



Longwoods  
INTERNATIONAL

## Kentucky Resident Sentiment



# Table of Contents

- Introduction and Methodology ..... 3
- Key Findings ..... 4
- Overall Sentiment About Tourism ..... 8
- Tourism Development and Growth..... 18
- Tourism Promotion..... 29
- Economy..... 40
- Tourism Employment ..... 50
- Quality of Life ..... 55
- Environment..... 65
- Accommodation – Sharing Services..... 72
- Sporting Events..... 78
- Involvement/Engagement with Tourism ..... 87
- What Residents Don't Know ..... 97

# 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 on the subject of 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 1,000 adults (18 years and older) residing in the state of Kentucky.

Fieldwork was completed in March 2023.

Respondents are members of a major online consumer panel. Sample was drawn to be proportionate to the population by geography, age, sex, race, and ethnicity.

Data were weighted at tabulation to correct relative proportions based on actual population distribution of the selected geographic areas in terms of key characteristics (age, sex, income, household size) as defined by the U.S. Census.

A separate national study was conducted in July 2022, which provides regional and national norms against which Kentucky's results are compared.



## Key Findings

# Key Findings

- For variables taken from the national study that have regional and national benchmarks, **a larger share of Kentucky residents than their national or regional counterparts support tourism, its development, growth, and positive attributes, throughout the study.** Please note that nine in ten residents have no one in their households employed in the tourism and hospitality industry, so these positive results aren't fueled by direct connections with the sector.
- **There's strong support of tourism in Kentucky.** Three-fourths of Kentucky residents think tourism is good for the state, while seven in ten care about the success of the tourism industry in the state and believe the positive benefits of tourism outweigh the negative impacts.
- **Tourism growth and the development of additional tourism assets is supported by residents, especially if it's part of a planned and controlled development.** Around seven in ten residents believe tourism should be encouraged in Kentucky and support tourism growth. Almost two-thirds support developing/hosting more major events and building new tourism facilities to attract tourists to the area. Six in ten agree planned and controlled tourism development is needed. **However, please note that only three in ten residents think they are consulted when major tourism development takes place.**
- **There is an opportunity to better share with residents what state and local governments are doing to manage tourism growth.** Over four in ten residents agree that the state and local government is doing a good job managing the pace of tourism development. For both these attributes, three in ten residents are neutral – which presents an opportunity to inform and include these less connected residents in what the government is actively doing to support these efforts.
- **The majority of residents understand the importance of promoting Kentucky.** Six in ten residents like the way state tourism advertising represents their home and believes the state should support/help fund the promotion of tourism. Over half understand that visitors won't just come to the state without promotion.

# Key Findings, Continued

- **Kentucky residents have a better grasp on how tourism financially benefits the state overall as opposed to their individual households.** Around six in ten residents agree that tourism is important to the local economy and believe tourism attracts new businesses to the community. However, less than half assert that without the tourism tax revenues locals would pay higher state and local taxes, and four in ten believe the sales tax that tourists pay on their purchases adequately compensates for the wear and tear they create on Kentucky's infrastructure. **More significantly, only a quarter of Kentucky residents believe their standard of living is higher because of the money tourists spend in the community.**
- **A notable segment of residents don't believe bed taxes should go toward tourism promotion.** Over four in ten residents assert that hotel/lodging taxes should be used to help pay for local services, not to promote more tourism.
- **Not only is tourism seen as a way to attract workers, but most Kentucky residents have a positive view of jobs in the sector.** Over half of Kentucky residents agree that tourism helps to recruit workforce to the community and that there are jobs in the tourism industry with desirable pay and benefits, while four in ten assert most jobs in the tourism industry are low-paying and seasonal.
- **Most Kentucky residents believe their quality of life is better because of tourism, though there are opportunity costs.** Six in ten residents agree that tourism supports the preservation of local culture and protects the community's authenticity and over half believe they have more things to see and do in Kentucky because of tourism. Half agree that the quality of life in Kentucky has improved because of increased tourism. **However, there are acknowledged opportunity costs for tourism as well** – a third assert that tourists add to traffic congestion and parking problems, while a quarter believe uncontrolled tourism growth is jeopardizing local heritage and culture.

# Key Findings, Continued

- **The community sees that tourism could have a positive impact on the environment.** Six in ten Kentucky residents believe long-term planning can limit environmental impacts caused by tourism, while half agree that tourism can help the environment as local governments and people seek to protect sensitive and scenic areas. Half also think it is a good alternative to more environmentally damaging development. However, three in ten think overcrowding by tourists is spoiling Kentucky's natural areas.
- **While there is support in Kentucky for accommodation-sharing services, the majority of residents want them regulated.** Six in ten Kentucky residents believe accommodation-sharing services should be regulated, just like hotels and other property-rental businesses. Three in ten believe people who use these services can be disruptive to local neighborhoods, while four in ten assert accommodation-sharing services can cause inflation in rents, raising the cost of living for locals. Despite this, many Kentucky residents do see benefits of accommodation-sharing services. Over half think they provide economic opportunities for residents and six in ten believe accommodation-sharing services provide visitors with the opportunity to experience local cultures.
- **There is strong support for hosting a variety of local sporting events in Kentucky and a belief that these events benefit the community.** Seven in ten Kentucky residents believe hosting sporting events in their community creates opportunities for local participation and provides exposure to their local area. Seven in ten also support hosting outdoor sporting events as well as hosting college and professional sporting events in their community. Two-thirds assert that hosting youth and amateur sporting events improves health and wellness in my community and improves the quality of life in the local area.
- **The community is proud of living in Kentucky and interested in tourism.** Three-fourths of Kentucky residents are proud to call the area their home, and two-thirds have found that visiting other places gave them a greater appreciation for their local area. Six in ten recommend local tourist sites to people who are visiting the area and are interested in finding out what's happening when they come across local tourism news.

