

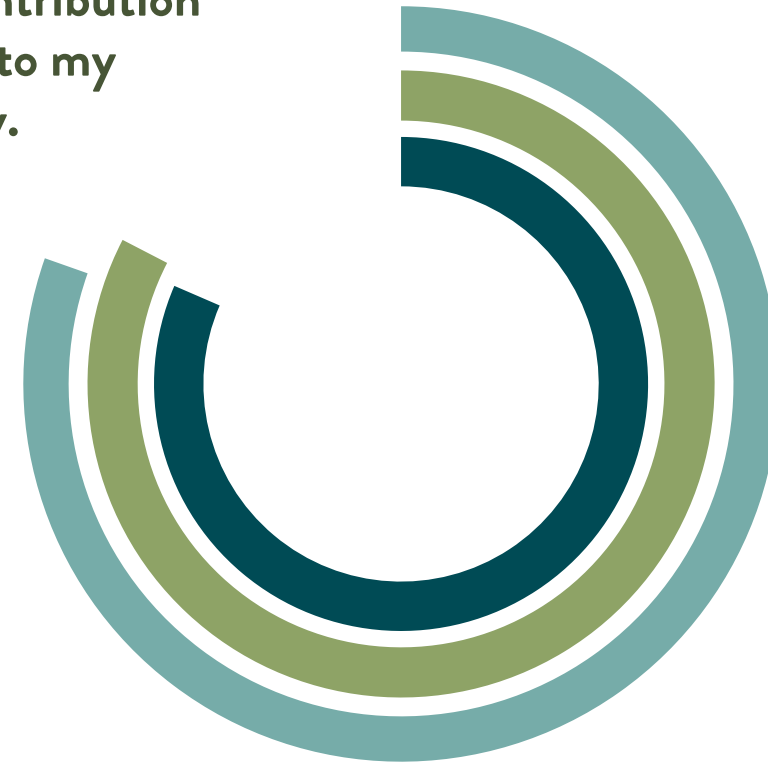


# Resident Perceptions of Tourism Snapshot Series 2023-24

## KEY QUESTIONS

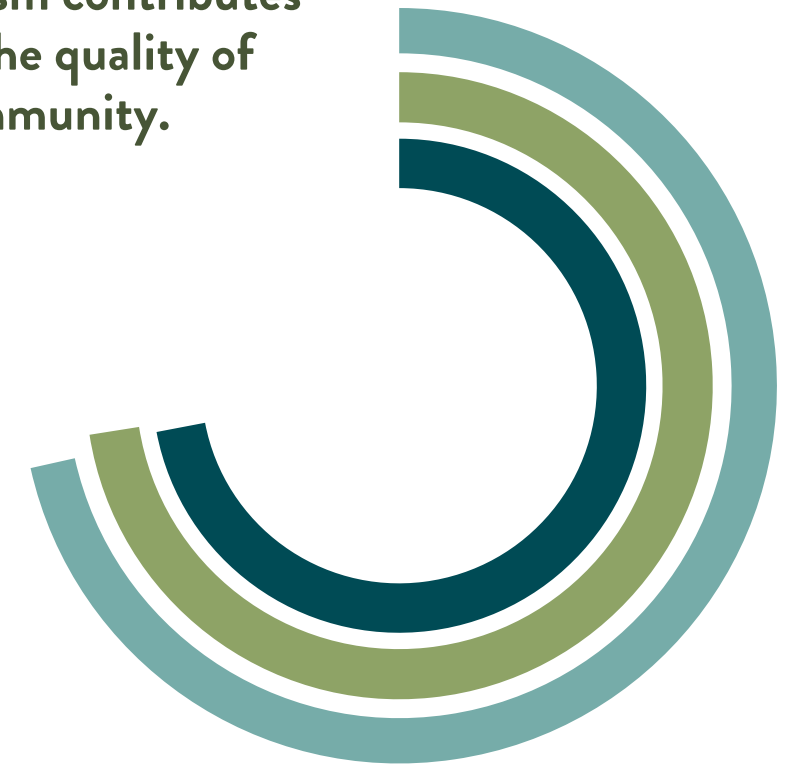
“ I value the contribution visitors make to my local economy.

