



Longwoods  
INTERNATIONAL

## Idaho Resident Sentiment

  
**IDAHO**  
visitidaho.org

# Introduction and Methodology

Longwoods International's Resident Sentiment Research looks at public perceptions from all sides, including the positives and negatives of economic development, environmental impacts, overtourism, quality of life, and other areas.

This research will provide destinations with a unique opportunity to create a well-informed engagement strategy with locals about tourism in their communities. By understanding where public opinion lies from both positive and negative perspectives, destinations can work more effectively with local partners to increase support for tourism development efforts.

A self-completion survey was completed by 2,364 adults (18 years and older) residing in the state of Idaho. The distribution by region is noted below:

- Southwest: 1,217
- Northern: 600
- South Central: 127
- Central: 116
- North Central: 112
- Eastern: 99
- Southeast: 93

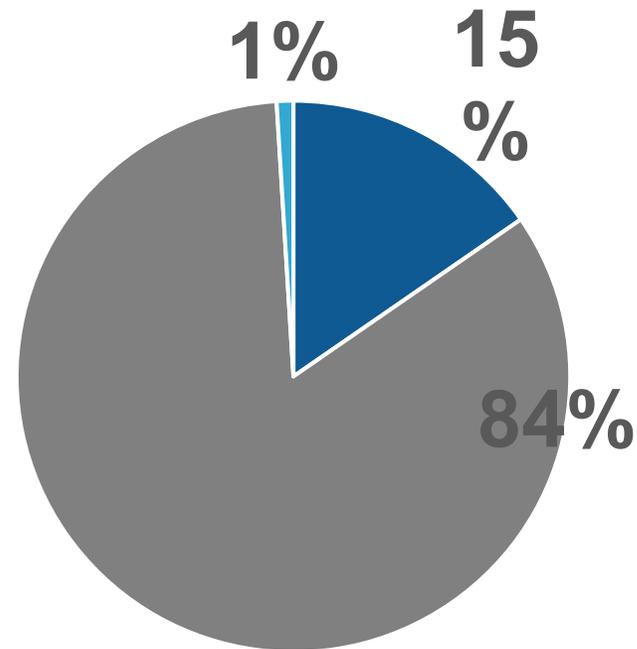
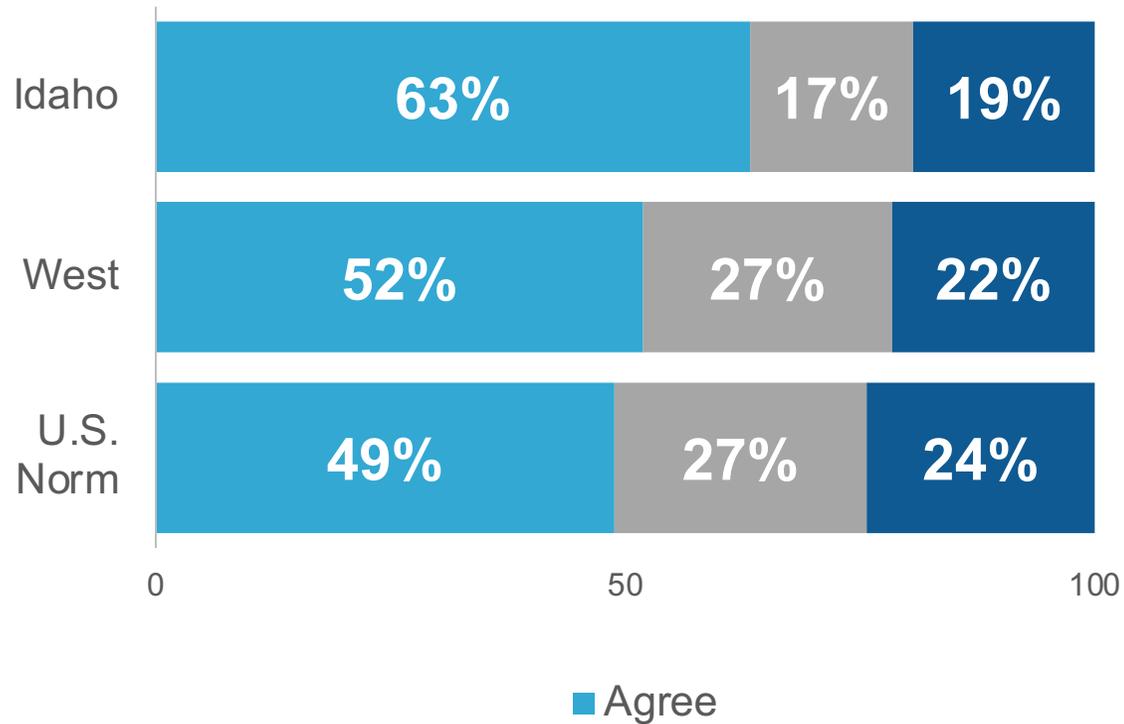
Fieldwork was completed between October 16 – November 9, 2023.

Visit Idaho and their community partners distributed the survey via social media and other distribution channels. Five \$100 gift cards were offered as an incentive to participate in the survey. Respondents provided their email address to enter the drawing.

A separate national study was conducted in July 2023, which provides regional and national norms against which Idaho's results are compared.

# Involvement/Engagement with Tourism

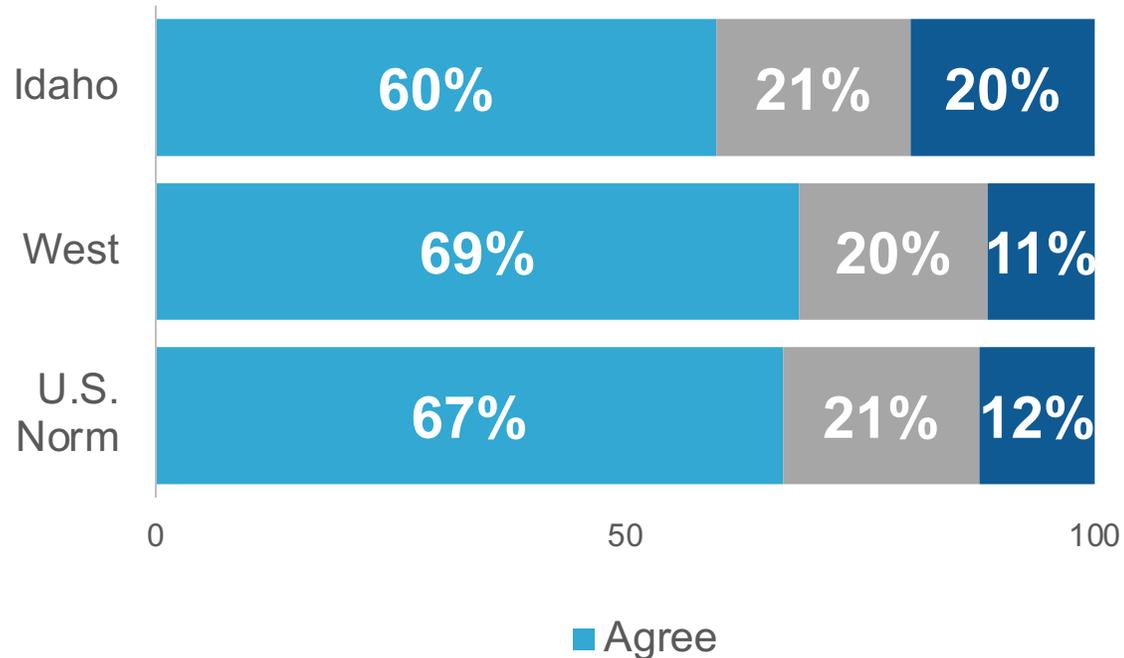
## I recommend local tourist sites to people who are visiting my area



