

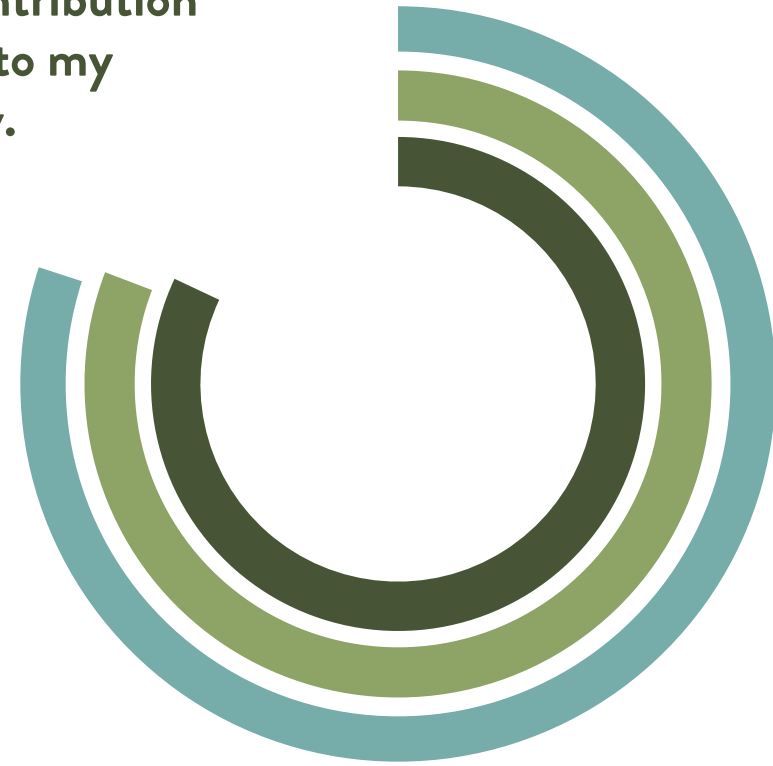


Resident Perceptions of Tourism Snapshot Series 2024-25

KEY QUESTIONS

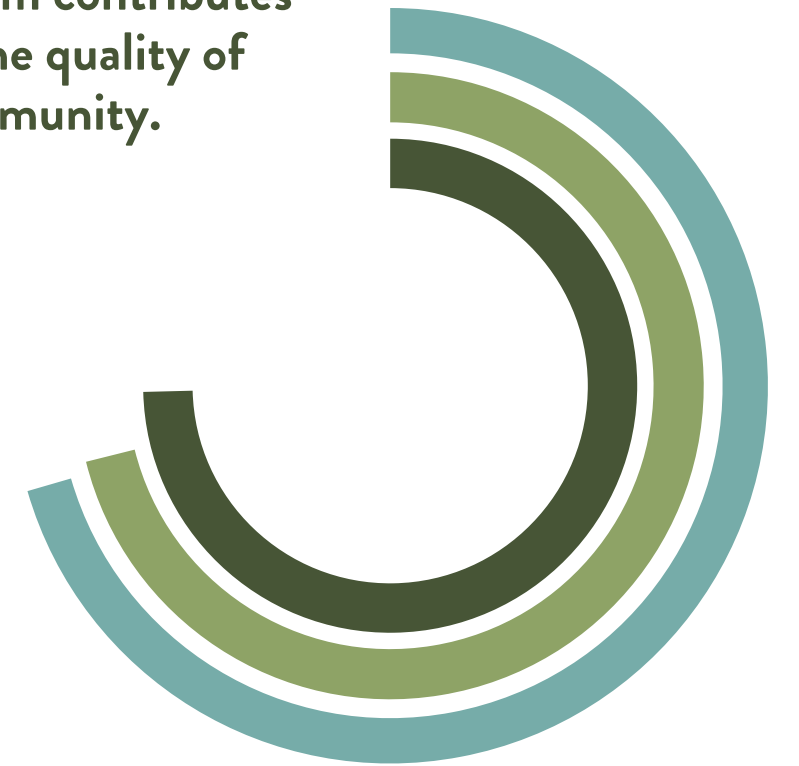
“ I value the contribution visitors make to my local economy. ”

