



## Galena Country Tourism Resident Sentiment

*Galena*  
COUNTRY

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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.

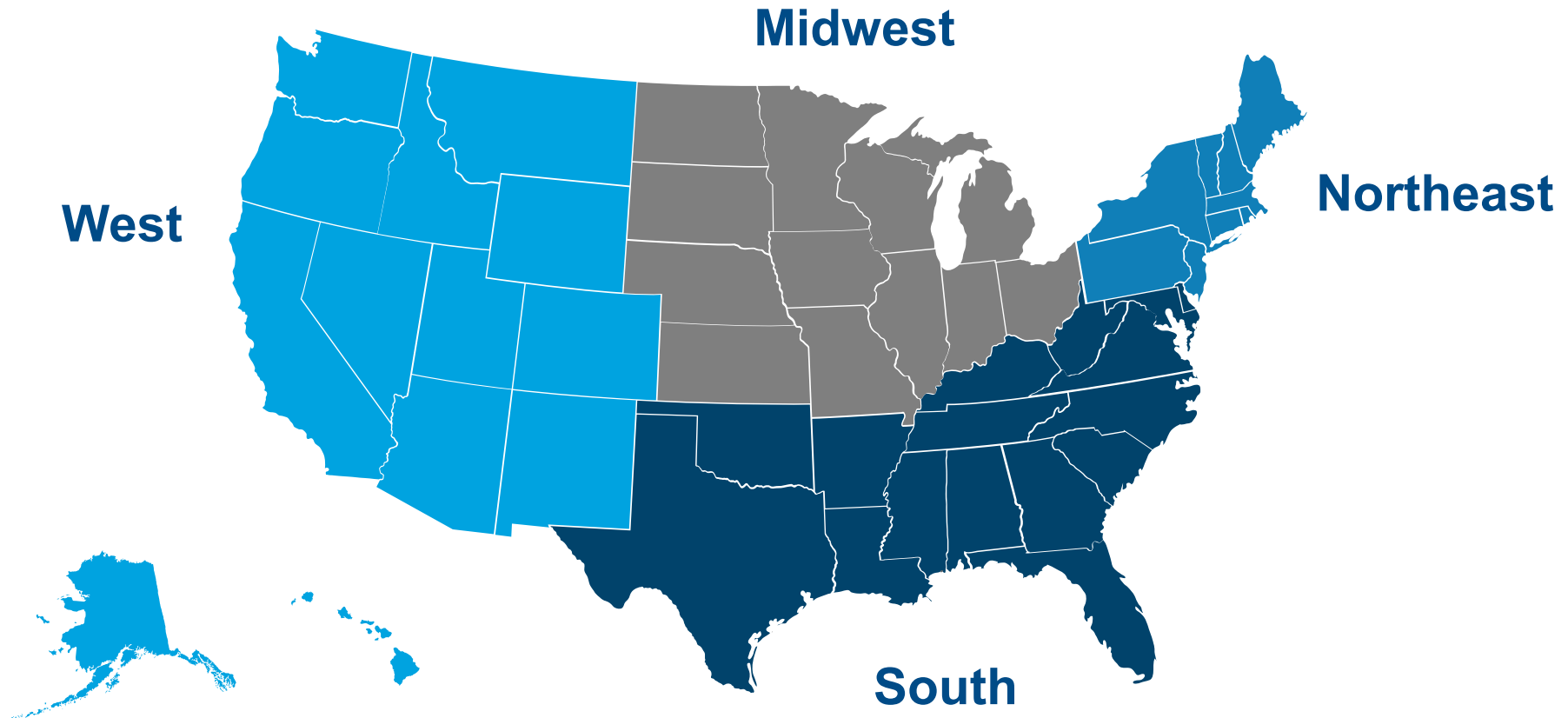
A self-completion survey was completed by 482 adults (18 years and older) residing in Jo Daviess County.

Fieldwork was completed between November 11 – 26, 2024.

Galena Country Tourism/Visit Galena and their community partners distributed the survey via social media and other distribution channels. A Galena Country Getaway package valued at \$1,000 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 2024, which provides regional and national norms against which Jo Daviess County results are compared.

# Regions







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## Key Findings

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# Key Findings

For variables taken from the national study that have regional and national benchmarks, **a significantly larger share of Jo Daviess County residents than their national or regional counterparts support tourism, its development, growth, and positive attributes, throughout the study.** Please note that over three-fourths of the respondents have no one in their households employed in the tourism and hospitality industry, so these positive results aren't fueled by direct connections with our industry.

Overall, there's very positive sentiment about tourism within Jo Daviess County. Eight in ten residents think tourism is good for the community and seven in ten want tourism to be important in Jo Daviess County. Over three-fourths believe the county benefits from a strong tourism industry, and seven in ten agree the positive benefits of tourism outweigh the negative impacts.

**Residents want tourism to be encouraged in the area but believe additional growth in the tourism industry should be controlled and be done with resident input.** Nearly three-fourths of residents surveyed believe tourism should be encouraged in Jo Daviess County, and two-thirds support tourism growth. However, only half would like to see more tourists and events and facilities that attract tourists to the area. Eight in ten agree planned and controlled tourism development is needed. **A note of importance, only one in four residents feel they are informed when major tourism development takes place.**

# Key Findings (Cont'd)

**The community is satisfied with the work Galena Country Tourism/Visit Galena does to promote tourism to the county, but many believe there could be more done to manage growth.** Six in ten residents like the way local tourism advertising represents the area. Nearly all residents who took the survey are aware of Galena Country Tourism/Visit Galena. Of those who know about the organization, three-fourths believe Galena Country Tourism/Visit Galena is doing a good job at promoting tourism to the area. **However, only one-third support using public funds to fund tourism marketing efforts.** Three-fourths of residents think Galena Country Tourism/Visit Galena should fund the promotion of tourism. Only half of Jo Daviess County residents agree that Galena Country Tourism/Visit Galena is doing a good job managing the pace of tourism development and balancing resident quality of life with visitor satisfaction.

**Jo Daviess County residents have a strong grasp on how tourism financially benefits the county's overall economy, but there is work to be done for them to acknowledge the positive impact tourism has on taxes and individual households.** Eight in ten residents agree that tourism is important to Jo Daviess County's economy and seven in ten believe that it encourages investment in the economy. While half assert that without the tourism tax revenues, locals would pay higher state and local taxes, and just three in ten believe the sales tax that tourists pay on their purchases adequately compensates for the wear and tear they create on Jo Daviess County's infrastructure. Six in ten agree hotel/lodging taxes should be used to pay for local services, not to promote more tourism.

# Key Findings (Cont'd)

**Affordability and cost of living impacts of tourism in the community are major concerns to residents.** One-third of residents believe their standard of living is higher because of the money tourists spend in the community. Six in ten say that the growth in tourism is causing prices to rise and seven in ten agree tourism is making housing less affordable in the area.

**There's a moderate to negative view about the quality of careers in the tourism sector.** Less than four in ten assert the tourism industry offers rewarding careers and that there are opportunities for career advancement. Two-thirds believe that most jobs are low-paying and one-fourth would not encourage their friends and family to work in the tourism industry. Notably, three-fourths say the tourism industry offers many entry-level employment opportunities.

**Half of Jo Daviess County residents believe their quality of life is better because of increased tourism.** Half also agree that the quality of public services has improved due to more tourism. Over half think attractions are becoming overcrowded because of more tourists. Nine in ten residents feel that tourists add to traffic congestion and parking problems. **However, many residents do recognize there are several benefits of tourism to their quality of life.** Six in ten resident respondents agree they have more shopping and things to see and do in the county because of tourism. Six in ten agree that tourism supports the preservation of local culture and protects the community's authenticity.



# Key Findings (Cont'd)

**The community sees that planned tourism growth could have a positive impact on the environment.** Three-fourths of residents believe long-term planning can limit environmental impacts caused by tourism, while half agree that tourism is a good alternative to more environmentally damaging development. Half think tourism can help the environment as local governments and people seek to protect sensitive and scenic areas. Less than four in ten think overbuilding of tourism related businesses or overcrowding by tourists is spoiling the county's natural areas. **However, residents believe more could be done to educate tourists on how to better respect natural areas.** Only one-third of residents think the tourism industry values sustainability, and that tourists are respectful of the county's natural areas.

**The top activities and amenities of interest to residents are food and dining, parks and trails, events, and local shopping.** Interestingly, more residents say they prefer to shop downtown at local businesses on weekdays in the afternoons and evenings, than any other time.

**Jo Daviess County is welcoming to visitors, and residents are engaged. Seven in ten residents feel like they are local tourism ambassadors.** Three-fourths welcome tourists to Jo Daviess County, eight in ten give visitors local recommendations, and nine in ten are proud to call this area home. Three-fourths agree that when they come across local tourism news, they are interested in finding out what's happening. Nearly seven in ten consider themselves informed/up to date on news about tourism in the area.



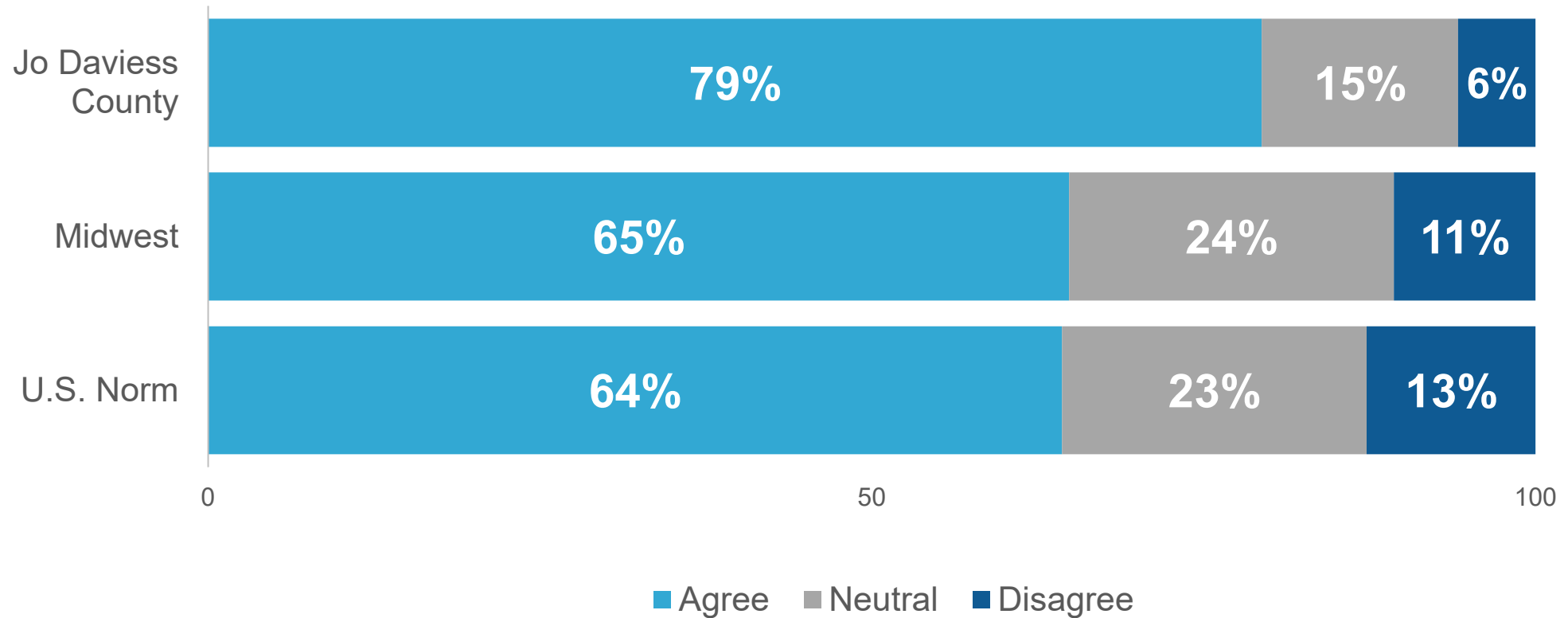
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## Overall Sentiment About Tourism

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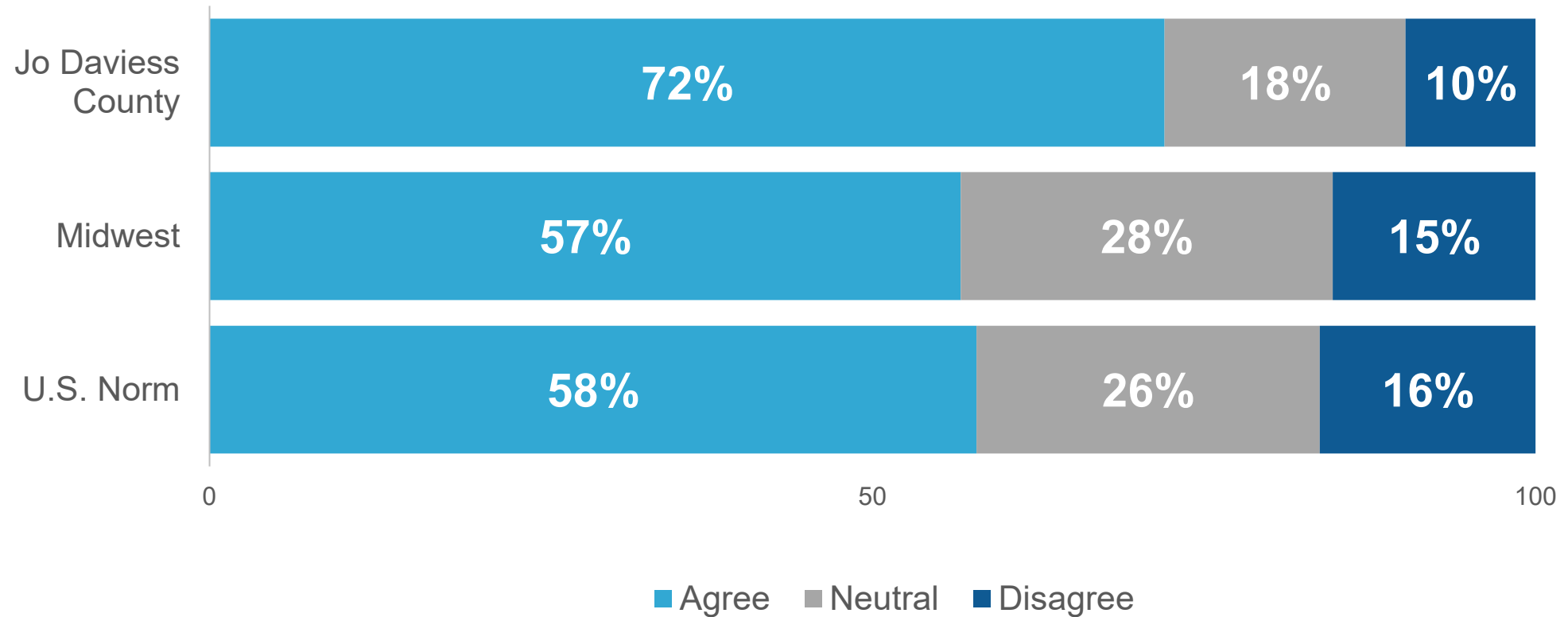
# Overall Sentiment About Tourism

**Overall, I think tourism is good for my local area**



# Overall Sentiment About Tourism

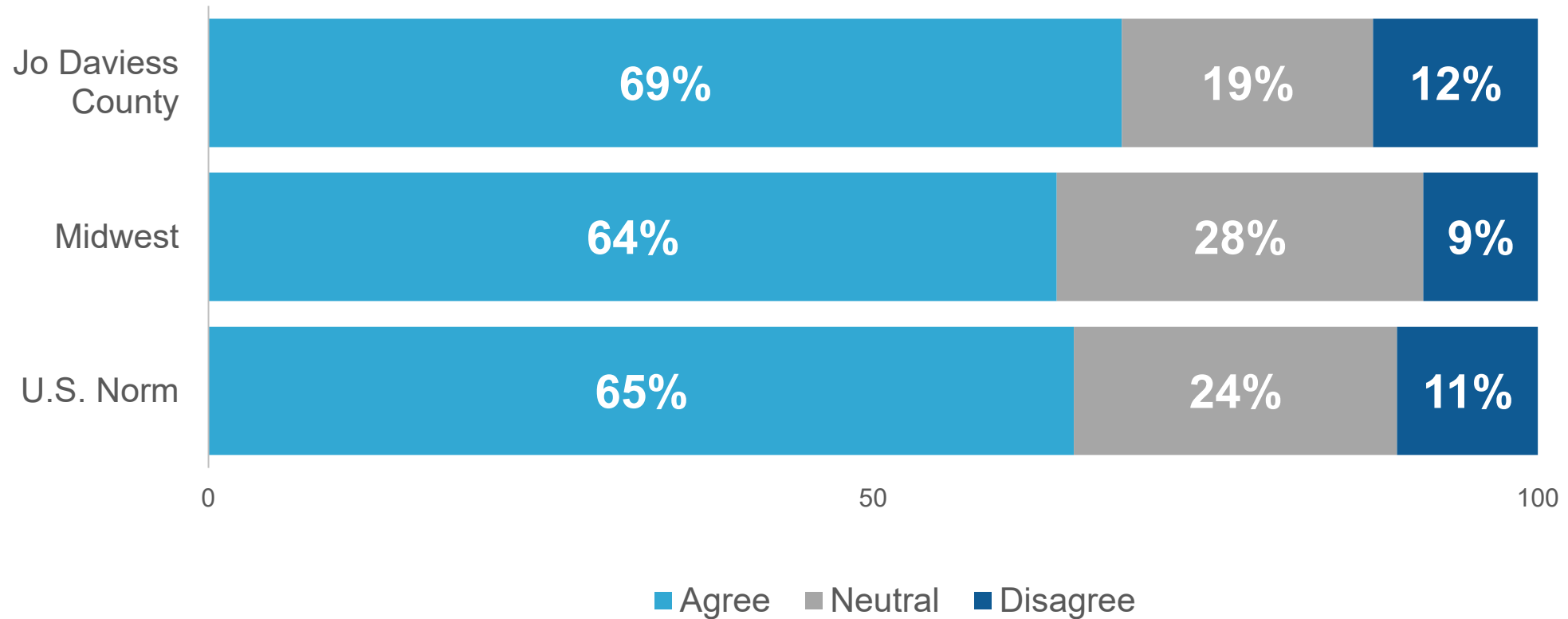
## I want tourism to be important in my local area





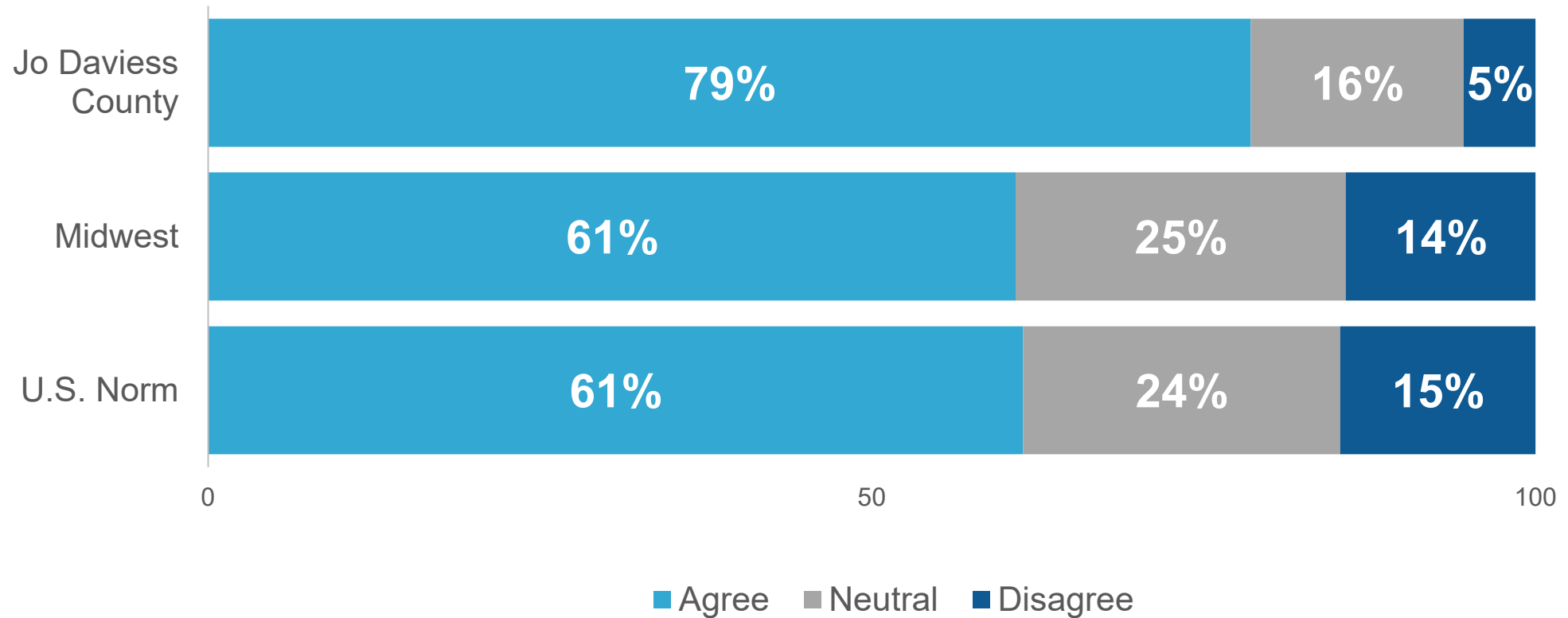
# Overall Sentiment About Tourism

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



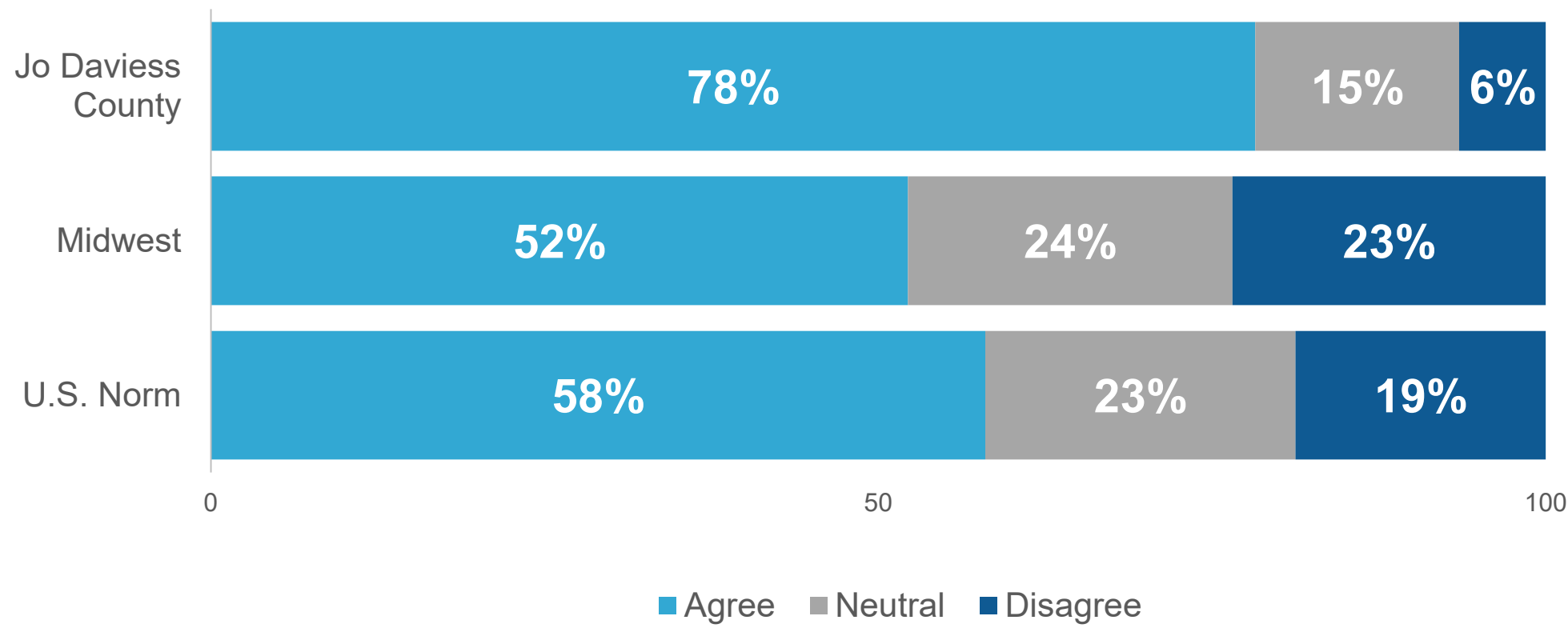
# Overall Sentiment About Tourism

**I care about the success of the tourism industry in my local area**



# Overall Sentiment About Tourism

## My local area benefits from a strong tourism industry





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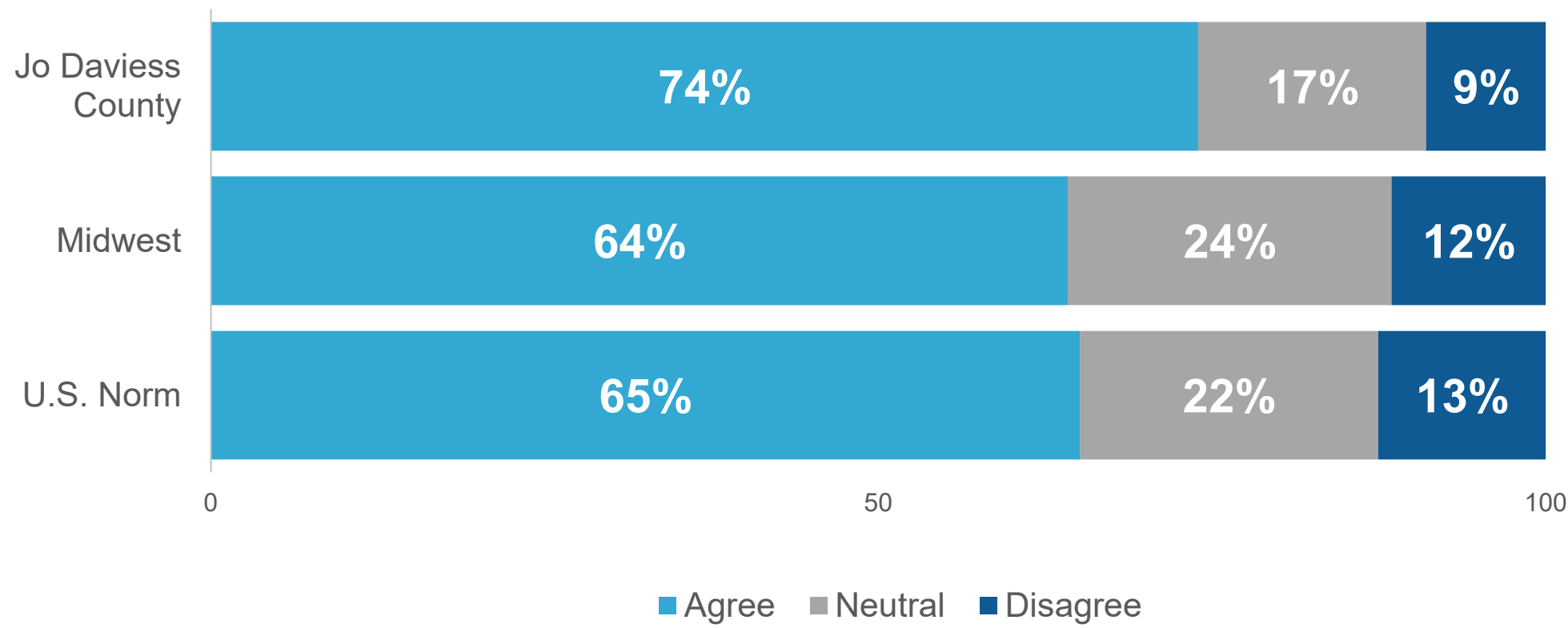
## Tourism Development and Growth

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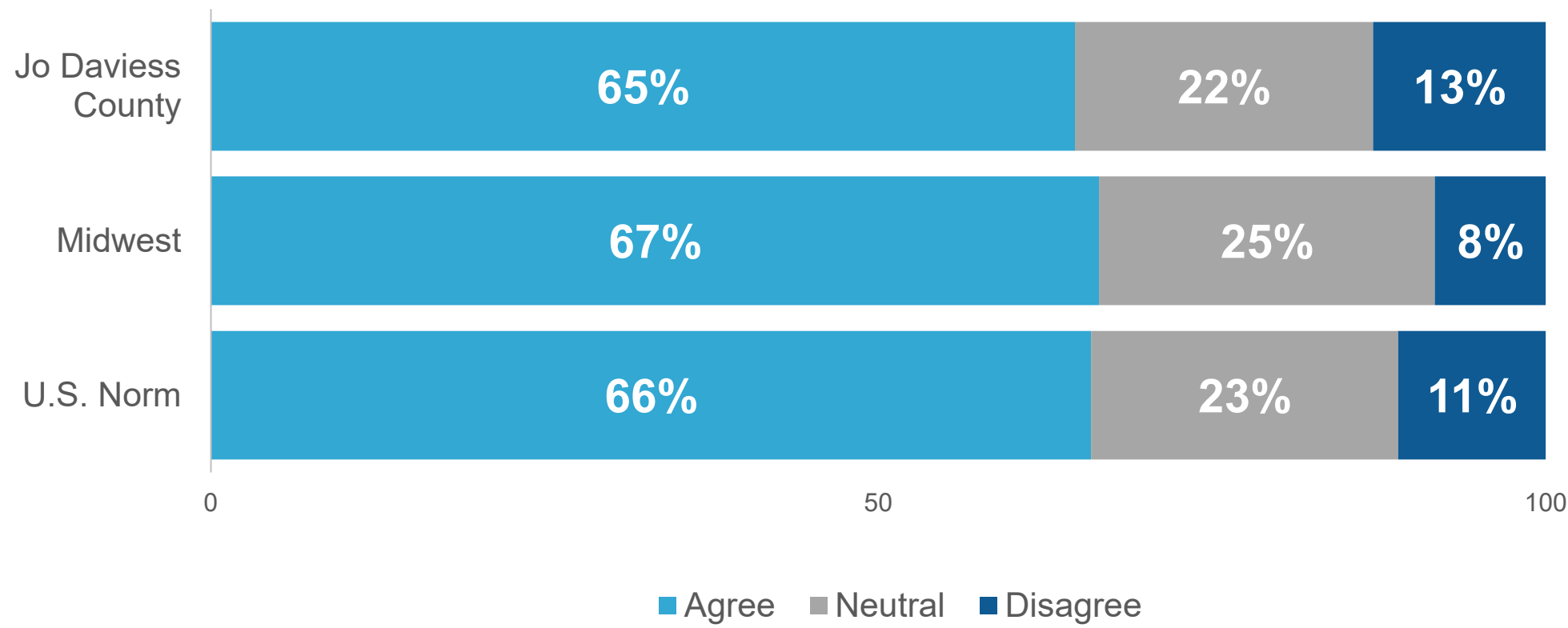
# Tourism Development and Growth

