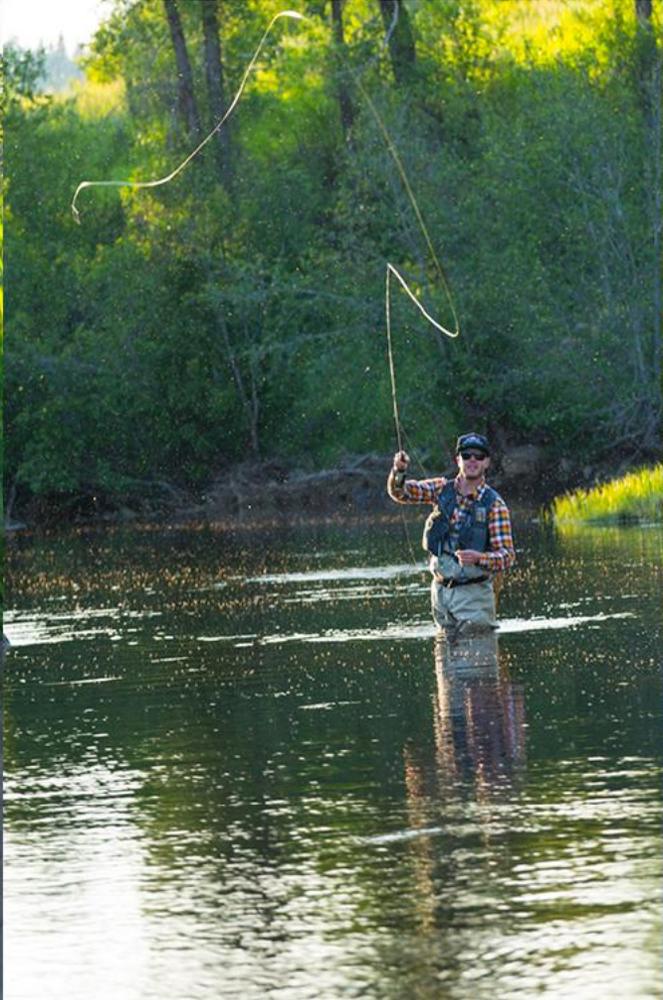


# 2025 Resident Sentiment Survey





## Introduction

In May 2025, the Steamboat Springs Chamber conducted a Resident Sentiment Survey to understand resident perceptions of the area's tourism industry and overall direction. The Chamber also surveyed local tourism-based businesses over the same time period to better understand their needs and concerns. This summary of that research contains an overview of the findings. 512 surveys were completed.

The research was designed to compare key metrics to the previous Resident Sentiment Study conducted in 2023.

The survey was designed to help the Chamber understand current attitudes and perceptions and guide future efforts.

**Determine:**

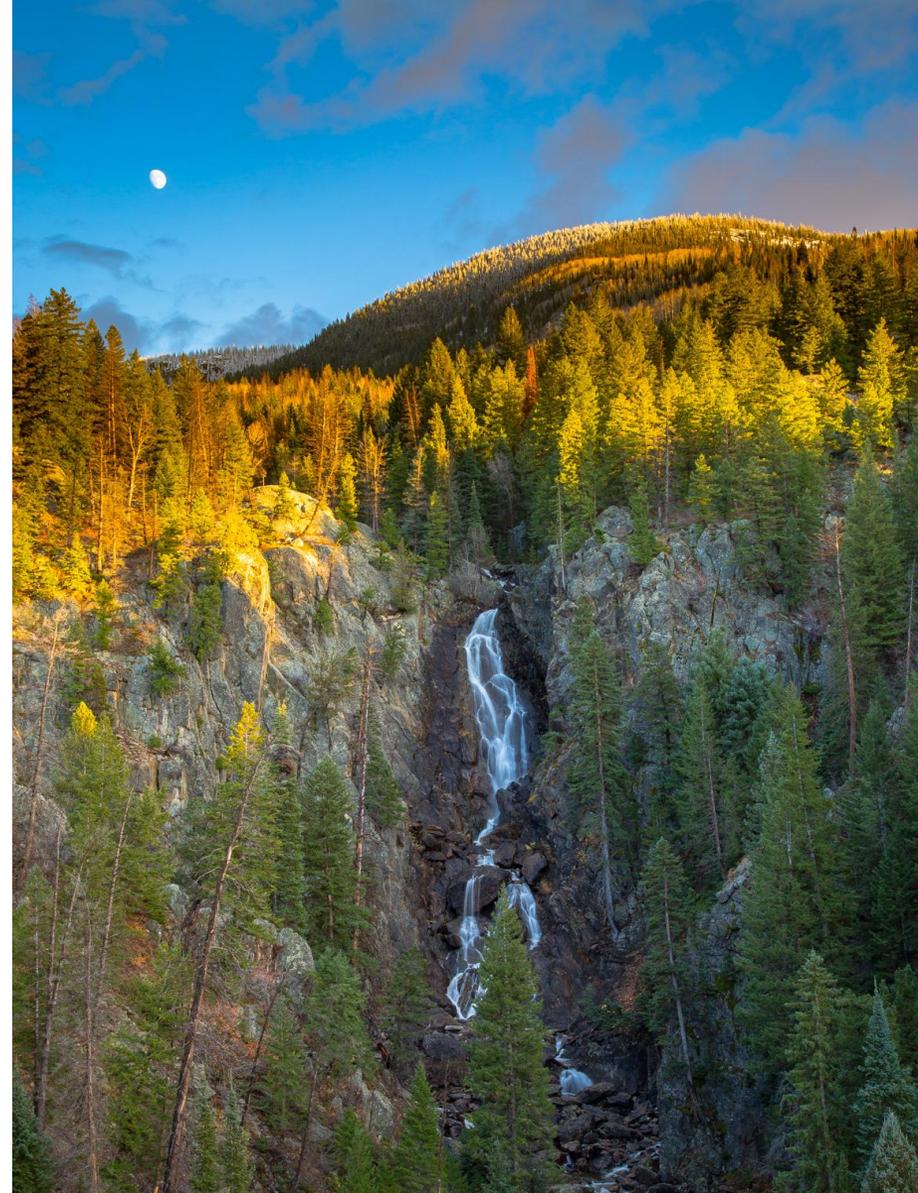
- Does the community understand the services we provide
- Do residents understand the value of tourism

