



FOREVER
G
ORIGINAL



Galena Country Tourism Resident Survey

Why a Community Survey?

In 2021, Galena Country Tourism kicked off a year-long tourism master planning process to set forth a vision for the future of the region's visitor economy

The community survey was a foundational step of the process, with the goal to identify and define general attitudes towards living in Galena Country and tourism's impact on resident quality of life.



The Methodology

In consultation with Galena Country Tourism, MMGY NextFactor developed an online survey to identify and gauge residents' perceptions on a variety of key characteristics with respect to tourism and stewardship.

This research aims to answer the following questions:

- What do residents think of their county as a place to live?
- What are the most important attributes of a resident's quality of life?
- How do residents view the tourism industry and its impact on their county?

584 residents of the Galena Country region participated in the survey.



Key Findings

Residents of Galena Country understand the profound impact that the visitor economy has on the region. In fact, residents rated Hospitality & Tourism as the most important sector for Galena Country's economy.

The top benefits of tourism identified by residents were revenues for local businesses as well as amenities for local enjoyment. The drawbacks of tourism identified were that it creates traffic congestion and makes housing prices higher for residents.

Residents overwhelmingly agreed that the benefits of tourism outweigh the drawbacks, however, less than half of residents agreed that the pace of tourism is being managed effectively.