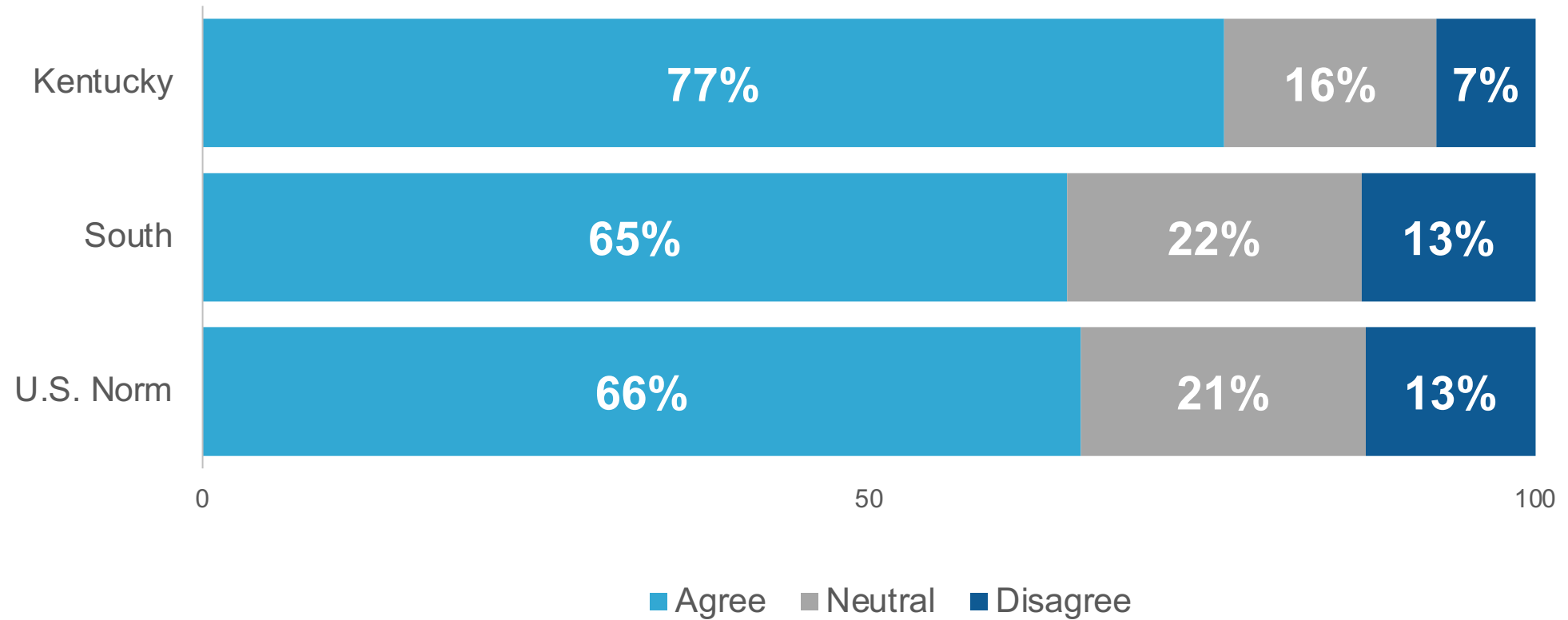


## Overall Sentiment About Tourism



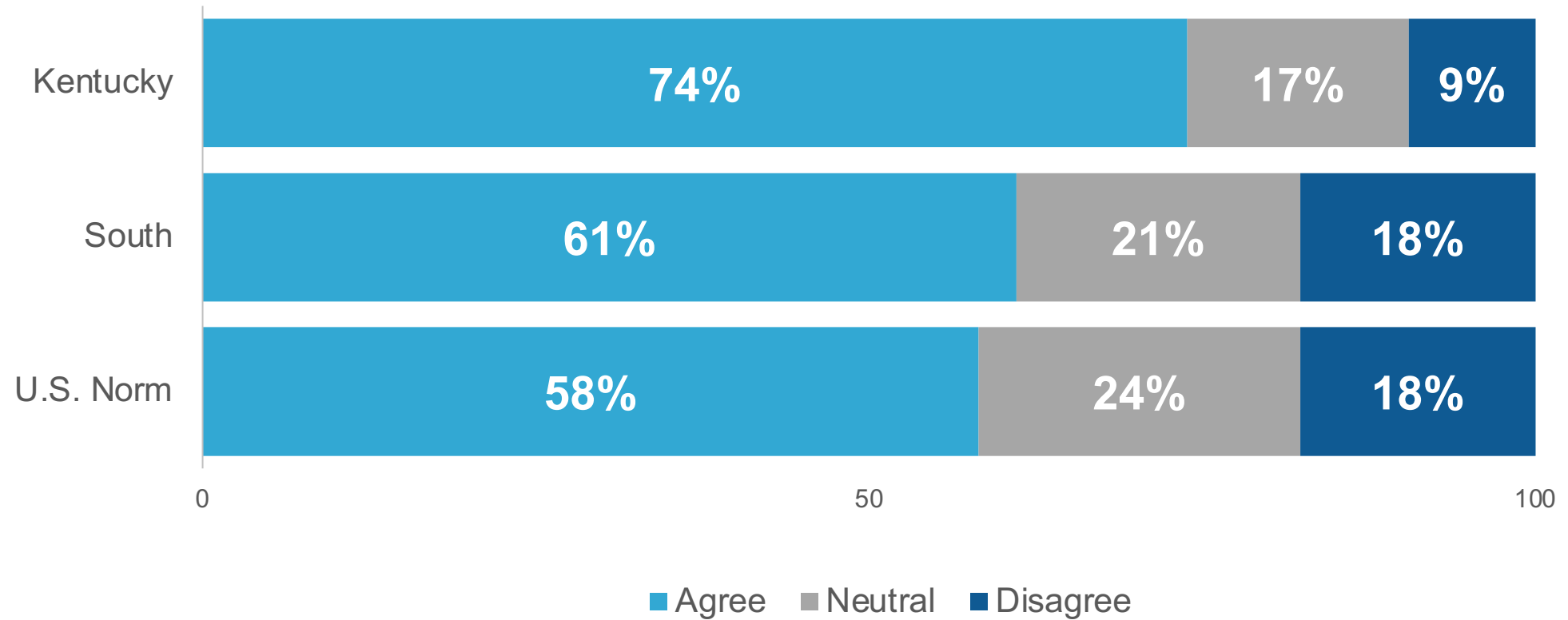
# Overall Sentiment About Tourism

Overall, I think tourism is good for my state



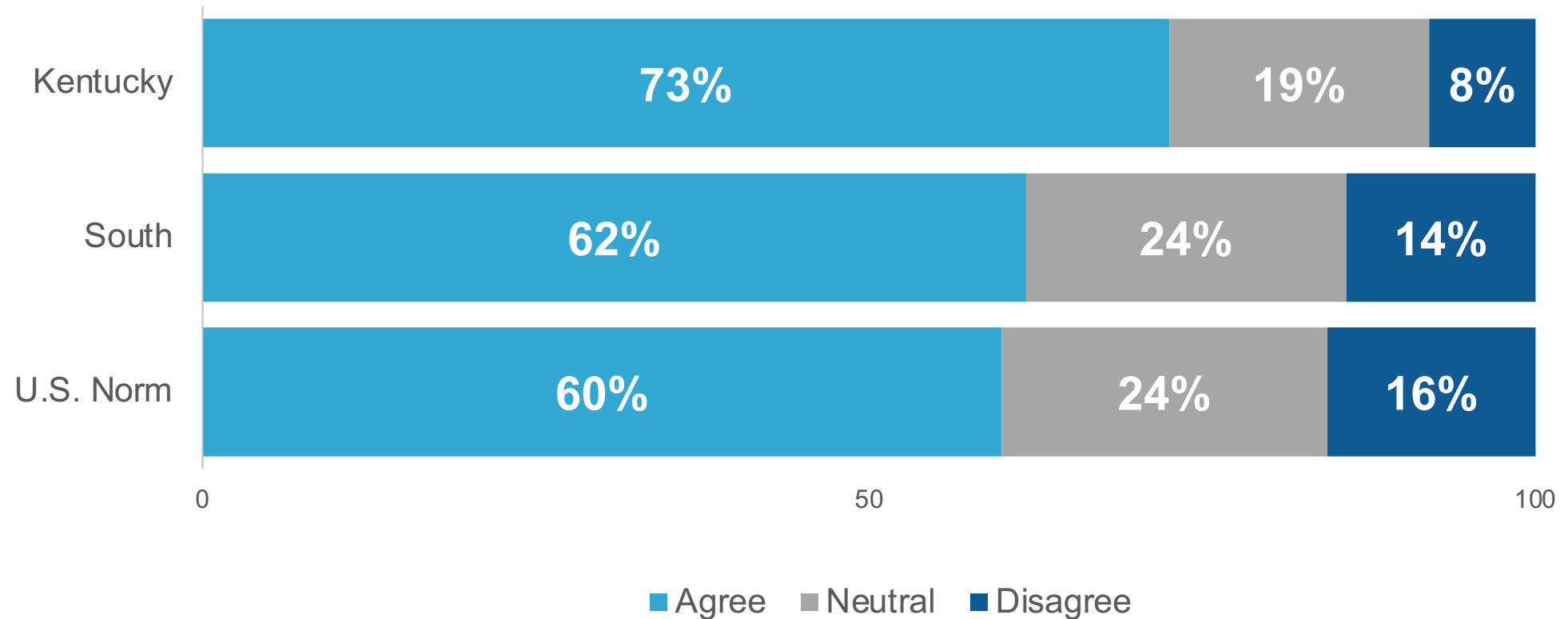
# Overall Sentiment About Tourism

Overall, I think tourism is good for my local area



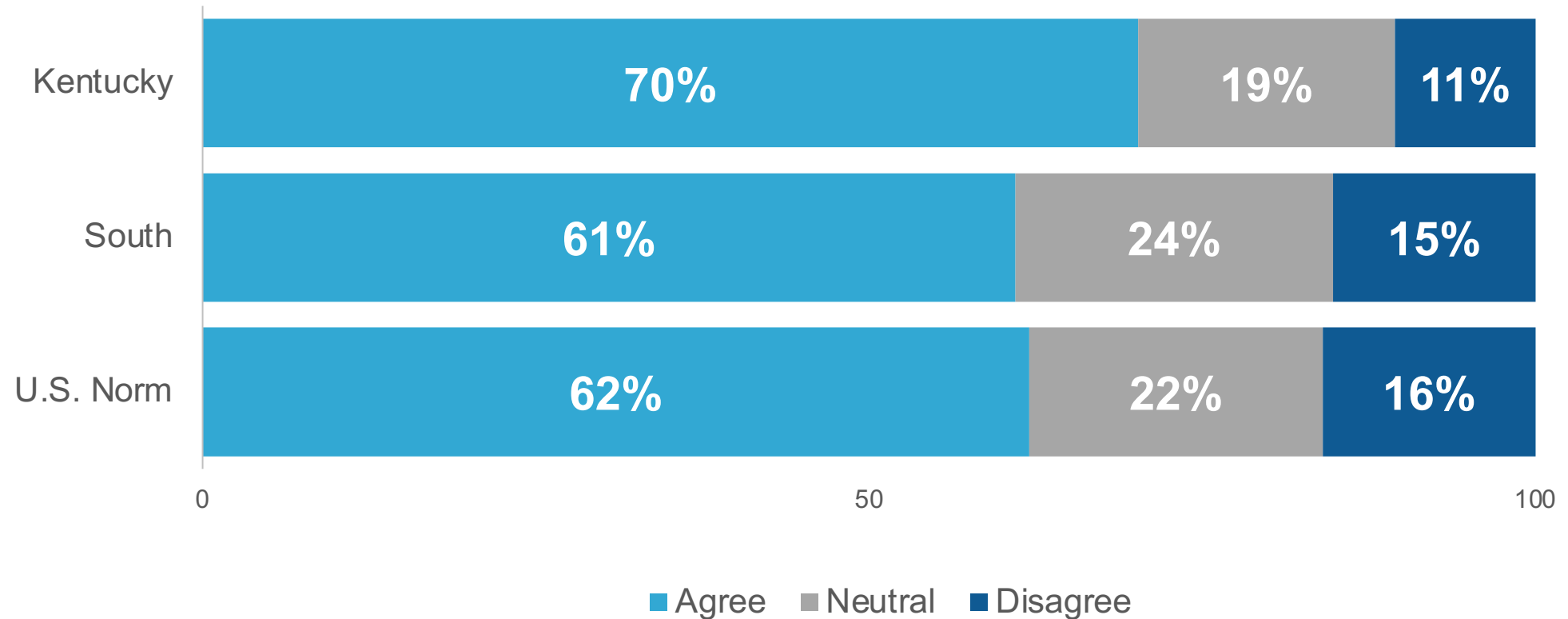
# Overall Sentiment About Tourism

## I want tourism to be important in my state



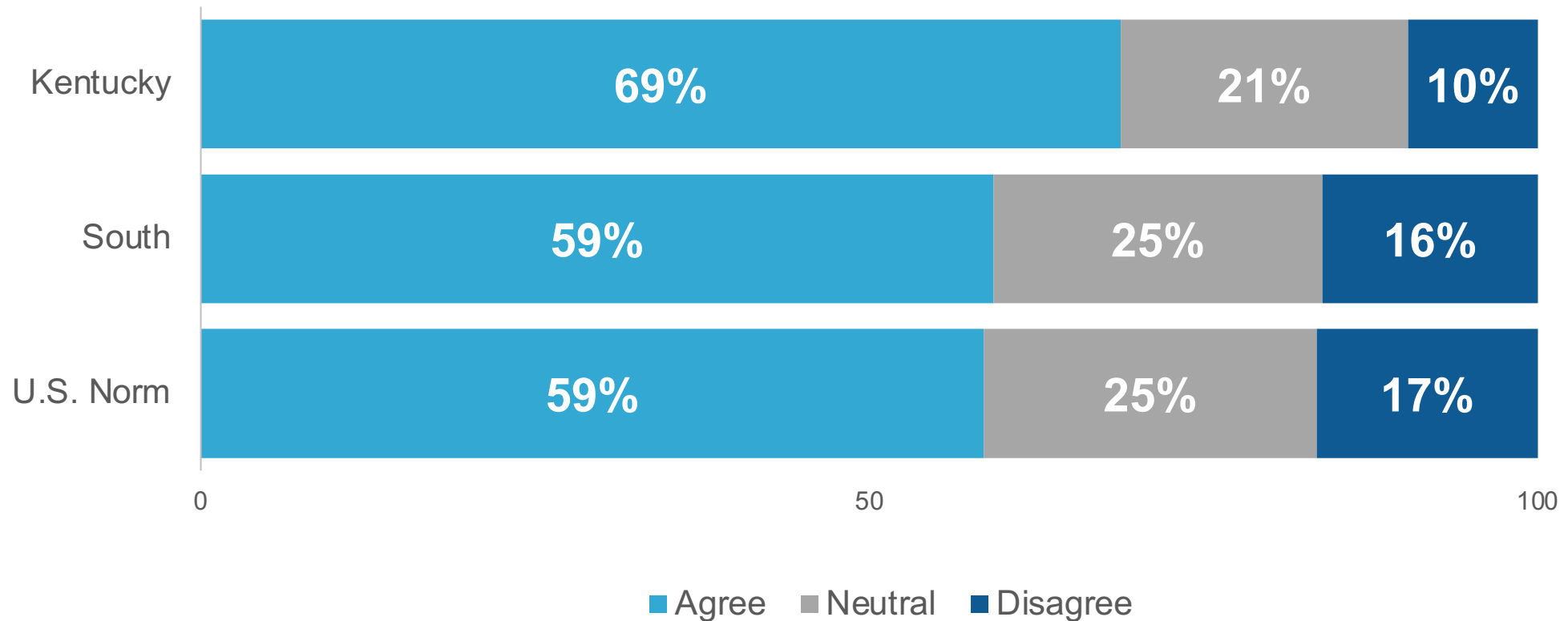
# Overall Sentiment About Tourism

## My state benefits from a strong tourism industry



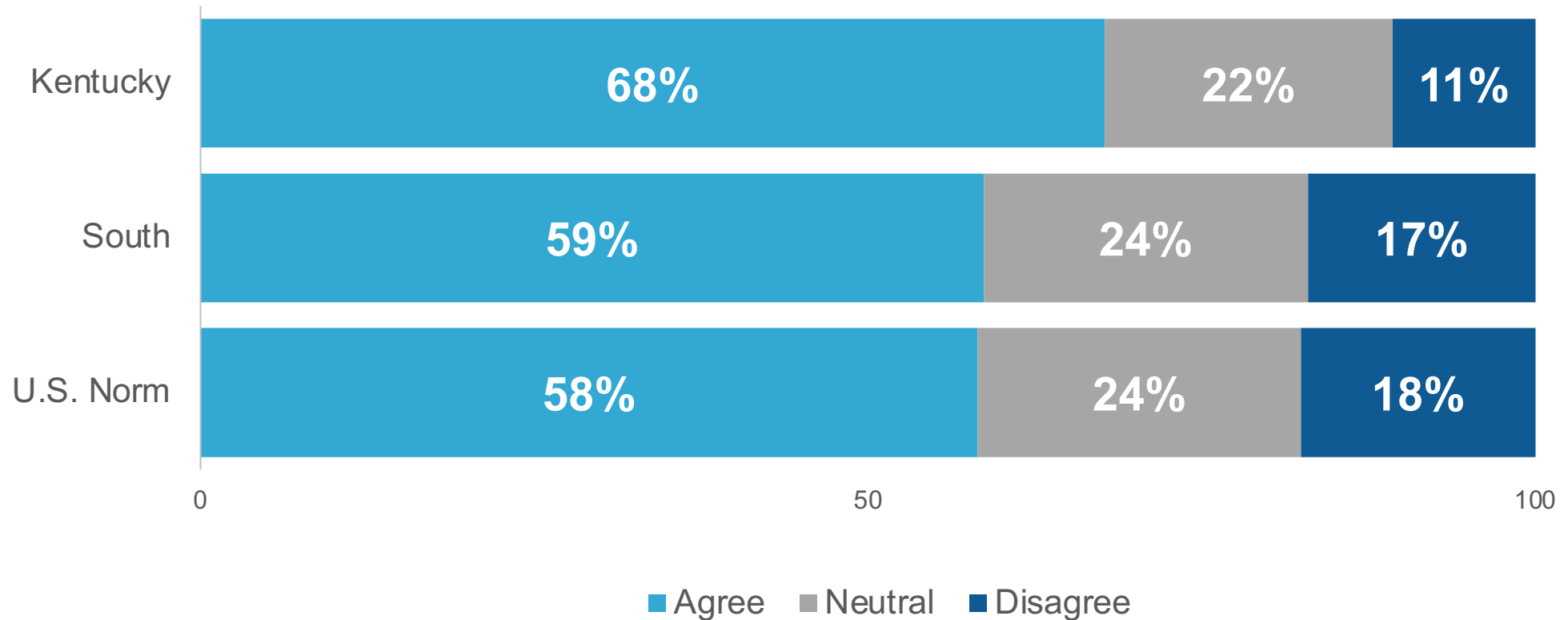