British Columbia  
80.4%  
Vancouver Island  
82.6%  
Victoria  
81.5%

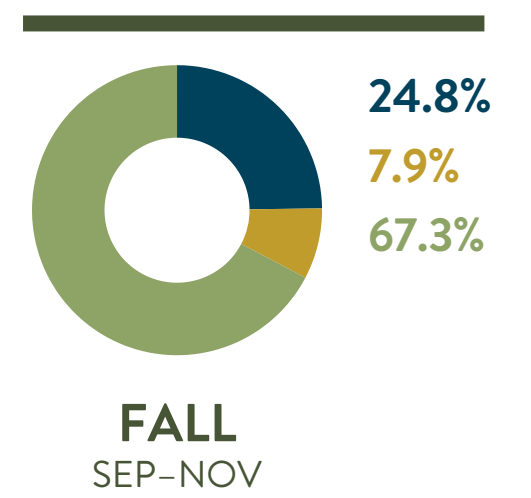
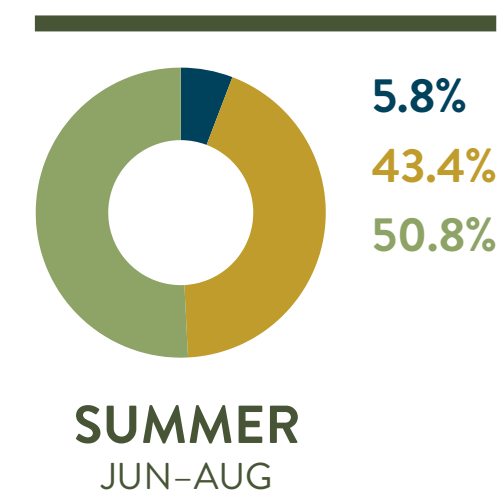
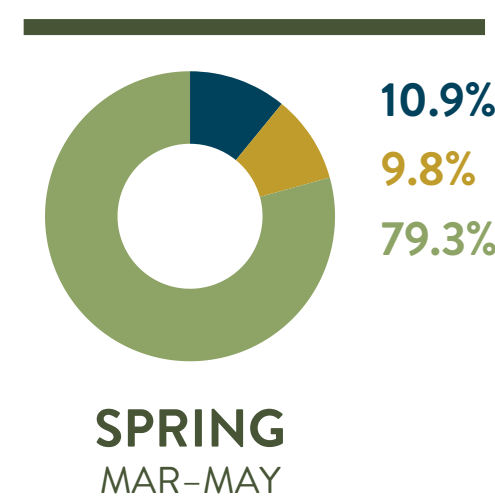
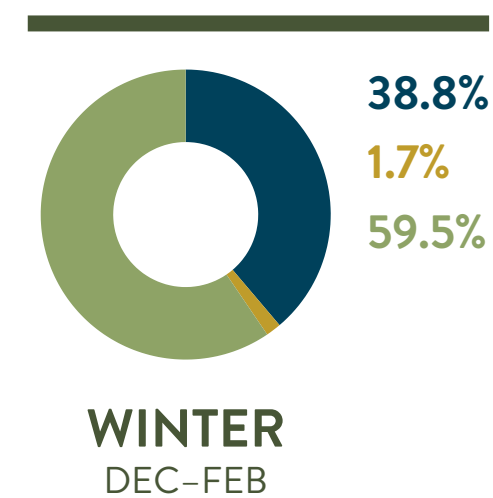


“ Overall, tourism contributes positively to the quality of life in my community.

British Columbia  
71.5%  
Vancouver Island  
72.5%  
Victoria  
72.0%



“ Do you think your community has too few, too many, or the right amount of tourism throughout the year?



■ Too Few   ■ Too Many   ■ Just Right



# IMPACT ASSESSMENT

**ECONOMIC IMPACTS** include government investment in tourism infrastructure, contributions made by visitors to local economies, and the weighing of positive and negative impacts of tourism.

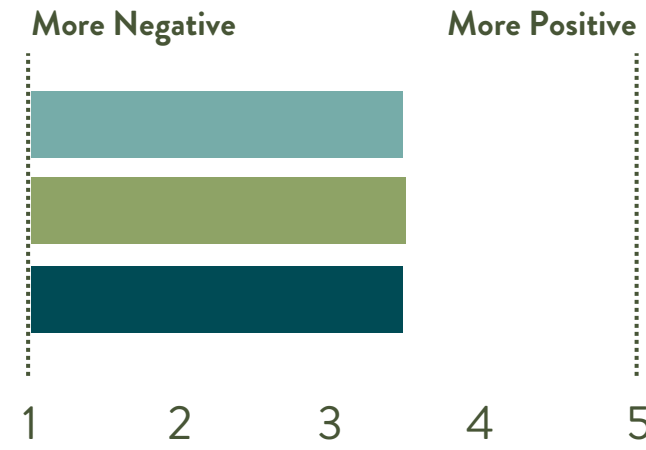
**ENVIRONMENTAL IMPACTS** include the degree to which the tourism industry reduces local carbon emissions, reduces waste, and contributes to the protection of natural areas.