I believe tourism should be encouraged here



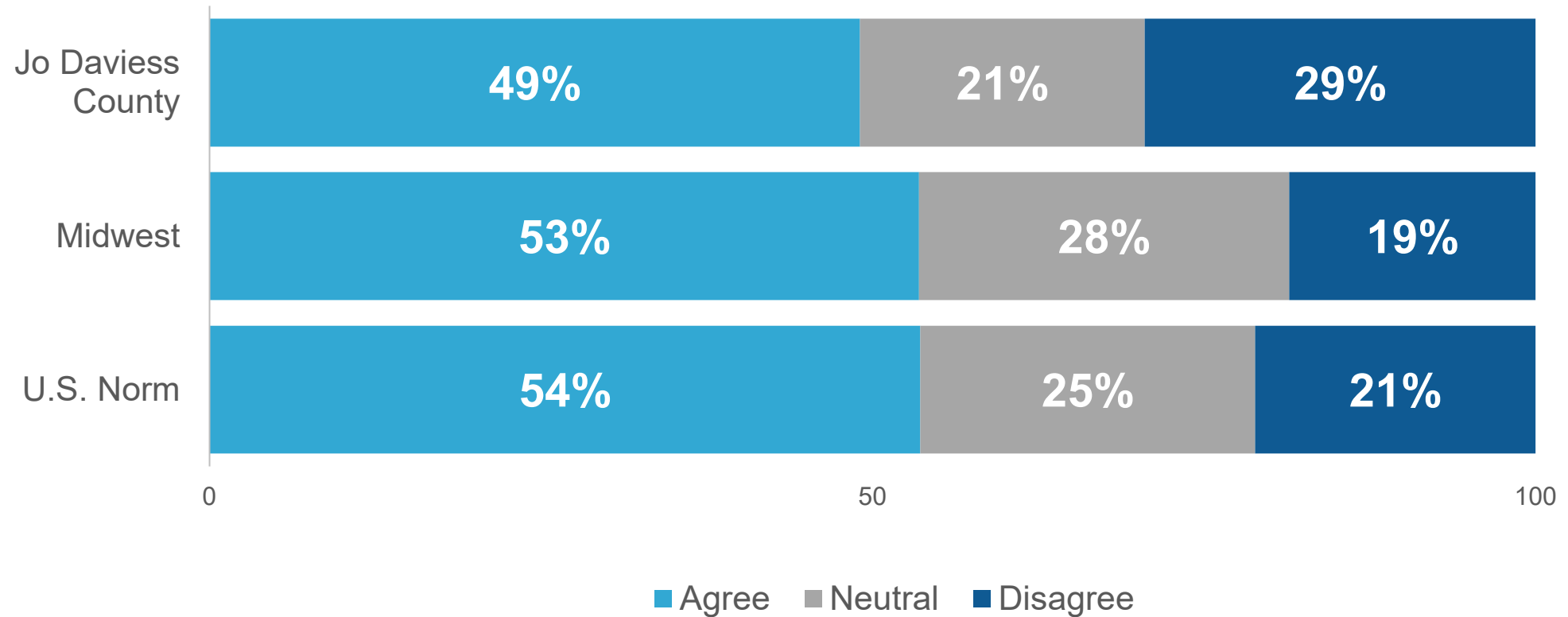
# Tourism Development and Growth

## I support tourism growth



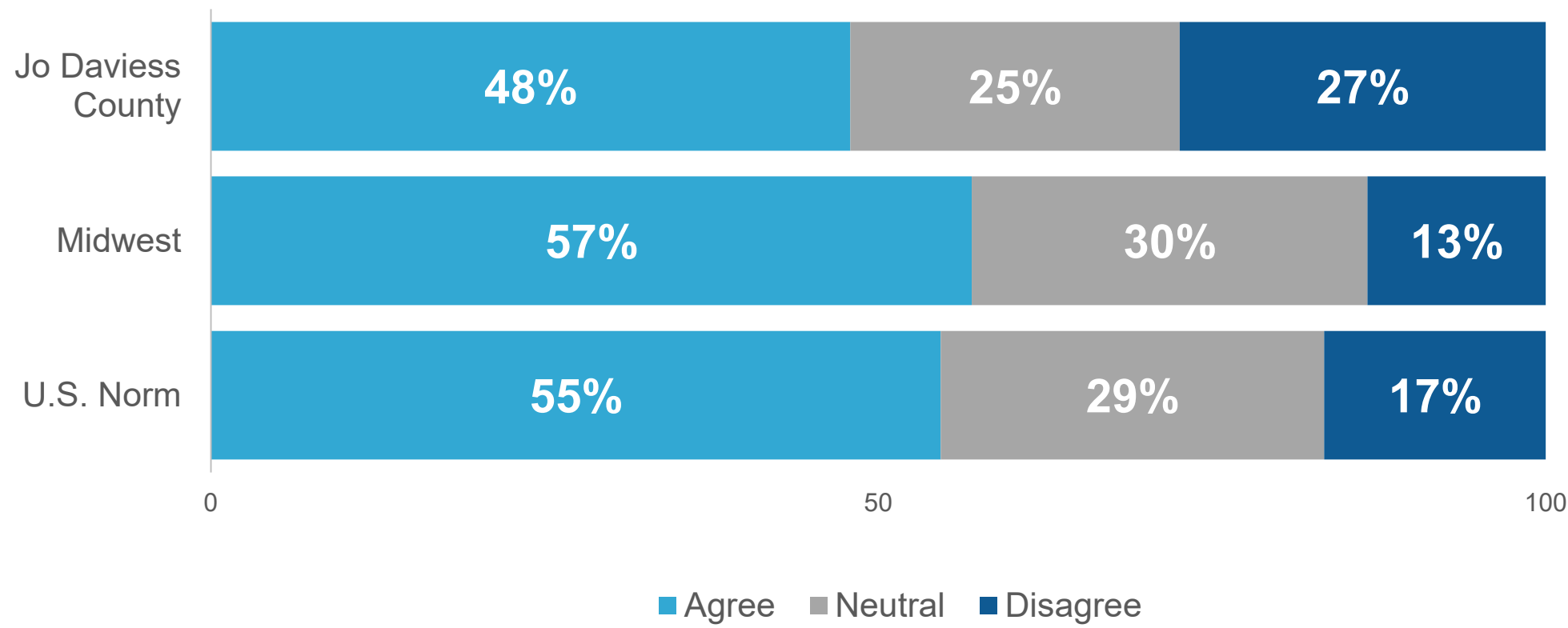
# Tourism Development and Growth

**I would like to see more tourists coming to my area**



# Tourism Development and Growth

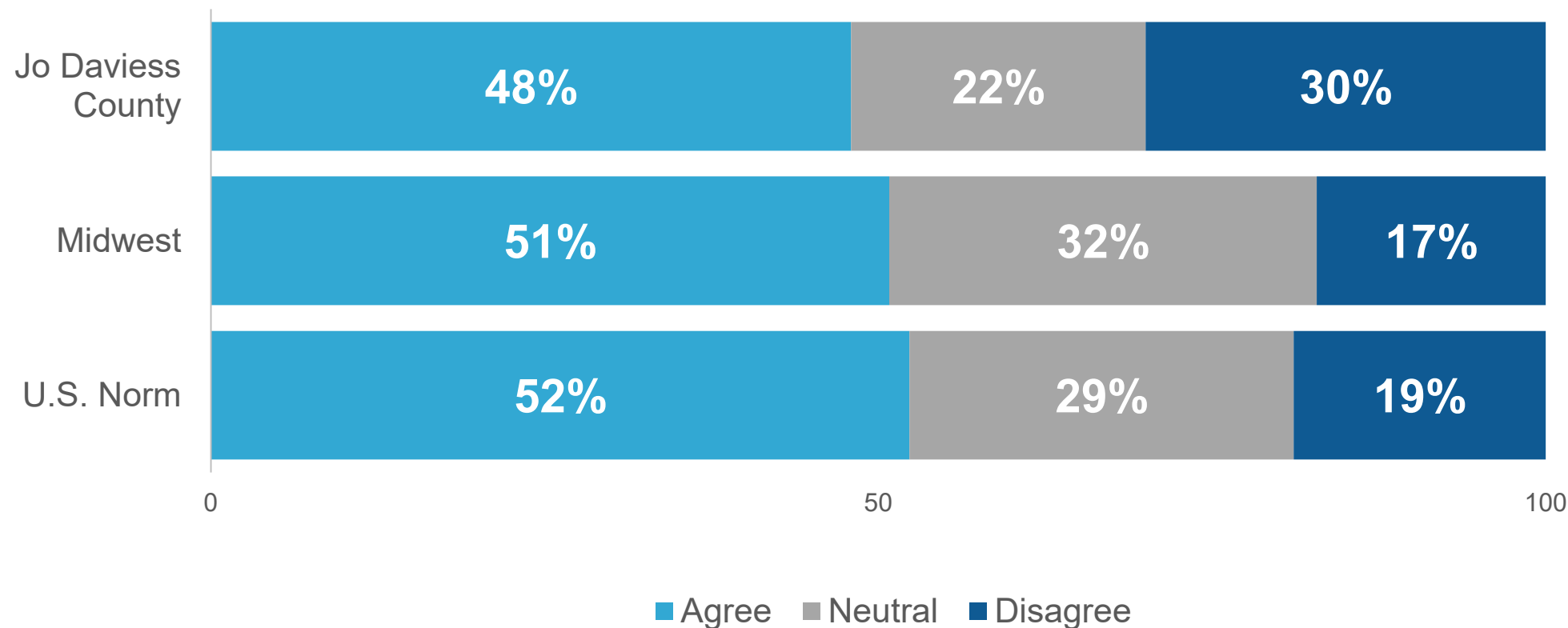
**We should develop/host more major events to attract tourists to our area**





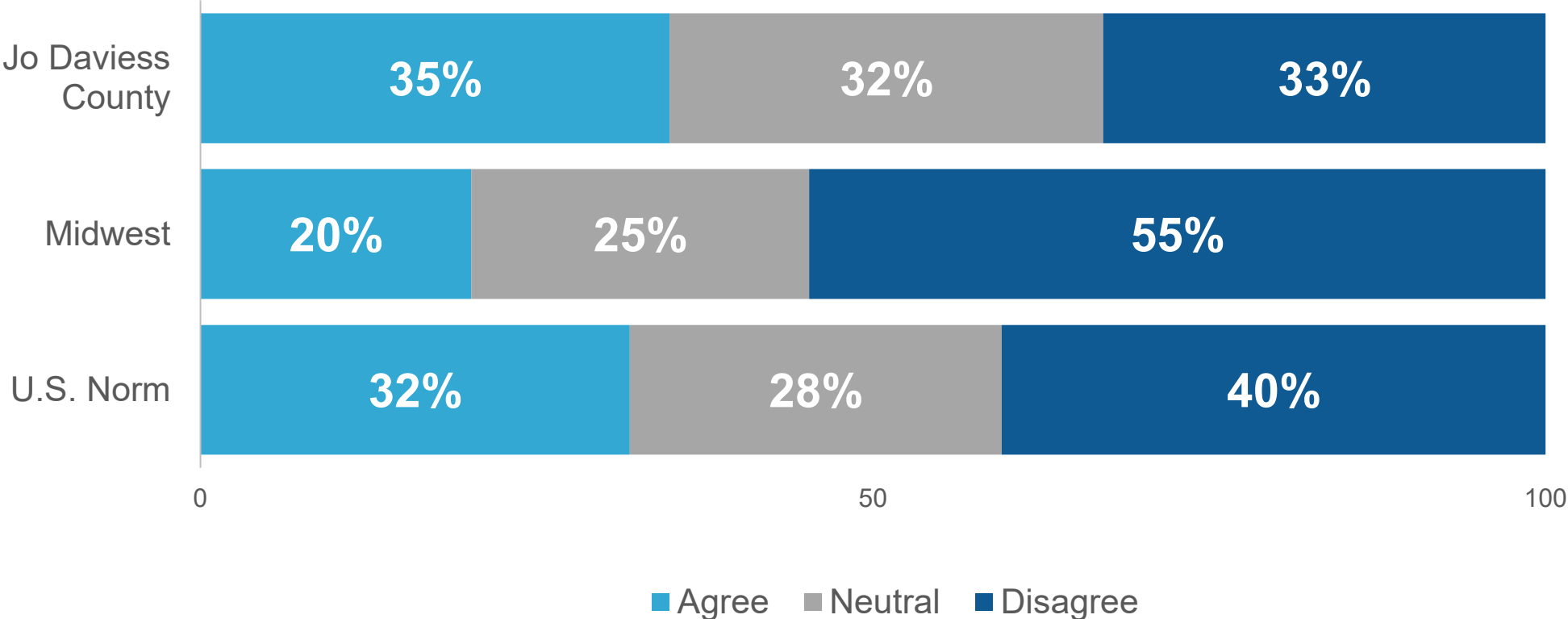
# Tourism Development and Growth

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



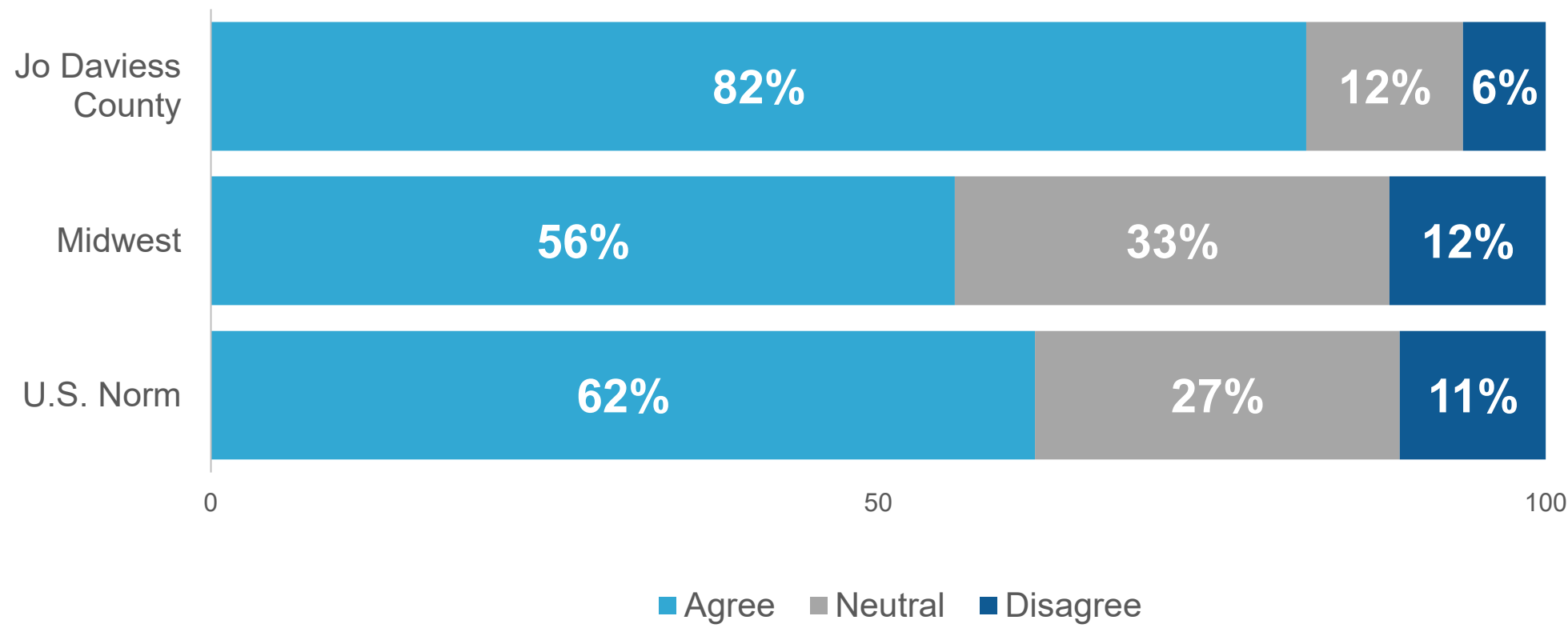
# Tourism Development and Growth

## Tourism development is happening too fast in this area



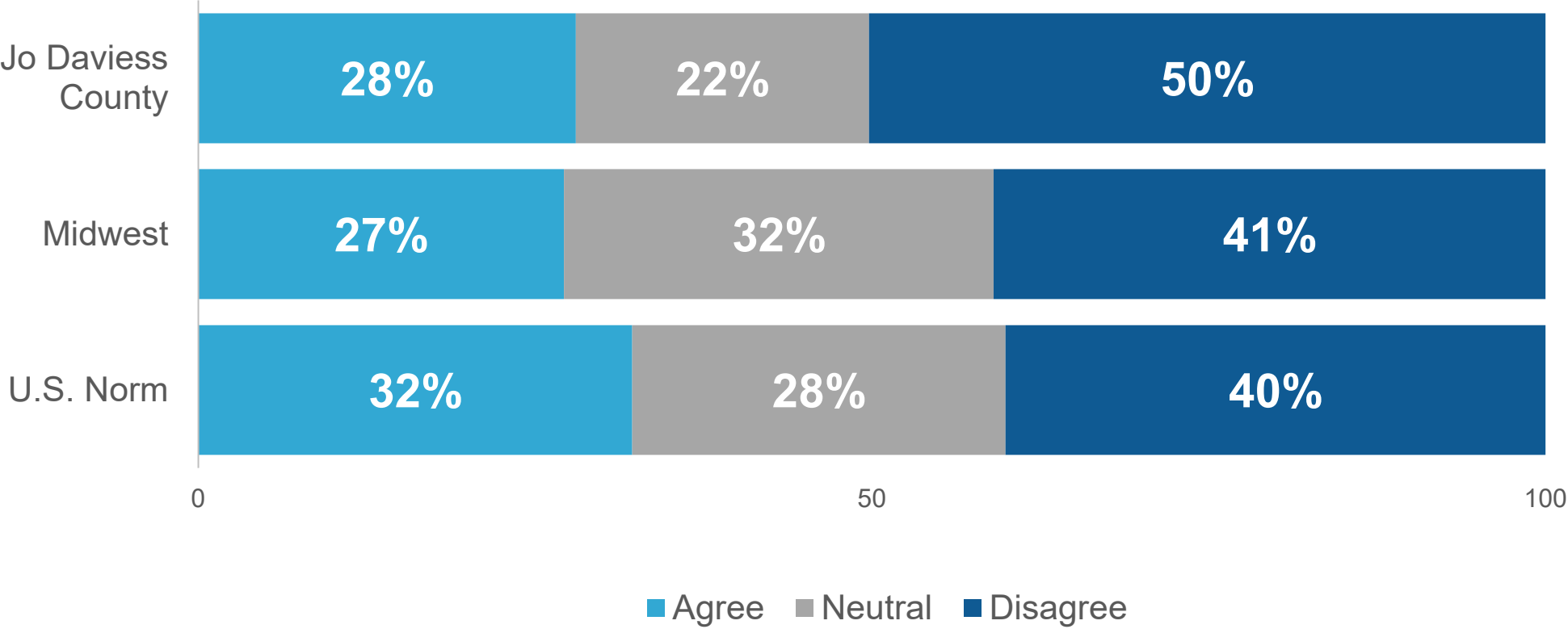
# Tourism Development and Growth

## We need planned and controlled tourism development



# Tourism Development and Growth

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



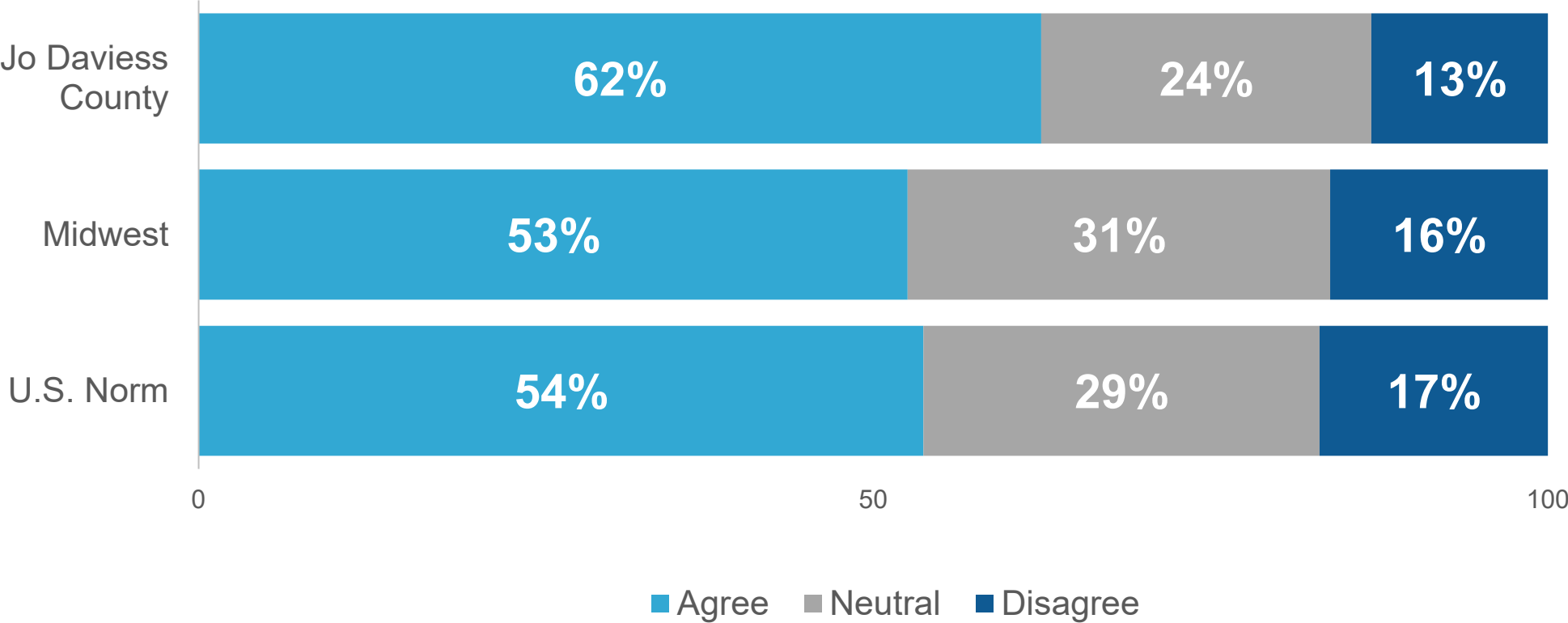


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**Tourism Promotion**

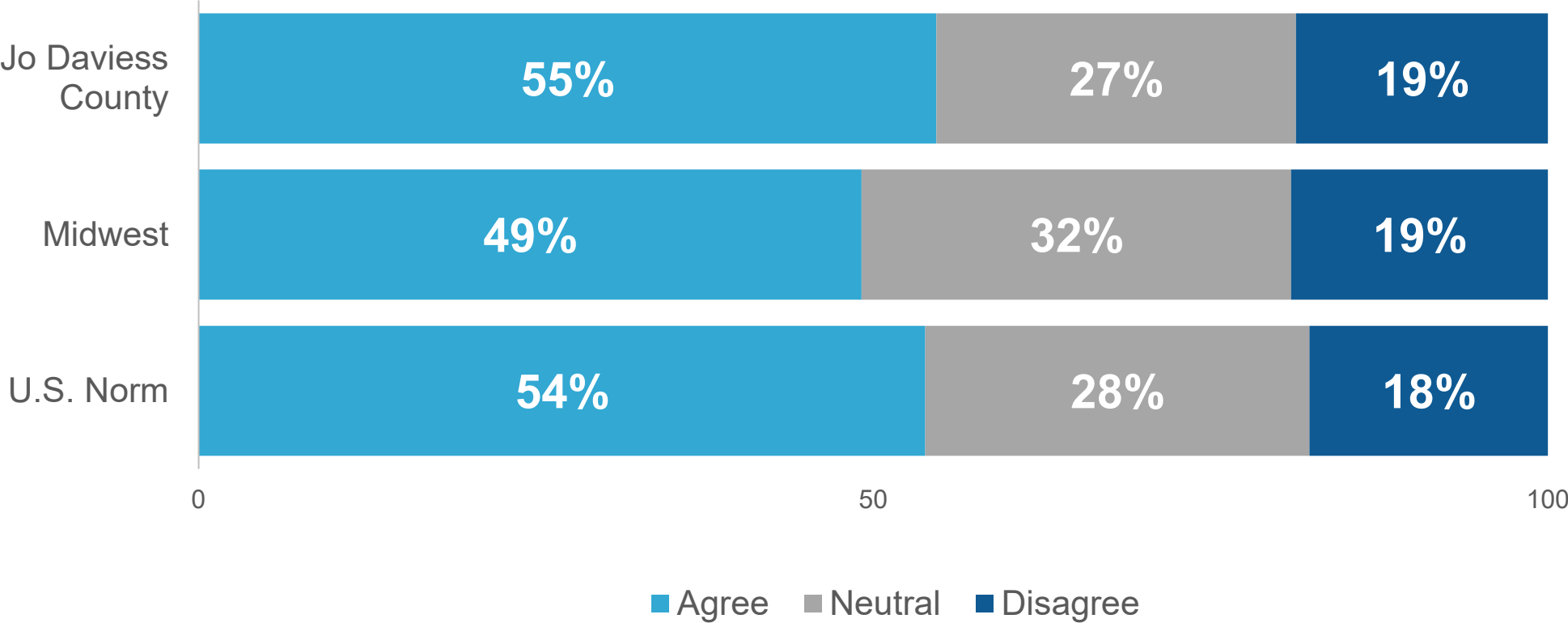
*Galena*  
COUNTRY

## I like the way local tourism advertising represents my home



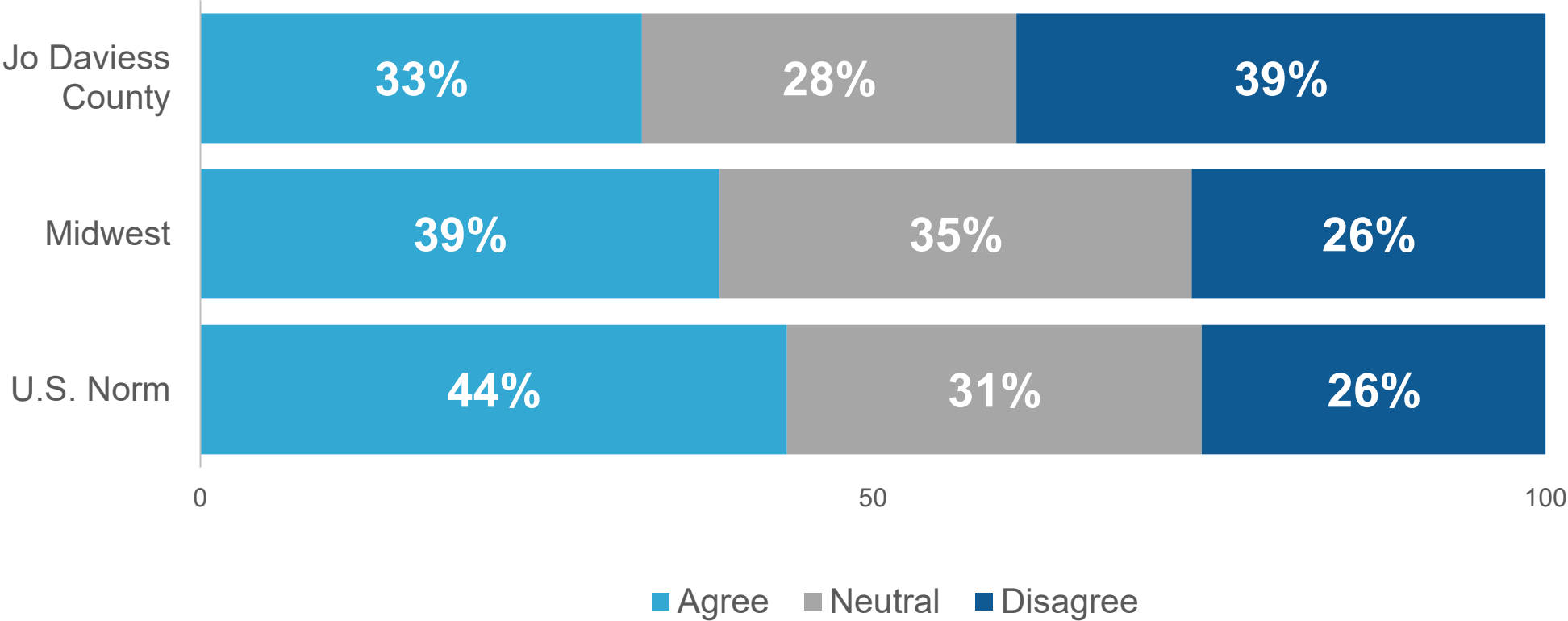


## Tourism marketing reflects the diversity in my local area



# Tourism Promotion

I support using public funds to partially fund tourism marketing efforts



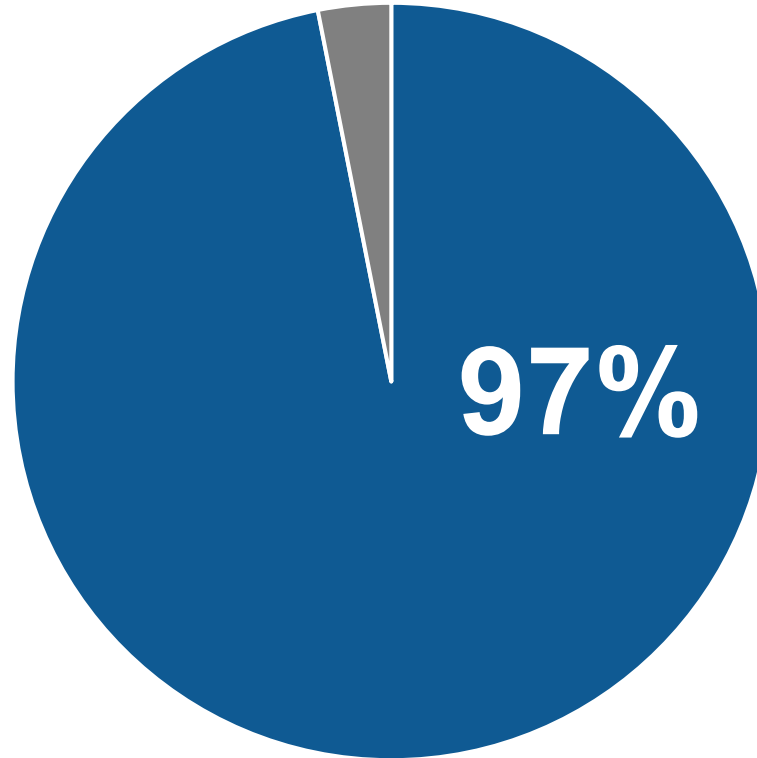


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Galena Country  
Tourism/Visit Galena