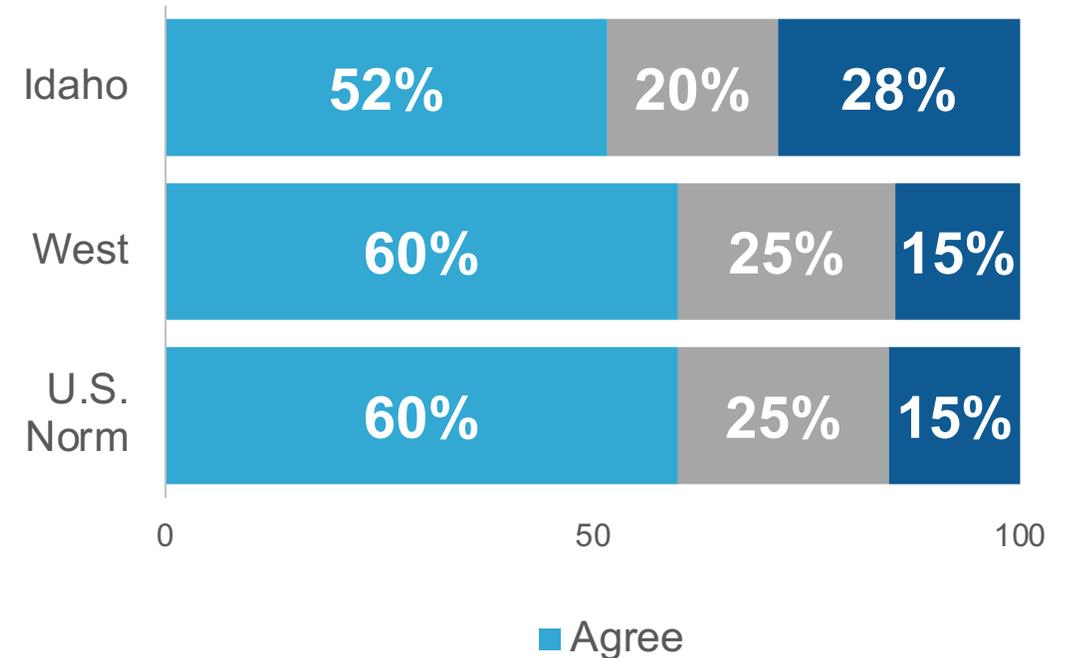
- At least one person in household is employed in tourism and hospitality industry
- No one in household is employed in tourism and hospitality industry
- Don't know

