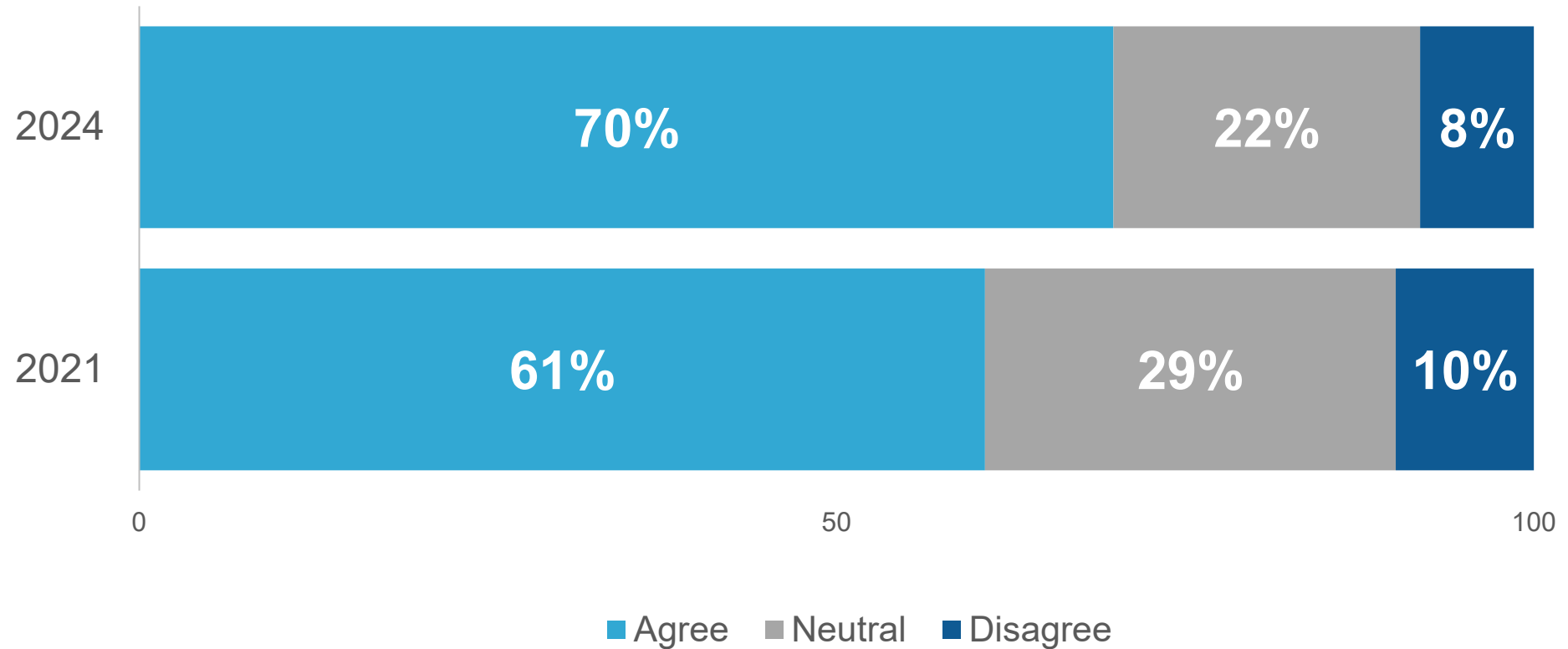
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Involvement/Engagement with Tourism



