

CANADIAN RESIDENT SENTIMENT TOWARDS TOURISM

Highlights from the 2021 Canadian Resident Sentiment Study



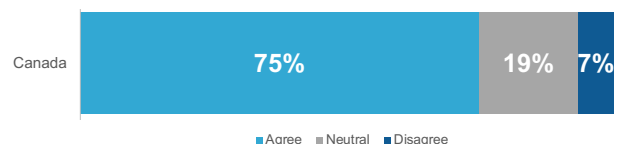
The trials and tribulations of travel and tourism worldwide during the coronavirus pandemic have shined a spotlight on the visitor industry and its importance to economies globally. But even before the pandemic, the industry was increasingly in the spotlight, as communities debated the pros and cons of hosting visitors, weighing the jobs and revenues tourism provides against potential overcrowding and even environmental concerns. With a growing membership in Canada and the formation of the Canadian Alliance, Destinations International sought to expand the work done around resident sentiment in the U.S. to the Canadian market.

In an effort to provide actionable data for these debates, Longwoods International, on behalf of Destinations International, conducted a national survey of Canadians to better understand their attitudes and opinions regarding travel and

tourism in their province and communities. The study conducted in 2021 utilized a national online consumer research panel of 1,000 Canadian residents.

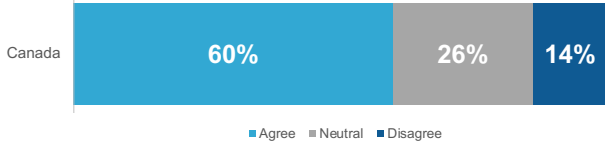
According to a recent survey, Canadians understand the value of tourism to their provinces and communities, with about three quarters of respondents believing tourism is good for their province and local communities and less than 10% disagreeing with that assessment.

Overall, I think tourism is good for my province

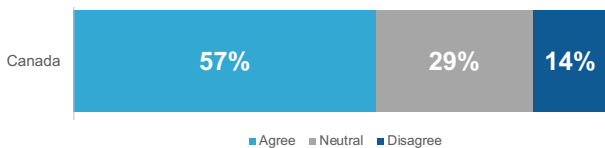


In fact, Canadians support attracting even more visitors, with 60% supporting an increase in tourists, and only 15% opposing such an increase. Specifically, they support tourism development such as hosting major events and building new tourism facilities as tools to attract more visitation.

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

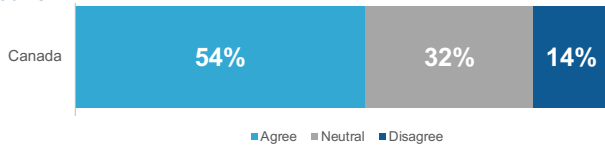


I support building new tourism facilities that will attract visitors to this area



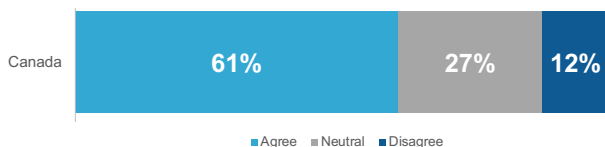
Canadians also favor public marketing campaigns to attract visitors, with more than 50% of respondents favoring provincial and local marketing efforts and less than 20% opposing those campaigns.

My provincial government should support/help fund the promotion of tourism

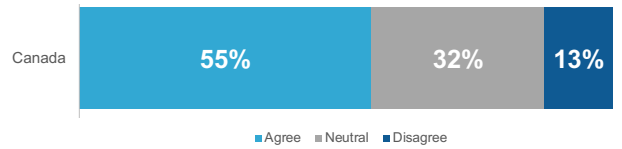


Support for the visitor industry is premised on the belief that the industry is a catalyst for economic growth. A majority of residents, ranging from 50% to 66%, believe that tourism encourages local investment, attracts new businesses, helps recruit workers and attracts new residents to their communities.

Tourism encourages investment in our local economy

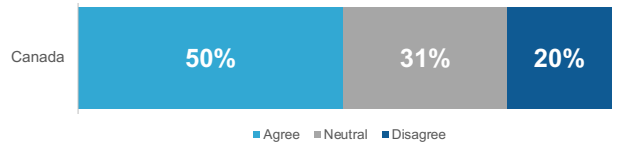


Tourism attracts new businesses to our local area

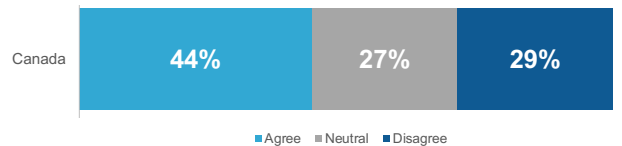


And Canadians credit tourism and visitors for improving the quality of life for residents in their provinces, with about half expressing this belief and less than 20% disagreeing with that statement. The majority believe they have more recreational and shopping opportunities because of tourism. However, they do blame visitors for traffic and parking problems.

I have more recreational opportunities (places to go and things to do) because of tourism in this area

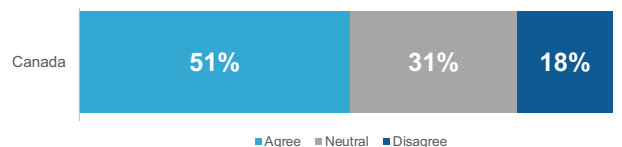


Tourists add to traffic congestion and parking problems here

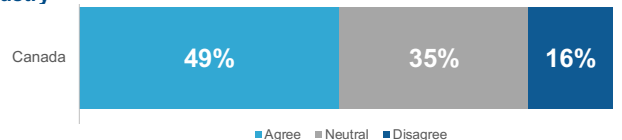


Despite their broad support for the travel and tourism industry, Canadians do have mixed feelings about hospitality jobs. More than half believe that most tourism jobs are low paying and seasonal, while a similar percentage see an industry that does have some higher paying jobs as well as opportunities for individual advancement.

There are jobs in the tourism industry with desirable pay and benefits

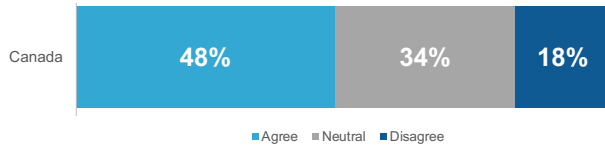


There are opportunities for career advancement in the tourism industry



A vast majority of respondents believe that accommodation-sharing services such as Airbnb and VRBO should be regulated like hotels and motels. And a majority believe that such rentals can be disruptive to local neighborhoods, while acknowledging that they do provide economic opportunities for local residents.

Accommodation-sharing services like Airbnb, Vrbo, etc., provide economic opportunities for residents



In summary, while the Canadian hospitality industry has suffered steep declines during the pandemic, support for the industry by residents is strong. Canadians generally believe that travel and tourism is a positive force for their province and community, improving the quality of life for residents, and they favor programs to attract even more visitors. The industry should be able to harness that public support as it seeks creative ways to survive and recover from coronavirus downturn. However, the industry should also be aware of areas of public concern, such as perceptions regarding the value of tourism jobs and disruptions to neighborhoods caused by accommodation-sharing services.

To view the full report of this study, visit longwoods-intl.com.

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