# Overall Sentiment About Tourism

**Overall, I think tourism is good for my state**

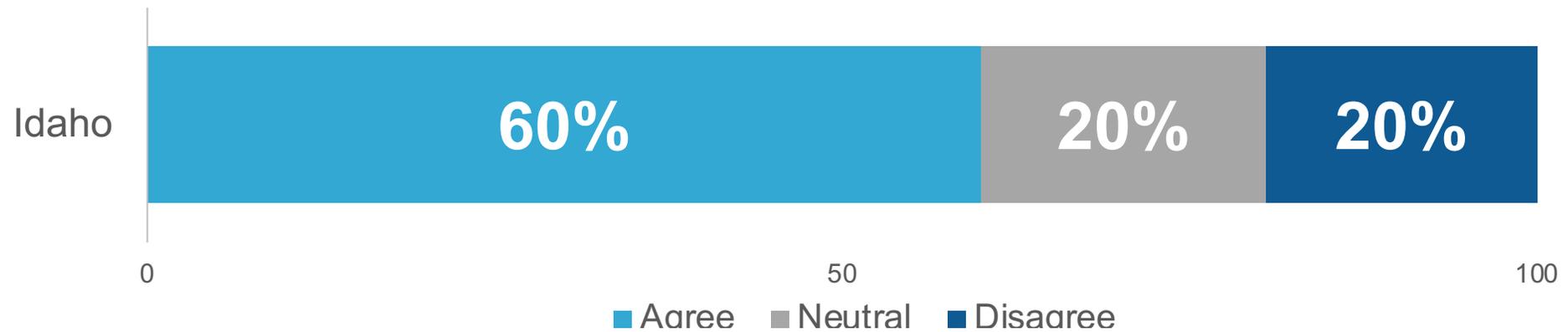


**In general, the positive benefits of tourism outweigh the negative impacts**

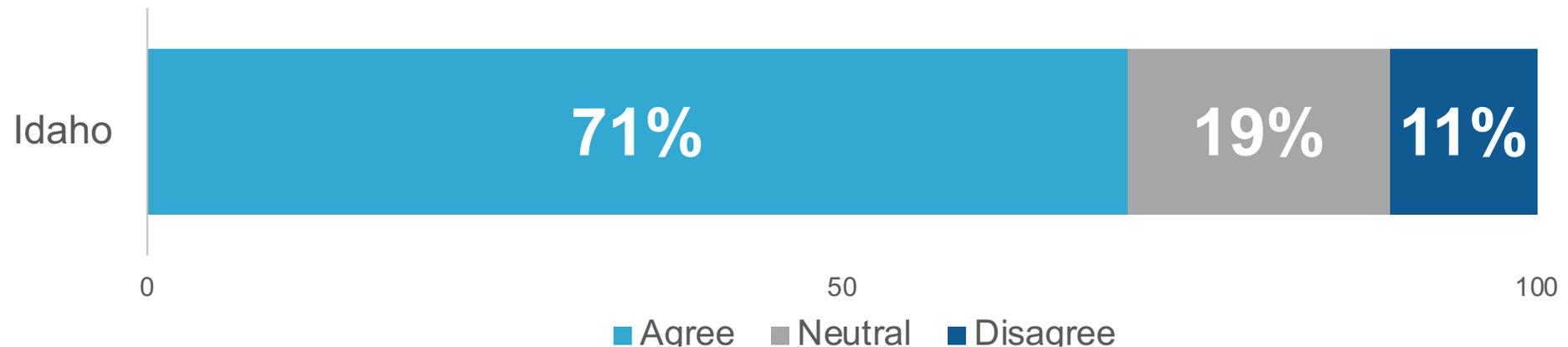


# Involvement/Engagement with Tourism

**I feel I am an ambassador for Idaho even among tourists I don't know**

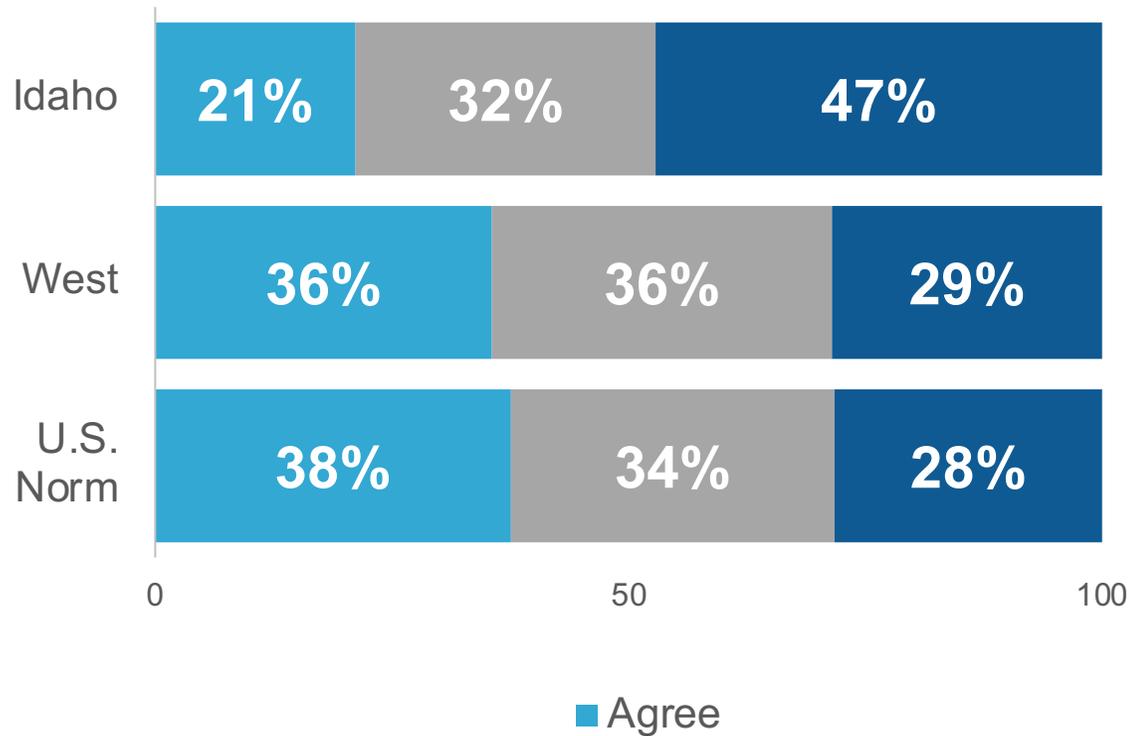


**I'm proud of what Idaho offers tourists**

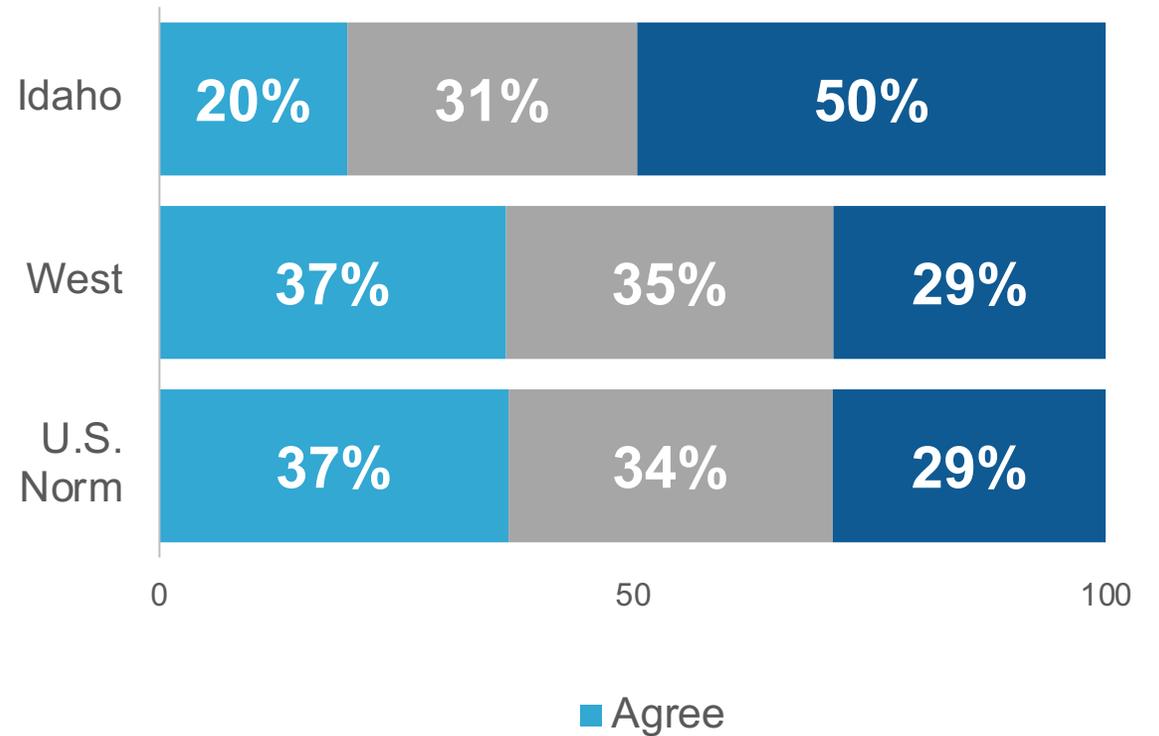


# Tourism Development and Growth

My state government is doing a good job managing the pace of tourism development

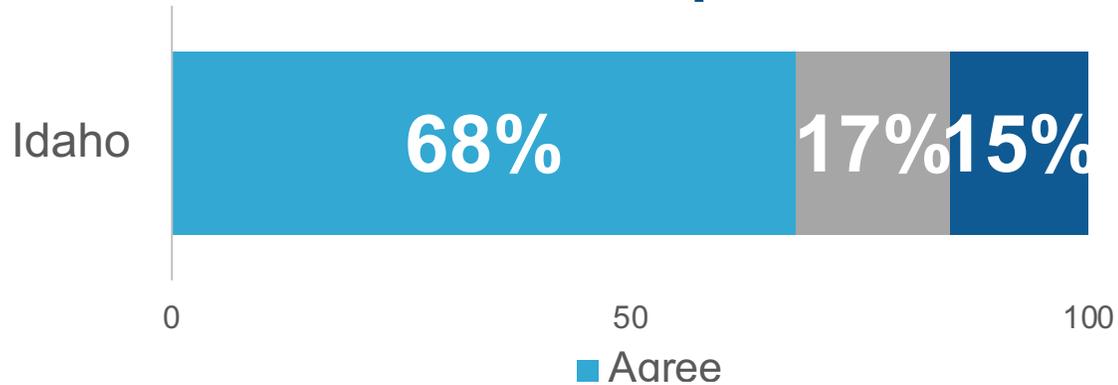


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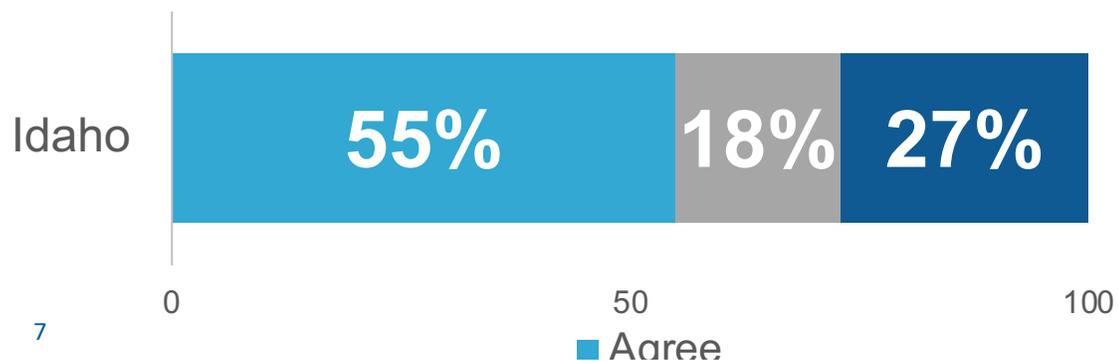