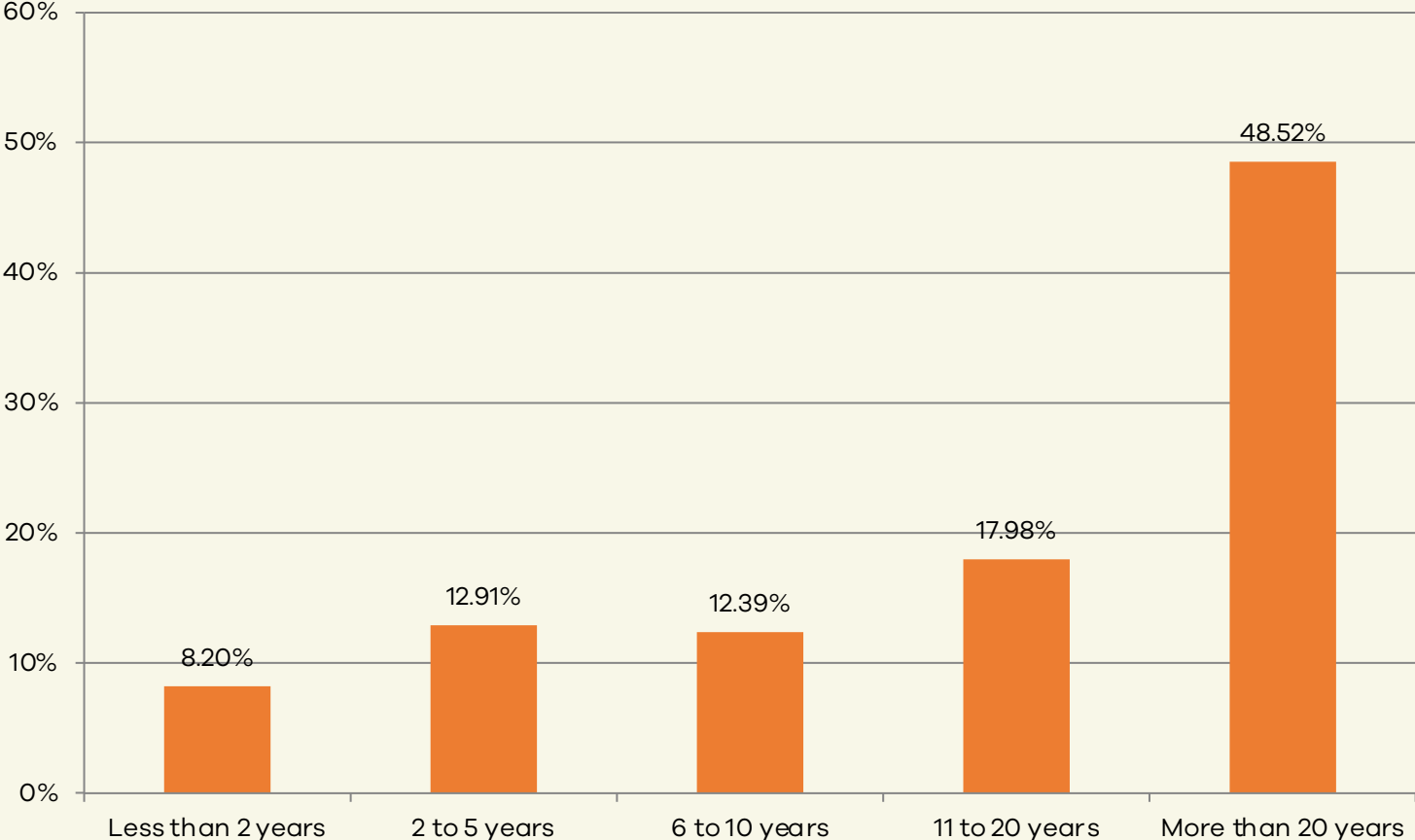


Survey Results

Years in Galena

Almost half of the respondents have lived in Galena County for most of their life, while roughly one in five have resided in the region