Galena  
COUNTRY

# Galena Country Tourism/Visit Galena



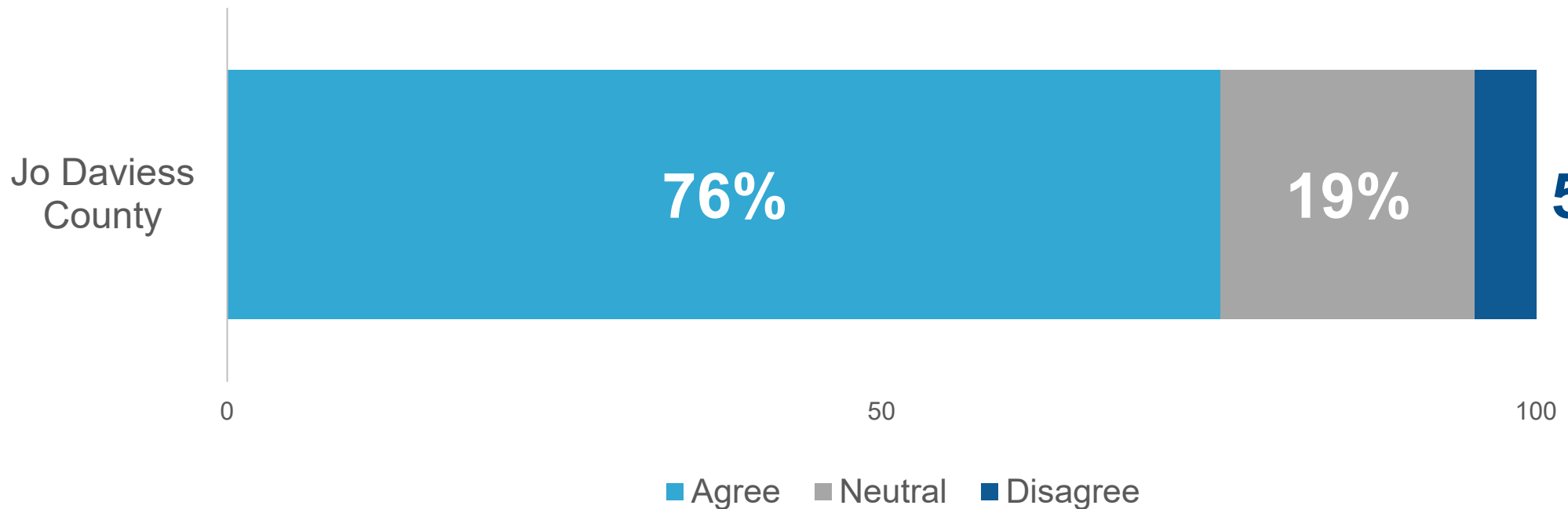
**are somewhat/very aware\*  
of Galena Country  
Tourism/Visit Galena**

\*Very aware: 40%  
Somewhat aware: 57%  
Not at all aware: 3%



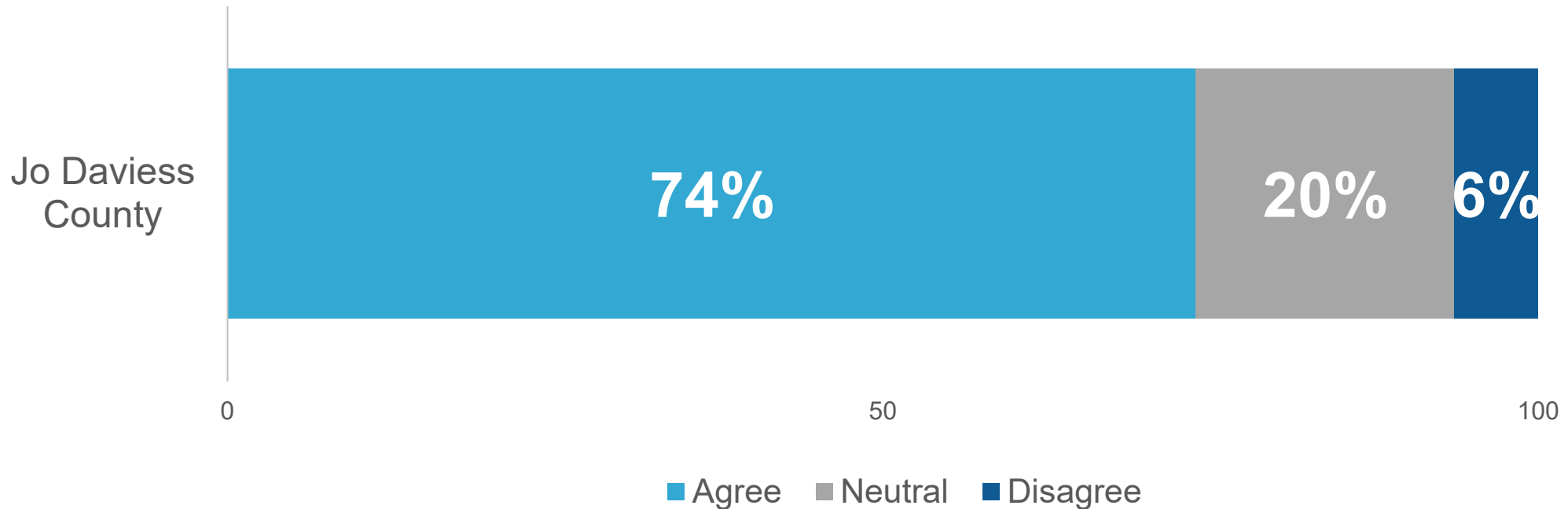
# Galena Country Tourism/Visit Galena\*

## Galena Country Tourism/Visit Galena should support/help fund the promotion of tourism



# Galena Country Tourism/Visit Galena\*

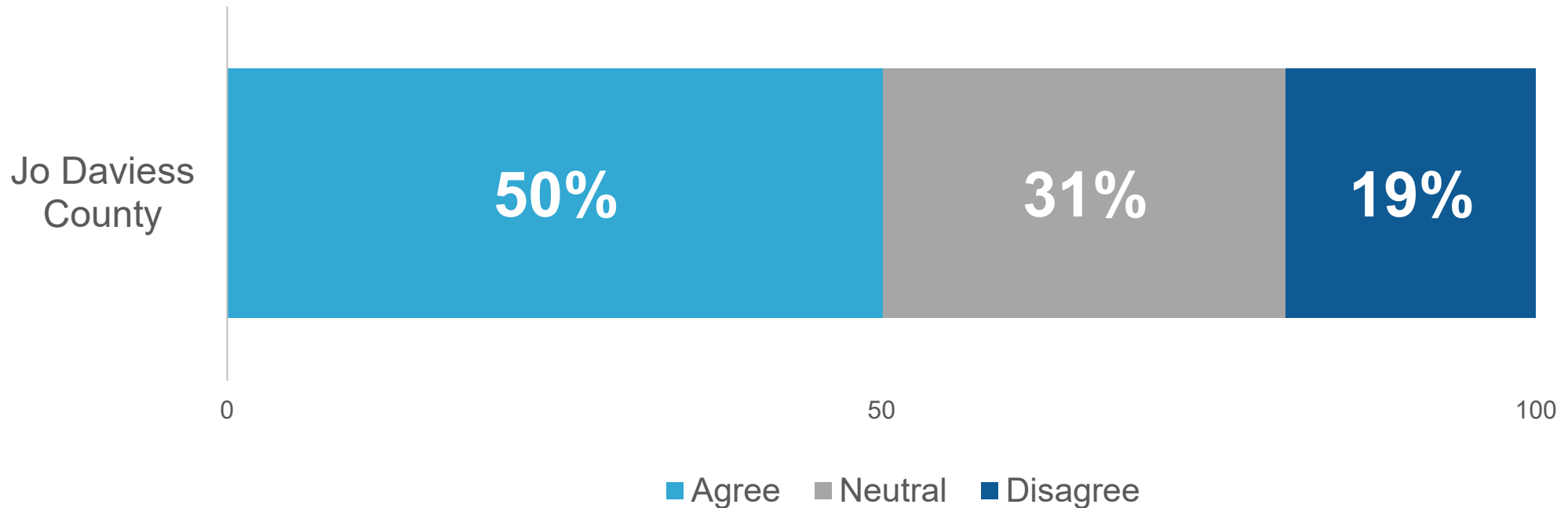
**Galena Country Tourism/Visit Galena is doing a good job at promoting tourism to this area**





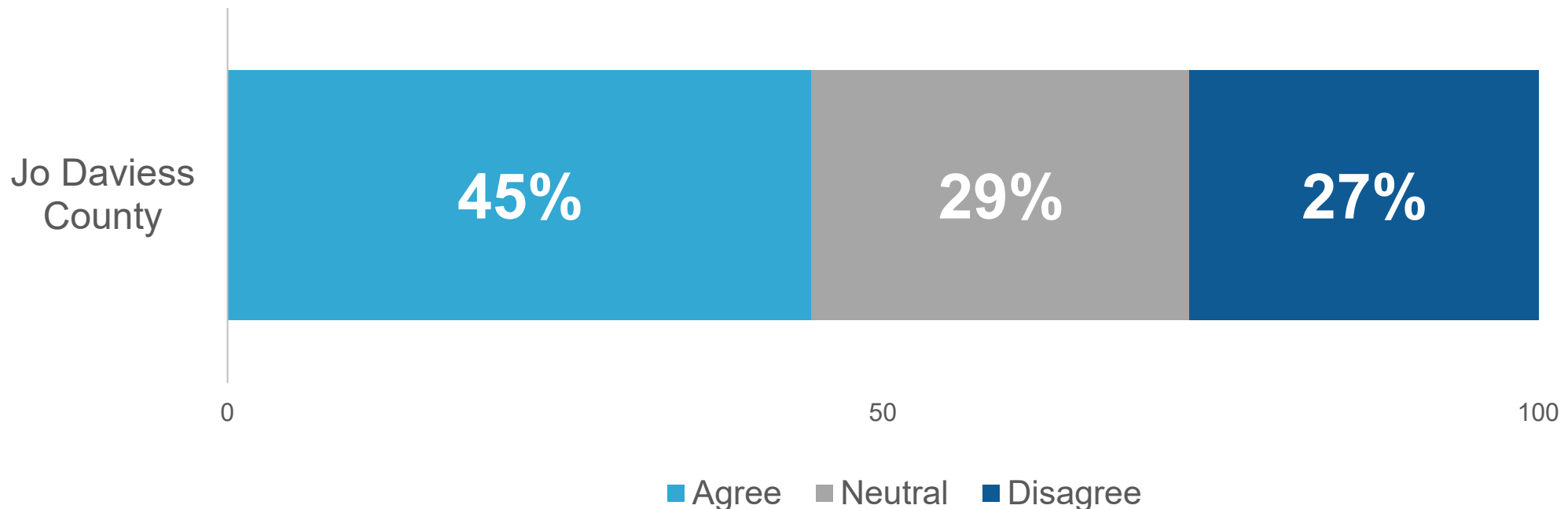
# Galena Country Tourism/Visit Galena\*

**Galena Country Tourism/Visit Galena is doing a good job managing the pace of tourism development**



# Galena Country Tourism/Visit Galena\*

**Galena Country Tourism/Visit Galena is doing a good job balancing resident quality of life and visitor satisfaction**



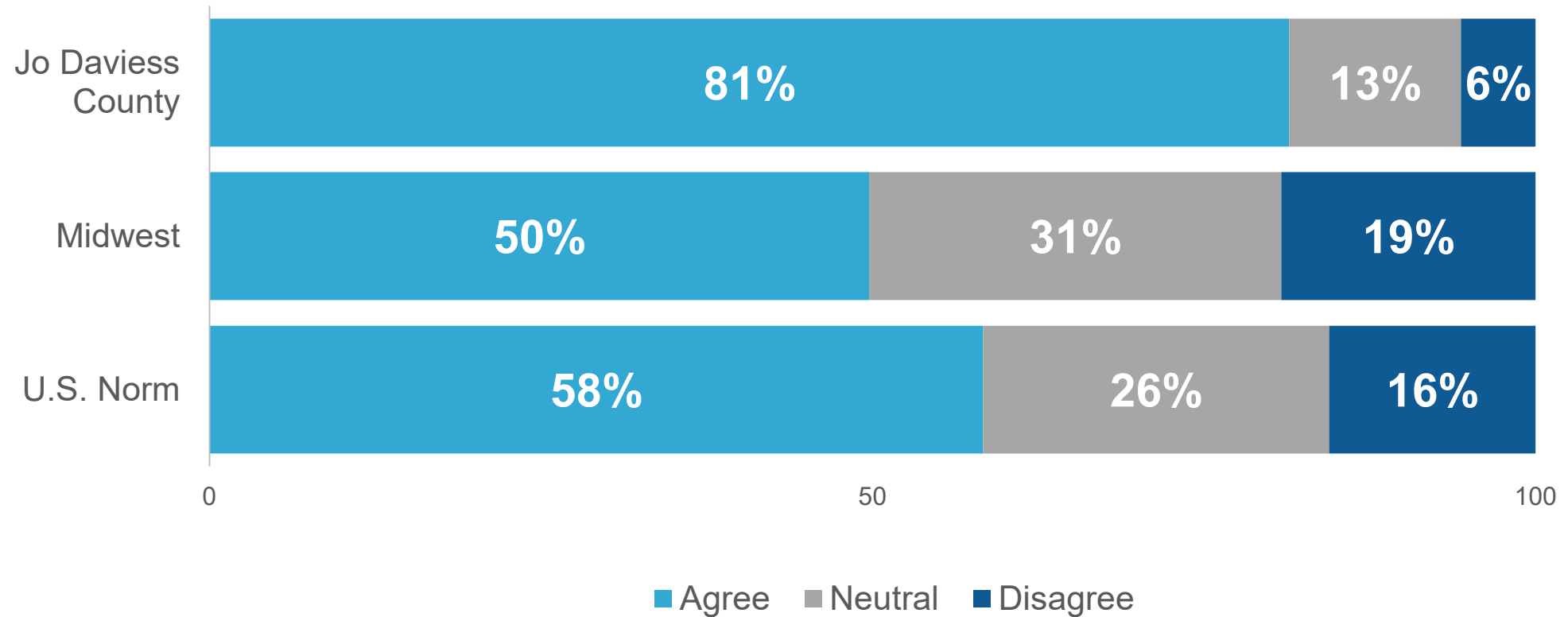


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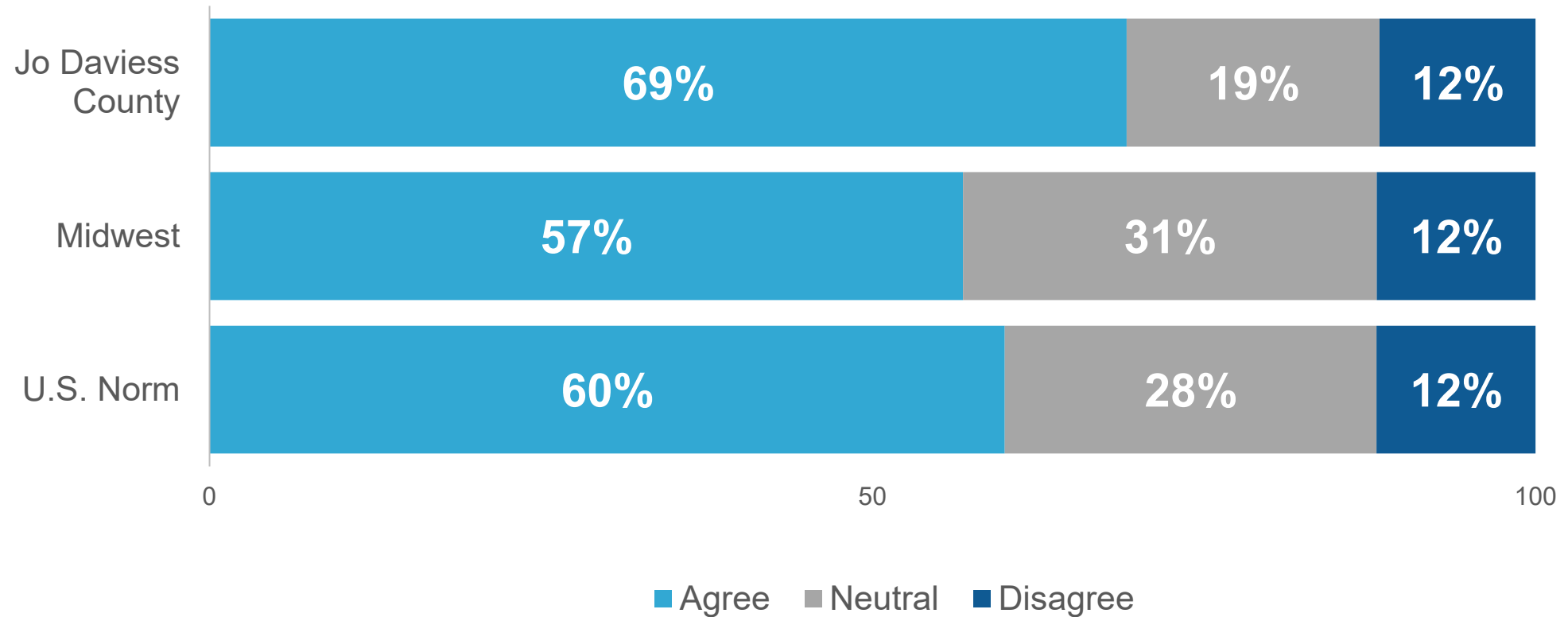
Economy

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## Tourism is important to my local economy

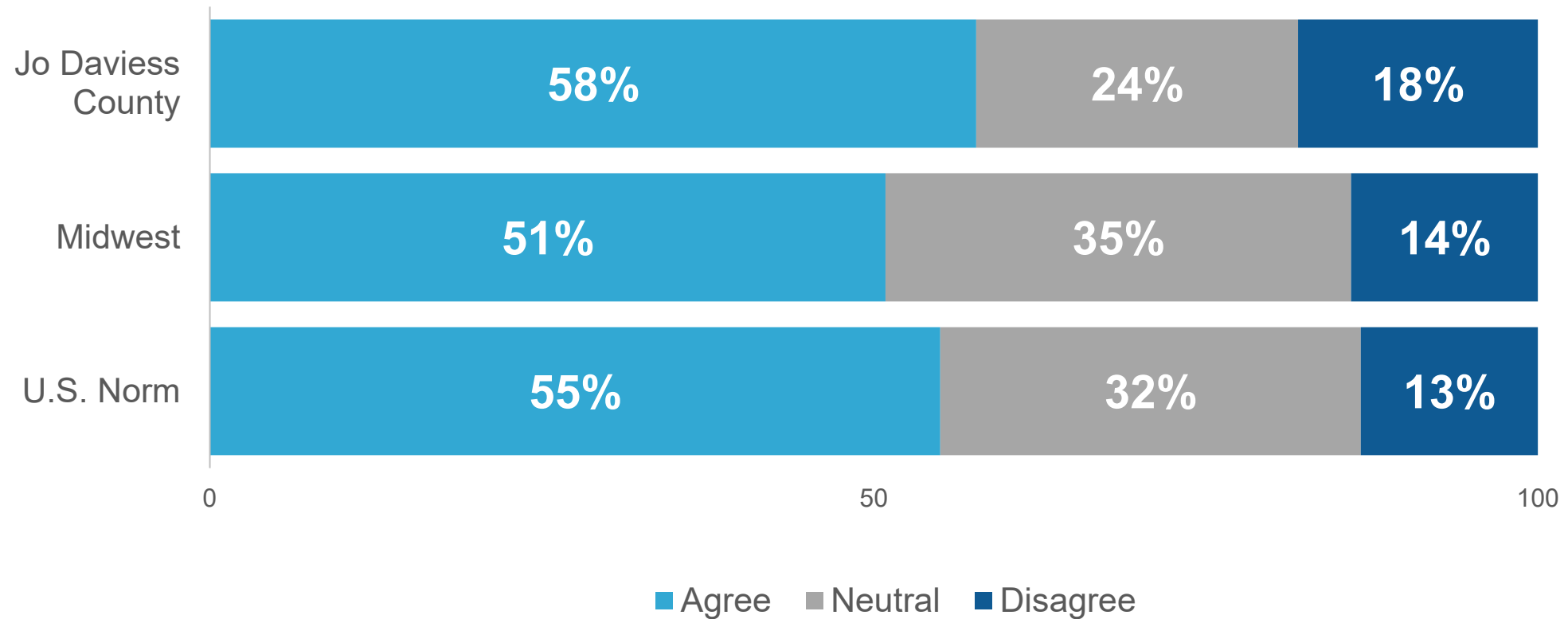


## Tourism encourages investment in our local economy



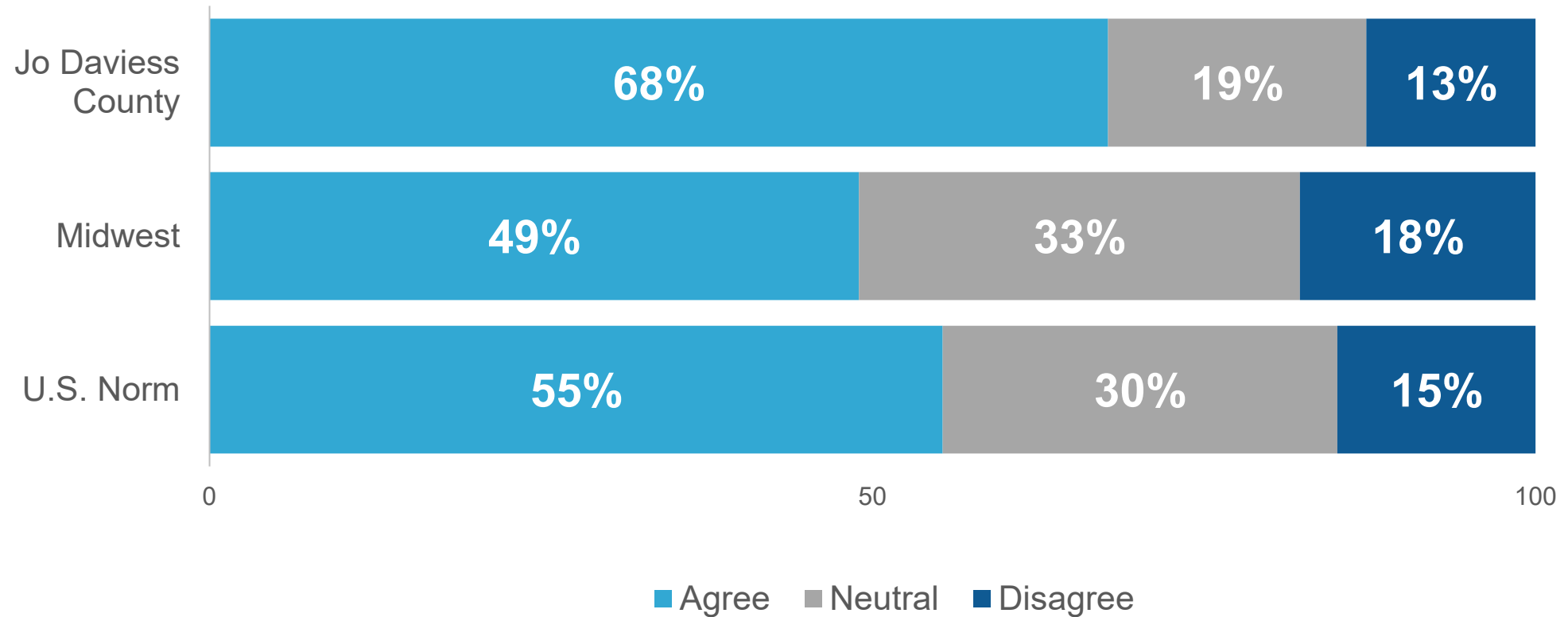
# Economy

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

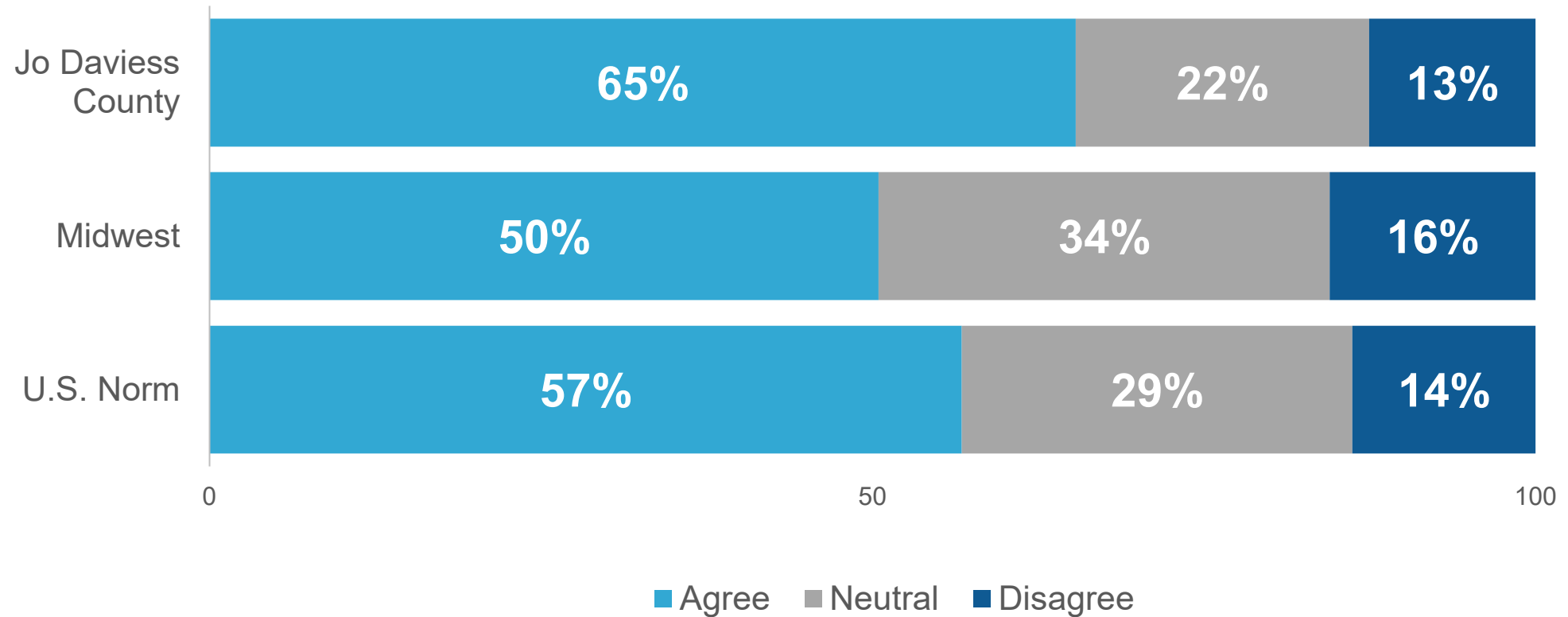




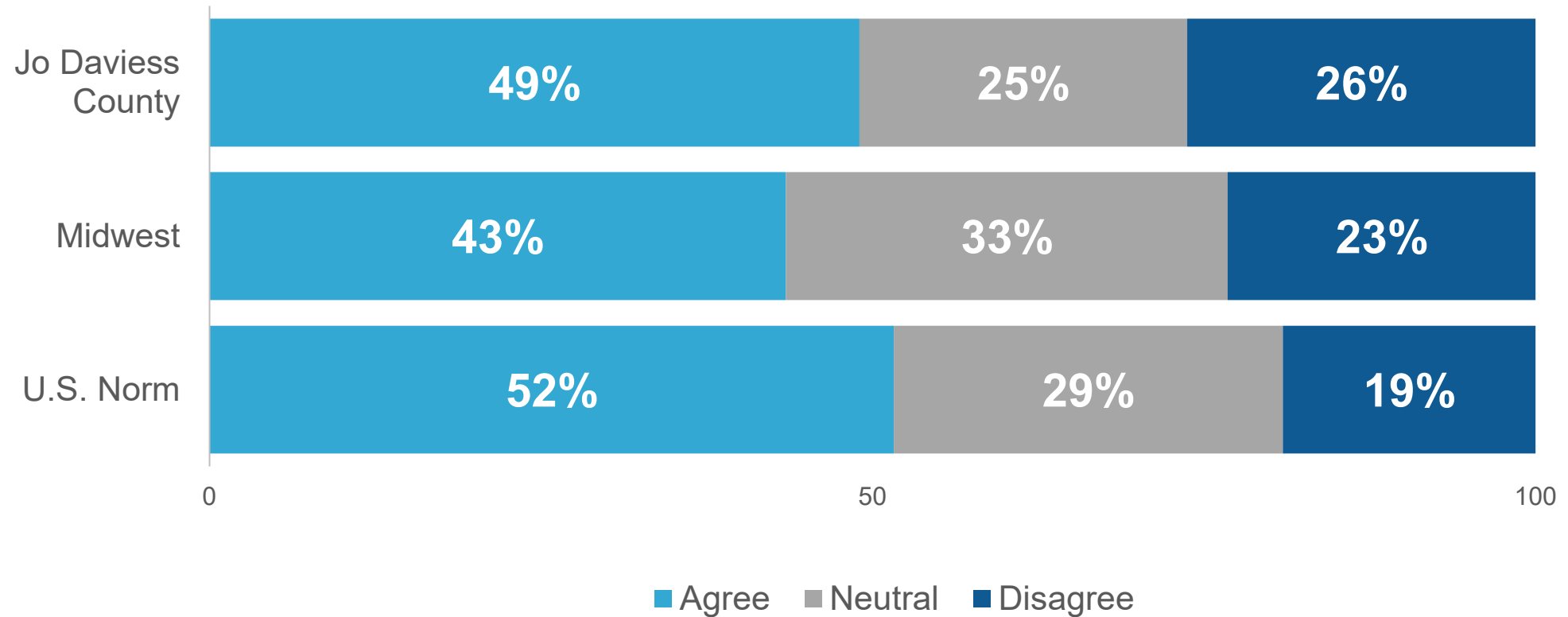
## Tourism attracts new residents to our local area