# Tourism Development and Growth

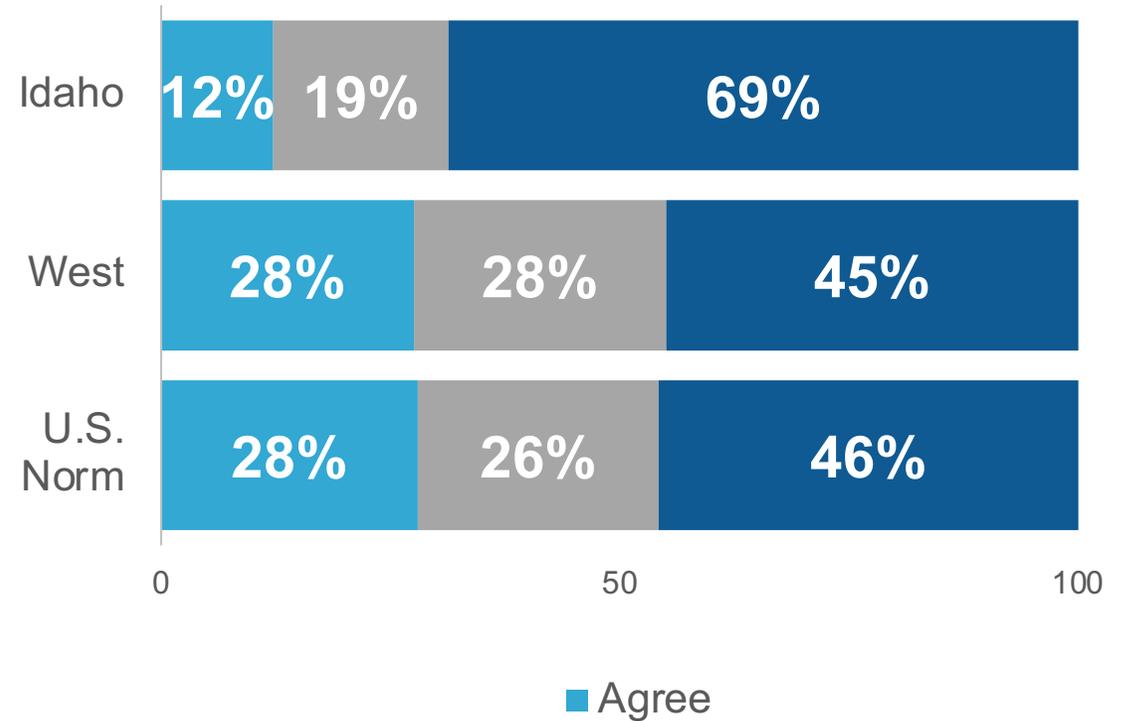
**We need planned tourism development**



**I support building new hiking trails that will attract visitors to this area**

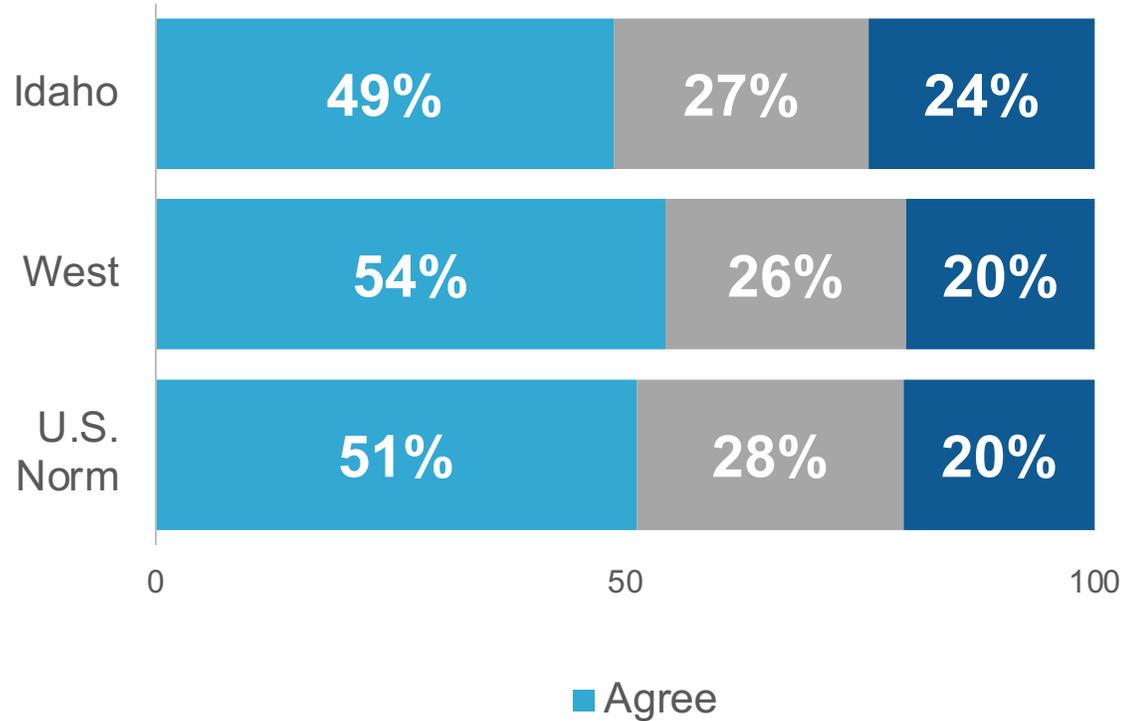


**Residents are consulted when major tourism development takes place in this area**

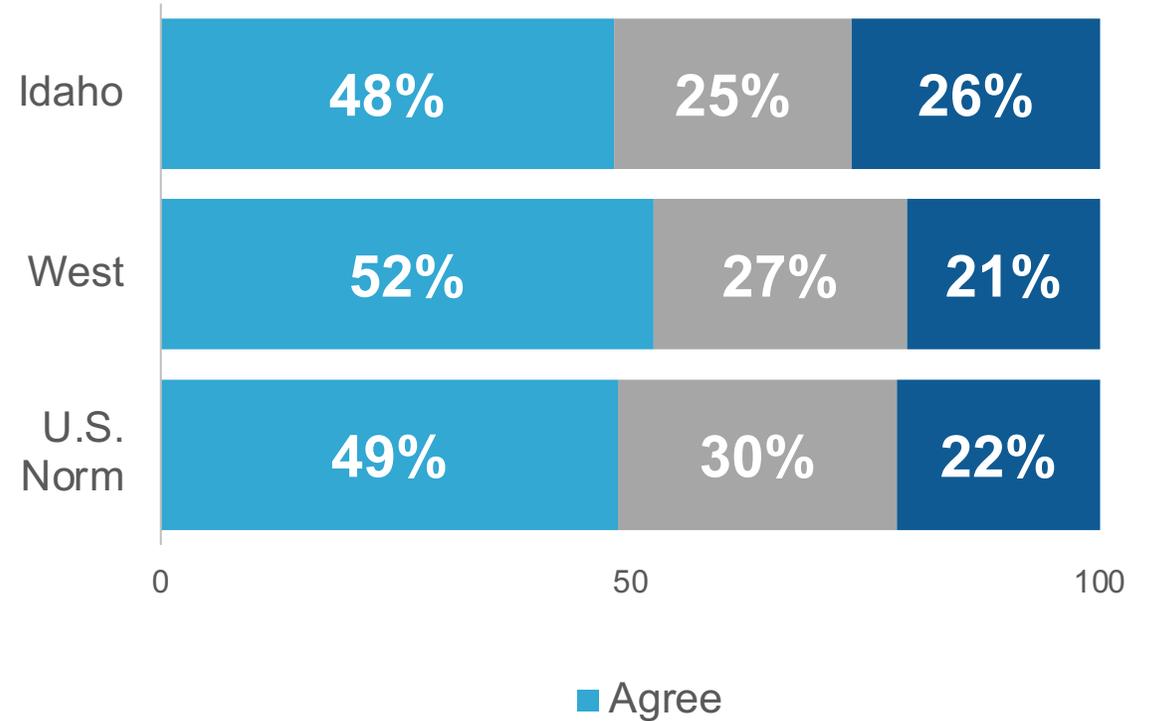


