

CANADA INDUSTRY BRIEF

2024 NATIONAL RESIDENT SENTIMENT



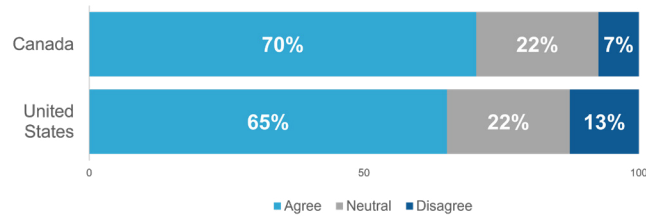
Introduction

Since 2021, Longwoods International and Destinations International have collaborated to conduct an annual study exploring Canadians' sentiments towards tourism, its impacts, and their perceptions of destination stewardship, sustainability, and tourism employment. In August 2024, Longwoods fielded its fourth Canada Resident Sentiment study, which included a representative sample of 1,000 Canadians. Results of this study indicate that while overall support for tourism in Canada remains high, concerns are emerging about overcrowding and the impact of tourism on Canadians' quality of life and cost of living.

► Key Learnings

Three-fourths of Canadians (75%) believe that overall, tourism is good for their province. Similarly, seven in ten want tourism to be important in their province (69%) and recognize that their province benefits from a strong tourism industry (70%). Seven in ten (70%) believe tourism should be encouraged where they live. When compared to the United States, Canadians are overall, more supportive of tourism.

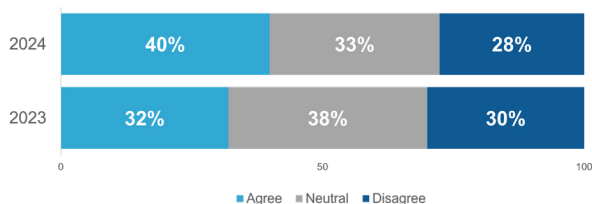
I believe tourism should be encouraged here



In 2023, there was a significant decline in Canadians' perceptions that their provincial and municipal governments were doing a good job managing the pace of development. Results from the 2024 study offer some optimistic news. Four in ten believe their provincial (40%) and municipal (41%) governments are doing a good job managing the pace of tourism development, a three-to-four-point increase, respectively, from 2023.

There is also positive momentum regarding destination stewardship. Four in ten Canadians (40%) agree their provincial government is doing a good job balancing resident quality of life and visitor satisfaction, an eight-point increase from 32% in 2023. Similar to the United States, a third of Canadians (33%) reported neutral sentiments, which is an opportunity for the industry to inform these residents of how Canadian DMOs are balancing the needs of both residents and visitors.

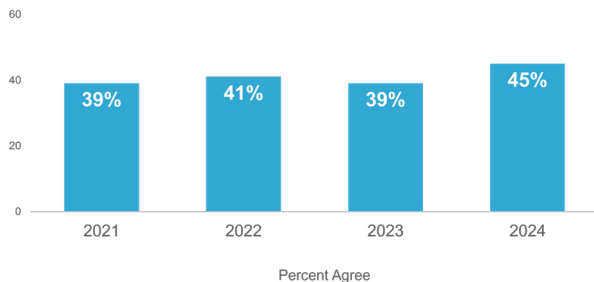
My provincial government is doing a good job balancing resident quality of life and visitor satisfaction



► Economy

Nearly two-thirds of Canadians (64%) believe tourism is important to their local economy, and many recognize the indirect and induced effects of tourism. Over half (54%) agree that the economic impact of tourists helps to support industries and businesses not directly related to tourism. Despite these positive findings, there are some growing concerns about the impact of tourism on the cost of living. Nearly half of Canadians (45%) agree that the growth of tourism is causing prices to rise, making things less affordable for residents - the highest it has been since 2021 (39%). There was also a four-point increase in perceptions that housing is becoming less affordable in their area due to tourism (40% in 2023 to 44% in 2024).