**SOCIAL/CULTURAL IMPACTS** include the diversity of amenities, development of local business, and diversity of people supported by tourism.

**JOB/CAREER IMPACTS** include career growth and wage perceptions from jobs and careers in the tourism industry.

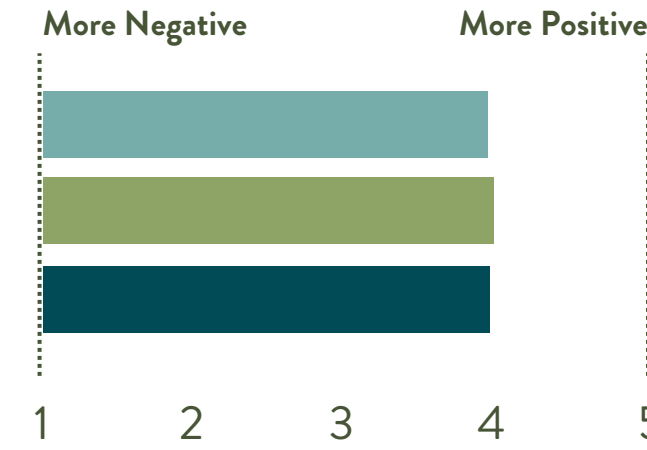
**INDIGENOUS IMPACTS** include awareness of Indigenous tourism experiences and businesses in BC.

## OVERALL



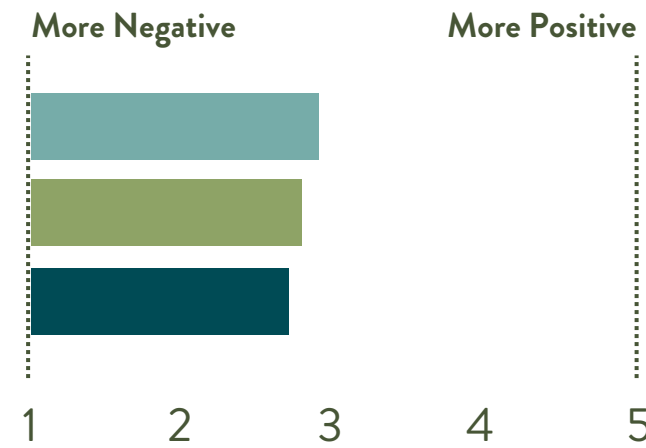
British Columbia  
3.47  
Vancouver Island  
3.49  
Victoria  
3.47

## ECONOMIC



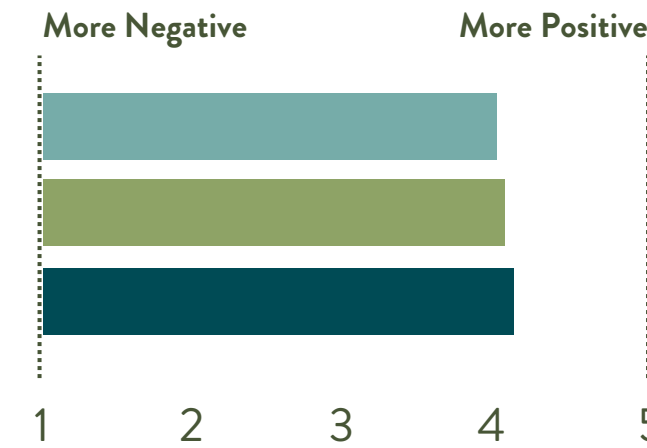
British Columbia  
3.96  
Vancouver Island  
4.00  
Victoria  
3.97

## ENVIRONMENTAL



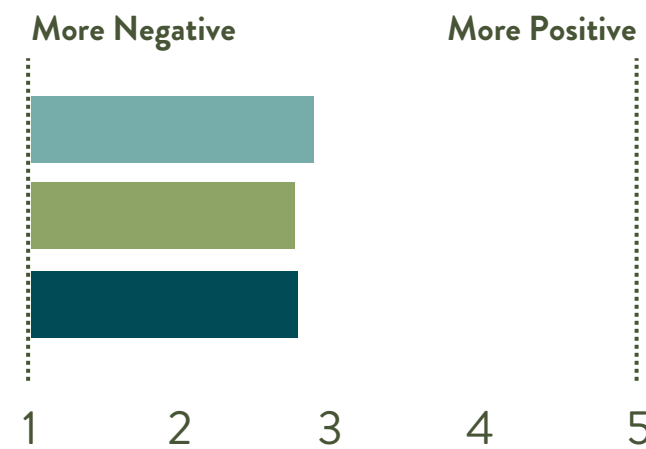
British Columbia  
2.91  
Vancouver Island  
2.80  
Victoria  
2.71