British Columbia
80.0%
Vancouver Island
80.8%
North Vancouver
Island
82.0%

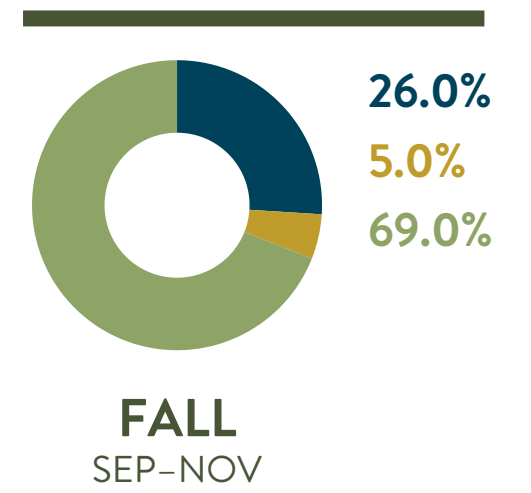
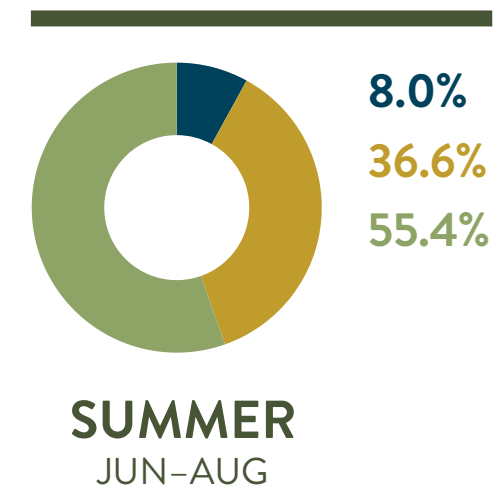
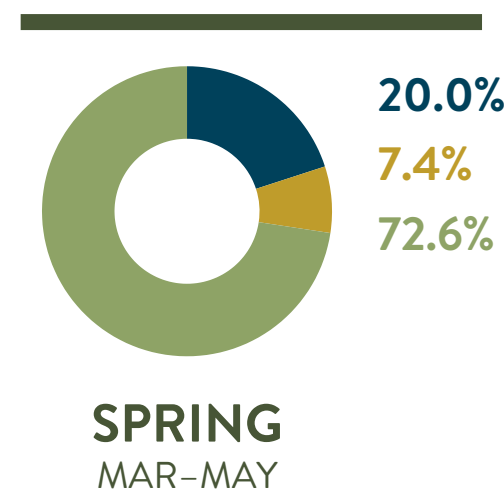
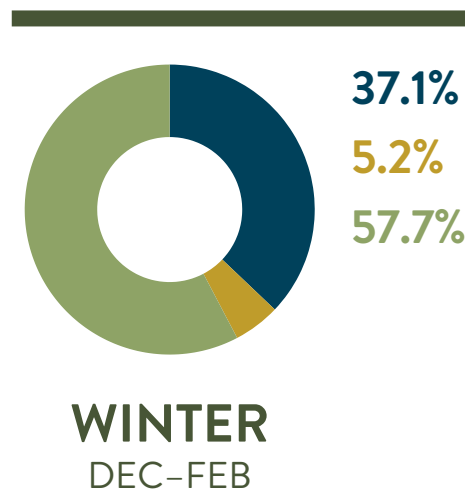


“ Overall, tourism contributes positively to the quality of life in my community. ”

British Columbia
70.5%
Vancouver Island
71.1%
North Vancouver
Island
74.6%



“ 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.

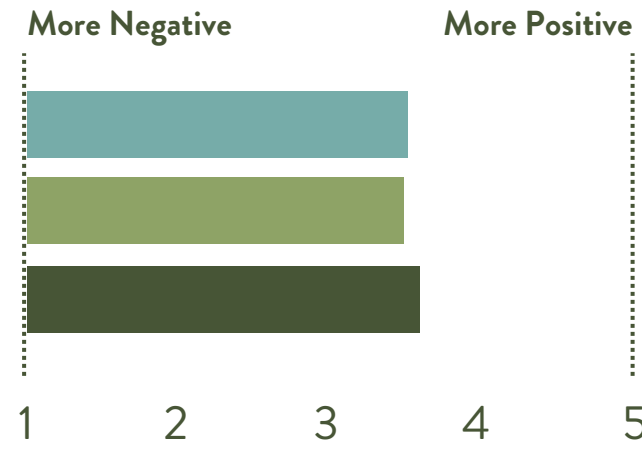
ENVIRONMENTAL IMPACTS include the degree to which the tourism industry reduces local carbon emissions, reduces waste, and contributes to the protection of natural areas.

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.