as long-term residents between 10 - 20 years.

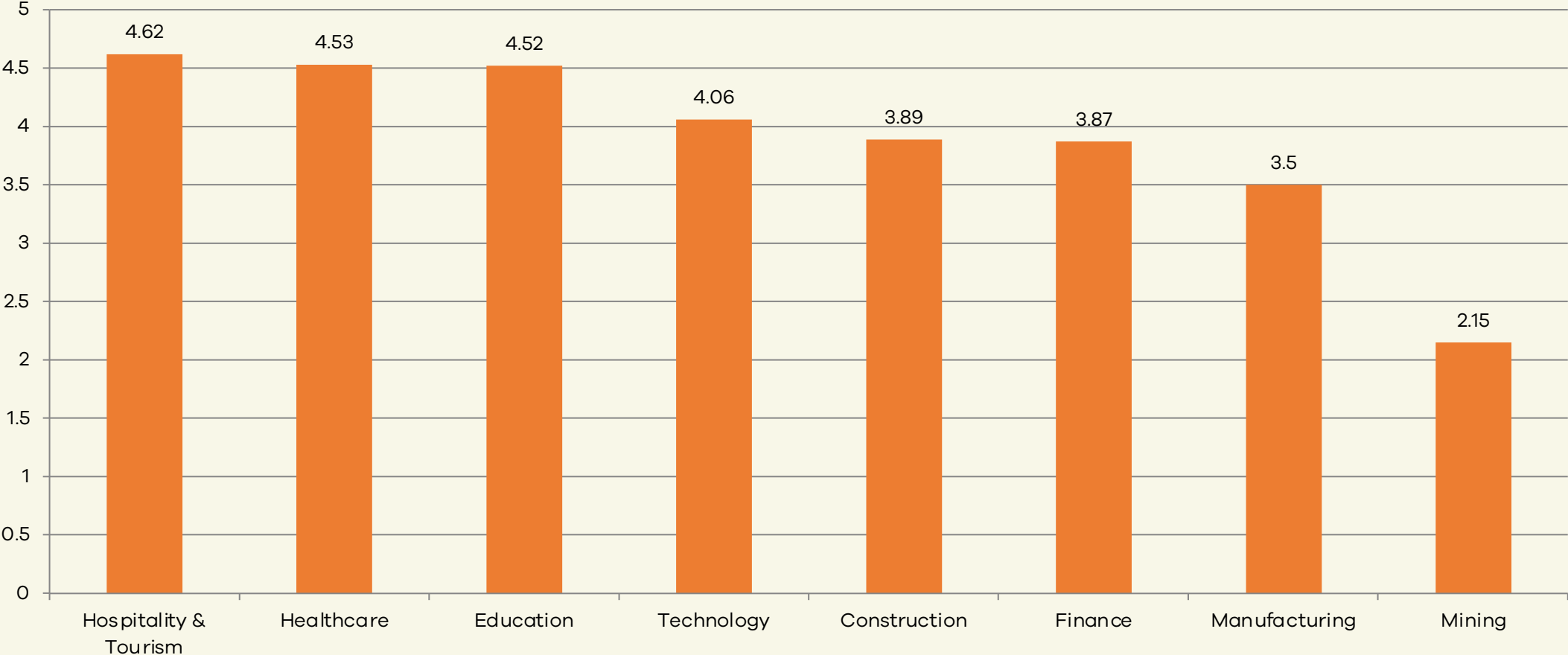
Approximately one in three respondents (33.5%) are new residents, having resided in Galena County for less than five years.