## SOCIAL/CULTURAL



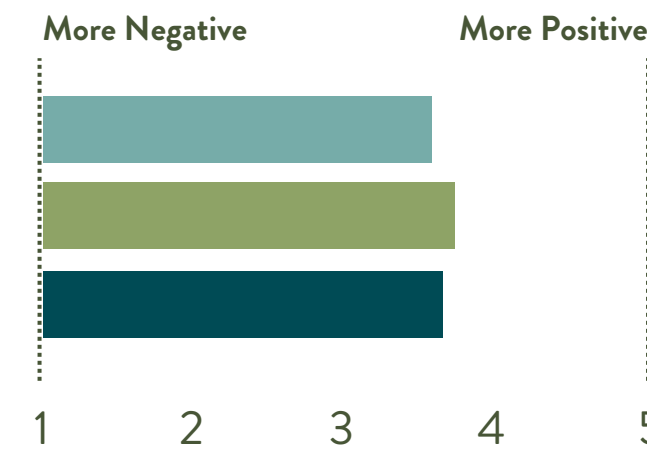
British Columbia  
4.02  
Vancouver Island  
4.07  
Victoria  
4.13

## JOB/CAREER



British Columbia  
2.88  
Vancouver Island  
2.75  
Victoria  
2.77

## INDIGENOUS



British Columbia  
3.59  
Vancouver Island  
3.74  
Victoria  
3.66



# RESIDENT SEGMENTATION

**TOURISM AMBASSADORS** have very strong positive perceptions across all five impact areas (Economic, Environmental, Social-Cultural, Job-Career, Indigenous).

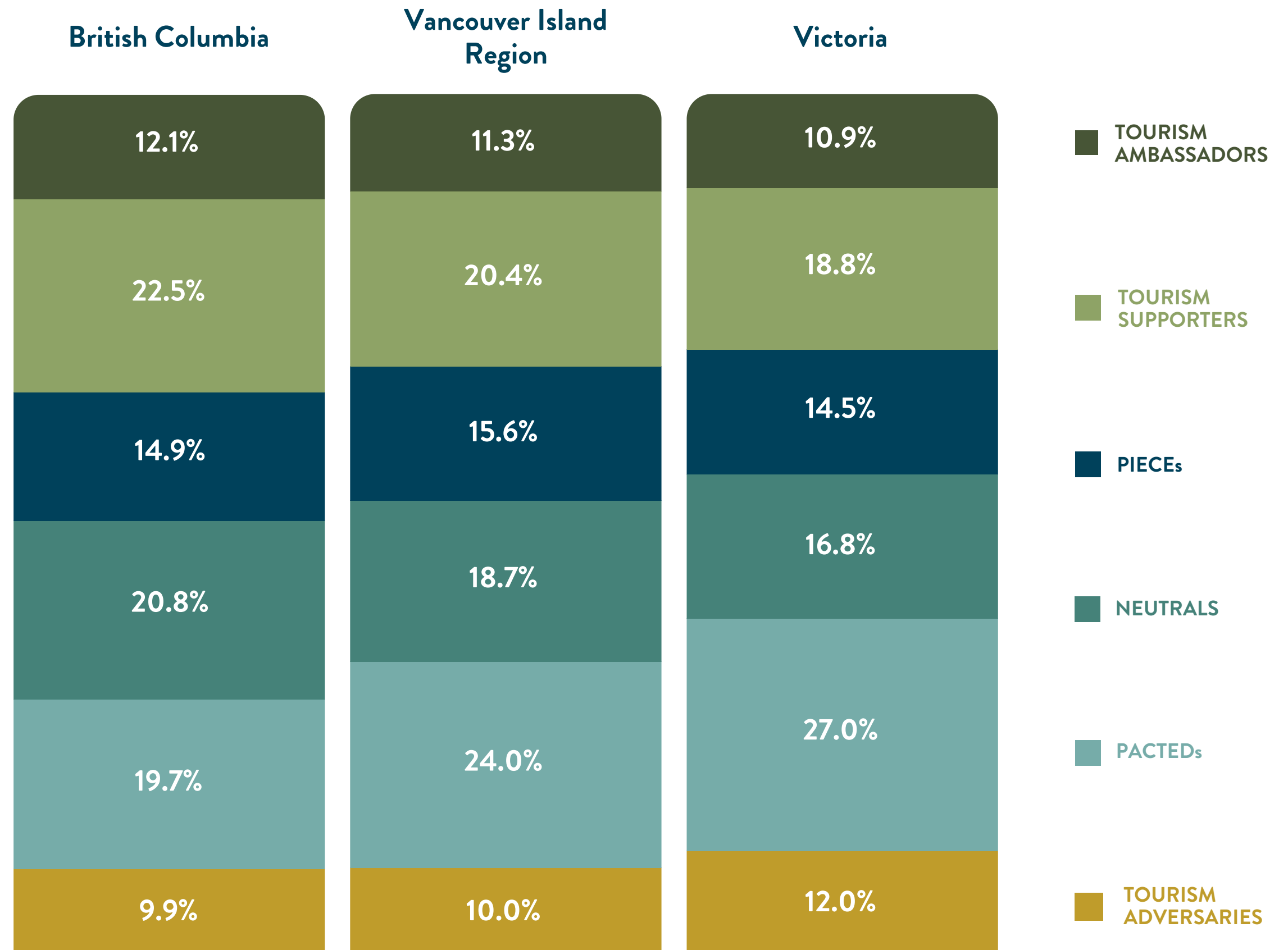
**TOURISM SUPPORTERS** have strong positive perceptions across all five impact areas.