# Overall Sentiment About Tourism

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



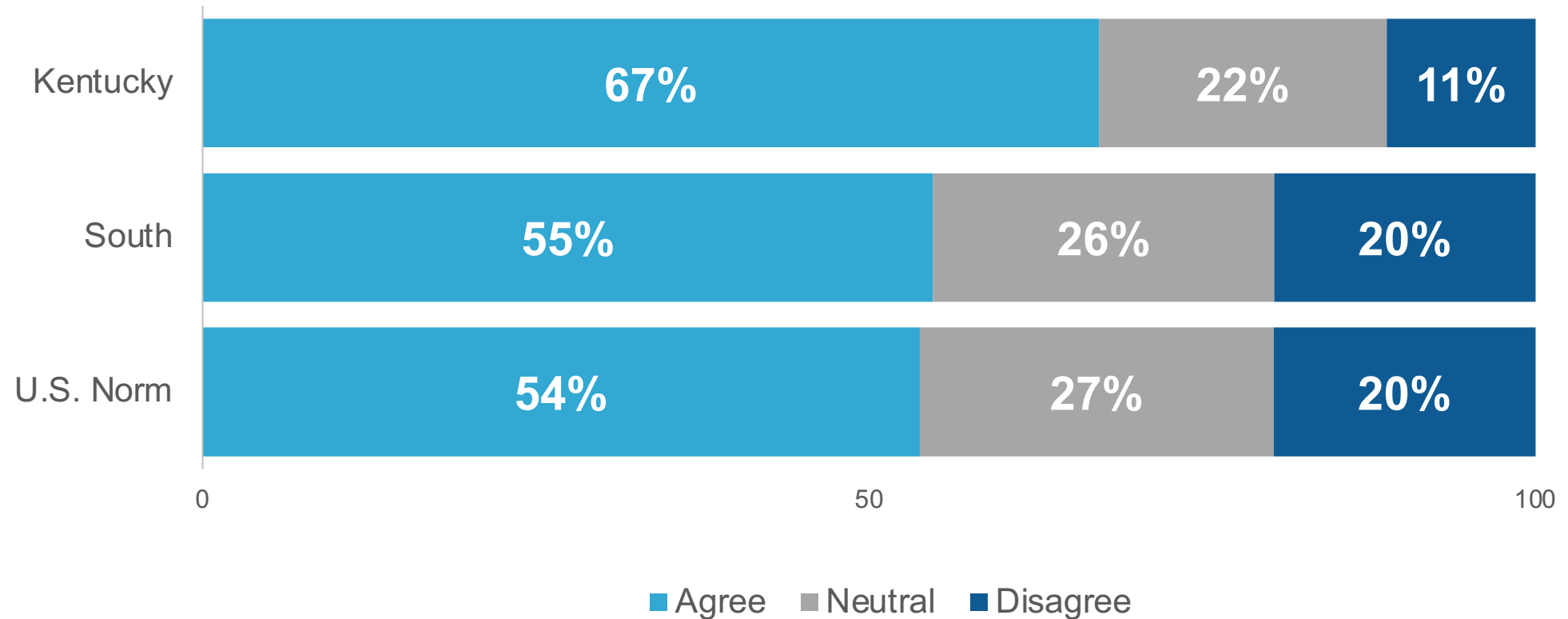
# Overall Sentiment About Tourism

I care about the success of the tourism industry in my state



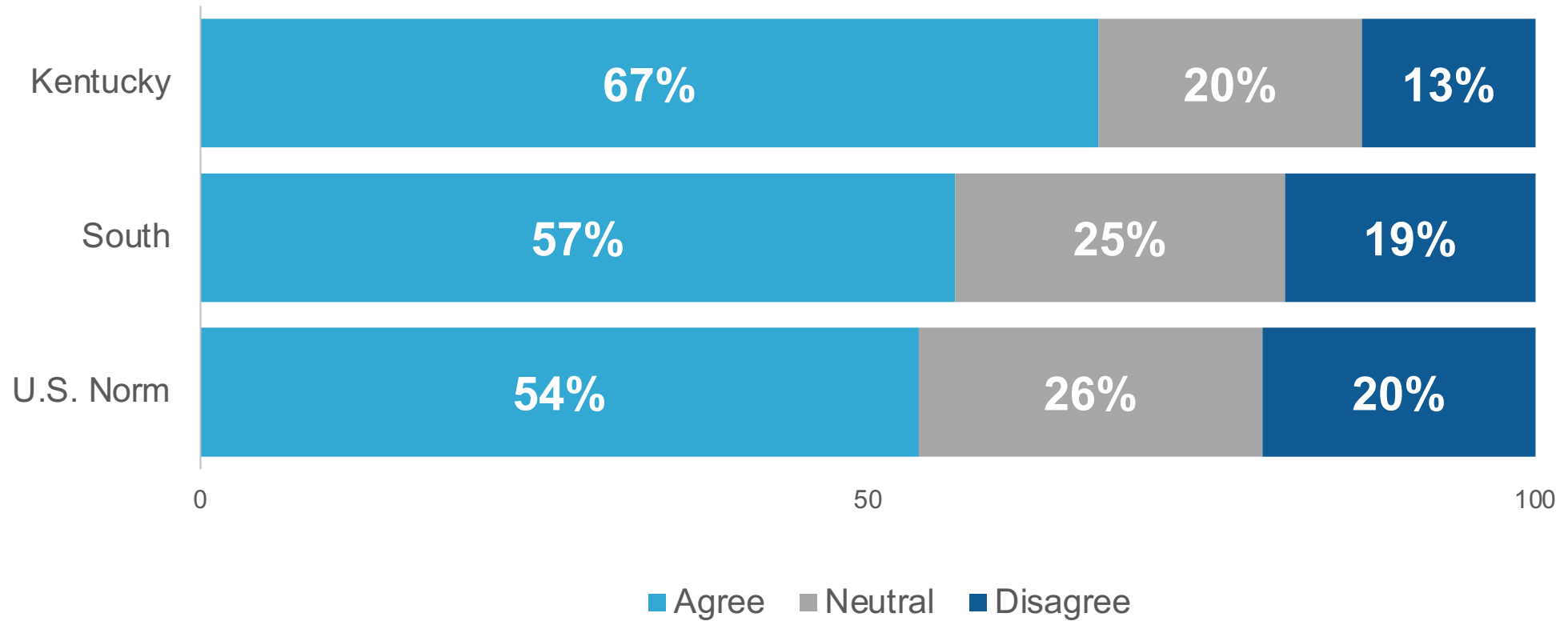
# Overall Sentiment About Tourism

I care about the success of the tourism industry in my local area



# Overall Sentiment About Tourism

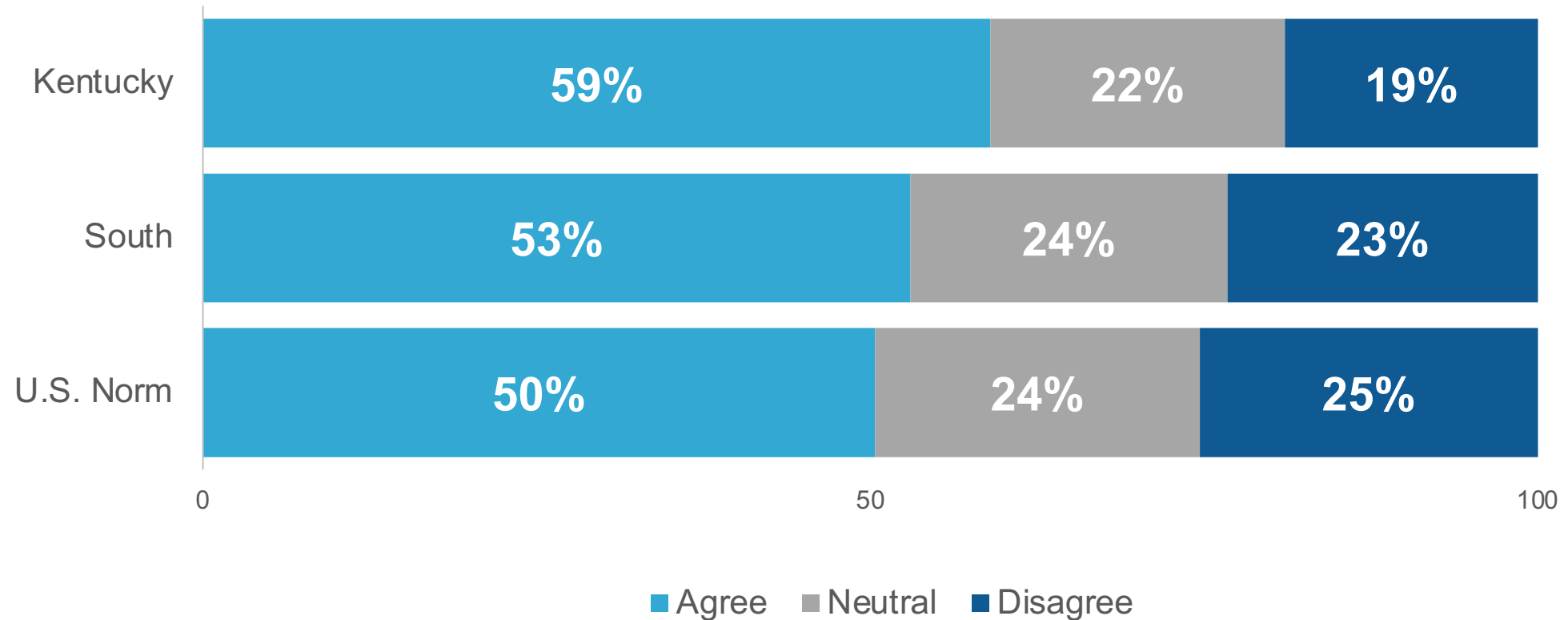
## I want tourism to be important in my local area