How long have you been a resident of Galena?

Economic Drivers

Galena County residents identified six main industries as important to the region's economy: Hospitality & Tourism, Healthcare, Education, Technology, Construction & Finance.



Please rank each of the following industries on a 5-point scale based on their importance Galena County's economy.

Describing Galena Country

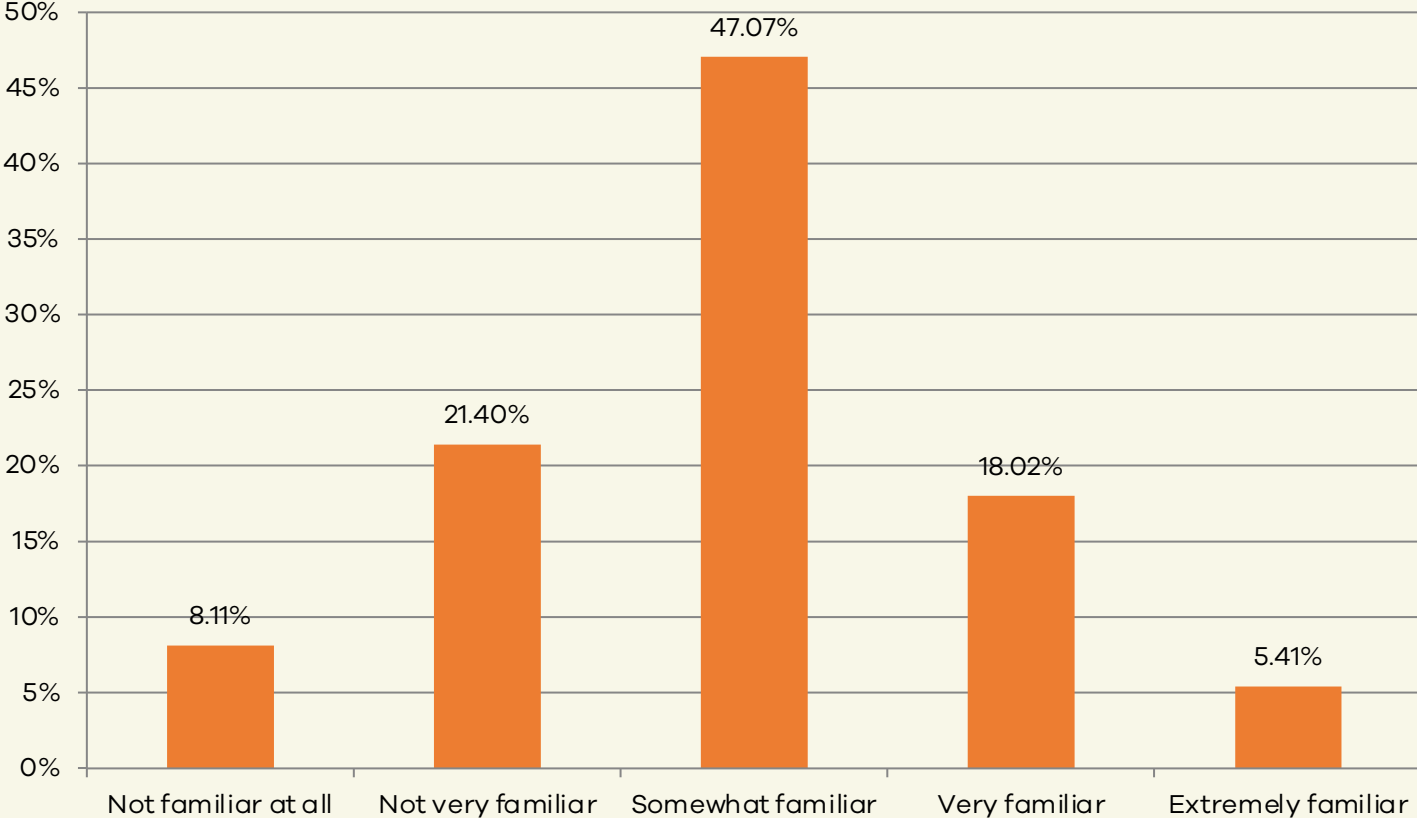
When asked to describe first three words or phrases that come to mind when you think of Galena Country respondents overwhelmingly wrote 'Beautiful', 'Historic' and 'Peaceful'. The next most commonly used words were 'Tourism', 'Friendly', 'Quaint', 'Hills' and 'Scenic'.



