



TIME FOR
DEMOCRACY
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%)

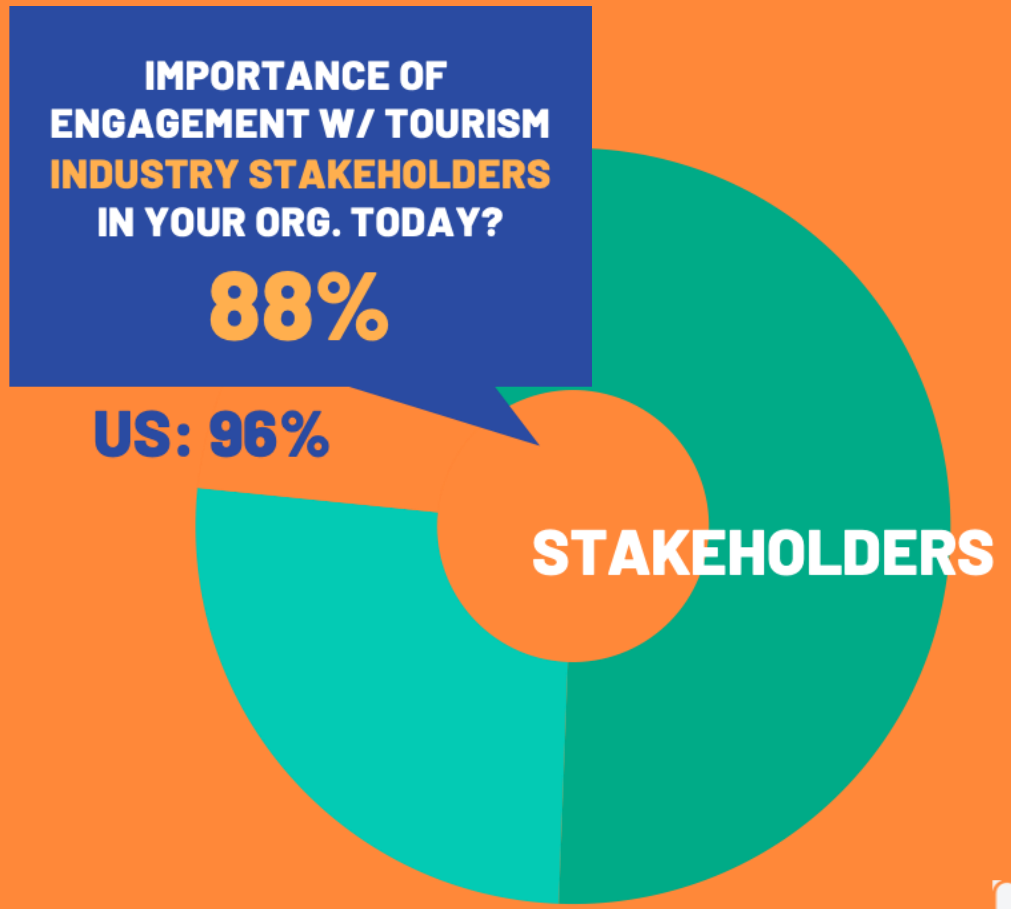