# Overall Sentiment About Tourism

## My local area benefits from a strong tourism industry

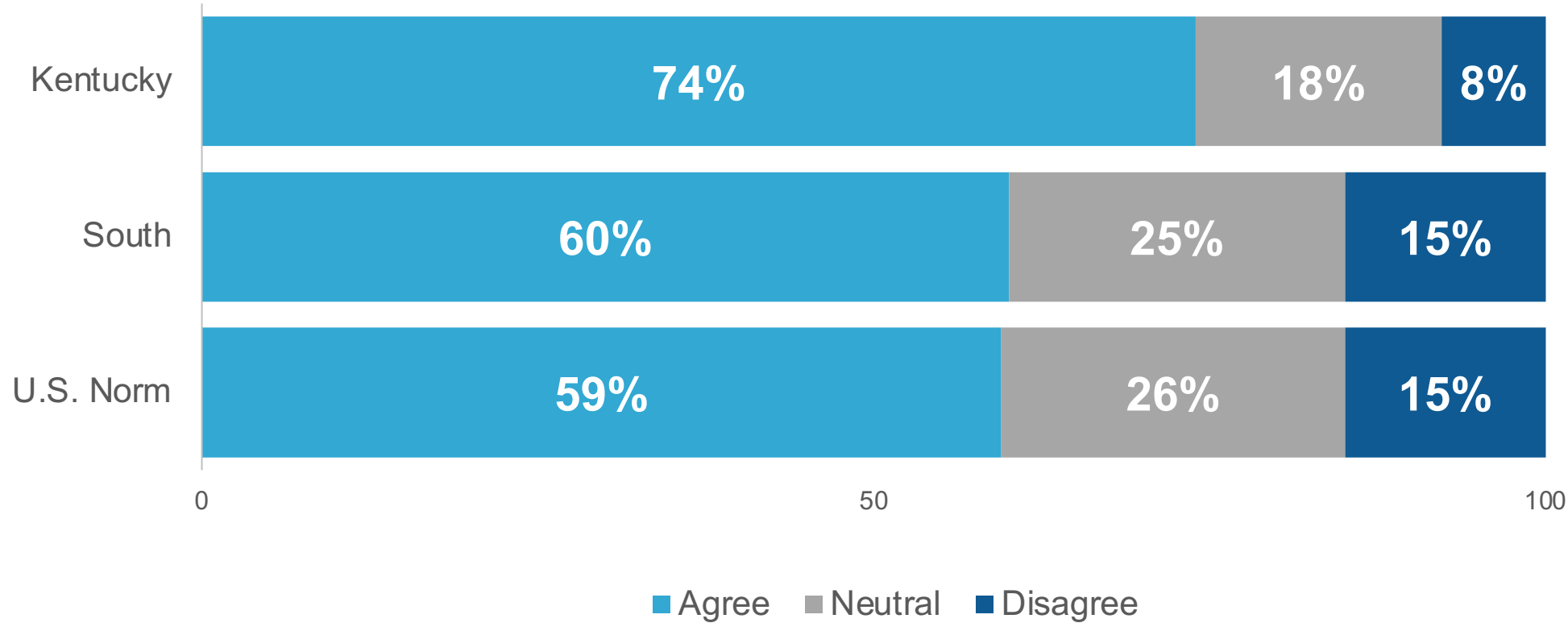




## Tourism Development and Growth

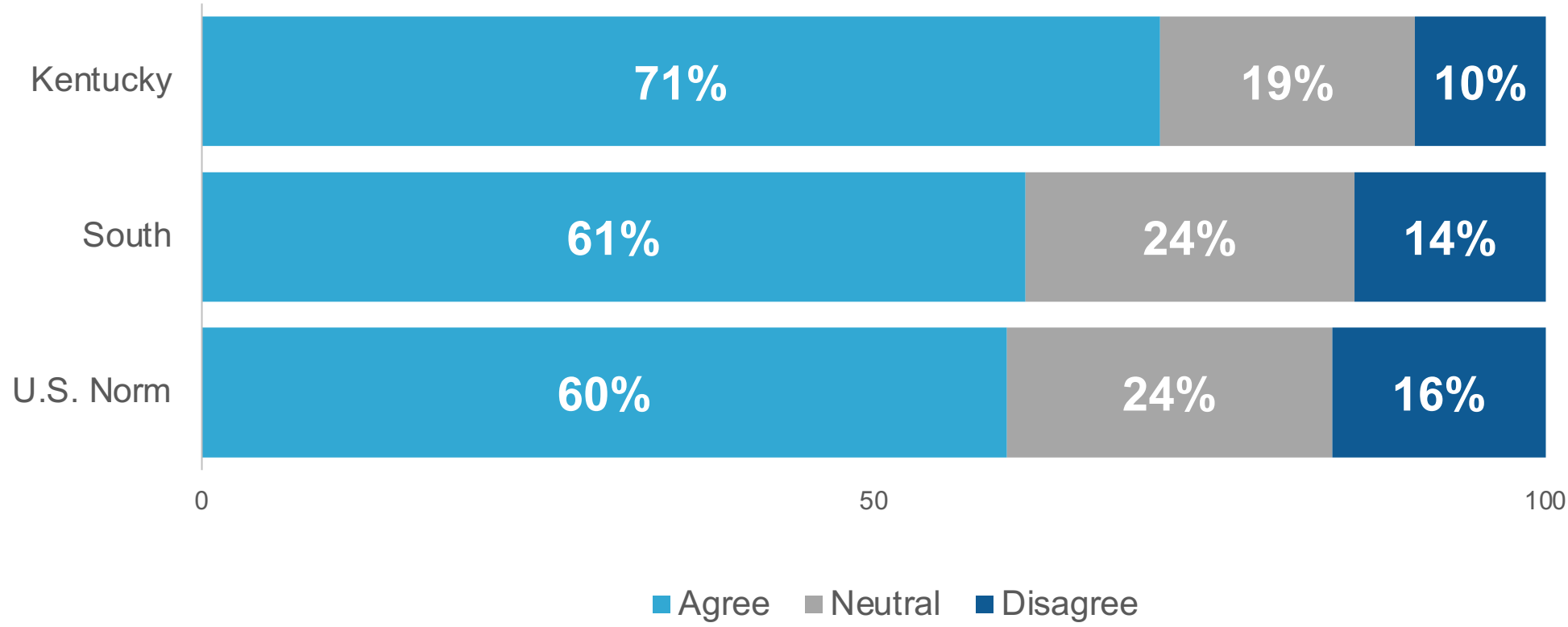
# Tourism Development and Growth

## I support tourism growth



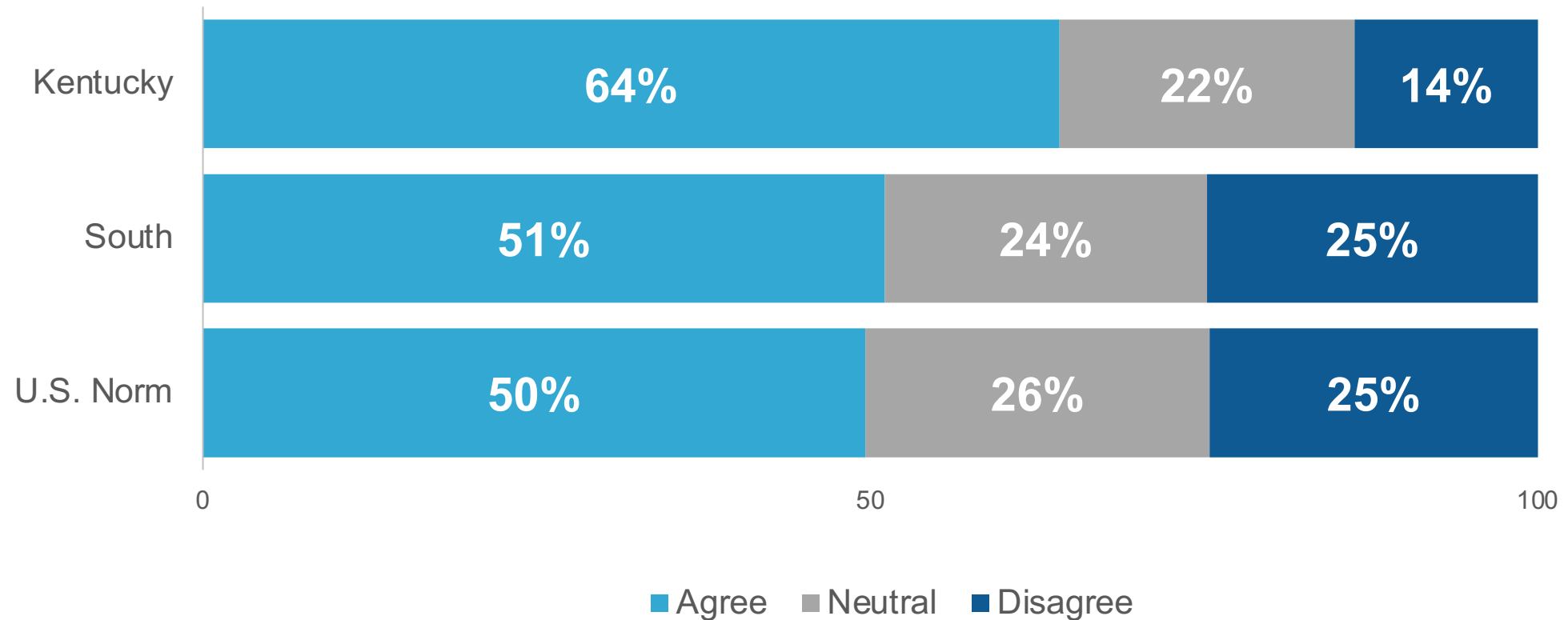
# Tourism Development and Growth

## I believe tourism should be encouraged here



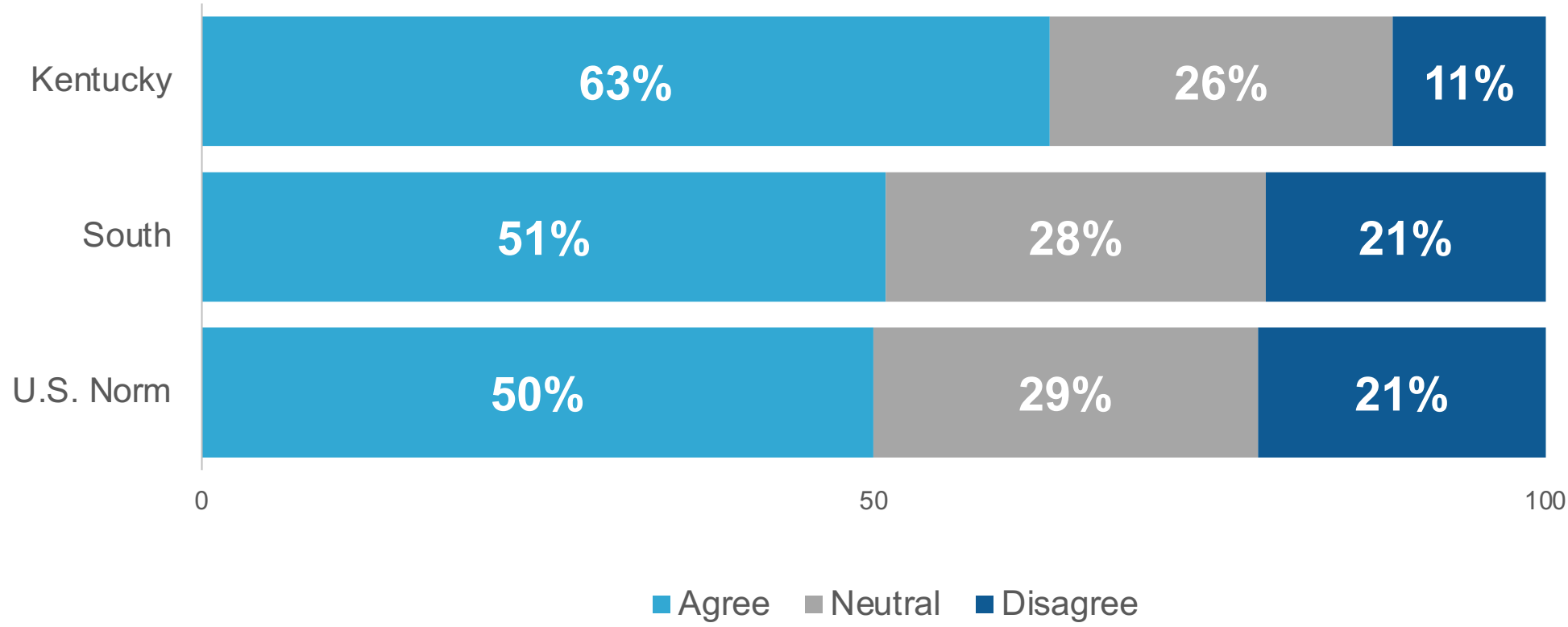
# Tourism Development and Growth

## I would like to see more tourists coming to my area



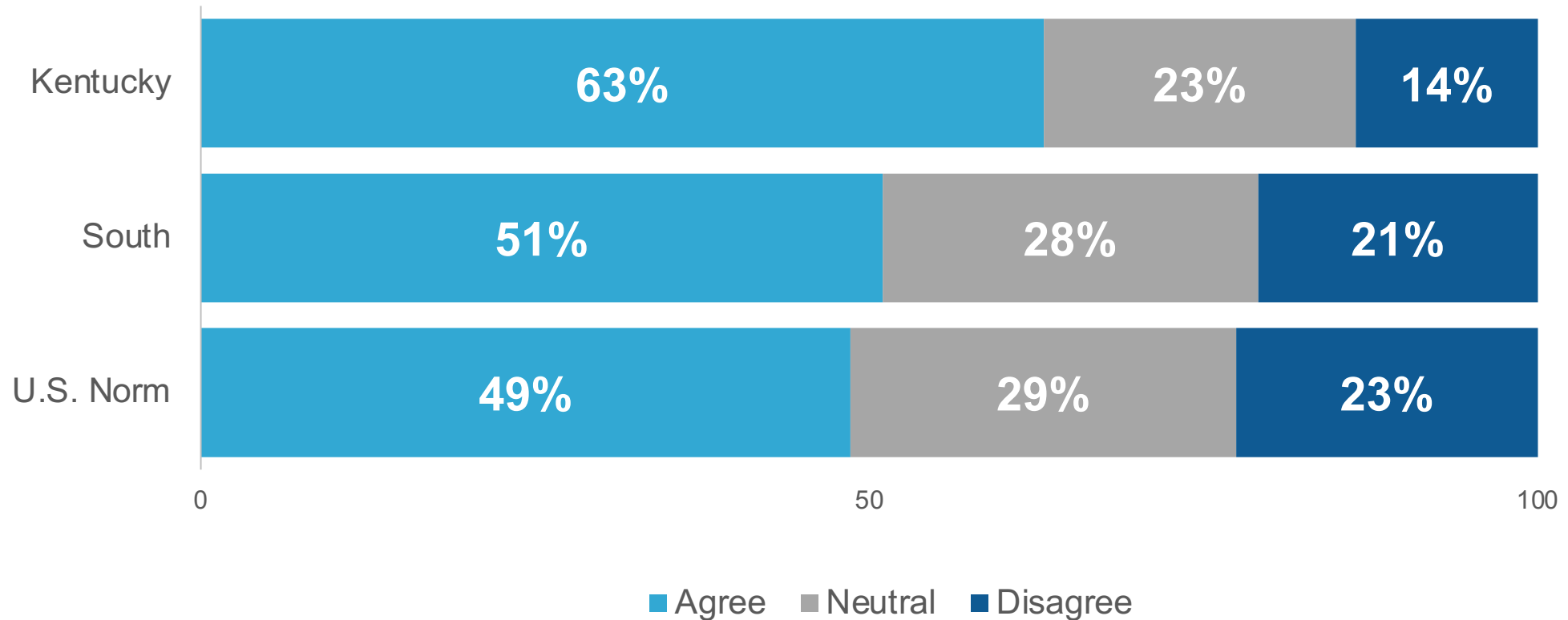
# Tourism Development and Growth

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



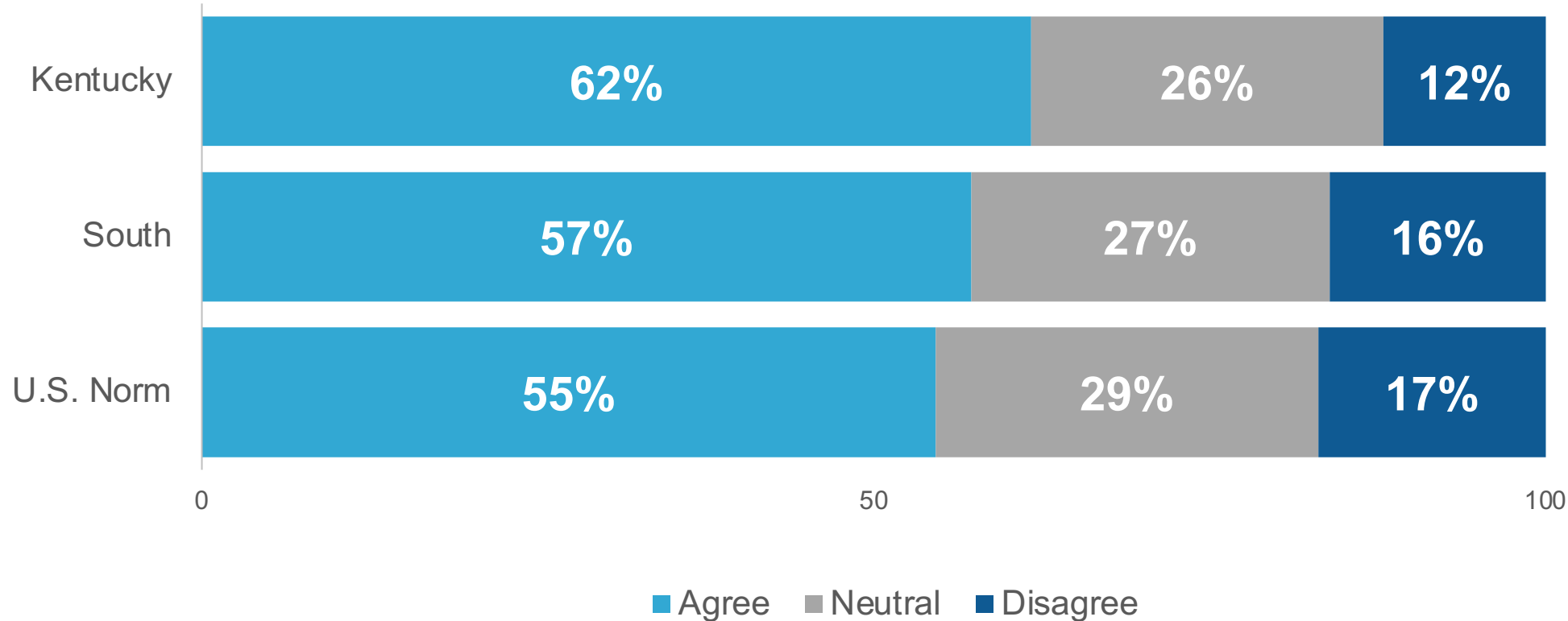
# Tourism Development and Growth

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



# Tourism Development and Growth

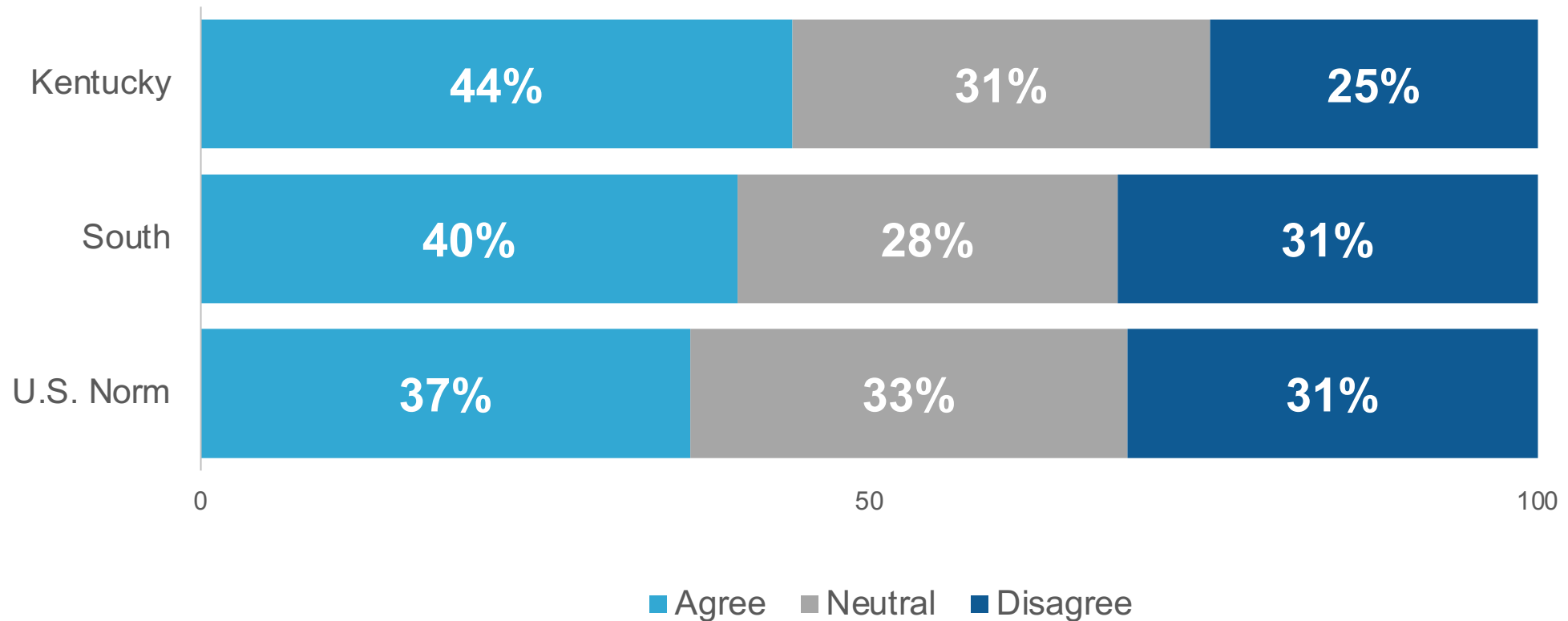
## We need planned and controlled tourism development





