



2024 National Resident Sentiment Benchmarks

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 with 4,000 adults (18 years and older) residing in the United States. The sample was distributed as follows:

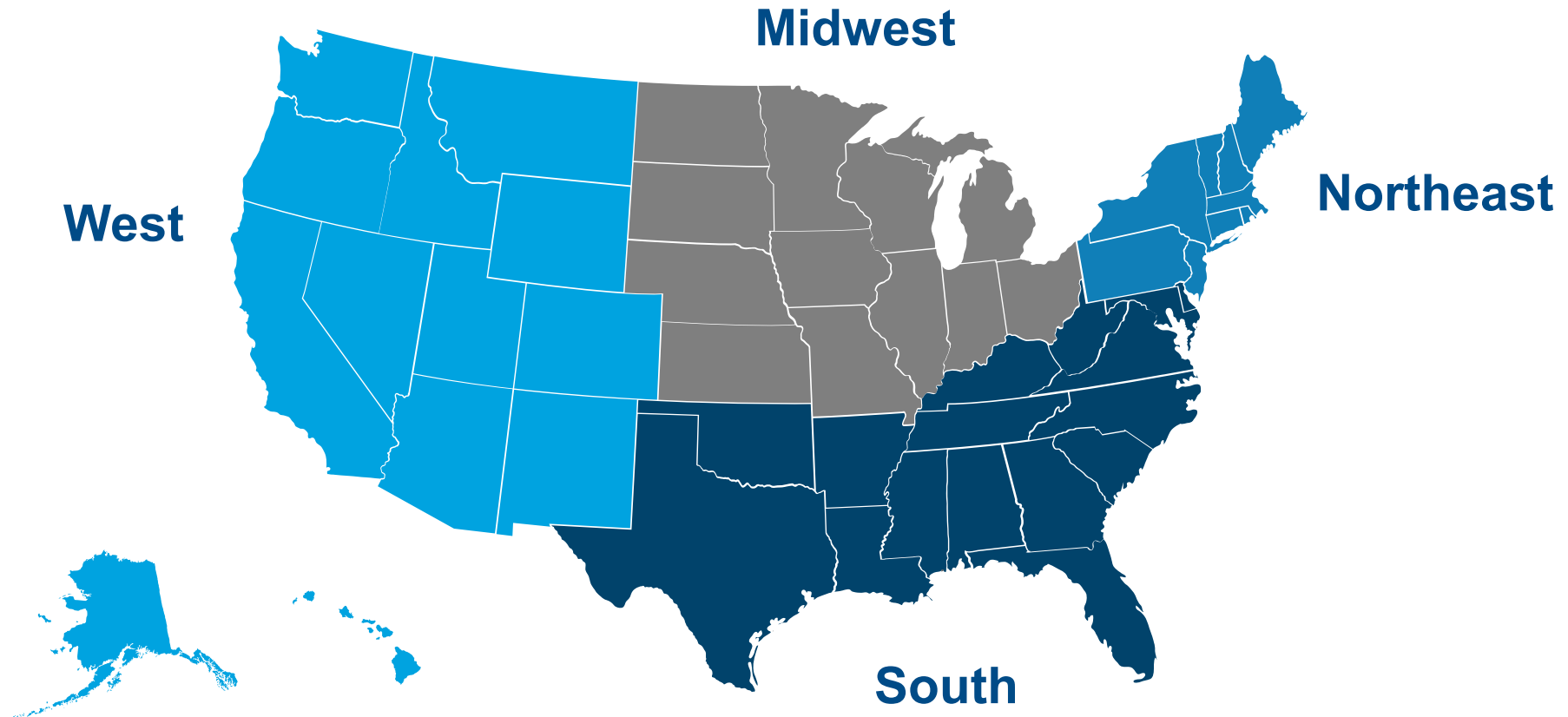
Midwest	1,000
Northeast	1,000
South	1,000
West	1,000

Fieldwork was completed in July 2024.

Respondents are members of a major online consumer panel. Sample was drawn to be proportionate to population by U.S. Census divisions, age, and sex.

Data were weighted at tabulation to correct relative proportions based on actual population distribution of the selected geographic areas in terms of key characteristics (age, sex, income, household size, geography) as defined by the U.S. Census.

Regions



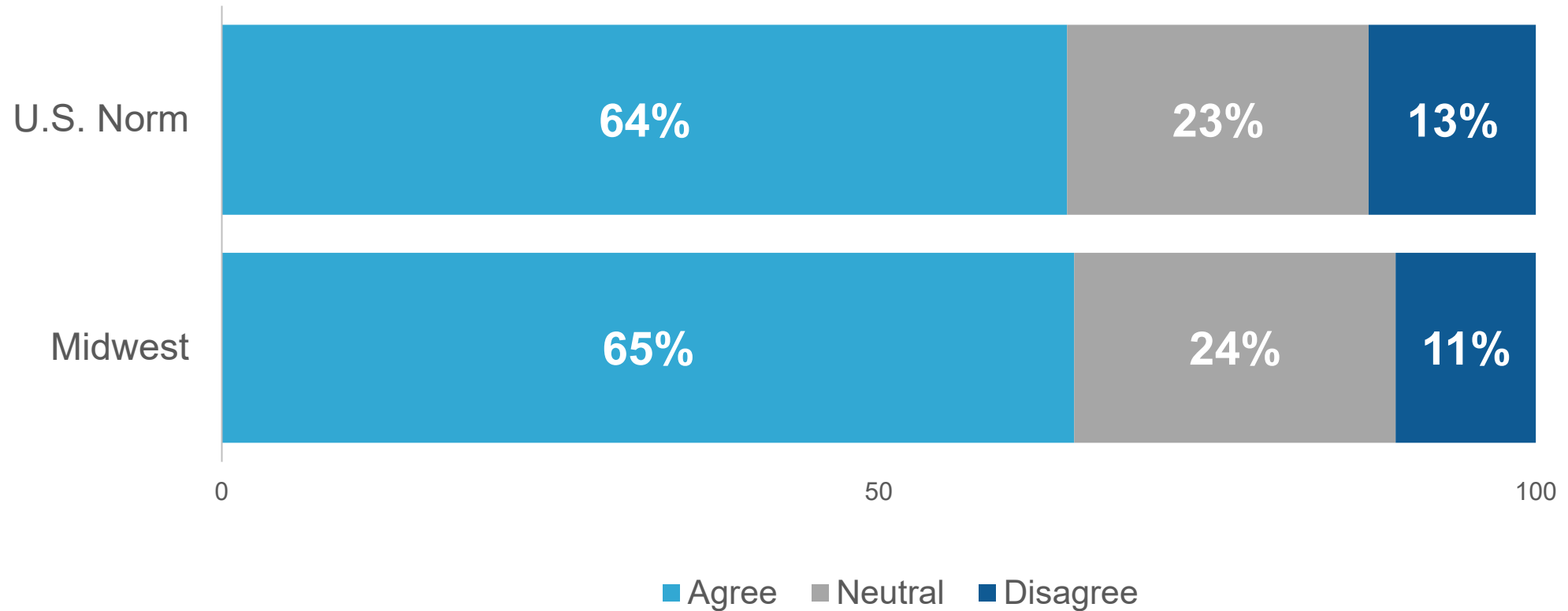


Overall Sentiment About Tourism

Overall Sentiment About Tourism

Regional Comparisons

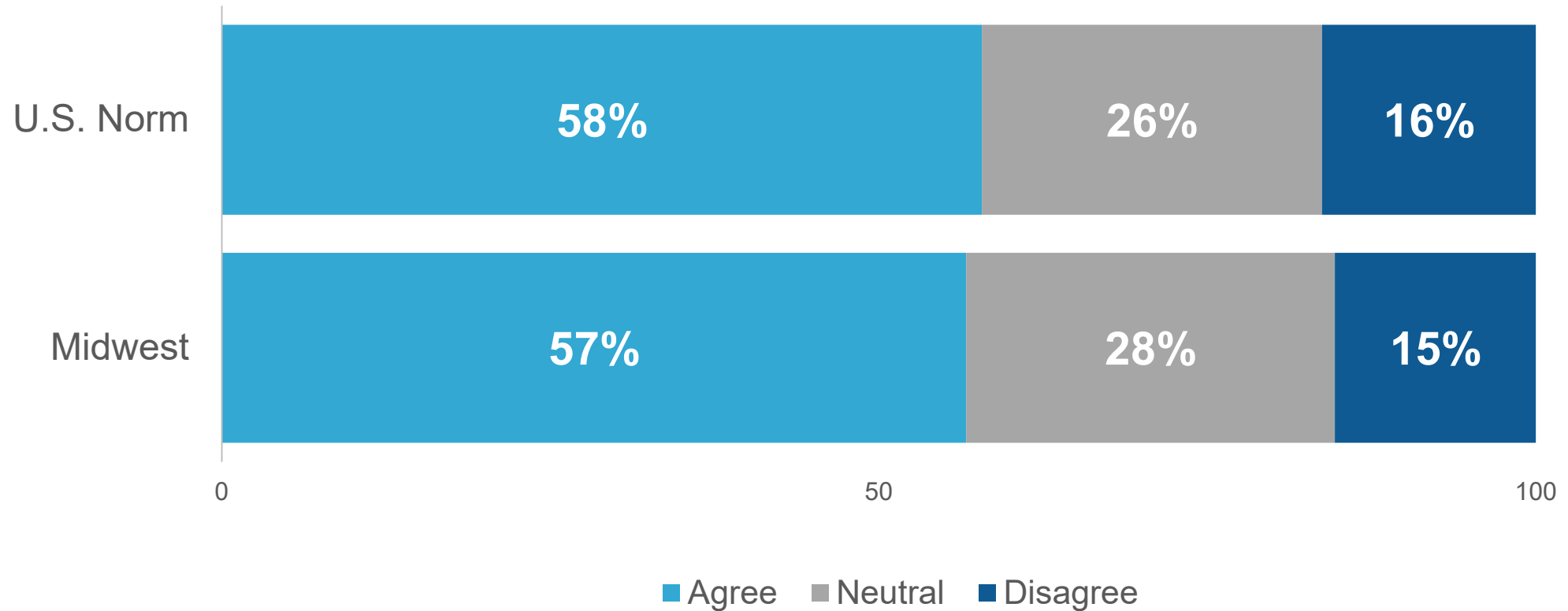
Overall, I think tourism is good for my local area



Overall Sentiment About Tourism

Regional Comparisons

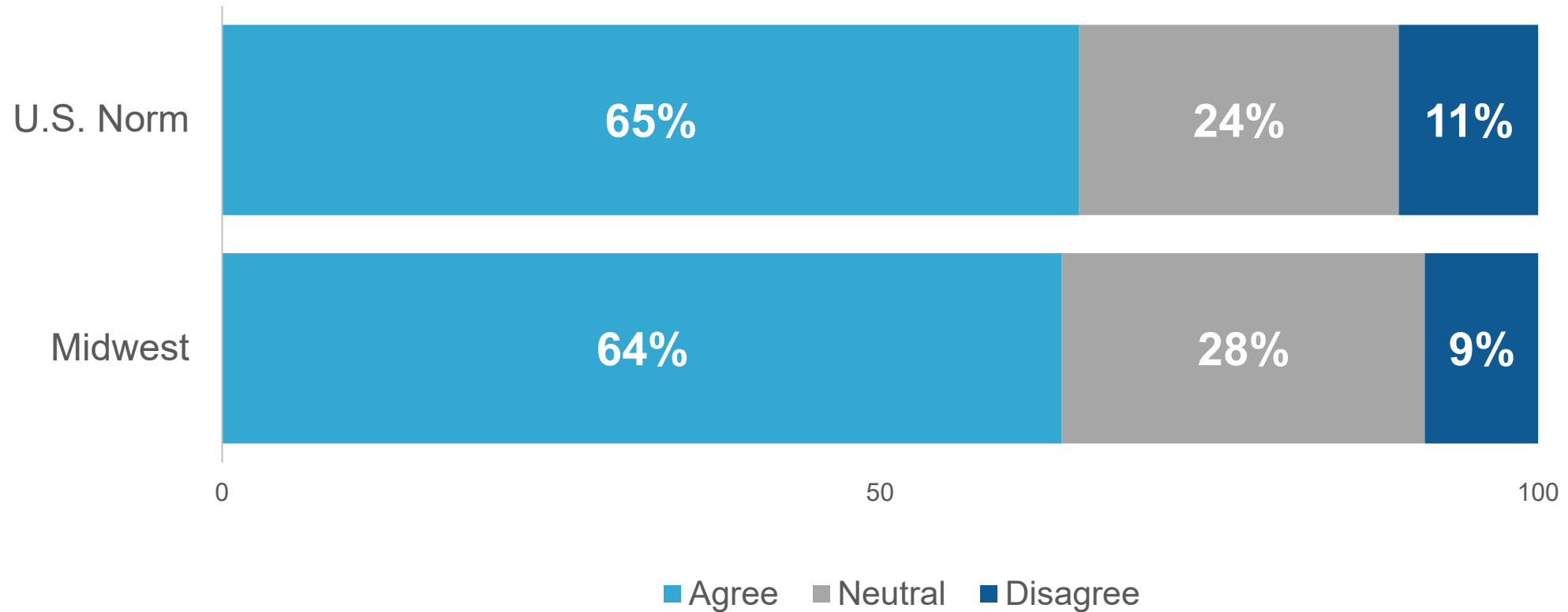
I want tourism to be important in my local area



Overall Sentiment About Tourism

Regional Comparisons

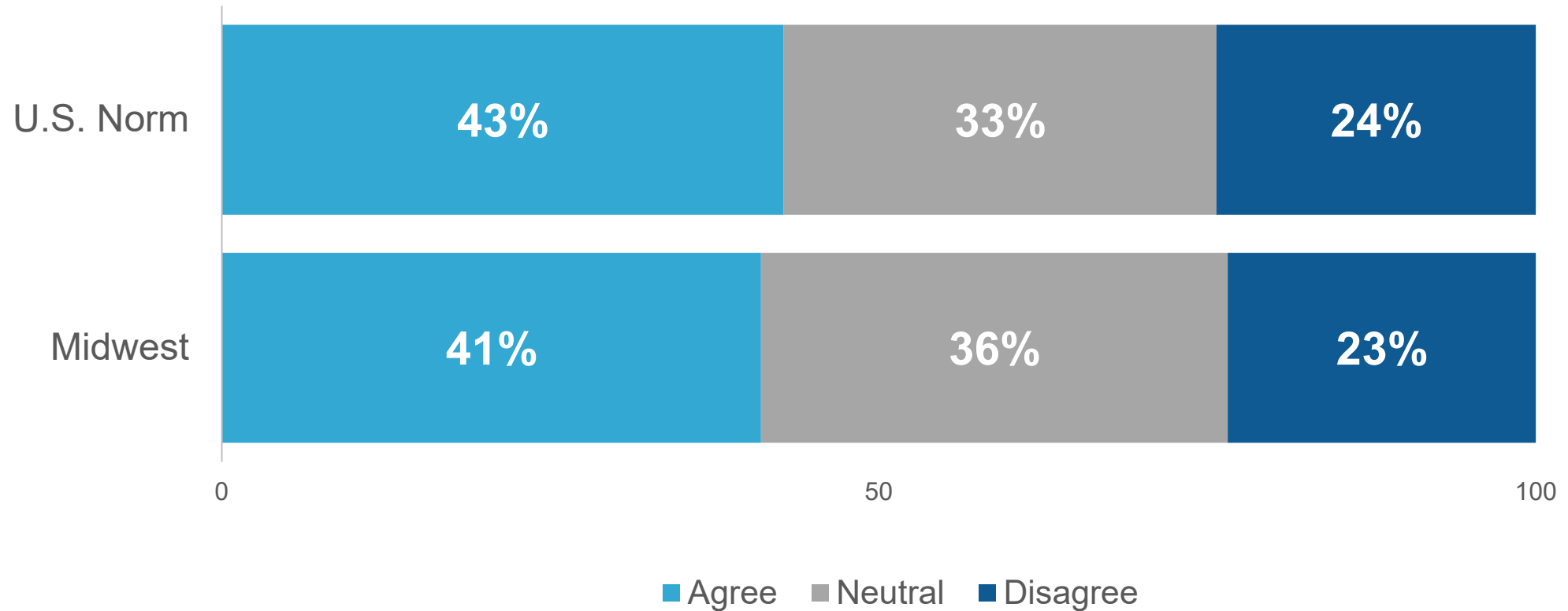
In general, the positive benefits of tourism outweigh the negative impacts



Overall Sentiment About Tourism

Regional Comparisons

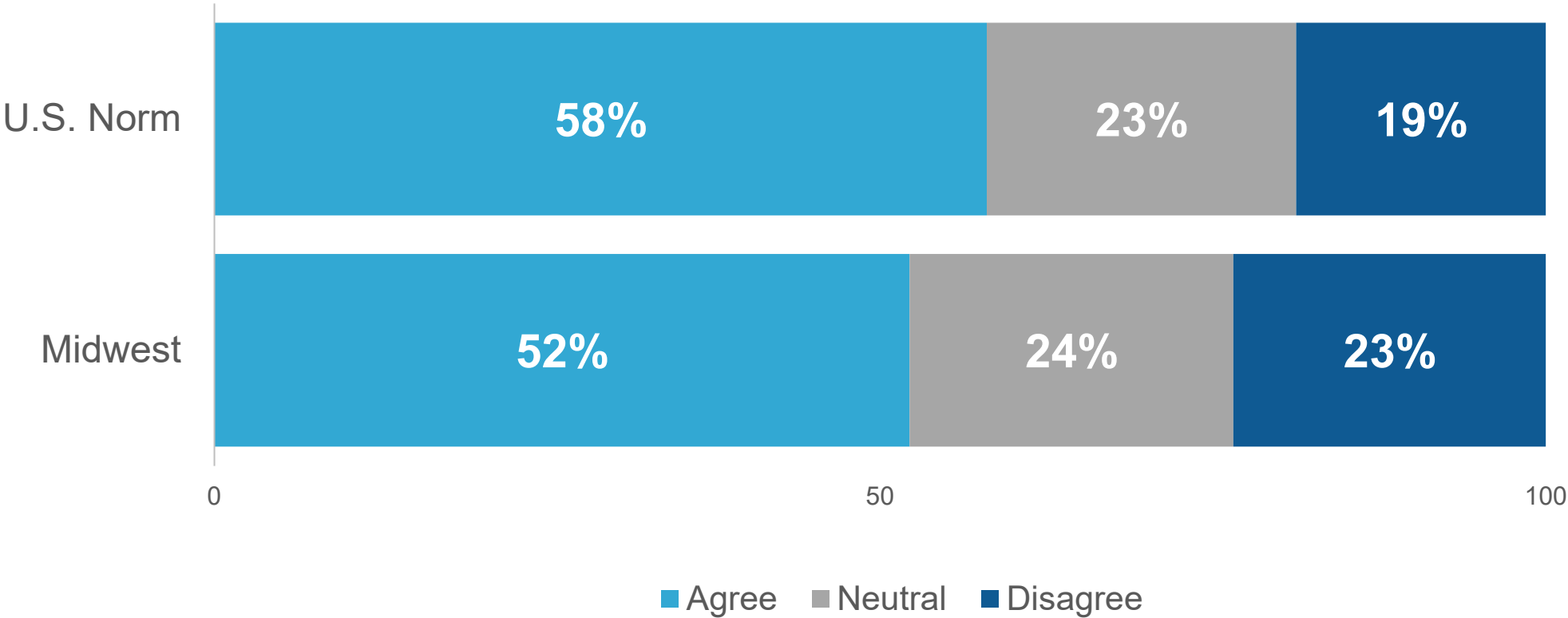
My local government is doing a good job balancing resident quality of life and visitor satisfaction