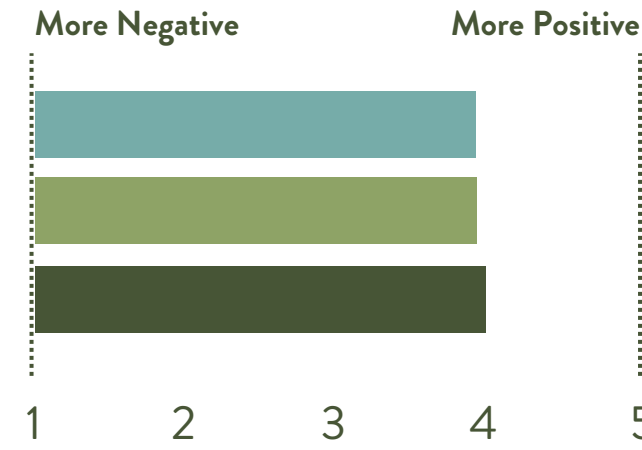
INDIGENOUS IMPACTS include awareness of Indigenous tourism experiences and businesses in BC.

OVERALL



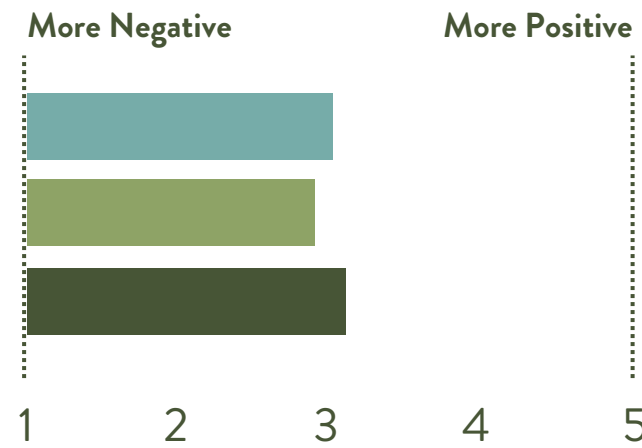
British Columbia
3.53
Vancouver Island
3.50
North Vancouver Island
3.61

ECONOMIC



British Columbia
3.93
Vancouver Island
3.94
North Vancouver Island
4.00

ENVIRONMENTAL



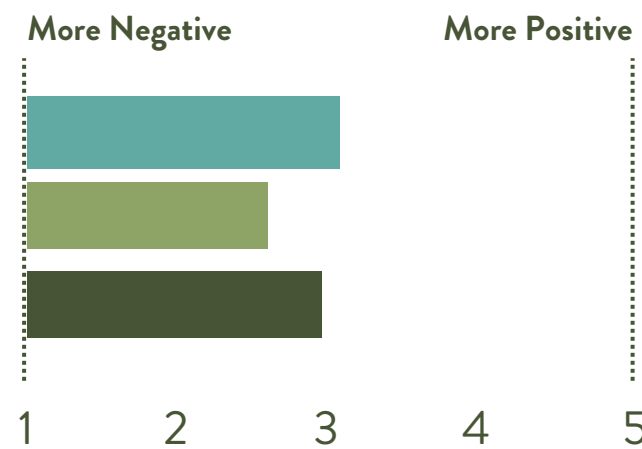
British Columbia
3.03
Vancouver Island
2.91
North Vancouver Island
3.12

SOCIAL/CULTURAL



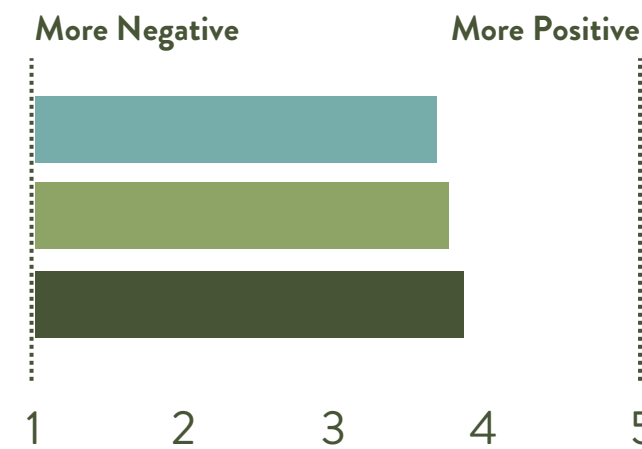
British Columbia
4.00
Vancouver Island
4.05
North Vancouver Island
4.12