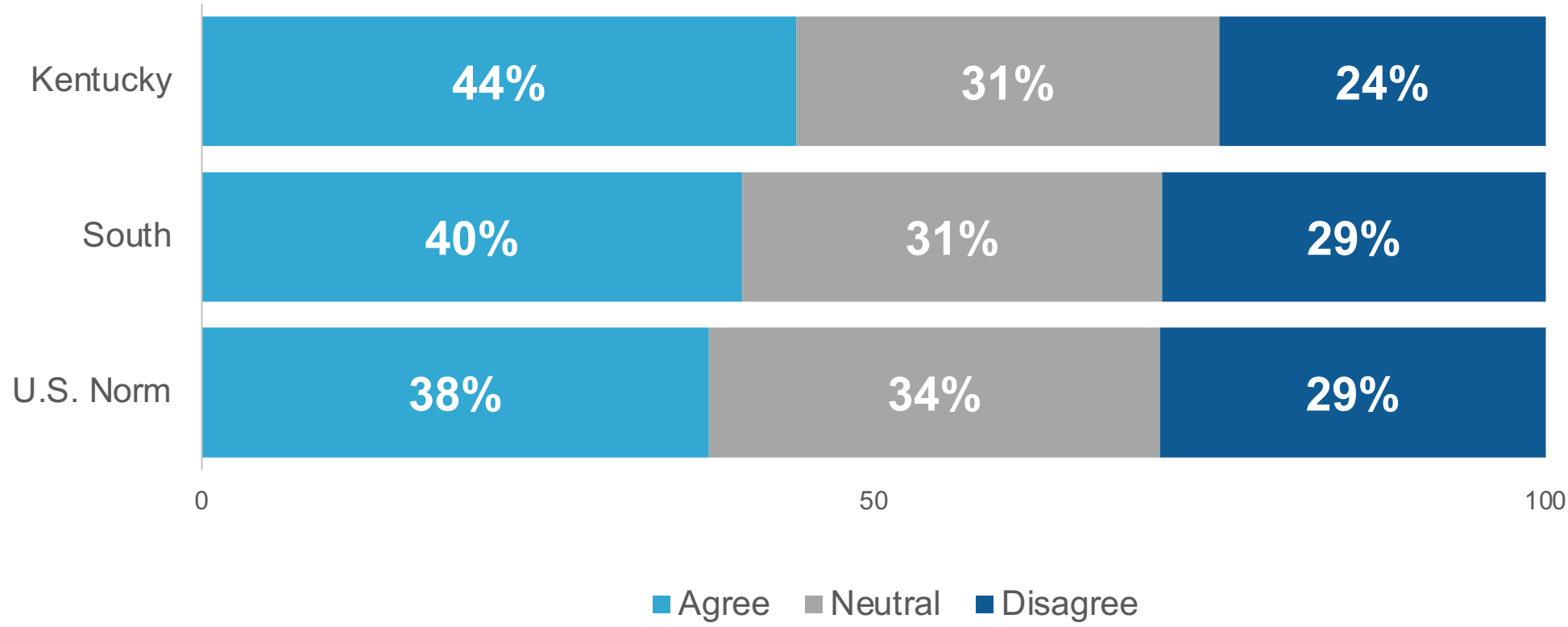
# Tourism Development and Growth

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



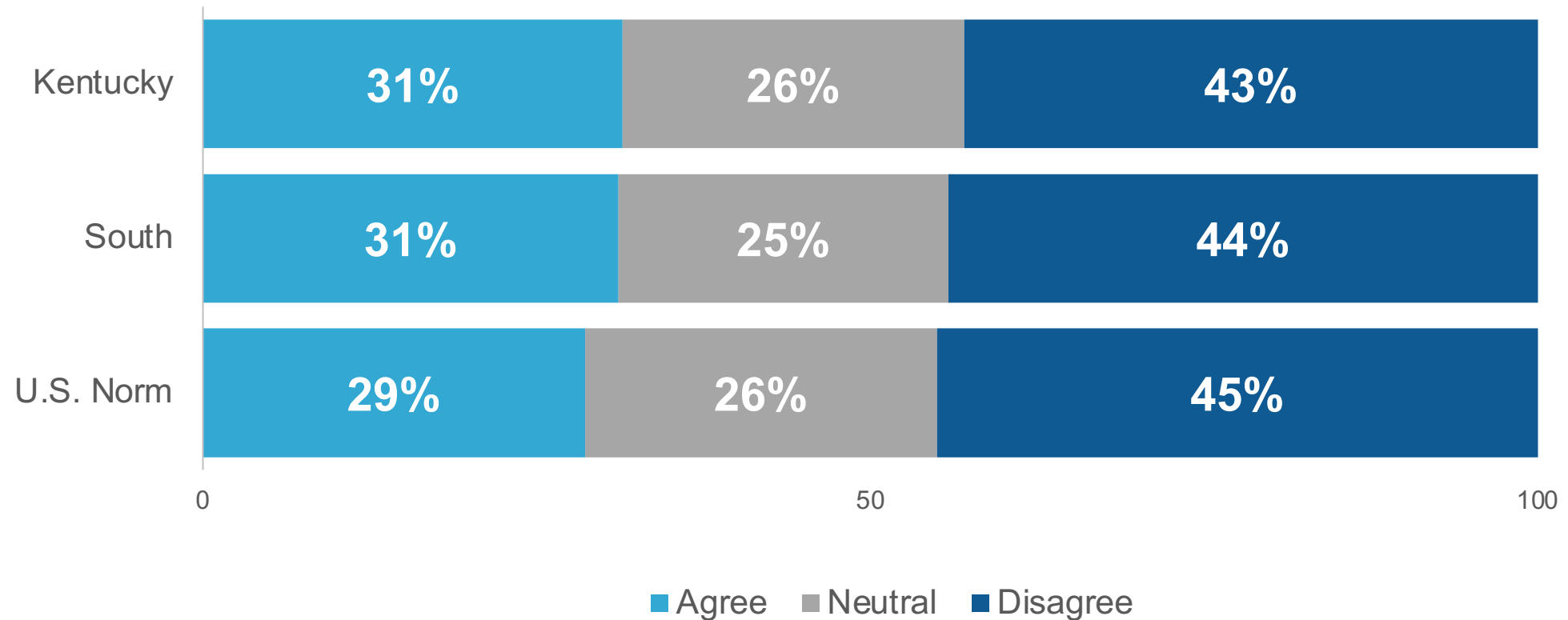
# Tourism Development and Growth

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



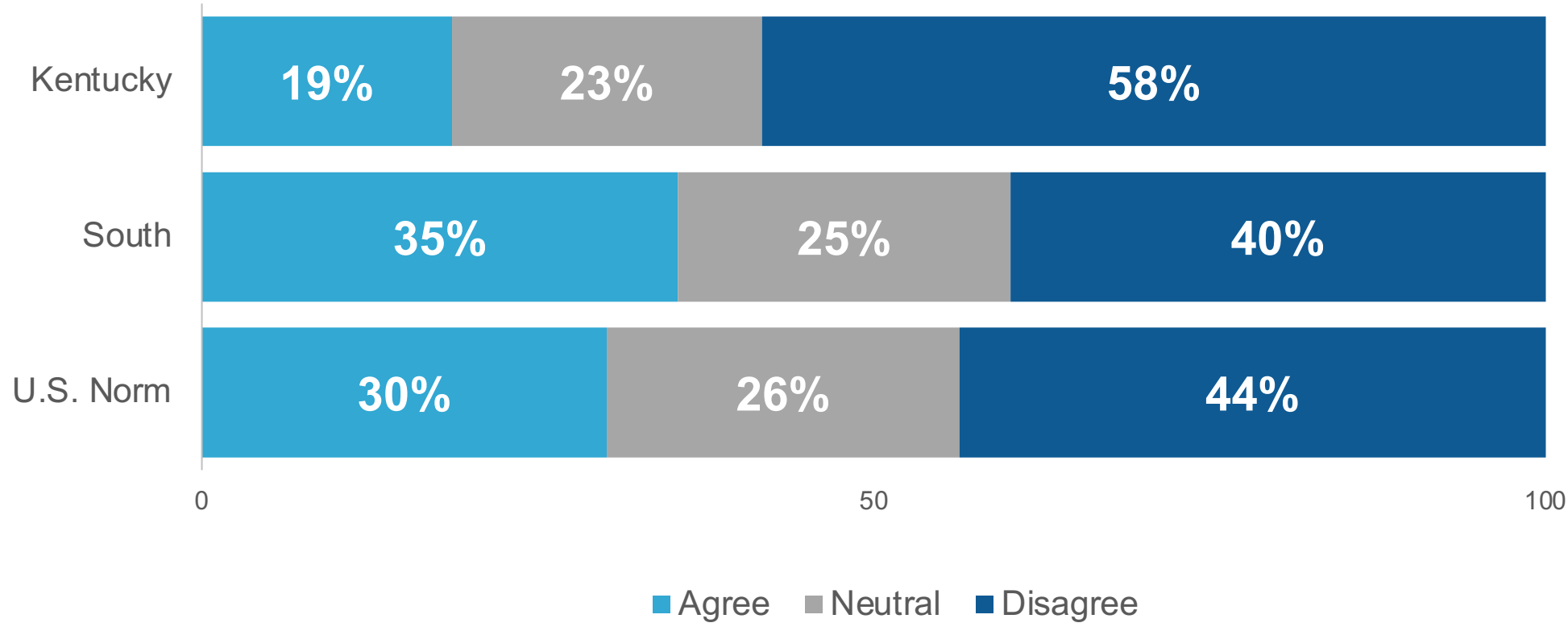
# Tourism Development and Growth

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



# Tourism Development and Growth

## Tourism development is happening too fast in this area

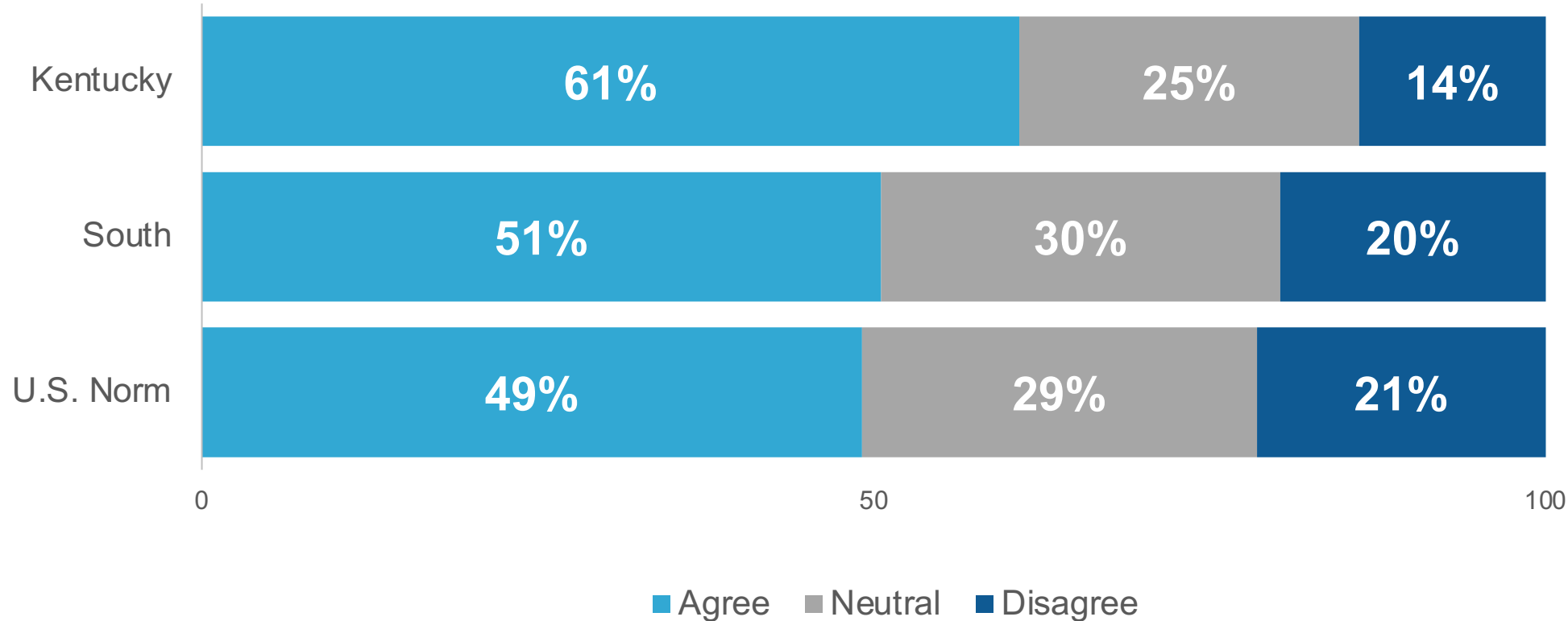




# Tourism Promotion

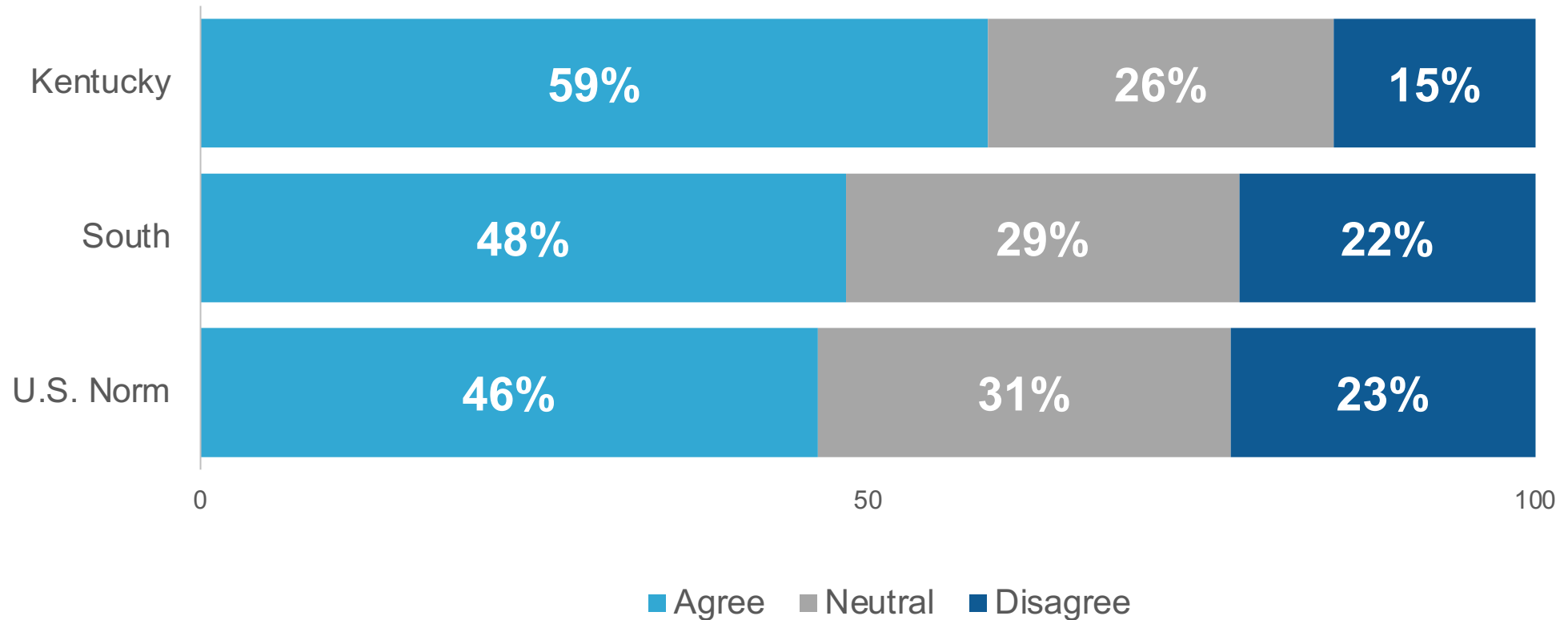
# Tourism Promotion

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



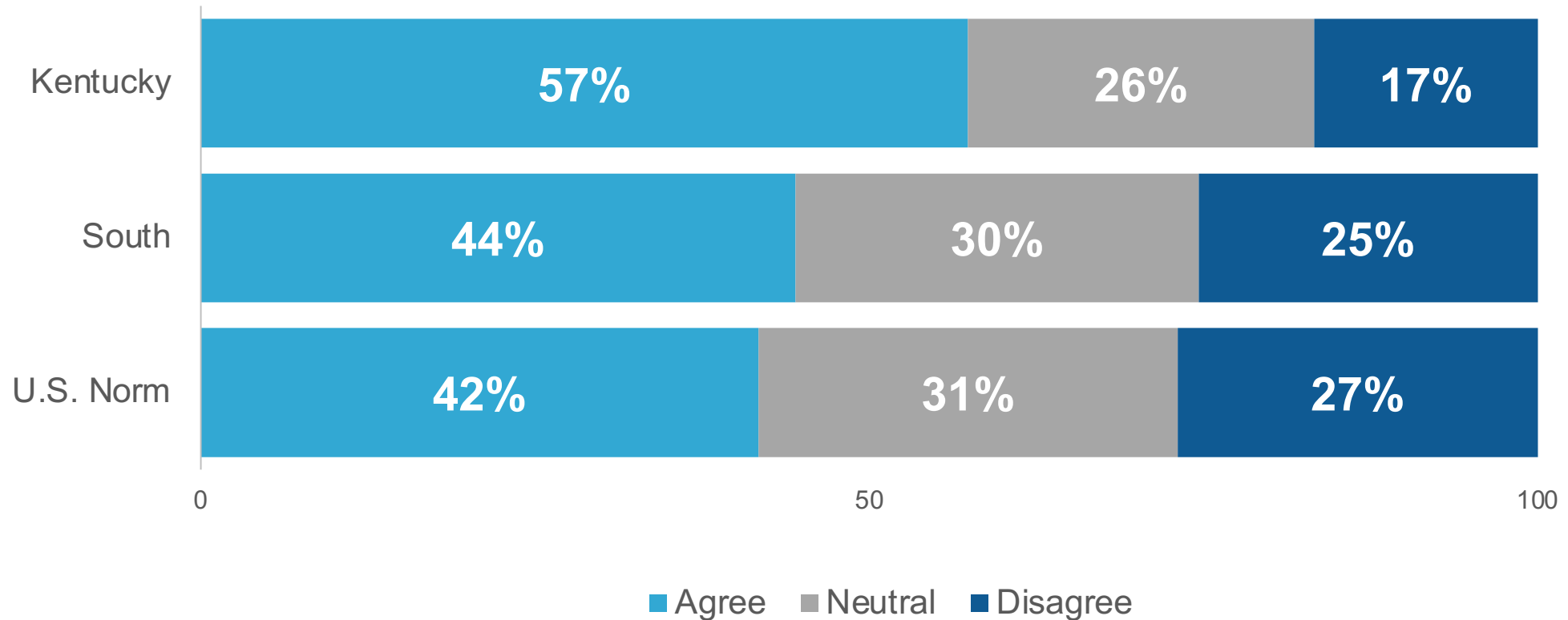
# Tourism Promotion

**My state government should support/help fund the promotion of tourism**



# Tourism Promotion

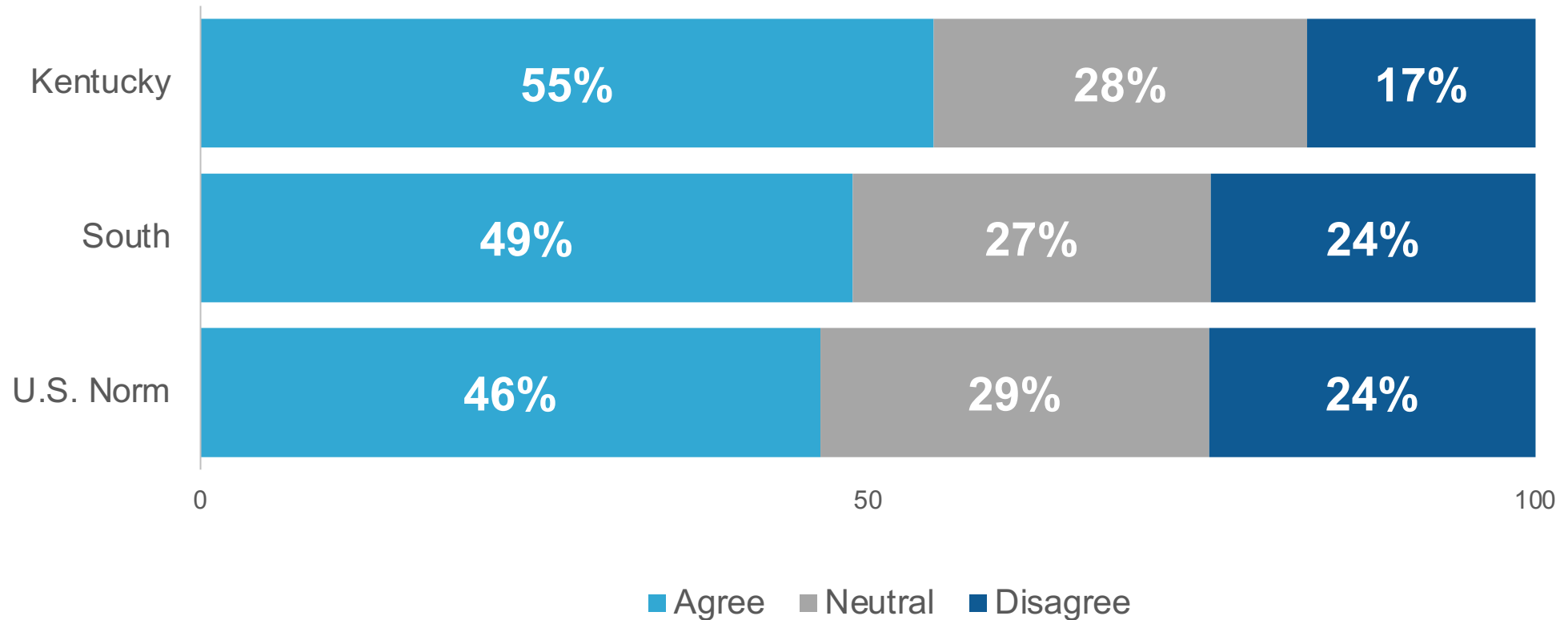
## My local government should support/help fund the promotion of tourism