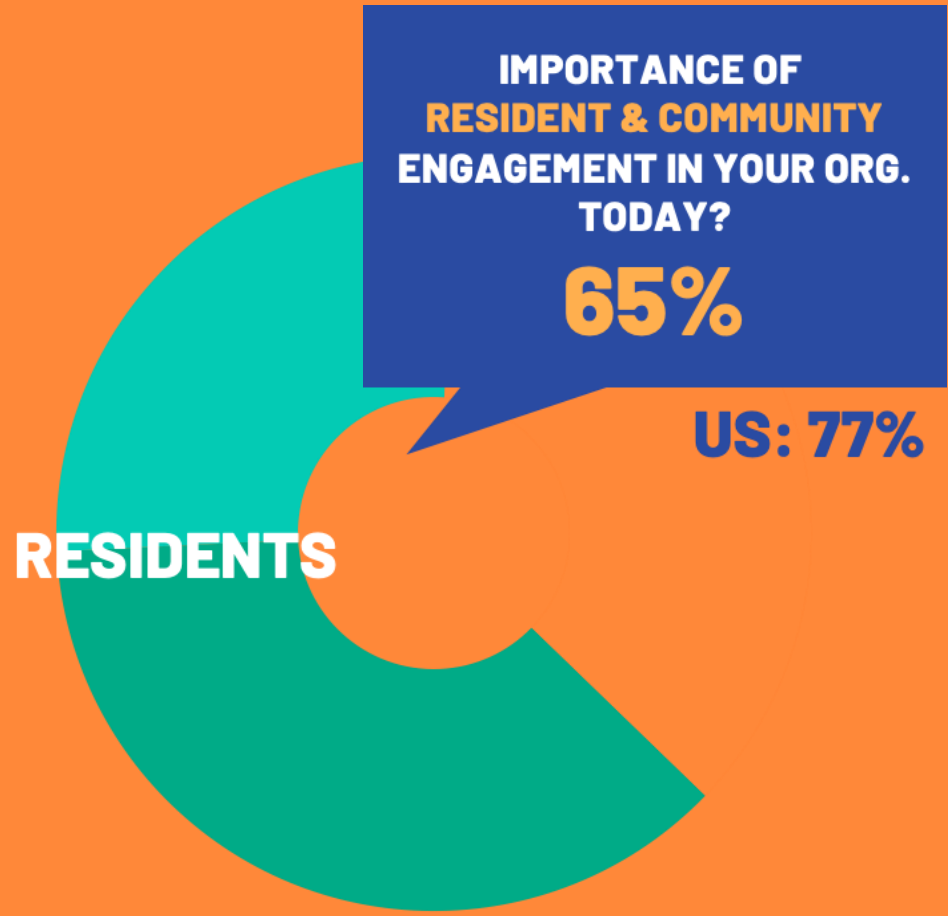
- 76% CITY TOURISM / DMO
- 9% NATIONAL / NTO
- 8% REGIONAL / RTO