# Tourism Promotion

I like the way my state's tourism advertising represents my home

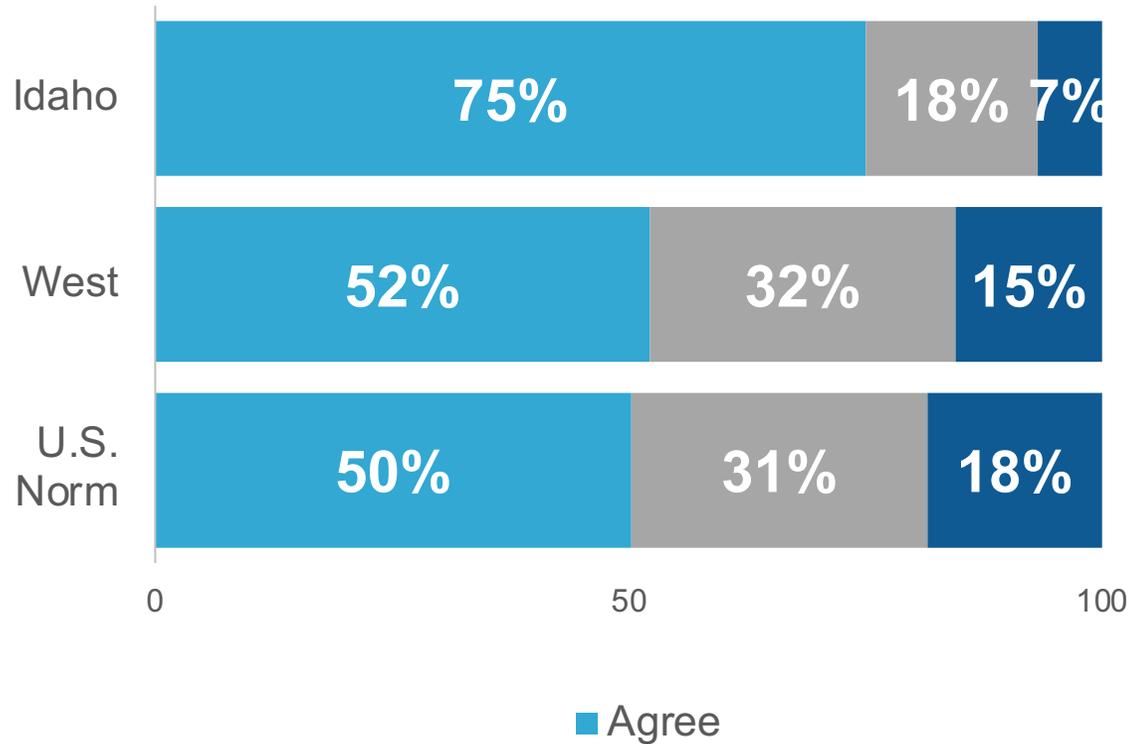


I like the way local tourism advertising represents my home

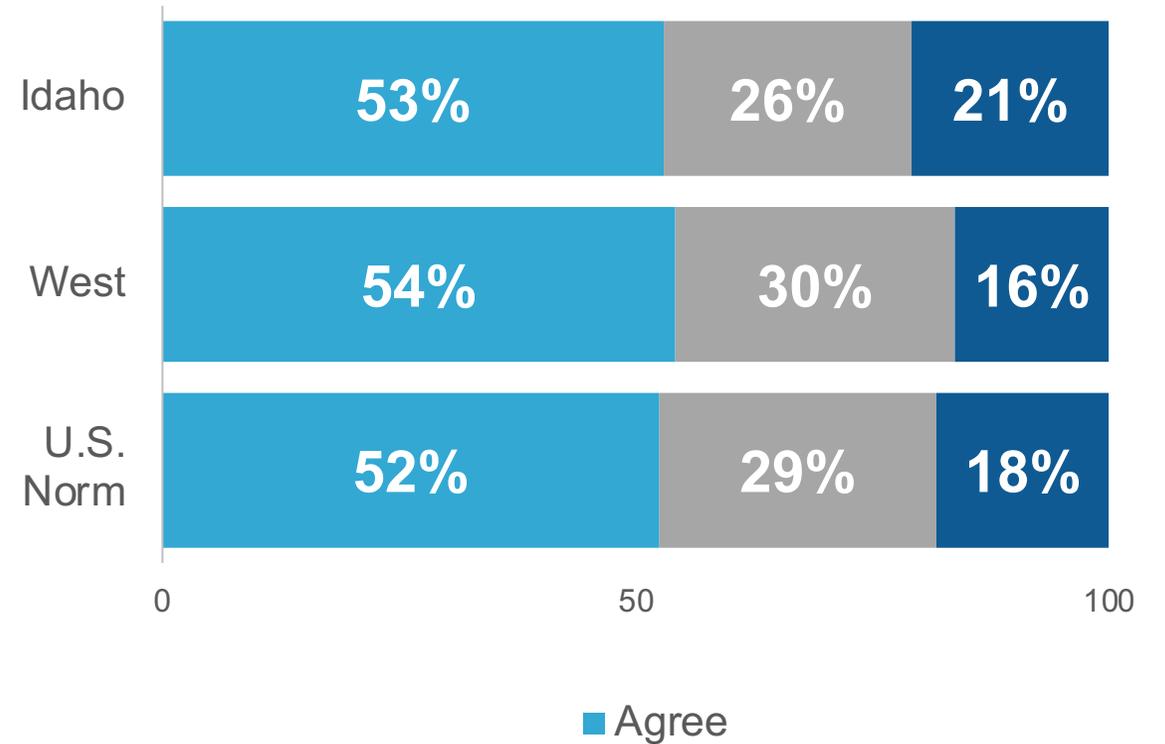


# Economy

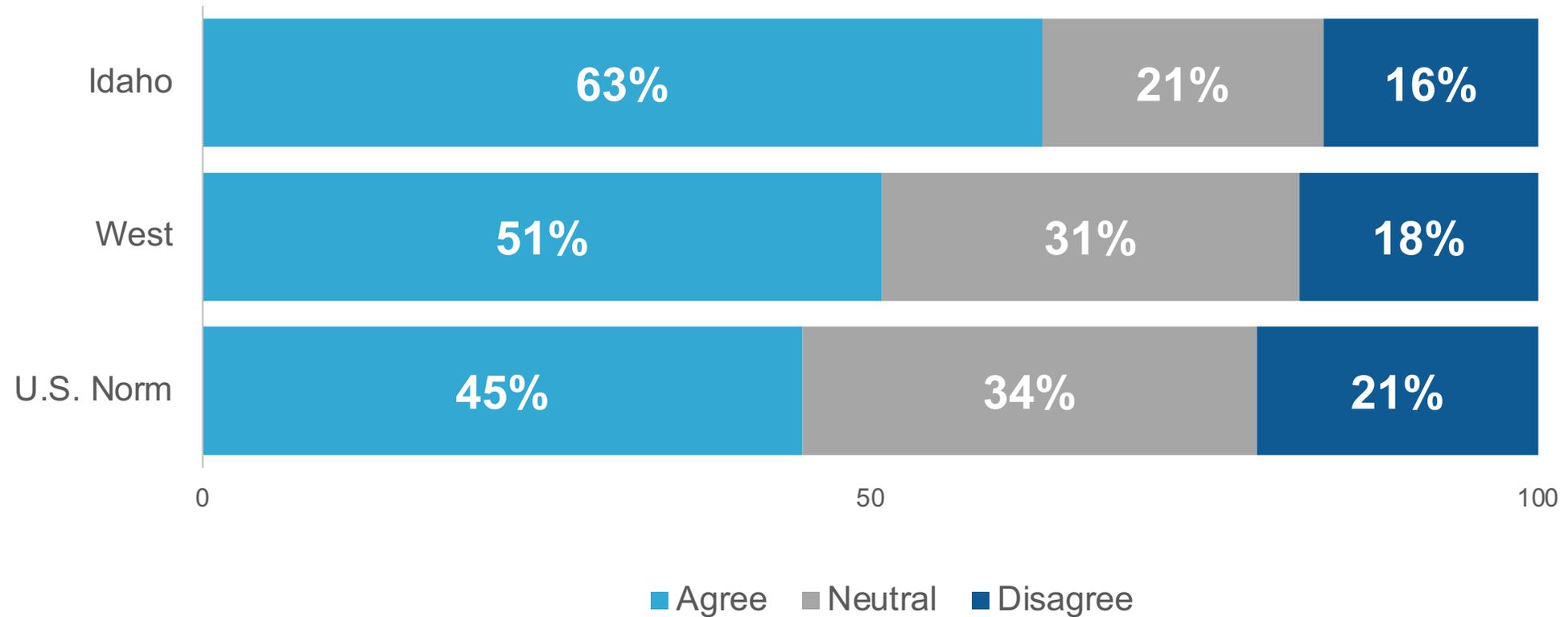
## Tourism attracts new residents to our local area