## Tourism attracts new businesses to our local area

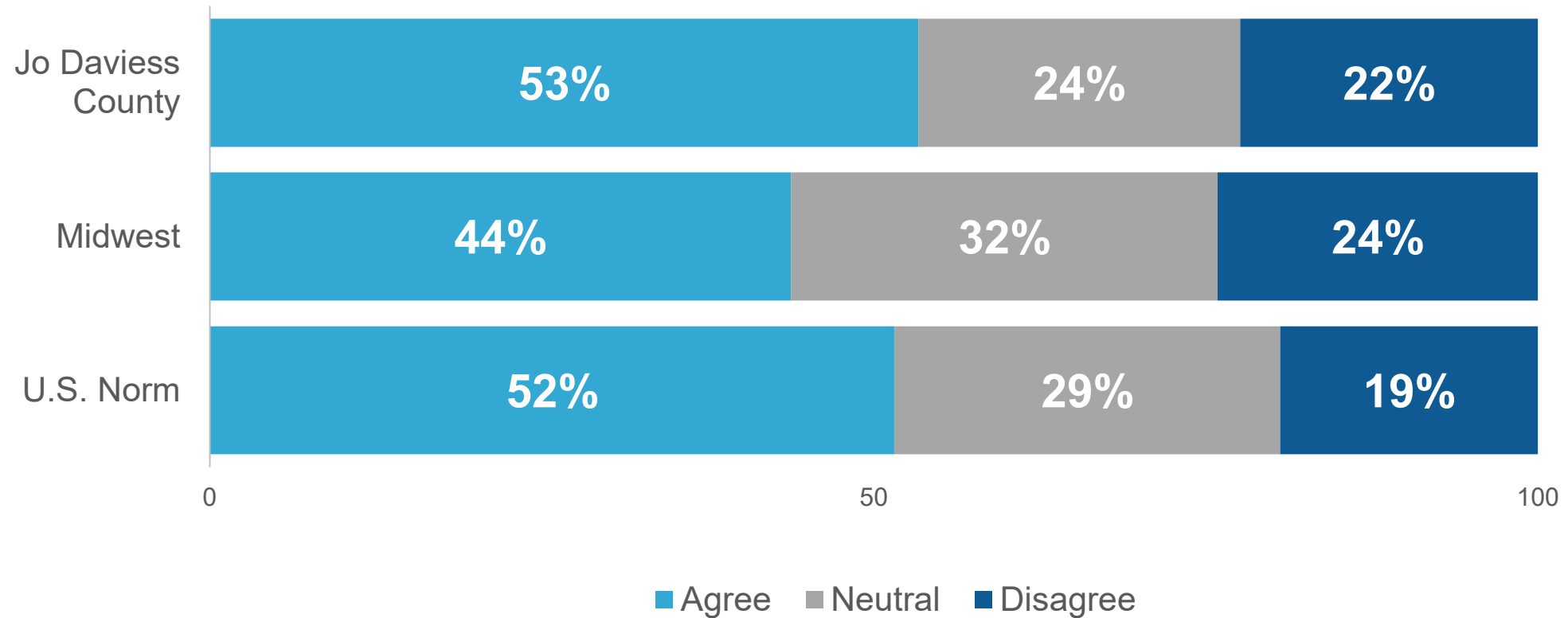


## Tourism helps to recruit workforce to our local area

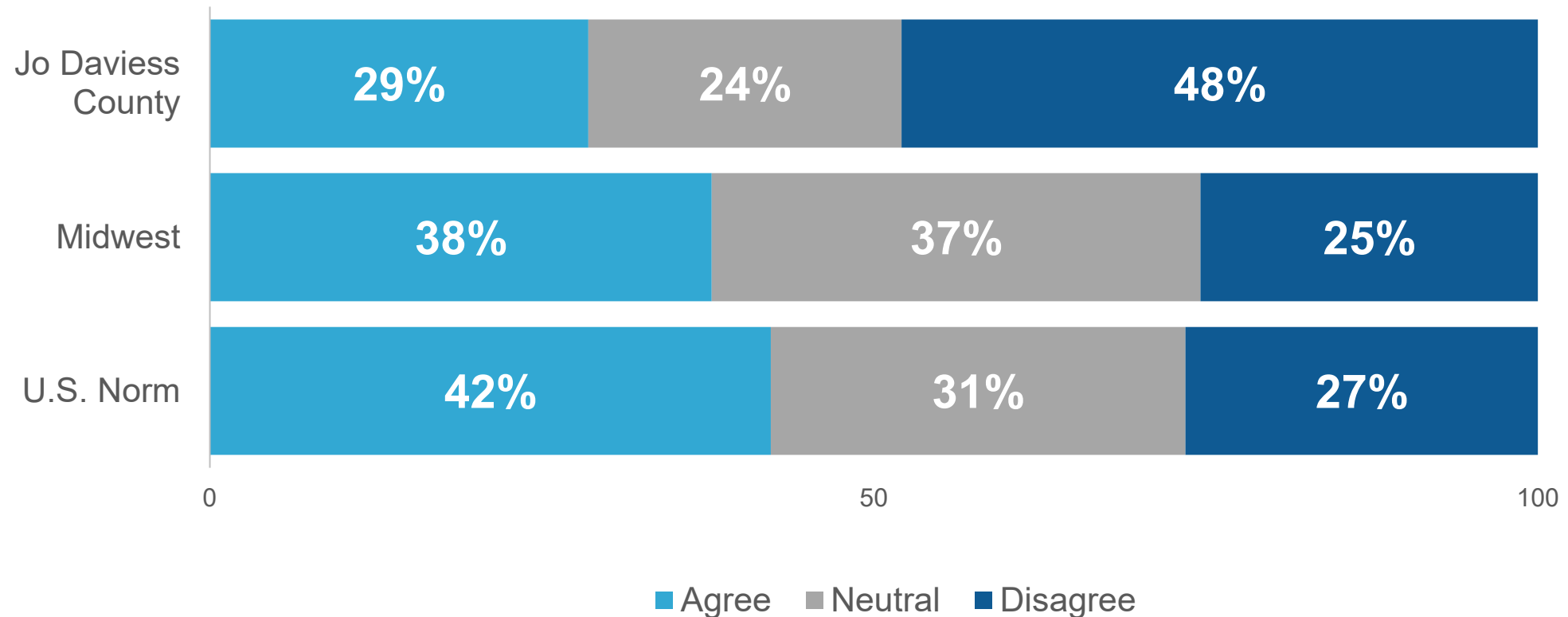


# Economy

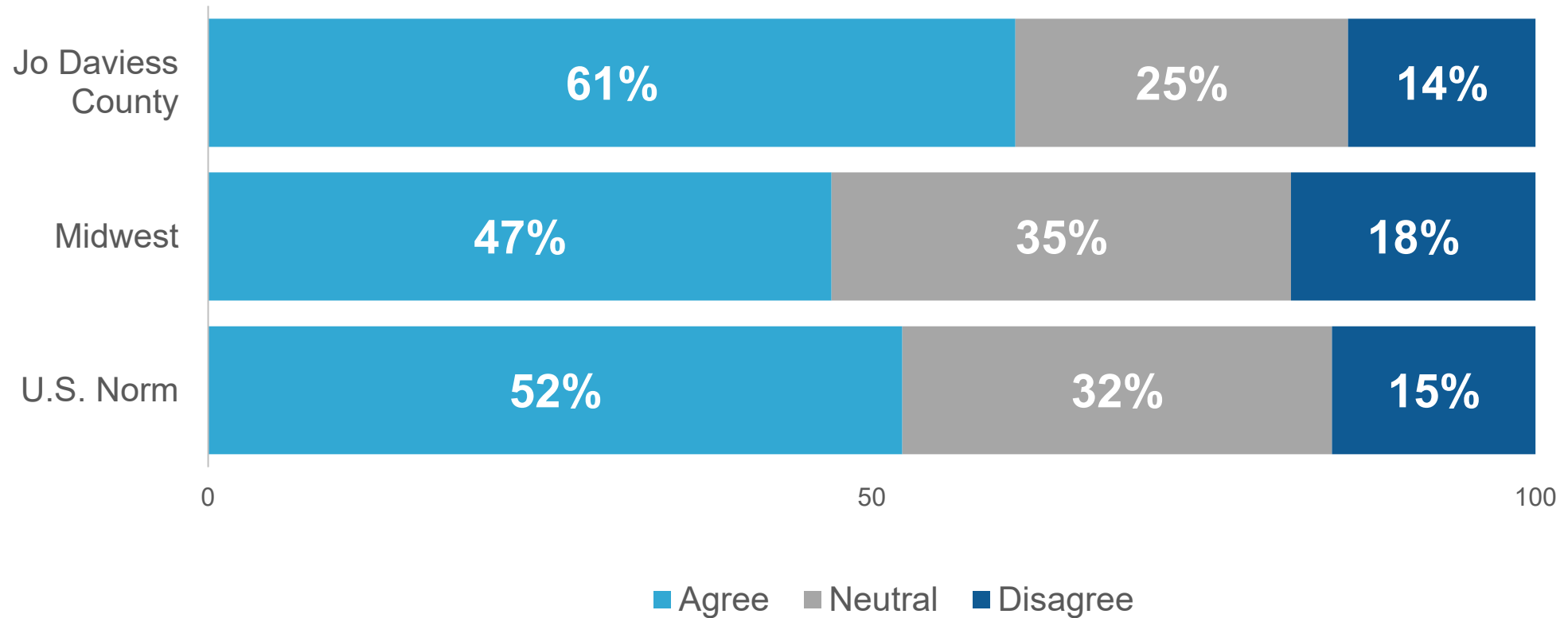
**Without the tax revenues we get from tourists, we would have to pay higher state and local taxes for government programs and services**



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

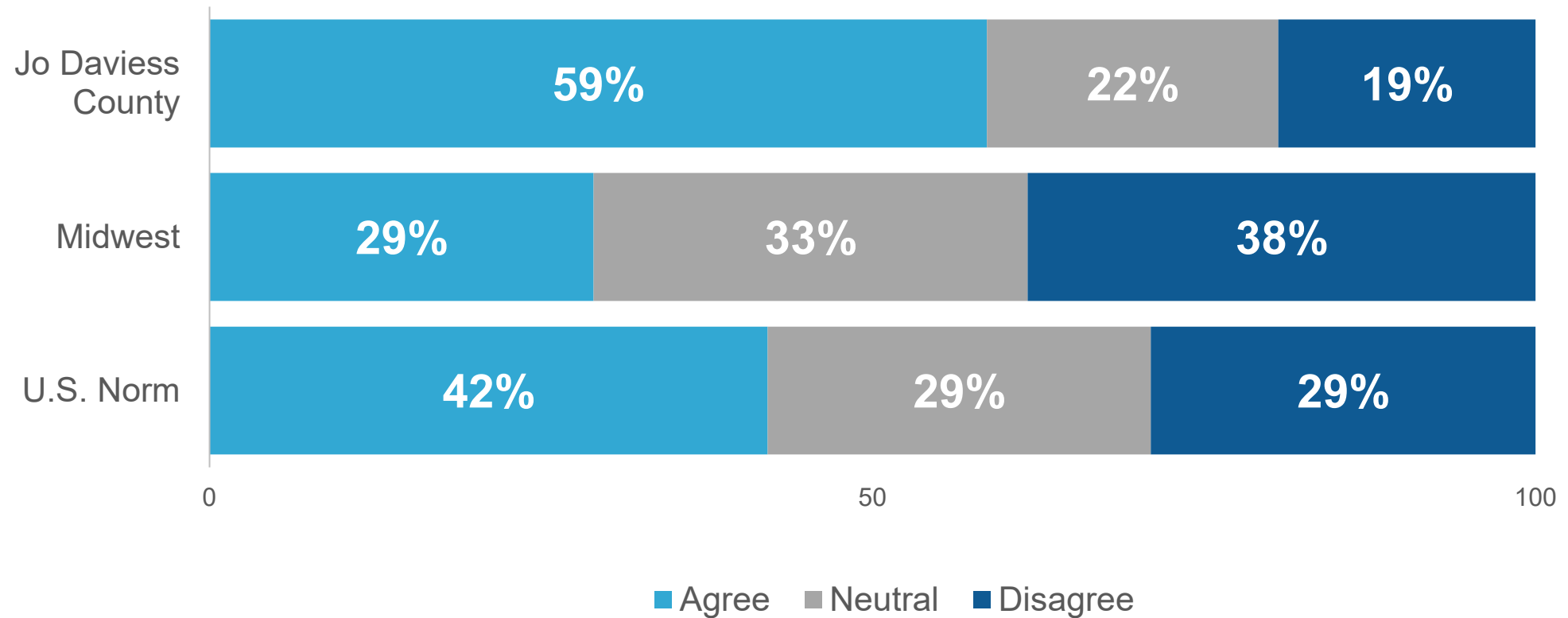


## Hotel/lodging taxes should be used to help pay for local services, not to promote more tourism

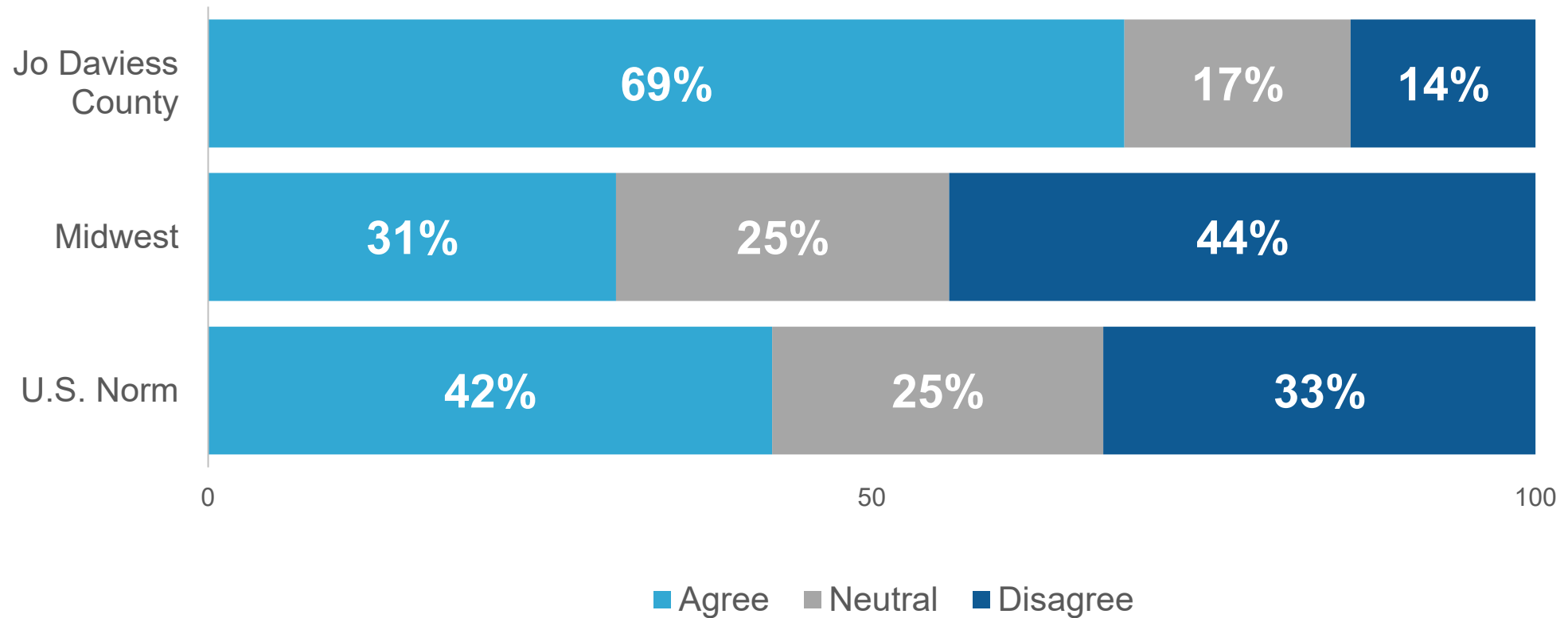




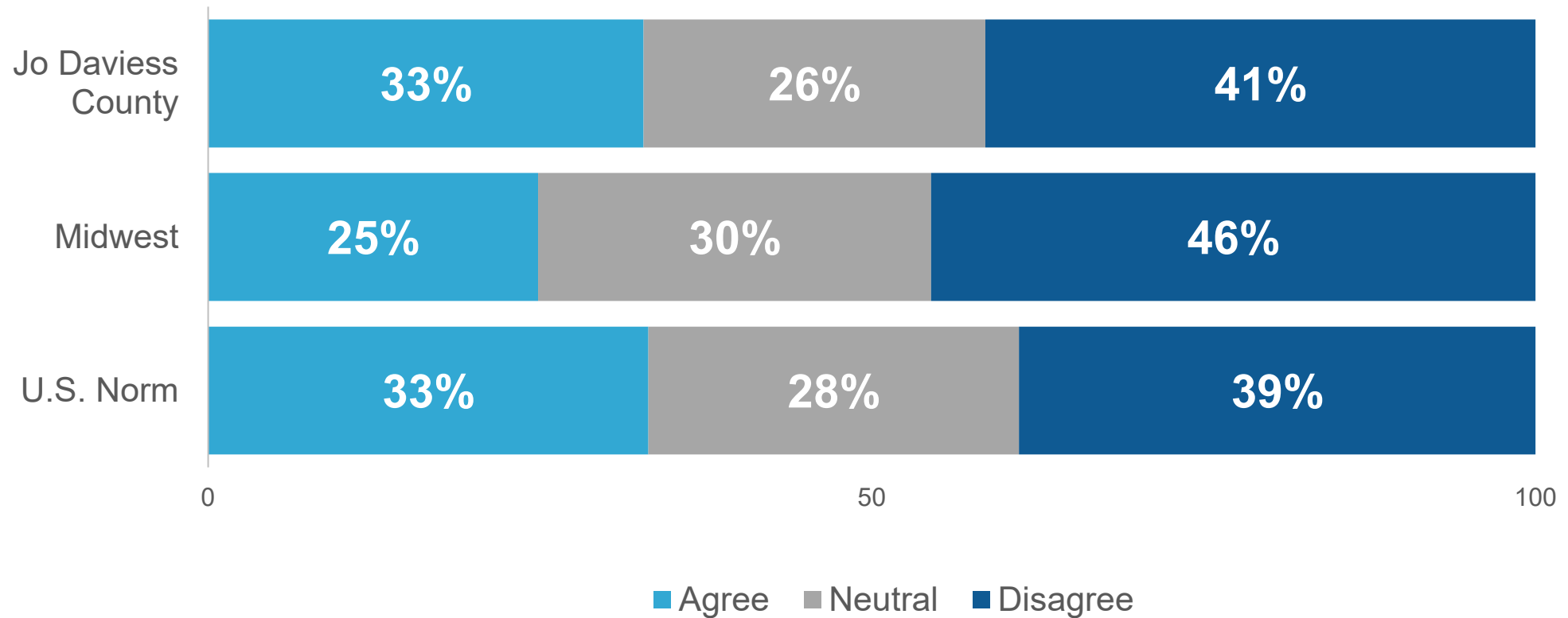
**The growth in tourism is causing prices to rise, making things less affordable for residents**



## 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





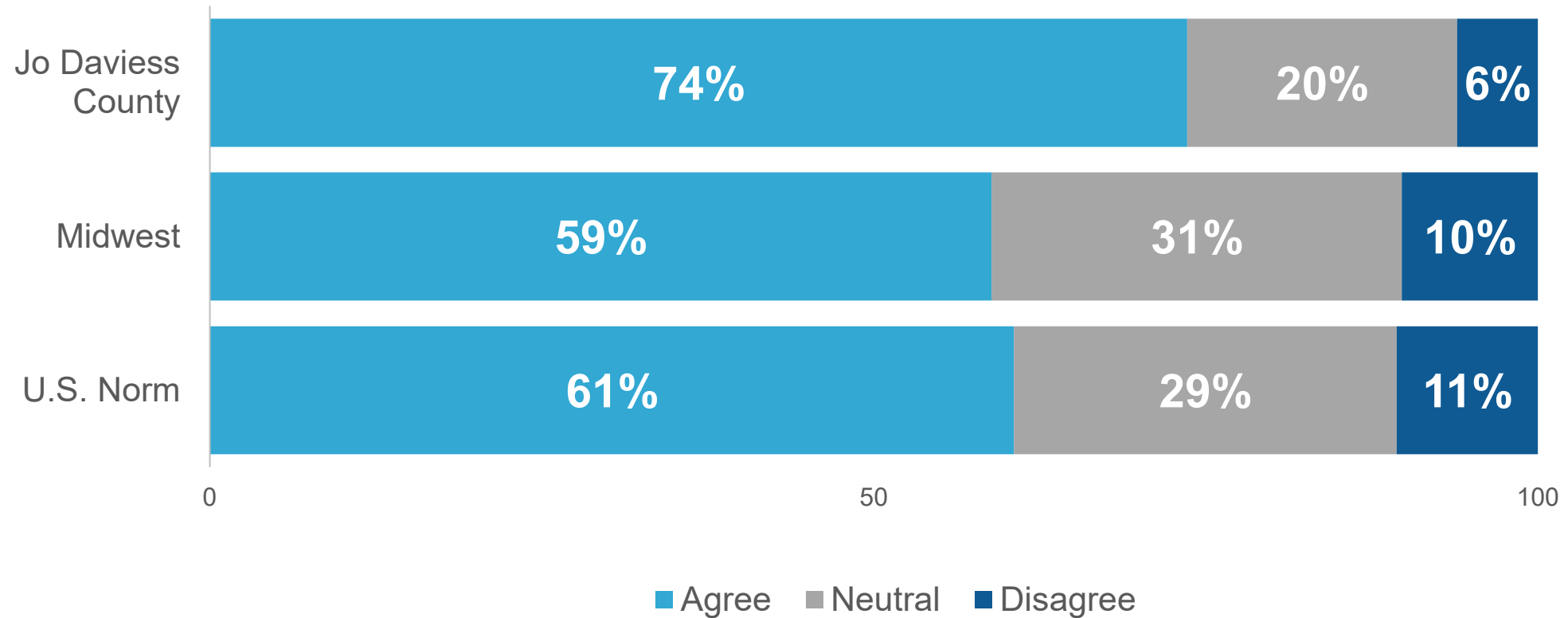
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Tourism Employment

Galena  
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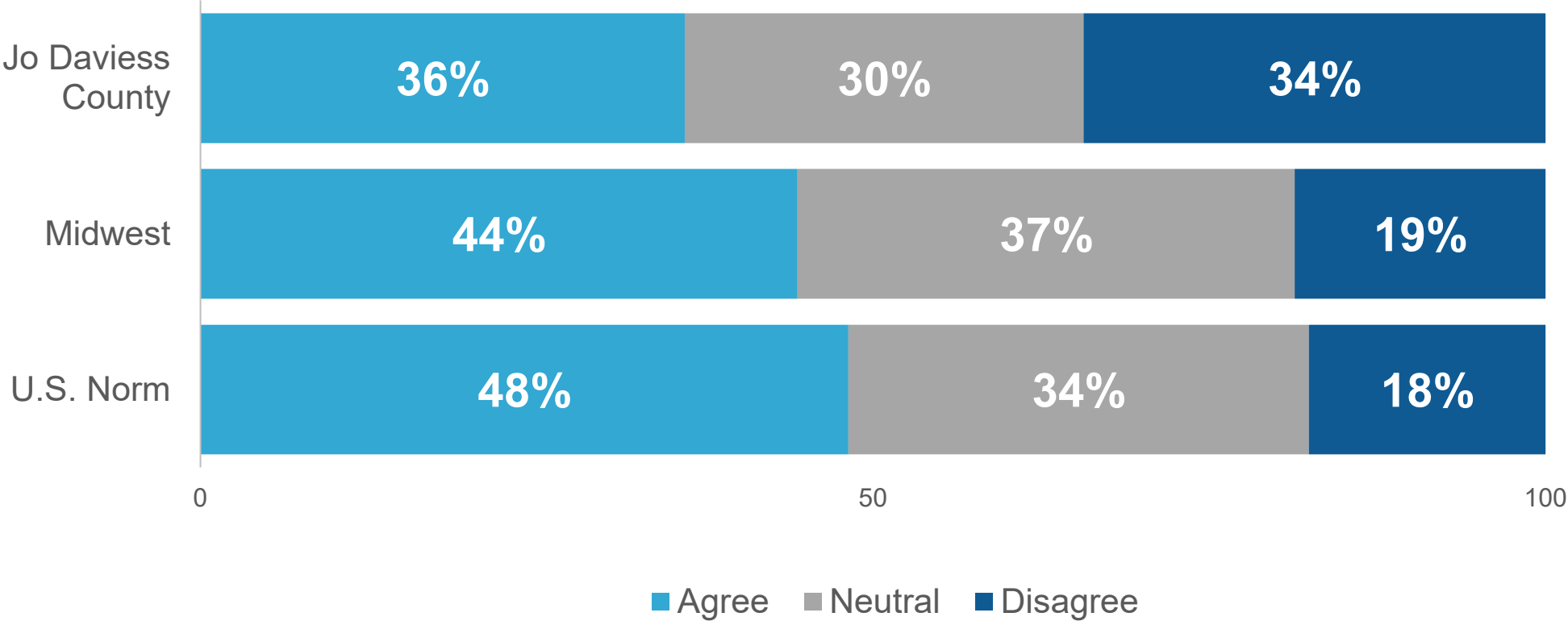
# Tourism Employment

**The tourism industry offers many entry-level employment opportunities**



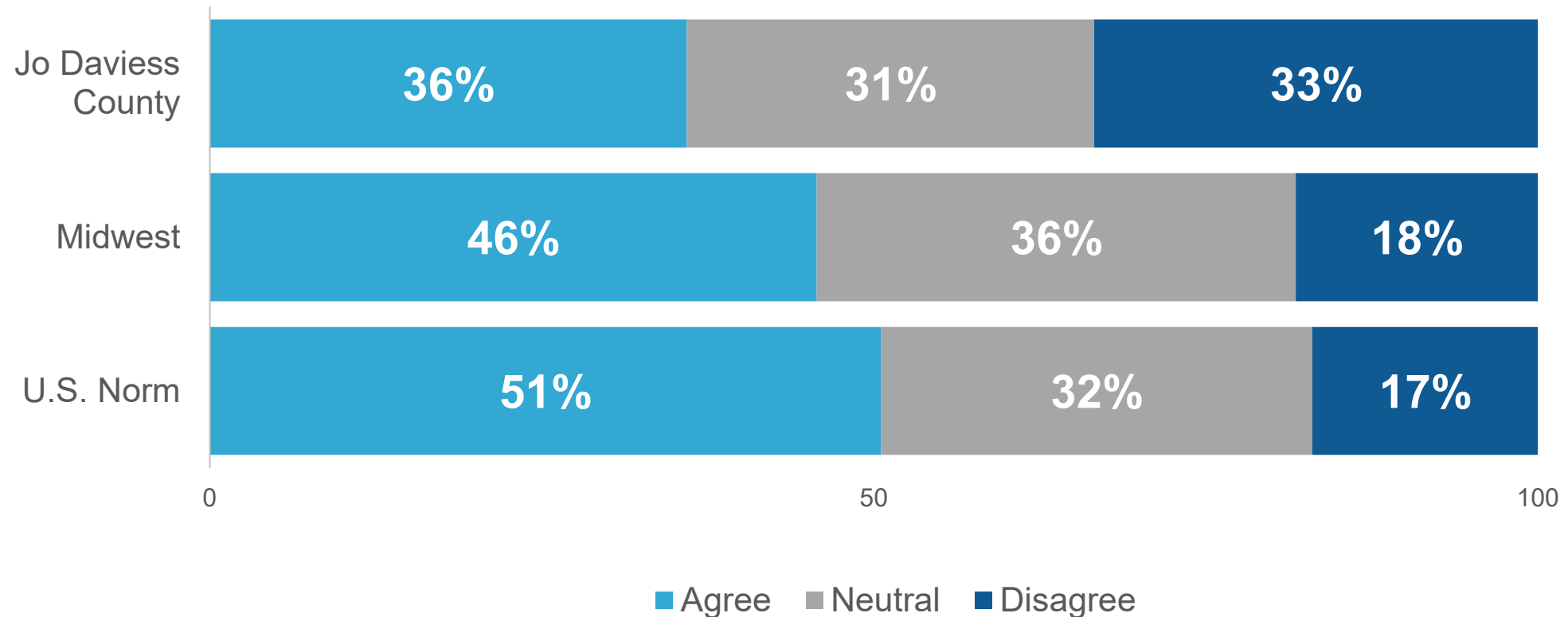
# Tourism Employment

## The tourism industry offers rewarding careers



# Tourism Employment

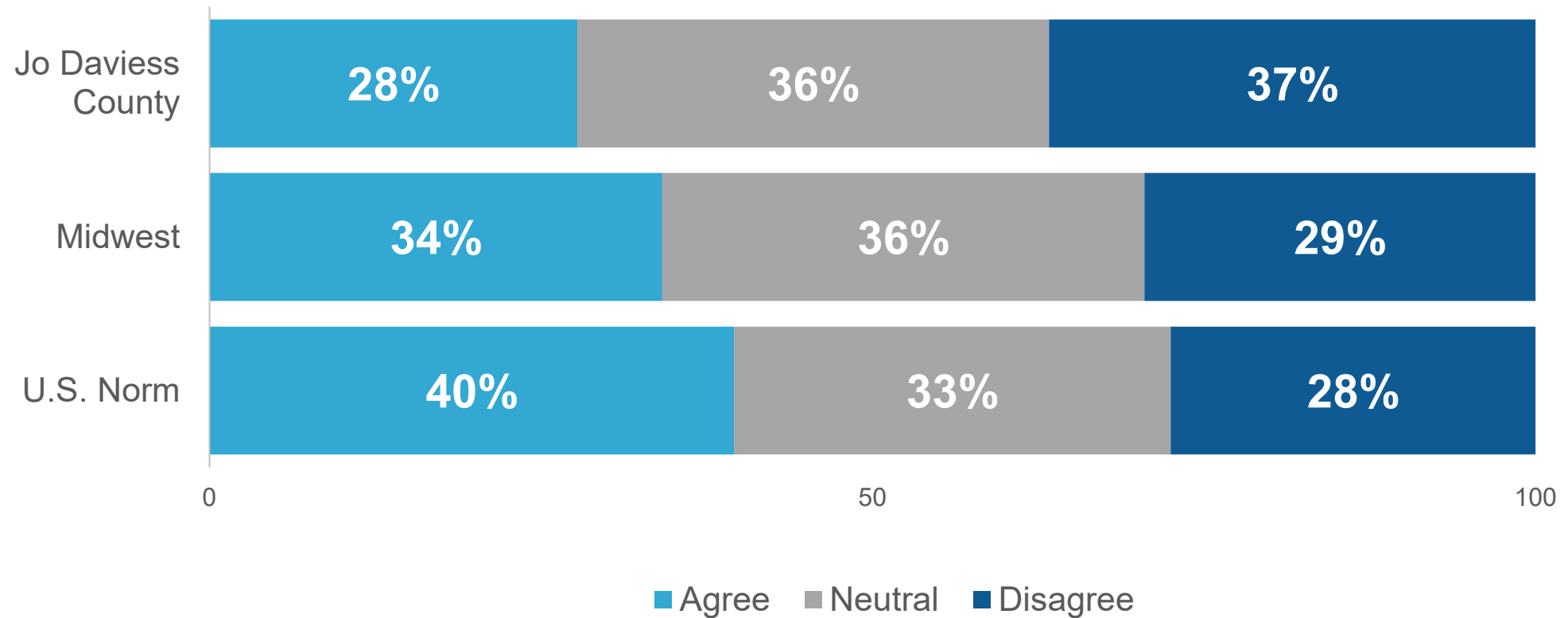
**There are opportunities for career advancement in the tourism industry**