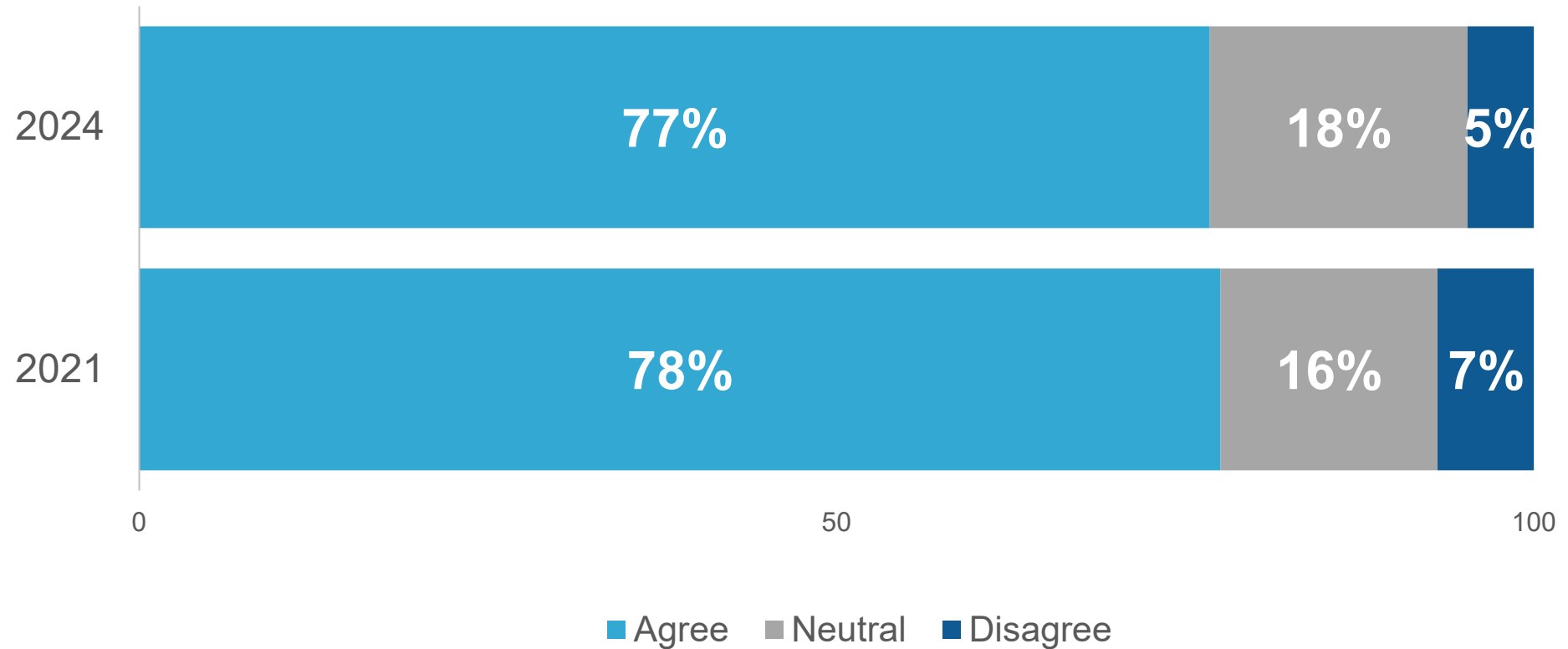
Involvement/Engagement with Tourism

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



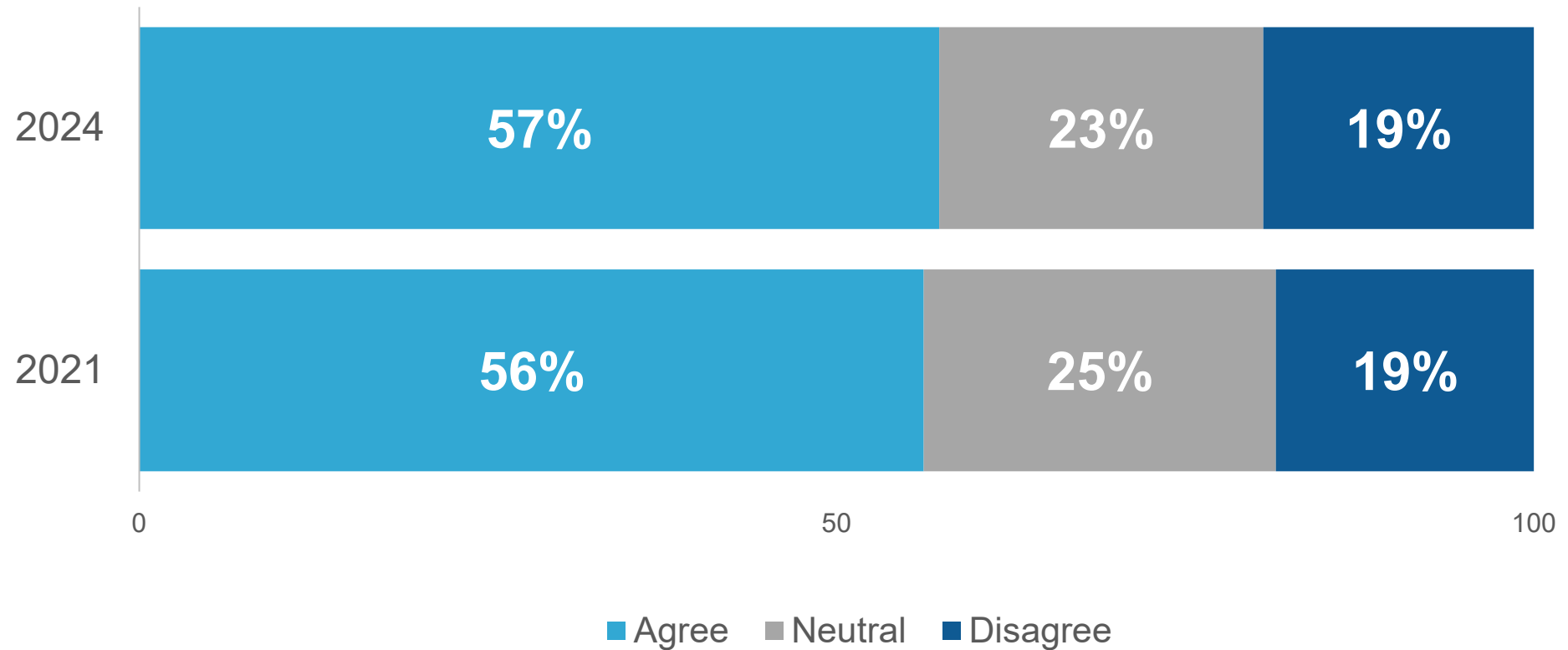
Involvement/Engagement with Tourism

I welcome tourists to Clark and Floyd counties



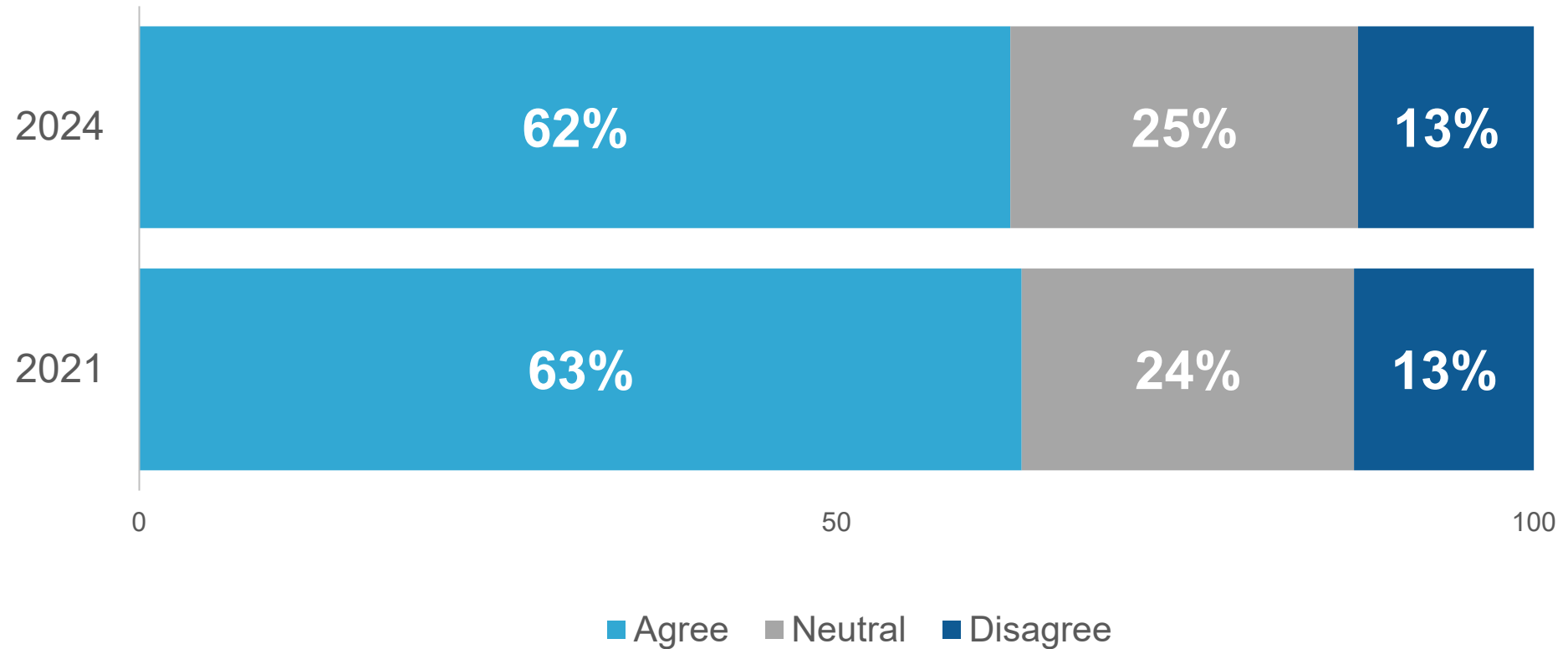
Involvement/Engagement with Tourism

