THE EU SURVEY



ABOUT THE SURVEY



- ON-LINE SURVEY DESIGNED & EXECUTED BY GROUP NAO
- DATA COLLECTED JUNE 2022
- INVITE SENDT TO 145 EURO DMOs & NTOs
- SAMPLE OF 77 RESPONDENTS (53%)

- 76% CITY TOURISM / DMO
- 9% NATIONAL / NTO
- 8% REGIONAL / RTO

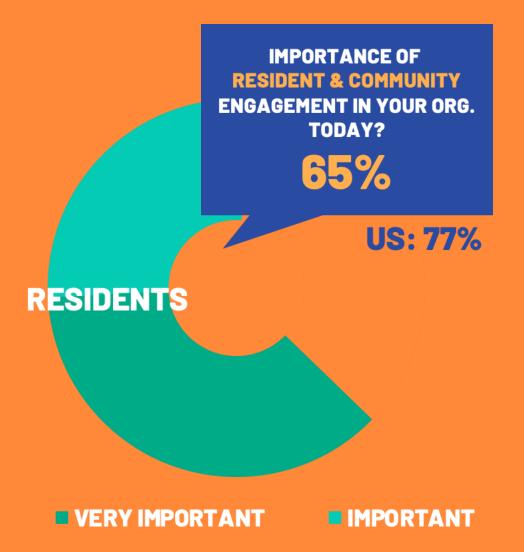
- 46% PART OF CITY ADMINISTRATION
- 17% ARE INDEPENDENT FOUNDATIONS
- 9% PART OF REGIONAL ADMINSTRATION

EMPLOYEES (AVE)



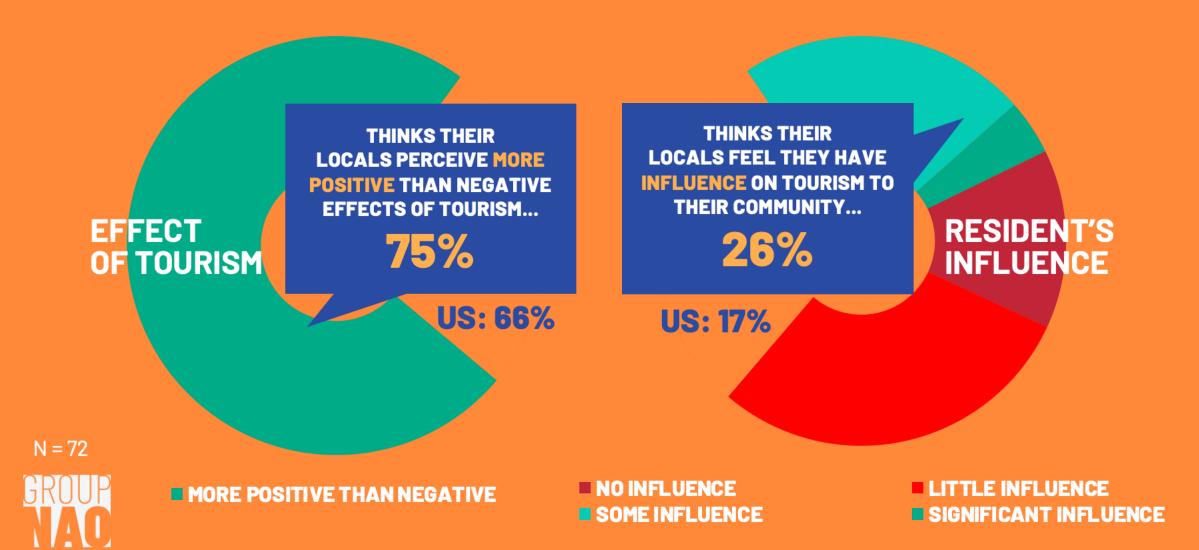
RESIDENTS OR INDUSTRY?







POSITIVE LOCALS - LITTLE INFLUENCE

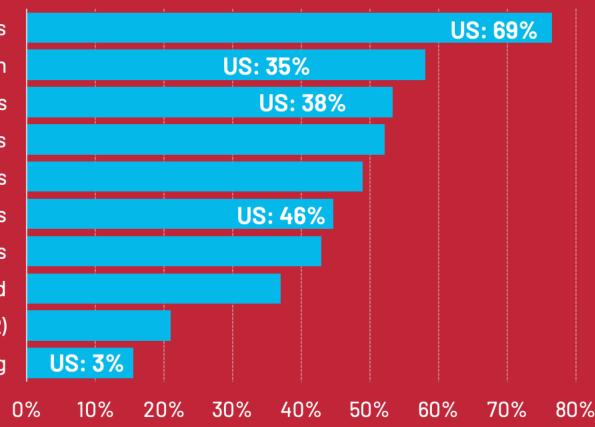


WHAT KIND OF RESIDENT ENGAGEMENT?