**Listen:**

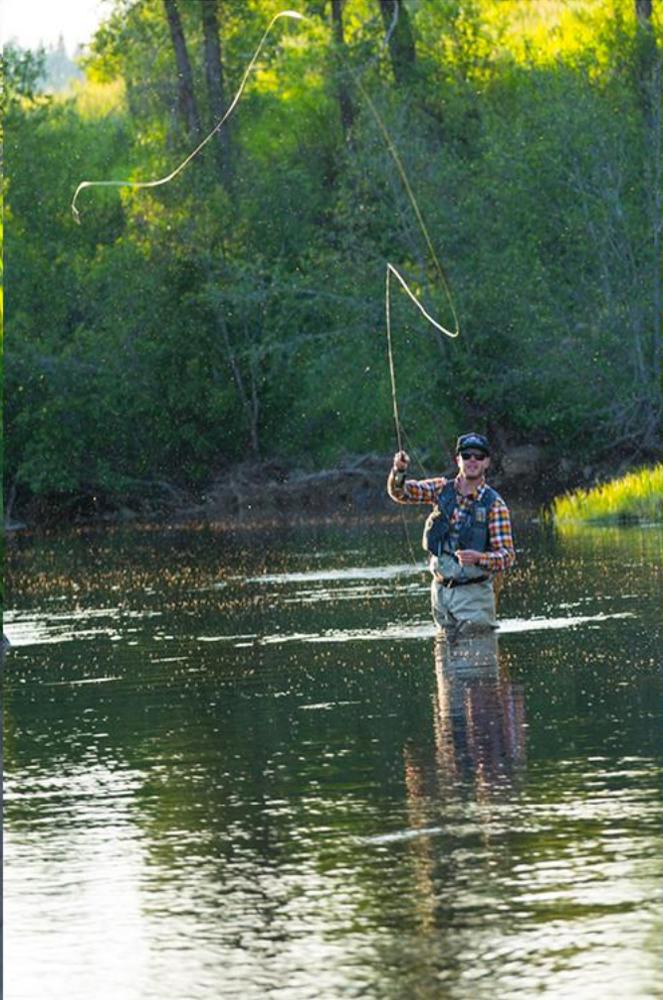
- Understand the conversation taking place in the community as it relates to tourism in an anonymous setting

**Action:**

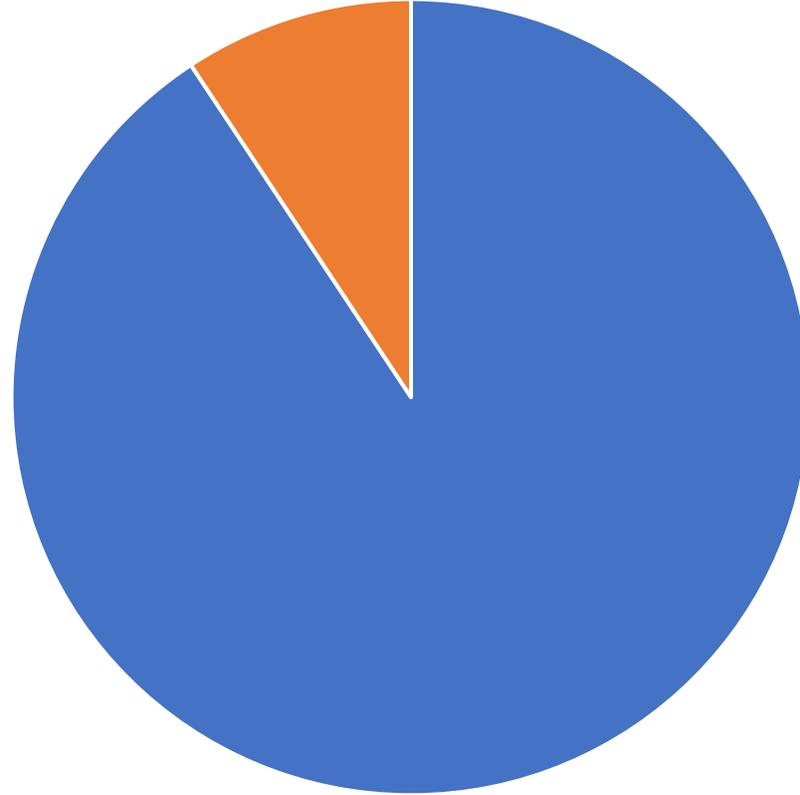
- Refine our messaging and engagement strategies for a variety of stakeholders, including those with a negative sentiment towards tourism
- Build equity between community members and enable their voices to be heard
- Evolve our plans, tactics, and policies based on feedback



