



## RESIDENT SENTIMENT RESEARCH

We are delighted to introduce our latest program offering: Resident Sentiment Research. This allows destinations to discover how the local community at large perceives tourism and its impacts.

Increasingly, destination management must be considered a partnership between the industry and residents, to ensure that tourism development benefits both parties and contributes to the community economically while maintaining or enhancing quality of life for its residents.

Longwoods International's Resident Sentiment Research looks at both practical and emerging/growing concerns, including economic development, perceived environmental impacts, overtourism, quality of life, and many others. We then compare those responses to a national norm from our annual National Resident Sentiment study to highlight areas where local issues may differ from national concerns. In addition, we provide a comparative profile of tourism supporters vs. the "naysayers." Each survey will include questions asked on the national survey as well as customizable questions for local or state-wide issues.

This new research allows destinations to develop an engagement strategy to interface with locals. By showcasing the positive aspects of tourism while being aware of potential pitfalls of tourism growth, the destination can work with local partners to increase support for its efforts to develop sustainable tourism growth.

With overtourism, the sharing economy, and the environment becoming topics of discussion in many communities, this product is essential for destination marketers who wish to build community support for continued growth of this important segment of the local economy.

**Note:** Via Destinations International's Value-Added Partner Program with Longwoods International, special pricing is available for its members.

## FOR MORE INFORMATION

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