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



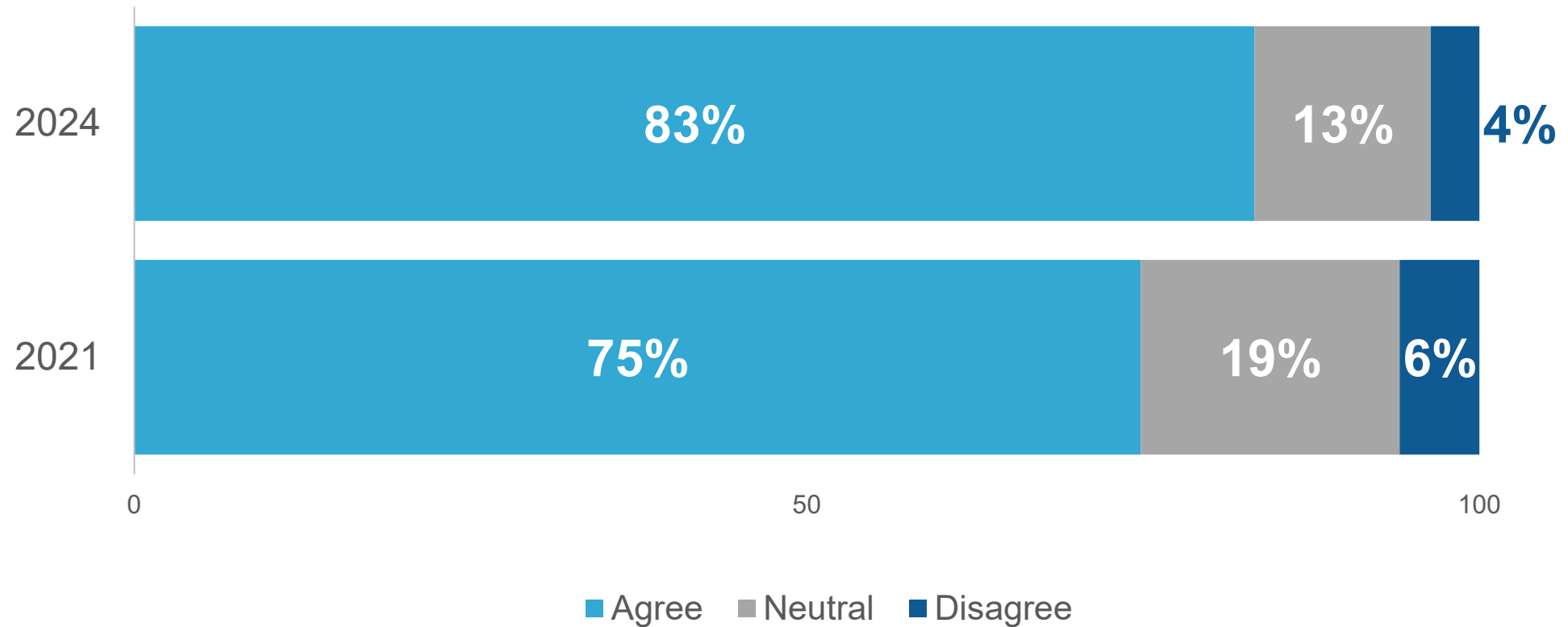
Involvement/Engagement with Tourism

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



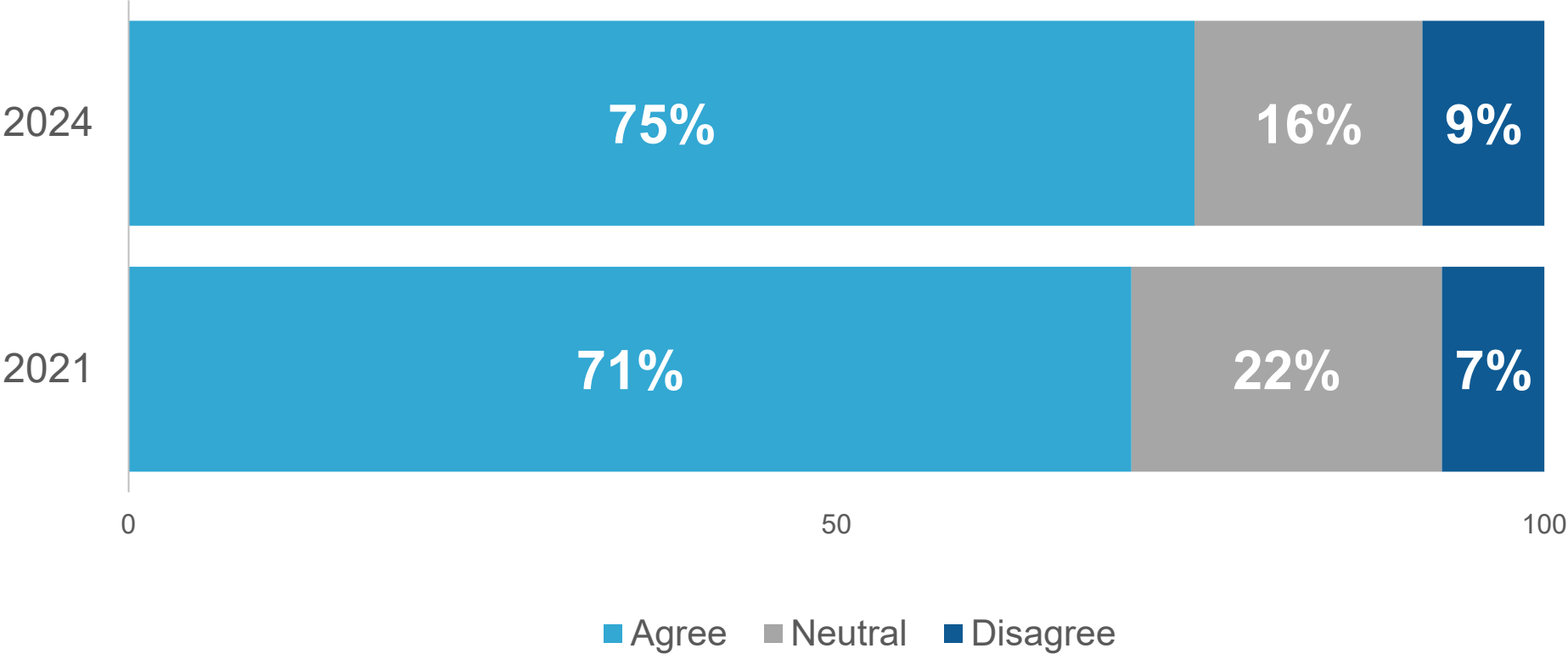
Involvement/Engagement with Tourism

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