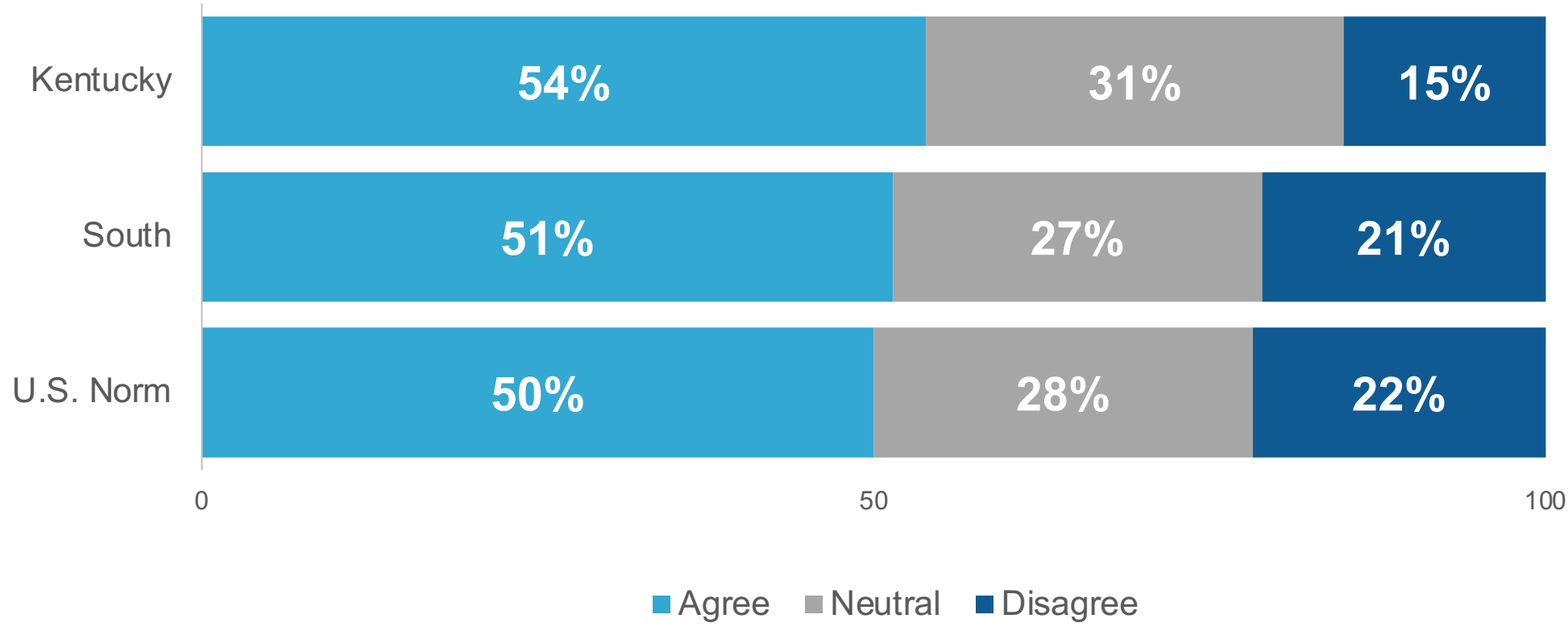
# Tourism Promotion

I like the way local tourism advertising represents my home



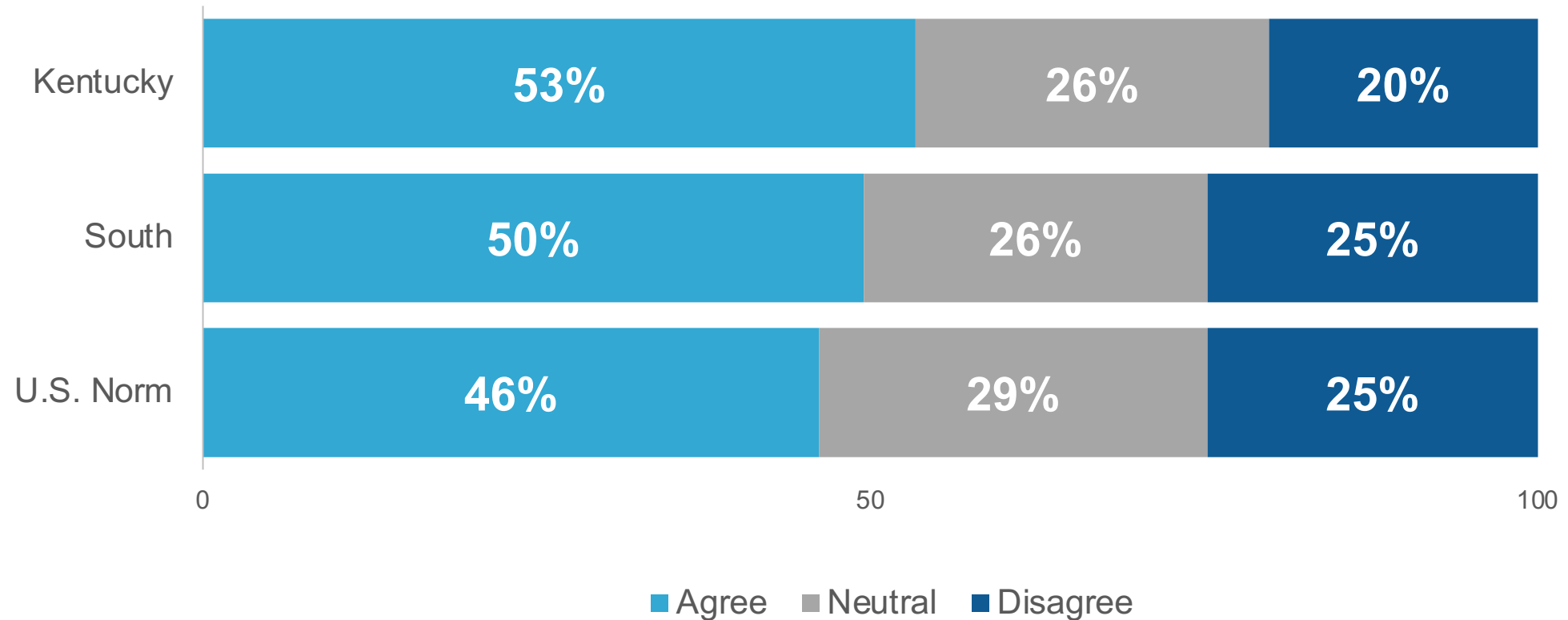
# Tourism Promotion

## Tourism marketing reflects the diversity in my state



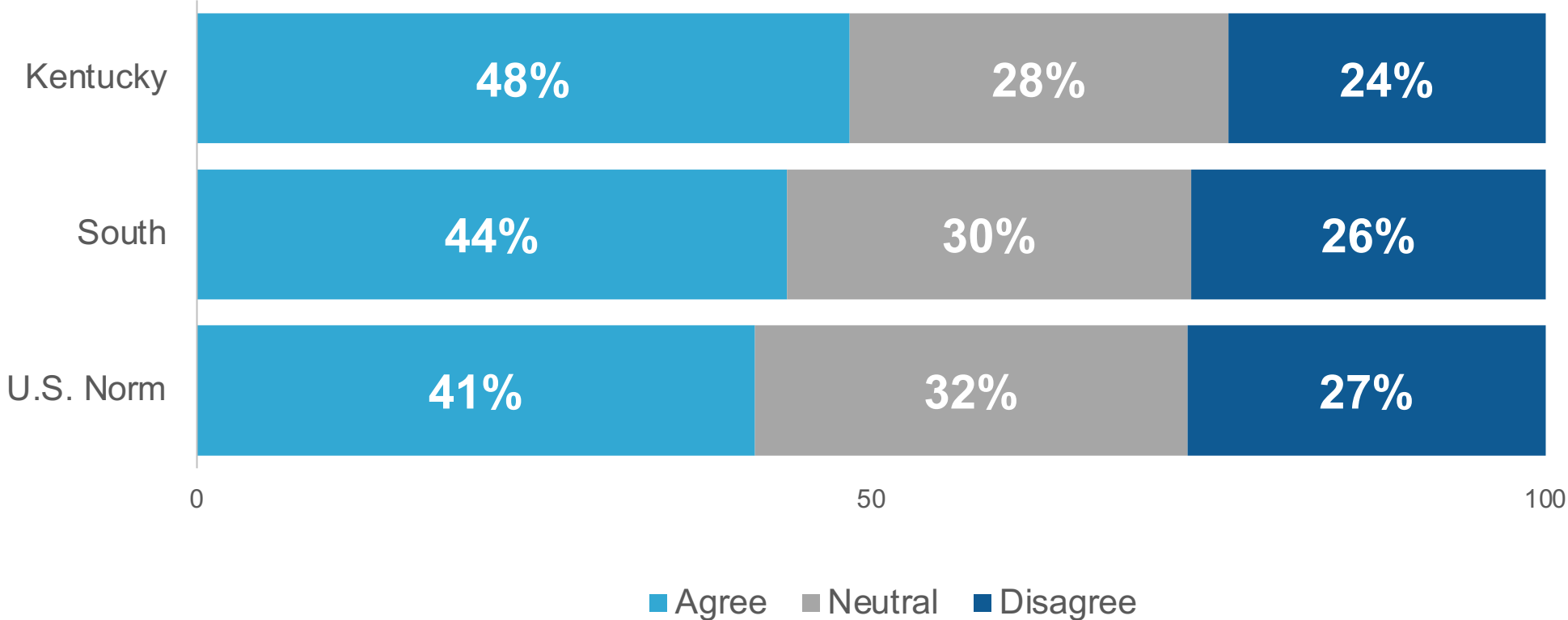
# Tourism Promotion

## Tourism marketing reflects the diversity in my local area



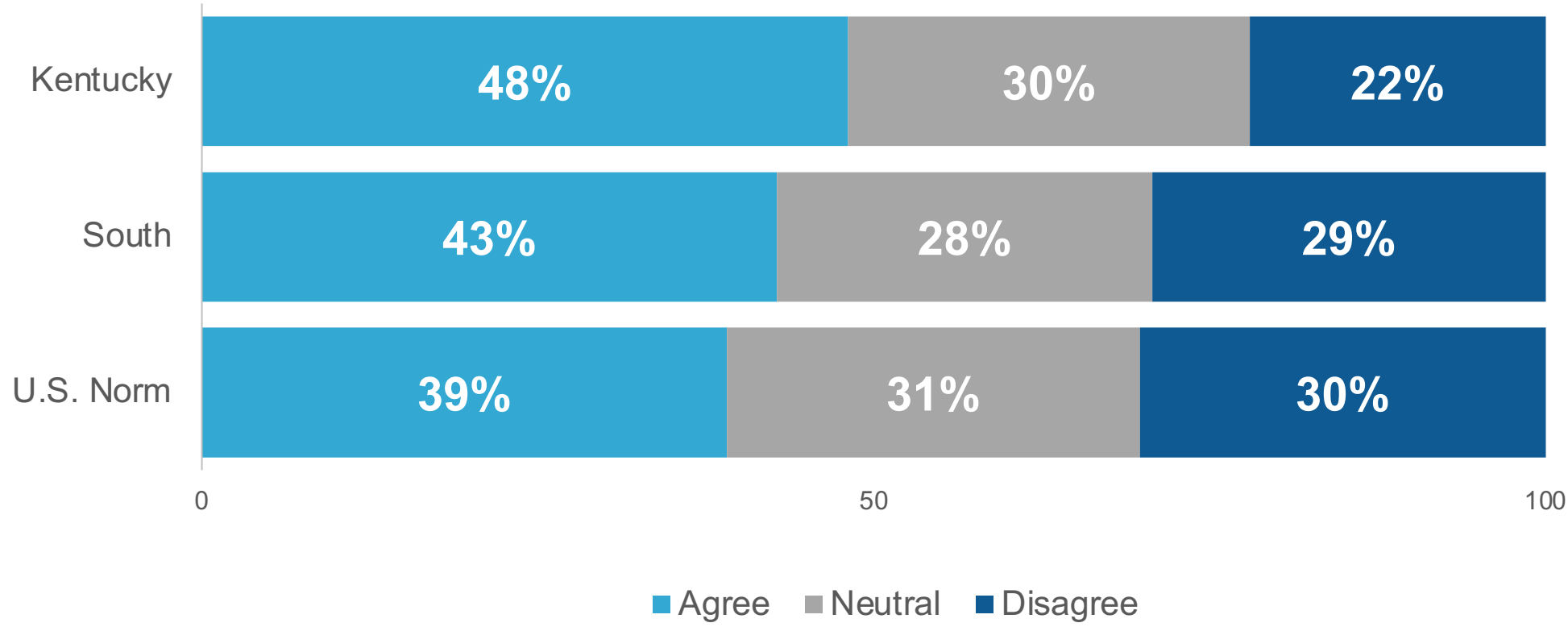