Overall Sentiment About Tourism

Regional Comparisons

My local area benefits from a strong tourism industry



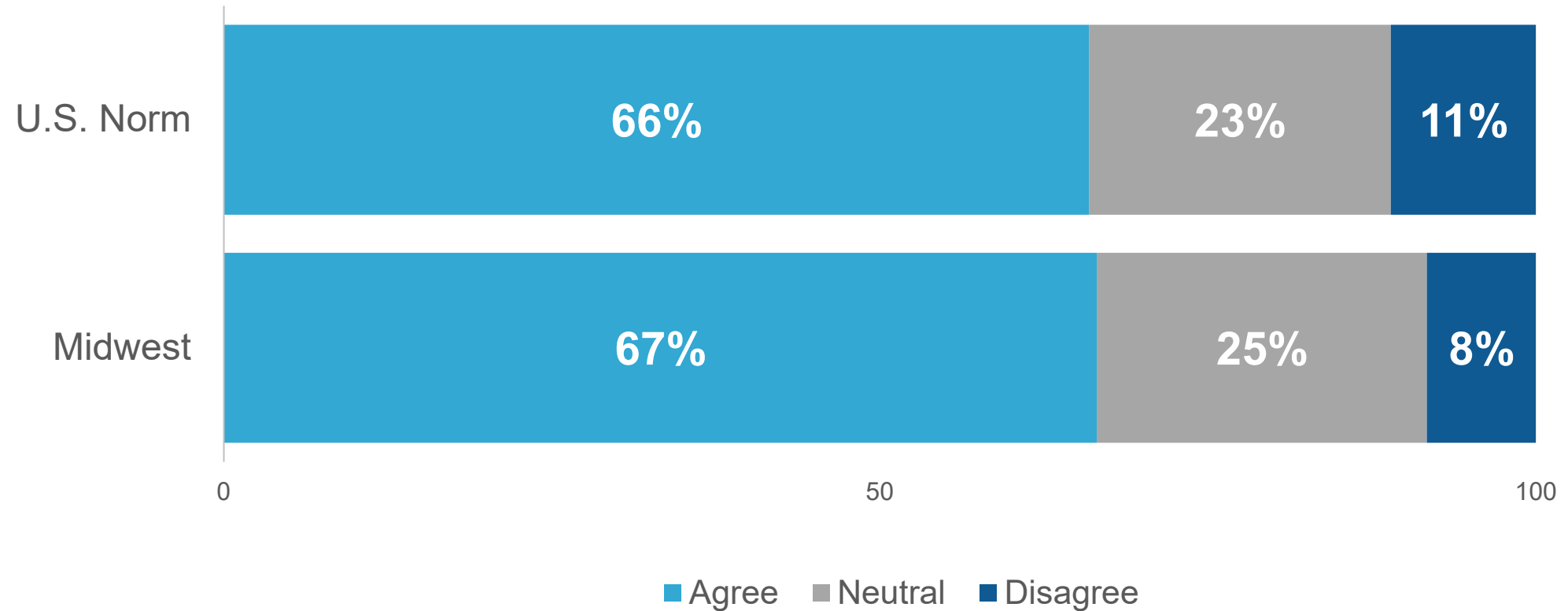


Tourism Development and Growth

Tourism Development and Growth

Regional Comparisons

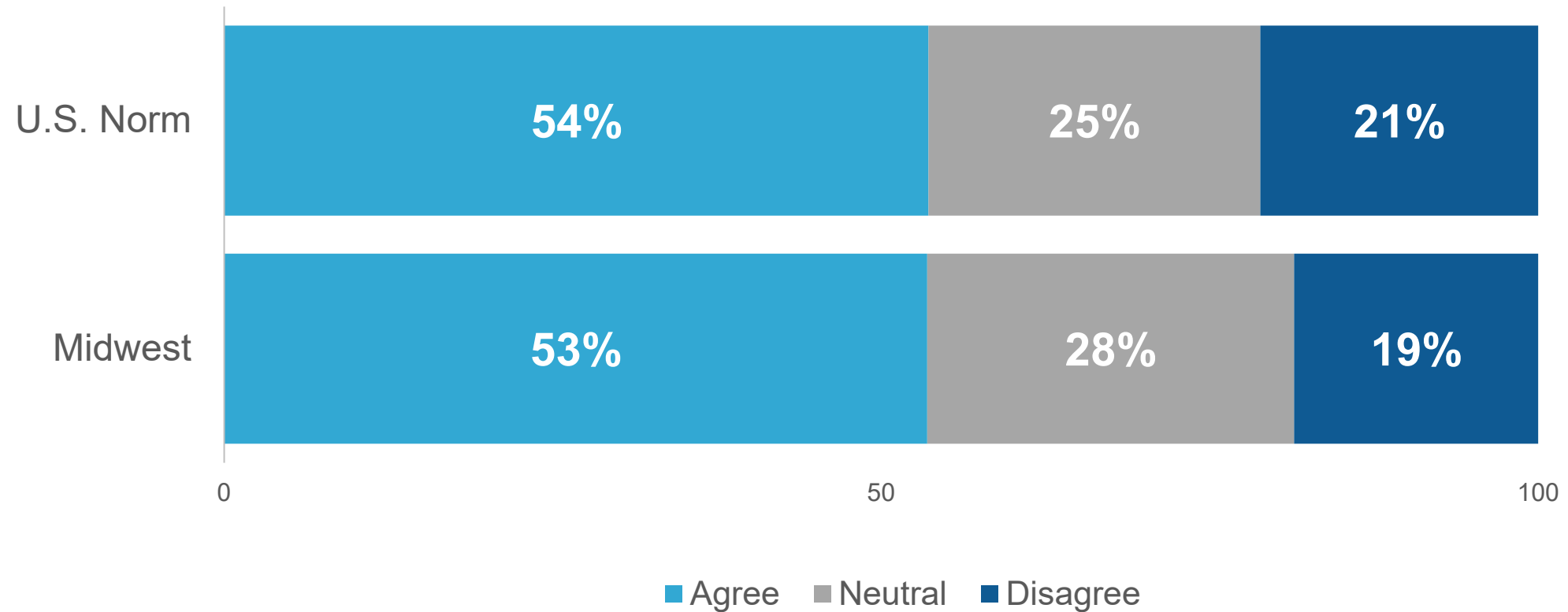
I support tourism growth



Tourism Development and Growth

Regional Comparisons

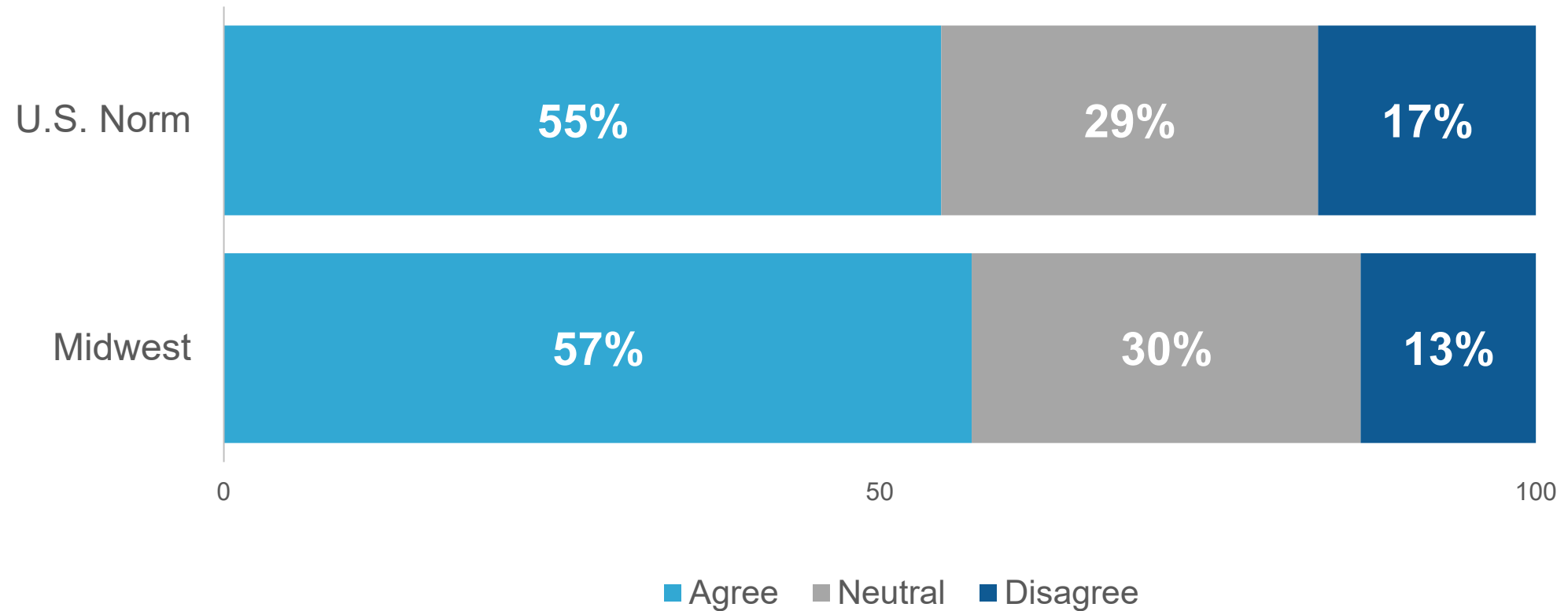
I would like to see more tourists coming to my area



Tourism Development and Growth

Regional Comparisons

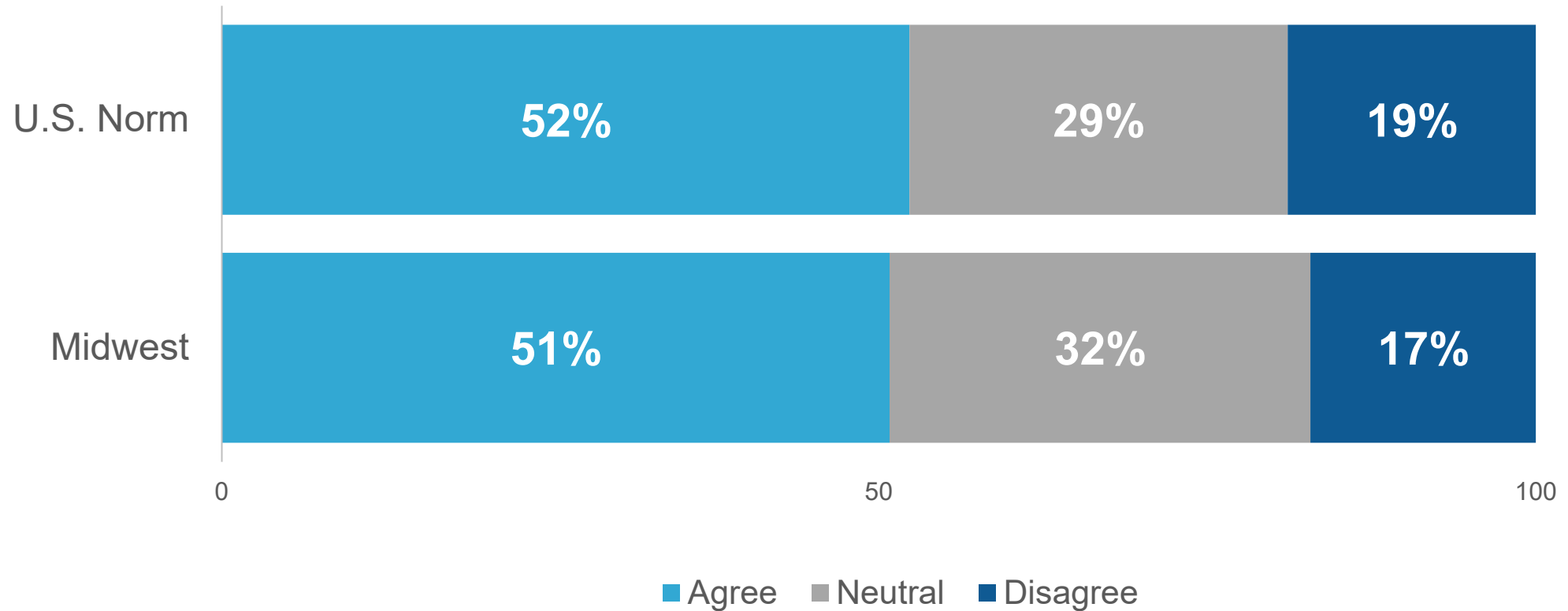
We should develop/host more major events to attract tourists to our area



Tourism Development and Growth

Regional Comparisons

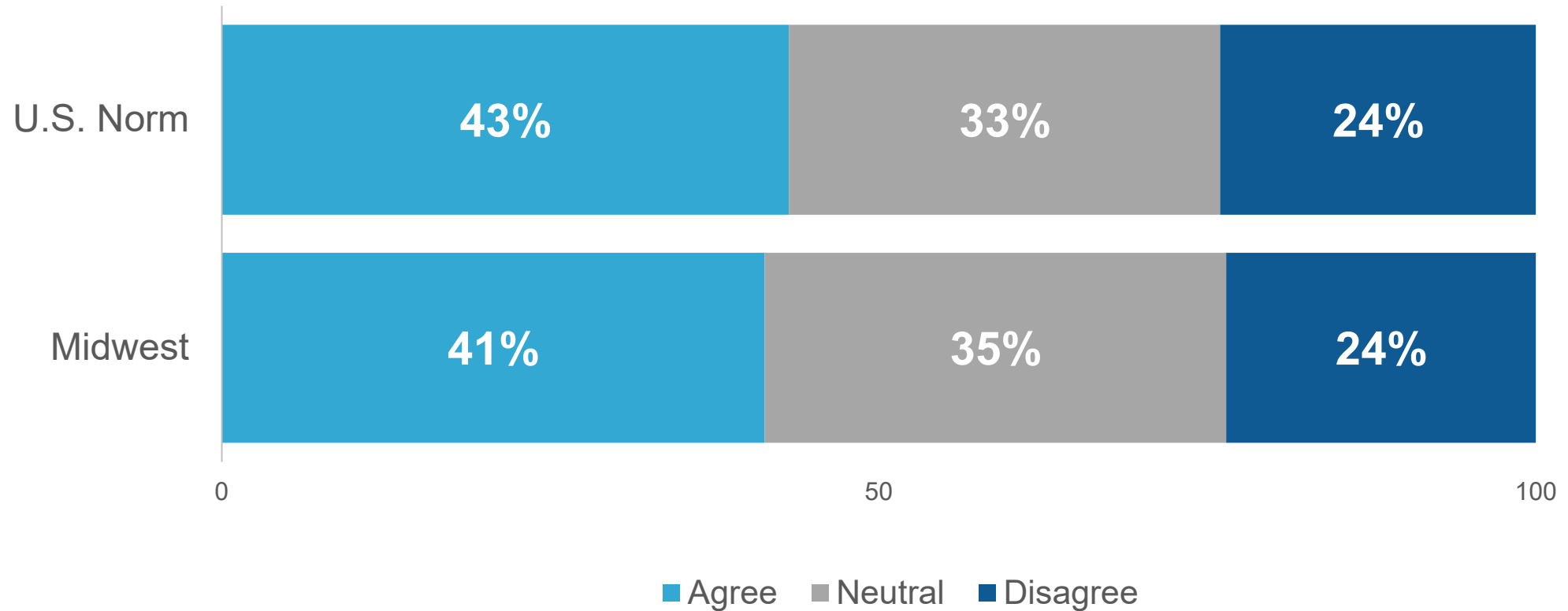
I support building new tourism facilities that will attract visitors to this area



Tourism Development and Growth

Regional Comparisons

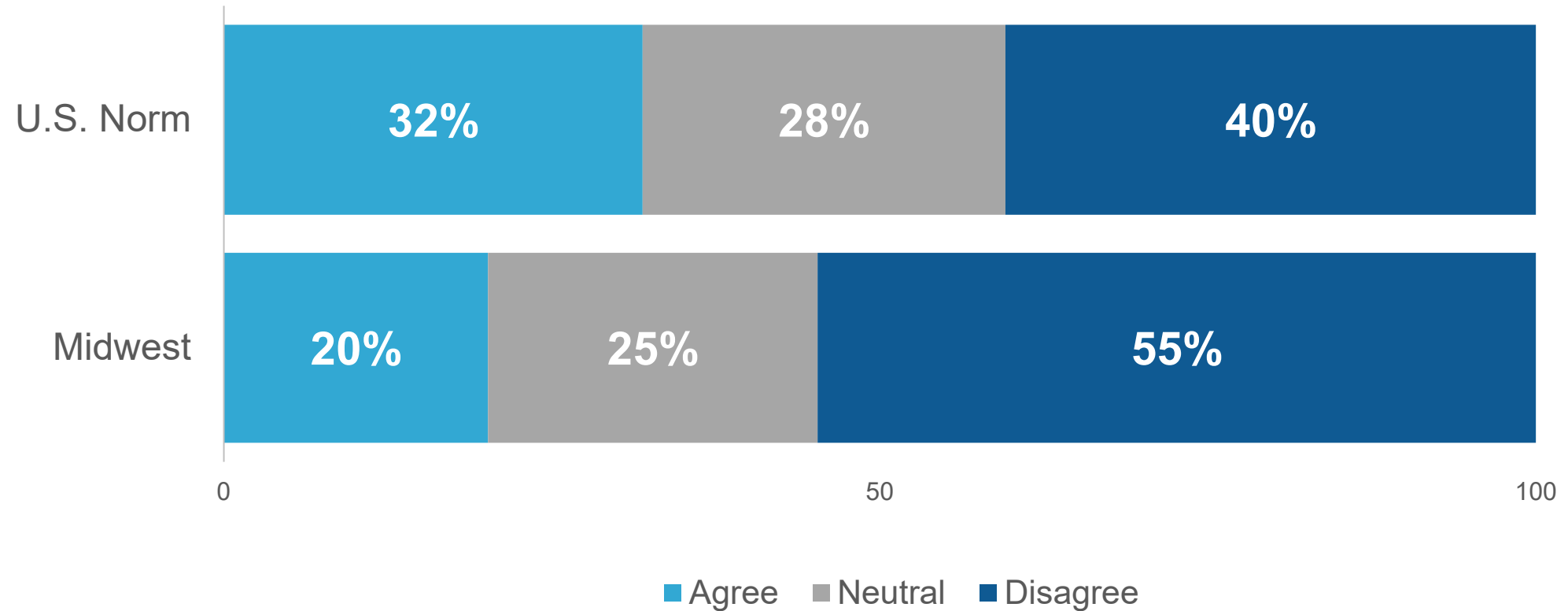
My local government is doing a good job managing the pace of tourism development



Tourism Development and Growth

Regional Comparisons

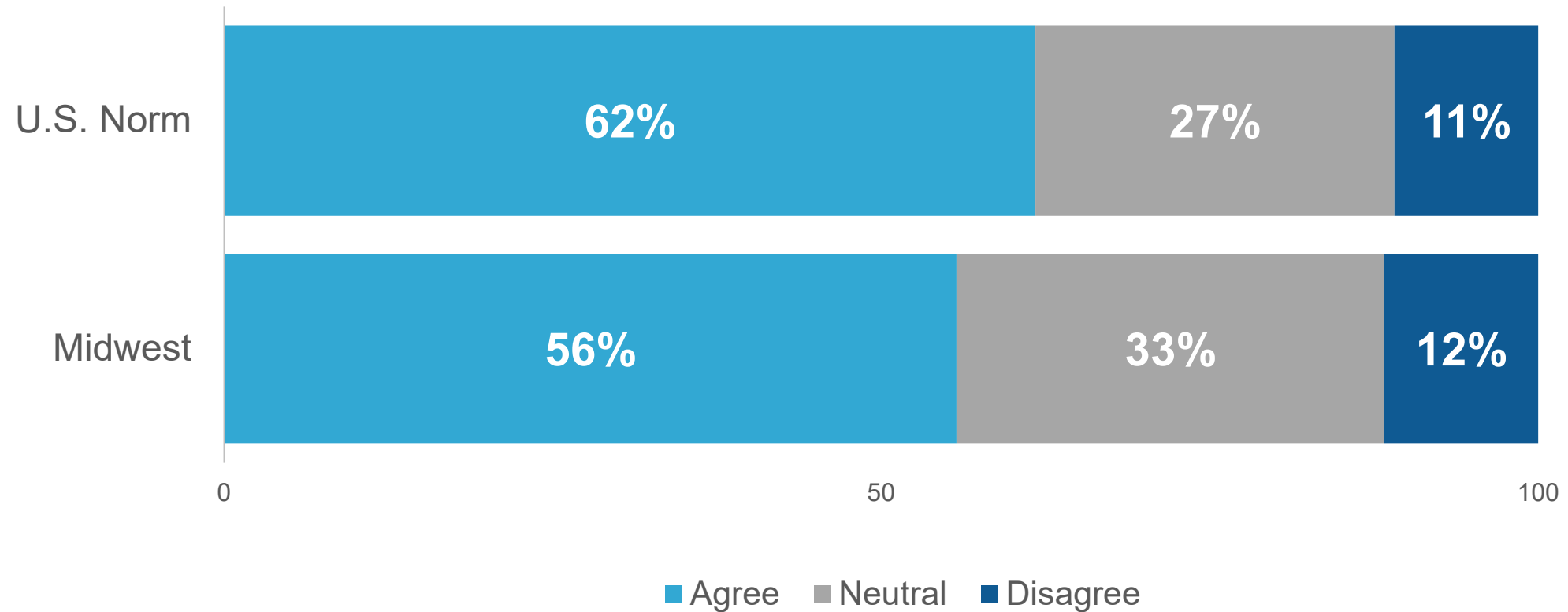
Tourism development is happening too fast in this area



Tourism Development and Growth

Regional Comparisons

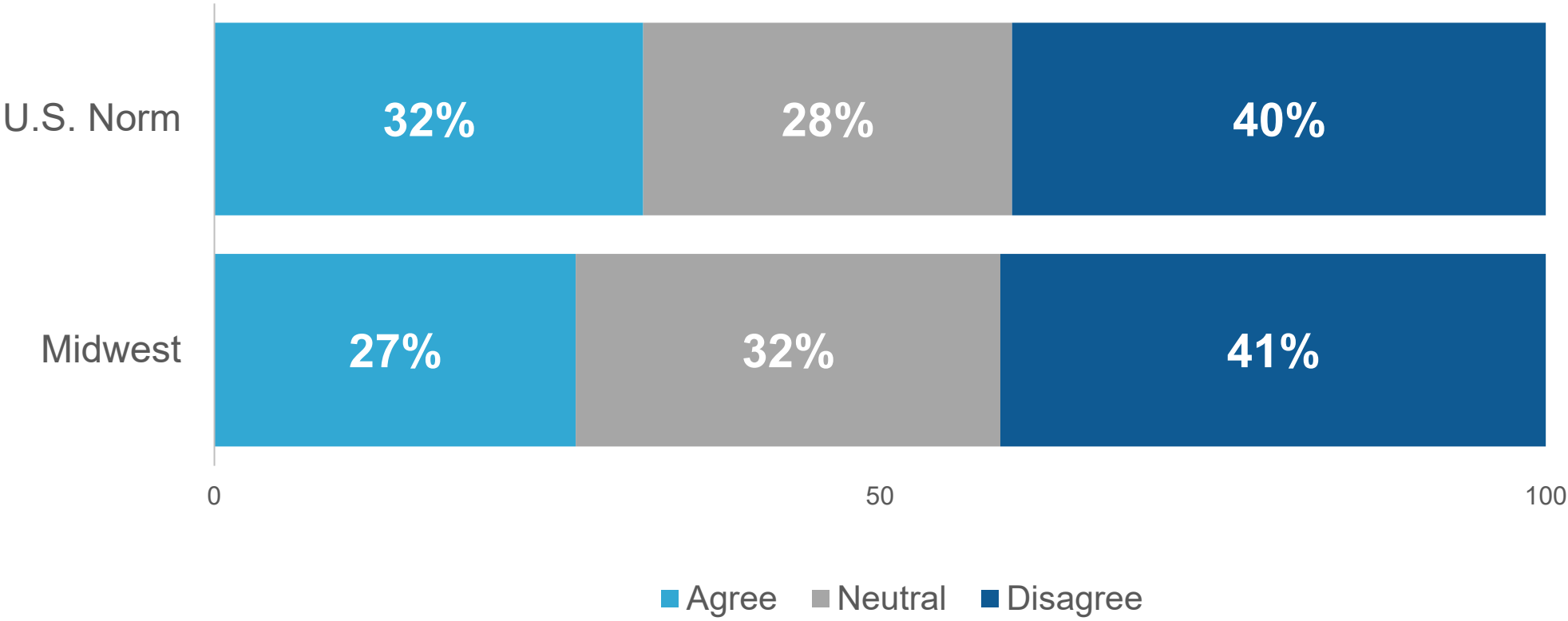
We need planned and controlled tourism development