## Tourism attracts new businesses to our local area

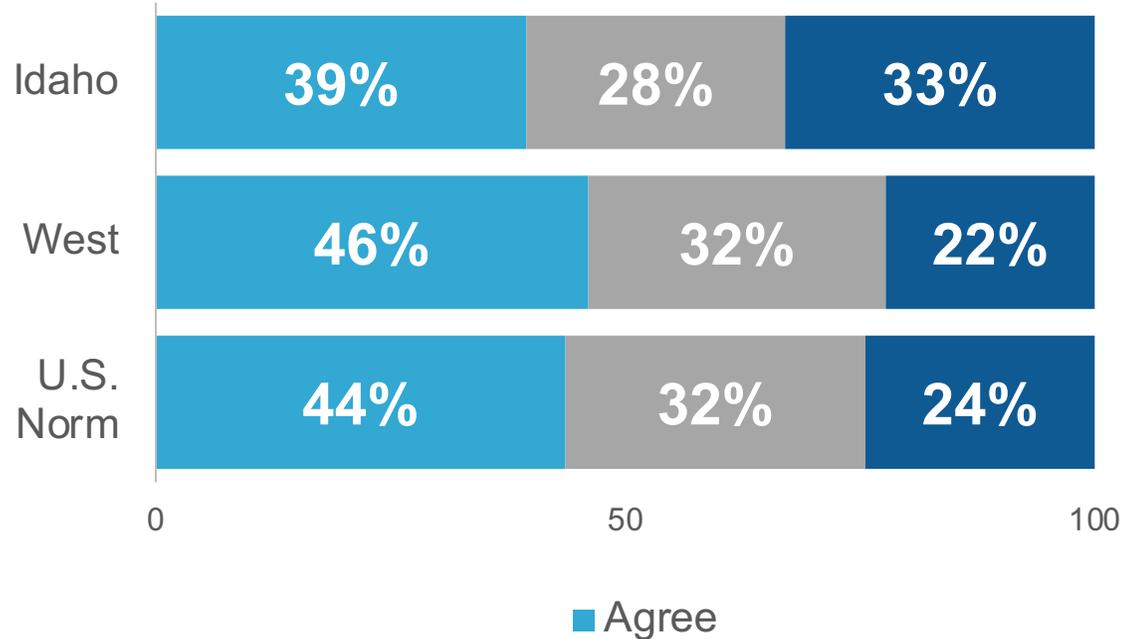


## Hotel/lodging taxes should be used to help pay for local services, not to promote more tourism

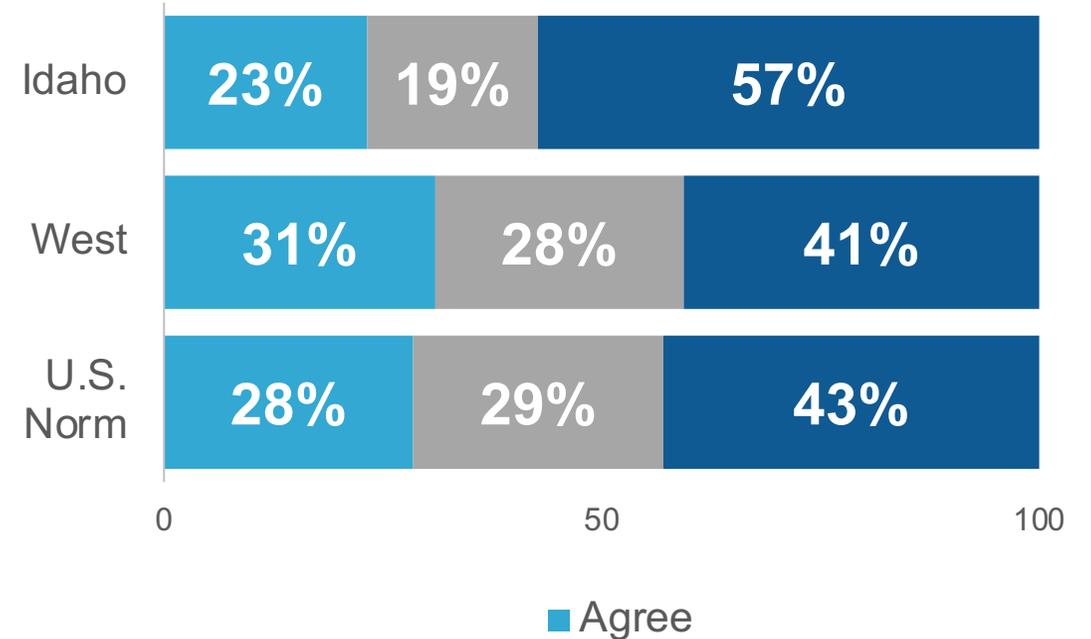


# Economy

**Without the tax revenues we get from tourists, we would have to pay higher state and local taxes for government programs and services**