**PIECEs** (People Interested in Economic and Community Excellence) have very strong positive perceptions in Economic, Social-Cultural, and Indigenous impacts and neutral perceptions for Environmental and Job-Career Impacts.

**NEUTRALS** have neutral perceptions in all impact areas.

**PACTEDs** (People Against Careers in Tourism and Environmental Degradation) have very negative perceptions in Environmental and Job-Career impacts and neutral perceptions in all other impact types.

**TOURISM ADVERSARIES** have very negative perceptions across all five impact areas.





## RESEARCH INFORMATION & METHODOLOGY



More information, including Local Series, Regional Series, and Provincial-level reporting can be found at [destinationbc.ca/research-insights/type/resident-research/](https://destinationbc.ca/research-insights/type/resident-research/)

- Online surveys were completed by BC residents using online panels via Sentis Research
- The online survey was fielded in November 2023
- Total sample size used in this report are as follows:
  - British Columbia: n=4684
  - Vancouver Island Region: n=810
  - Victoria: n=293
- Results are weighted by tourism region, age, and gender to be representative of BC's overall population
- Most questions asked in a five-point agreement scale: Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
- On page 1, top two questions reported as percentage of respondents who answered Strongly Agree (5) and Agree (4). The remaining respondents not included in the reported percentage answered Neither Agree nor Disagree (3), Disagree (2), or Strongly Disagree (1)
- Generally, respondents who responded 'Don't Know / Not Sure' were excluded from the results of that question
- Regional and local level results are separated by municipality border using Forward Sortation Areas (FSAs). For this report, sortation areas used were as follows:
  - Victoria : V8N-V8Z, V9A-V9E
  - Other areas within Vancouver Island Region:
    - North Island (Mount Waddington, Strathcona, Comox Valley): V9H, V9J, V9M, V9N, V9W, V0P
    - Central Island (Cowichan Valley, Alberni-Clayoquot) - excluding Nanaimo: V9G, V9K, V9L, V9P, V9Y, V0R, V0S
    - Central Island - Nanaimo only: V9R, V9S, V9T, V9V, V9X
    - Capital Region - excluding Victoria: V8K-V8M, V9Z
  - Note: Rural FSAs spanning multiple regions were also separated and are also included as relevant in the data

Destination British Columbia acknowledges with gratitude the x<sup>w</sup>məθk<sup>w</sup>əy<sup>ə</sup>m (Musqueam Indian Band), Sk<sup>w</sup>xwú7mesh Úxwumixw (Squamish Nation), and səlilwətał (Tseil-Waututh Nation) on whose shared territories we operate our main office. We respectfully recognize that we carry out our work on the territories of Indigenous Peoples throughout BC. We honour our ongoing and developing relationships with First Nations (status and non-status), Inuit, and Métis Peoples. We are on a path of learning and are committed to working together.