What are the first three words or phrases that come to mind when you think of Galena Country?

Familiarity with Galena County Tourism

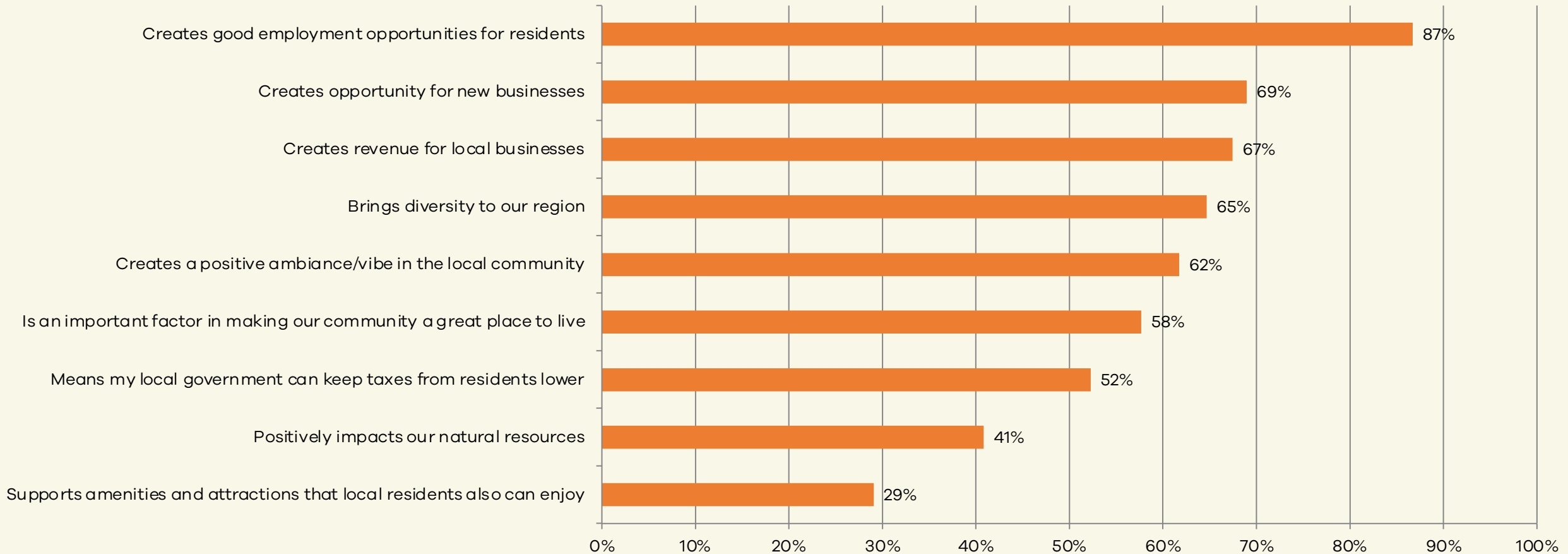
The majority of respondents know about Galena County Tourism, with almost half of them being somewhat familiar with Galena County's Tourism.



To what extent, if at all, are you familiar with Galena Country Tourism, the official Destination Management & Marketing Organization for Galena Country?