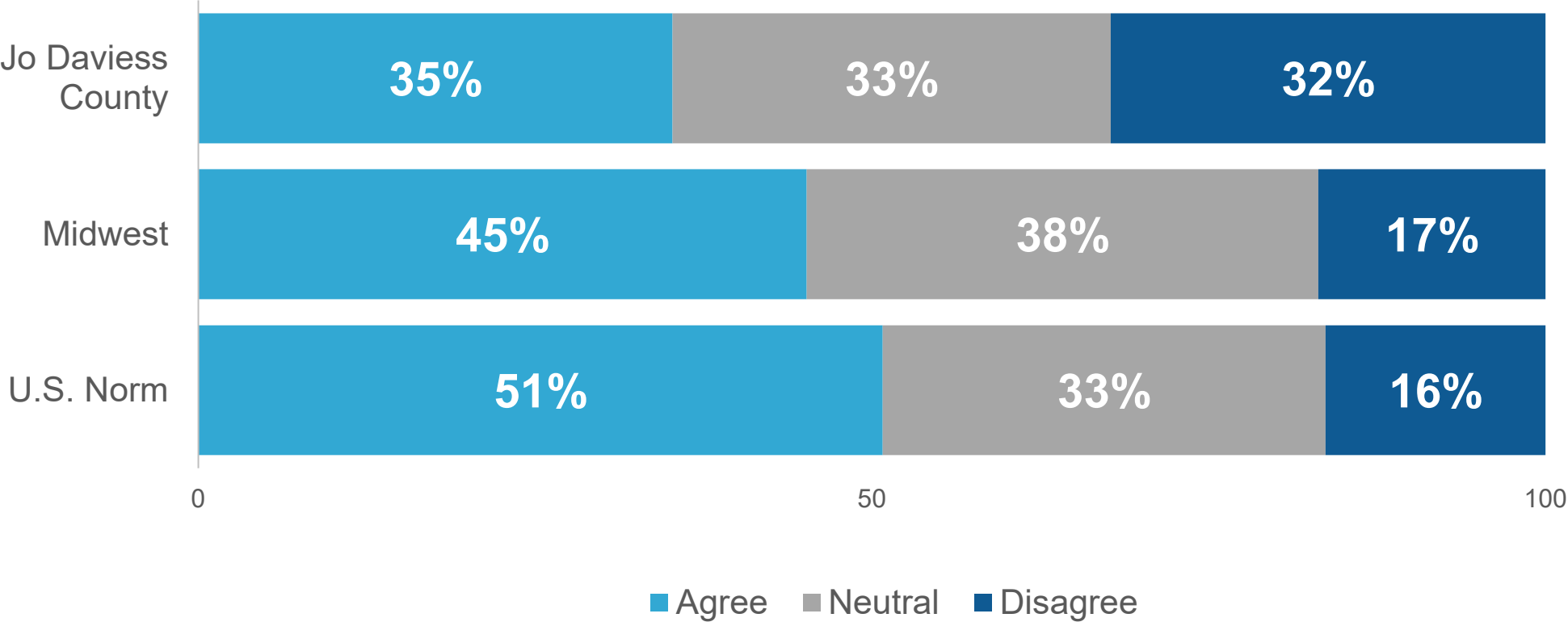
# Tourism Employment

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



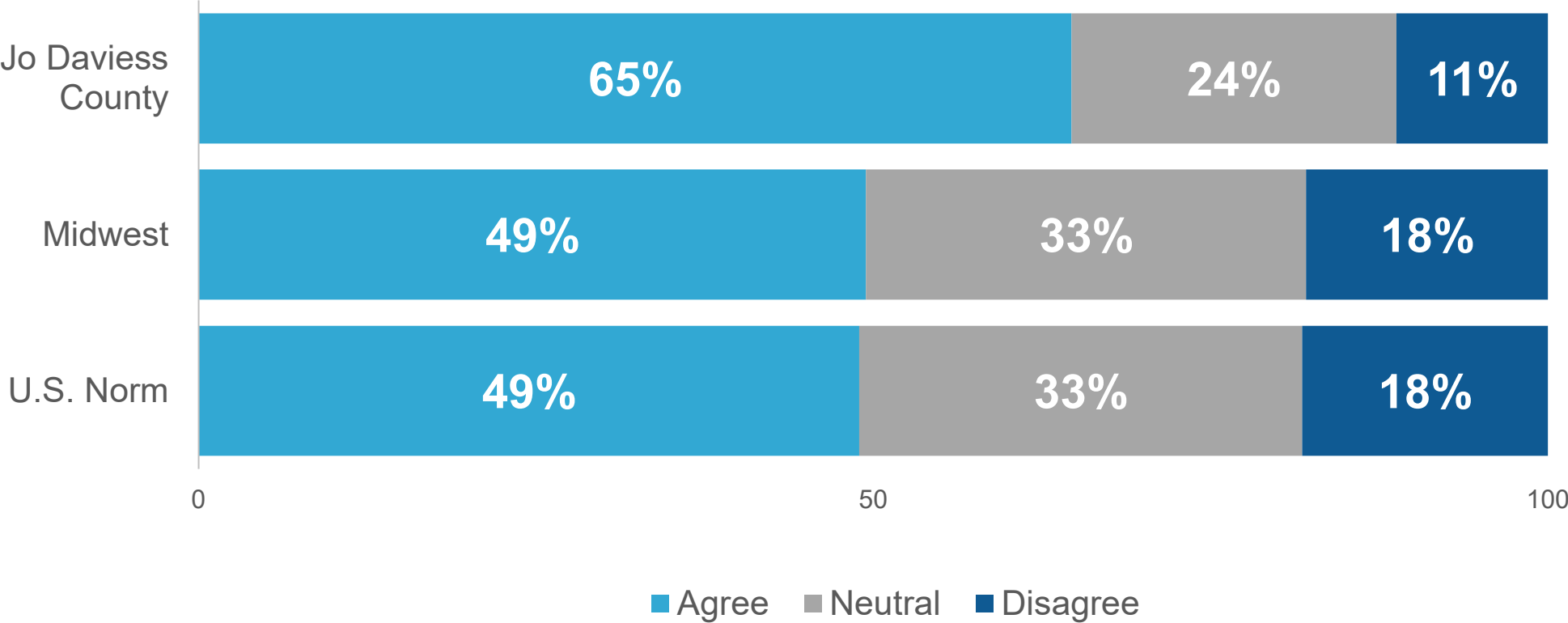
# Tourism Employment

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





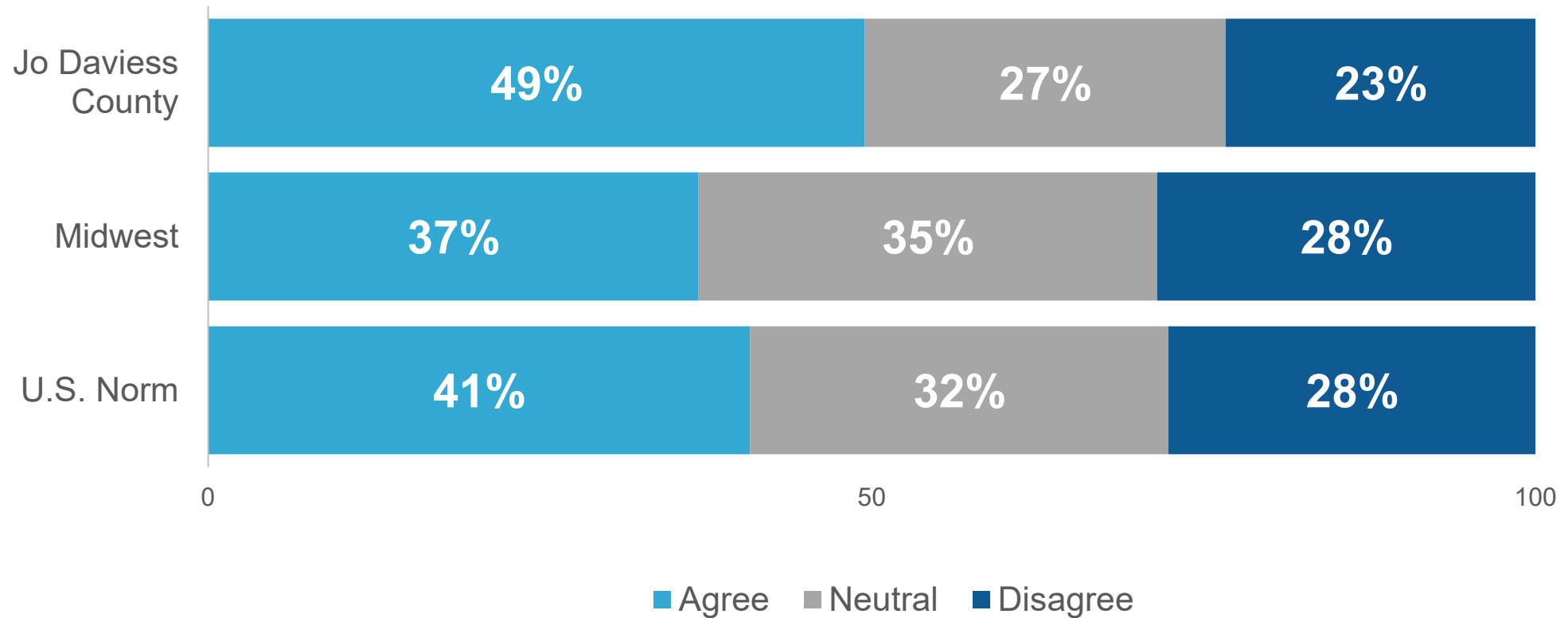
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Quality of Life

Galena  
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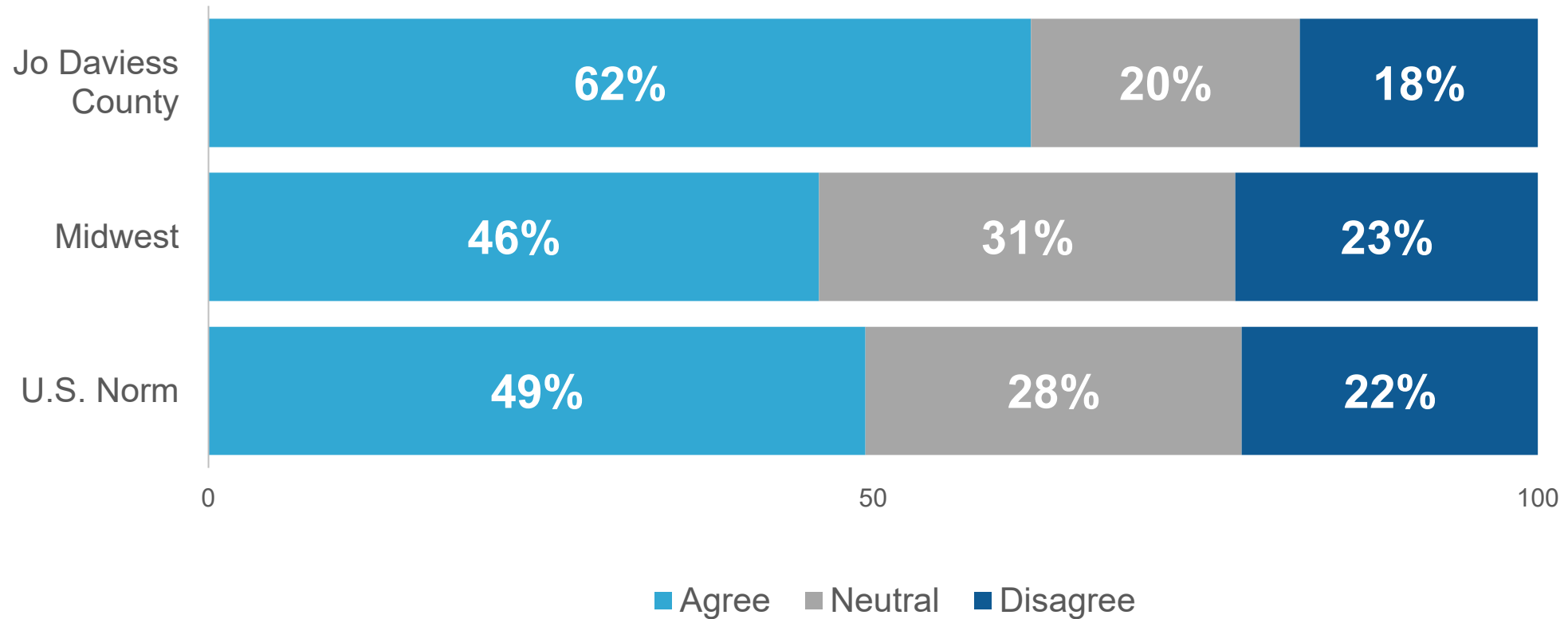
# Quality of Life

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



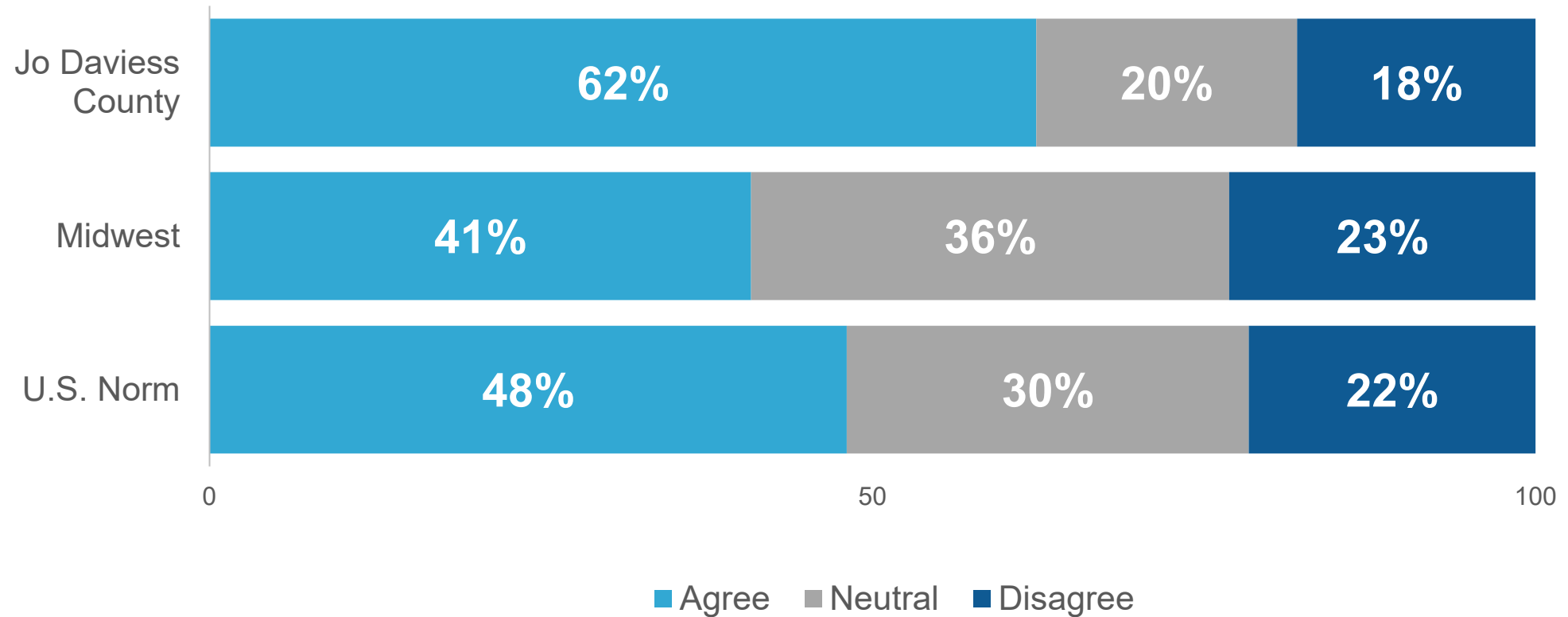
# Quality of Life

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



# Quality of Life

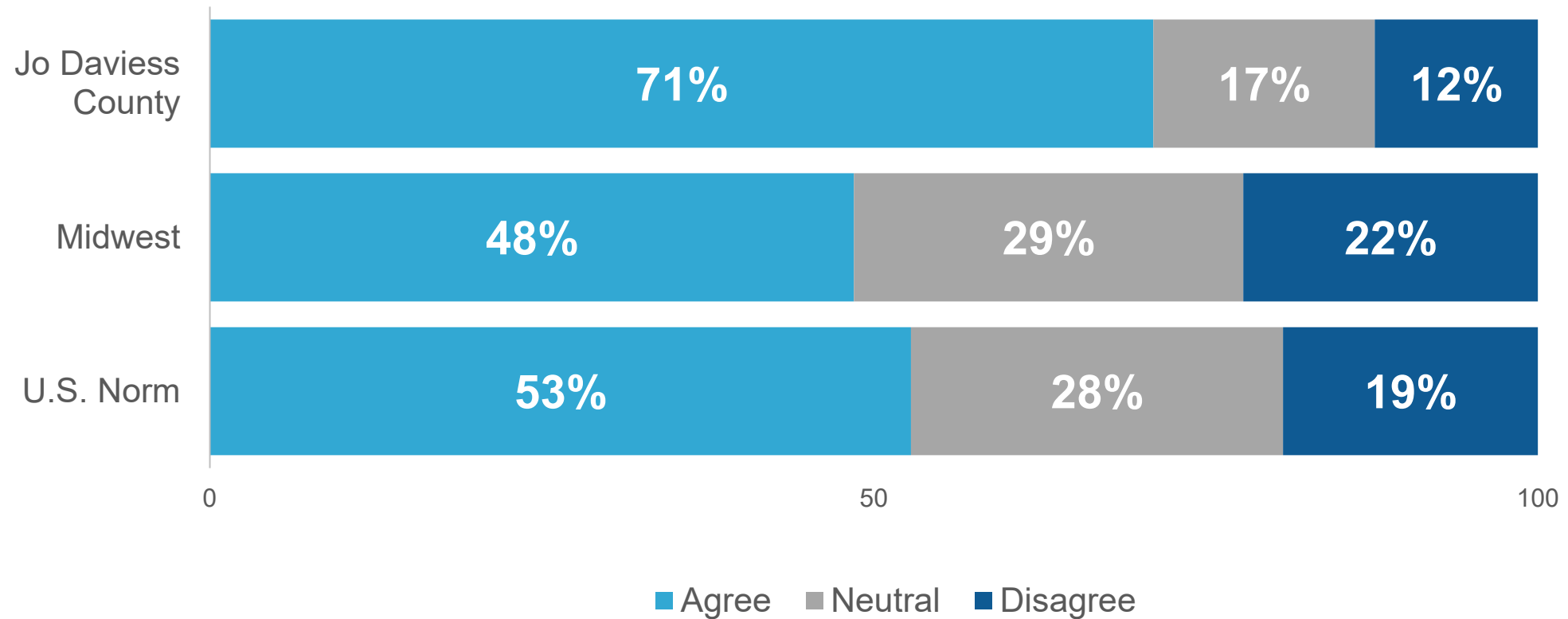
## Shopping opportunities are better here as a result of tourism





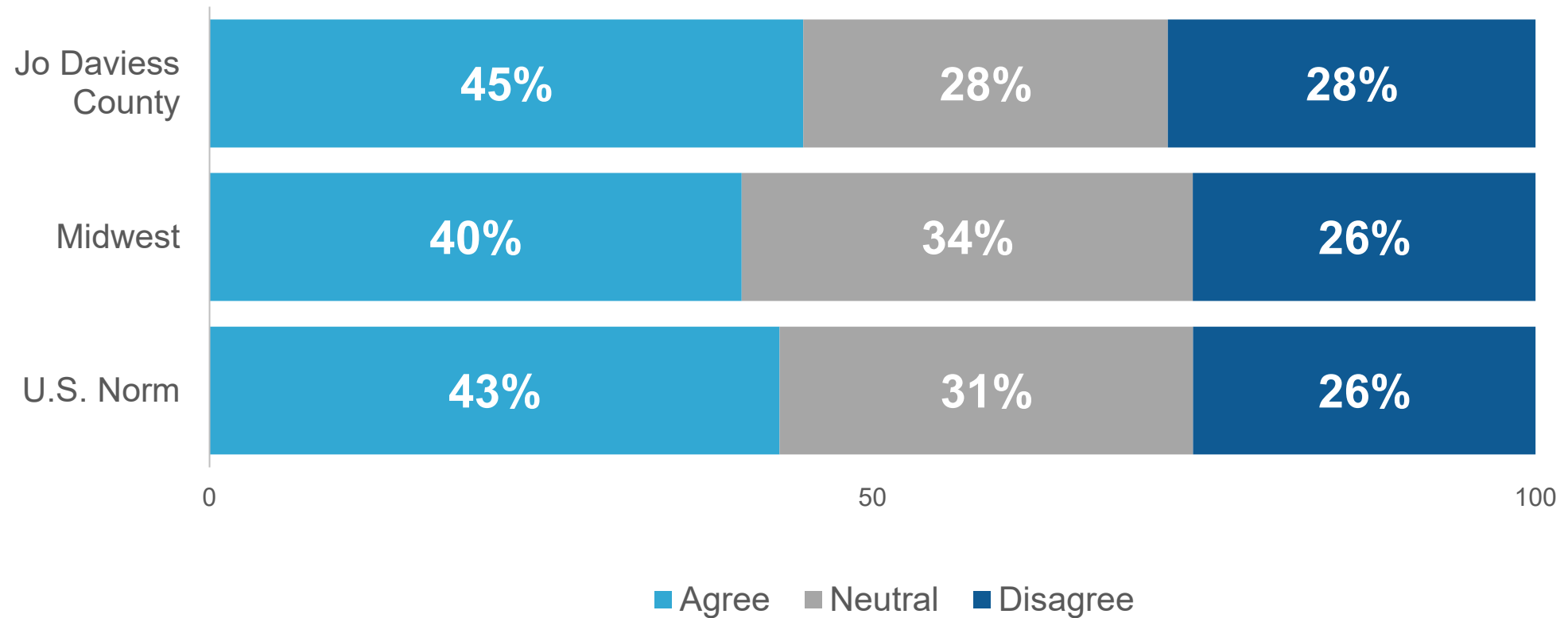
# Quality of Life

## Dining opportunities are better here as a result of tourism



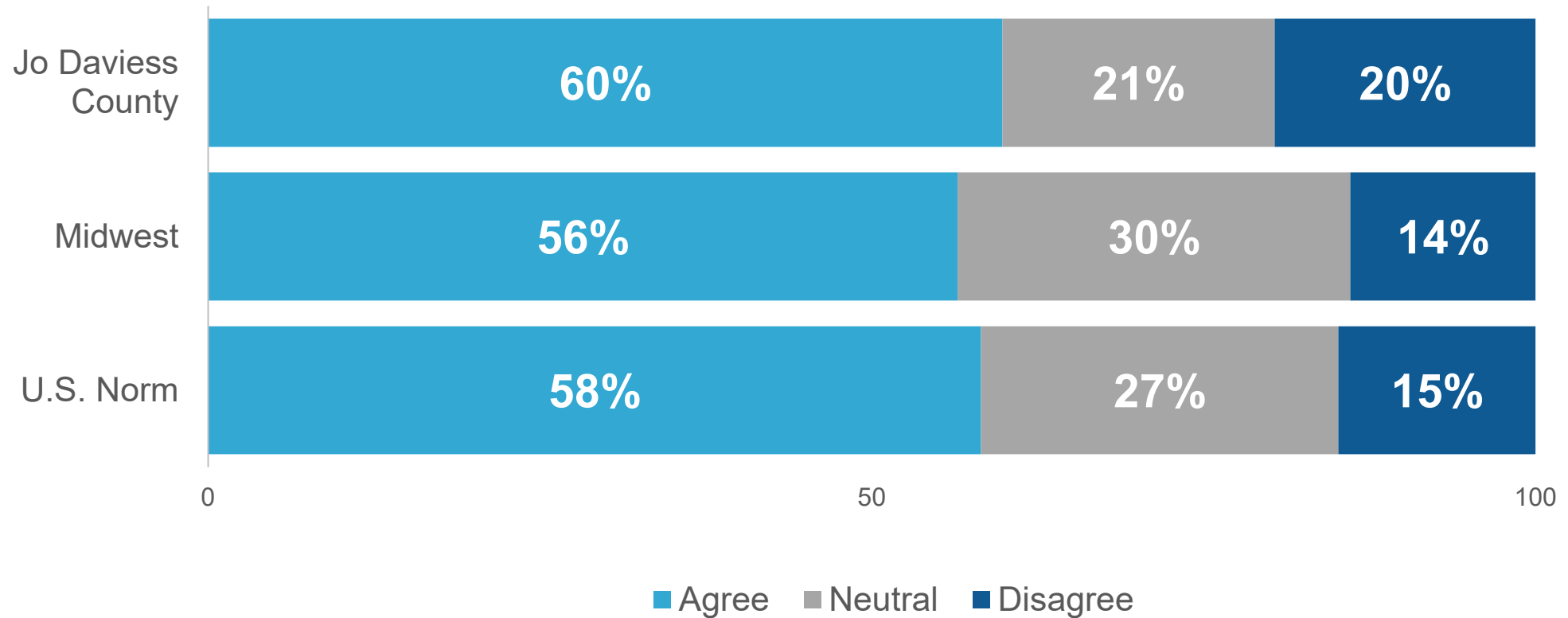
# Quality of Life

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



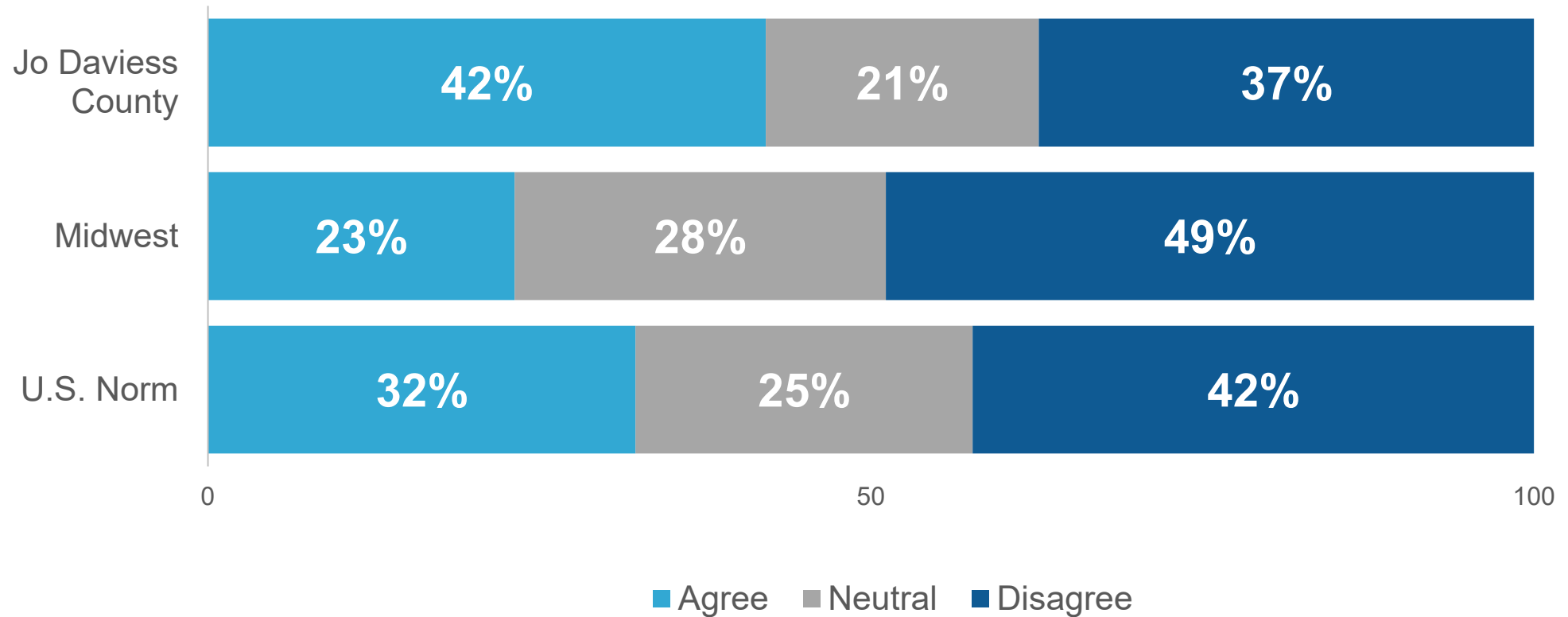
# Quality of Life

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



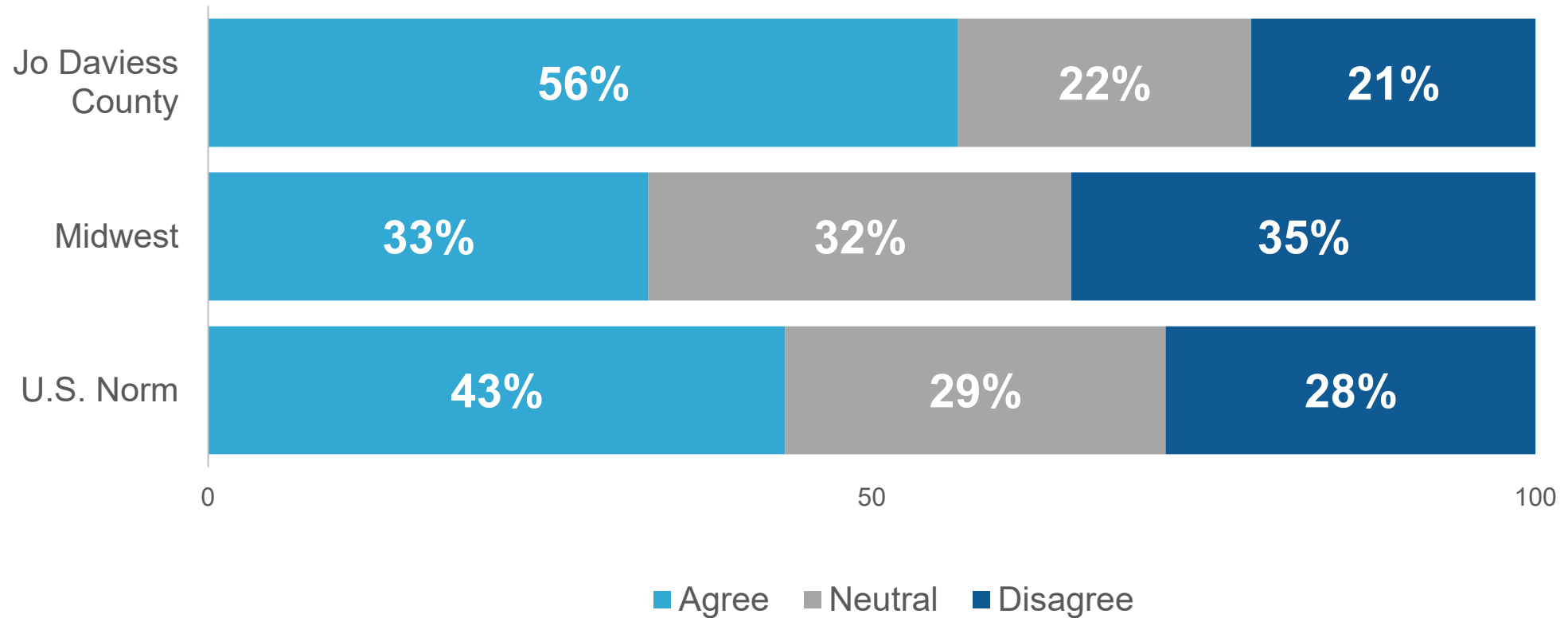
# Quality of Life

## Uncontrolled tourism growth is jeopardizing our heritage and culture

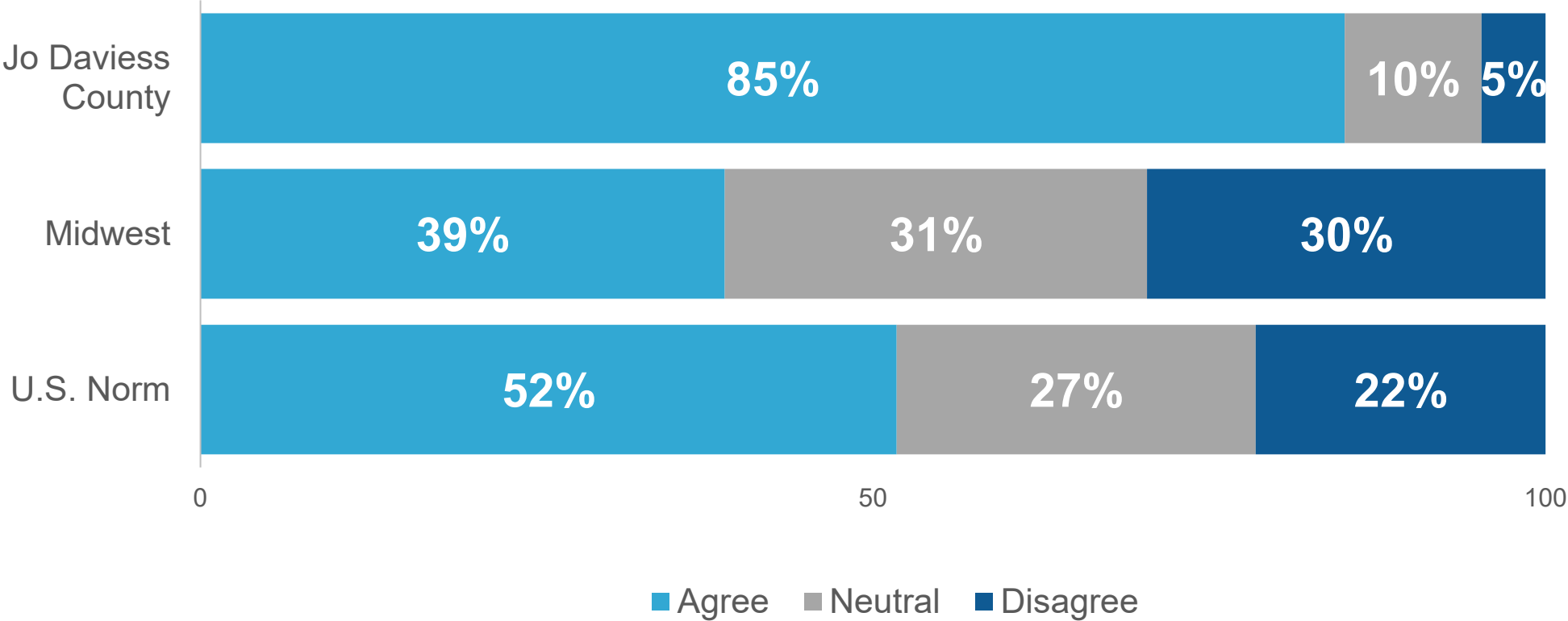


# Quality of Life

## Attractions and leisure facilities are becoming overcrowded because of more tourists



## Tourists add to traffic congestion and parking problems here







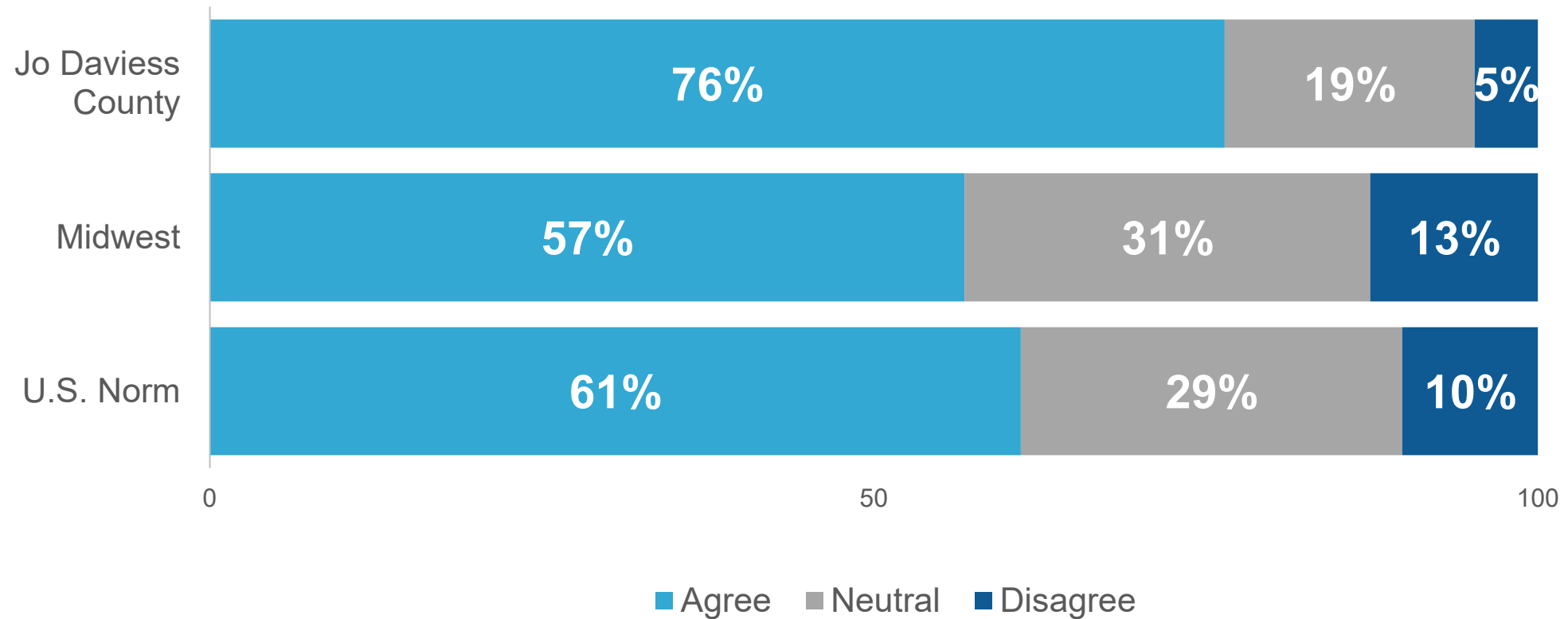
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Environment