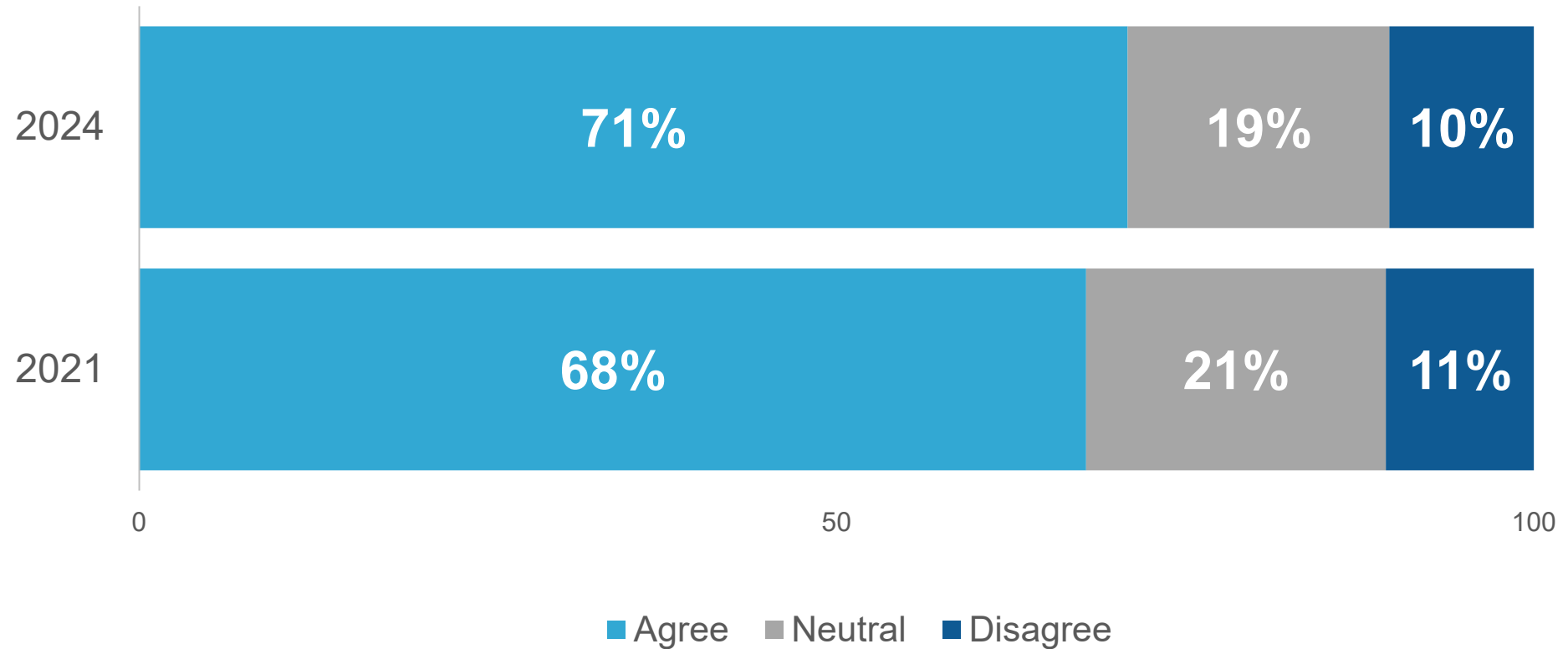
Involvement/Engagement with Tourism

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



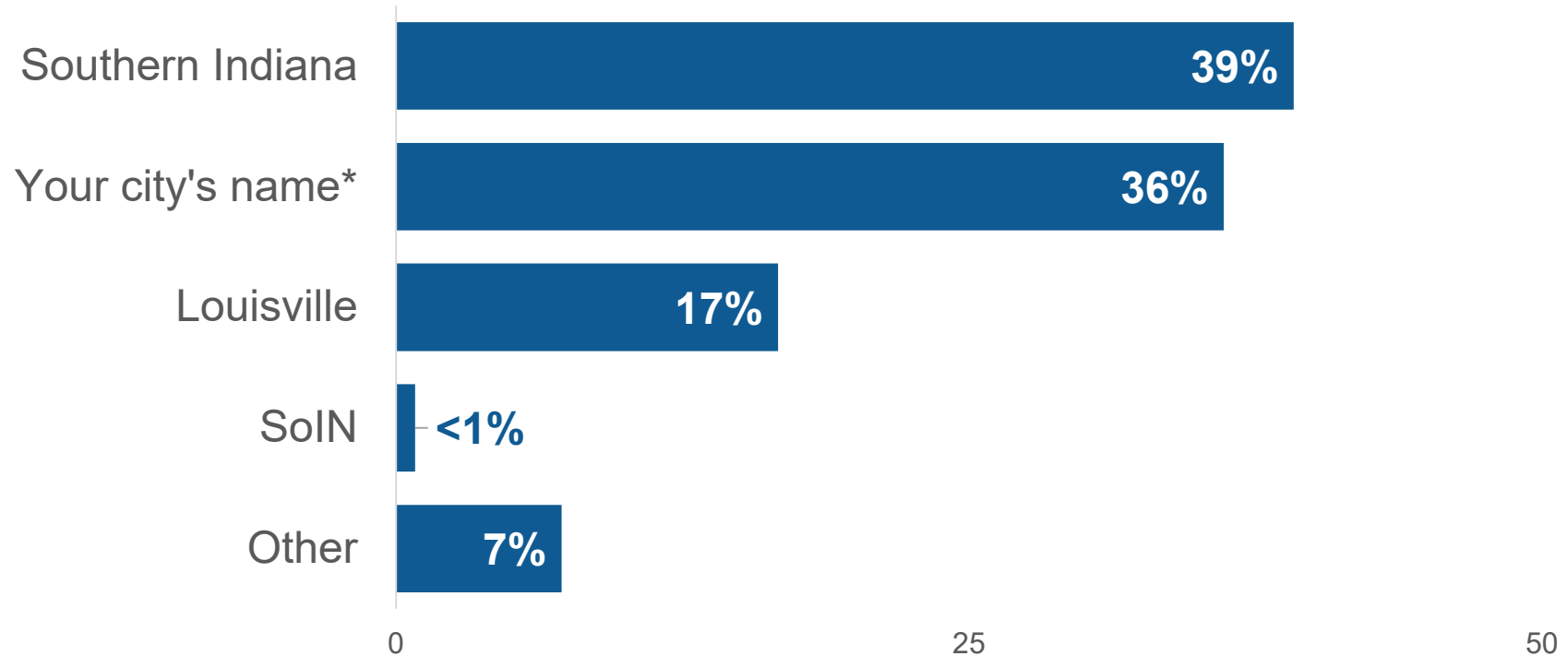
Involvement/Engagement with Tourism

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



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