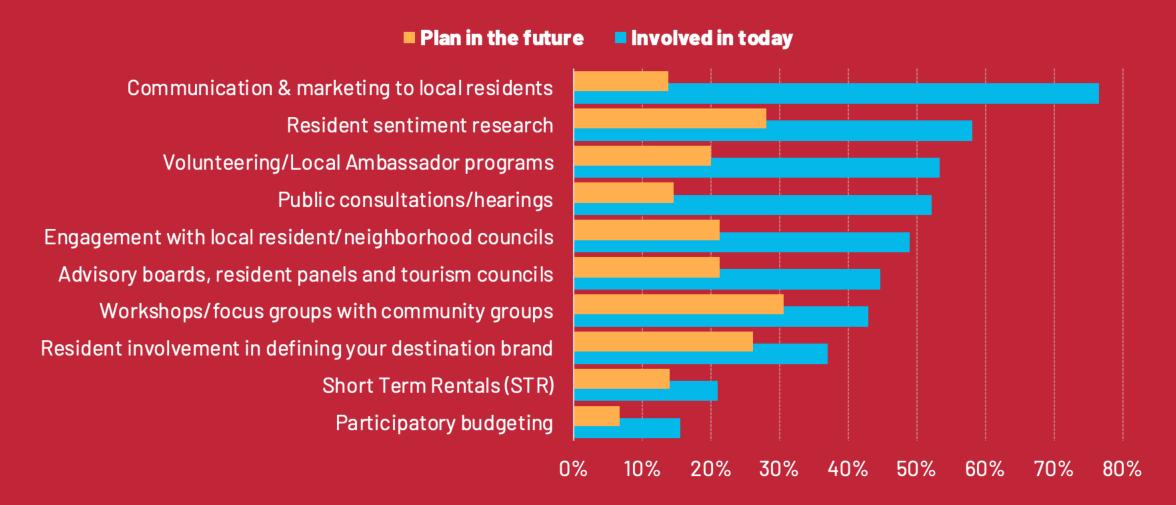
Involved in today





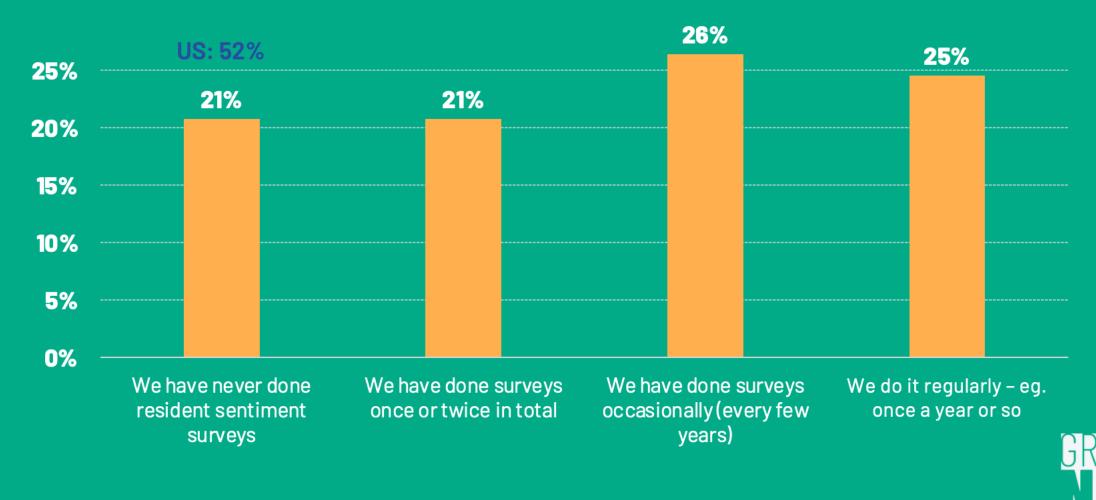
WHAT KIND OF RESIDENT ENGAGEMENT?





MANY DO RESIDENT SENTIMENT SURVEYS





COMMUNICATING & USING FINDINGS



54%
COMMUNICATE
RESULTS TO
STAKEHOLDERS

15%
DISCUSS RESULTS
WITH LOCAL GOV
PARTNERS

54%
INTEGRATE
RESULTS INTO
STRATEGIES &
PLANS

US: 82%

24%
COMMUNICATE
RESULTS WIDELY
IN PUBLIC

24%
DISCUSS RESULTS
WITH INDUSTRY
PARTNERS &
STAKEHOLDERS



REPRESENTATION OF LOCAL COMMUNITY?