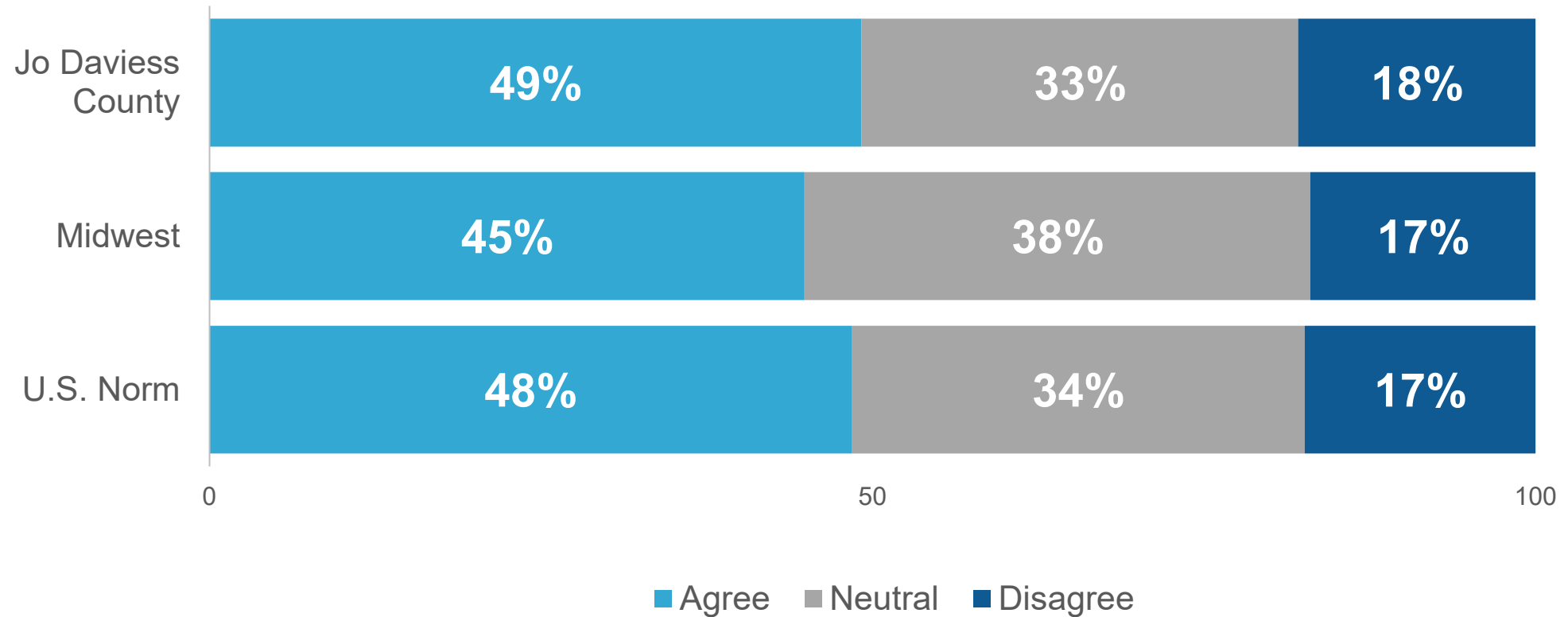
Galena  
COUNTRY



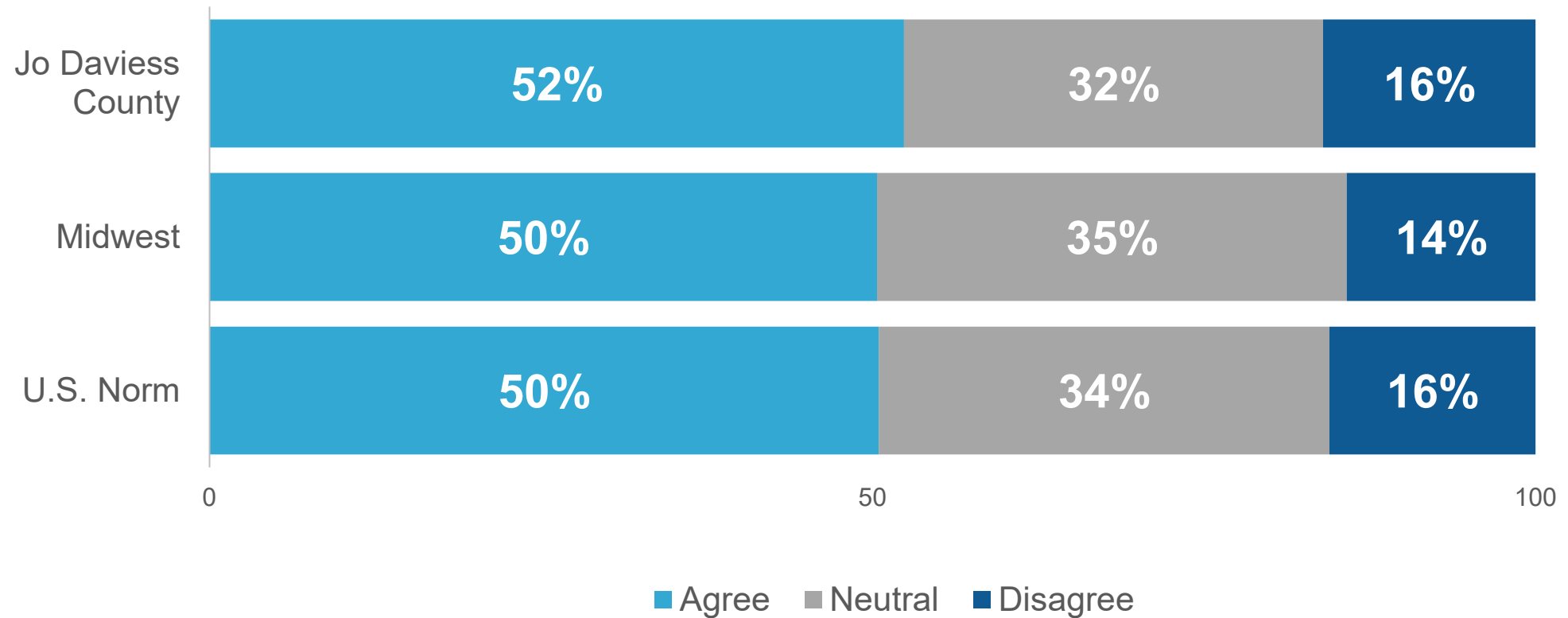
## Long-term planning can limit environmental impacts caused by tourism



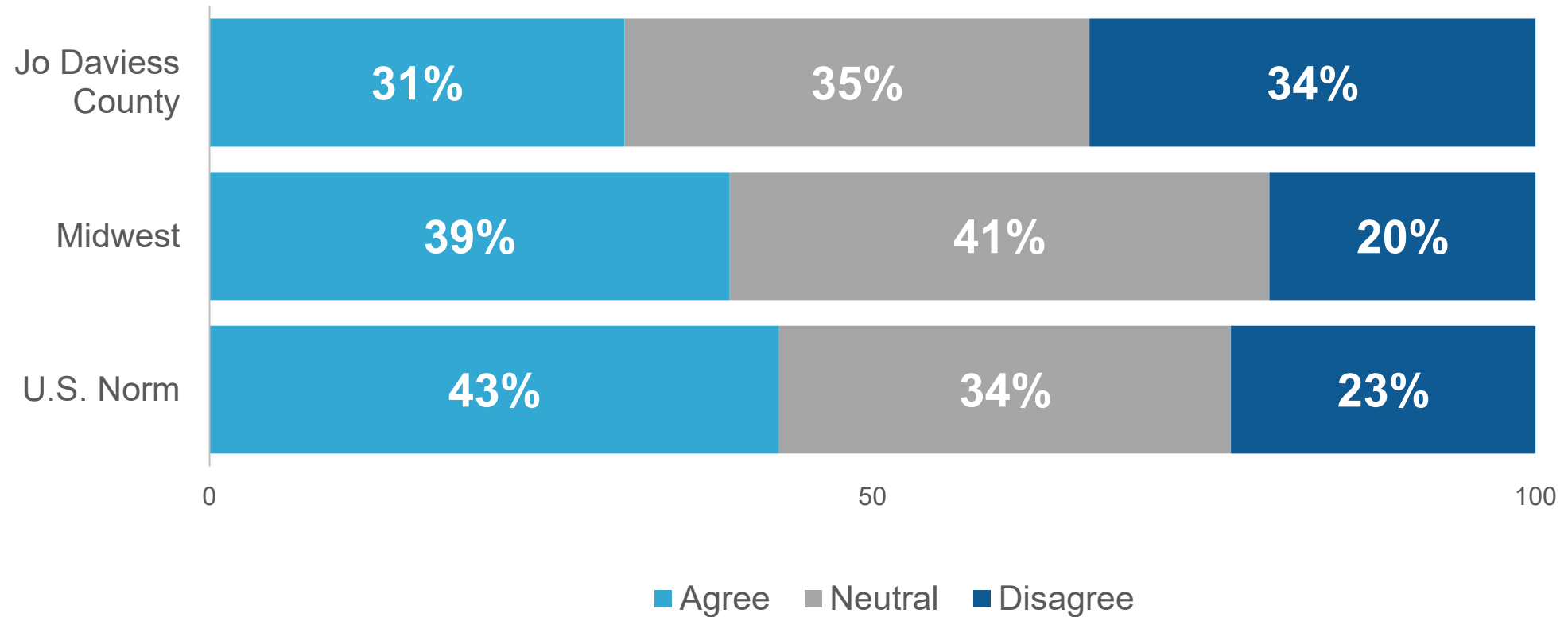
## Tourism is a good alternative to more environmentally-damaging development



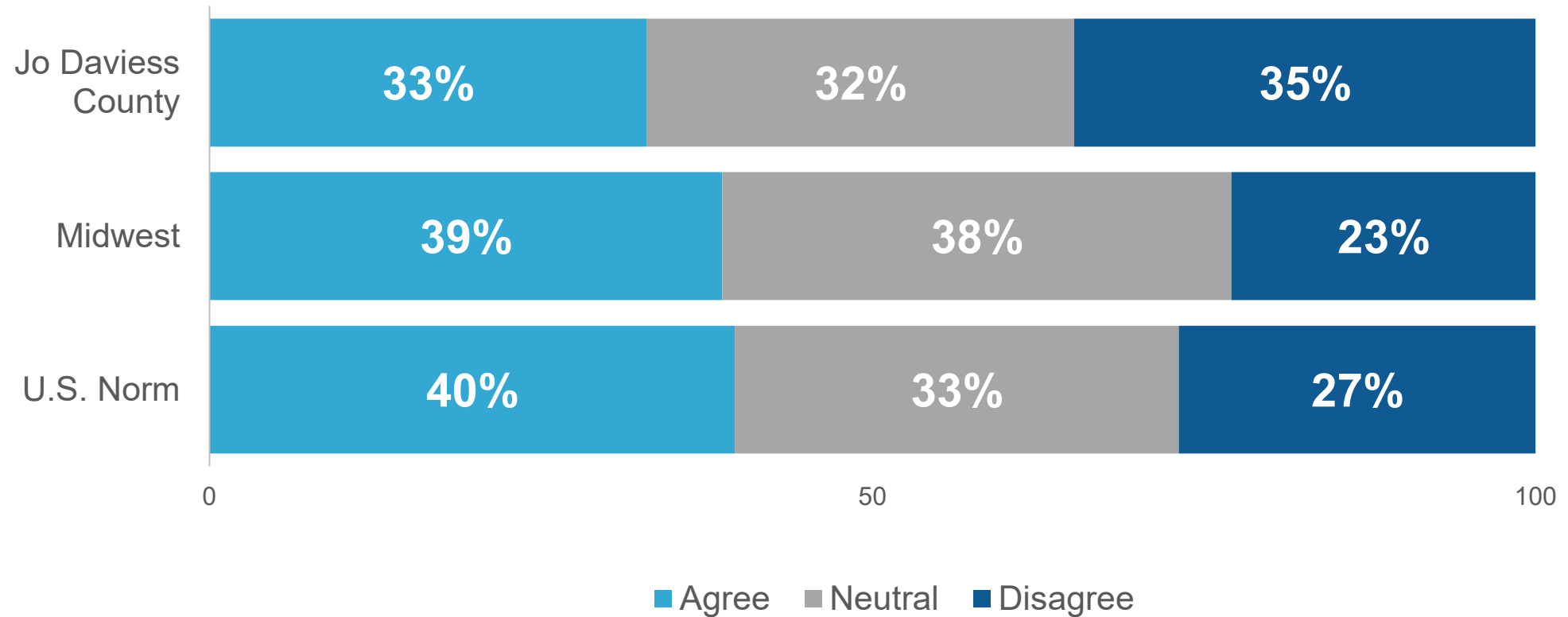
## Tourism can help the environment as local governments and people seek to protect sensitive and scenic areas



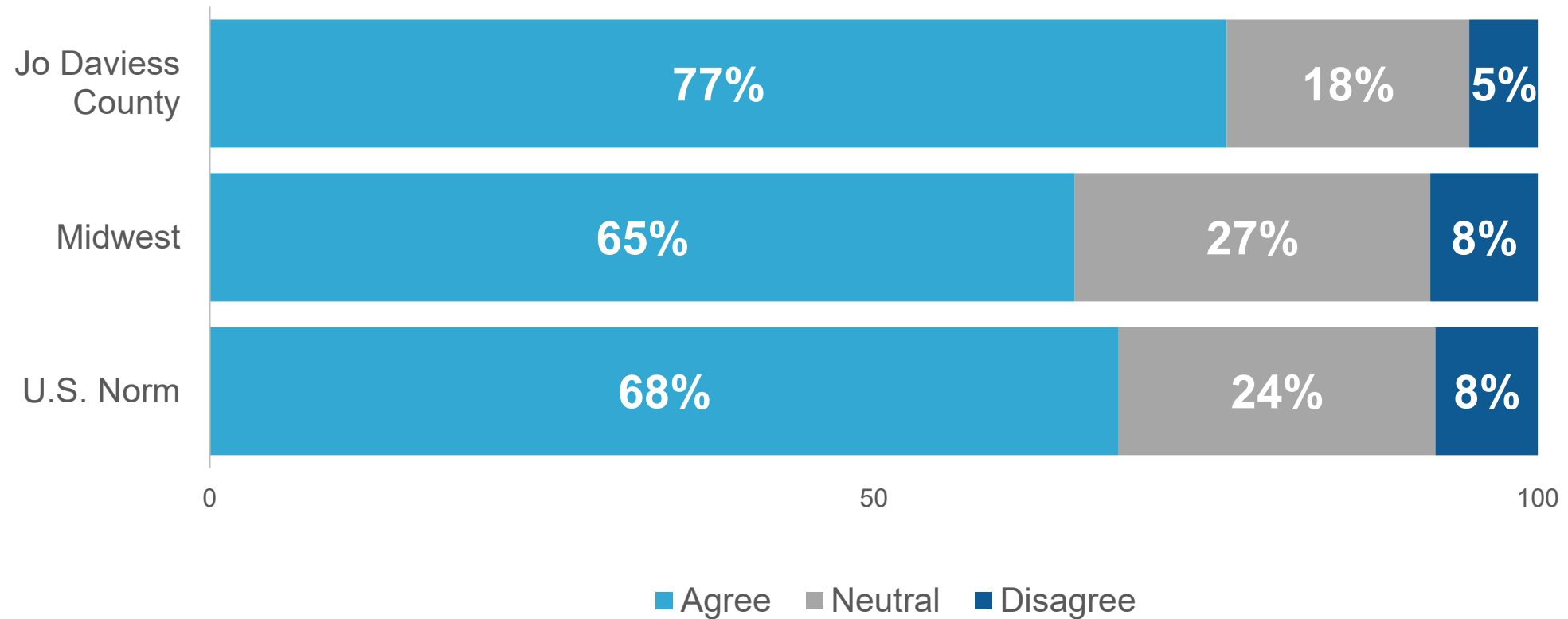
## The tourism industry values sustainability and our natural resources



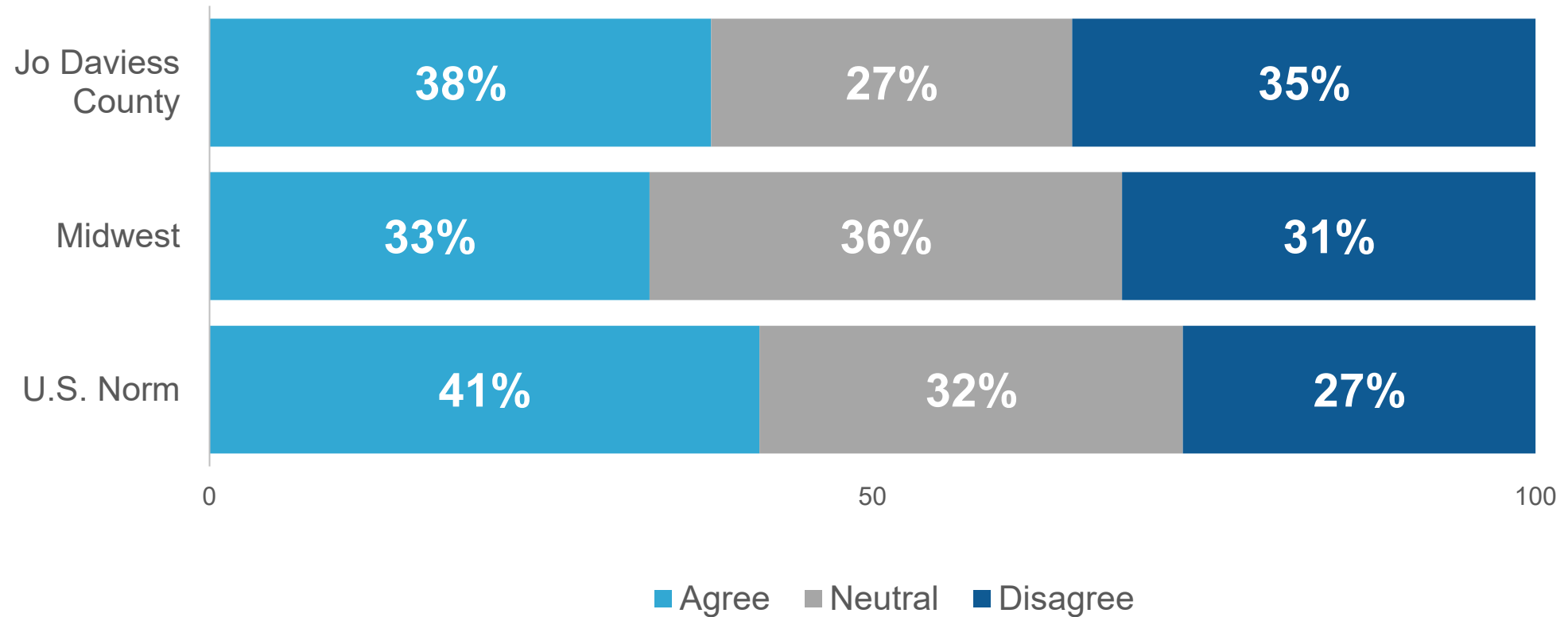
## Tourists are respectful of our natural areas



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

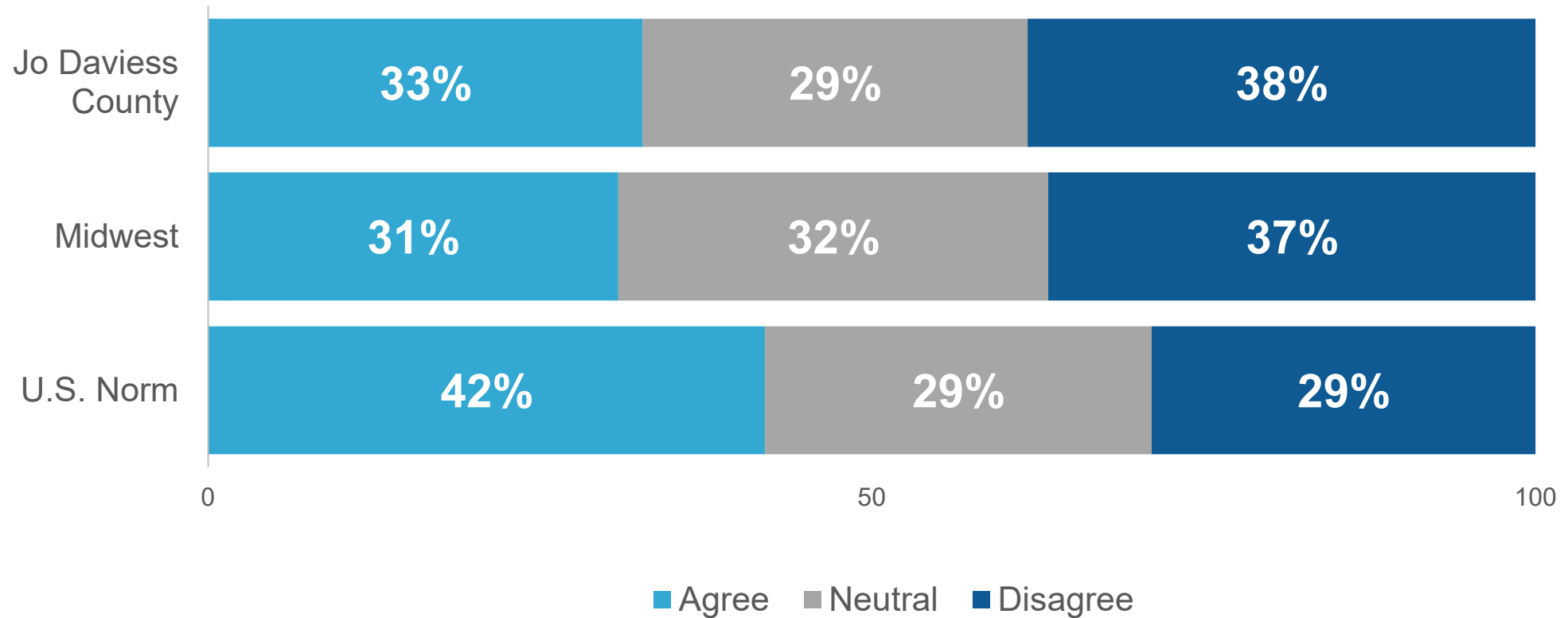


## Overbuilding of tourism-related businesses is spoiling our natural areas





## Overcrowding by tourists is spoiling our natural areas



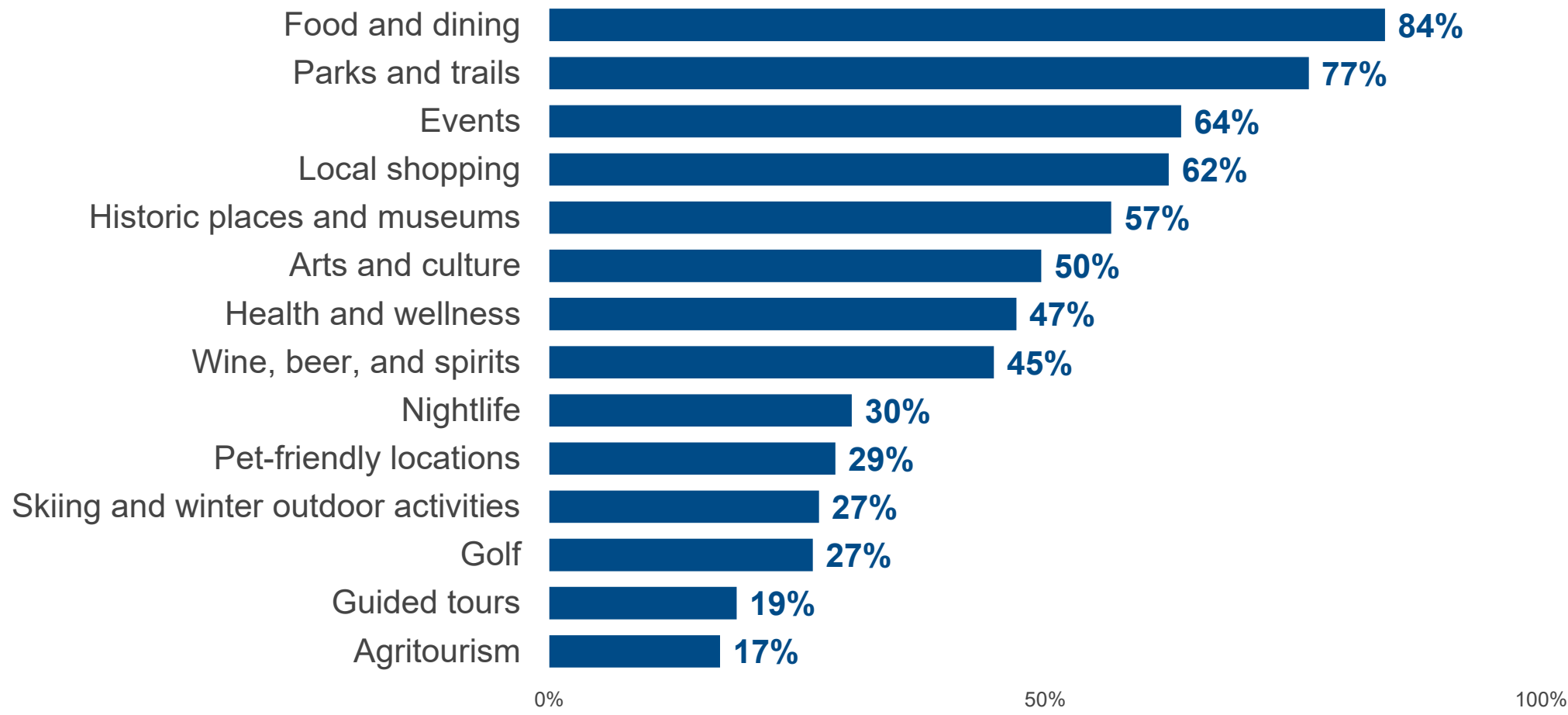


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**Activities, Amenities,  
and Local Shopping**