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

44

EMPLOYEES (AVE)

RESIDENTS OR INDUSTRY?

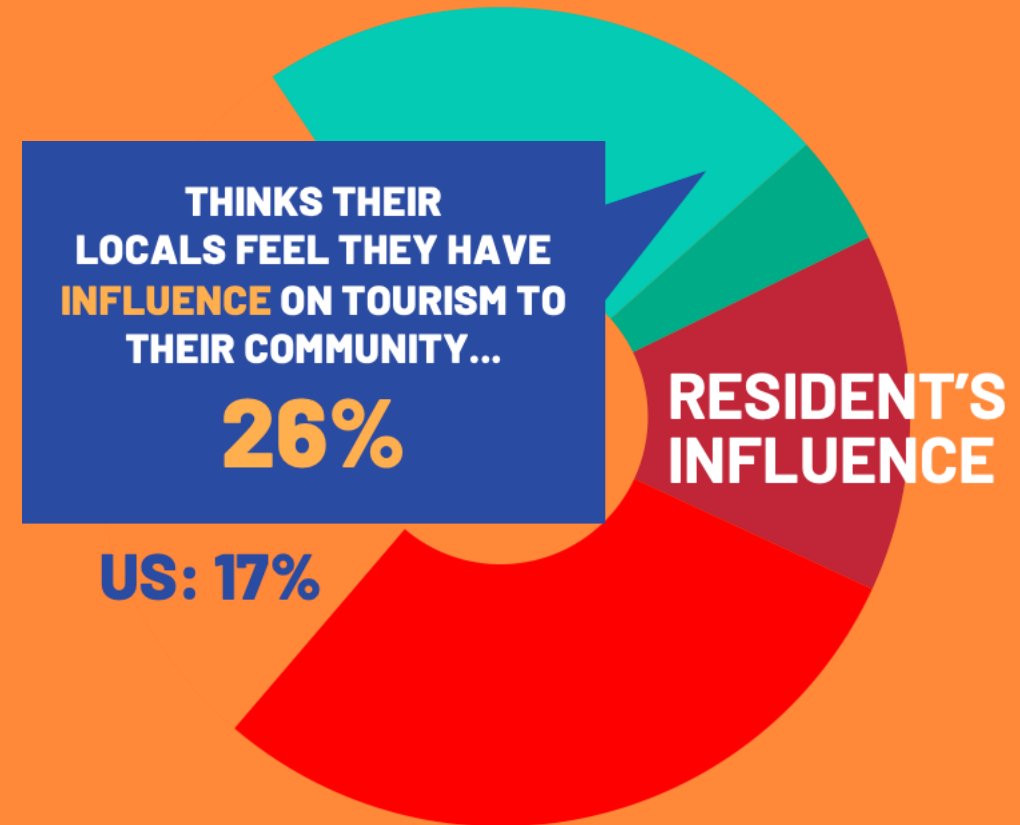


N = 72

■ VERY IMPORTANT ■ IMPORTANT