# Tourism Promotion

## My state government is doing a good job at promoting tourism



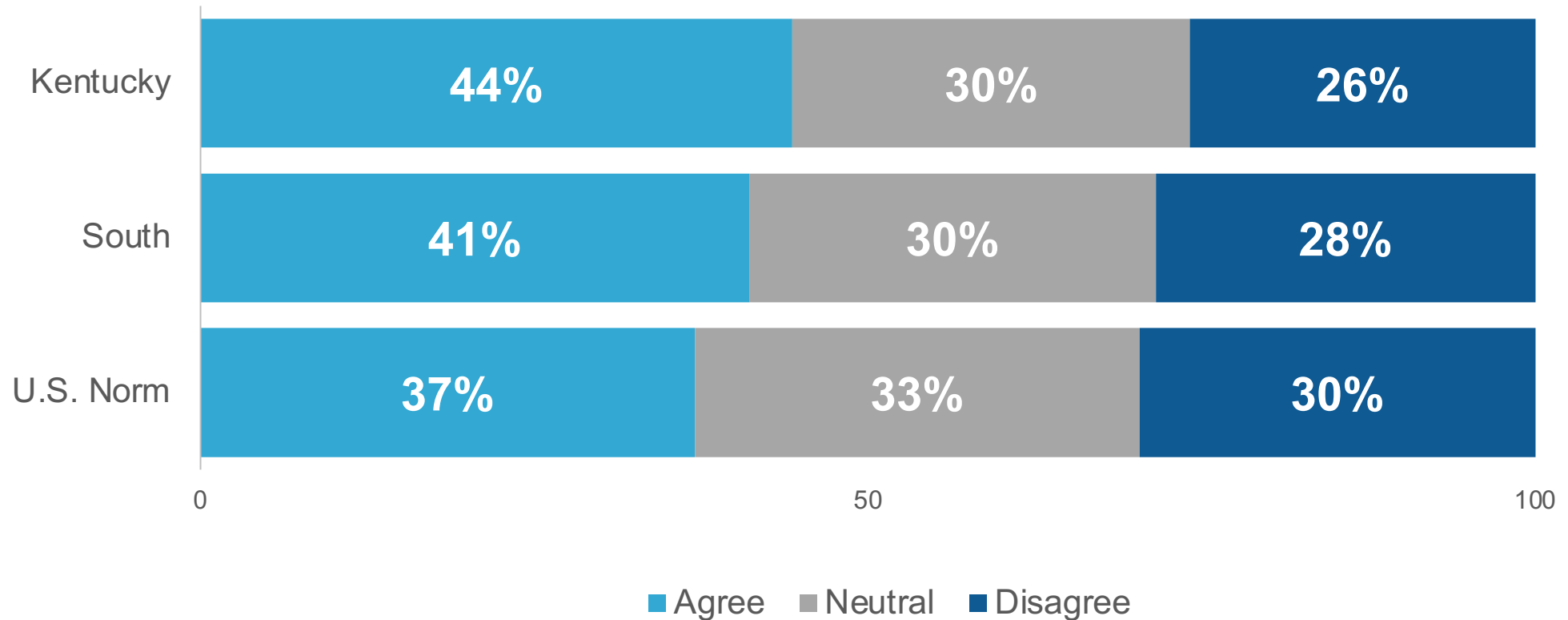
# Tourism Promotion

## I support using public funds to partially fund tourism marketing efforts



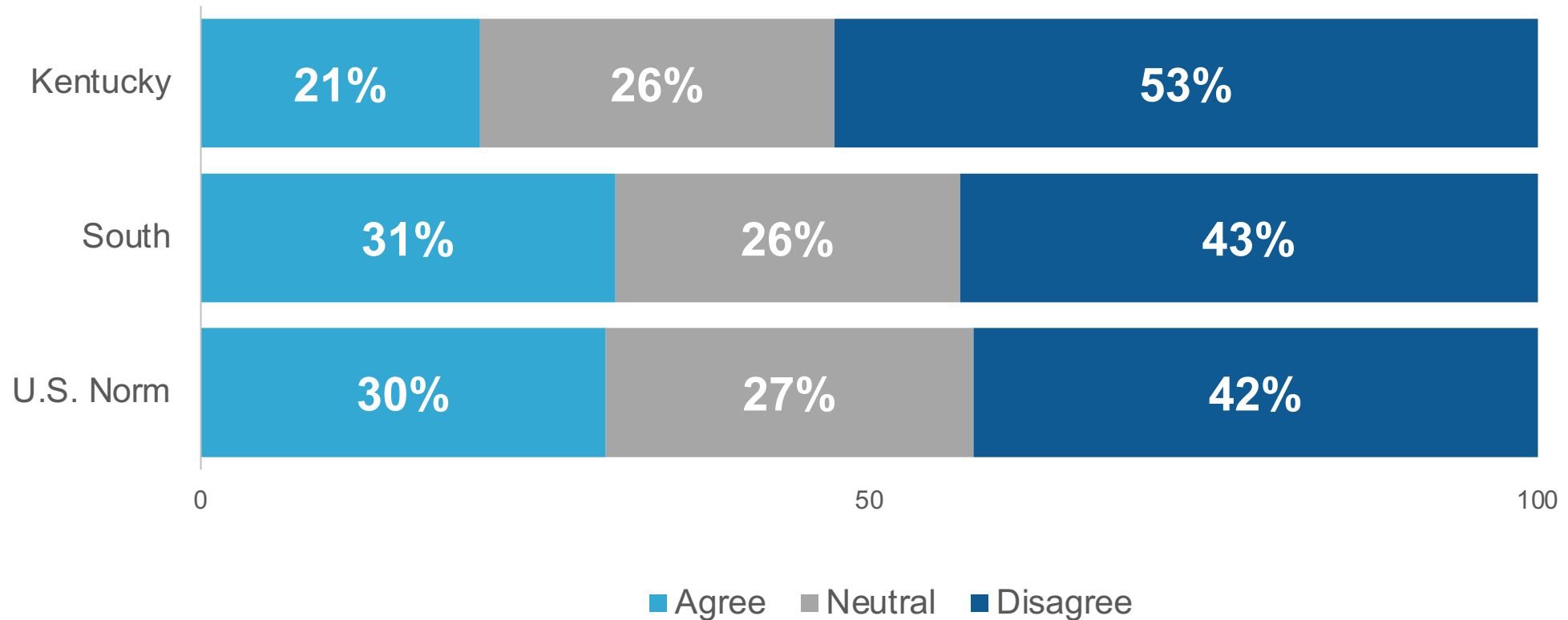
# Tourism Promotion

My local government is doing a good job at promoting tourism to this area



# Tourism Promotion

**We don't need the state to promote tourism – we have such a great state that people will come anyway**

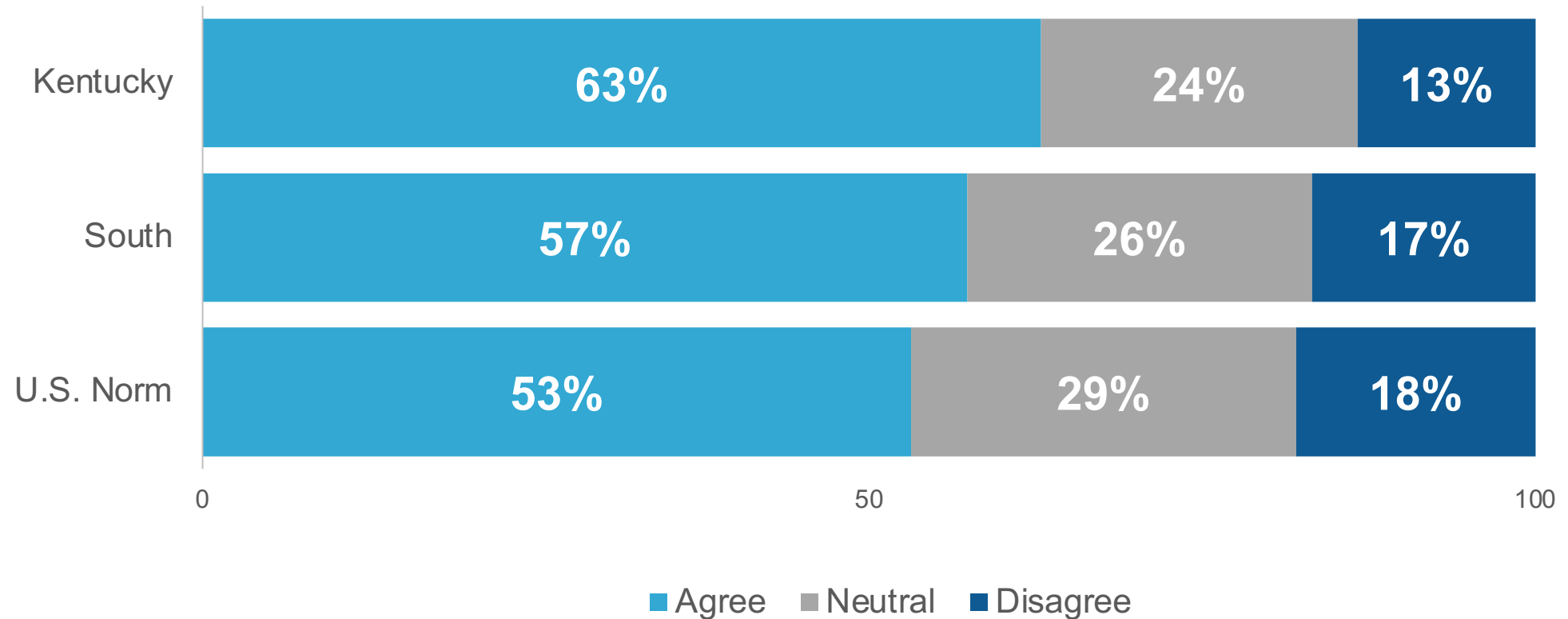