Tourism Development and Growth

Regional Comparisons

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



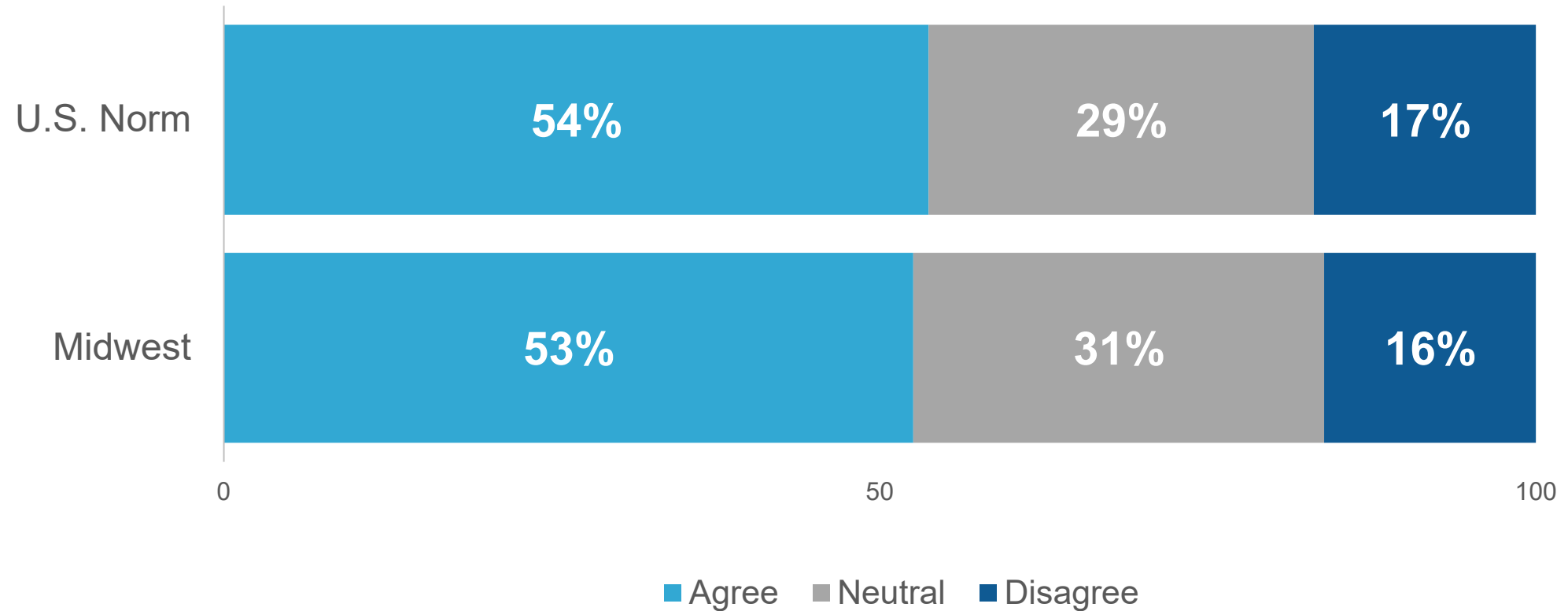


Tourism Promotion

Tourism Promotion

Regional Comparisons

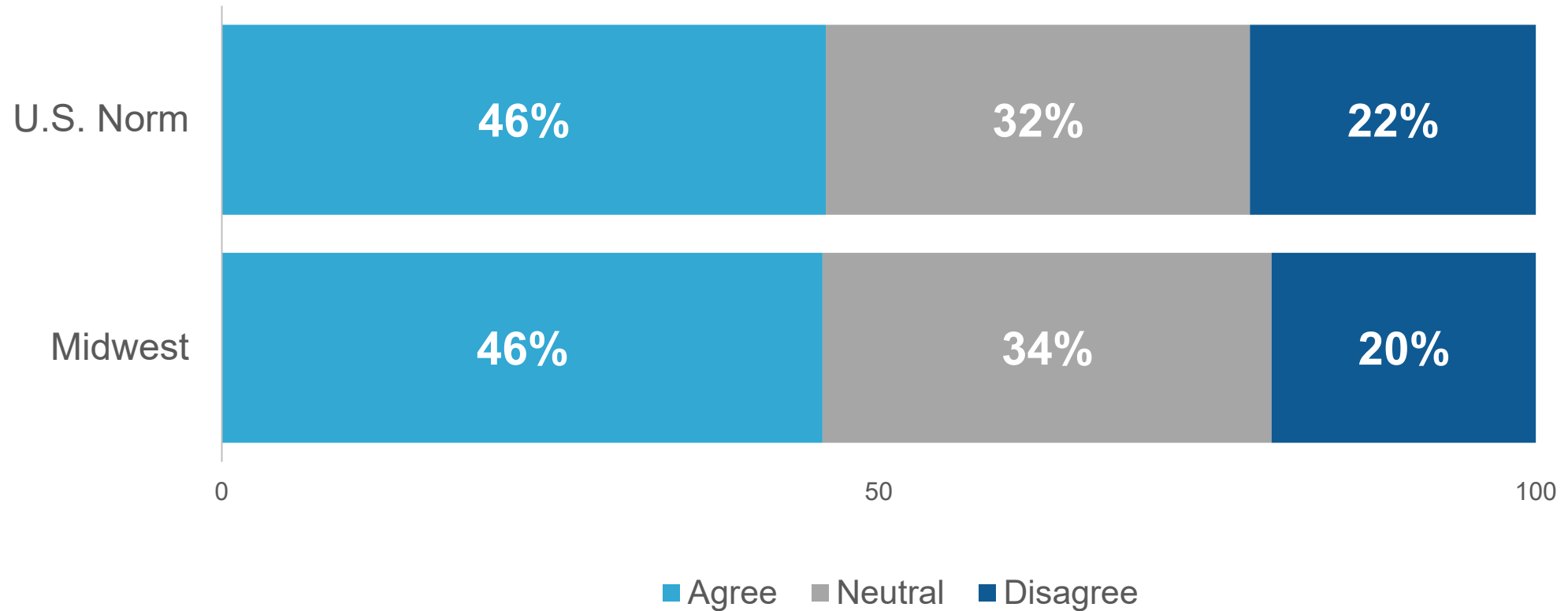
I like the way local tourism advertising represents my home



Tourism Promotion

Regional Comparisons

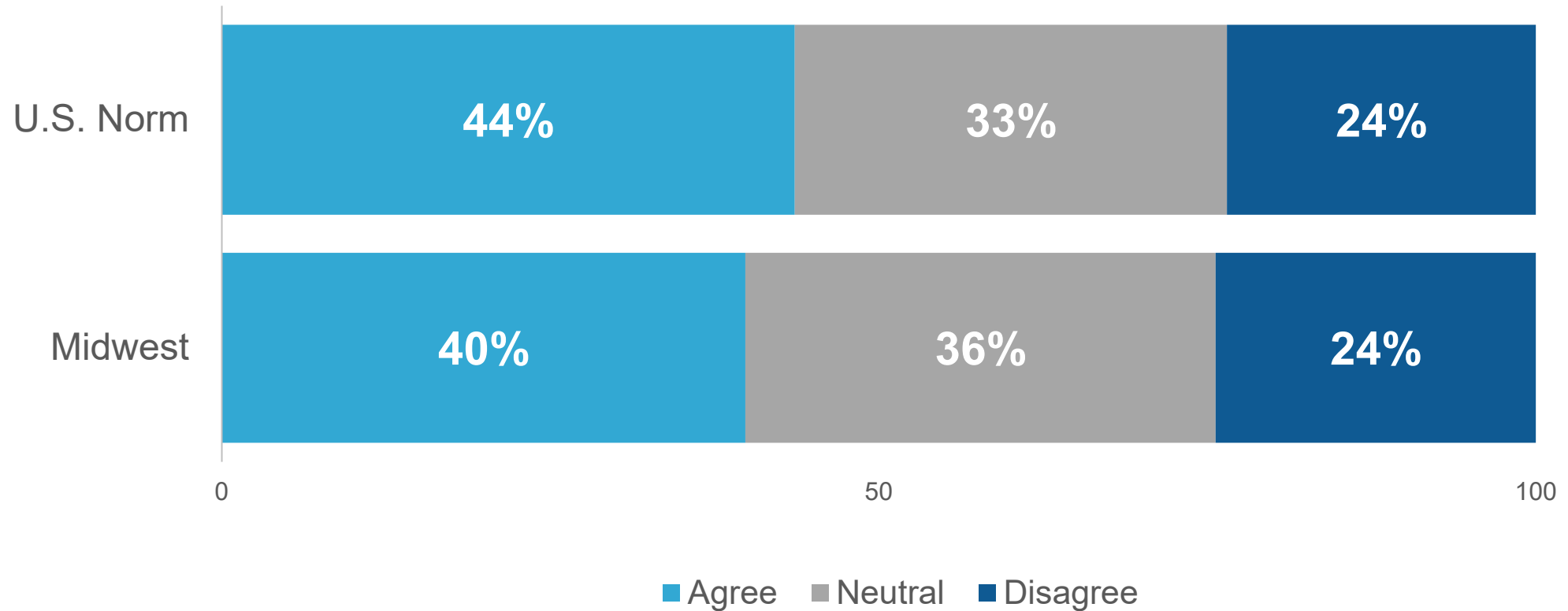
My local government should support/help fund the promotion of tourism



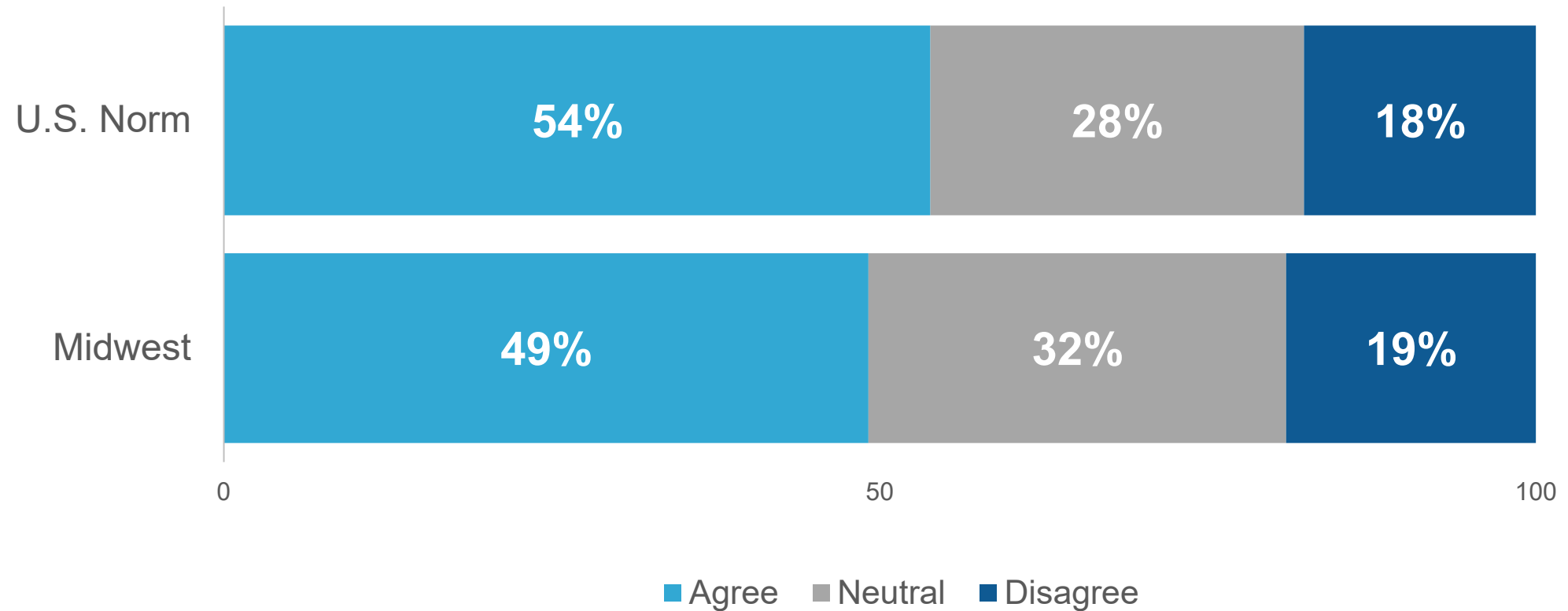
Tourism Promotion

Regional Comparisons

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



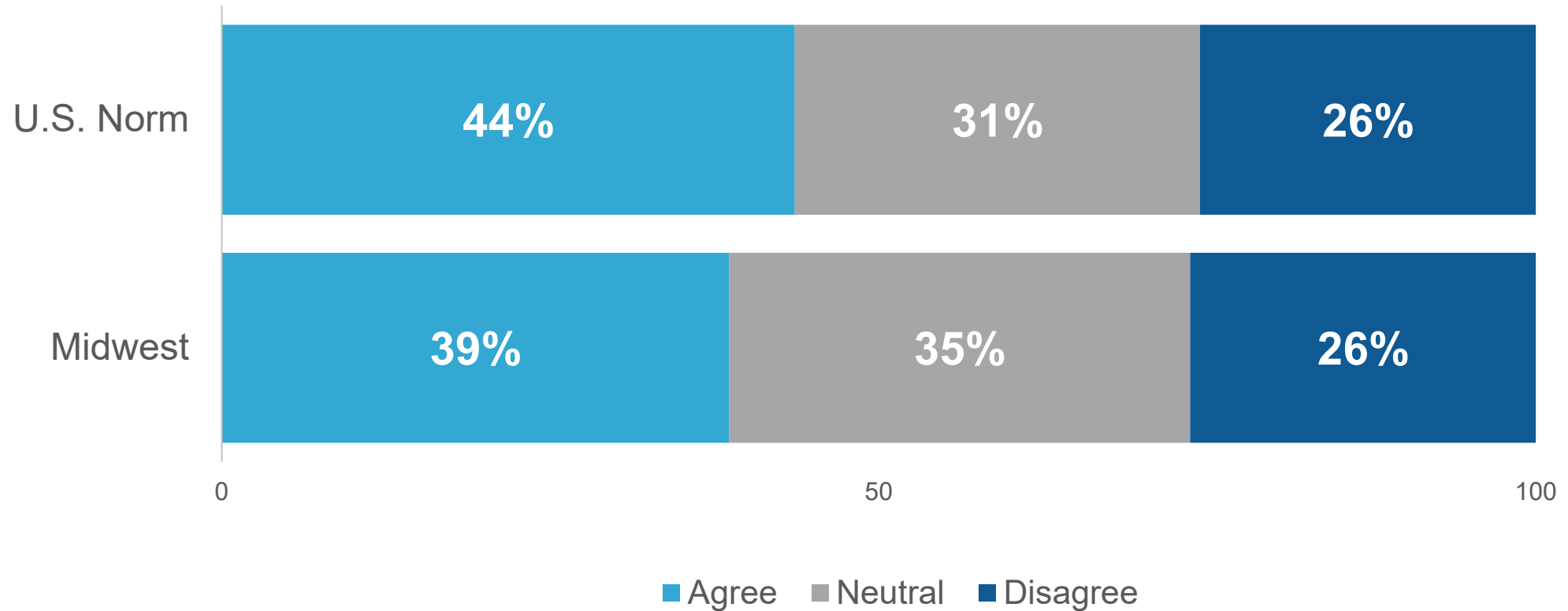
Tourism marketing reflects the diversity in my local area



Tourism Promotion

Regional Comparisons

I support using public funds to partially fund tourism marketing efforts

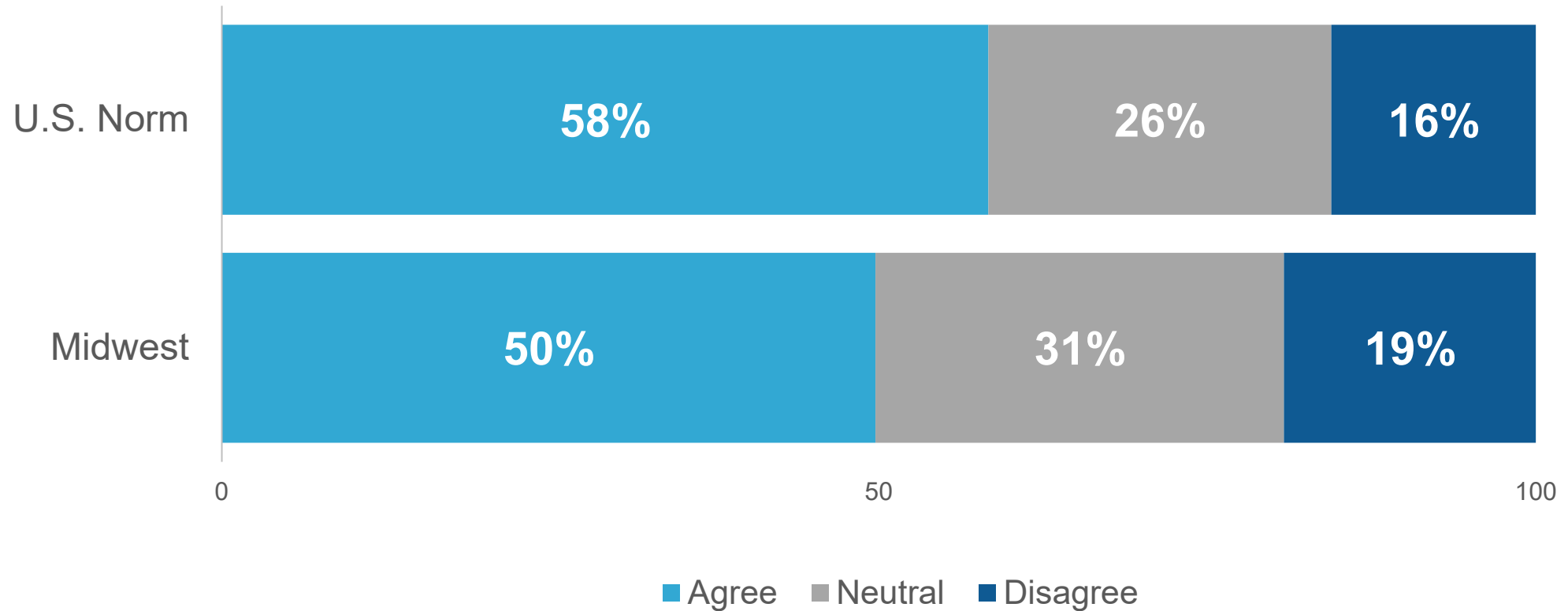




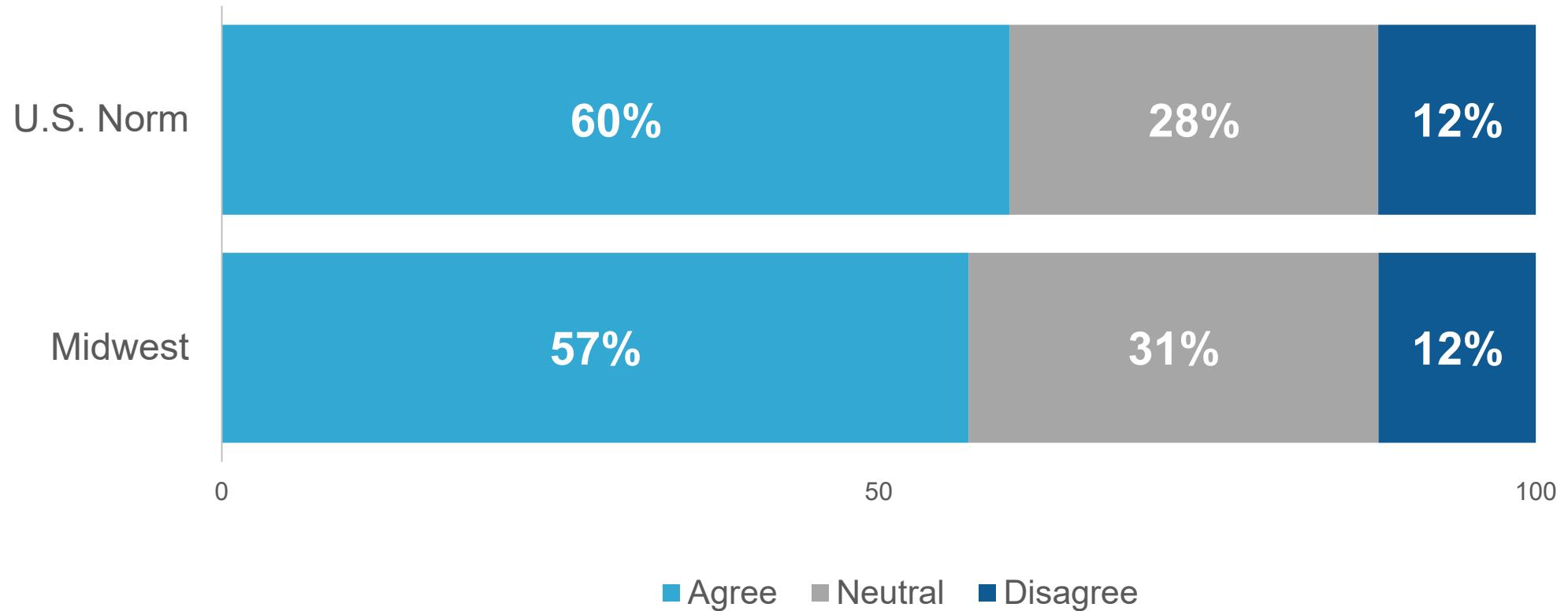
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Economy