# 2025 Survey Results

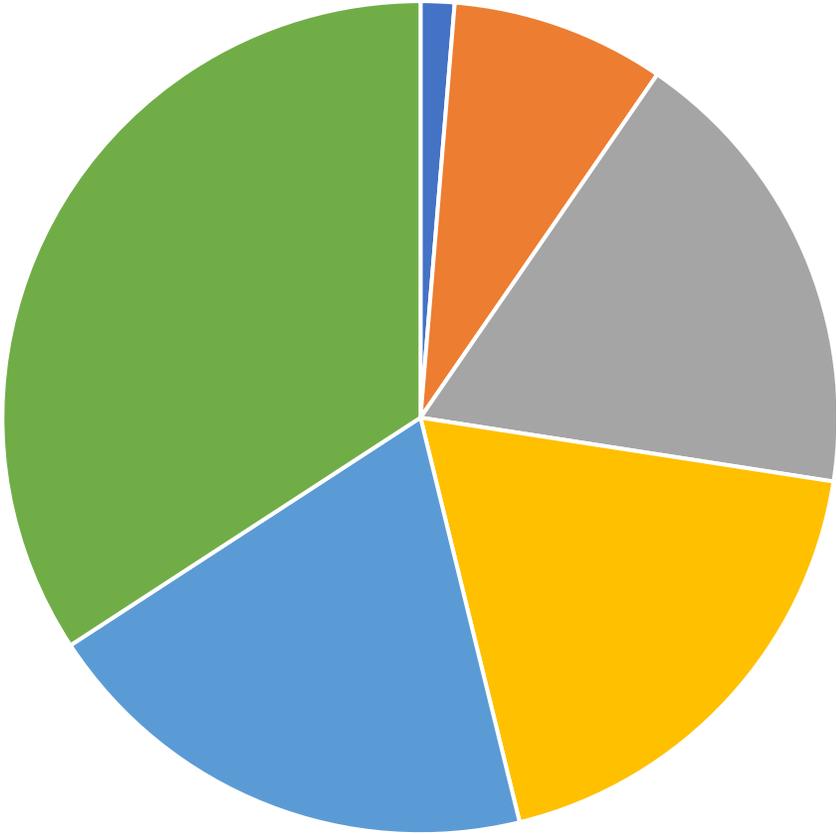


# Resident Status



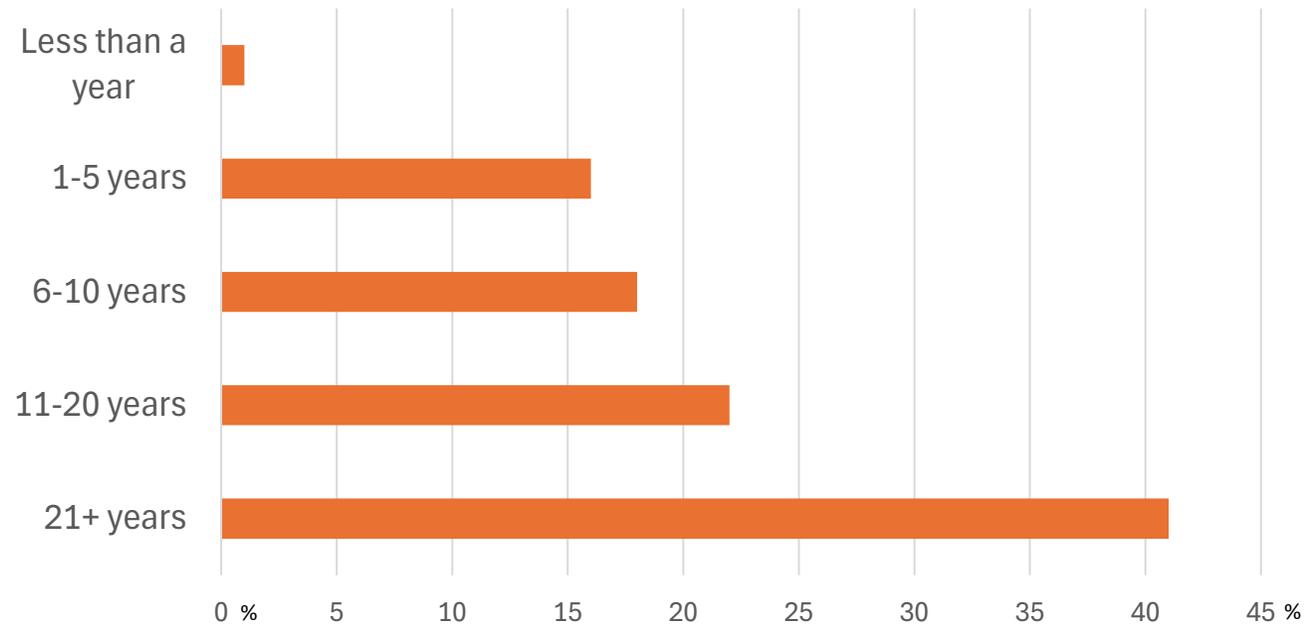
- Year-round resident of Steamboat Springs
- Part-time/seasonal resident of Steamboat Springs

# Respondent Age



■ 18-24   ■ 25-34   ■ 35 - 44   ■ 45 - 54   ■ 55 - 64   ■ 65 or over

## Length of time as a resident



# Numeric Scale Questions

Respondents were asked to what degree they agreed with the following statements on a scale from 1-5:

5 Strongly Agree

4

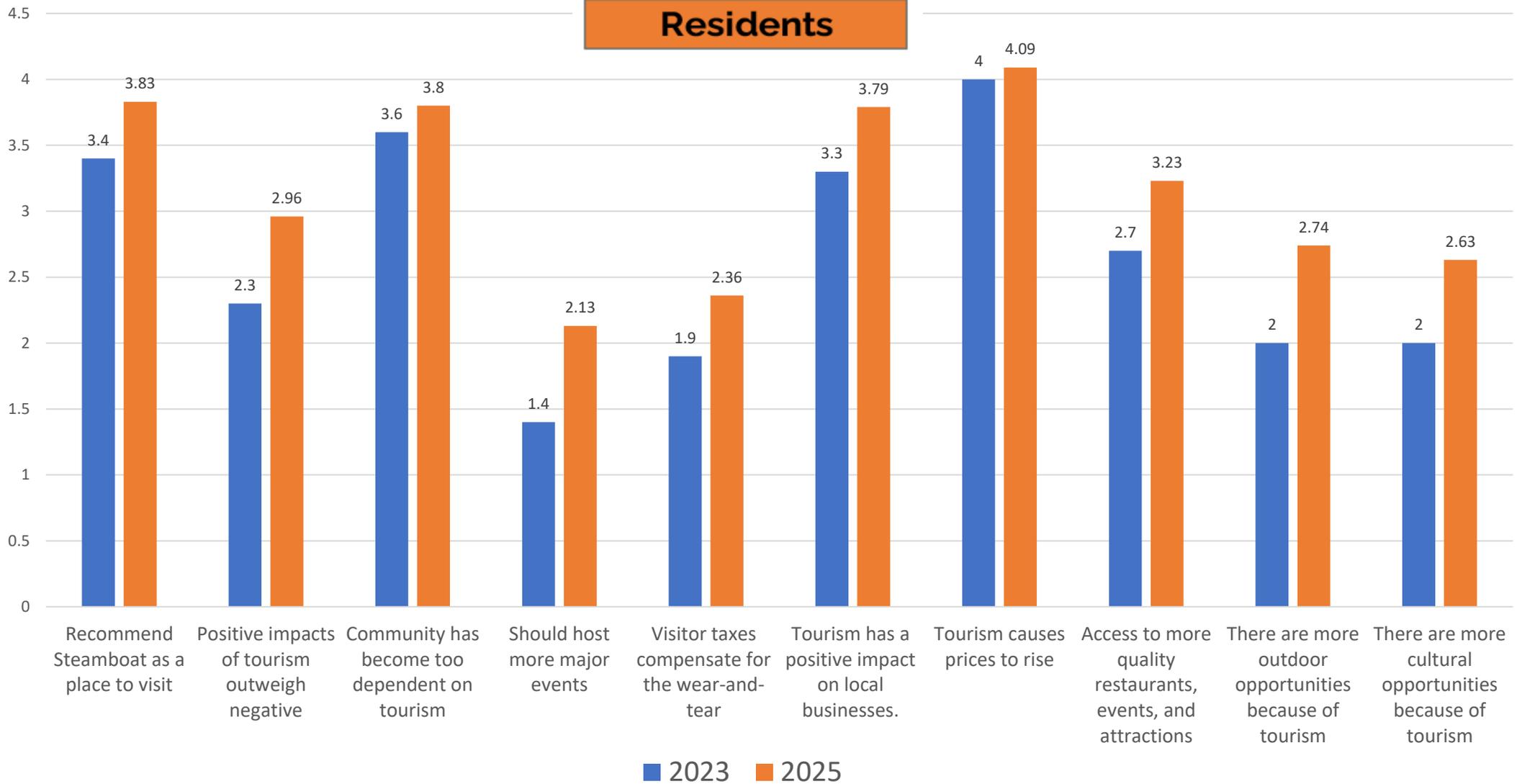
3

2

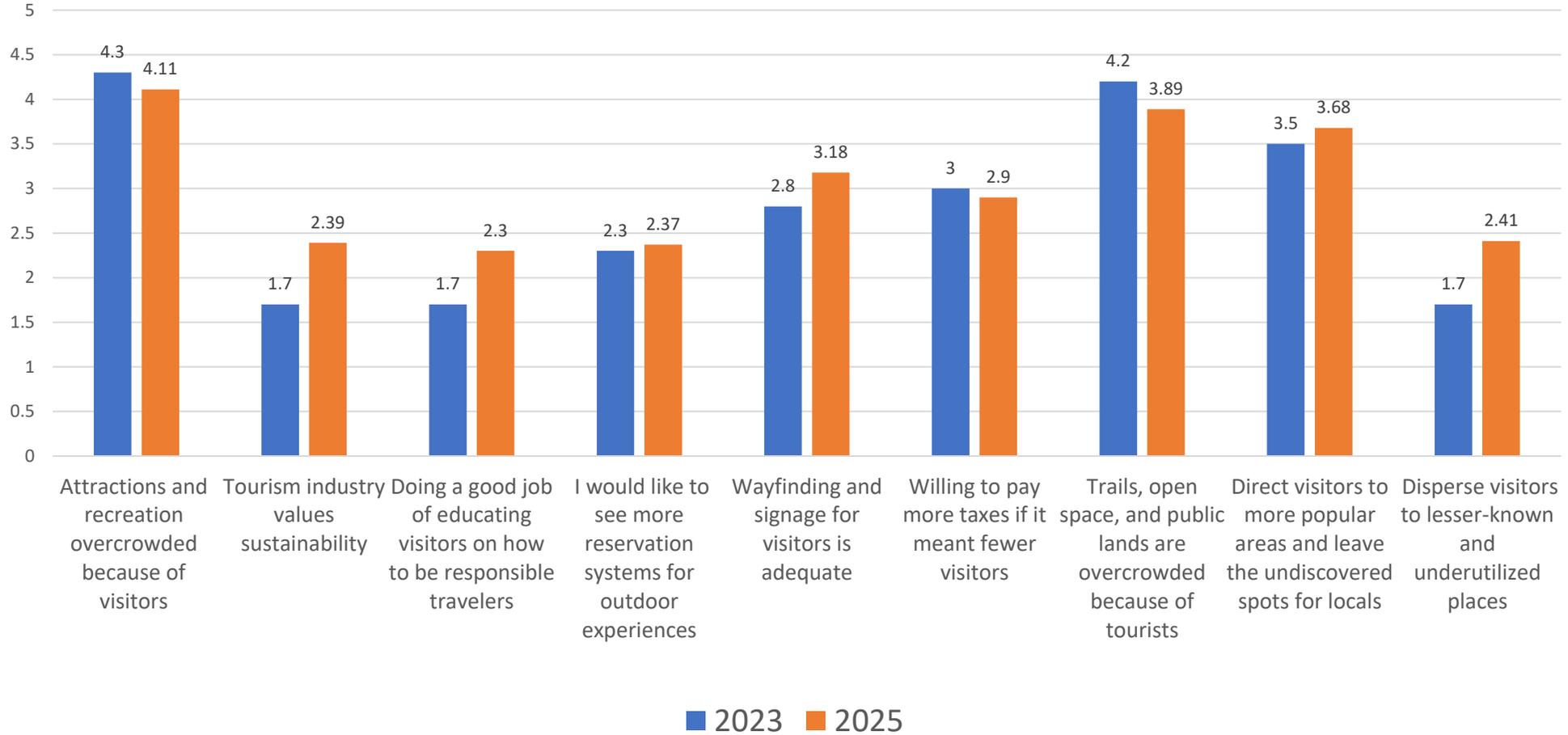
1 Strongly Disagree



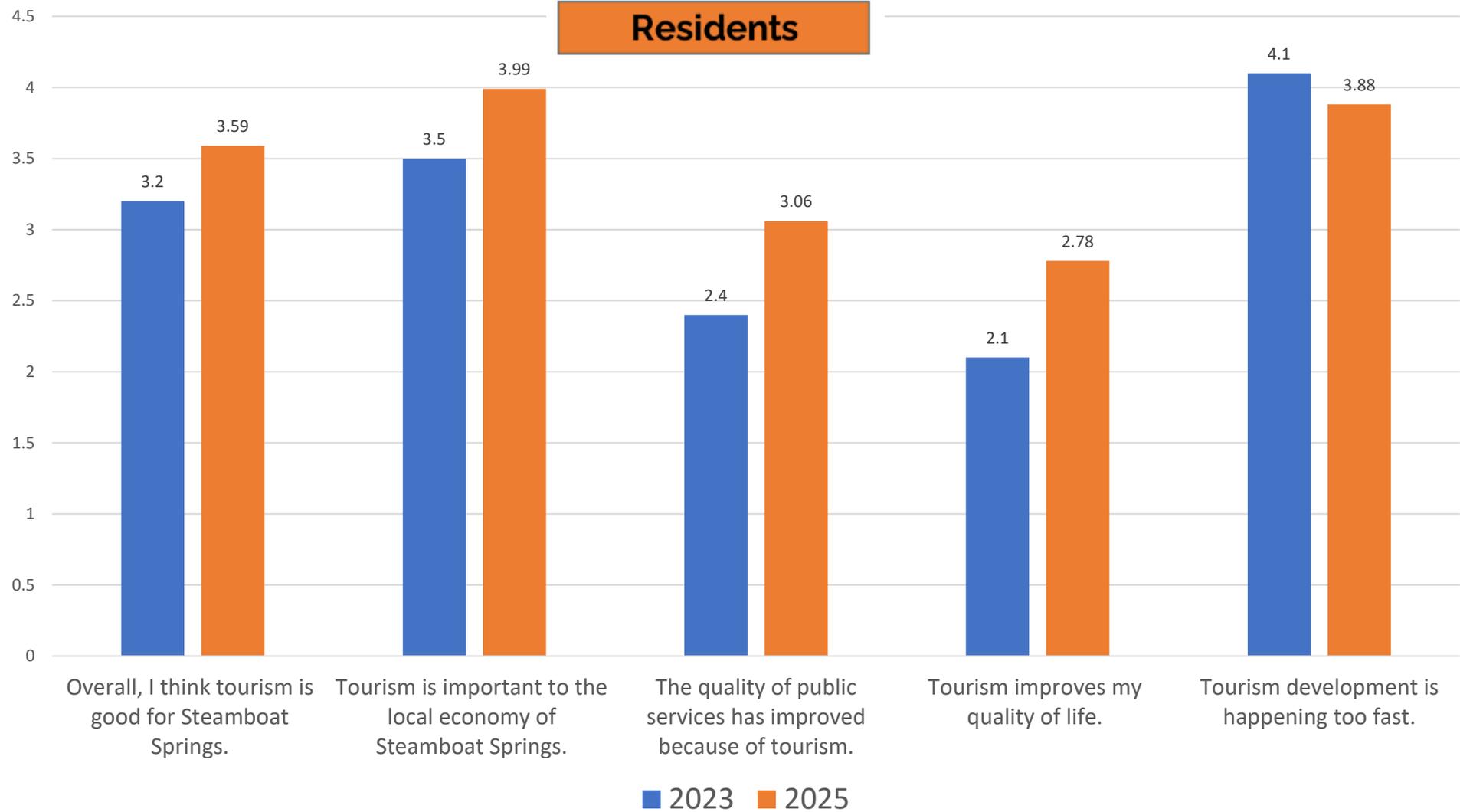
# Residents



# Residents

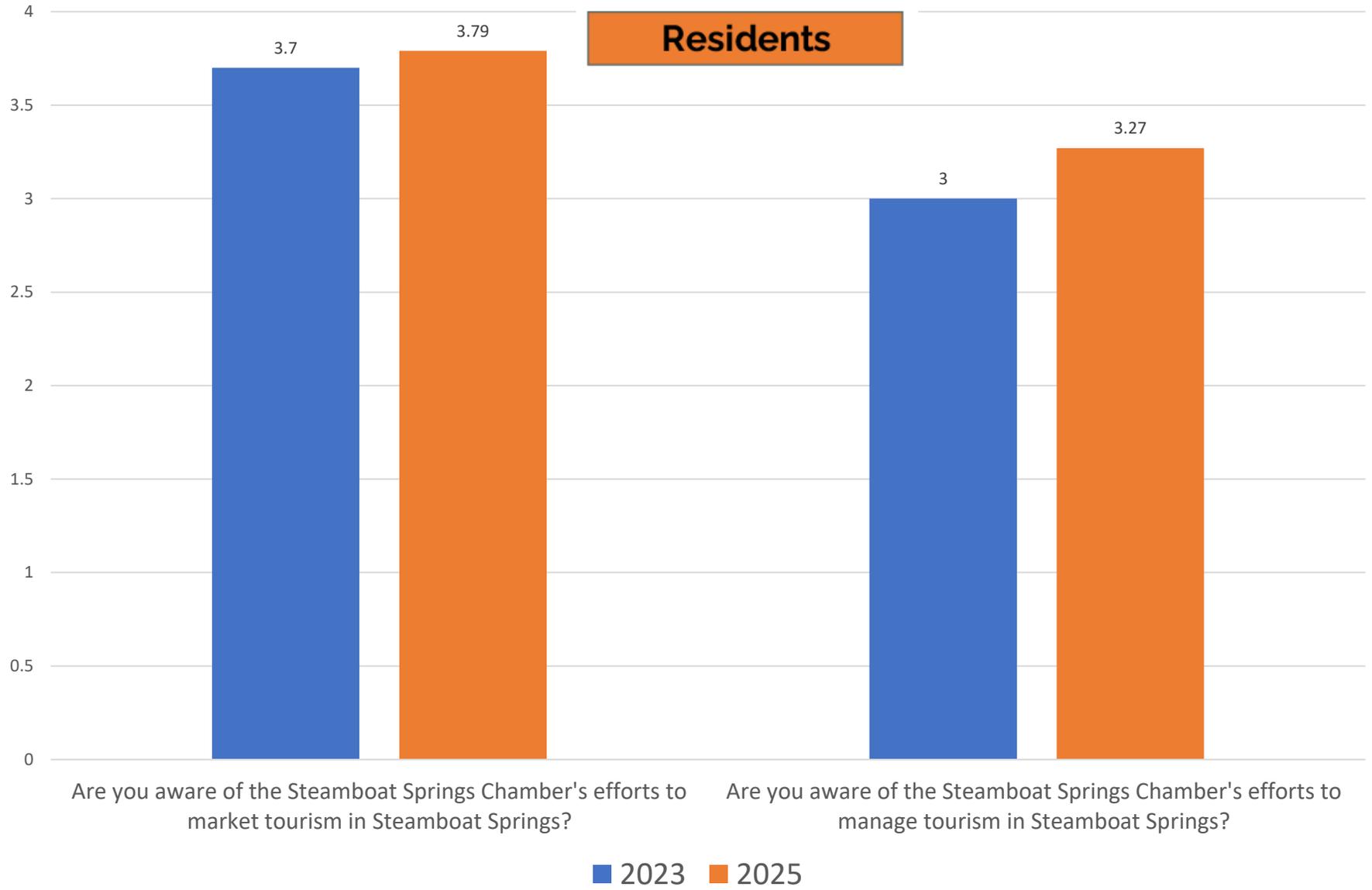


# Residents



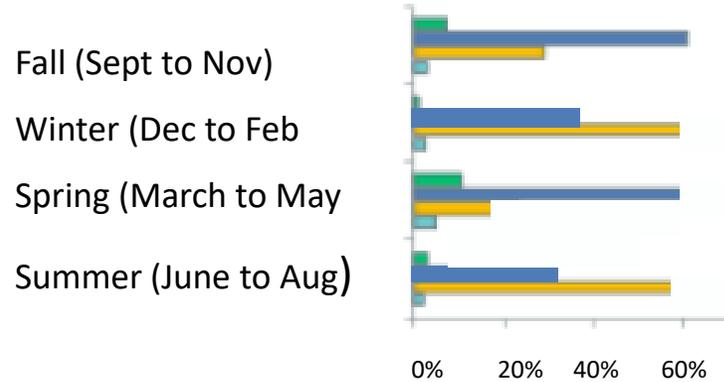
**Residents**

5 Extremely Aware  
4  
3  
2  
1 Not Aware at All

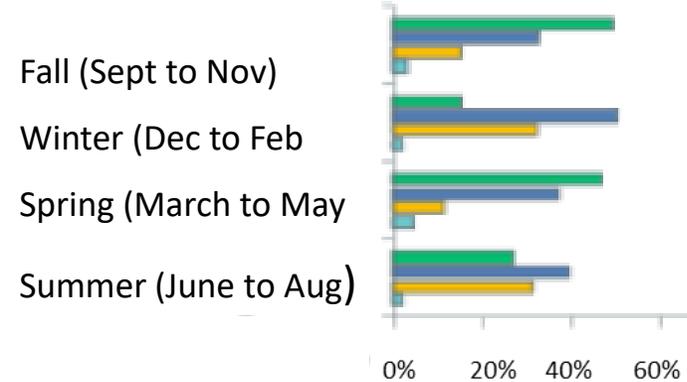


# Perceptions of Seasonality

## Residents



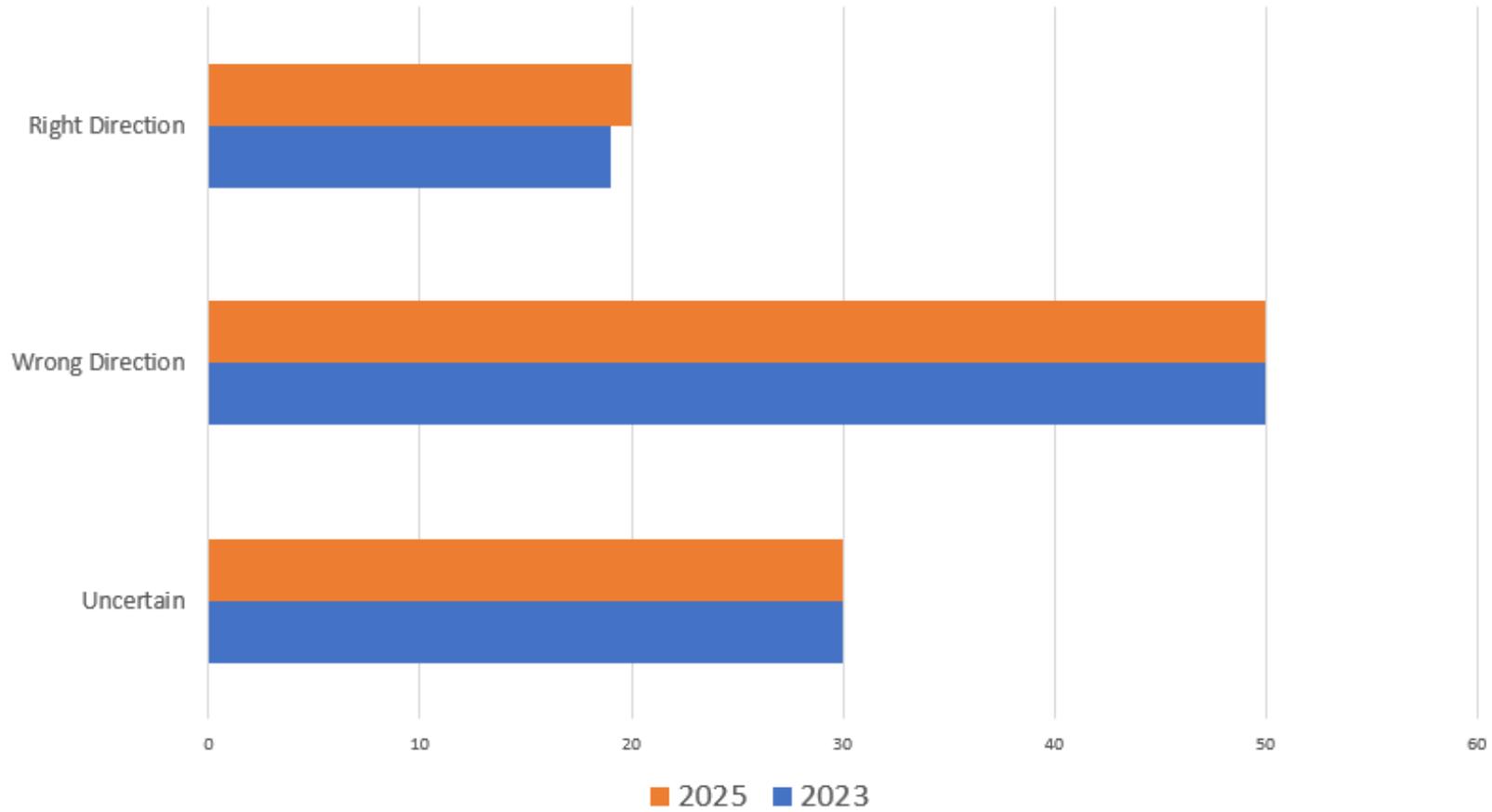
## Businesses



- Too Few Visitors
- About the Right Amount
- Too Many Visitors
- Don't Know

## Residents

Tourism is headed in the:



Respondents were asked, “In general, tourism in Steamboat Springs is headed in the” (choose one) right direction, wrong direction, or uncertain.

### Sample of Open-Ended Responses

#### Right Direction

Change is constant and I’m glad that the chamber and city council are cognizant of the change.

We rely on the tourism money for the community.

Glad pulled back from triple crown. Winter tourism is reliable. Summer is getting much better.

The community seems to be finding a balance between the needs of the residents and the needs of tourists.