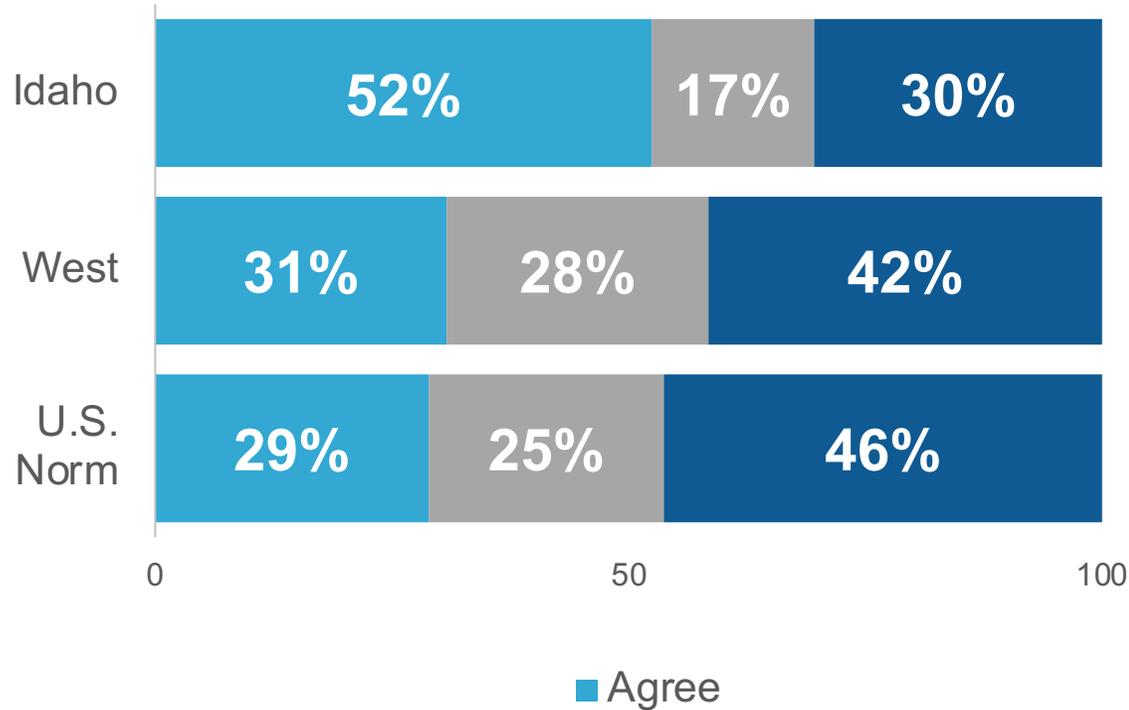


**My household standard of living is higher because of the money tourists spend here**

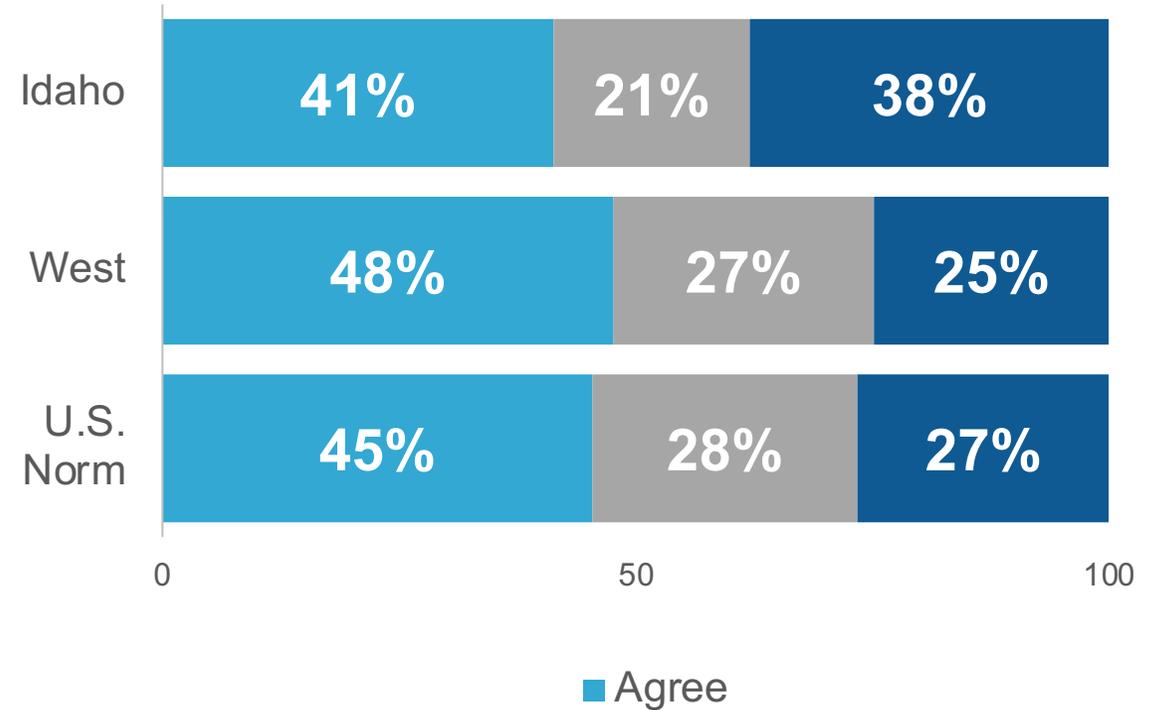


# Quality of Life

**Uncontrolled tourism growth is jeopardizing our heritage and culture**

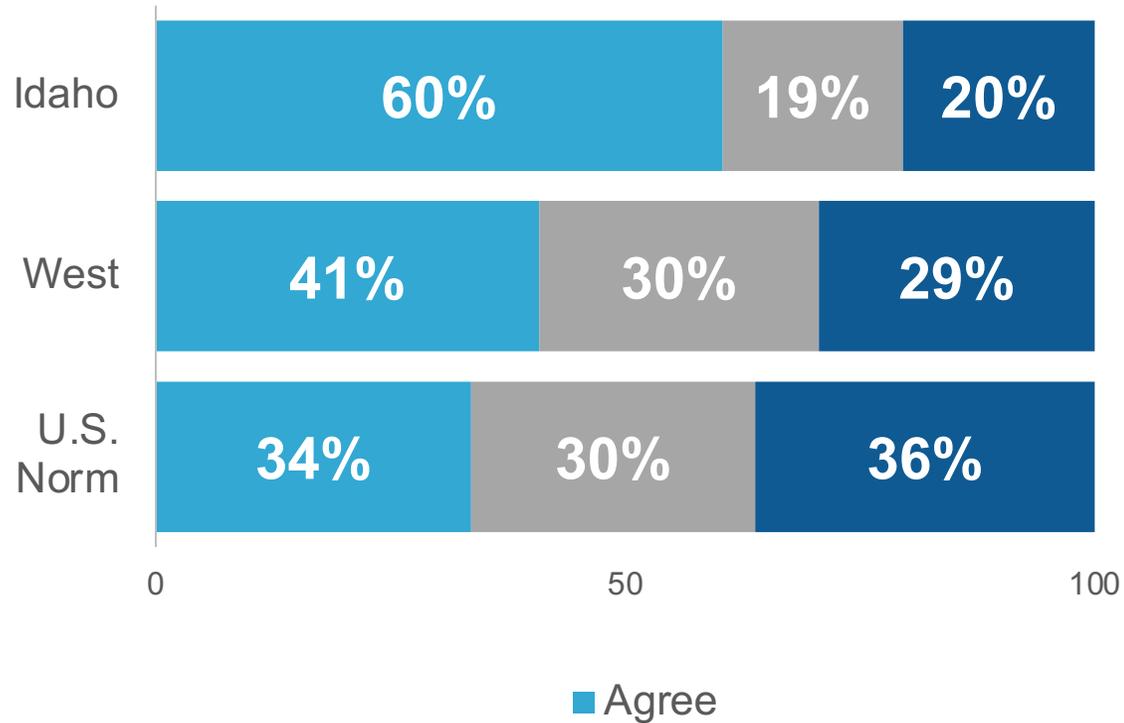


**I have more recreational opportunities (places to go and things to do) because of tourism in this area**

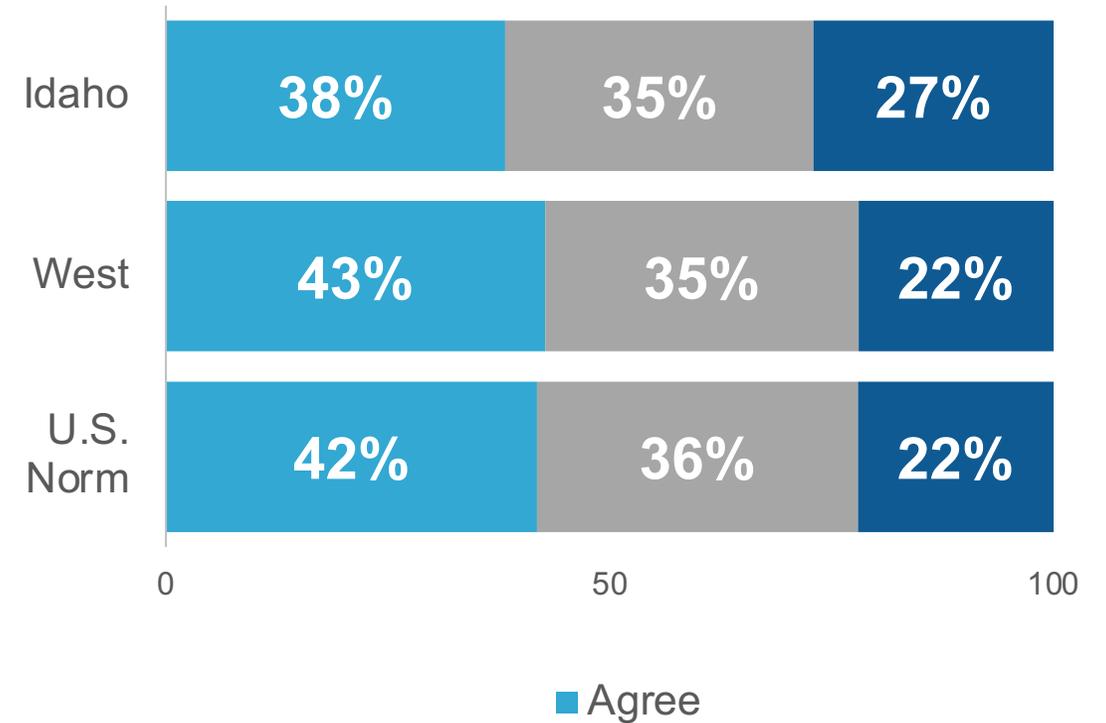


# Environment

## Overcrowding by tourists is spoiling our natural areas

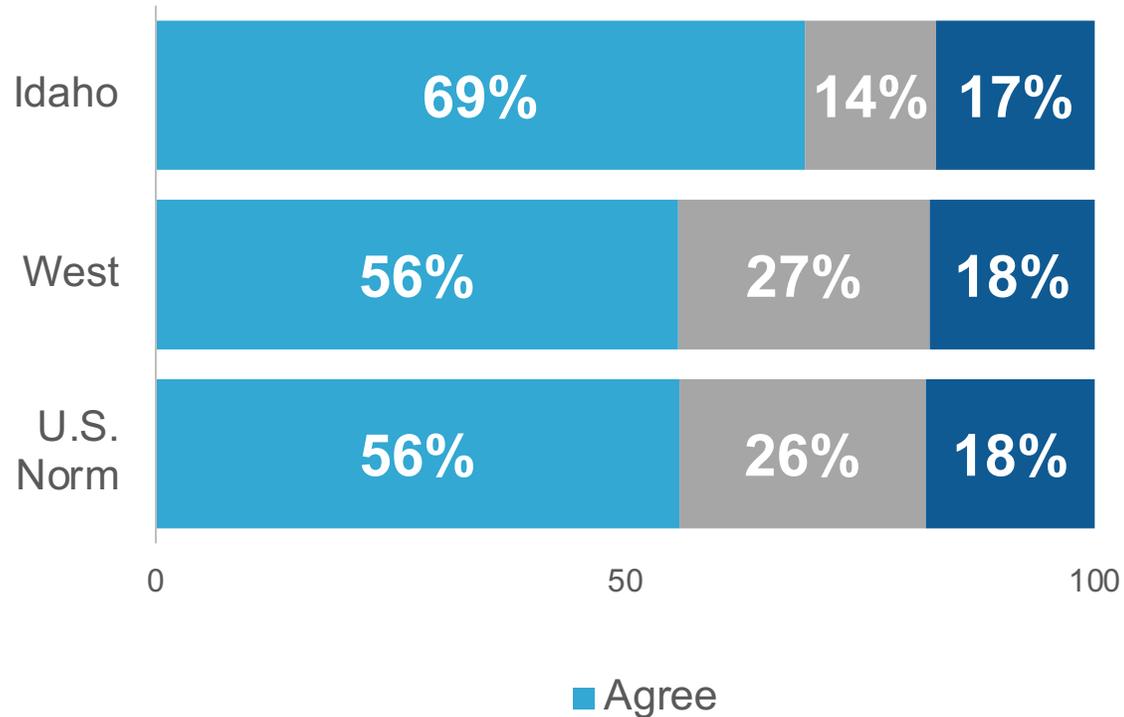