Tourism is important to my local economy



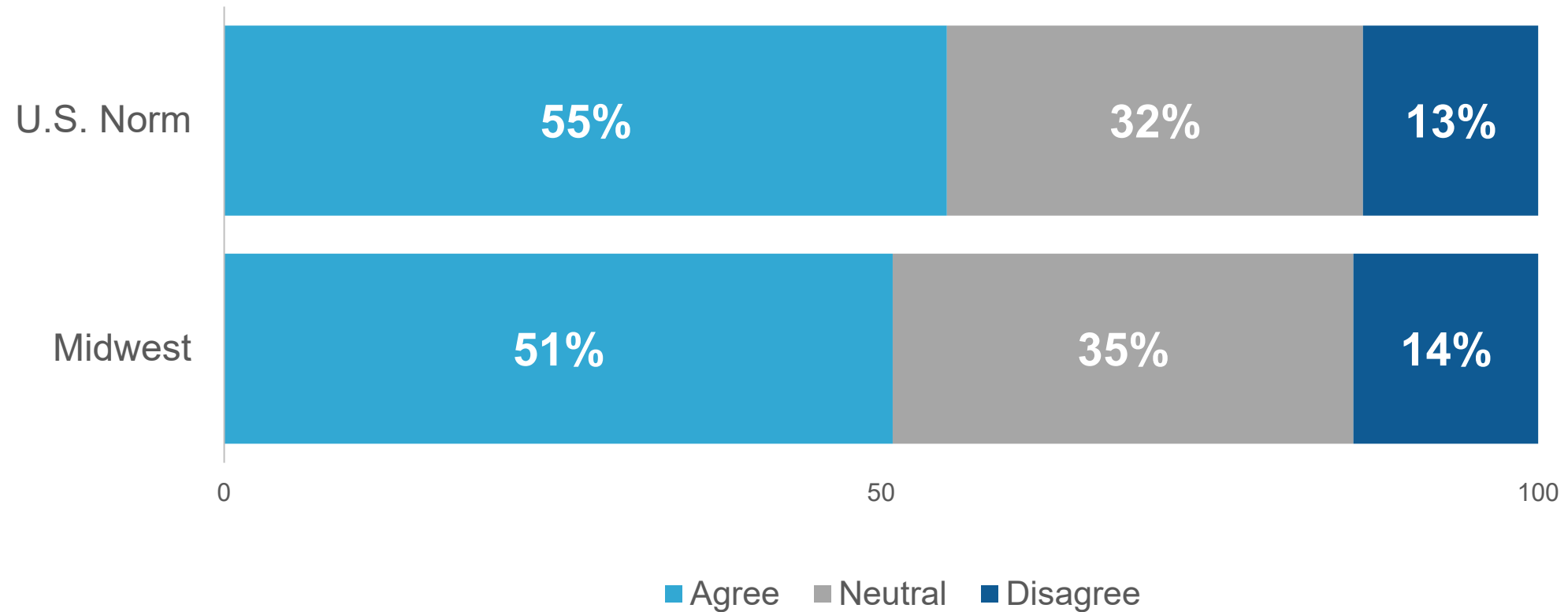
Tourism encourages investment in our local economy



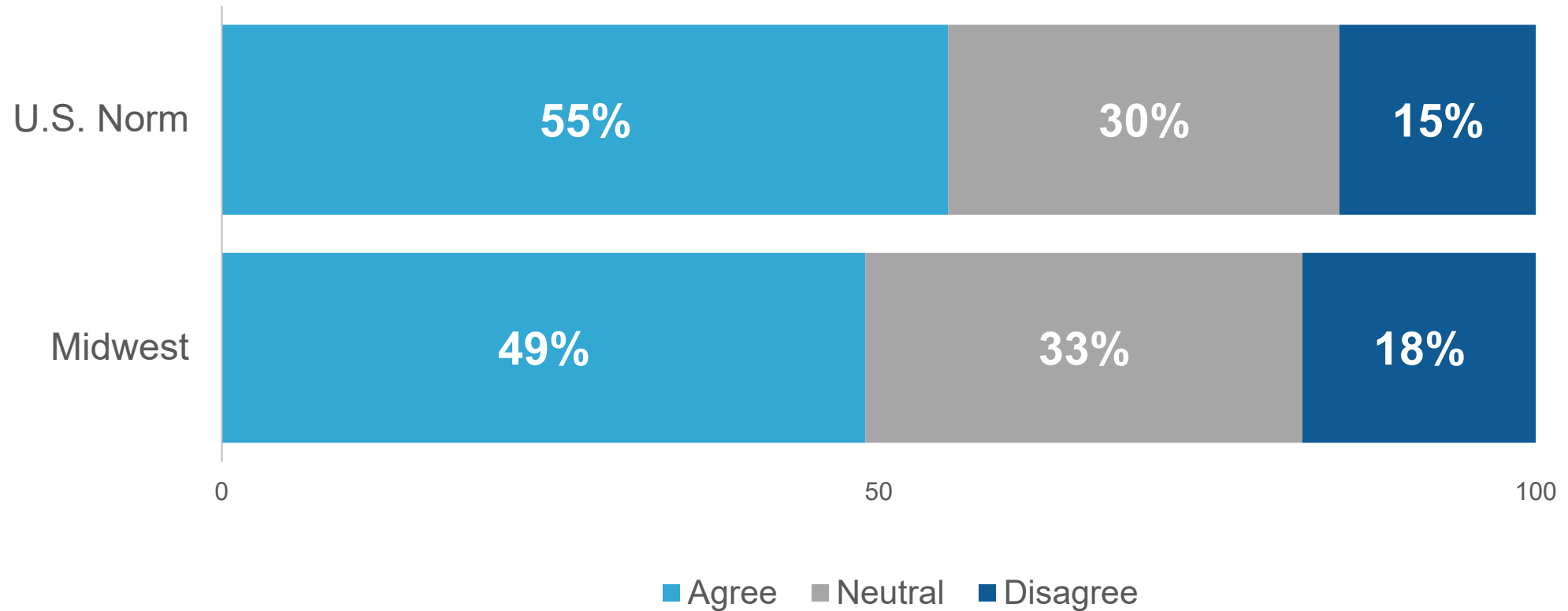
Economy

Regional Comparisons

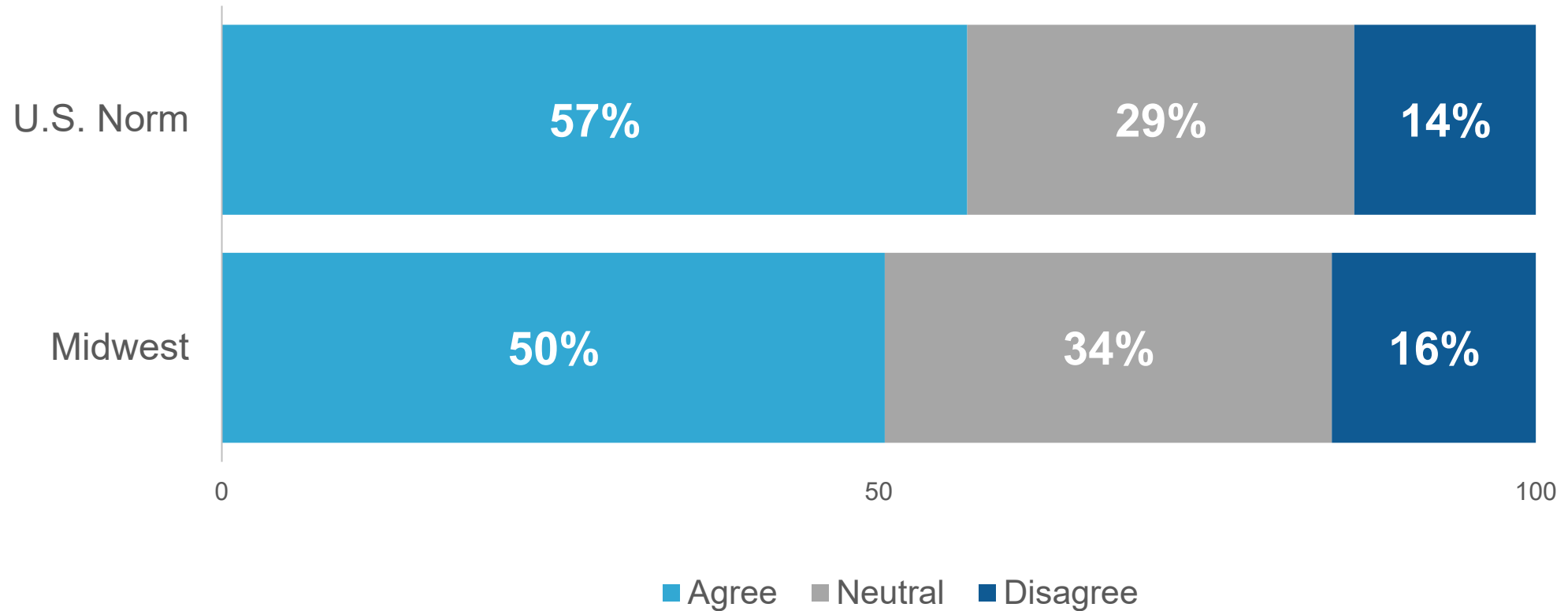
The economic impact of tourists in our area helps to support industries and businesses not directly related to tourism



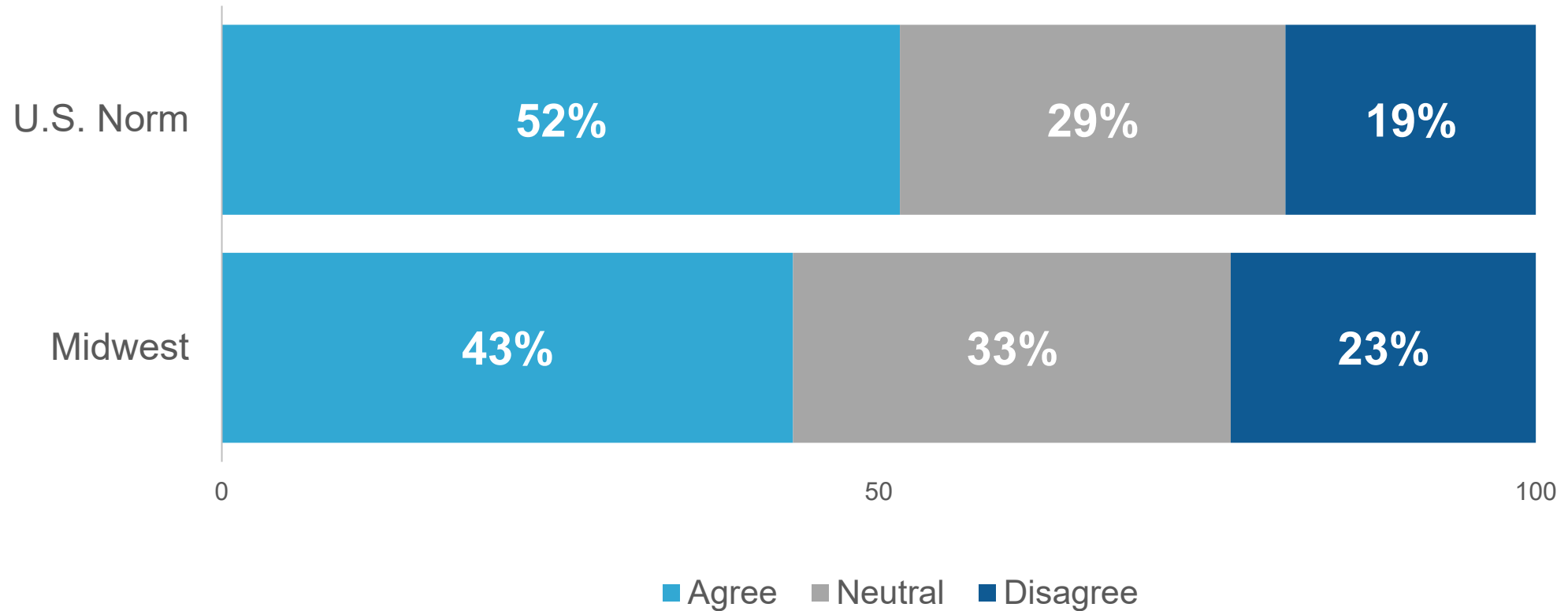
Tourism attracts new residents to our local area



Tourism attracts new businesses to our local area



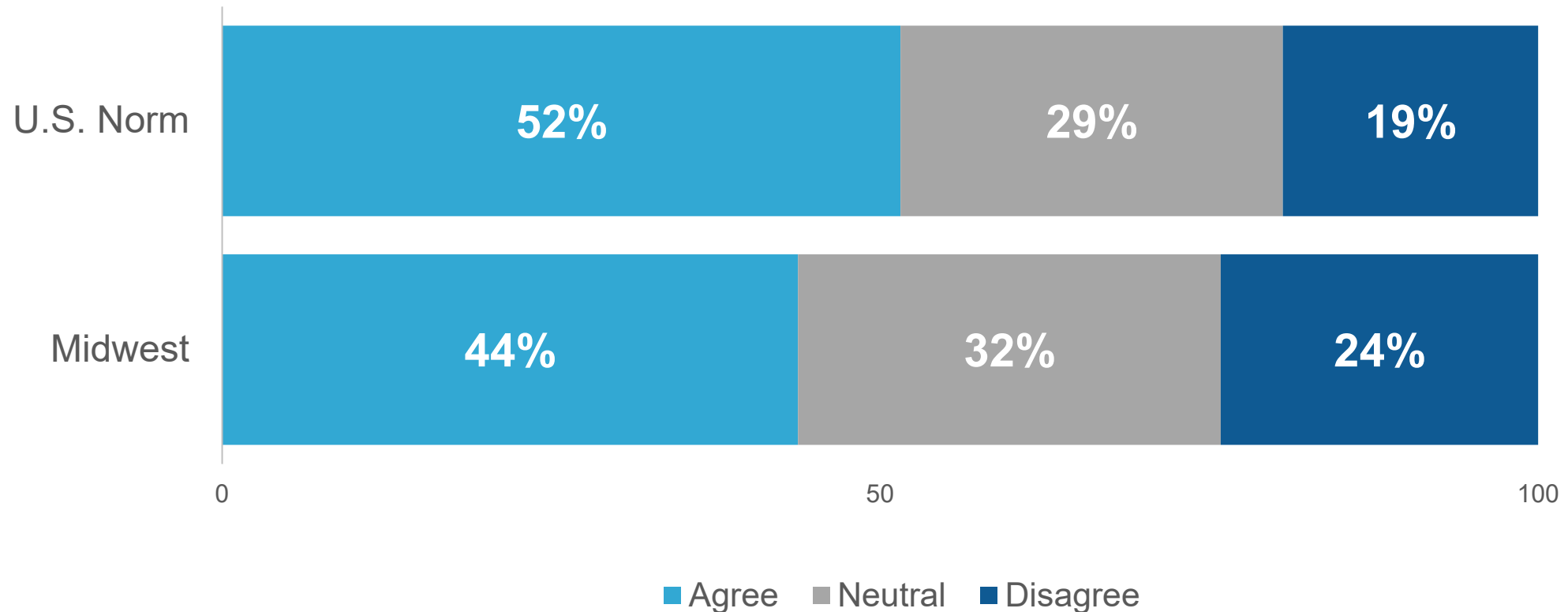
Tourism helps to recruit workforce to our local area



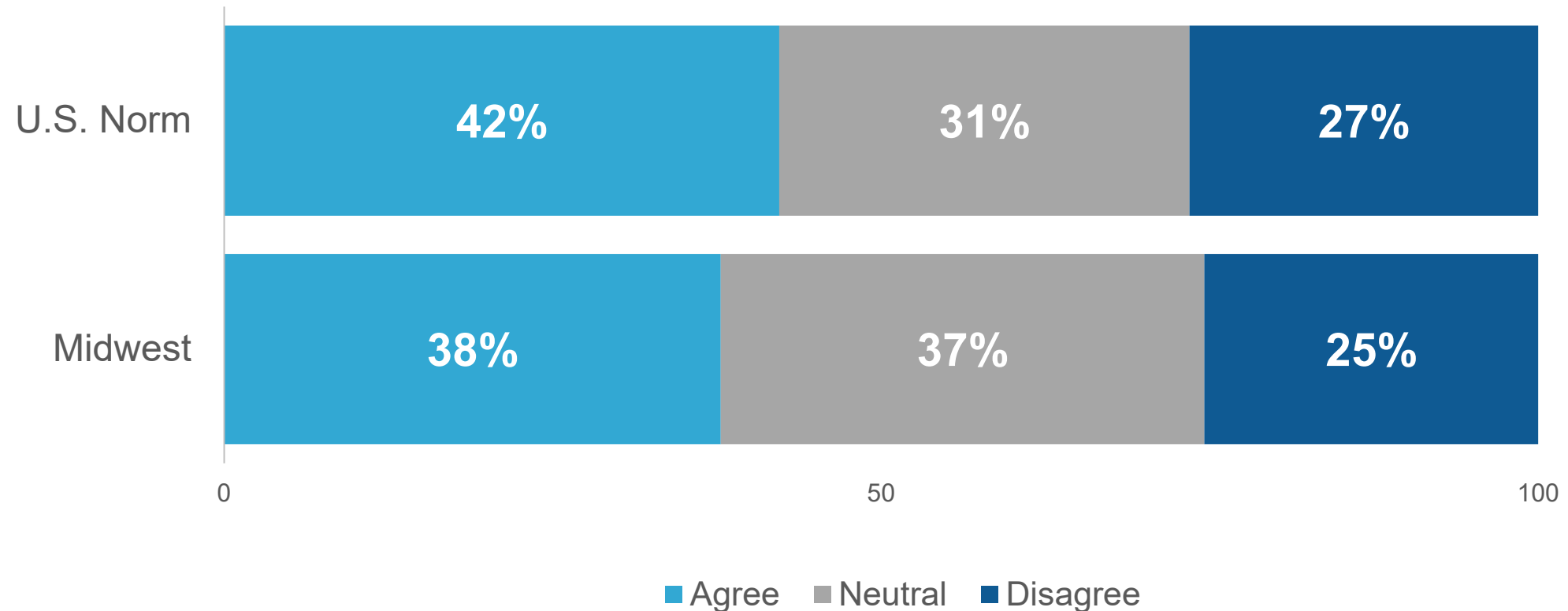
Economy

Regional Comparisons

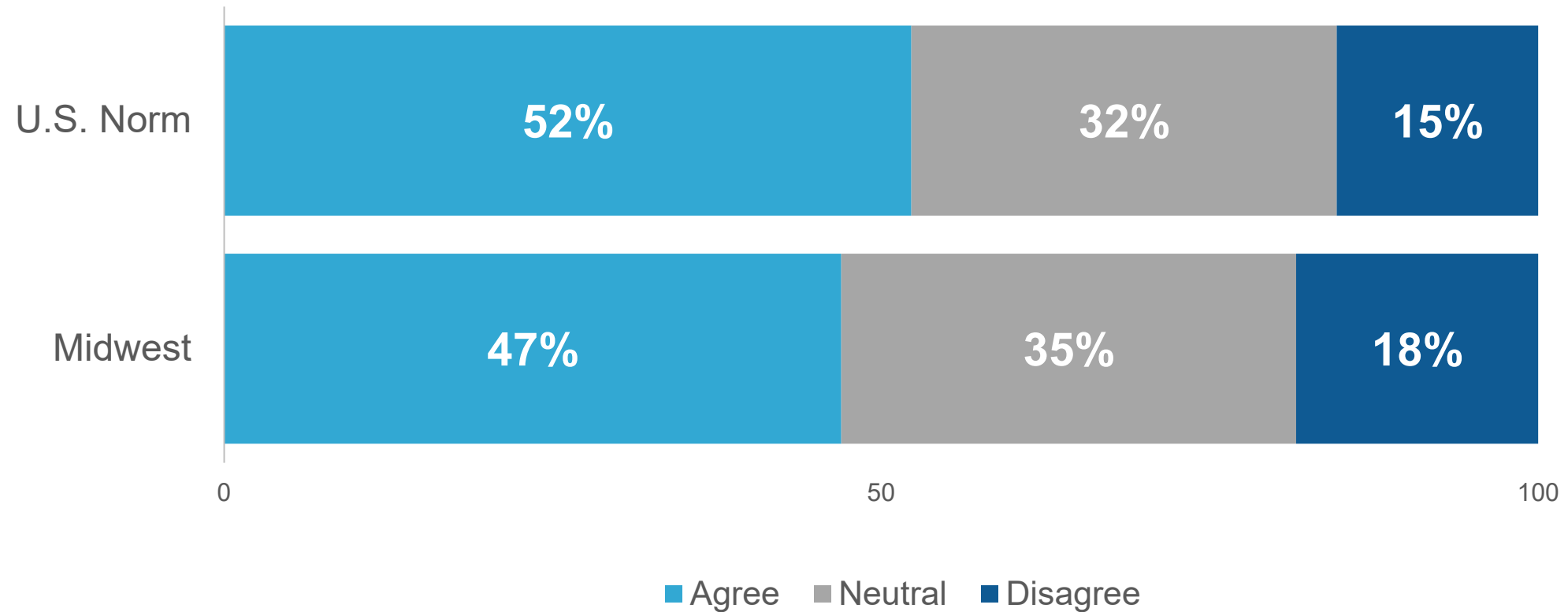
Without the tax revenues we get from tourists, we would have to pay higher state and local taxes for government programs and services