Tourism is how the town makes money and why people move here. The guests visiting Steamboat are for the most part respectful and good.

Tourism pays for all the amenities we love here, we need to keep promoting it.

I support tourism as a local especially because I see the benefits of it for our community.

I think we have a good balance because of our off-seasons.

#### Wrong Direction:

I feel there are too many tourists that negatively impact the quality of life here. In my opinion this is especially true in the summer and winter months.

Watched as Steamboat went from a community with a resort to a resort community

Too much concern for the almighty dollar has changed town for the worse.

Over-tourism, excess marketing and lack of affordable worker housing are destroying our community.

There is a lot of resistance with Steamboat expanding tourism, so minimal is done to change that

City council anti tourism sentiment contradicts sales tax-reliant community. Way under spent on marketing and creating good visitor experiences that benefit locals as well.

Roads/infrastructure is not large enough to handle the vehicle traffic.

We are no longer marketing the people who we want to come to Steamboat. We are losing desired guests to peer mountain resorts.

Respondents were asked, “In general, tourism in Steamboat Springs is headed in the” (choose one) right direction, wrong direction, or uncertain.

### **Uncertain**

I need the tourists to keep my business thriving, but I also need housing for my employees and their families

I believe that we need the high level of tourists to support our tax base and to afford the amenities that we desire. I do get frustrated with the traffic and number of people that seem to be in the community year-round.

We rely so heavily on tax revenue to fund the city but the volume of visitors has decreased the charm of our town

People in general are becoming the worst version of themselves-angry, aggressive, entitled. It makes being anywhere there are a lot of people or sudden influxes of people frustrating.

There are positives and negatives to tourism- it's not always black and white.

I understand tourism is the staple of Steamboat. I think it is on par, but the parking and crowds during the winter on the ski slopes are too much.

