

North American Edition

TIME FOR

DEMOCRACY

**Featured
Research:**

**Highlights from the 2021 American & Canadian
Resident Sentiment Studies**

From: Destination International & Longwoods International



OVERVIEW

Resident sentiment is a vital key performance indicator (KPI) for DMOs. Longwoods International has stated that this KPI allows DMOs “to keep a pulse on their communities in order to create meaningful programs and partnerships that relevantly address community needs of health and safety. Tourism brings benefits to numerous sectors of local economies, and by understanding the needs and sentiment of those sectors, a DMO can create a partnership in these times and generate support for travel promotion to reinvigorate the local economy.” Although this statement was made during the COVID-19 pandemic, it has implications for the future of tourism beyond the pandemic as well.

2021 RESIDENT SENTIMENT TOWARD TOURISM

Destinations International and Longwoods International partner annually to examine resident sentiment toward tourism in the U.S. and Canada. Online panels are used to collect data from residents in each country to learn about their overall sentiment toward tourism, as well as their opinions on travel and tourism in their state/province and community. The following is a summary of five (5) key findings from the 2021 studies for the U.S. and Canada :

U.S.

65% think tourism is good for their state

47% think their state government should support/help fund the promotion of tourism

59% think tourism is good for their local area

51% would like to see more tourists coming to their area

32% agree that residents are consulted when major tourism development takes place in their area

Canada

75% think tourism is good for their province

54% think their provincial government should support/help fund the promotion of tourism

61% believe tourism encourages investment in their local economy

51% agree that there are jobs in the tourism industry with desirable pay and benefits

49% agree that there are opportunities for career advancement in the tourism industry

KEY TAKEAWAYS

The following are three (3) key takeaways from the 2021 studies:

- For both countries, there is a need for awareness of areas of public concern and resident engagement around these areas.
- For the U.S., residents feel largely left out of the conversation on tourism development.
- For Canada, residents’ strong support tourism can be leveraged.

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