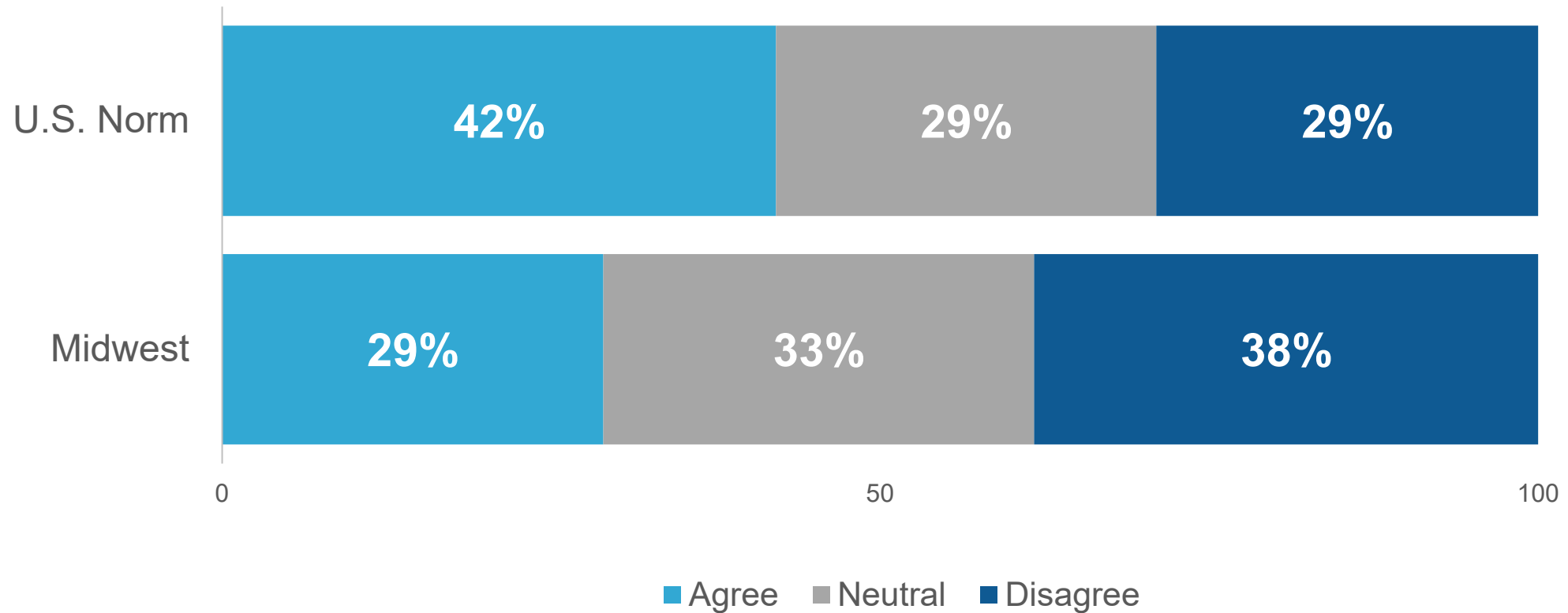
The sales tax that tourists pay on their purchases adequately compensates for the wear and tear they create on our infrastructure



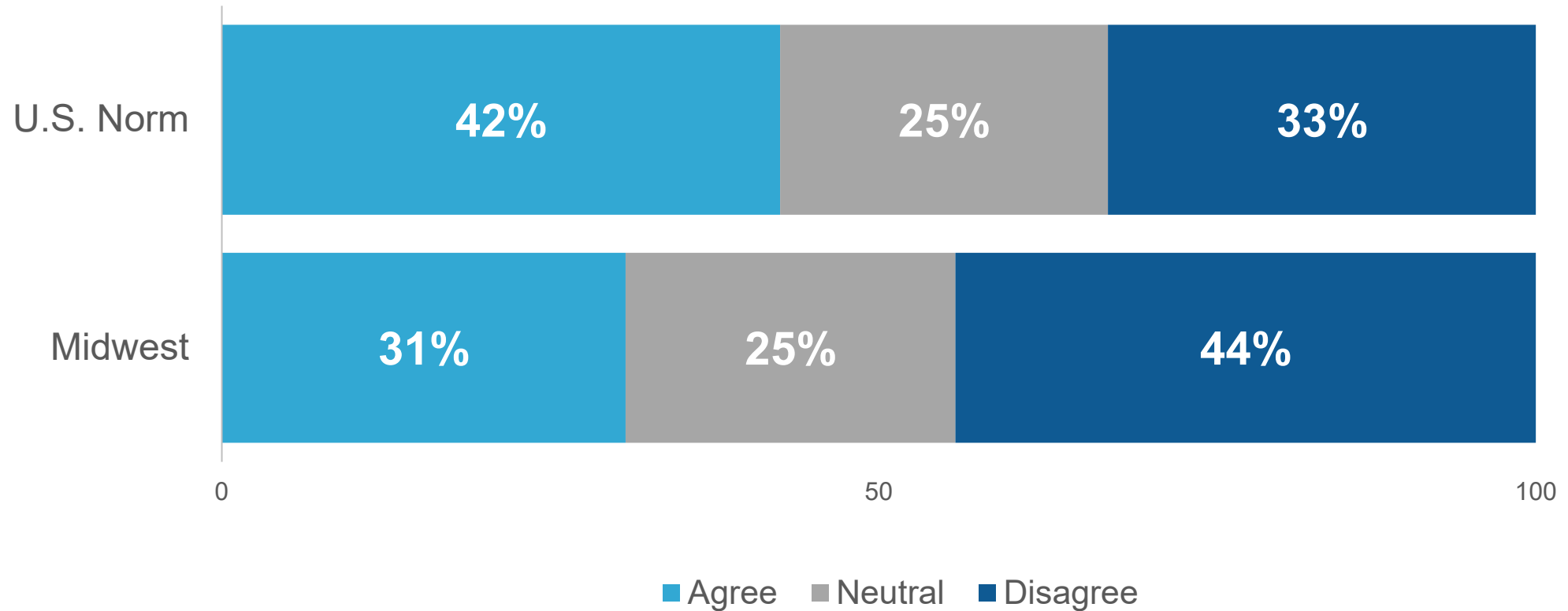
Hotel/lodging taxes should be used to help pay for local services, not to promote more tourism



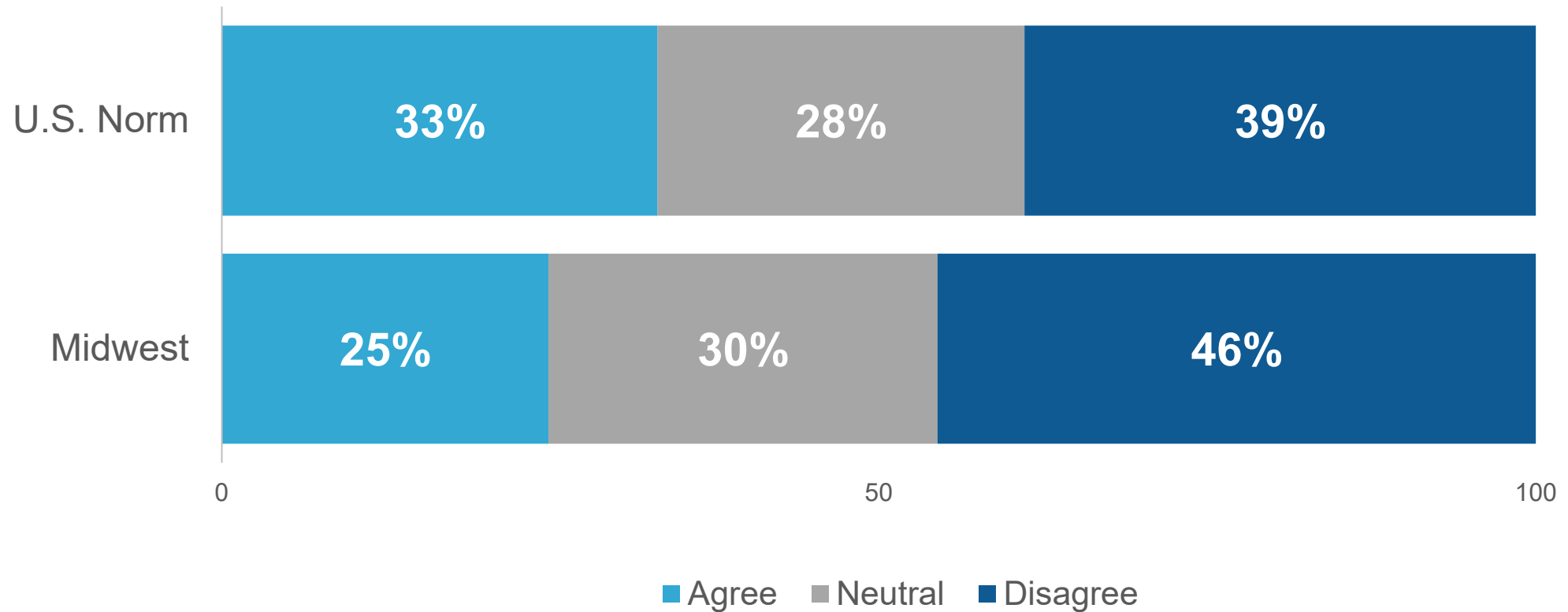
The growth in tourism is causing prices to rise, making things less affordable for residents



Housing is becoming less affordable in this area due to tourism



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



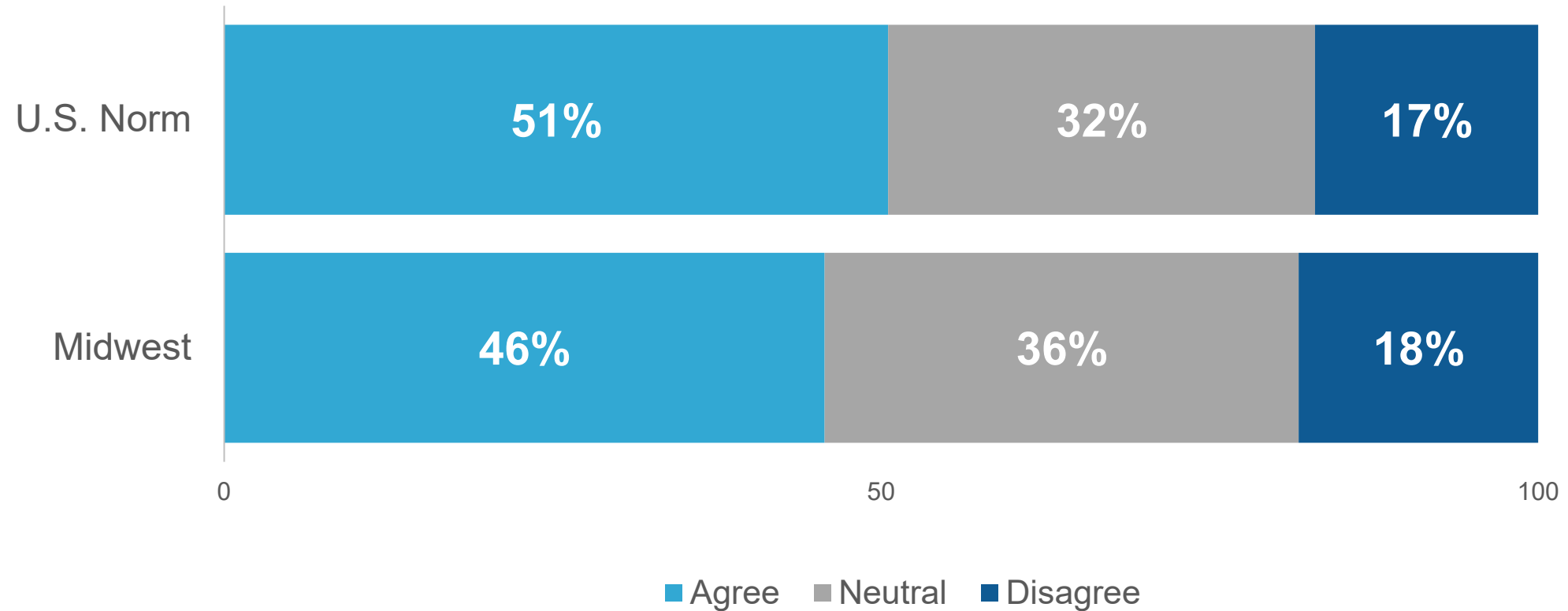
Tourism Employment



Tourism Employment

Regional Comparisons

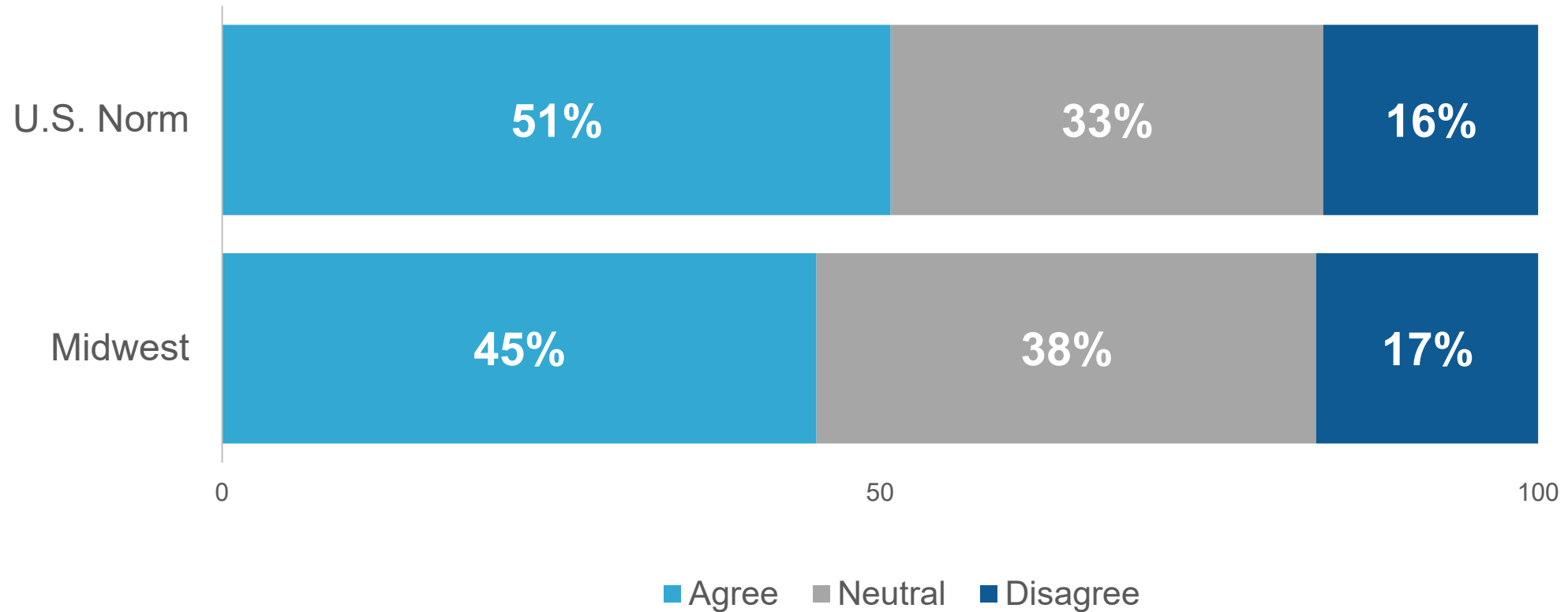
There are opportunities for career advancement in the tourism industry



Tourism Employment

Regional Comparisons

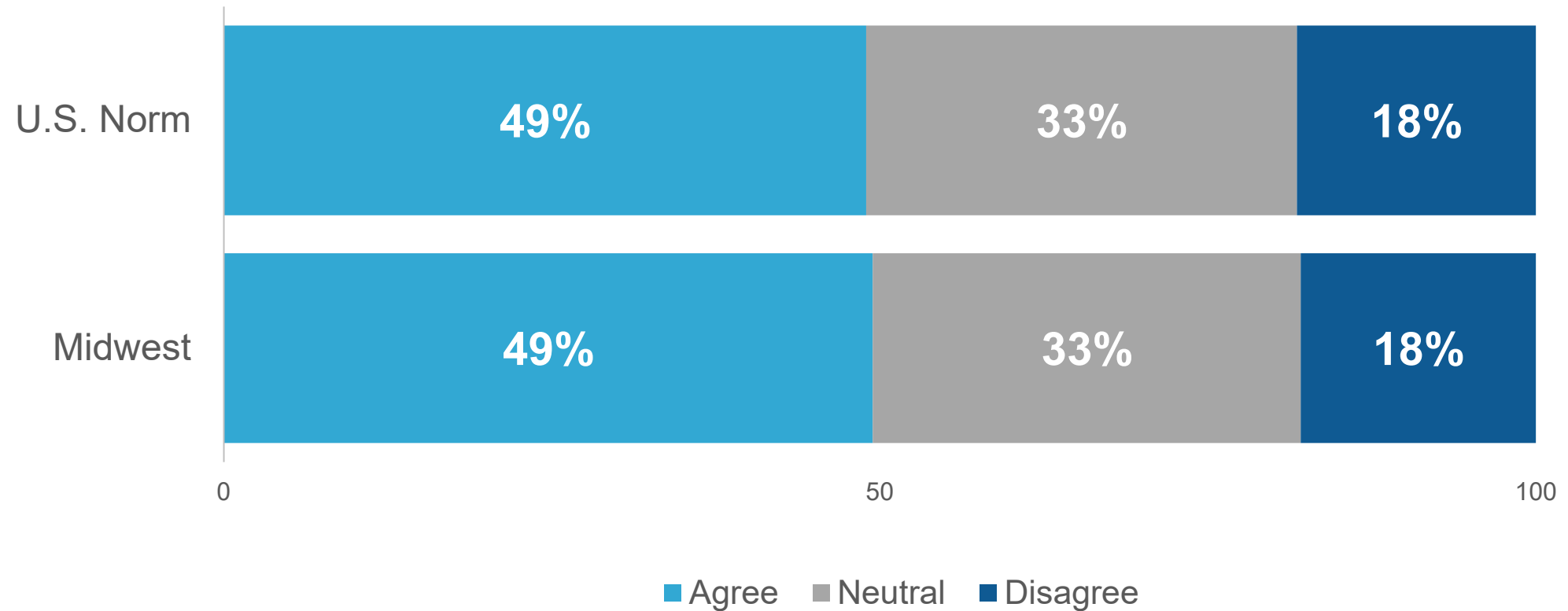
There are jobs in the tourism industry with desirable pay and benefits



Tourism Employment

Regional Comparisons

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





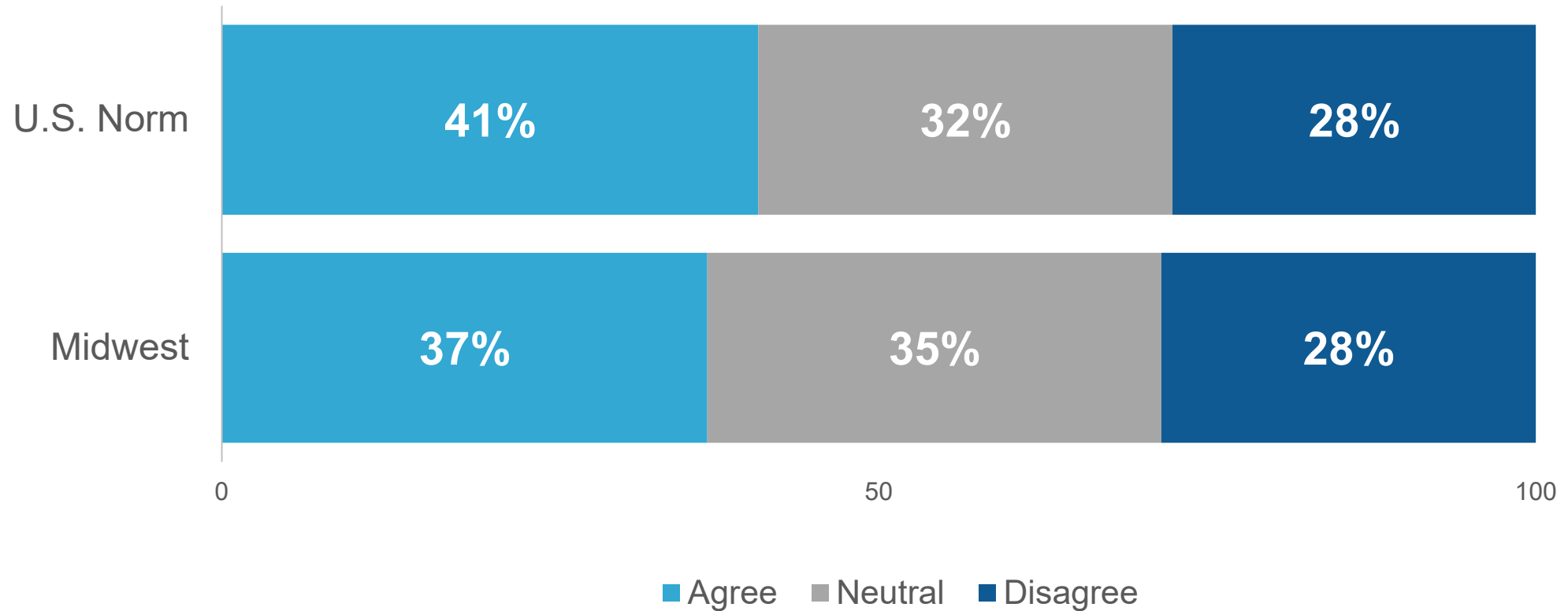
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Quality of Life

Quality of Life

Regional Comparisons

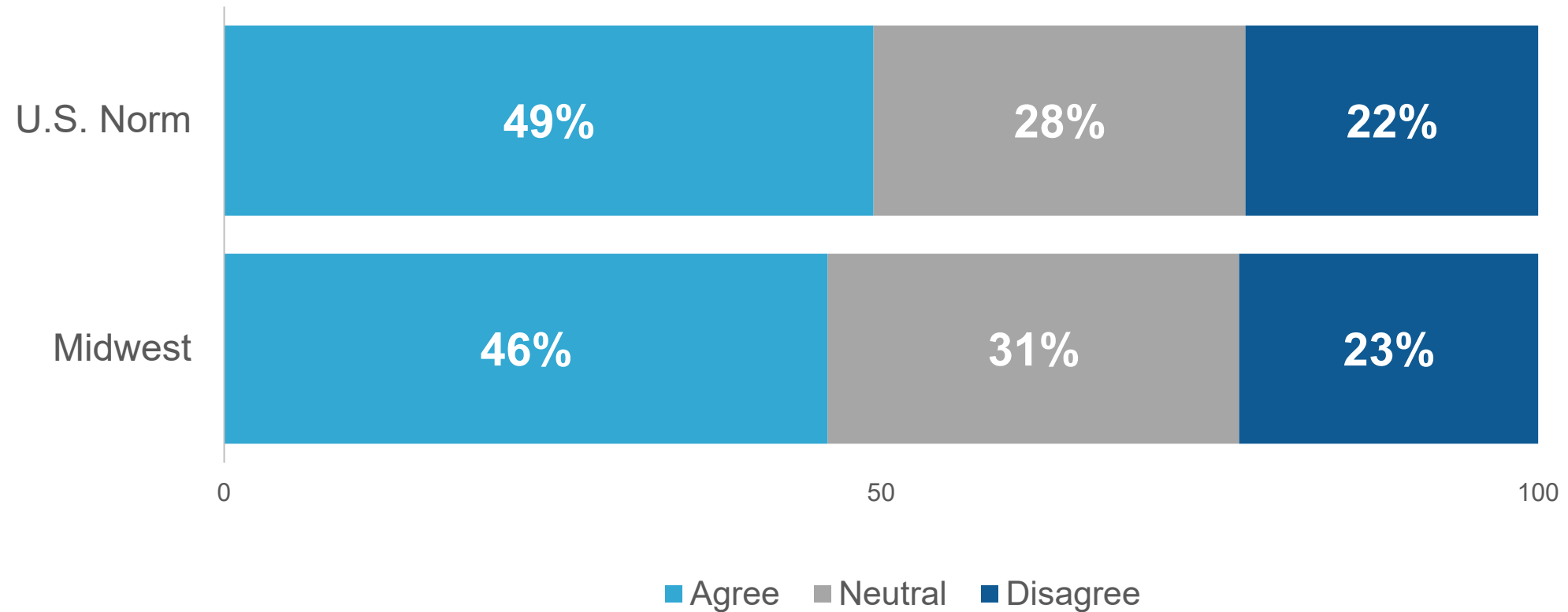
Quality of life in my local area has improved because of increased tourism