## Tourism is a good alternative to more environmentally-damaging development

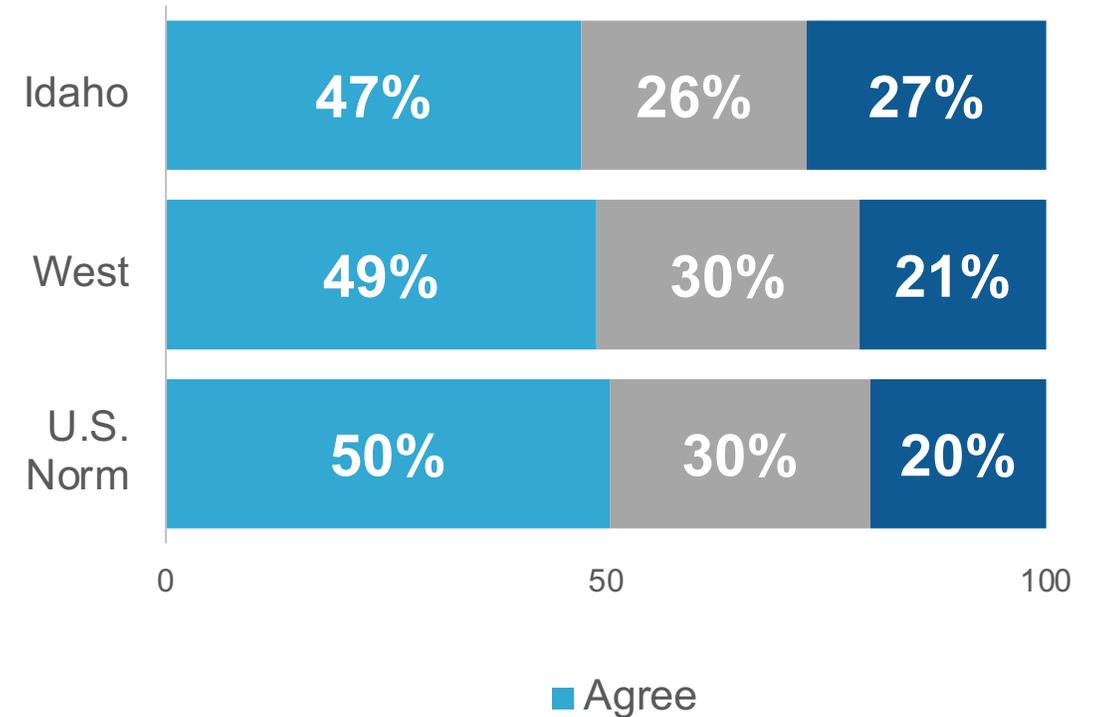


# Accommodation-Sharing Services

**Accommodation-sharing services like Airbnb should be regulated, just like hotels and other property-rental businesses**

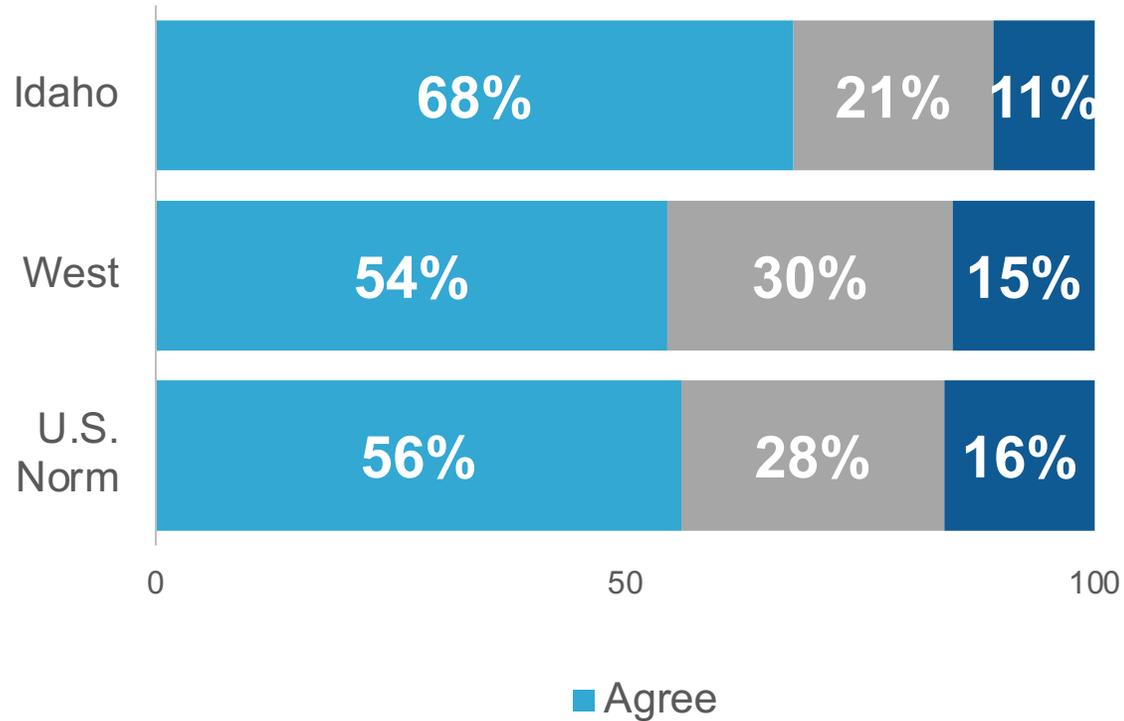


**Accommodation-sharing services like Airbnb, Vrbo, etc., provide economic opportunities for residents**



# Sporting Events

**Hosting youth and amateur sporting events improves the quality of life in my community**



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