■ VERY IMPORTANT ■ IMPORTANT

POSITIVE LOCALS – LITTLE INFLUENCE



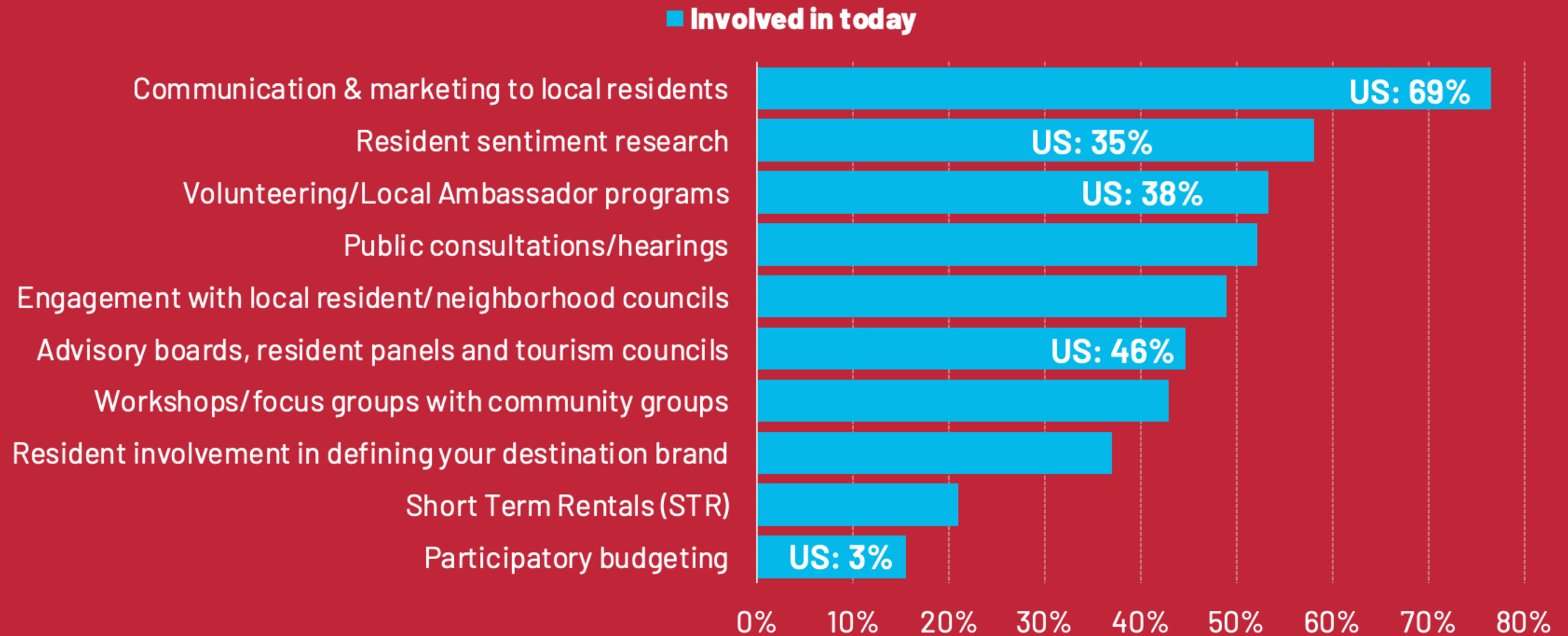
N = 72

■ MORE POSITIVE THAN NEGATIVE

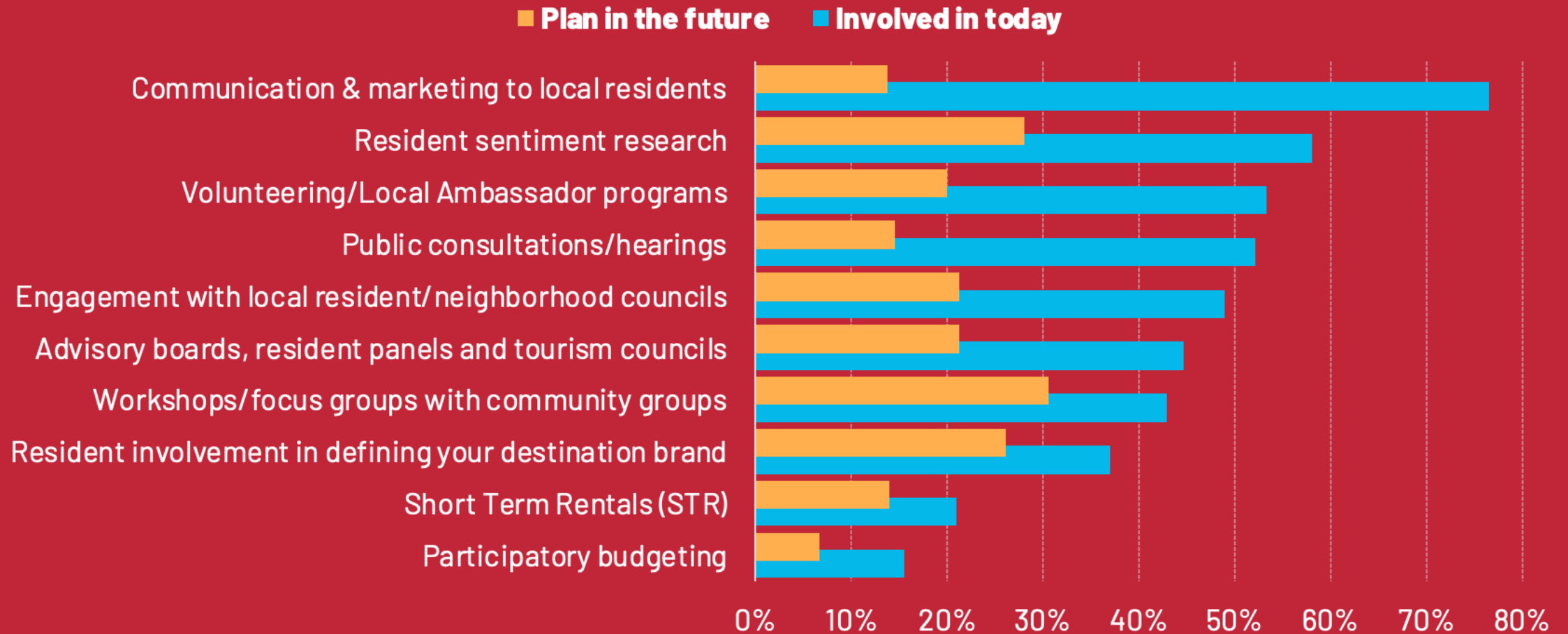