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

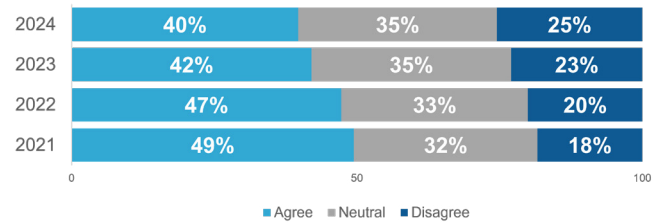


► Quality of Life and Environment

Perceptions of tourism's contribution to the recreational, dining, and shopping opportunities available to residents are consistent with 2023 results. Nearly half of Canadians believe they have more recreational opportunities (places to go and things to do) because of tourism in their area (47%) and that dining opportunities are better as a result of tourism (48%) with a slightly smaller proportion, four in ten (42%), agreeing that shopping opportunities are better as a result of tourism.

Quality of life is another area in which we're seeing some concerning trends for Canada. There has been a steady decline in Canadians' perceptions that the quality of life in their province has improved because of increased tourism, starting from a high of 49% in agreement in 2021 to a low of 40% in 2024.

Quality of life in province has improved because of increased tourism



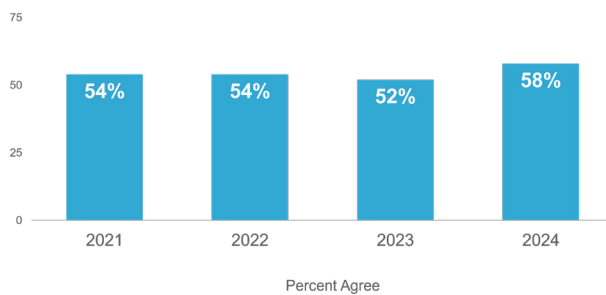
Perceptions of overcrowding may be contributing to this overall decline. Nearly half of Canadians agree that attractions and leisure facilities are becoming overcrowded because of more tourists (45%), and that tourists are adding to traffic congestion and parking problems (47%). Overcrowding is also a growing issue from an environmental perspective with nearly half (45%) reporting that overcrowding by tourists is spoiling natural areas. For all three measures, the 2024 results are significantly higher than in past years.

Despite these negative trends, there are some positive findings related to the environment. Nearly half of Canadians (48%) believe the tourism industry values sustainability and natural resources, a seven-point increase from 2023 (41%). Canadians also overwhelmingly see the need for environmental education for tourists. Seven in ten (72%) agree tourists should be educated on how to travel responsibly and care for natural areas.

► Tourism Employment

About half of Canadians believe there are opportunities for career advancement in the tourism industry (51%), and that there are jobs in the tourism industry with desirable pay and benefits (48%), both in line with 2023 results. However, the perception that most jobs in the tourism industry are low-paying and seasonal is growing with 58% of Canadians agreeing with this sentiment compared to 52% in 2023.

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



Like the United States, there is a significant difference in perceptions of entry-level employment opportunities versus careers in Canada's tourism industry. Six in ten Canadians (62%) agree that the tourism industry offers many entry-level opportunities, but levels of agreement significantly drop when asked about career opportunities. About half of Canadians agree that the industry offers rewarding careers (47%) and opportunities for career advancement (51%), with over a third (35%) reporting neutral sentiments for both.

While there is a significant difference in how residents perceive entry-level opportunities versus careers in tourism, there is still a sizable portion of the population that are reporting neutral sentiments regarding tourism employment. Communicating career growth opportunities can help those considering entering the industry to see the long-term growth potential for their future.



Key Takeaways

Overall support for tourism remains strong in Canada but results of the 2024 study indicate Canadians are concerned about overcrowding and the negative impact of tourism on their quality of life and cost of living. There is a need for further destination stewardship and advocacy efforts to address these concerns and improve perceptions of career opportunities within tourism:

1

Develop and share destination stewardship plans. Concerns are emerging amongst Canadians about the negative impacts of tourism on their quality of life and cost of living. Communicating the work being done to balance the needs of both residents and visitors can help address these concerns.

2

Encourage tourism leaders to share their career stories. Sharing the wide range of career journeys can help improve the perceptions Canadians have of tourism employment and see the industry as offering both entry-level and career opportunities.