Positives of Tourism

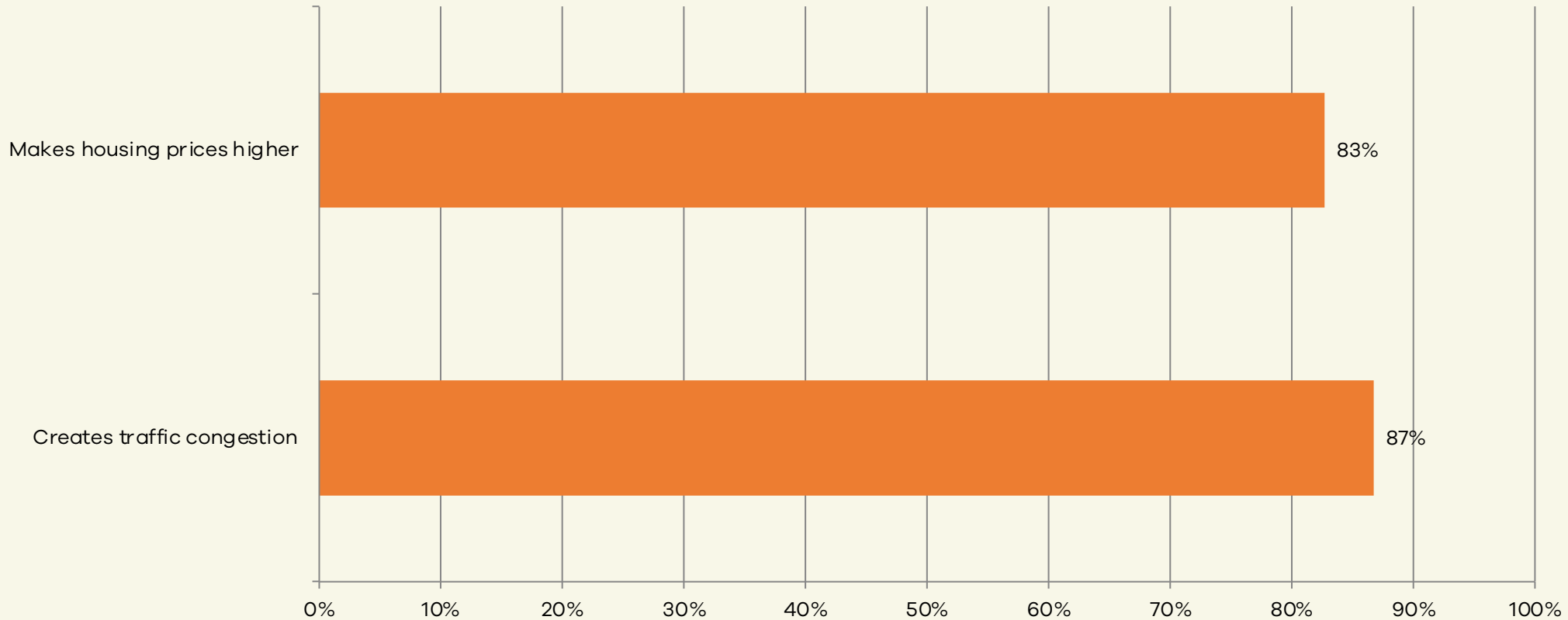
In terms of the positive benefits of tourism, the overwhelming majority agree that tourism creates revenue for local businesses, opportunity for new businesses, supports amenities and attractions that local residents can enjoy, while contributing to making the community a great place to live.



The percentage of participants who had agreed with the following statement about tourism.

Negatives of Tourism

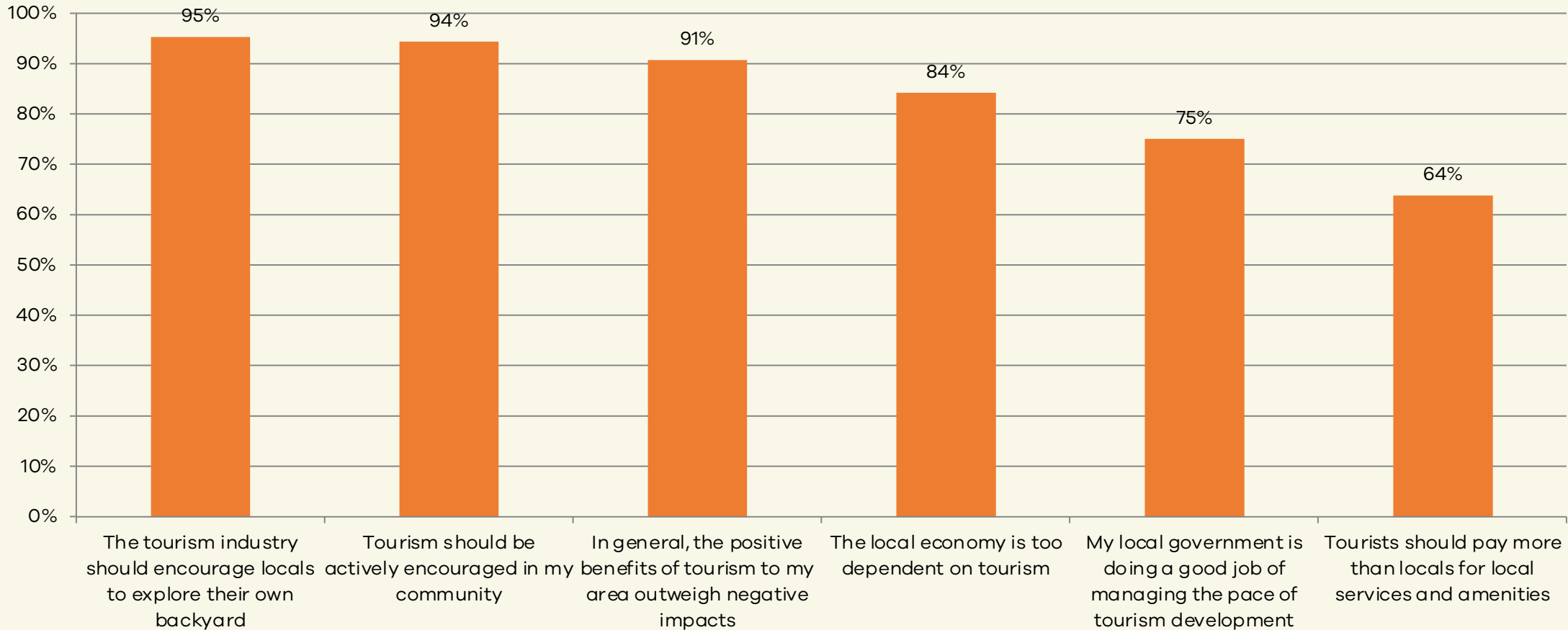
In terms of the negative aspects of tourism, over three-quarters of residents agree that tourism creates traffic congestion, and that tourism makes housing prices higher.



