

RESIDENTS' PERCEPTIONS OF VANCOUVER'S TOURISM INDUSTRY

December 2023

ABOUT THE SURVEY

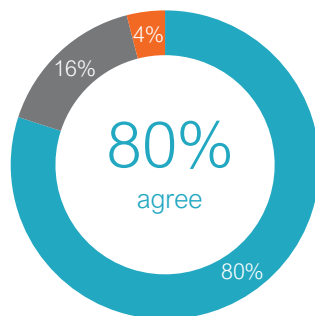
In November 2023, Destination Vancouver invited Vancouver residents to share their views on the economic, social, cultural, and environmental impact of Vancouver's tourism industry through an online survey. The survey garnered 617 responses, and key findings are presented here.

We are grateful to the residents who dedicated their time to participate in the study and Sentis Research for conducting it on behalf of Destination Vancouver.

OVERALL RESIDENT PERCEPTIONS OF TOURISM

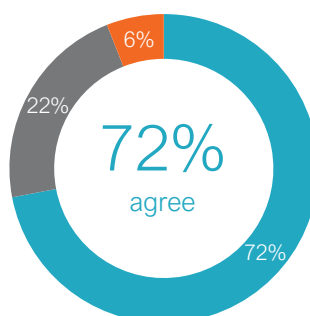
VALUE CONTRIBUTION TO LOCAL ECONOMY

80% of residents value the contribution visitors make to the local economy.



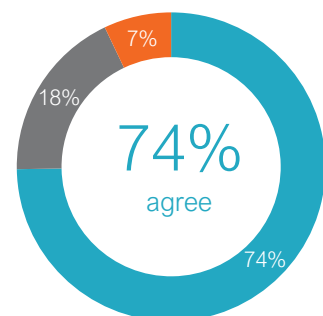
POSITIVE CONTRIBUTION TO QUALITY OF LIFE

72% of residents agree tourism contributes positively to the quality of life of their community.



POSITIVE IMPACTS OUTWEIGH THE NEGATIVE IMPACTS

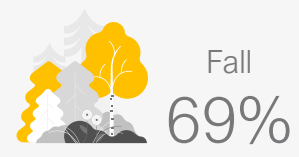
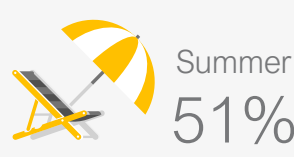
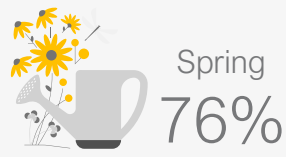
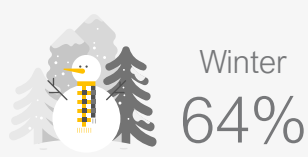
74% of residents agree that the positive impacts of tourism in their community outweigh the negative.



■ Agree ■ Neutral ■ Disagree

PERCEPTIONS OF TOURISM BY SEASON

% of residents who agree that their community receives the right amount of tourism

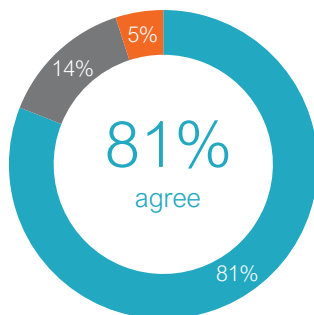


TOURISM INDUSTRY ECONOMIC IMPACT



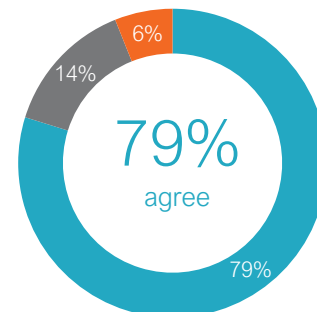
LOCAL BUSINESSES

81% of residents agree that the tourism industry supports local businesses in their community.



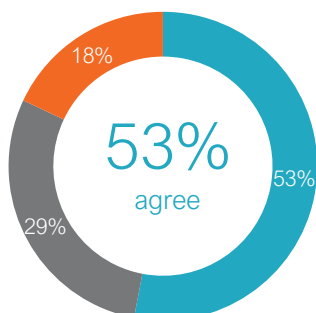
AMENITIES

79% of residents agree that tourism supports a greater diversity of amenities (such as restaurants, attractions, recreation facilities and events).



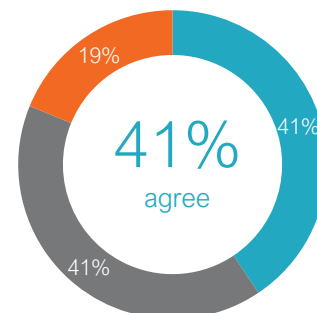
INFRASTRUCTURE

53% of residents agree that tourism supports additional infrastructure services (such as water, sewage, highways, and roadways).



CAREER OPPORTUNITIES

41% of residents agree that the tourism industry offers greater career growth opportunities than most other industries.



■ Agree

■ Neutral

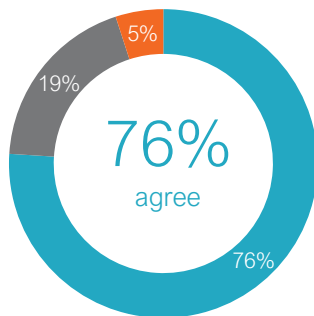
■ Disagree

TOURISM INDUSTRY COMMUNITY PRIDE



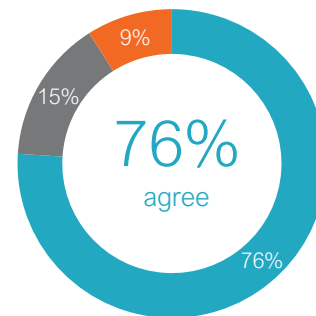
WELCOMING VISITORS

76% of residents take pride in making visitors feel welcome in their community.