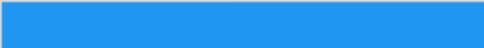
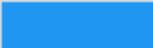
I have views on both sides so I am undecided. Definitely frustrating with price increases, disrespectful tourists and poor parking in Steamboat, but tourism is necessary for local businesses

# Business Questions

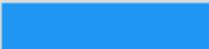


## Businesses

So far in 2025, have you observed visitation at your organization or business: (select one)

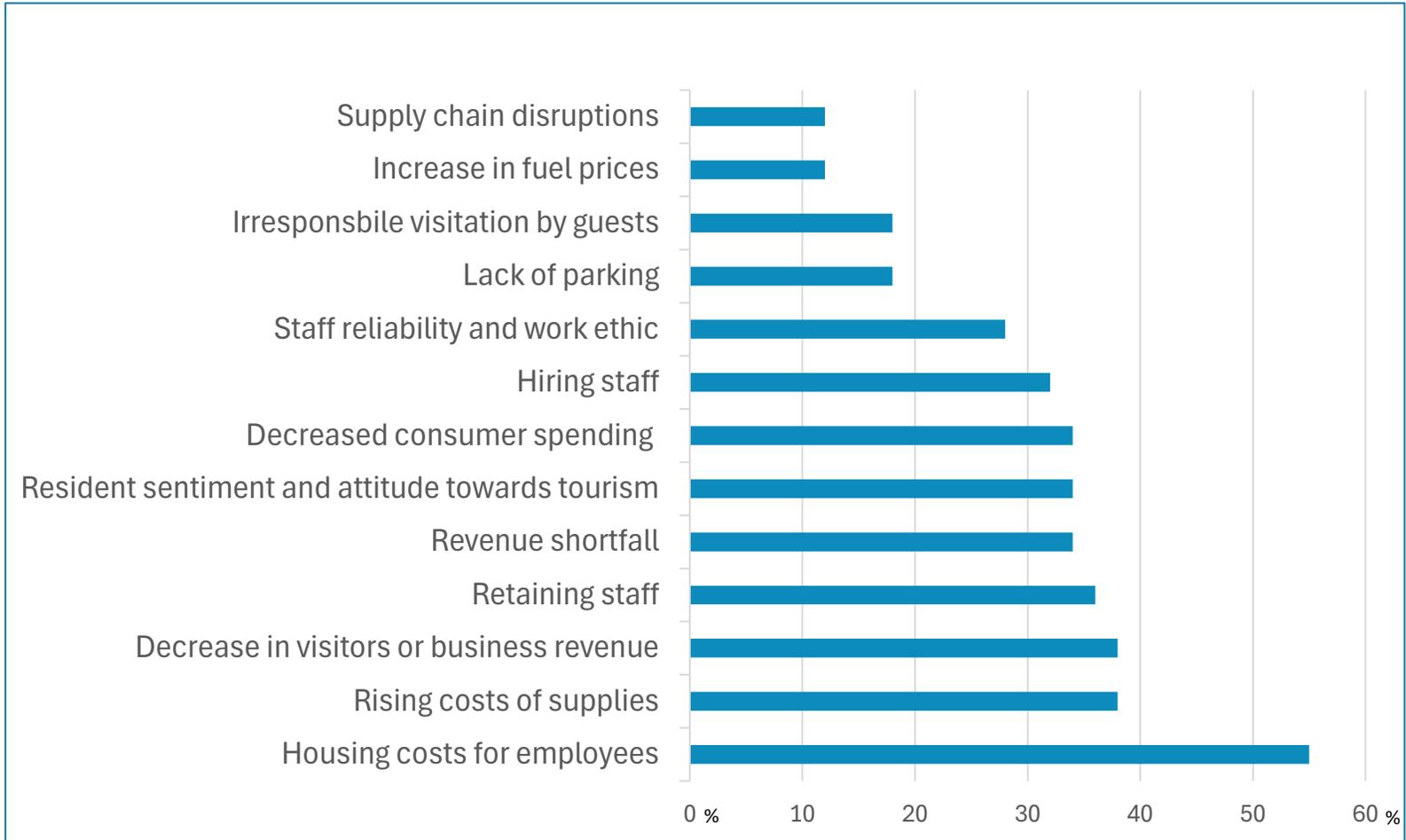
Answer Choice	0%	100%	Number of Responses	Responses Ratio
Stay the same as last year			12	24%
Decrease from last year			25	51%
Increase from last year			8	16%
Do not know			4	8%
<b>Total Responses</b>			<b>49</b>	<b>100%</b>

So far in 2025, have you observed revenue: (select one)

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Stay the same as last year			11	22%
Decrease from last year			24	48%
Increase from last year			6	12%
Do not know			8	16%
<b>Total Responses</b>			<b>49</b>	<b>100%</b>

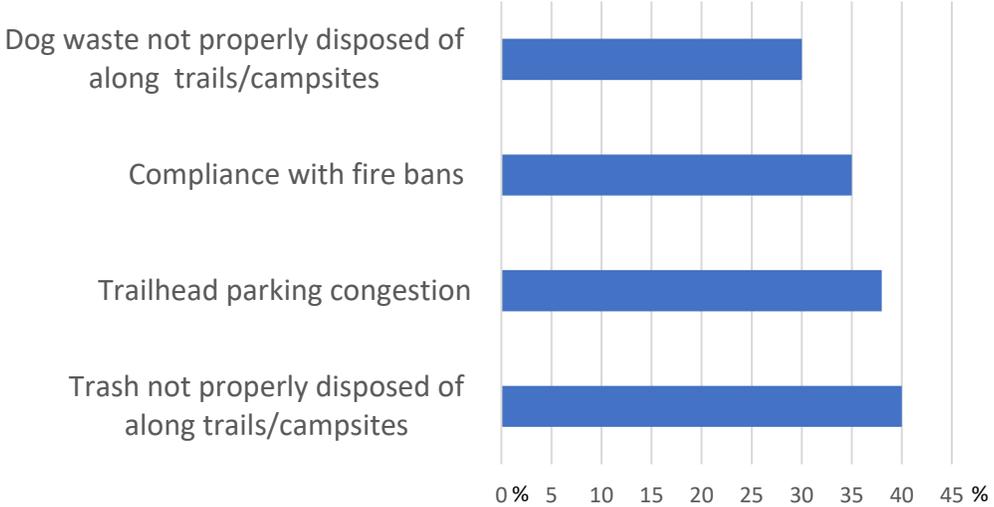
## Businesses

Which of the following are concerns for your business or organization over the next 12 months?