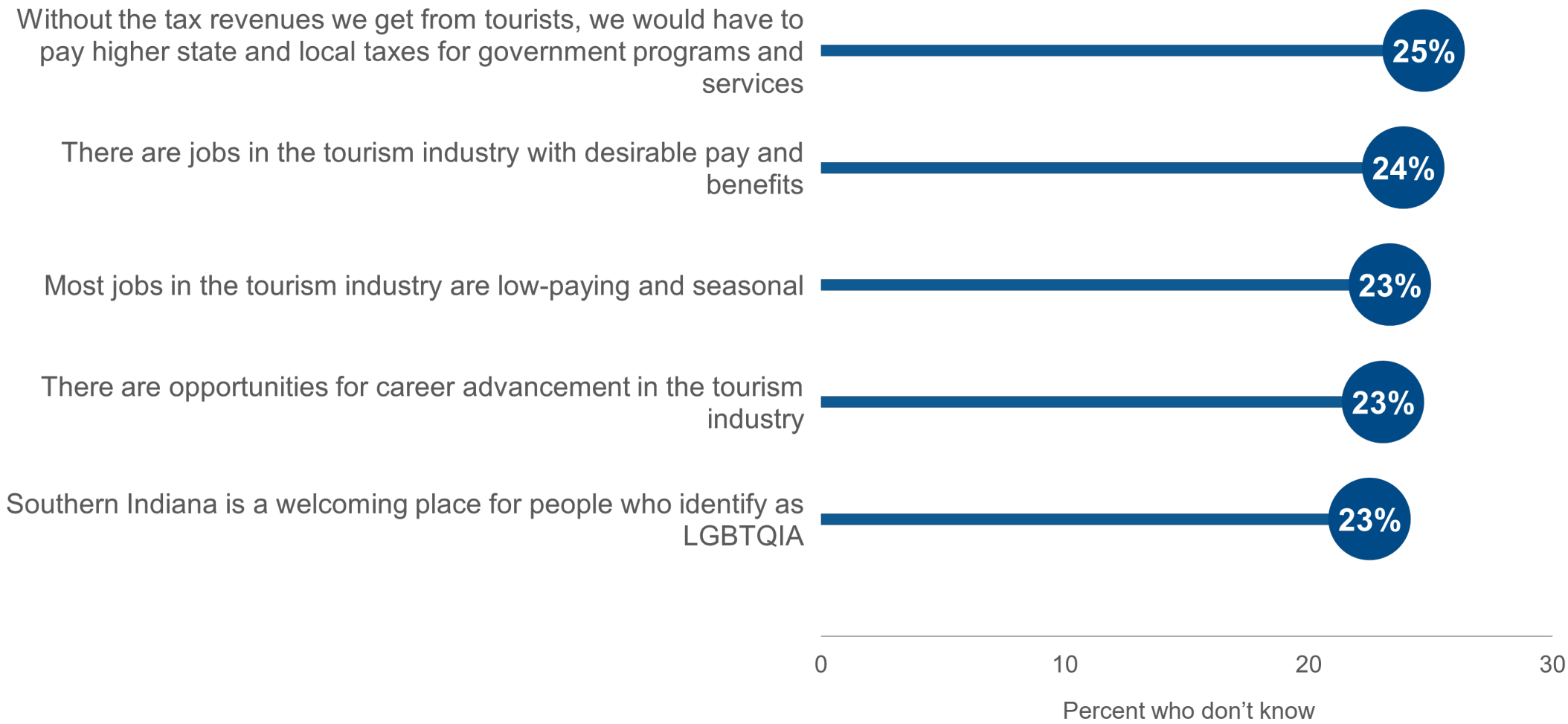


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What Residents Don't Know



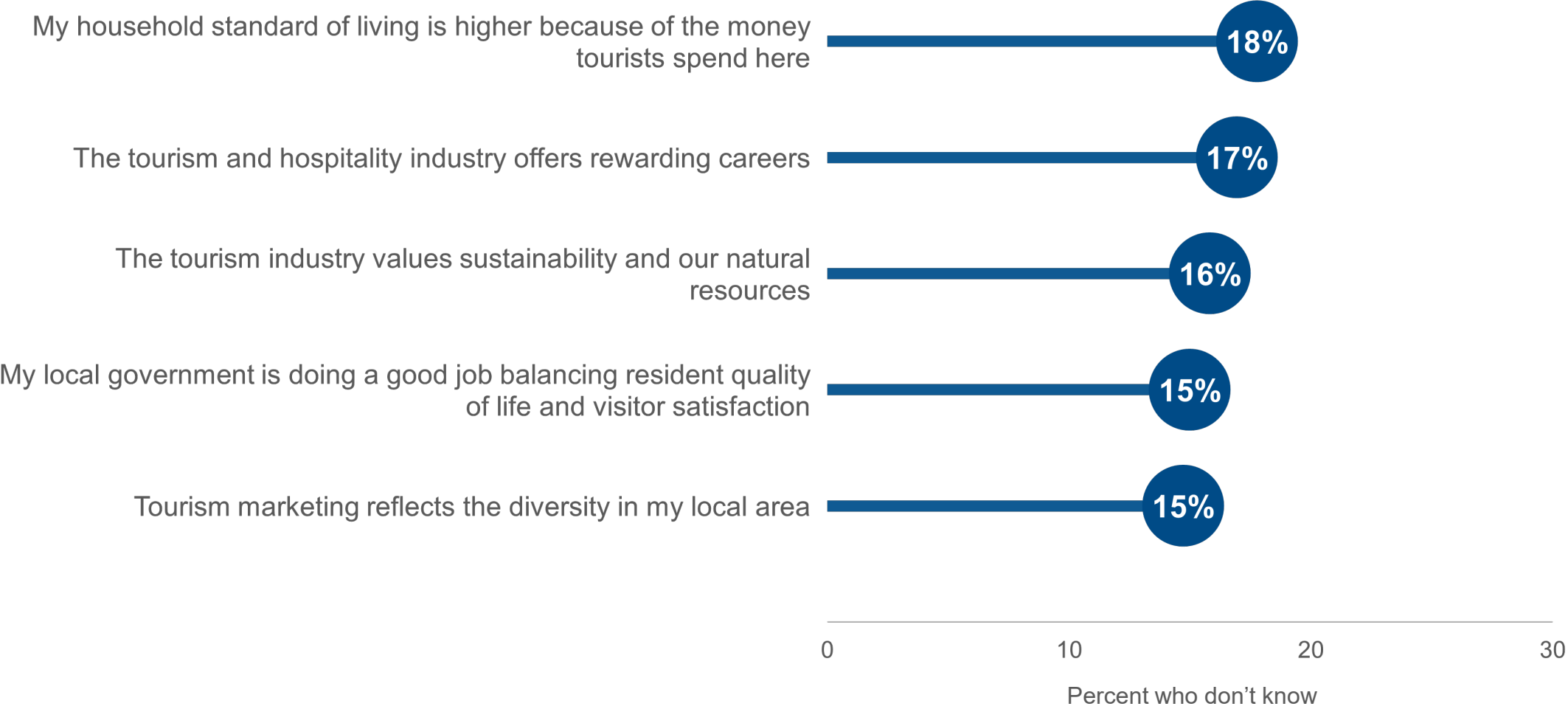
What Residents Don't Know



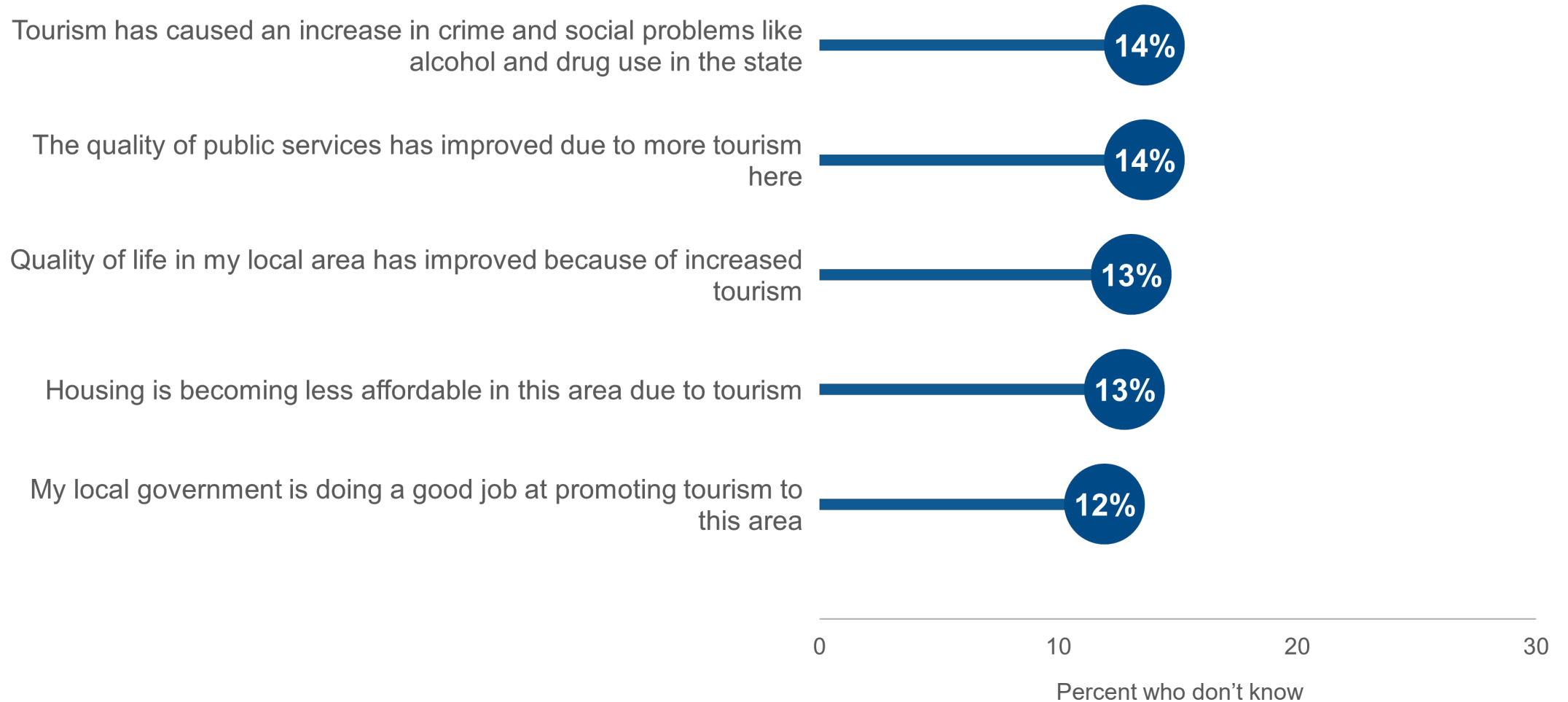
What Residents Don't Know (Cont'd)



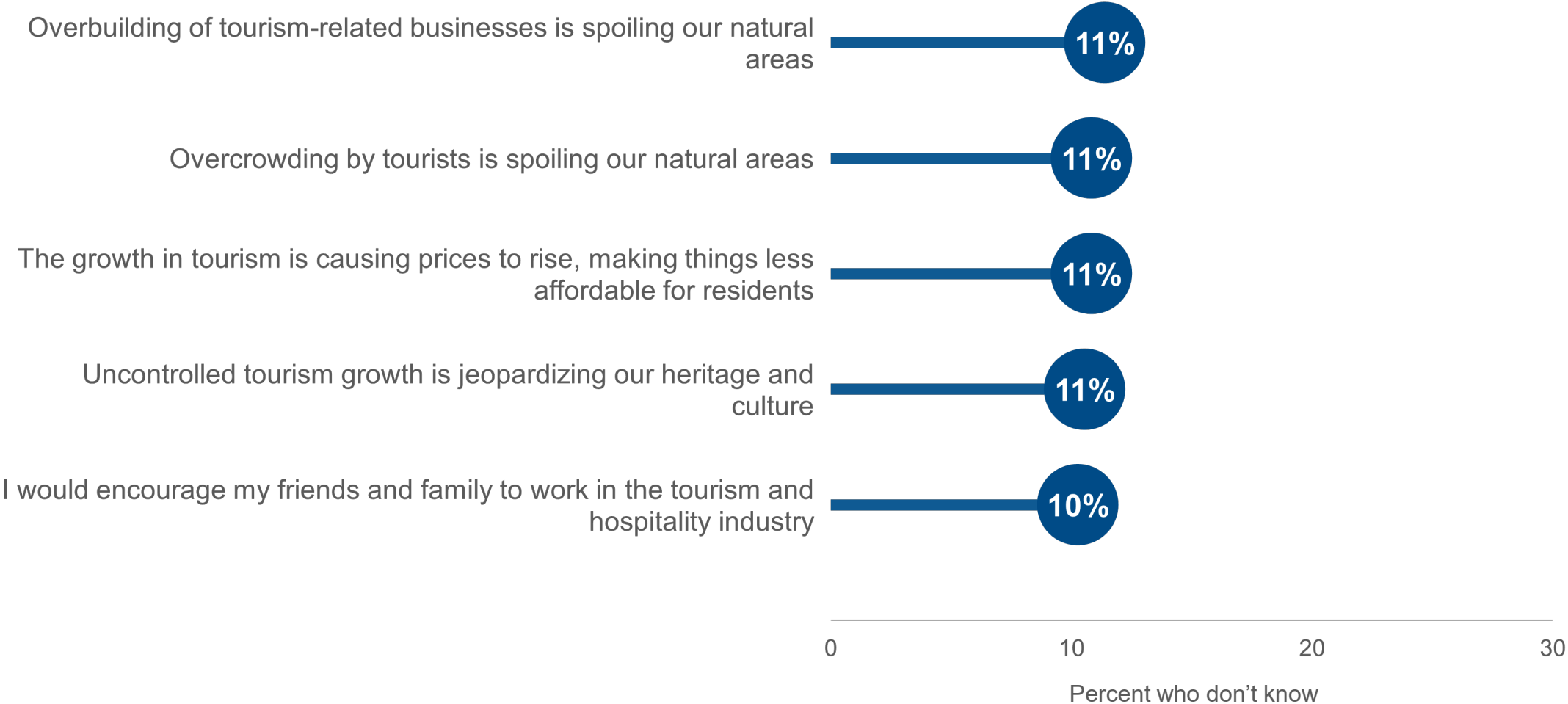
What Residents Don't Know (Cont'd)