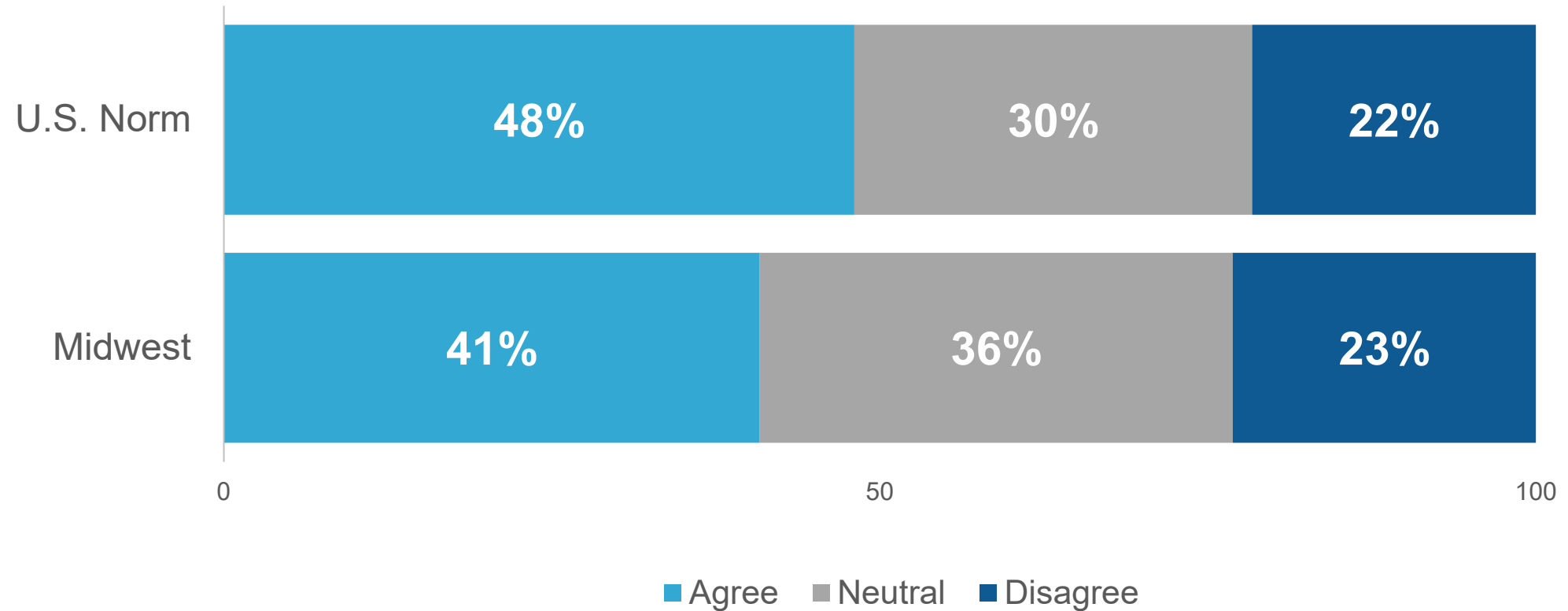
Quality of Life

Regional Comparisons

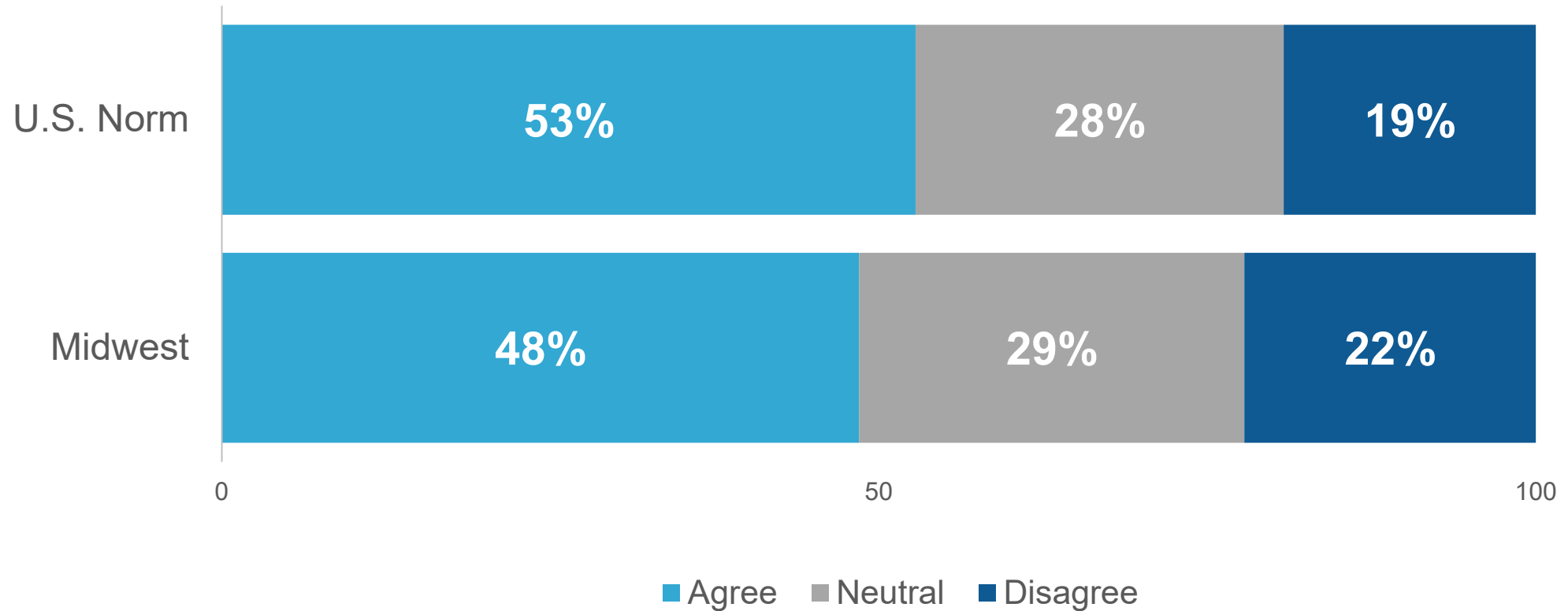
I have more recreational opportunities (places to go and things to do) because of tourism in this area



Shopping opportunities are better here as a result of tourism



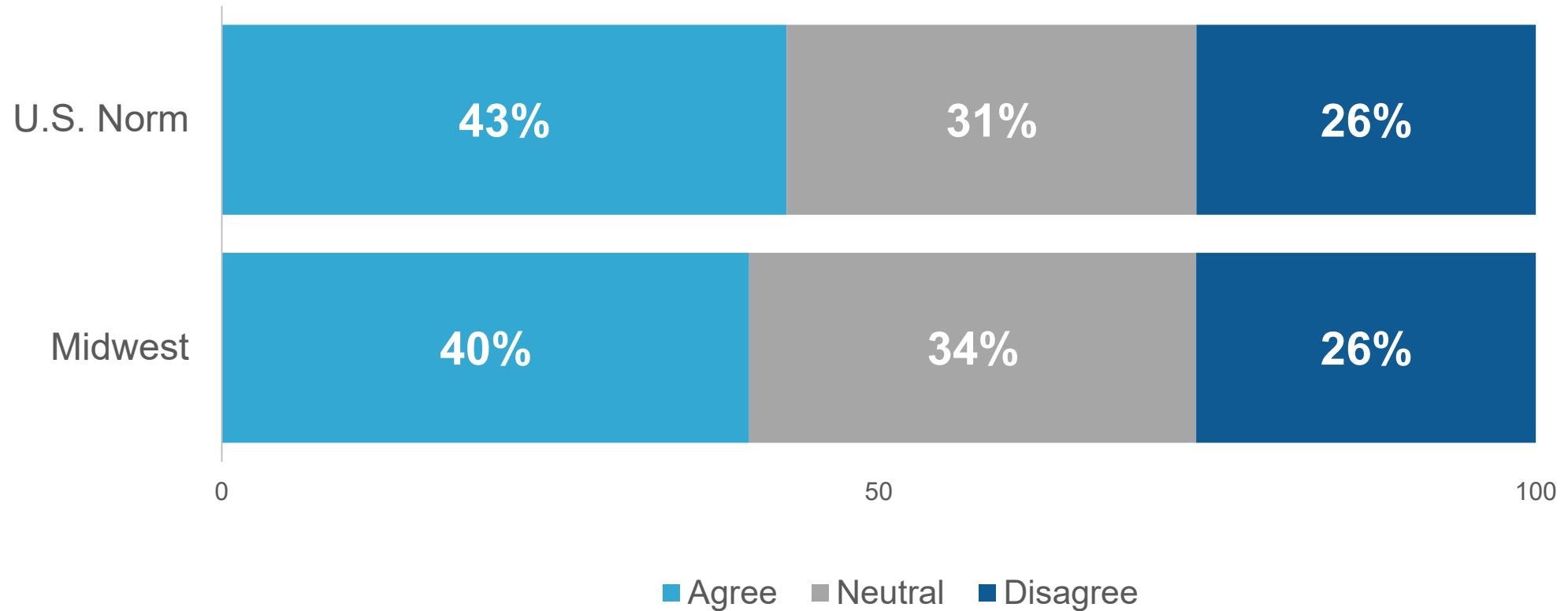
Dining opportunities are better here as a result of tourism



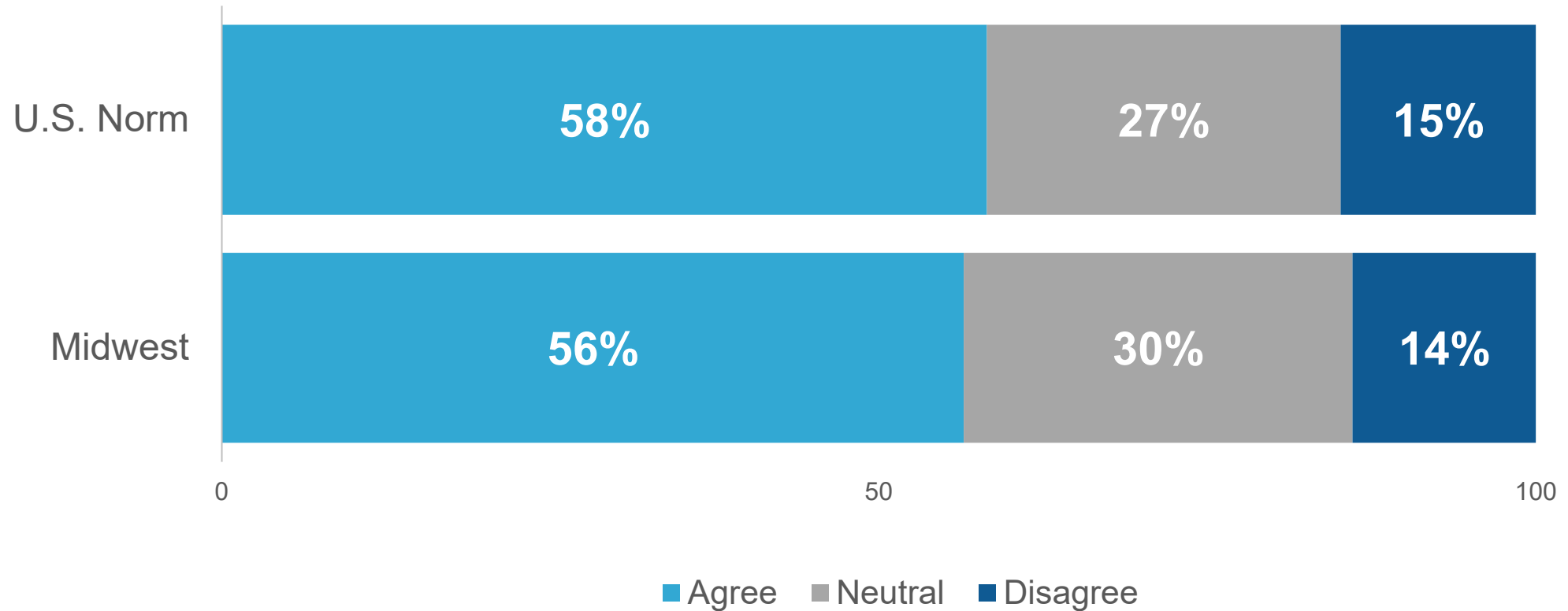
Quality of Life

Regional Comparisons

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



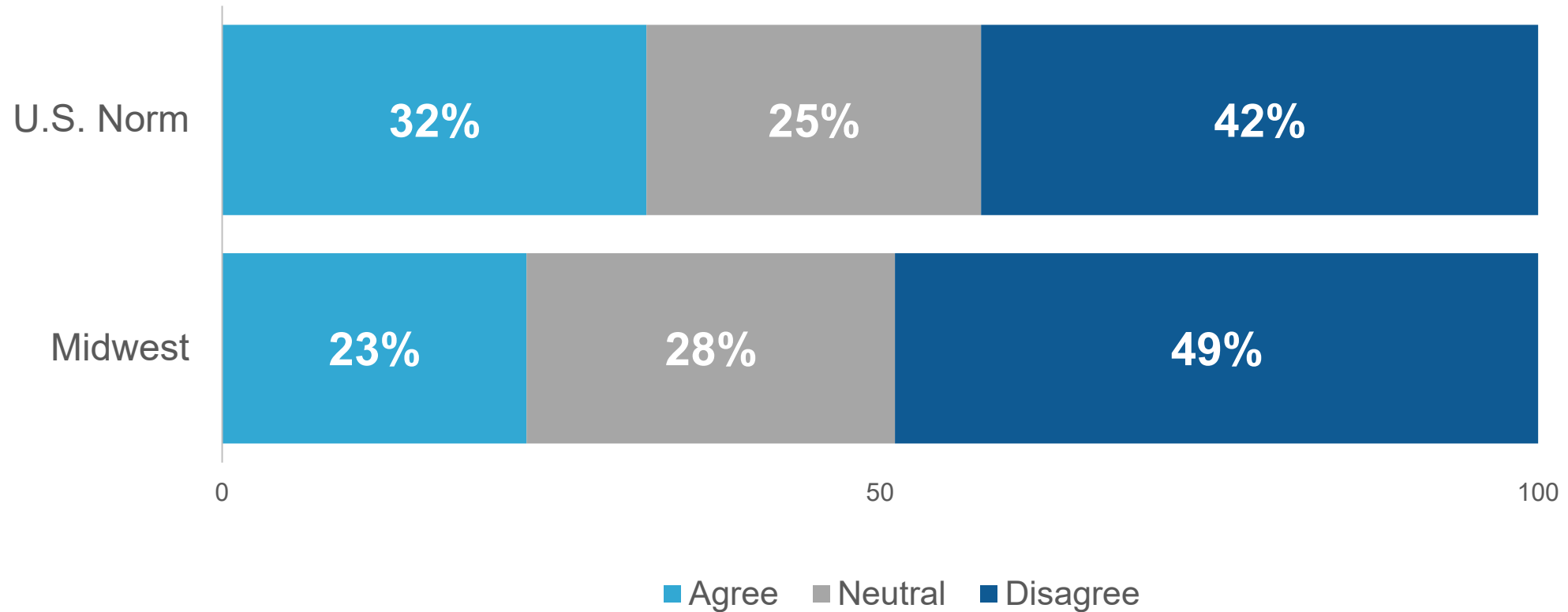
Tourism supports the preservation of local culture and protects the community's authenticity



Quality of Life

Regional Comparisons

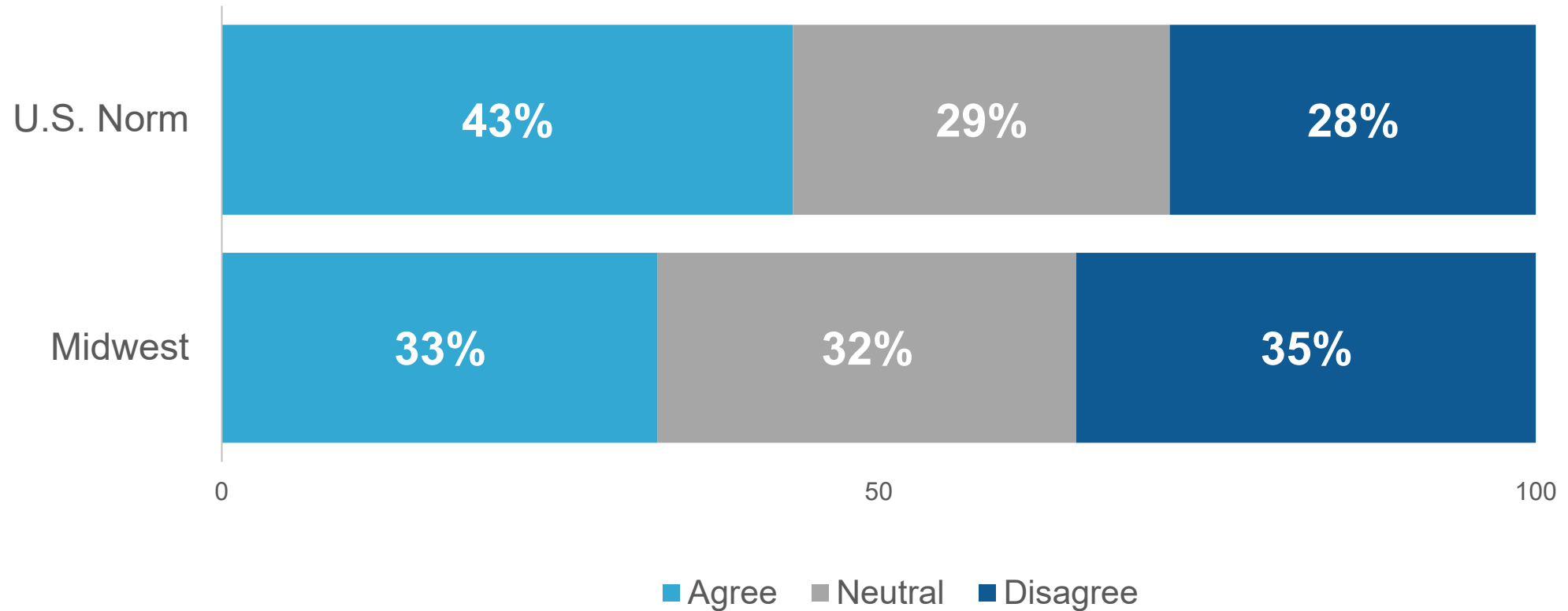
Uncontrolled tourism growth is jeopardizing our heritage and culture



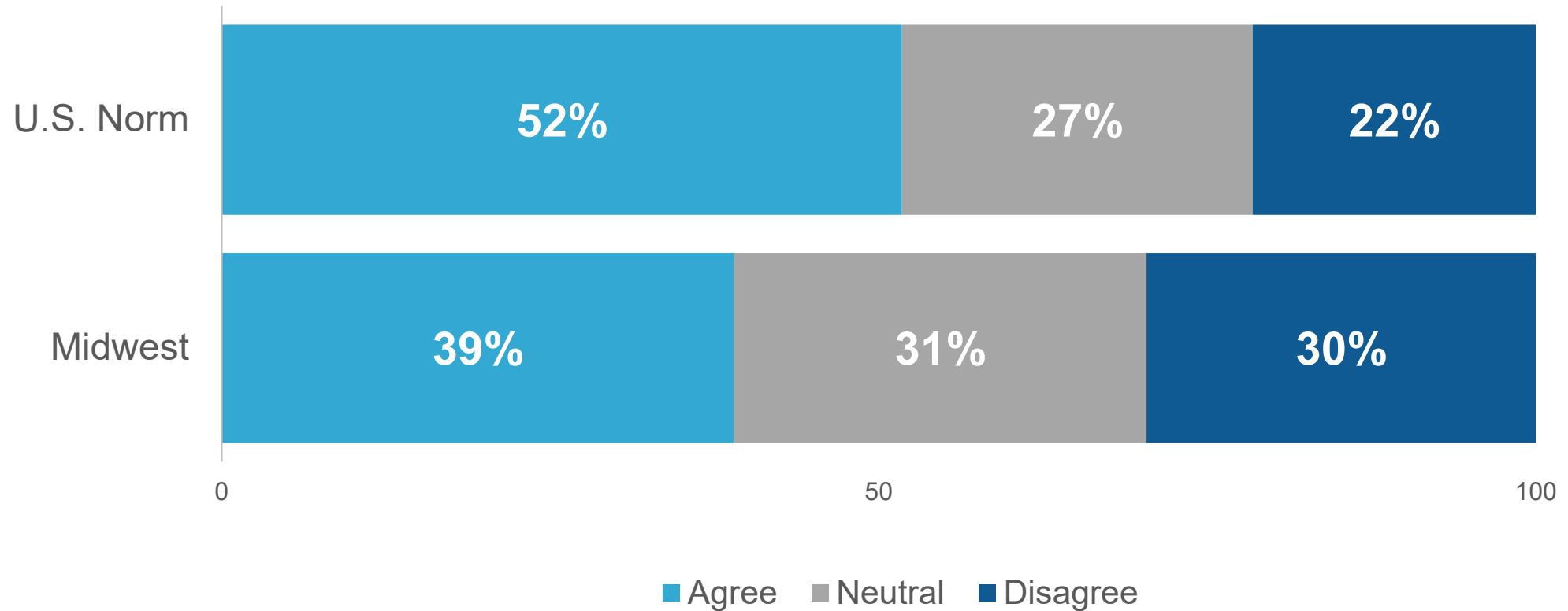
Quality of Life

Regional Comparisons

Attractions and leisure facilities are becoming overcrowded because of more tourists