■ NO INFLUENCE
■ SOME INFLUENCE

■ LITTLE INFLUENCE
■ SIGNIFICANT INFLUENCE

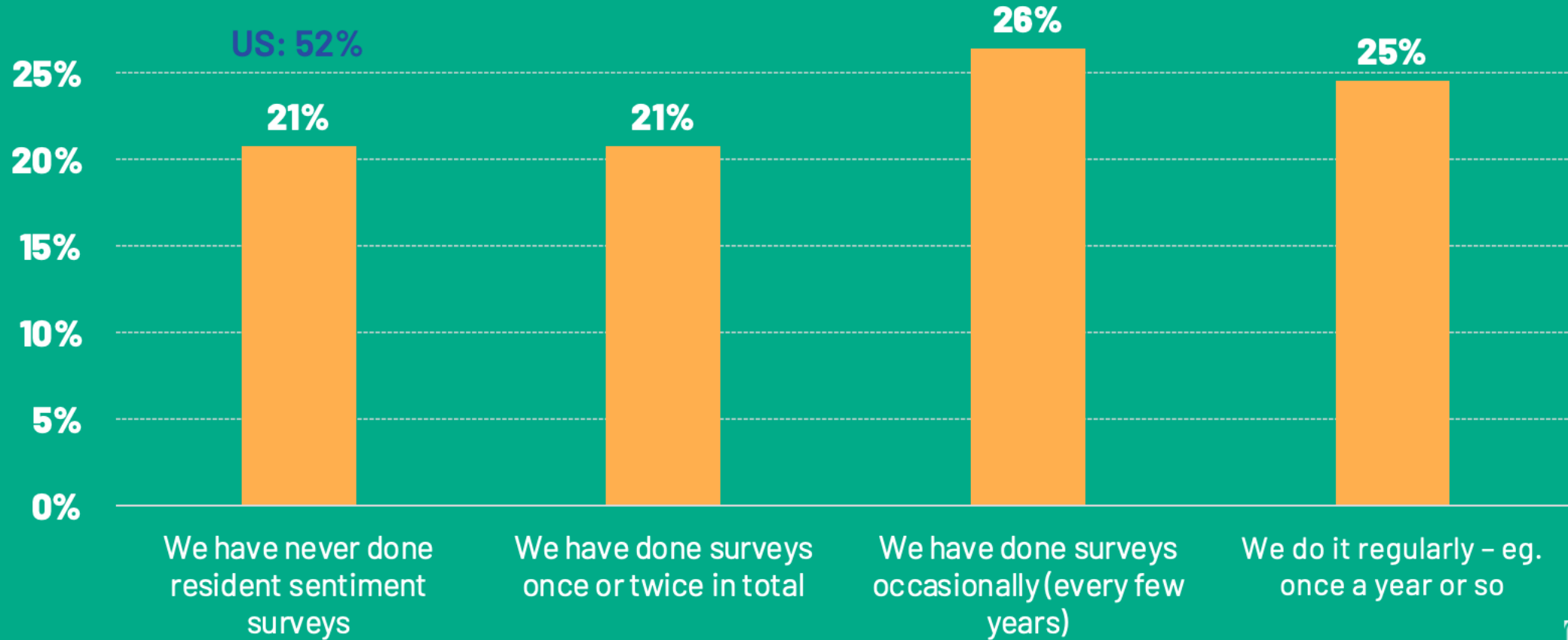
WHAT KIND OF RESIDENT ENGAGEMENT?



WHAT KIND OF RESIDENT ENGAGEMENT?