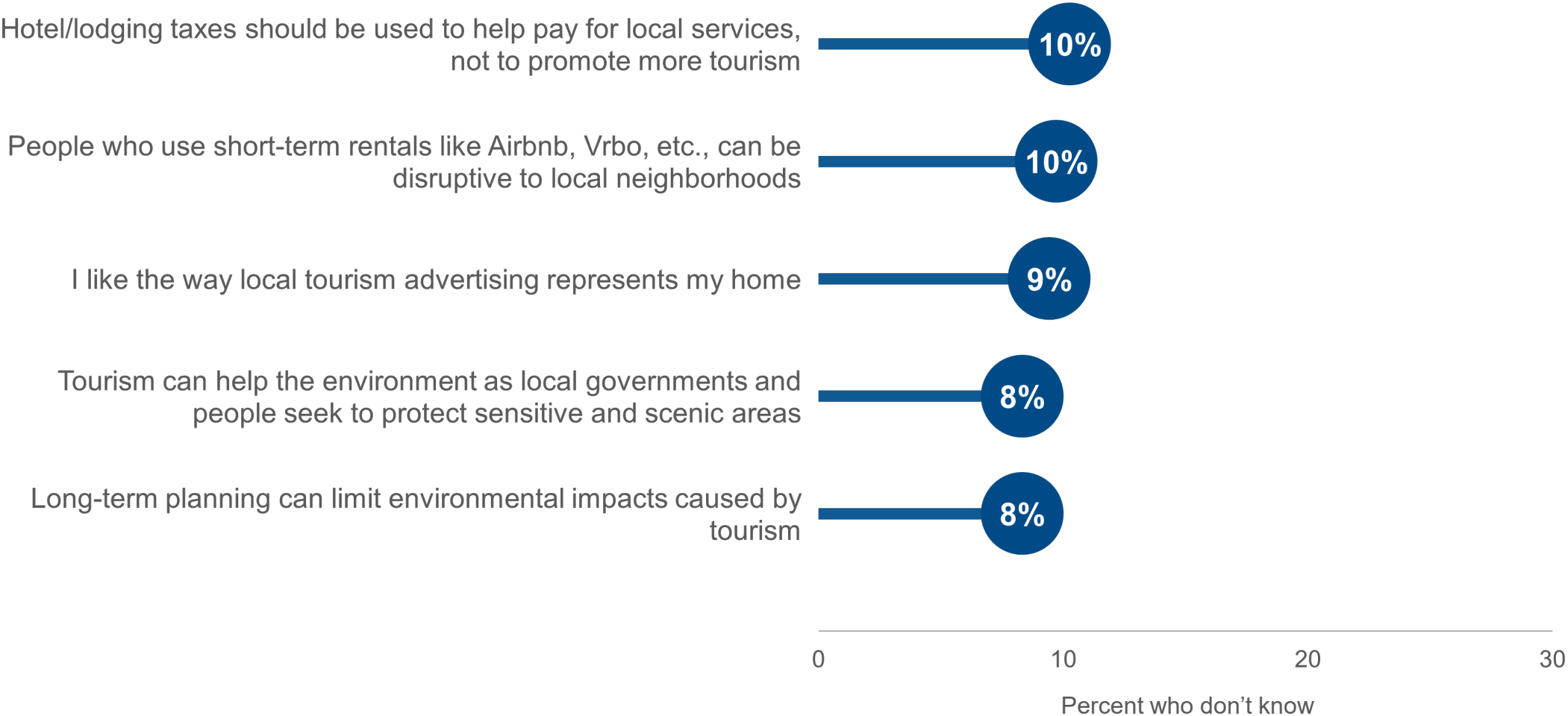
What Residents Don't Know (Cont'd)



What Residents Don't Know (Cont'd)



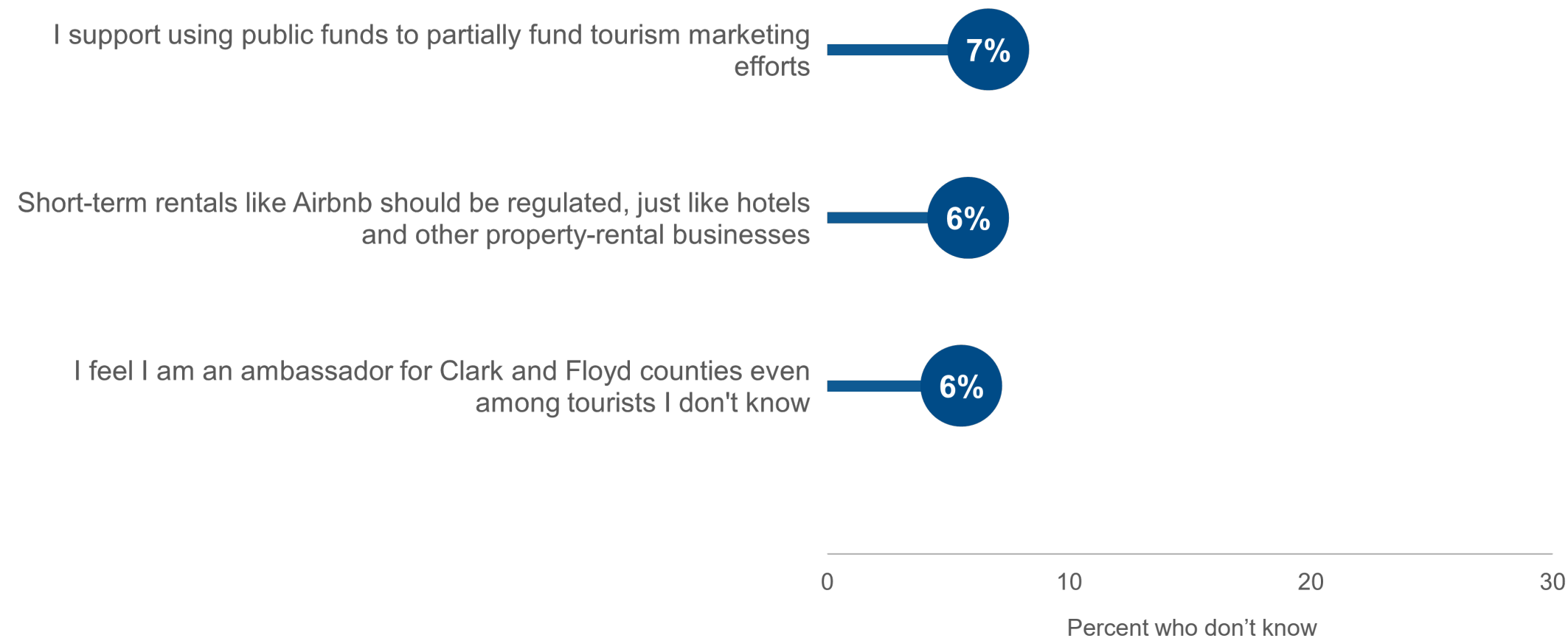
What Residents Don't Know (Cont'd)



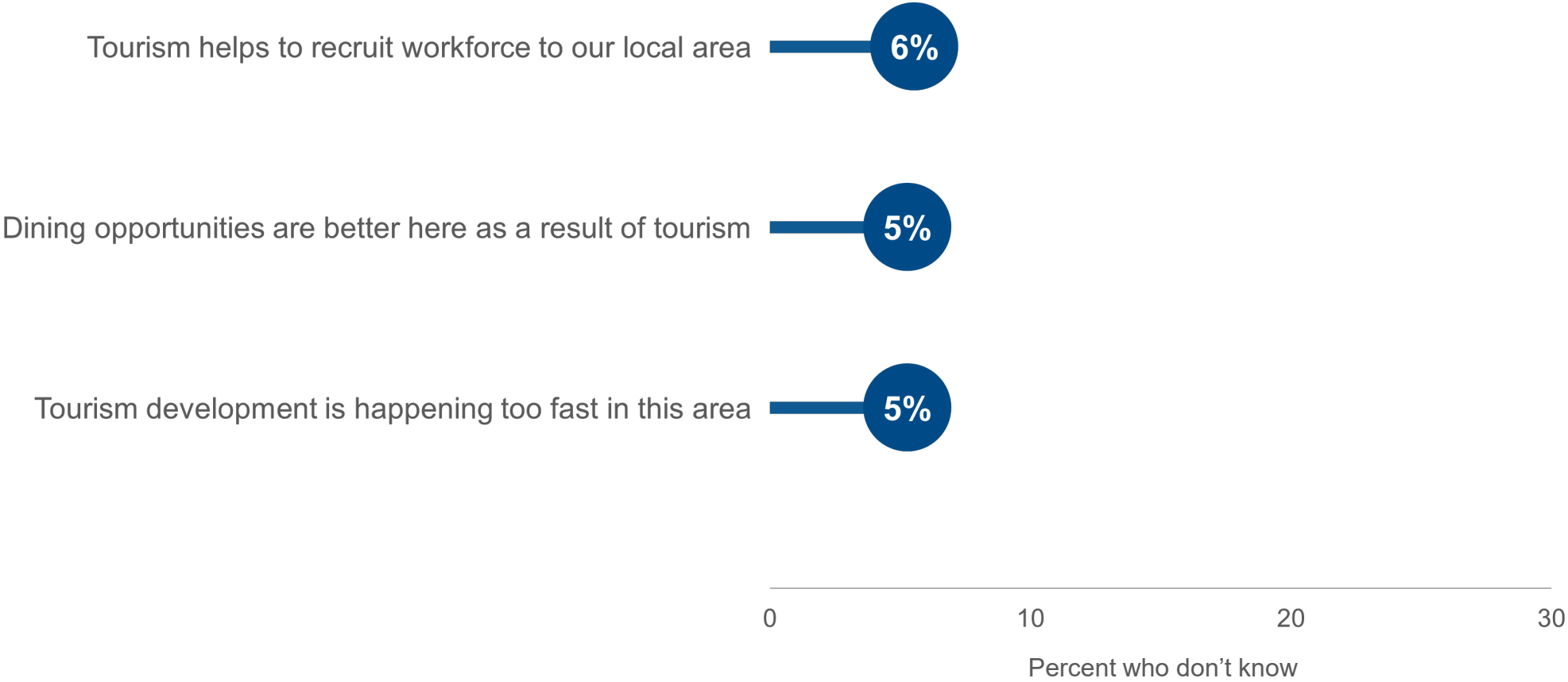
What Residents Don't Know (Cont'd)