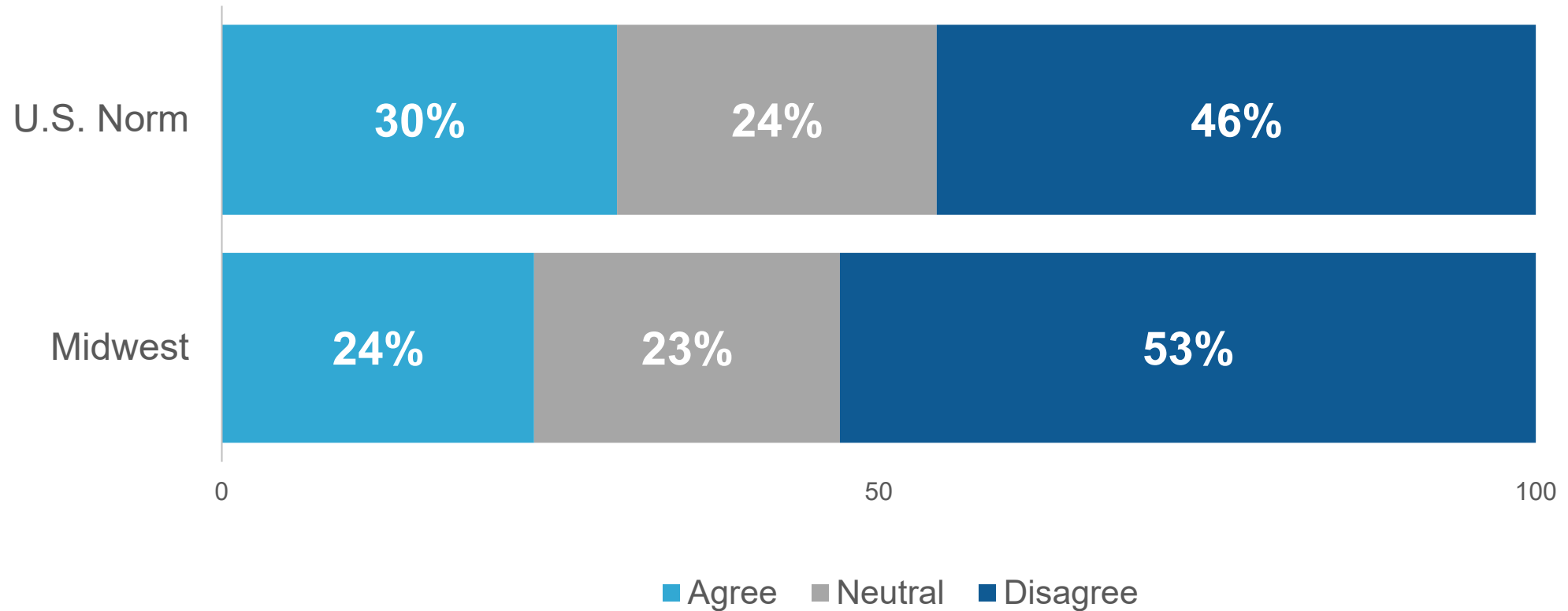
Tourists add to traffic congestion and parking problems here



Quality of Life

Regional Comparisons

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

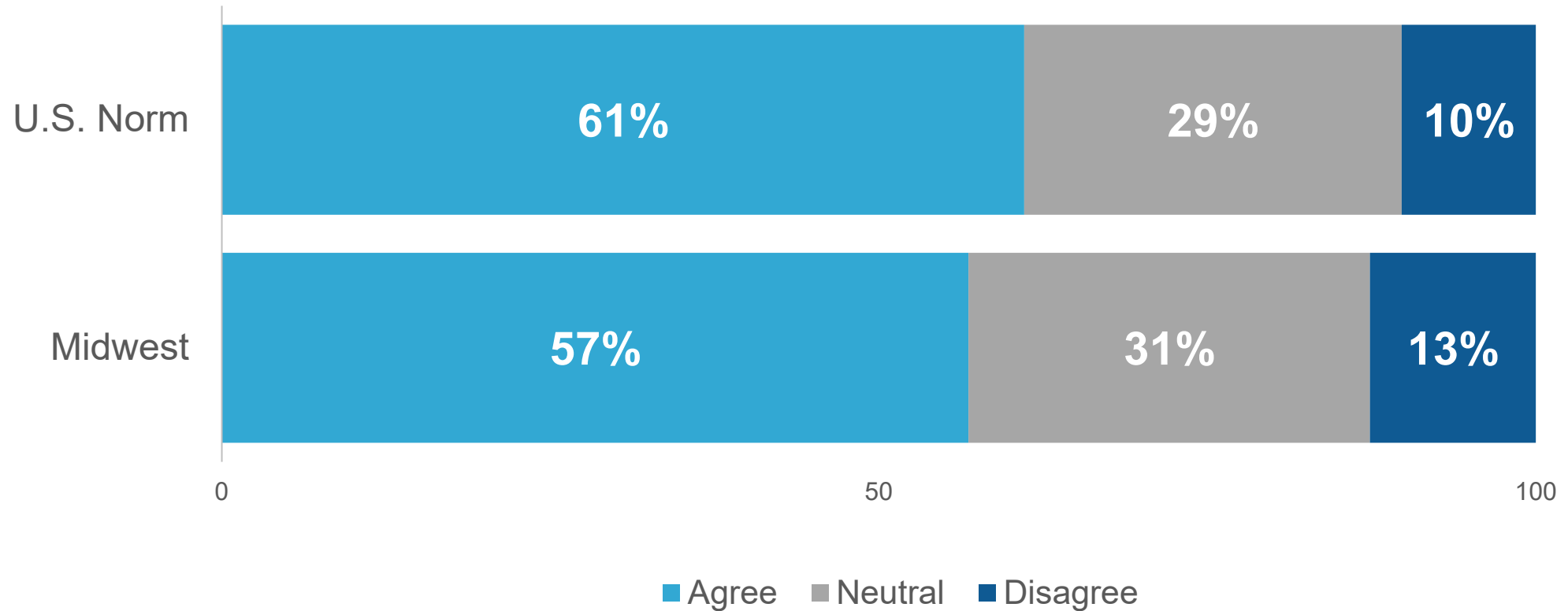




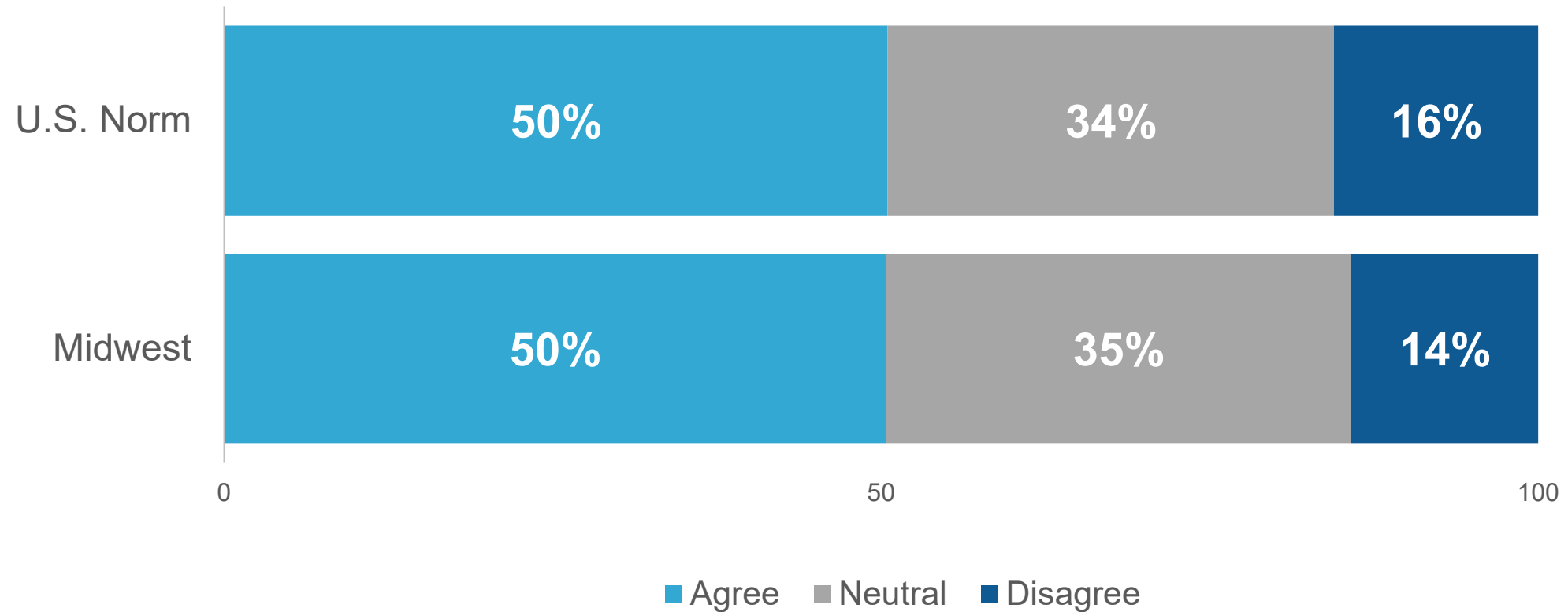
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Environment

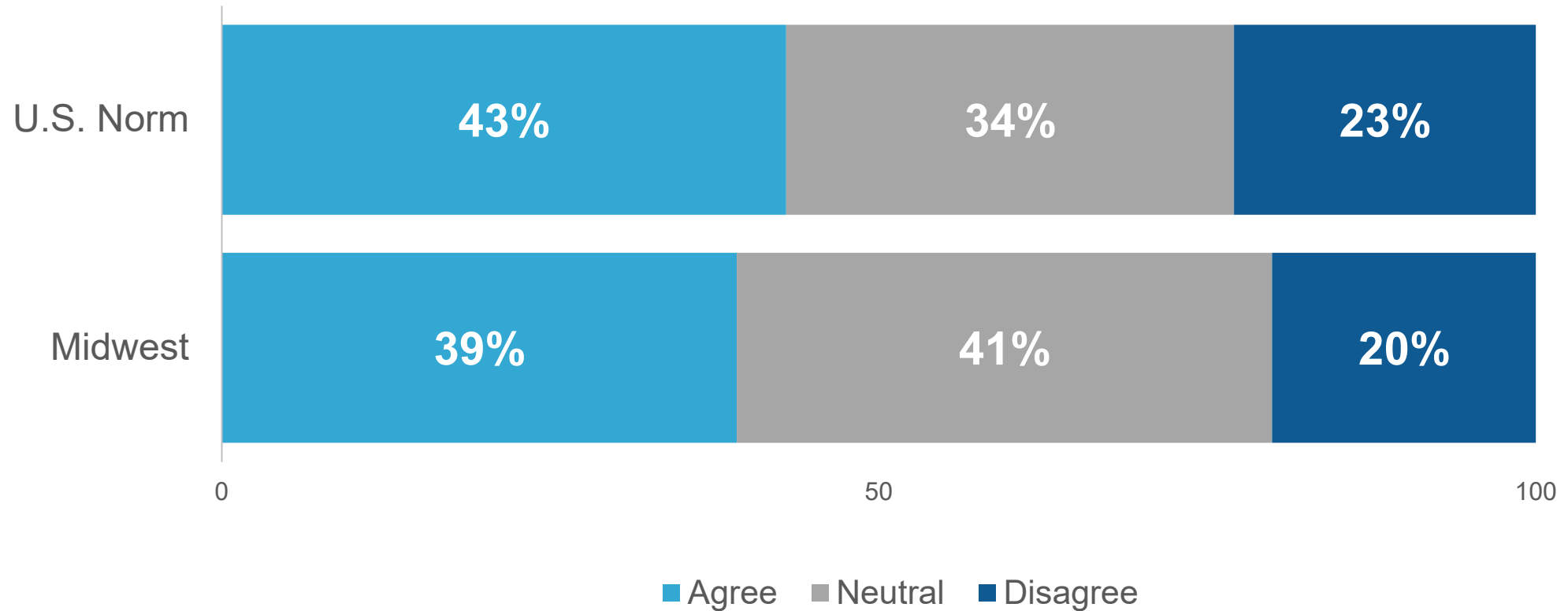
Long-term planning can limit environmental impacts caused by tourism



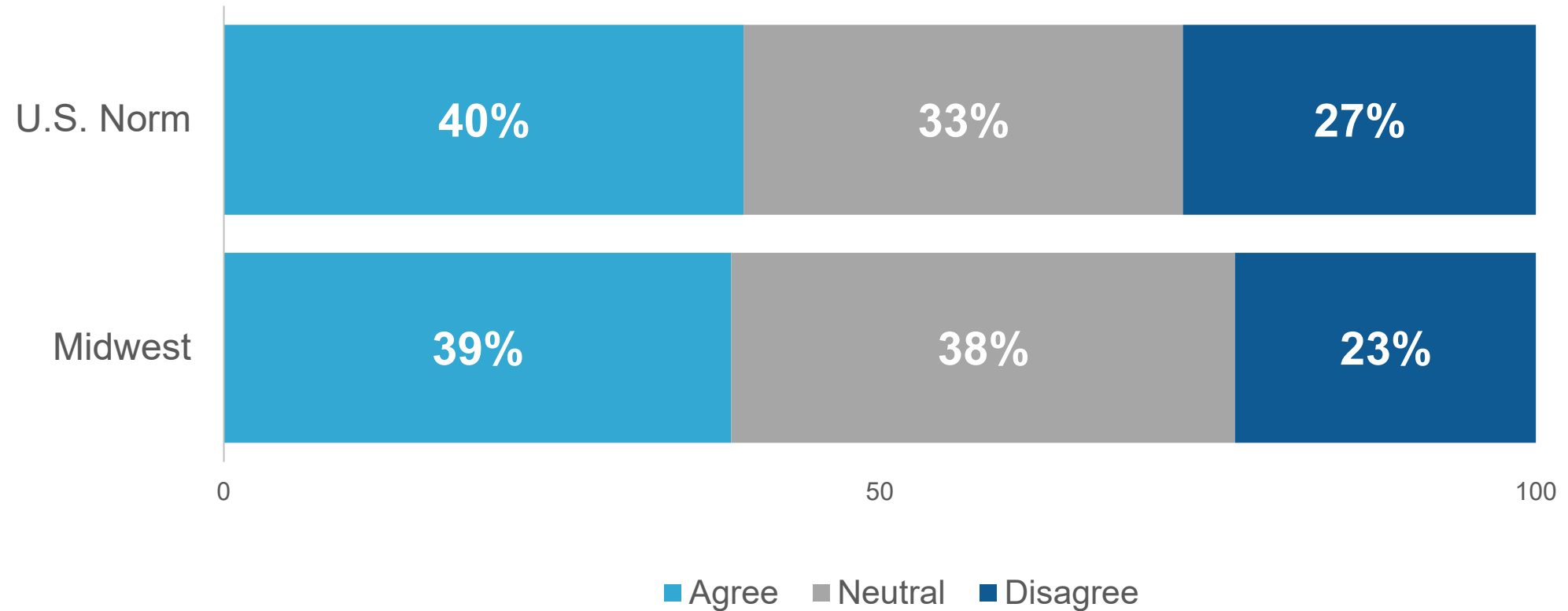
Tourism can help the environment as local governments and people seek to protect sensitive and scenic areas



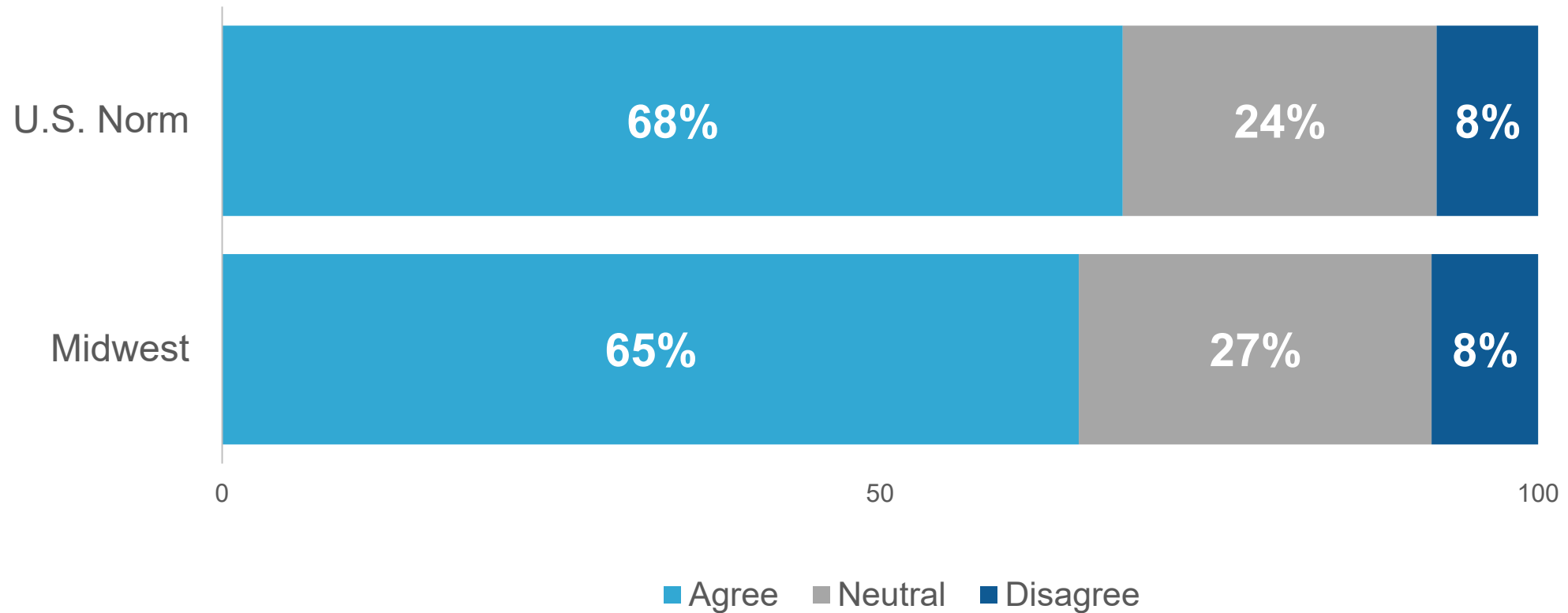
The tourism industry values sustainability and our natural resources



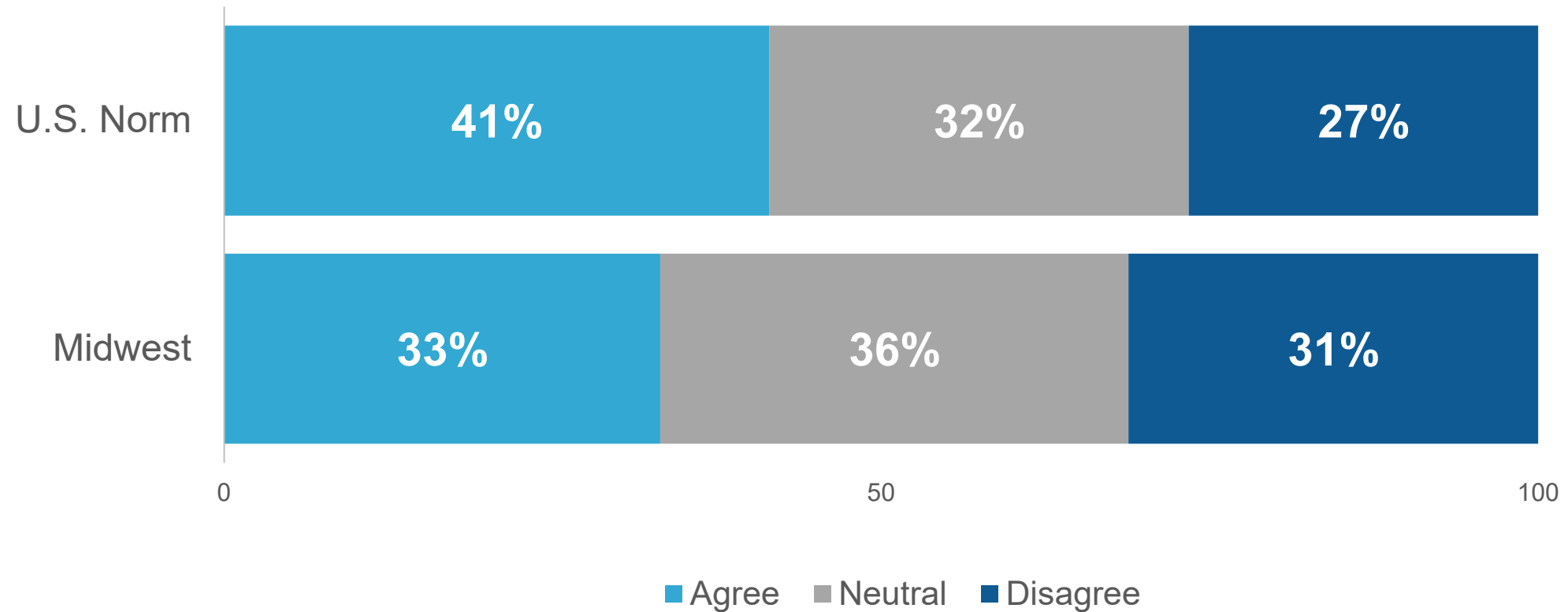
Tourists are respectful of our natural areas