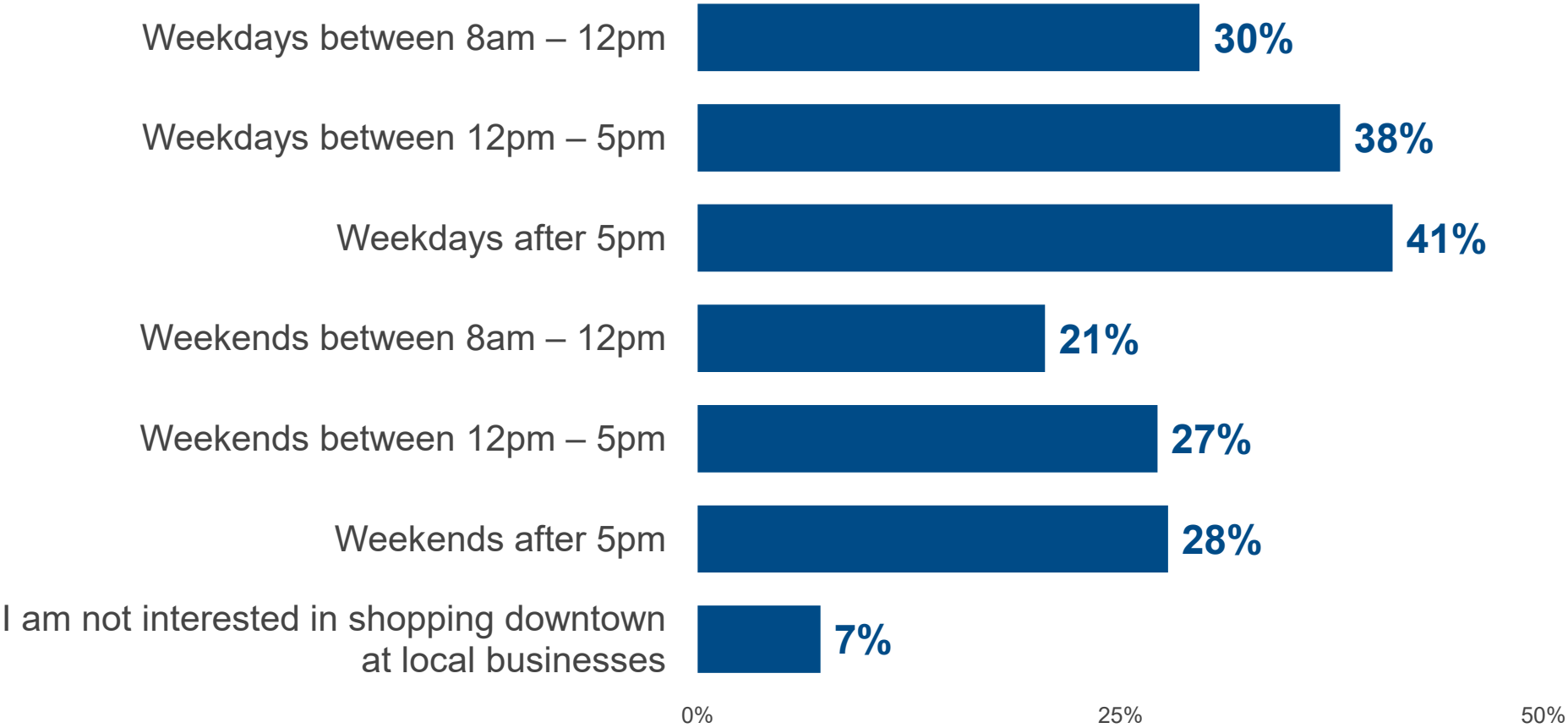
*Galena*  
COUNTRY

# Activities/Amenities of Interest to Residents



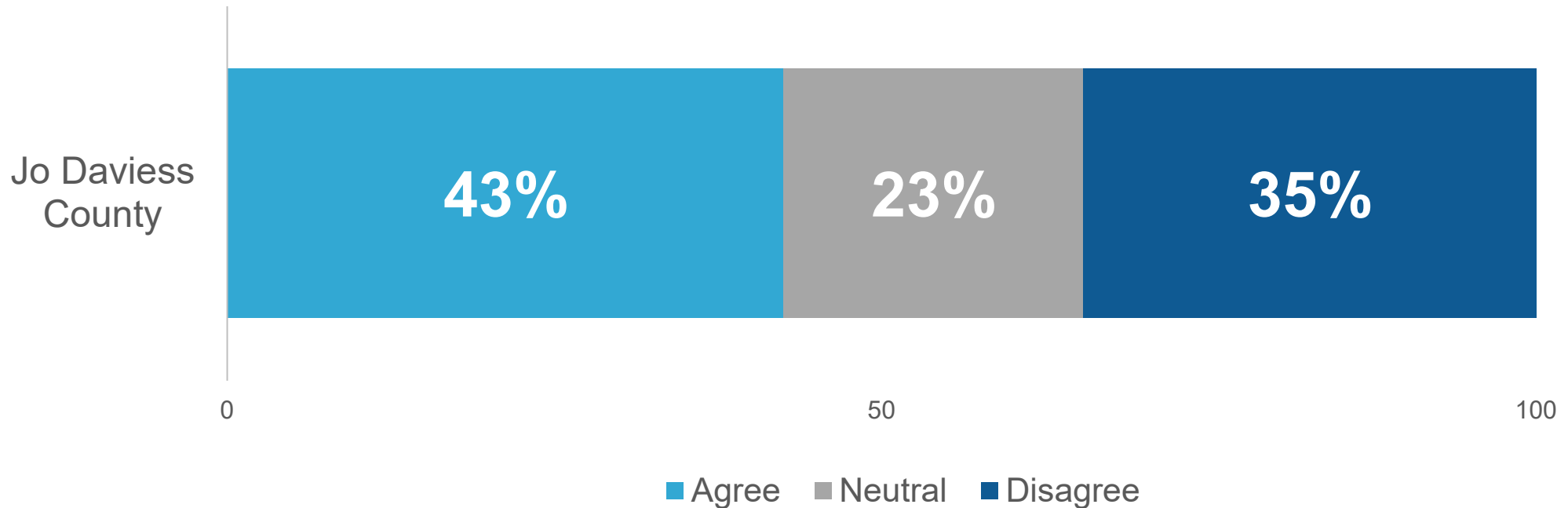


# When would you prefer to shop downtown at local businesses?



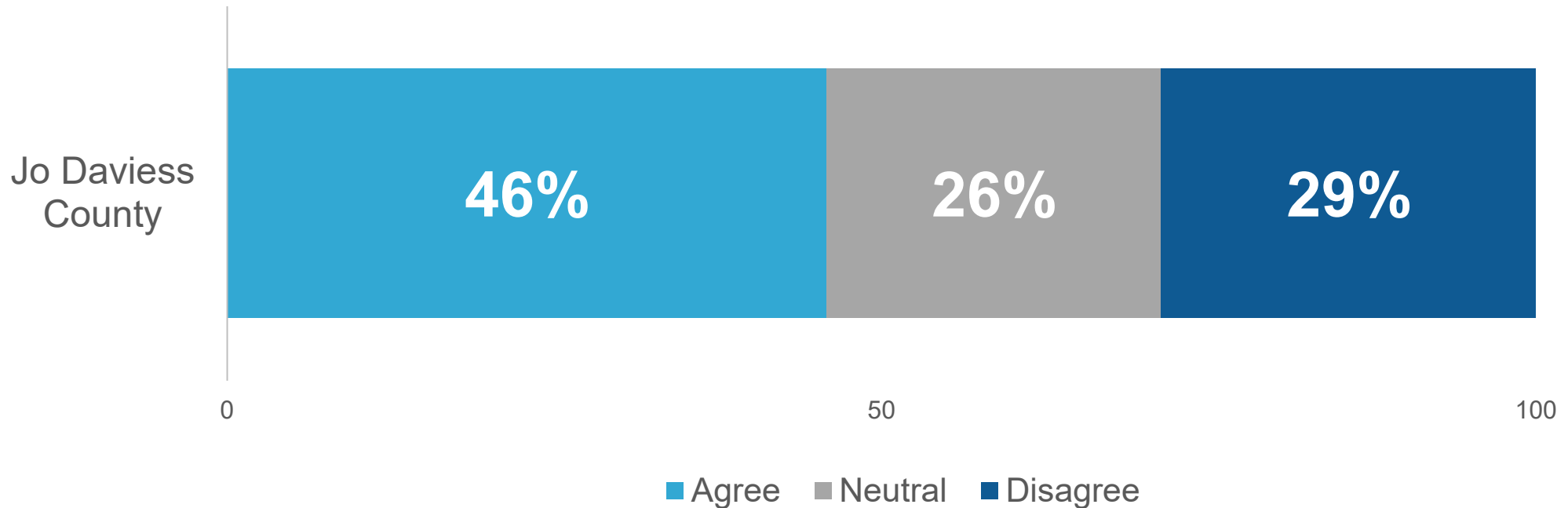
# Local Shopping

## Limited business hours negatively impact my ability to shop locally



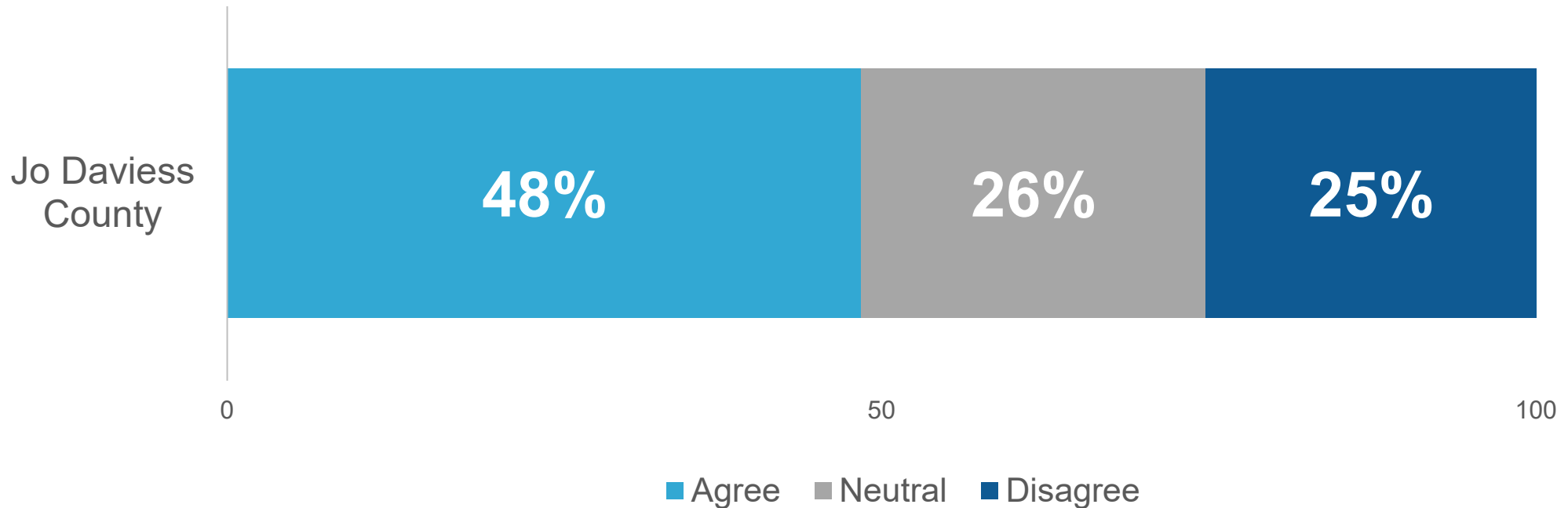
# Local Shopping

**I would shop locally more often if business hours were extended**



# Local Shopping

**Local businesses are adequately open for my shopping needs**







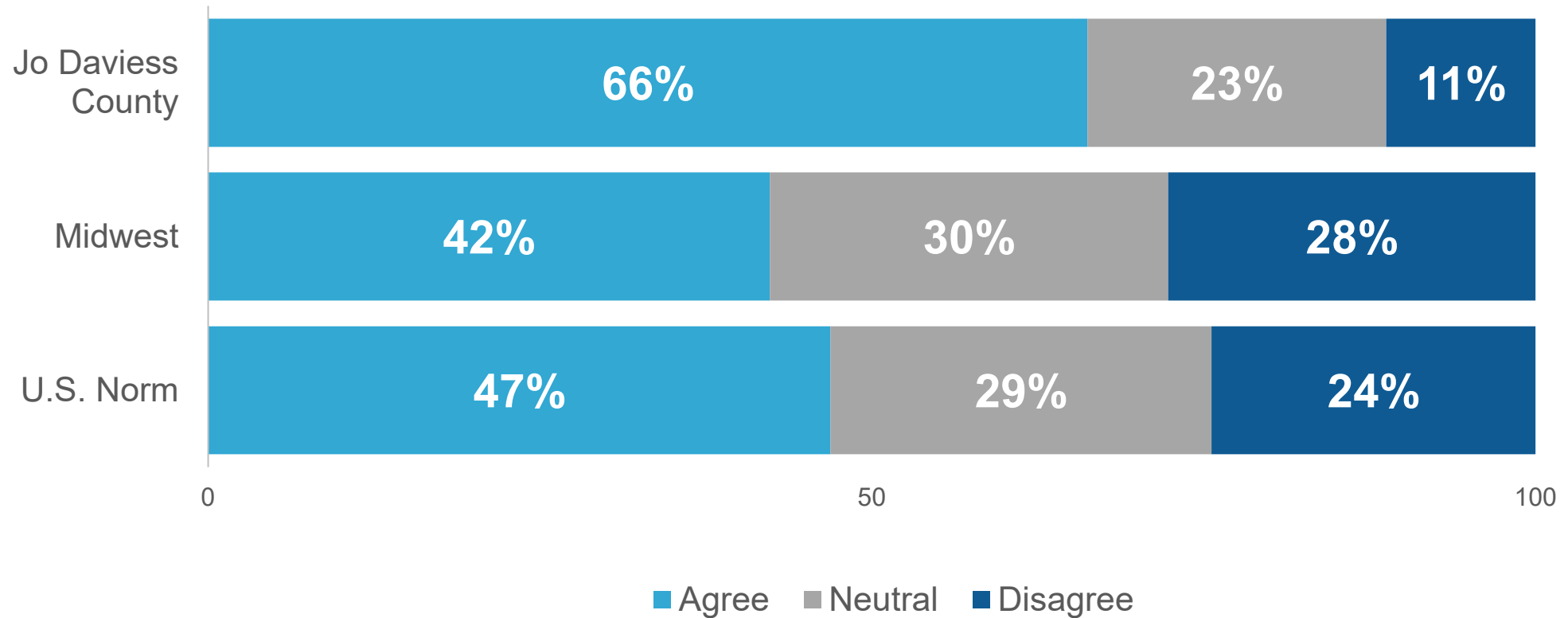
Longwoods  
INTERNATIONAL

## Involvement/Engagement with Tourism

*Galena*  
COUNTRY

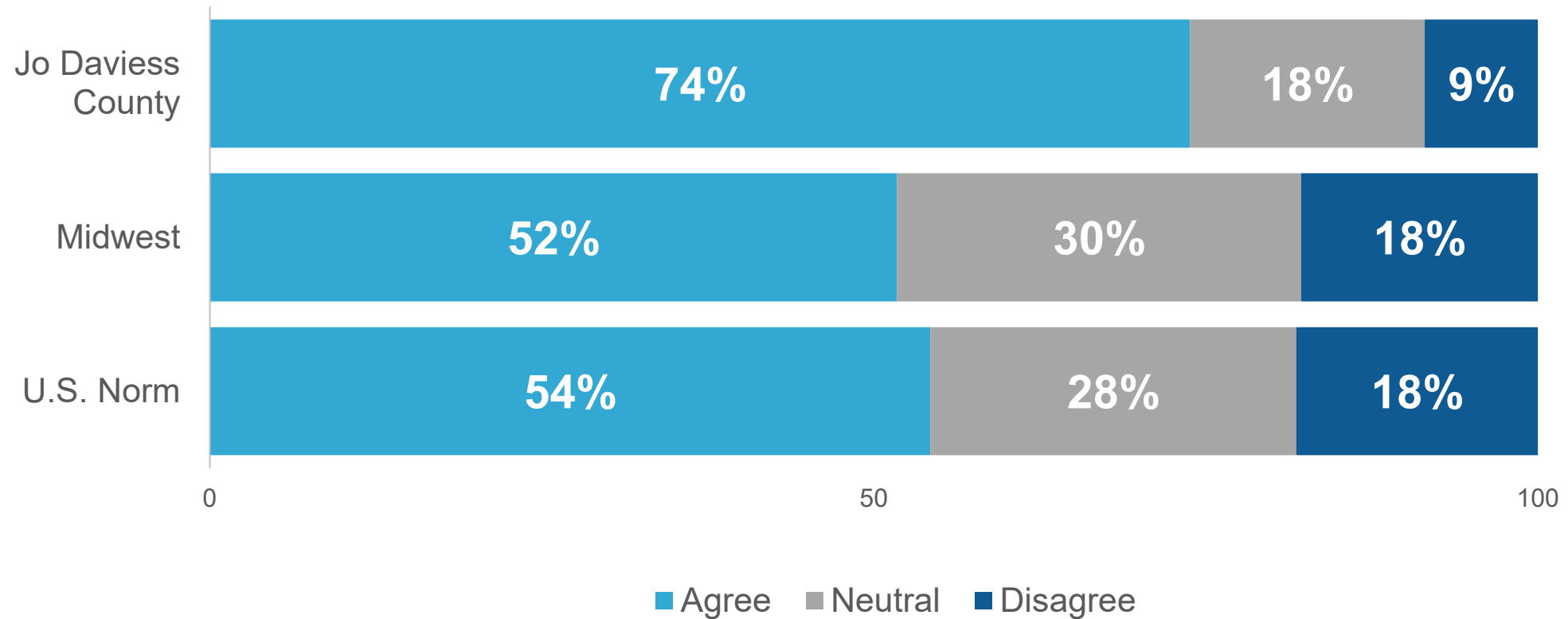
# Involvement/Engagement with Tourism

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



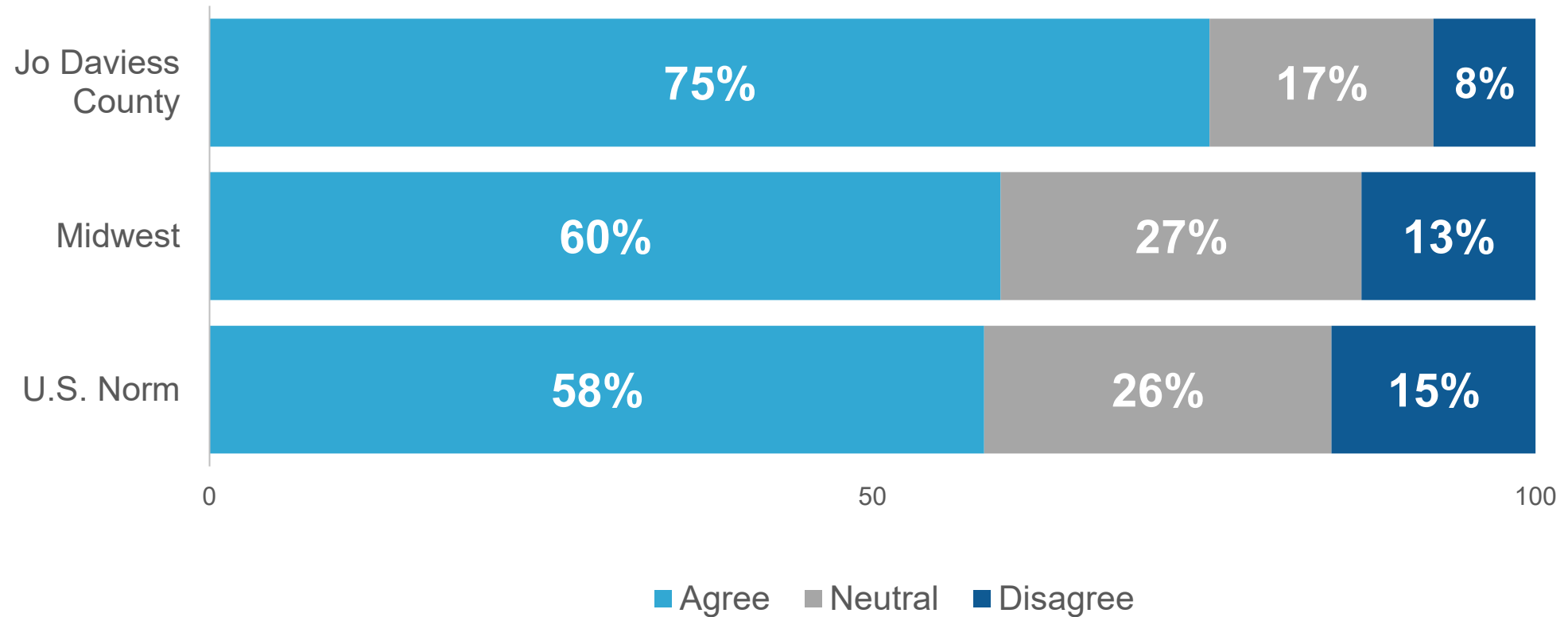
# Involvement/Engagement with Tourism

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



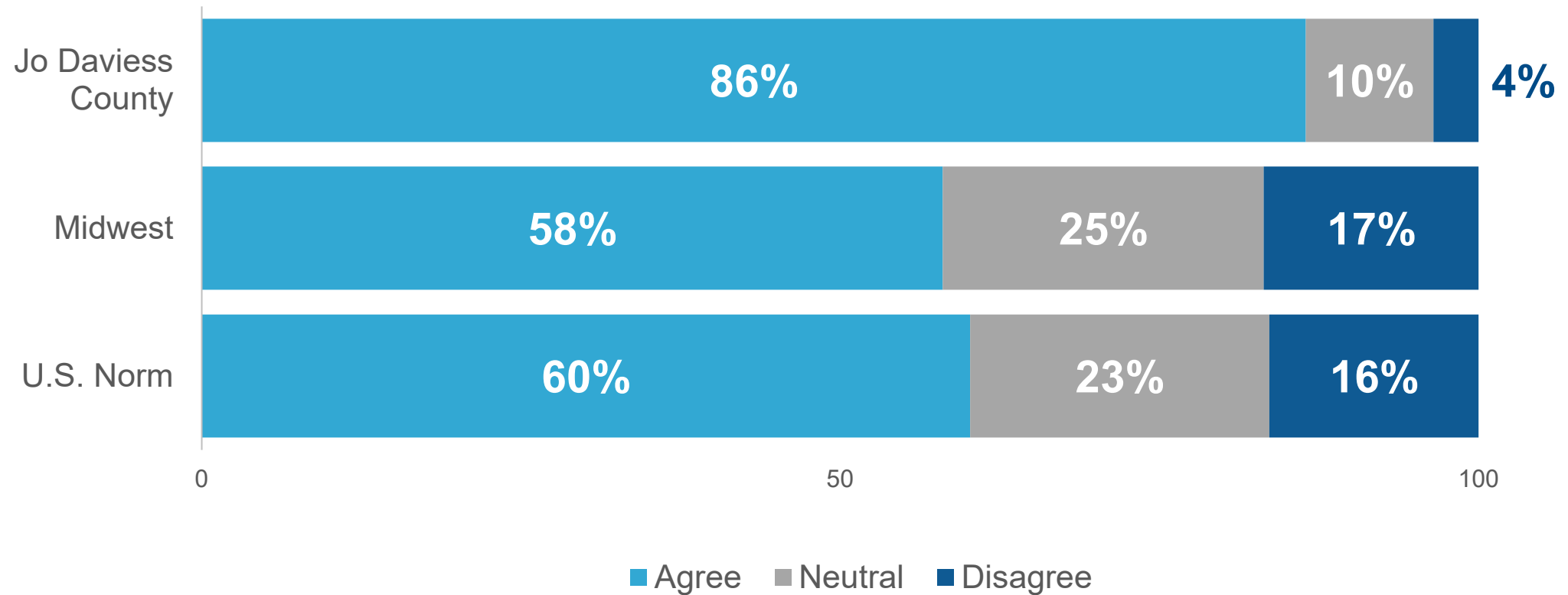
# Involvement/Engagement with Tourism

## I welcome tourists to this area



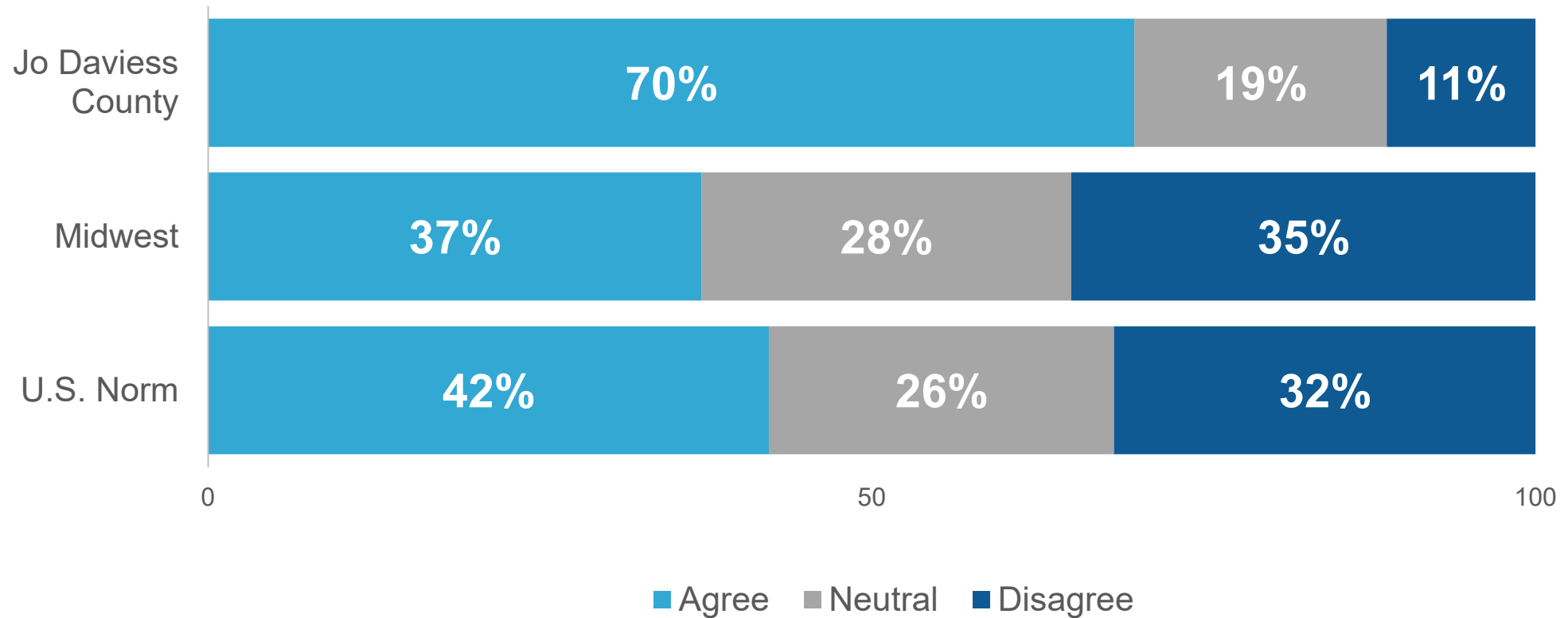
# Involvement/Engagement with Tourism

**I look forward to showing off this area when friends and family visit**



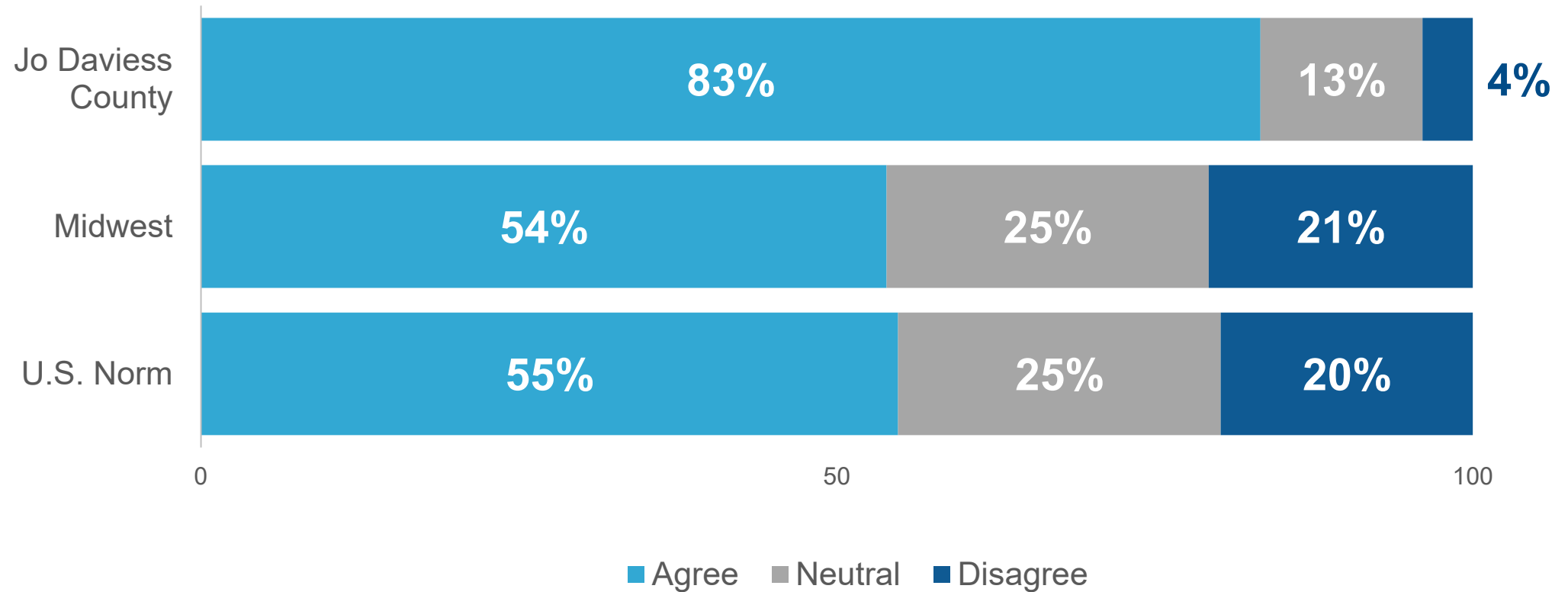
# Involvement/Engagement with Tourism

**I feel I am an ambassador for this area even among tourists I don't know**



# Involvement/Engagement with Tourism

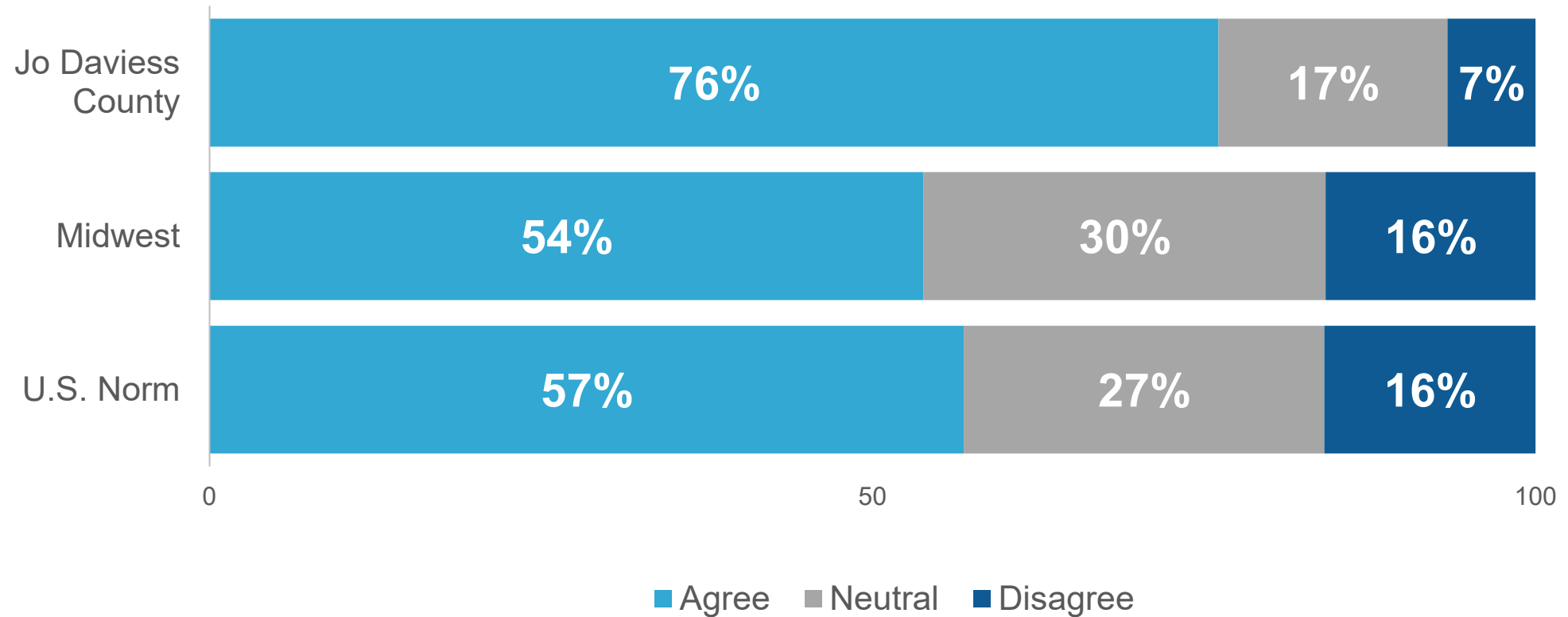
**I recommend local tourist sites to people who are visiting my area**