What Residents Don't Know (Cont'd)



What Residents Don't Know (Cont'd)

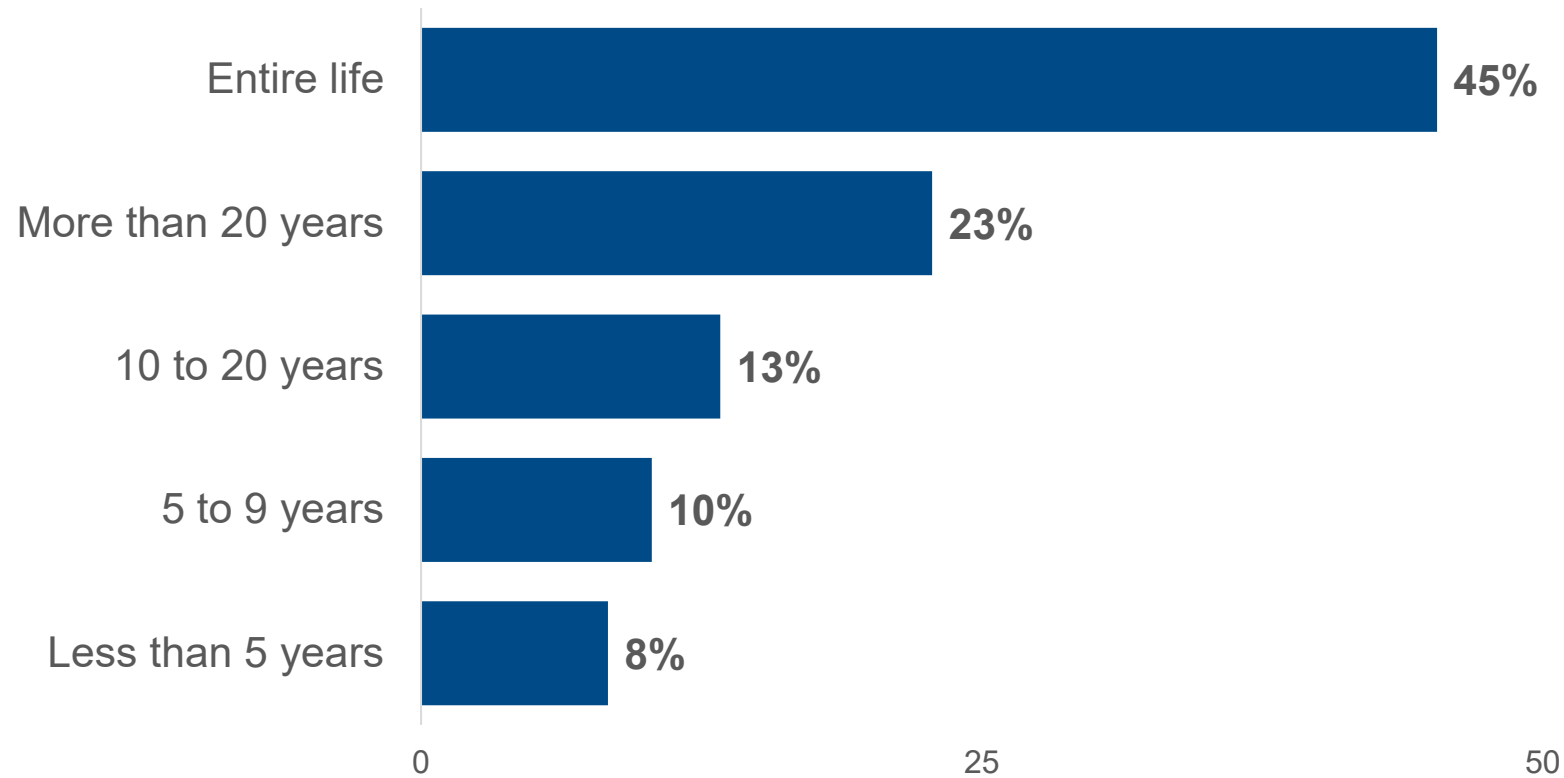




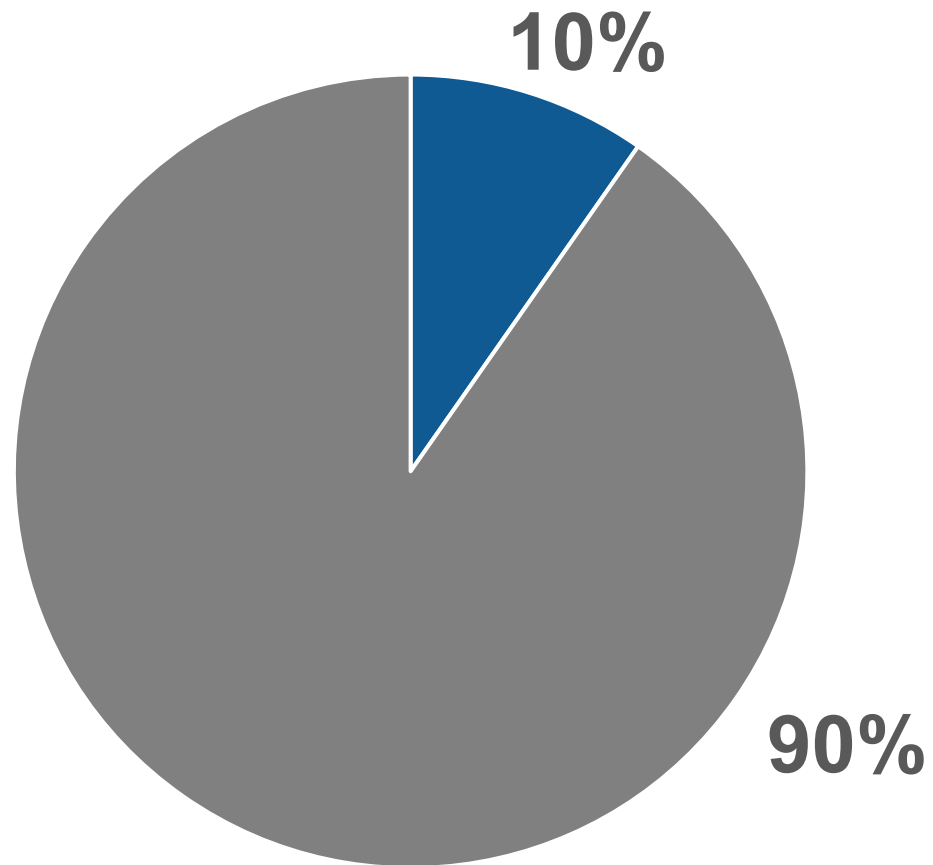
Demographic Profile



Length of Residence in Southern Indiana



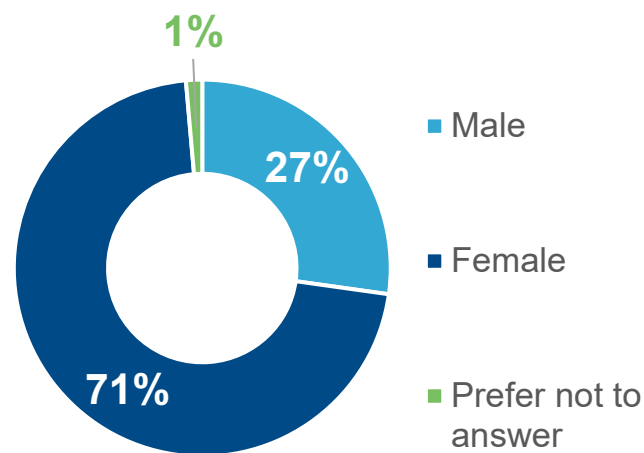
Employment in Tourism



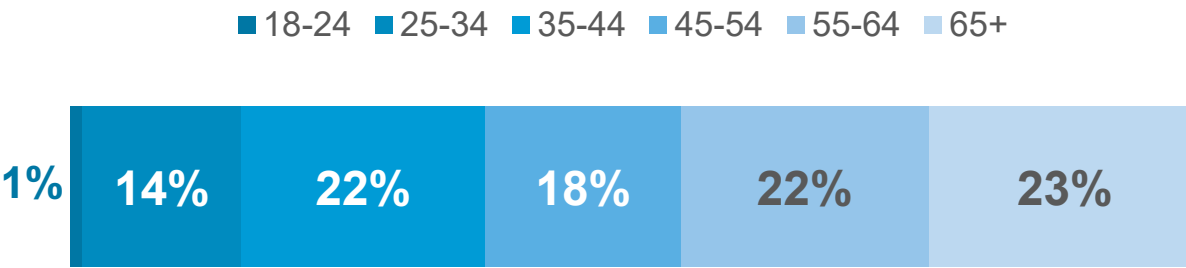
- At least one person in household is employed in tourism and hospitality industry
- No one in household is employed in tourism and hospitality industry