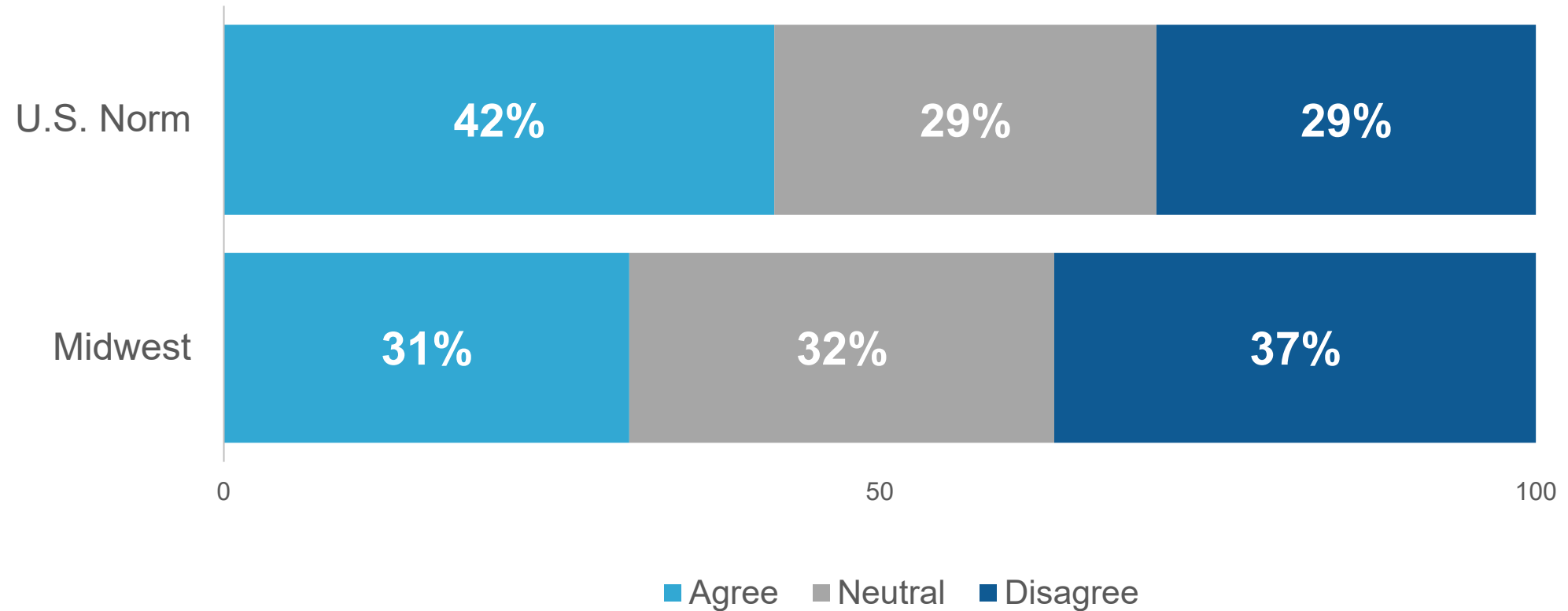
Tourists should be educated on how to travel responsibly and care for our natural areas



Overbuilding of tourism-related businesses is spoiling our natural areas



Overcrowding by tourists is spoiling our natural areas



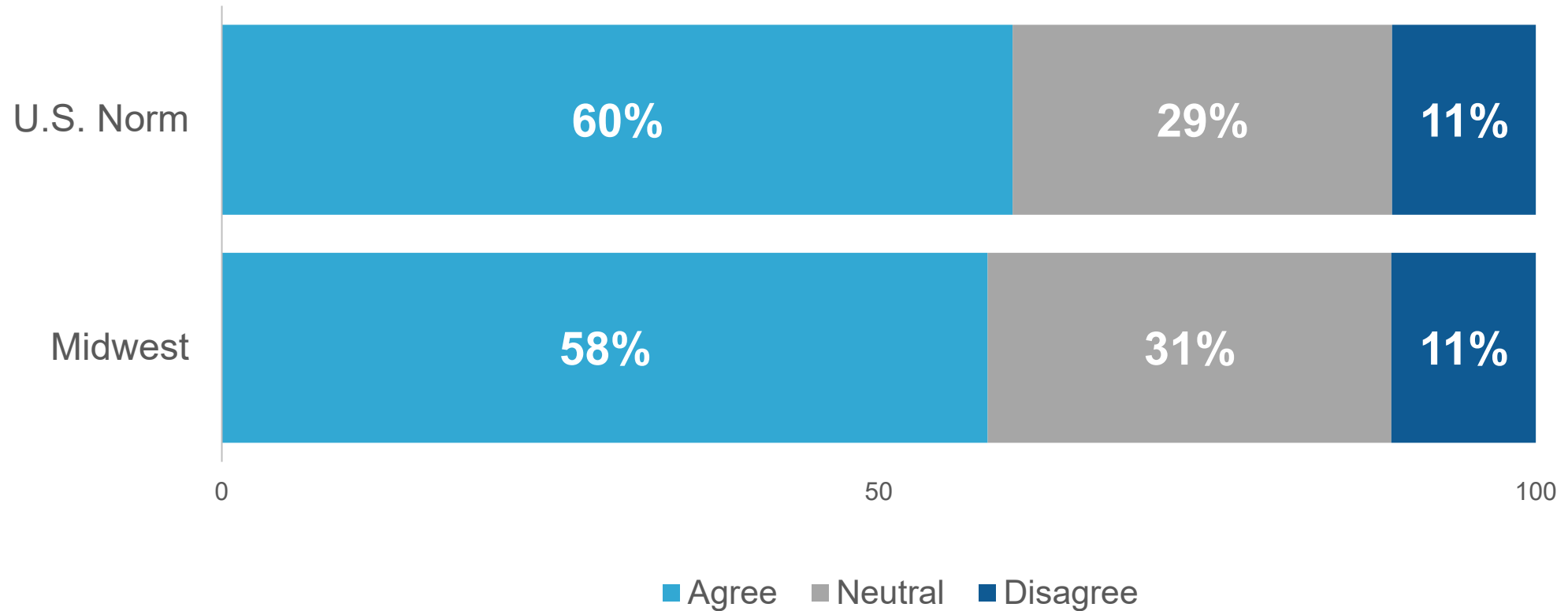
Short-Term Rentals



Short-Term Rentals

Regional Comparisons

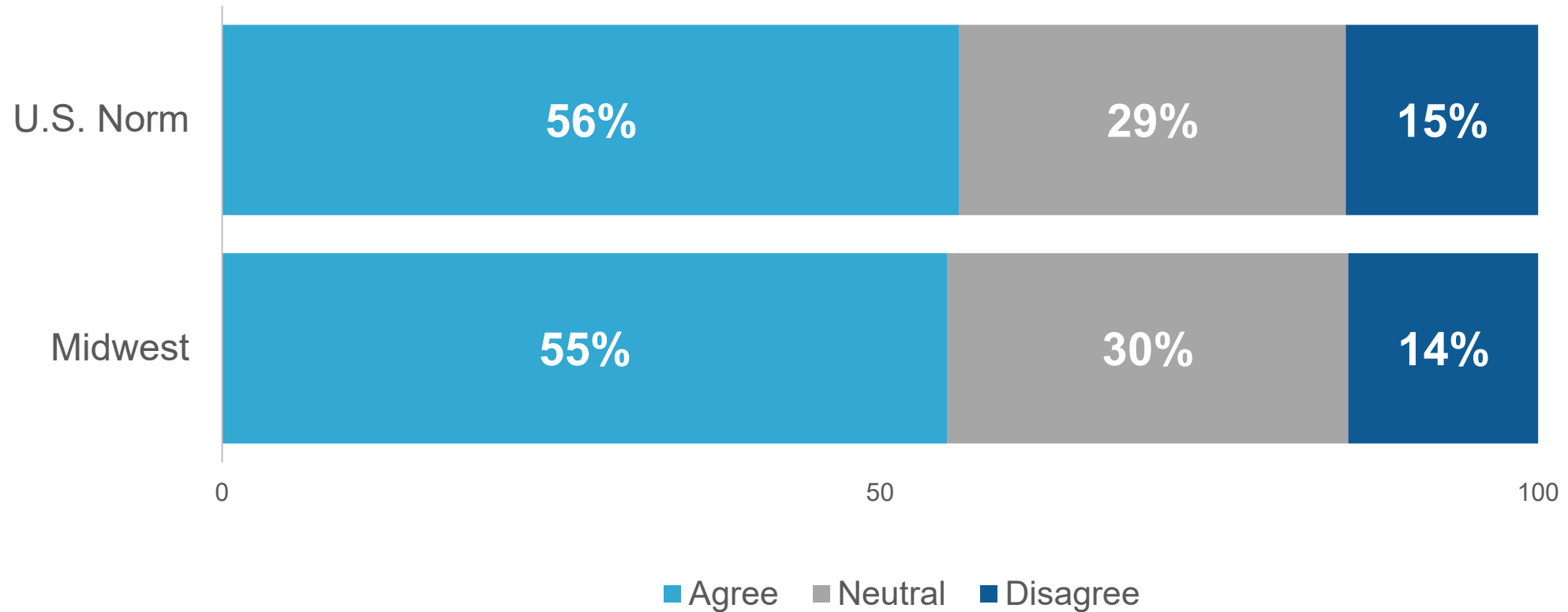
Short-term rentals like Airbnb, Vrbo, etc., provide visitors with the opportunity to experience local cultures



Short-Term Rentals

Regional Comparisons

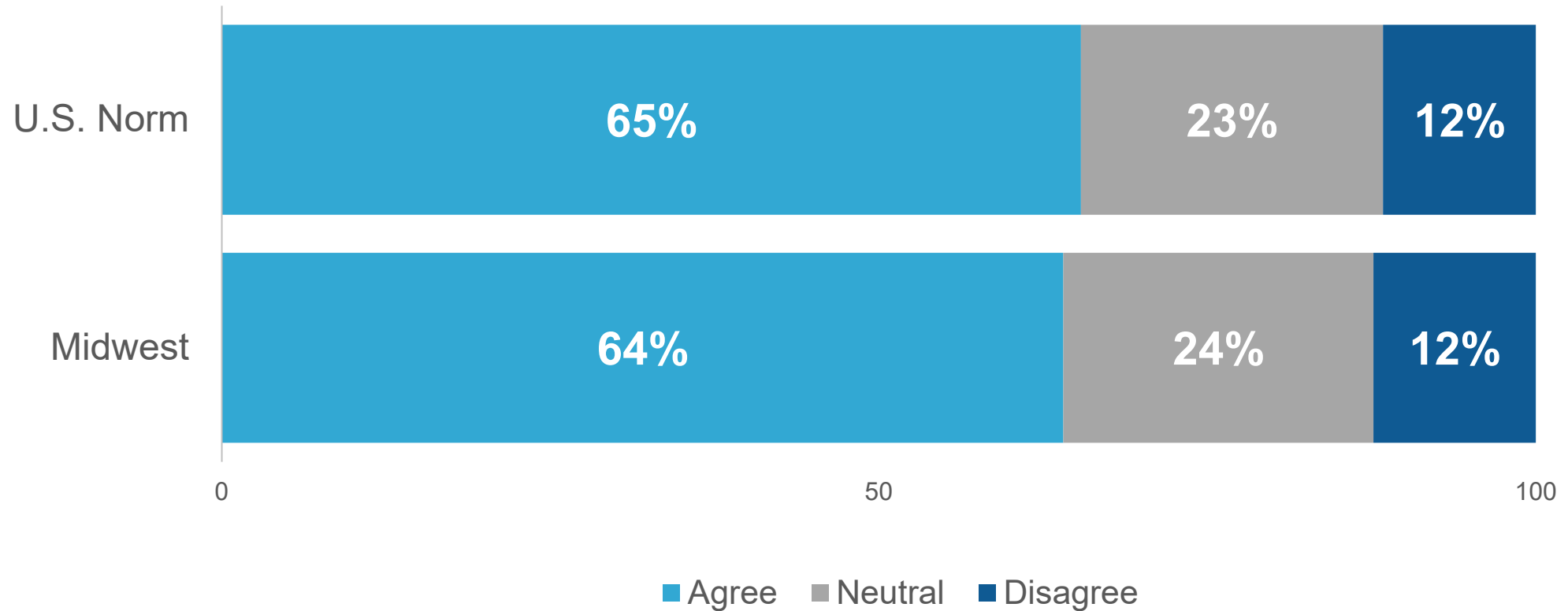
Short-term rentals like Airbnb, Vrbo, etc., provide economic opportunities for residents



Short-Term Rentals

Regional Comparisons

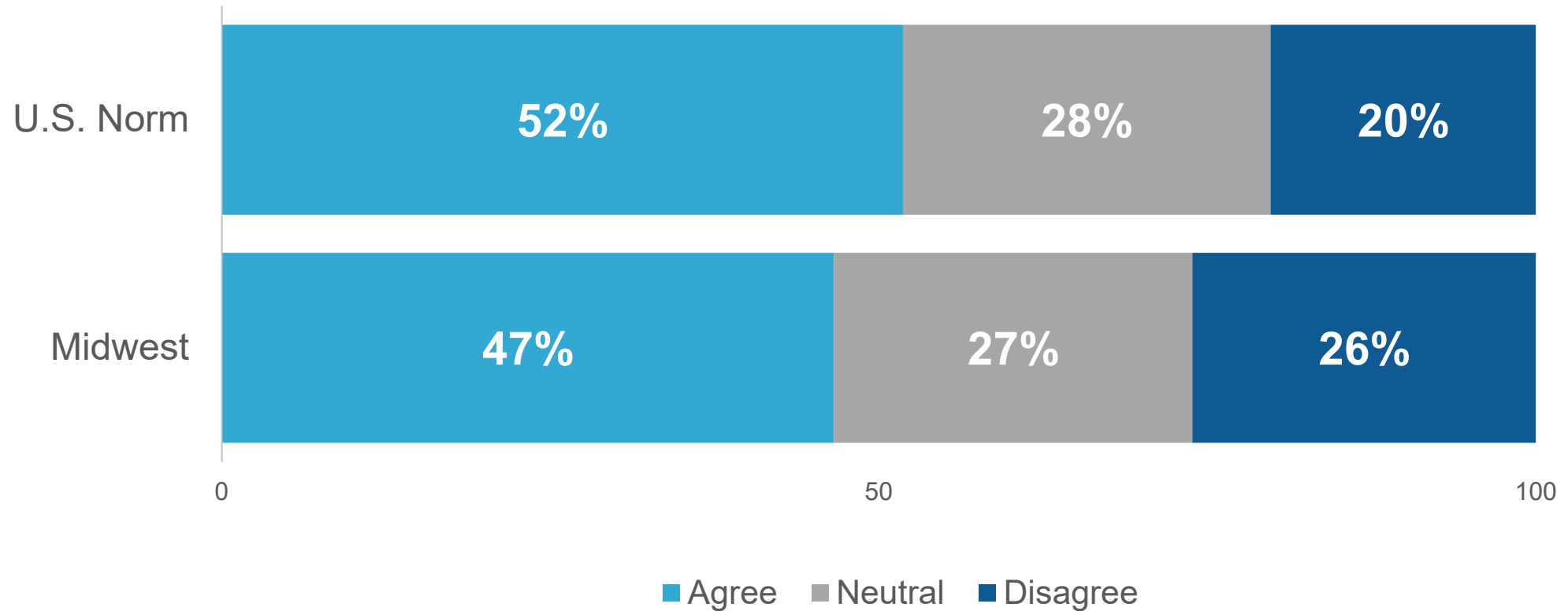
Short-term rentals like Airbnb should be regulated, just like hotels and other property-rental businesses



Short-Term Rentals

Regional Comparisons

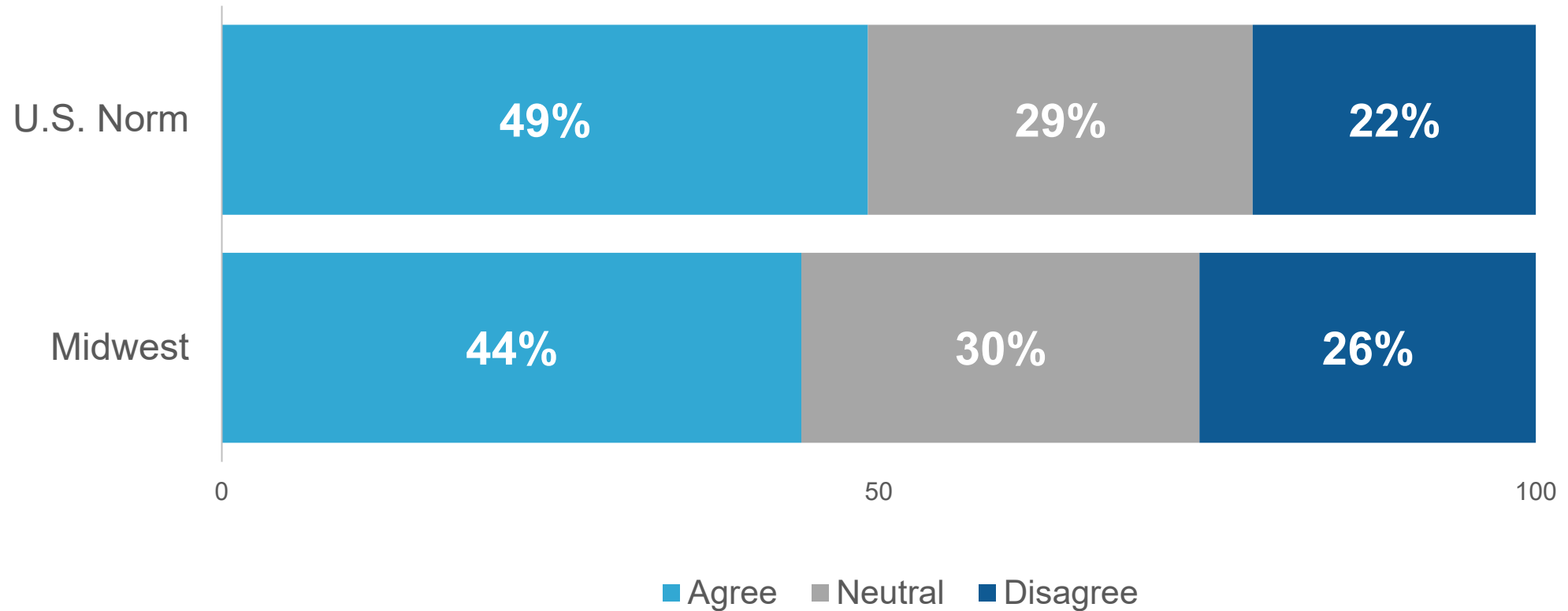
Short-term rentals like Airbnb, Vrbo, etc., can cause inflation in rents, raising the cost of living for locals



Short-Term Rentals

Regional Comparisons

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



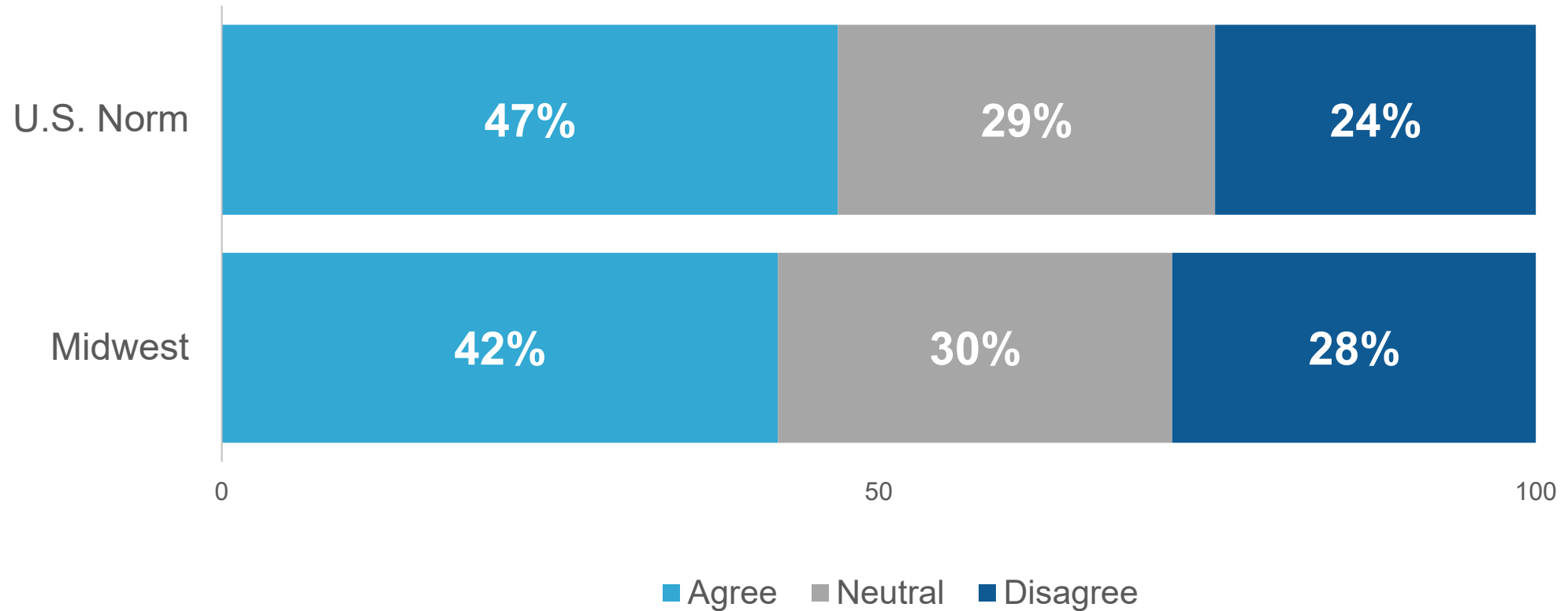


Involvement/Engagement with Tourism

Involvement/Engagement with Tourism

Regional Comparisons

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



Involvement/Engagement with Tourism

Regional Comparisons

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