The percentage of participants who had agreed with the following statement about tourism.

Managing Tourism

In terms of managing tourism in the region, over 80% believe that tourism should encourage locals to explore their own backyard. Over 70% of respondents agree that tourism should be actively promoted in their community and the positive benefits outweigh any negative effects. Just over half believe the local economy is dependent on tourism.



The percentage of participants who had agreed with the following statement about tourism.



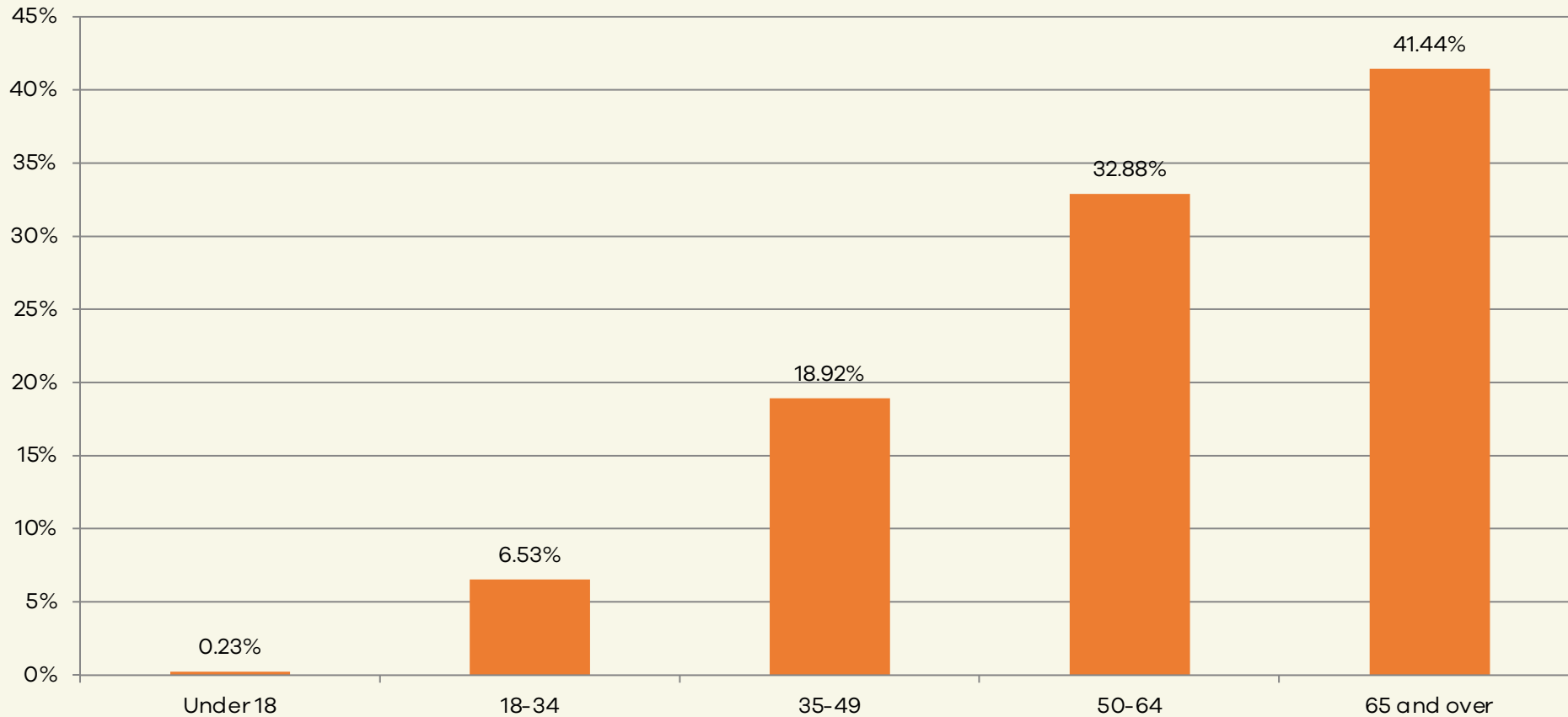
FOREVER
£
ORIGINAL



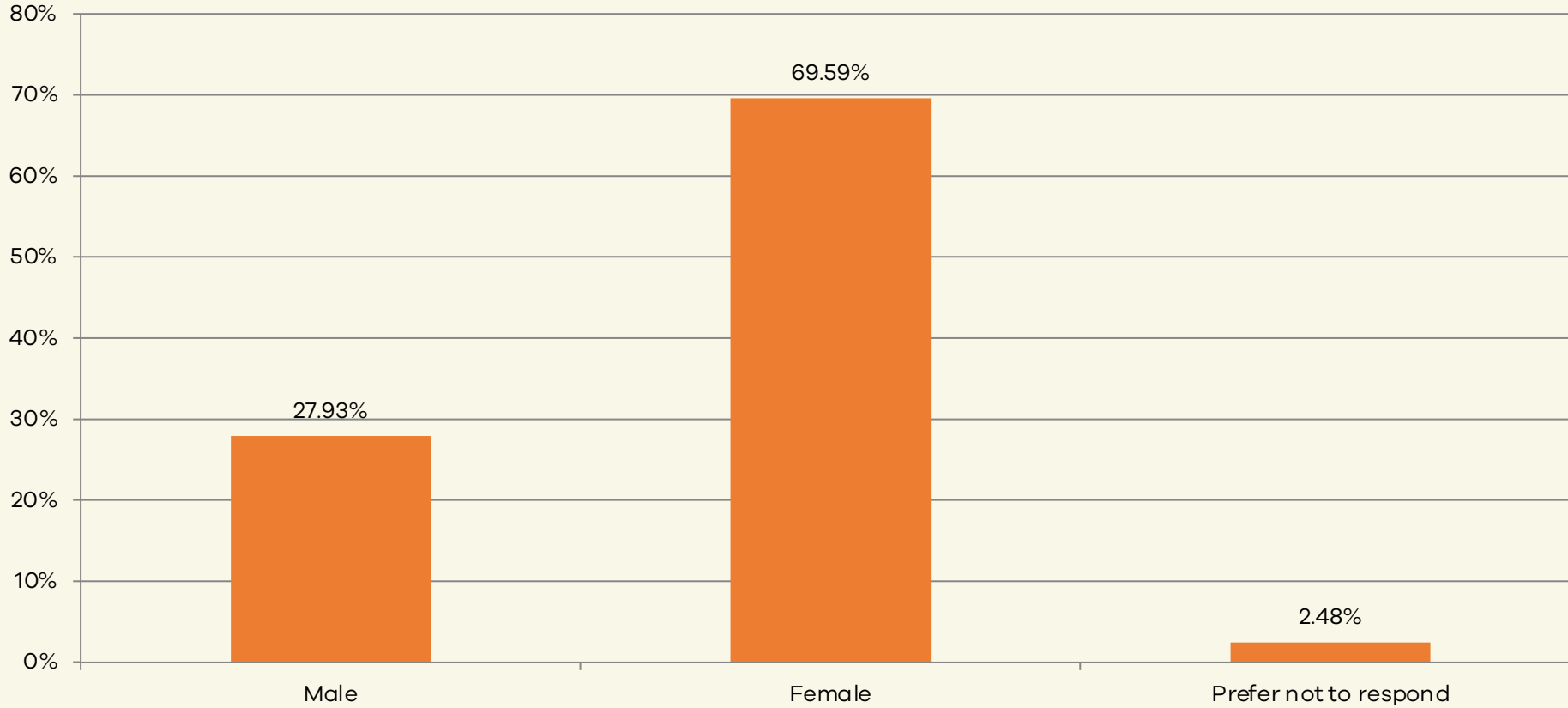
Demographics

What is your age?

The majority of respondents are over the age of 50, with 41% age 65 and above. Less than 10% of the respondents were young adults aged 34 and below.

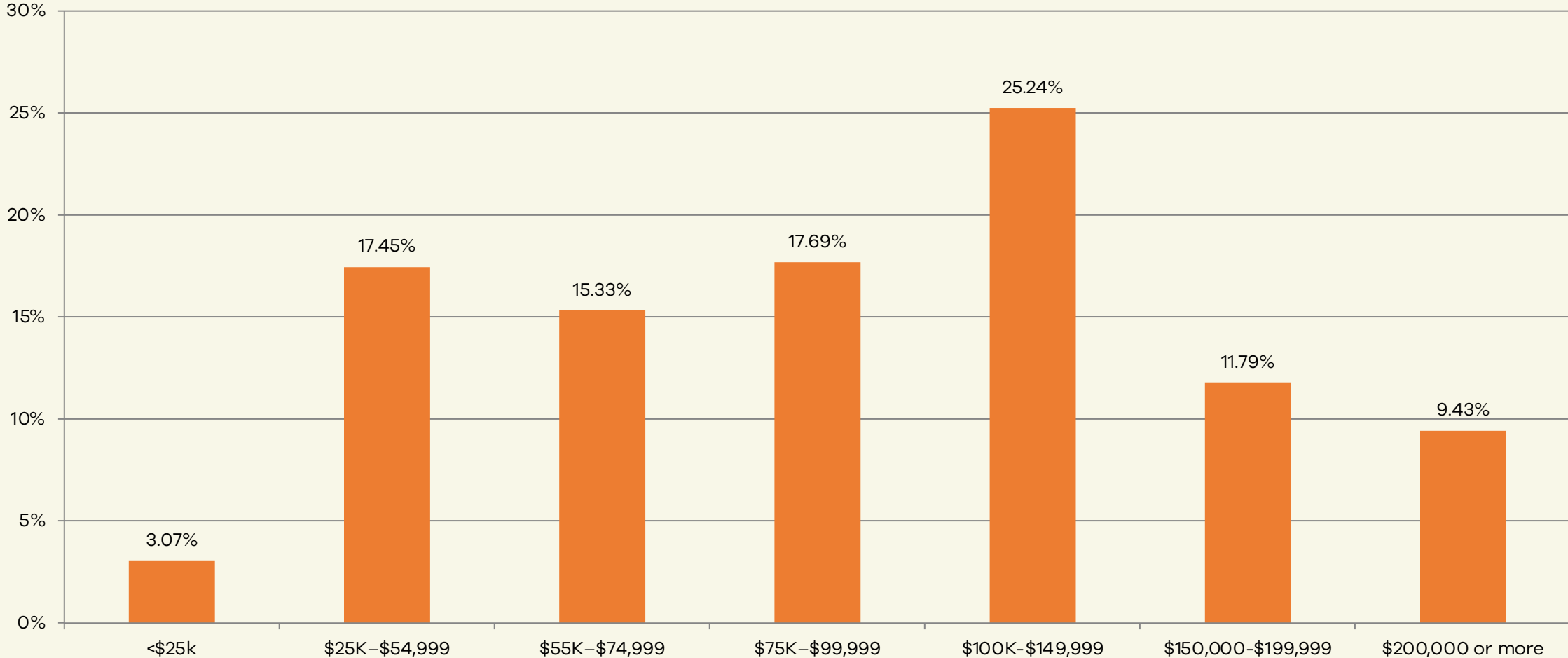


What is your gender?



What is your annual household income?

Approximately 1 in 4 of the respondents had household incomes between \$100k and \$150k.



Do you have children under 18?