MANY DO RESIDENT SENTIMENT SURVEYS



N = 53



COMMUNICATING & USING FINDINGS



US: 82%

54%
**COMMUNICATE
RESULTS TO
STAKEHOLDERS**

15%
**DISCUSS RESULTS
WITH LOCAL GOV
PARTNERS**

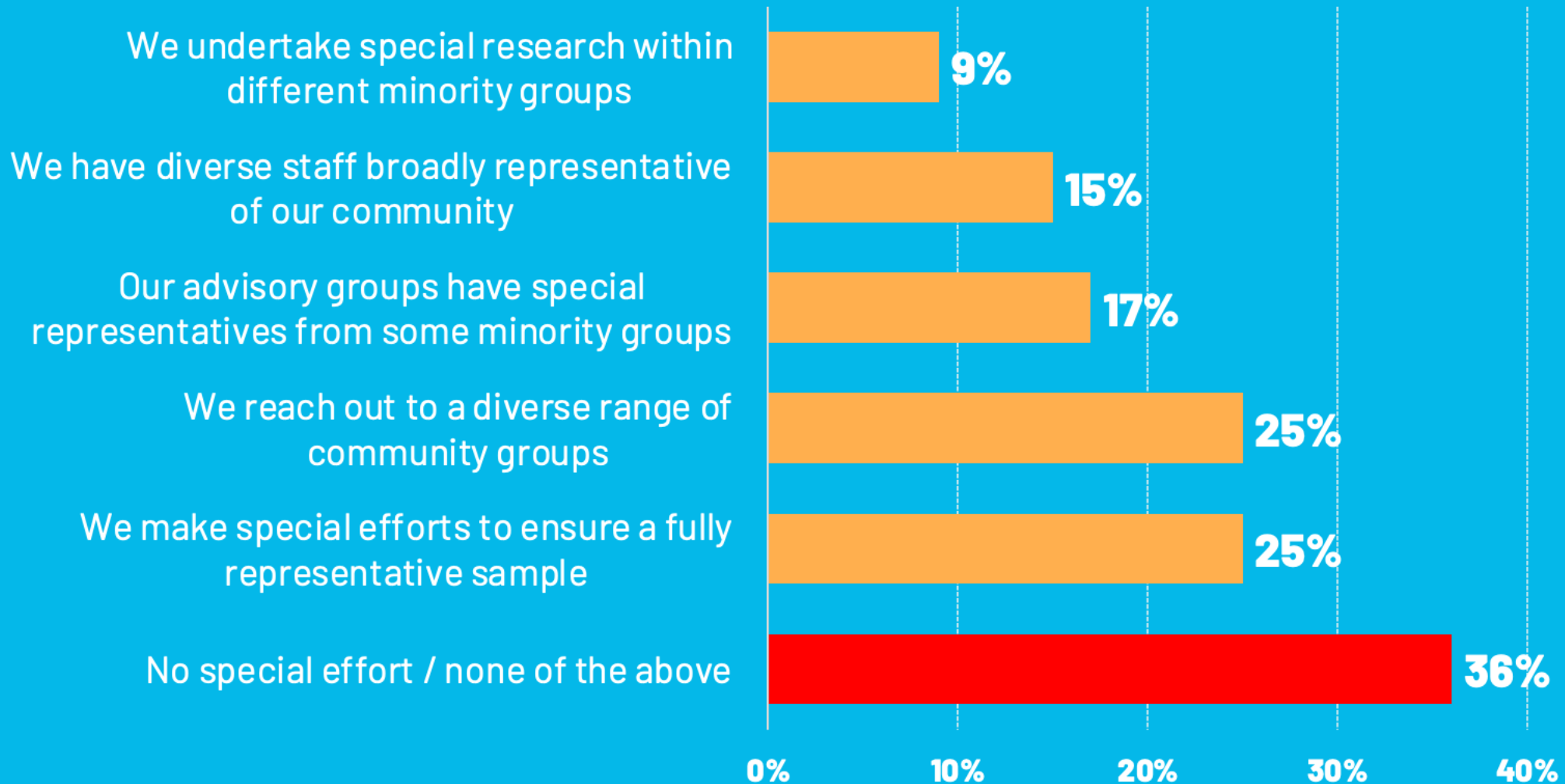
54%
**INTEGRATE
RESULTS INTO
STRATEGIES &
PLANS**

24%
**COMMUNICATE
RESULTS WIDELY
IN PUBLIC**

24%
**DISCUSS RESULTS
WITH INDUSTRY
PARTNERS &
STAKEHOLDERS**



REPRESENTATION OF LOCAL COMMUNITY?