We undertake special research within different minority groups

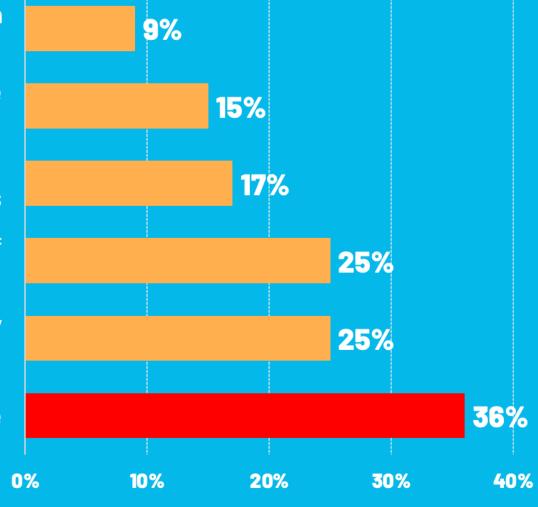
We have diverse staff broadly representative of our community

Our advisory groups have special representatives from some minority groups

We reach out to a diverse range of community groups

We make special efforts to ensure a fully representative sample

No special effort / none of the above





ENGAGEMENT KEY TO STRATEGIZING



Listening to residents creates more sustainable visitor economy

Resident engagement can be **source of innovation** for dest. management

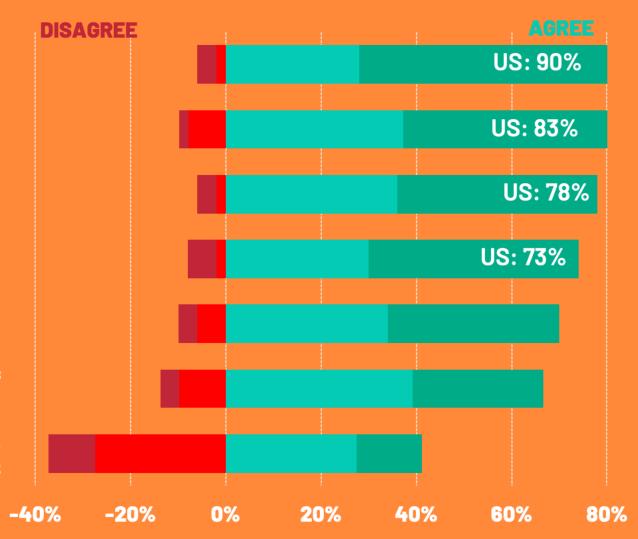
Resident engagement will be **more important** in my organization in the future

Residents must be integral part of strategic planning of tourism

Residents engagement is necessary to ensure public mandate / license to operate

Residents engagement must be **integral part of destination branding** & marketing

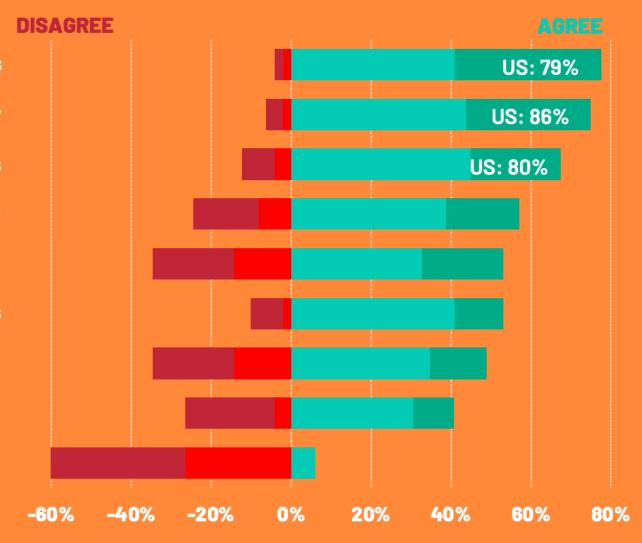
DMO budgetting should be more influenced by priorities of citizens



DIFFICULT, BUT WORTH IT



Community engagement can be slow / complex process Get feedback on issues we have little or no control over Participation is dominated by a **few loud voices** Org. lack processes, methods & tools to engage We lack financial resources for engagement Public engagement can stir up political problems Most residents have little or no interest in tourism We **don't have the skills** to support community engagement Engagement can be **an obstacle** ... to the future of dest.







- RESIDENT ENGAGEMENT IS BECOMING IMPORTANT TO DMOS AND INTEGRAL TO STRATEGIZING THE SUSTAINABLE DESTINATION.
- RESIDENT ENGAGEMENT IS HIGH ON THE AGENDA, BUT STAKEHOLDER FOCUS (STILL) STRONGER
- ✓ DMOS SEE POSITIVE RESIDENTS WITH LITTLE INFLUENCE
- ✓ RESIDENT ENGAGEMENT CAN ALSO BE COMPLEX, SOMEWHAT RISKY AND DIFFICULT TO CONTROL