JOB/CAREER



British Columbia
3.01
Vancouver Island
2.60
North Vancouver Island
2.96

INDIGENOUS



British Columbia
3.67
Vancouver Island
3.75
North Vancouver Island
3.85



RESIDENT SEGMENTATION

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

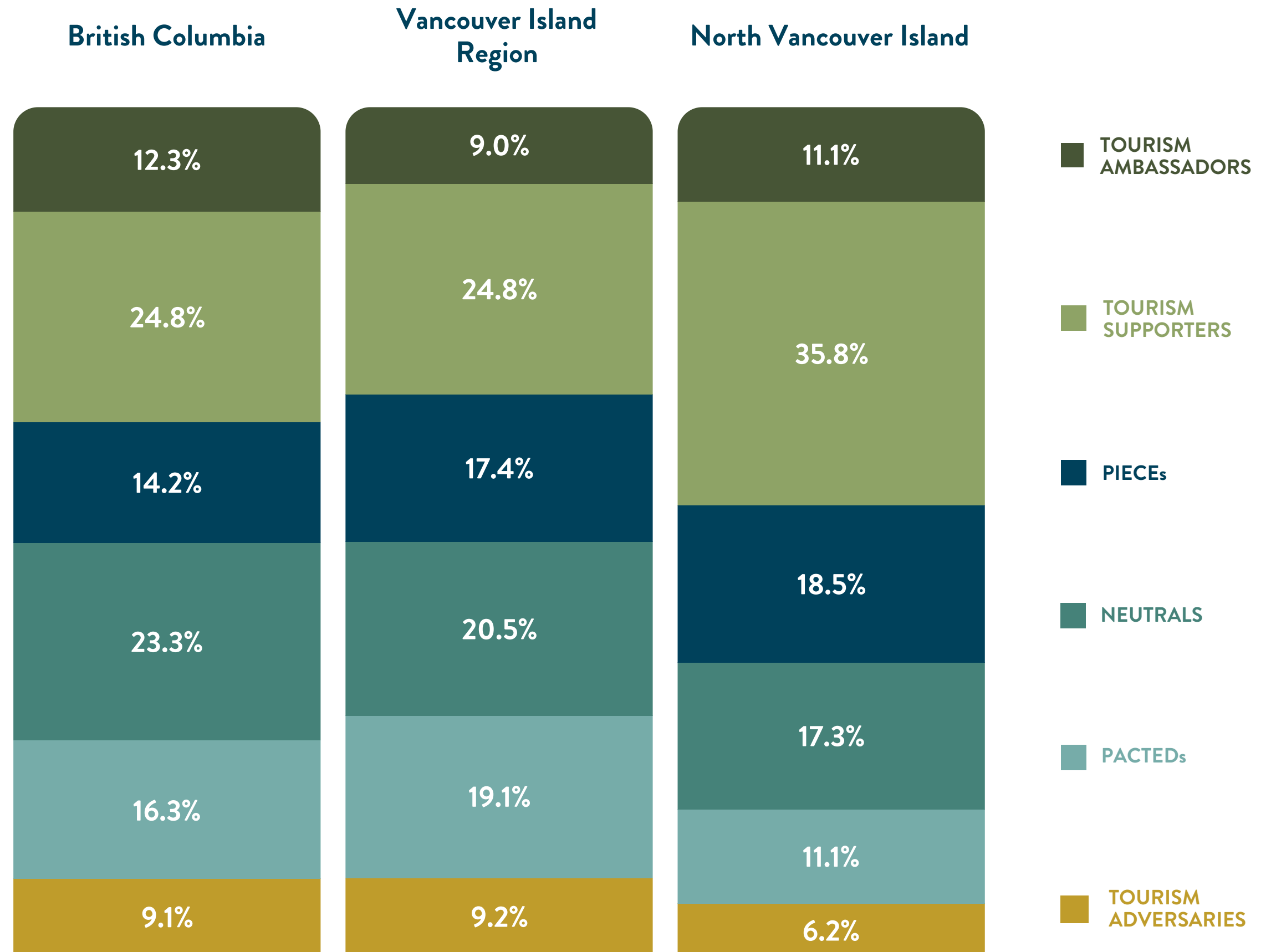
TOURISM SUPPORTERS have strong positive perceptions across all five impact areas.

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/

- Online surveys were completed by BC residents using online panels via Sentis Research
- The online survey was fielded in November 2024
- Total sample size used in this report are as follows:
 - British Columbia: n=4872
 - Vancouver Island: n=878
 - North Vancouver Island: n=112
- 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 city level results are separated by municipality border using Forward Sortation Areas (FSAs). For this report, sortation areas used were as follows:
 - North Vancouver Island (Mount Waddington, Strathcona, Comox Valley): V9H, V9J, V9M, V9N, V9W, V0P
 - Other areas within Vancouver Island Region:
 - Central Vancouver Island (Cowichan Valley, Alberni-Clayoquot, Nanaimo): V9G, V9K, V9L, V9P, V9Y, V0R, V0S, V9R, V9S, V9T, V9V, V9X
 - Capital Region - excluding Victoria: V8K-V8M, V9Z
 - Capital Region - Victoria only: V8N-V8Z, V9A-V9E
 - 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^wməθk^wəy^əm (Musqueam Indian Band), Sk̓w̓x̓wú7mesh Úxwumixw (Squamish Nation), and səliwətał (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.