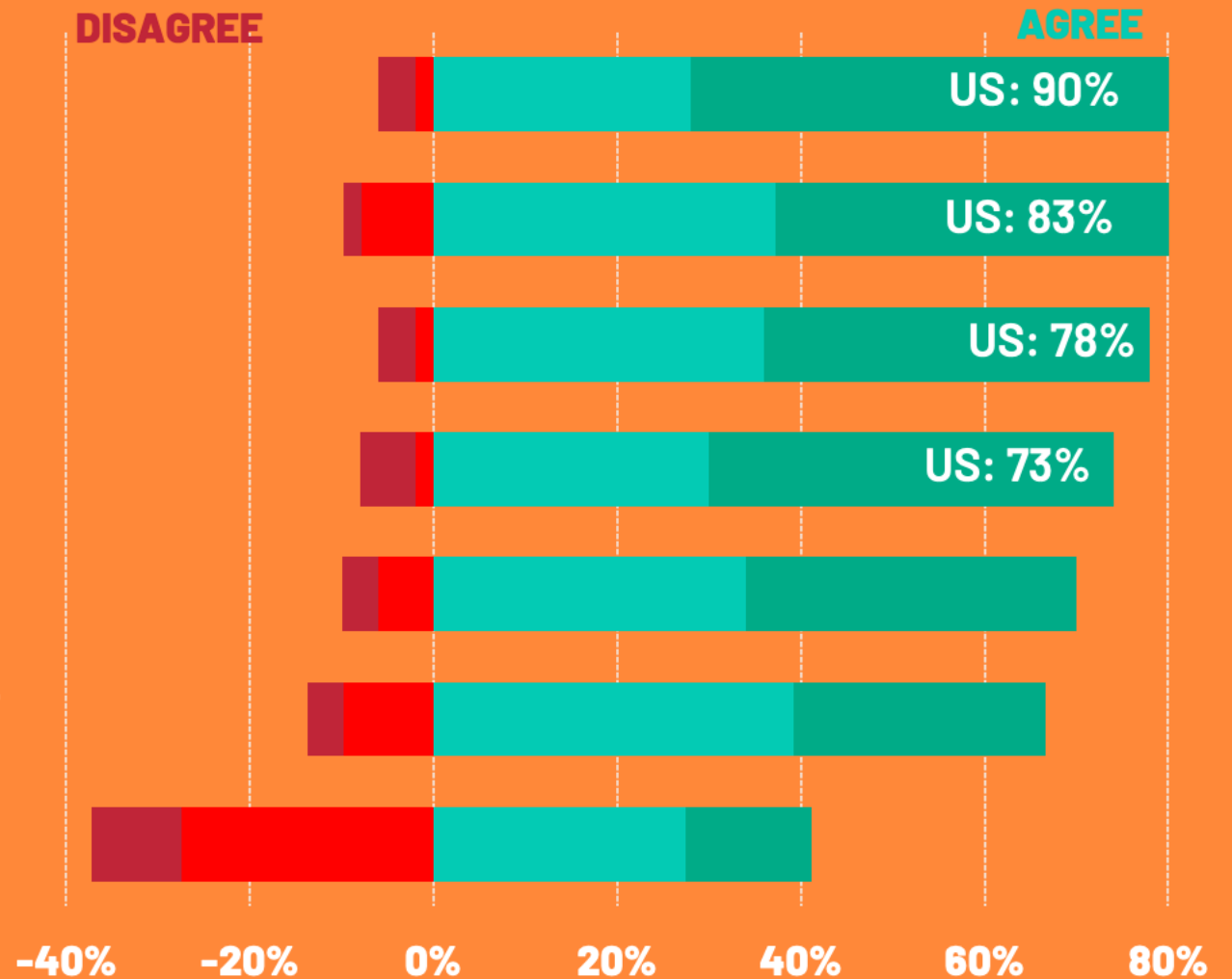
N = 53



ENGAGEMENT KEY TO STRATEGIZING



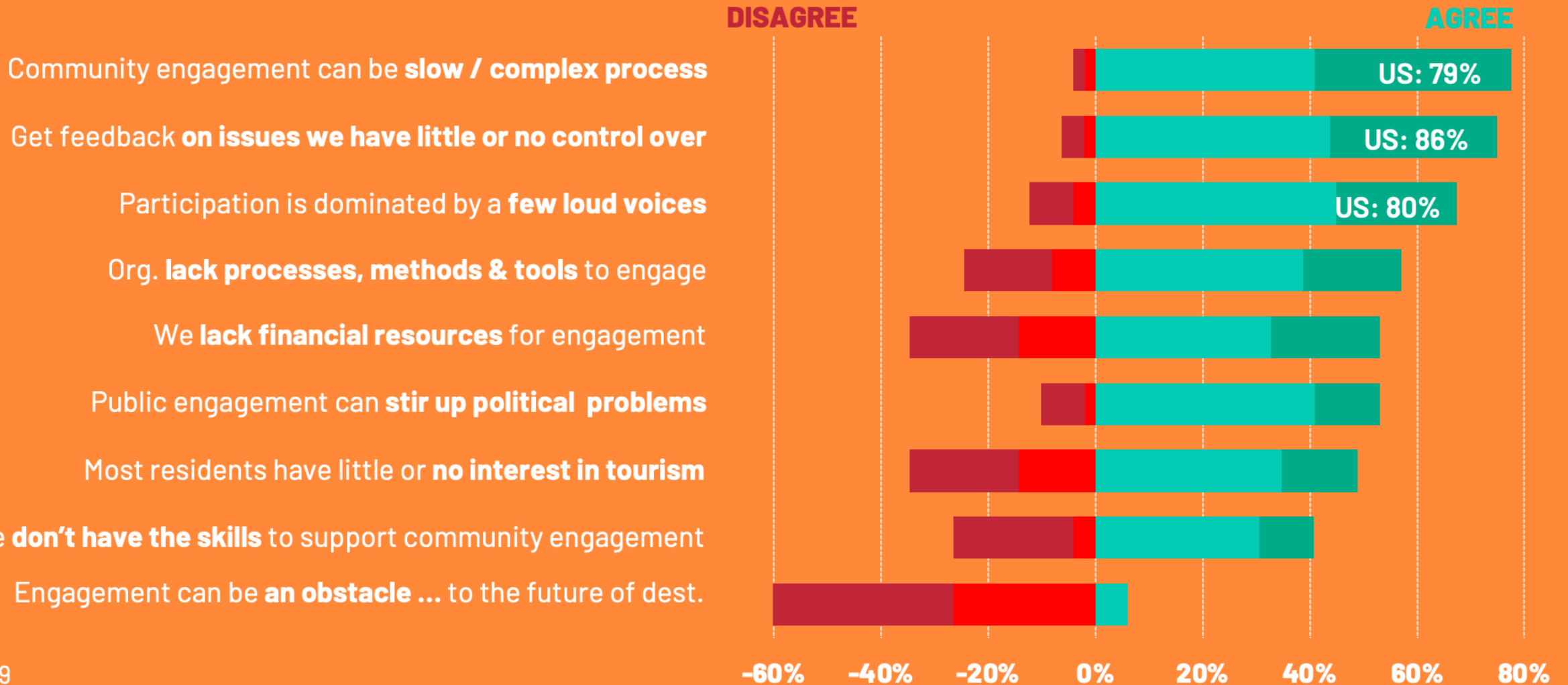
- Listening to residents creates **more sustainable visitor economy**
- Resident engagement can be **source of innovation** for dest. management
- Resident engagement will be **more important** in my organization in the future
- Residents must be **integral part of strategic planning** of tourism
- Residents 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



N = 51

Note: Does not add to 100% as neutral answers are excluded

DIFFICULT, BUT WORTH IT



N = 49

Note: Does not add to 100% as neutral answers are excluded

TAKEAWAYS!

- ✓ 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**