Demographic Profile

Gender

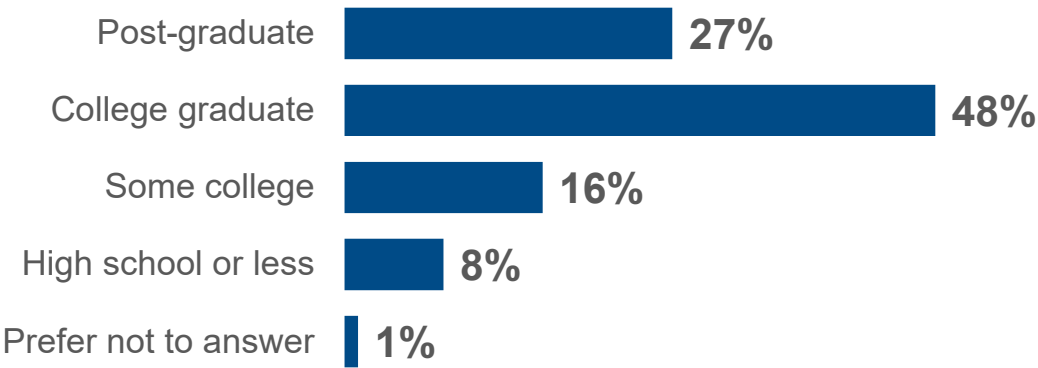


Age

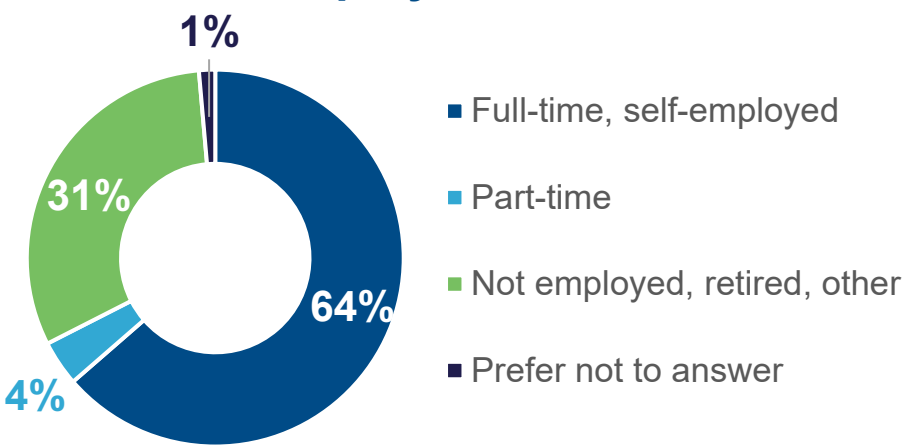


Demographic Profile

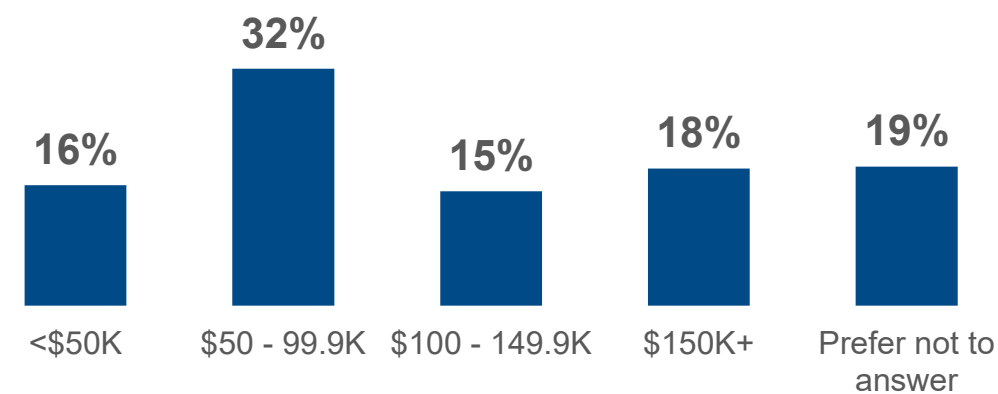
Educational Attainment



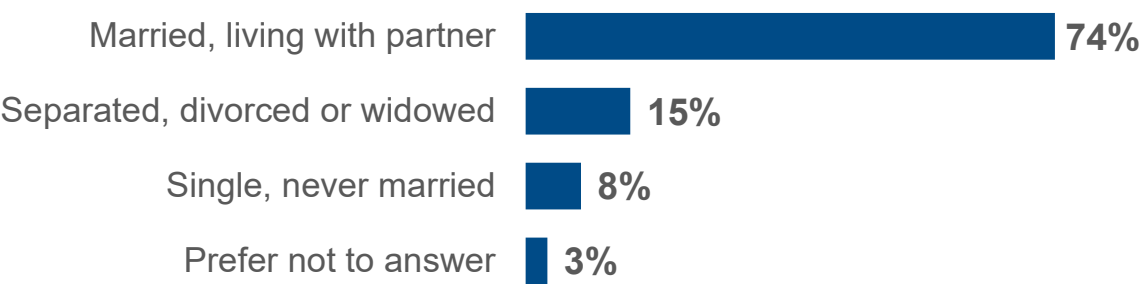
Employment



Household Income

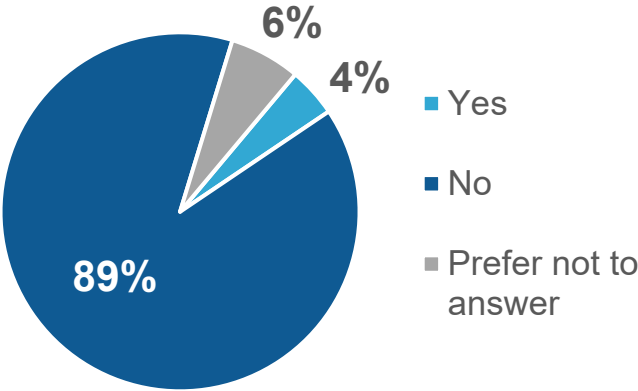


Marital Status

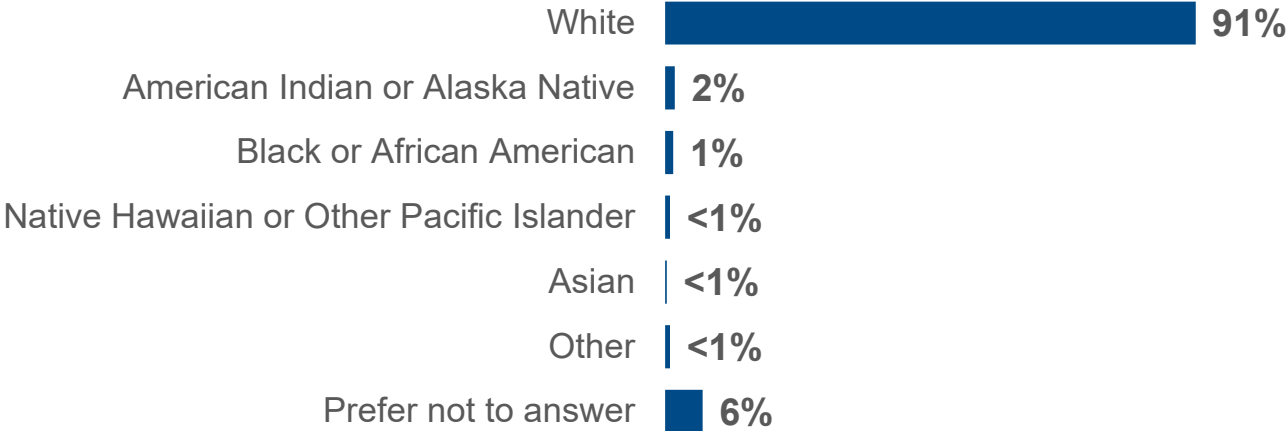


Demographic Profile

Hispanic Background



Race



Household Size