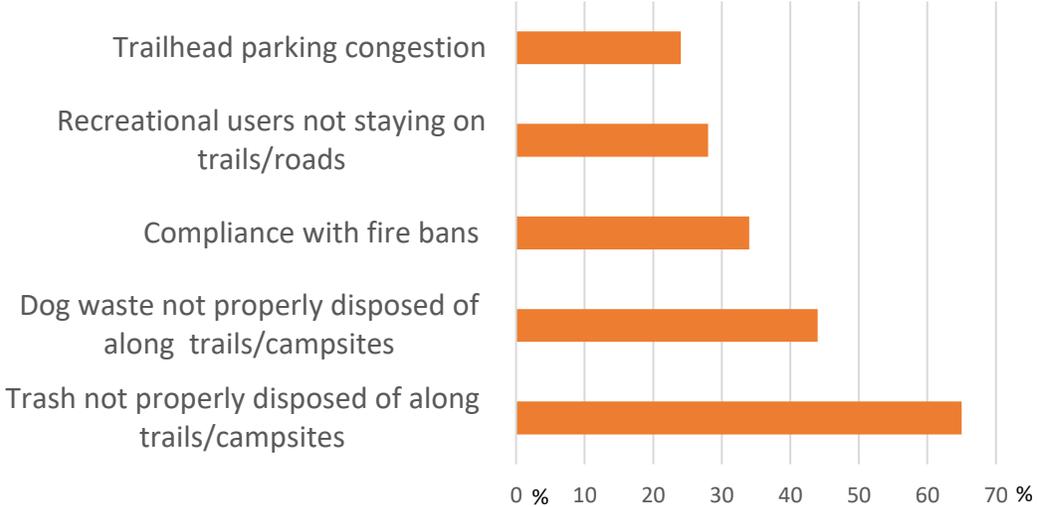


# Businesses

### Perceptions of behaviors on public lands that need to be addressed 2023

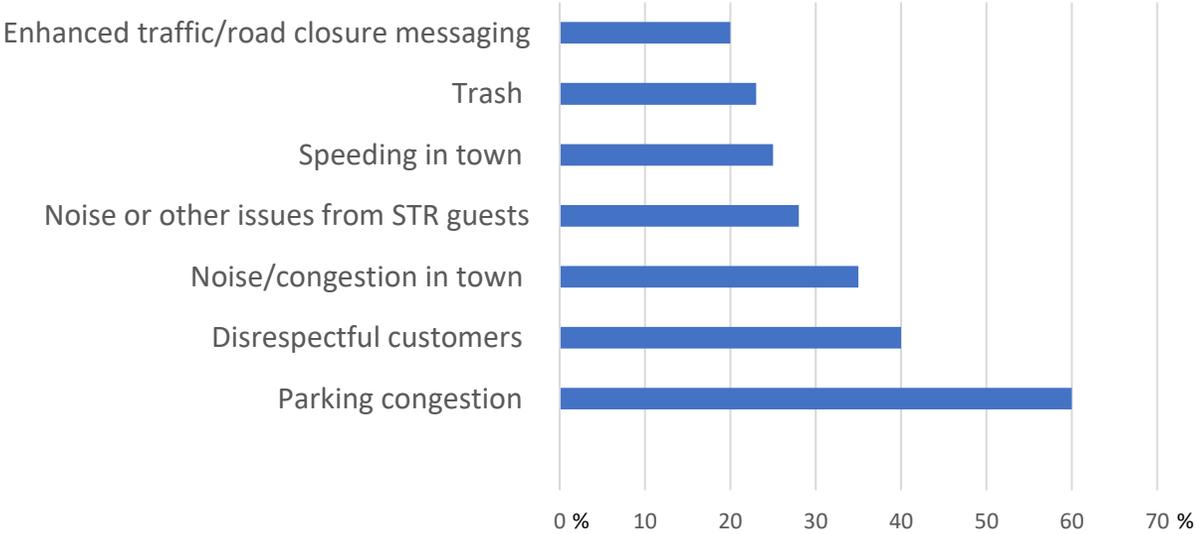


### Perceptions of behaviors on public lands that need to be addressed 2025

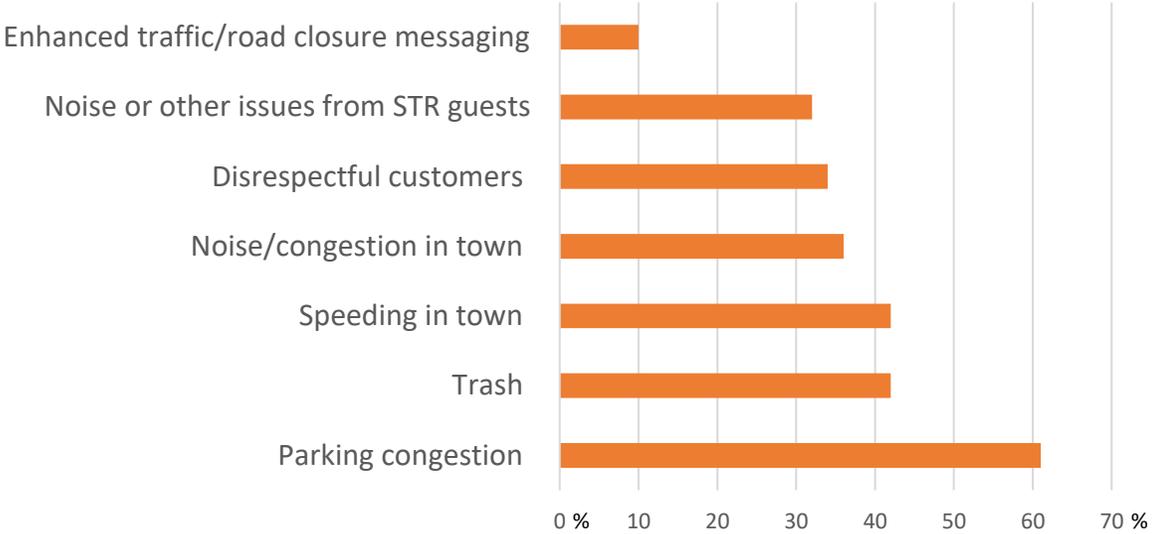


# Businesses

### Perceptions of behaviors in the community that need to be addressed 2023



### Perceptions of behaviors in the community that need to be addressed 2025





## Conclusions

Improvements were seen in many key metrics since 2023, and the survey shows areas for continued improvement.

Resident sentiment shows a need for more thorough communications of the Chamber's direction and programming and for continued education of visitors on ways to reduce their impact.

It also reflects the need for continued partnerships between the Chamber, City of Steamboat Springs, Routt County, and land managers to help manage the destination experience.

Businesses continue to rely on the volume that visitors bring. Destination Stewardship must continue to seek harmony with the need for tourism and residents' quality of life.

Thank you to all the community members who took the time to participate in this survey.

This survey was developed in partnership with Clarity of Place and the Colorado Tourism Office.



Questions? Contact Laura Soard  
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STEAMBOAT SPRINGS  
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