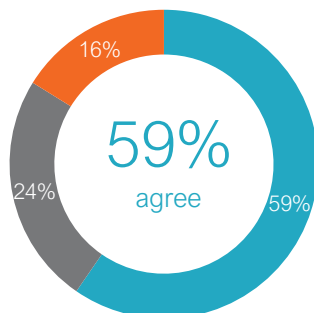
SAFE COMMUNITY

76% of residents agree that their community is in a good position to welcome visitors safely.



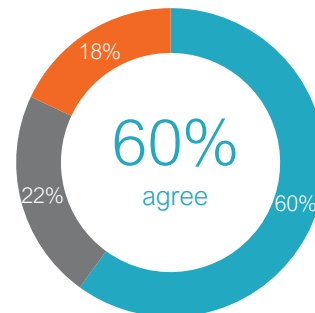
COMMUNITY ADAPTED FOR VISITORS WITH DISABILITIES

59% of residents agree that the infrastructure, services and amenities in their community are adapted to serve visitors with disabilities.



AWARE OF INDIGENOUS TOURISM EXPERIENCES & BUSINESSES

60% of residents are aware of Indigenous tourism experiences and/or businesses in British Columbia.



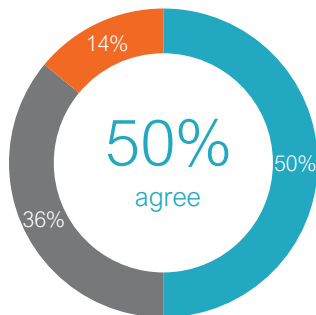
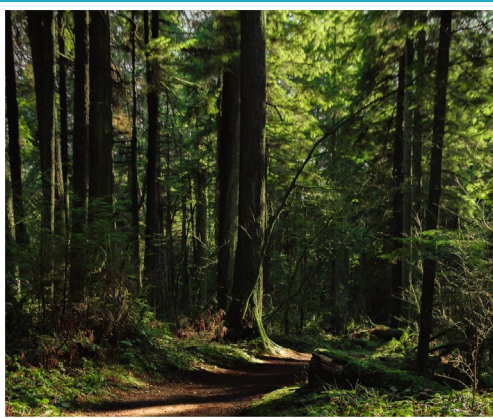
Agree

Neutral

Disagree

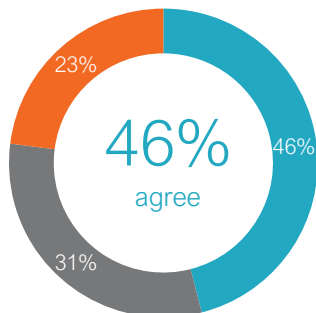
TOURISM INDUSTRY

COMMITMENT TO SUSTAINABILITY



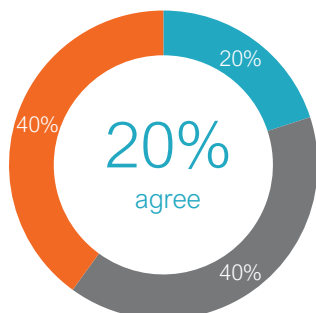
LOCALLY PRODUCED GOODS & SERVICES

50% of residents agree that the tourism industry uses more locally produced goods, services and agricultural products than most other industries.



PROTECTION OF THE ENVIRONMENT

46% of residents agree that the tourism industry contributes to the protection of local oceans, mountains, rivers, airsheds, parks, and beaches.

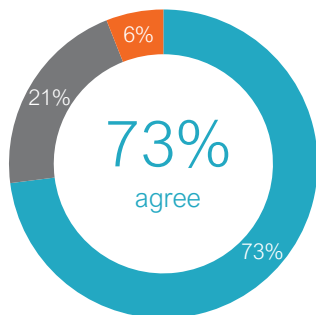


REDUCTION OF CARBON EMISSIONS

20% of residents agree that the tourism industry does more to reduce local carbon emissions than other industries.

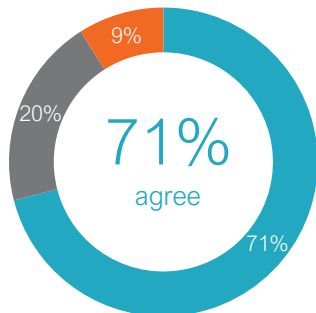
■ Agree ■ Neutral ■ Disagree

TOURISM INDUSTRY EVENTS & ACTIVITIES



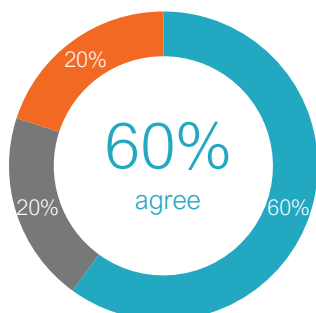
MEETINGS & CONVENTIONS BUSINESS

73% of residents agree that the positive impacts of meetings & conventions business in their community outweigh the negative impacts.



SPORTS & CULTURAL EVENTS

71% of residents agree that the positive impacts of major sports & cultural events in their community outweigh the negative impacts.



CRUISE TOURISM

60% of residents agree that the positive impacts of cruise tourism in their community outweigh the negative impacts.

■ Agree ■ Neutral ■ Disagree