

CANADIAN RESIDENT SENTIMENT 2022



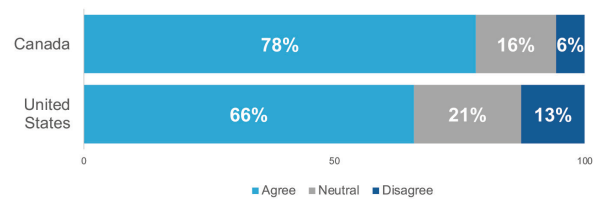
Introduction

If there can be anything positive that comes from the worst pandemic worldwide in a century, it may be that the profile of the travel and tourism industry has never been higher. As we continue the transition to a post-pandemic world, Longwoods International surveyed a representative sample of 1,008 Canadian residents to better understand how they now view the industry's place in their communities and lives. The fieldwork for this research was completed in July 2022.

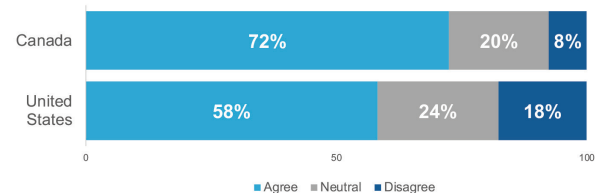
Key Findings

Consistent with previous studies, Canadians are very supportive of tourism and the tourism industry, even more than U.S. residents.

Overall, I think tourism is good for my province/state



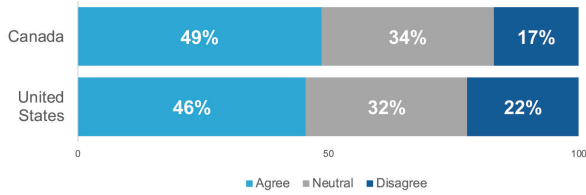
Overall, I think tourism is good for my local area



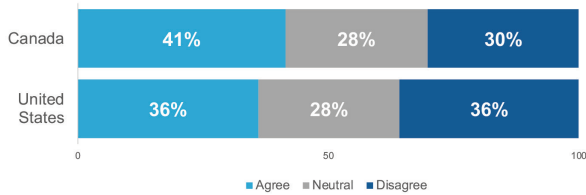
By significant margins, Canadians believe tourism attracts new residents to their communities, adds to the local workforce, and stimulates the creation of new businesses. They also see hotel/lodging taxes helping to reduce the local tax burden on residents. But Canadians do want to

see hotel taxes used to help pay for local services rather than marketing and some agree that the growth in tourism is leading to higher prices.

Hotel/lodging taxes should be used to help pay for local services, not to promote more tourism

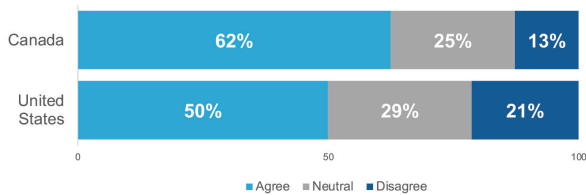


The growth in tourism is causing prices to rise, making things less affordable for residents

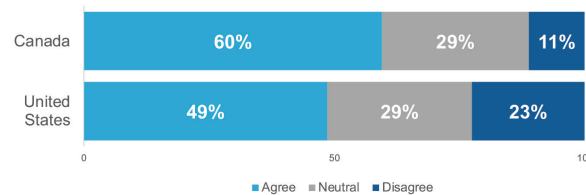


Nearly three quarters of Canadians believe tourism should be encouraged, and two thirds want more visitors to come to their area. And they are in favor of hosting major events and building new facilities to attract visitors to their area.

We should develop/host more major events to attract tourists to our area

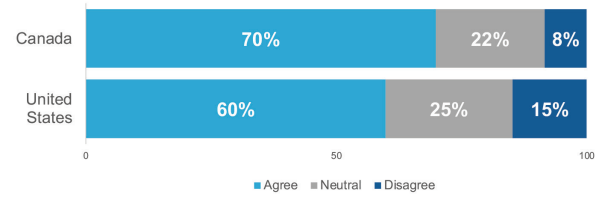


I support building new tourism facilities that will attract visitors to this area

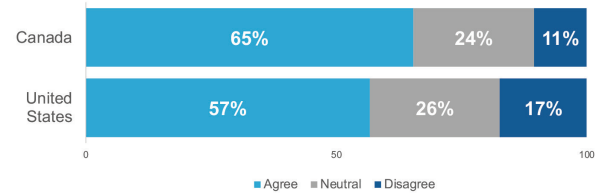


And Canadians strongly support hosting all manner of sporting events to attract visitors and enhance the profile of their communities. They see benefits in hosting amateur events, college and professional sports, and outdoor competitions.