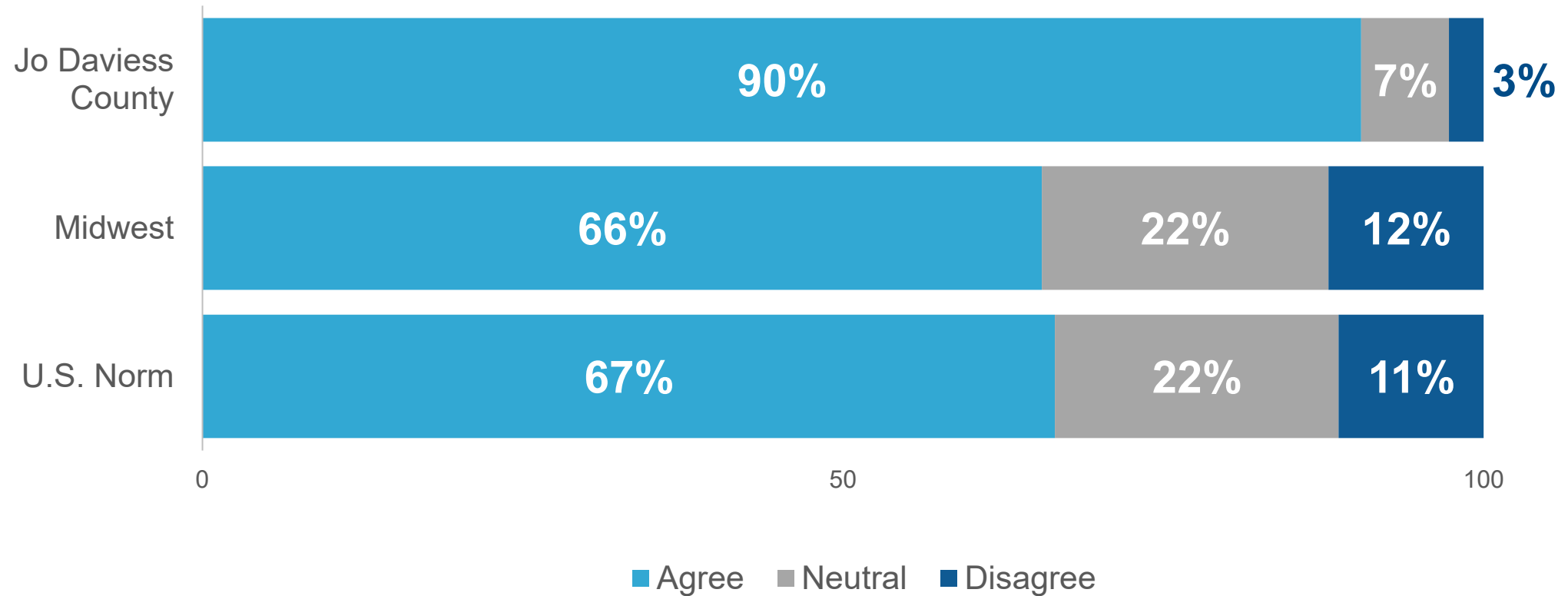
# Involvement/Engagement with Tourism

## I'm proud of what this area offers tourists



# Involvement/Engagement with Tourism

## I'm proud to call this area my home







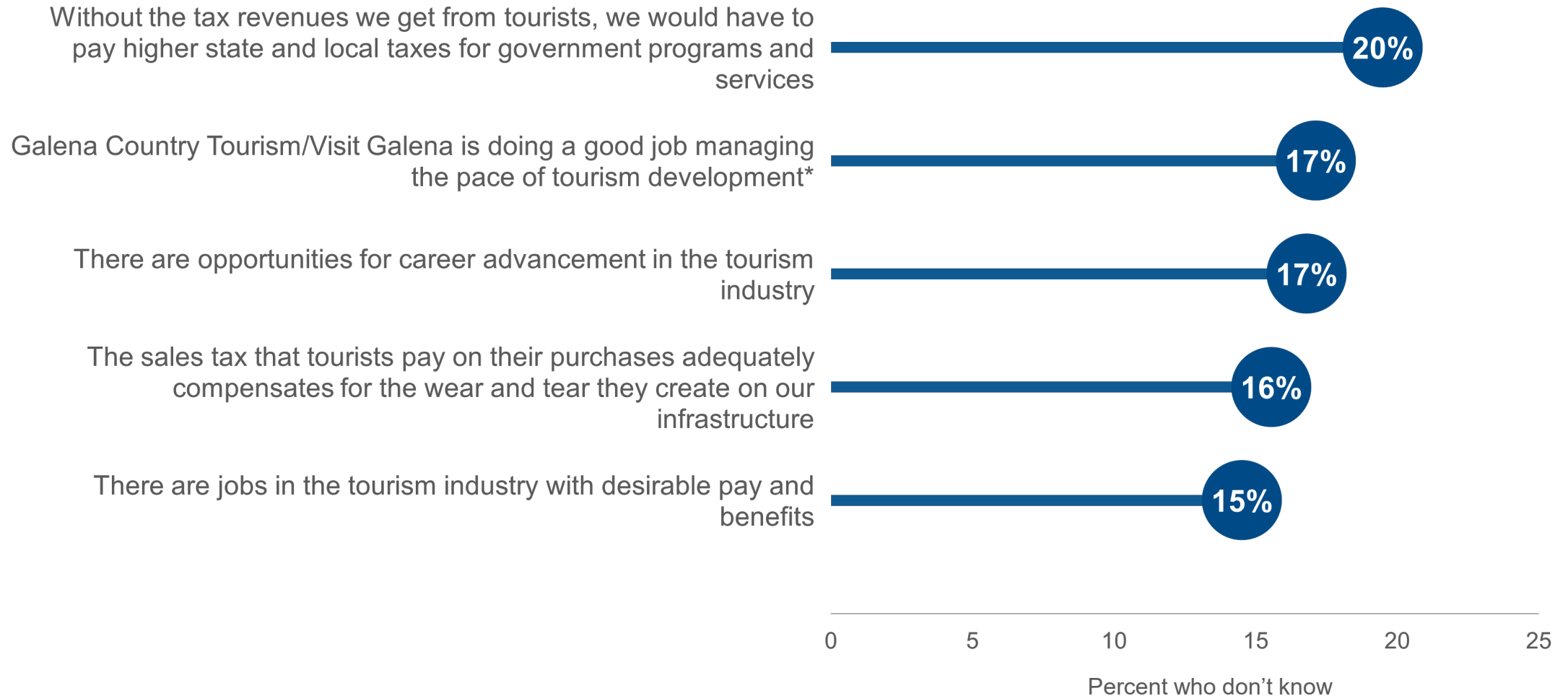
Longwoods  
INTERNATIONAL

## What Residents Don't Know

*Galena*  
COUNTRY



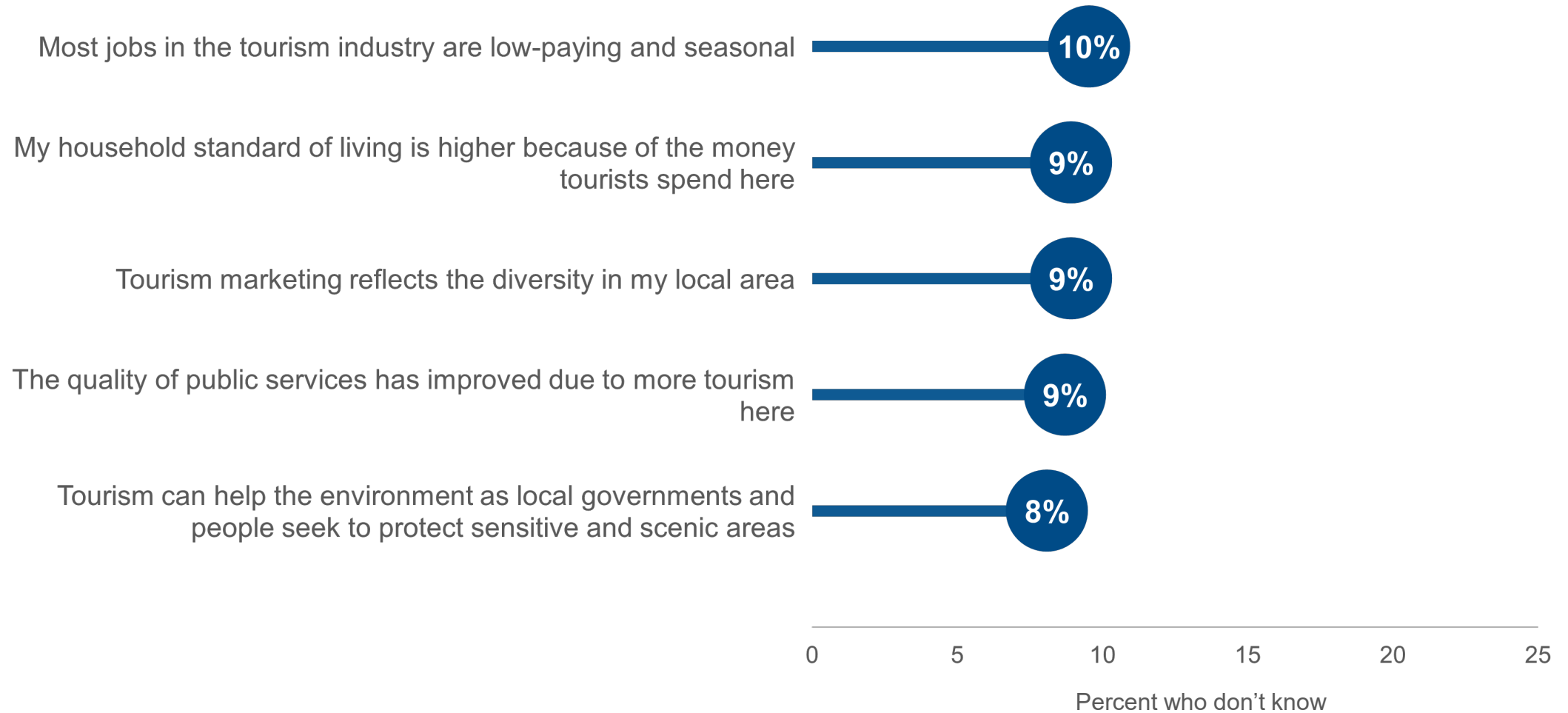
# What Residents Don't Know



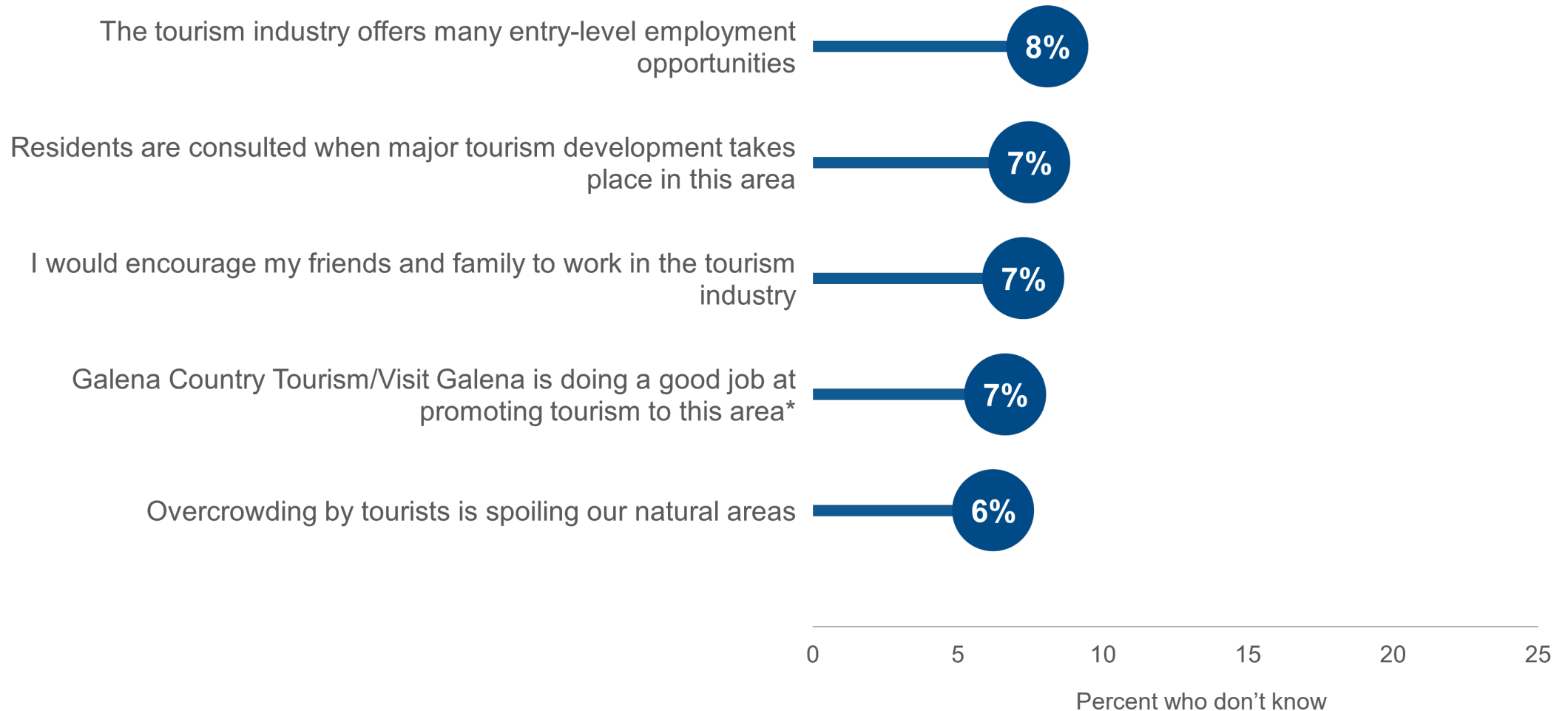
# What Residents Don't Know (Cont'd)



# What Residents Don't Know (Cont'd)



# What Residents Don't Know (Cont'd)





# What Residents Don't Know (Cont'd)

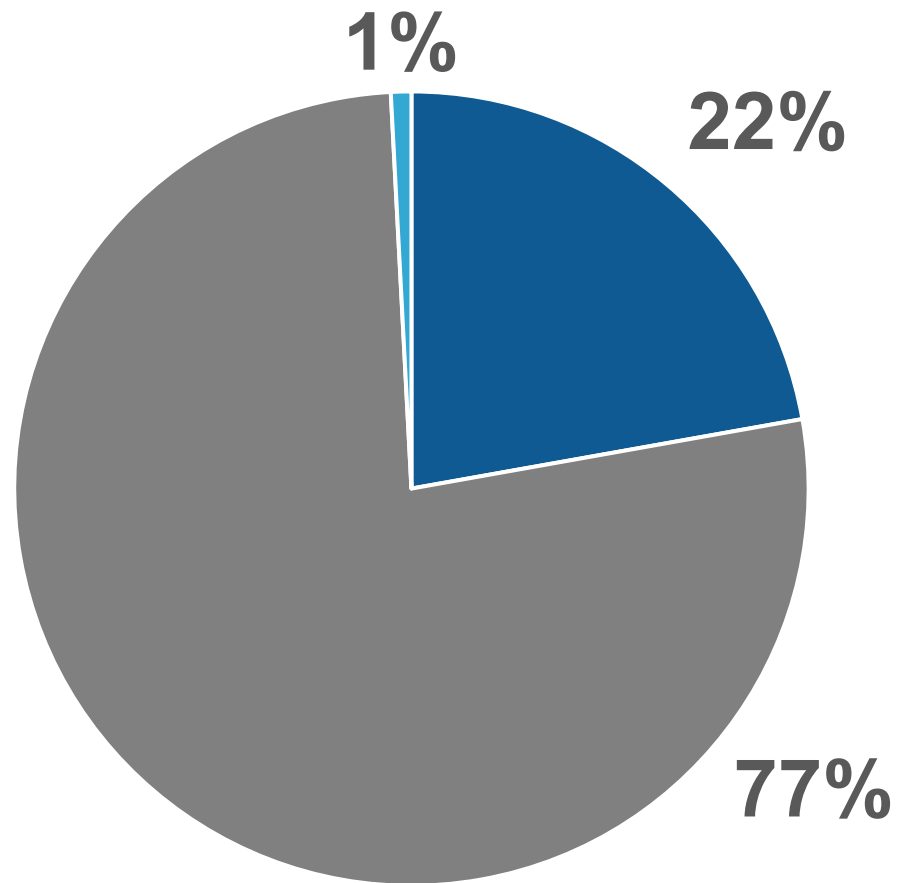




## Demographic Profile

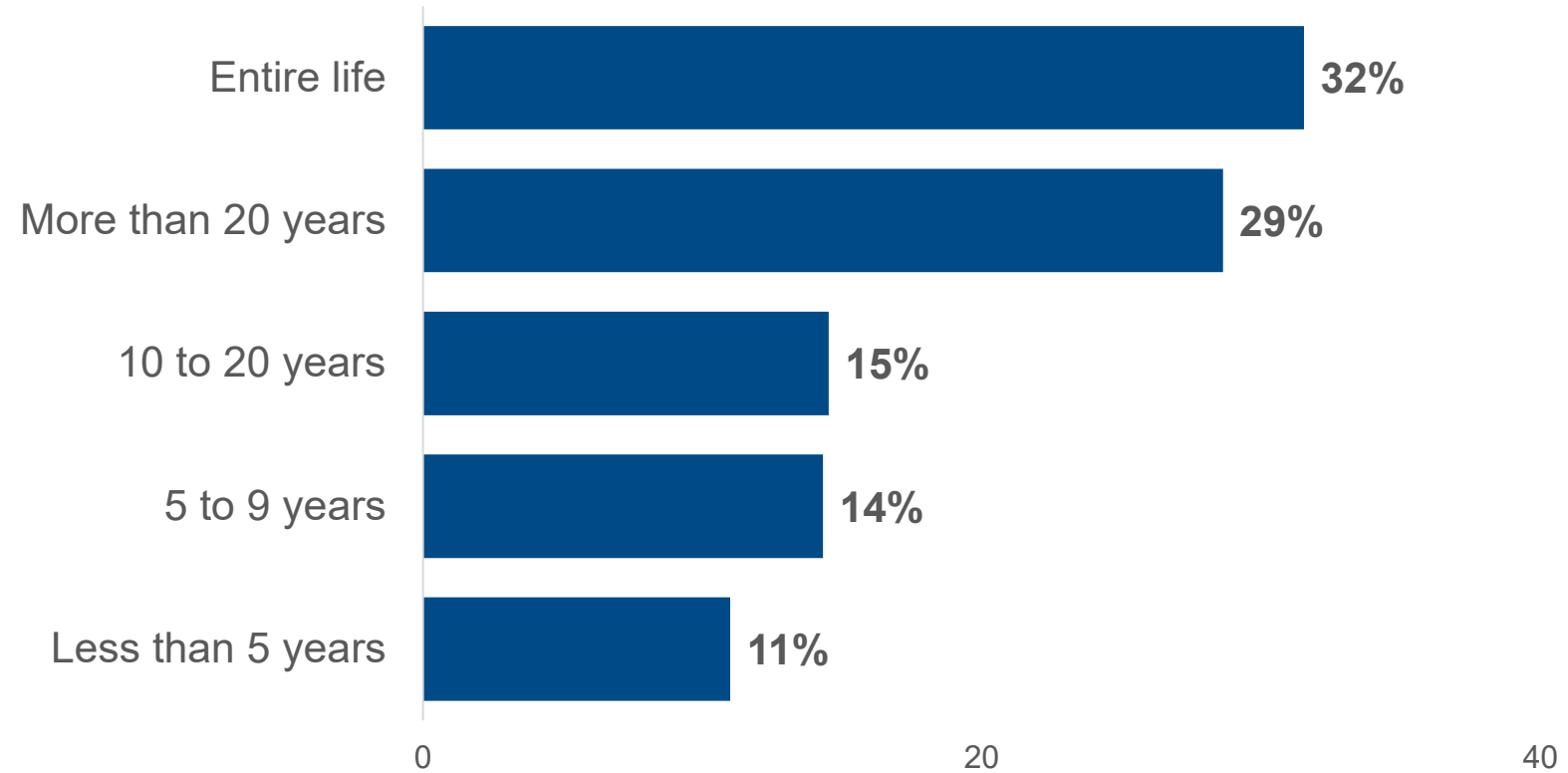
*Galena*  
COUNTRY

# Employment in Tourism



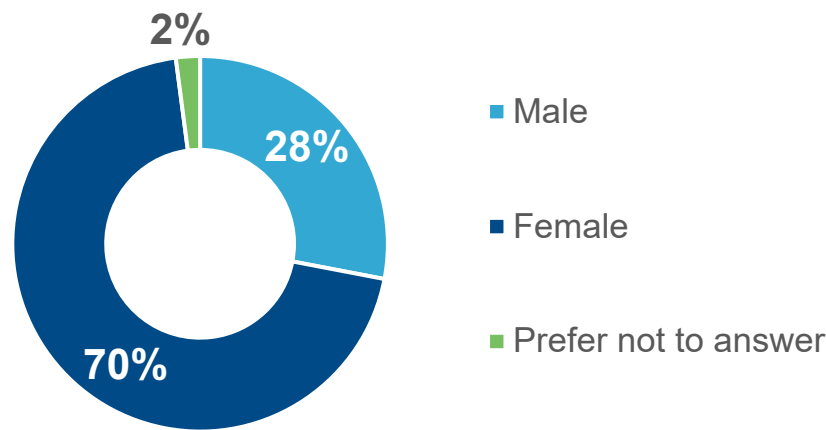
- At least one person in household is employed in tourism and hospitality industry
- No one in household is employed in tourism and hospitality industry
- Don't know

# Length of Residence in Jo Daviess County

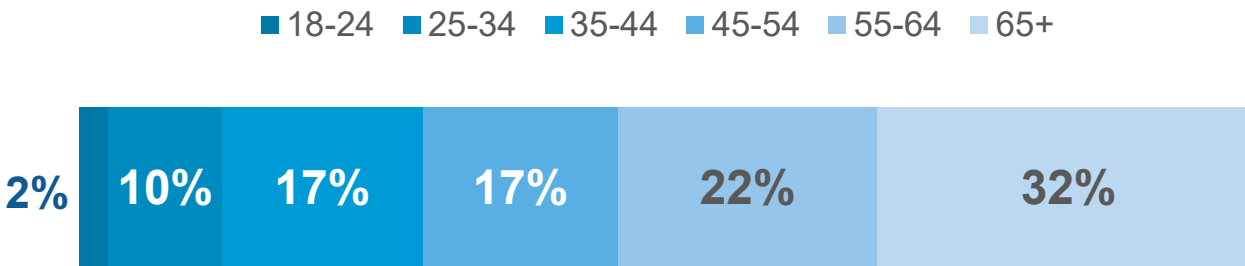


# Demographic Profile

Gender

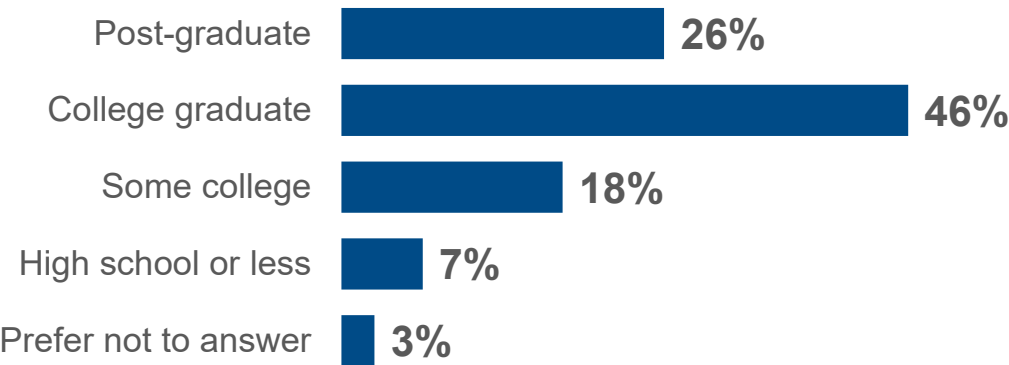


Age

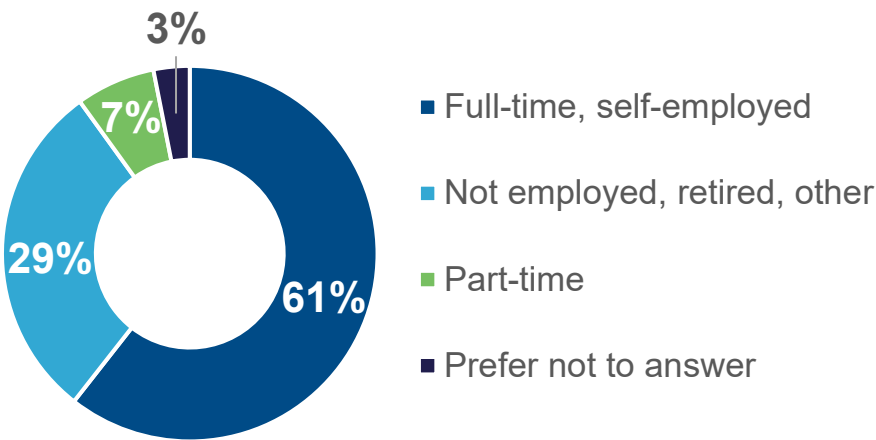


# Demographic Profile

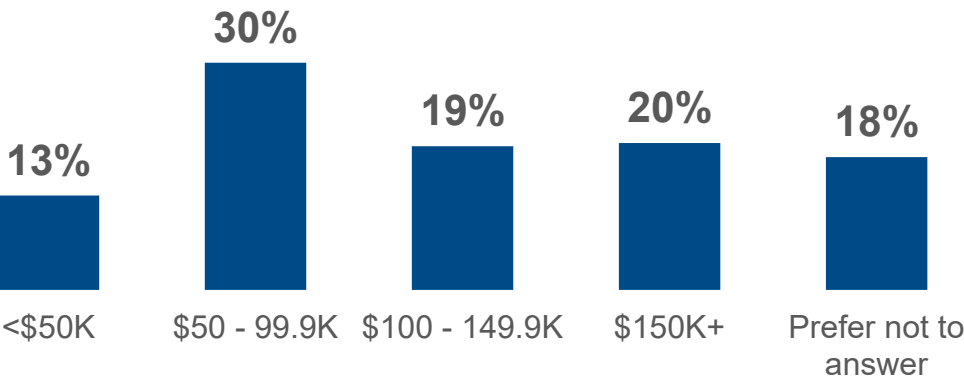
## Educational Attainment



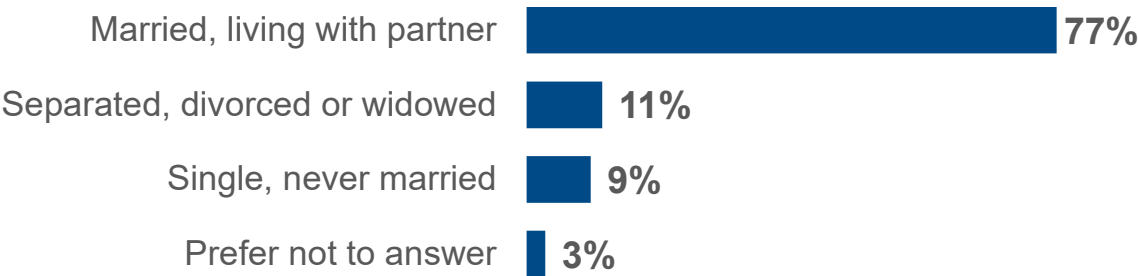
## Employment



## Household Income



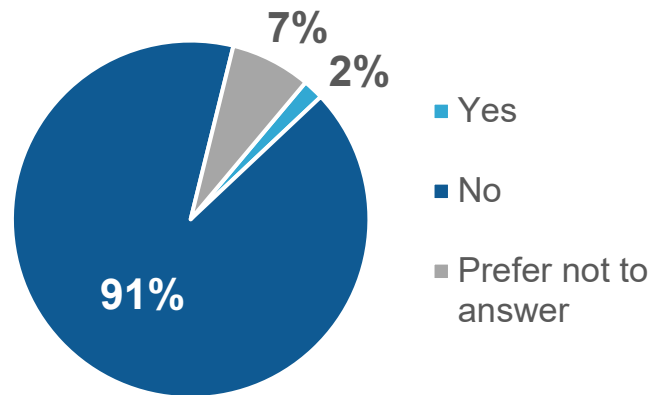
## Marital Status



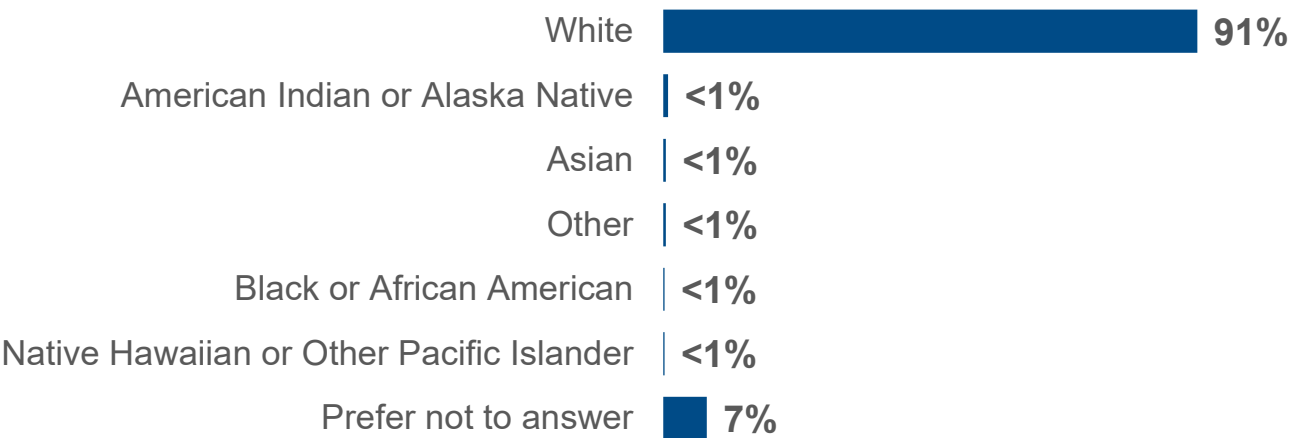


# Demographic Profile

## Hispanic Background



## Race



## Household Size