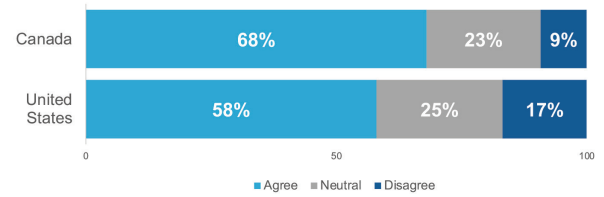
Hosting youth and amateur sporting events benefits the local economy



I support hosting college and professional sporting events in my community

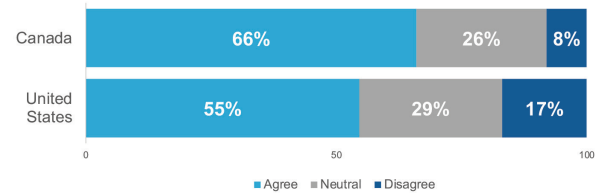


I support hosting outdoor sporting events (e.g., marathons, bike races) in my community

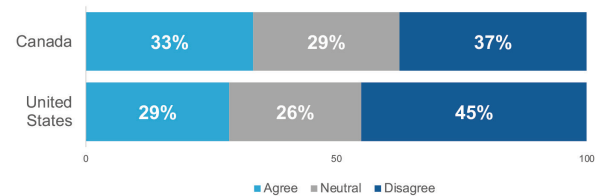


While Canadians are strong supporters of tourism development, they believe careful planning is essential to success and more public input would benefit their communities.

We need planned and controlled tourism development

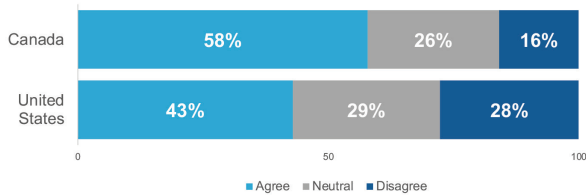


Residents are consulted when major tourism development takes place in this area

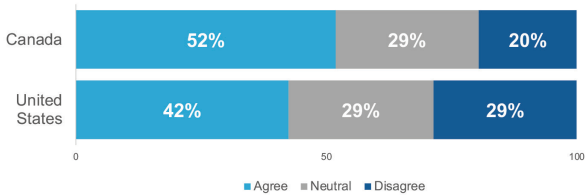


And like Americans, Canadian attitudes about accommodation-sharing services are mixed. While they agree being able to rent your home to visitors provides economic opportunities for residents, they also see local challenges caused by such rentals.

Accommodation-sharing services like Airbnb, Vrbo, etc., can cause inflation in rents, raising the cost of living for locals

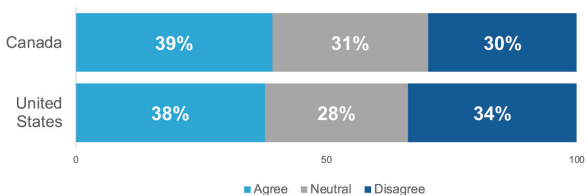


People who use accommodation-sharing services like Airbnb, Vrbo, etc., can be disruptive to local neighborhoods

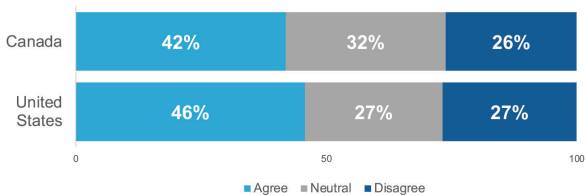


Canadians are largely supportive of marketing efforts to promote tourism, both at the provincial and local levels. They view tourism as a positive force in their communities, with nearly half agreeing that increased tourism has improved the quality of life in their province. But they also see issues that are caused by the visitor industry.

Attractions and leisure facilities are becoming overcrowded because of more tourists

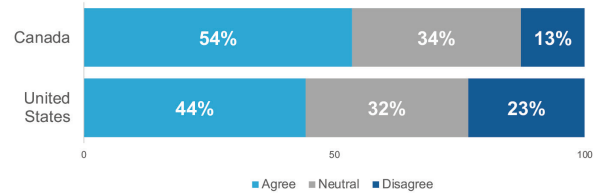


Tourists add to traffic congestion and parking problems here



And while they understand that there are jobs in the tourism sector with desirable pay and benefits and offer opportunities for career advancement, their view of most tourism employment is not as positive.

Most jobs in the tourism industry are low-paying and seasonal



Research Takeaways

- Canadians are strongly supportive of the travel and tourism industry, even more supportive than U.S. residents.
- And while Canadians believe the travel and tourism industry creates both businesses and jobs for their communities, they want hotel/ lodging taxes to help support local services.
- Canadians support building new facilities and hosting all manner of events to attract visitors to their area, including amateur and professional sporting events.
- Like their American counterparts, Canadians have mixed feelings about the growth in accommodation-sharing services, understanding they provide economic opportunities for residents, while concerned about the impact on the cost of living and neighborhood disruptions.