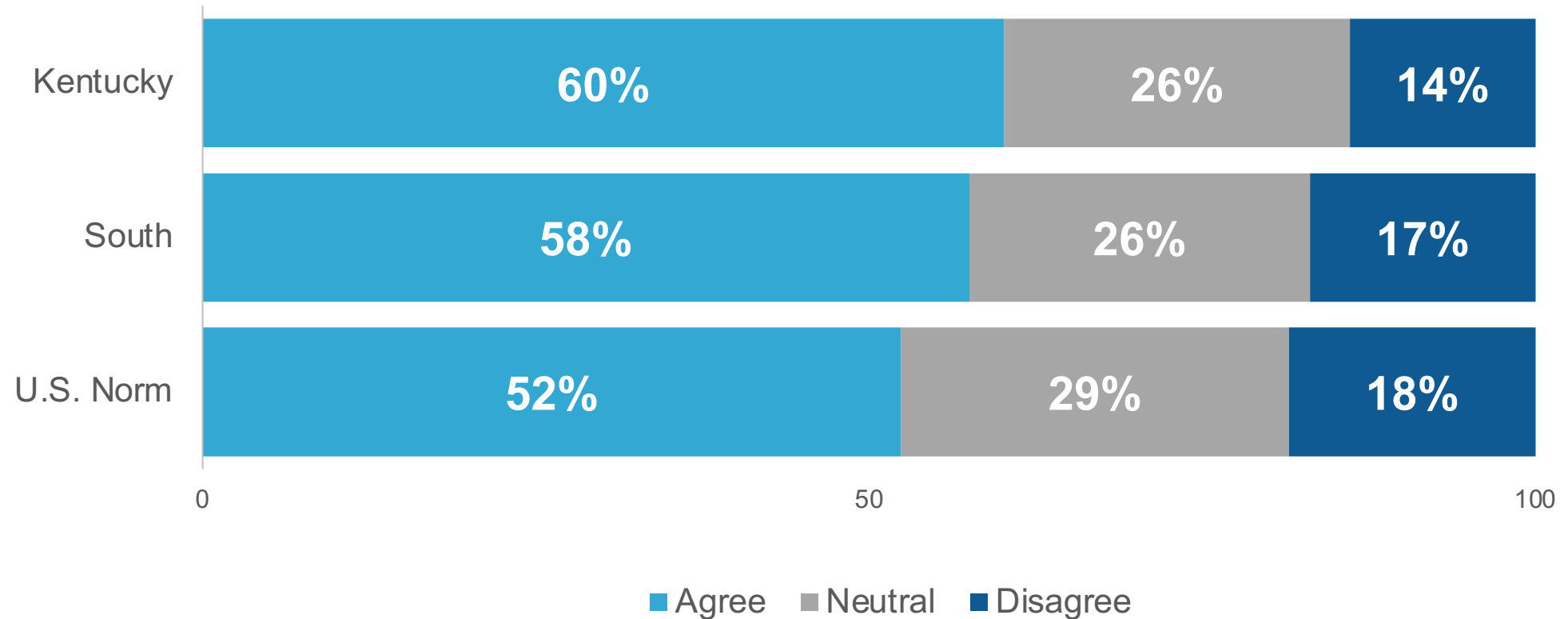
## Economy



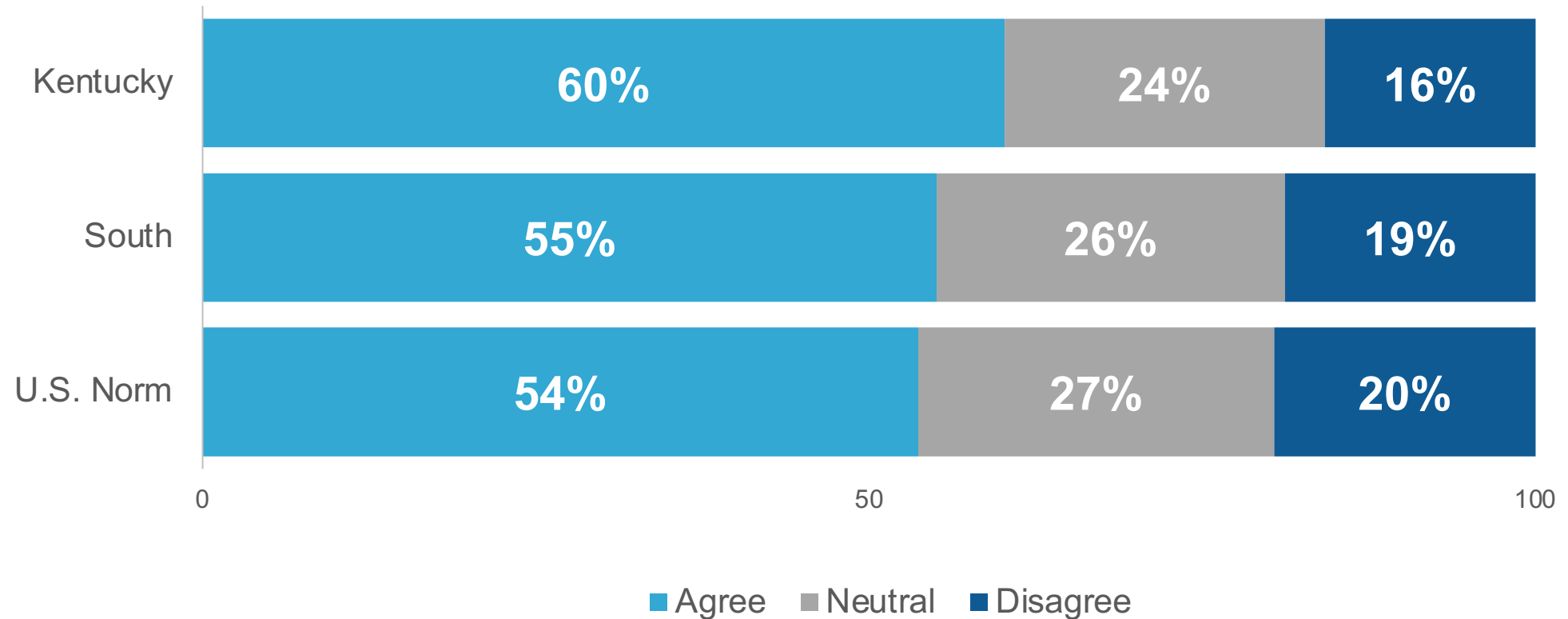
## Tourism encourages investment in our local economy



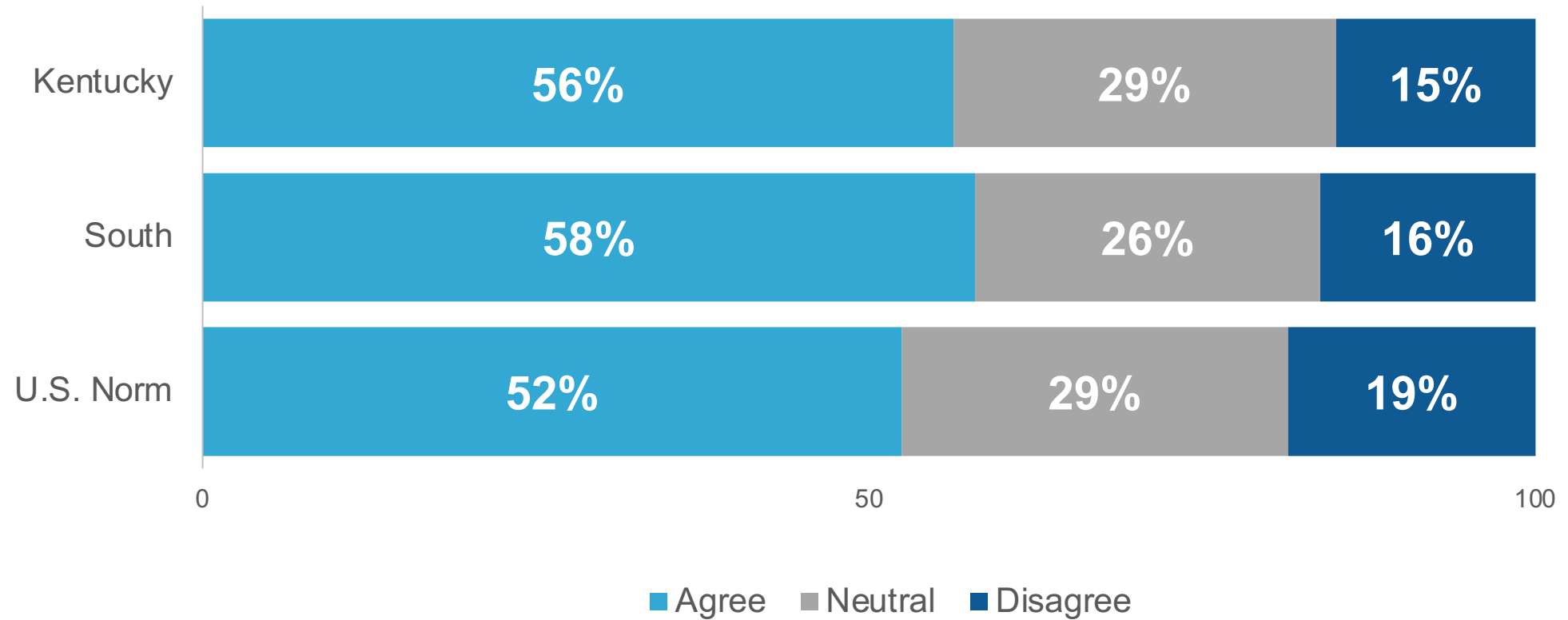
## Tourism attracts new businesses to our local area



## Tourism is important to my local economy

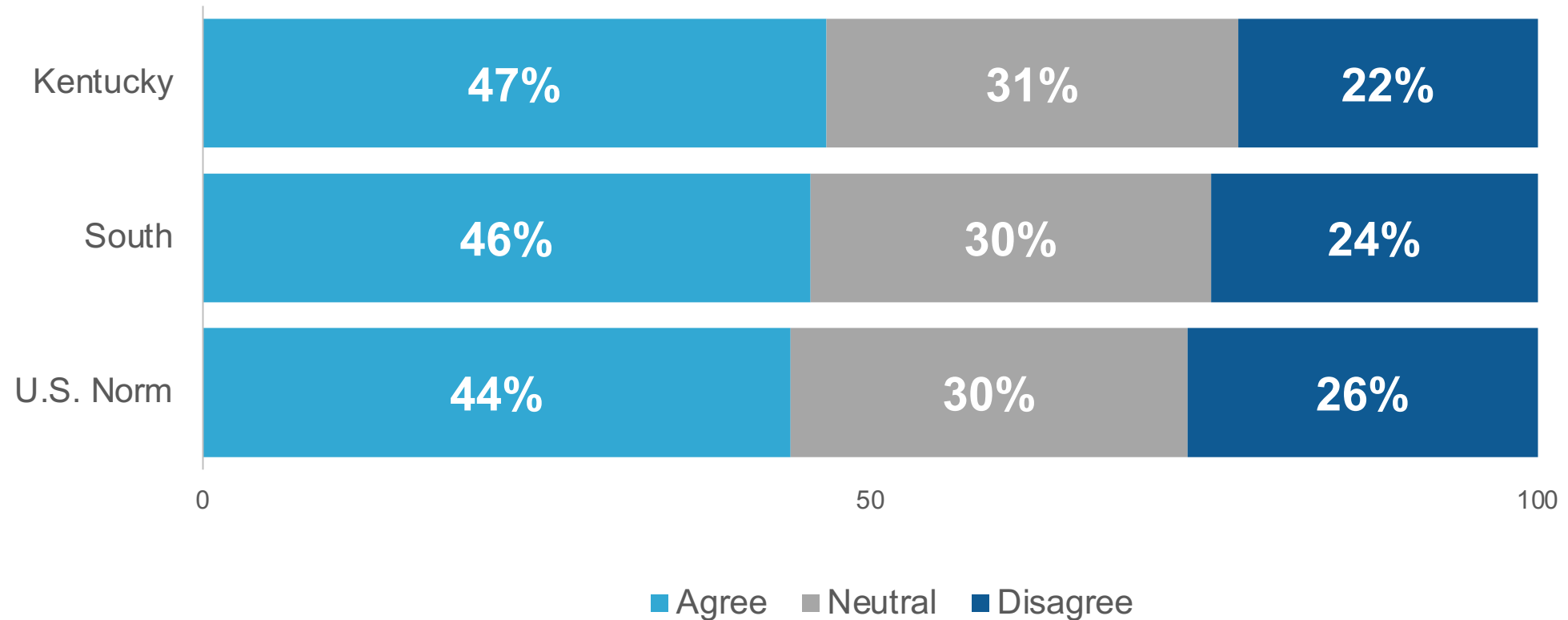


## Tourism attracts new residents to our local area

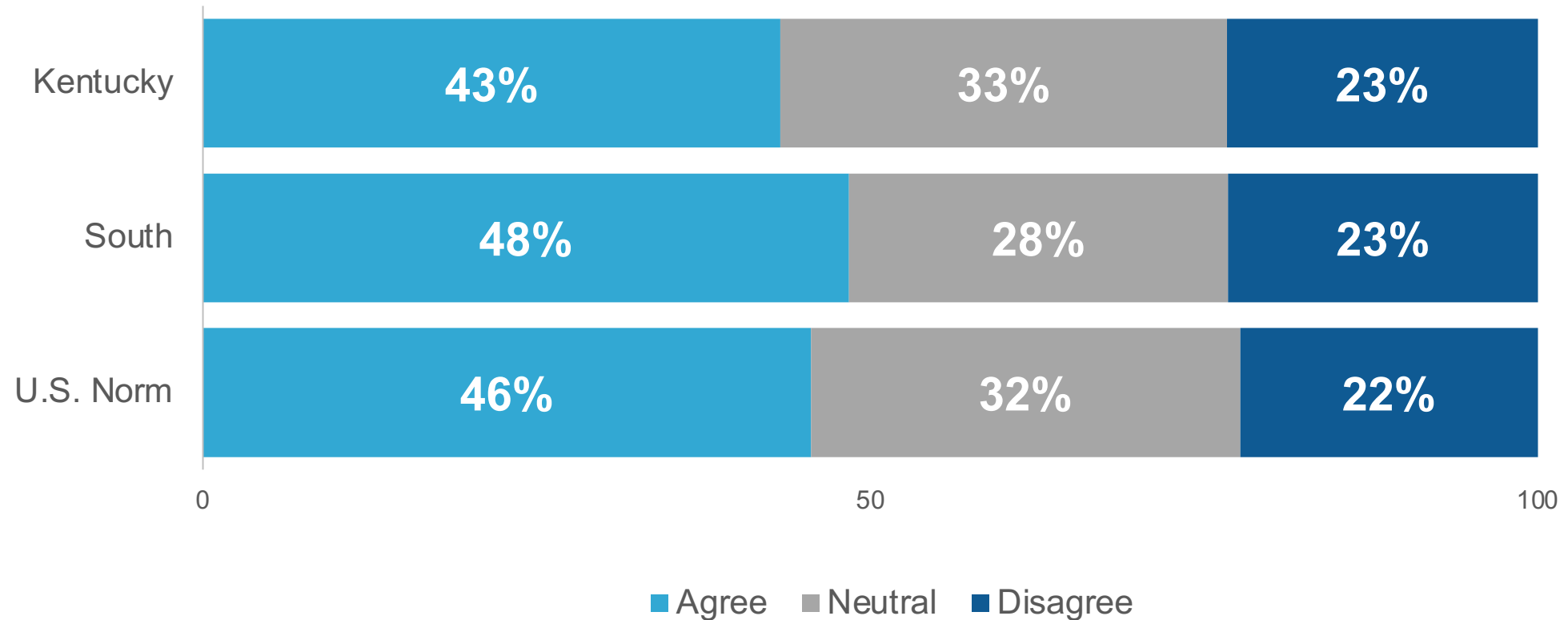


# Economy

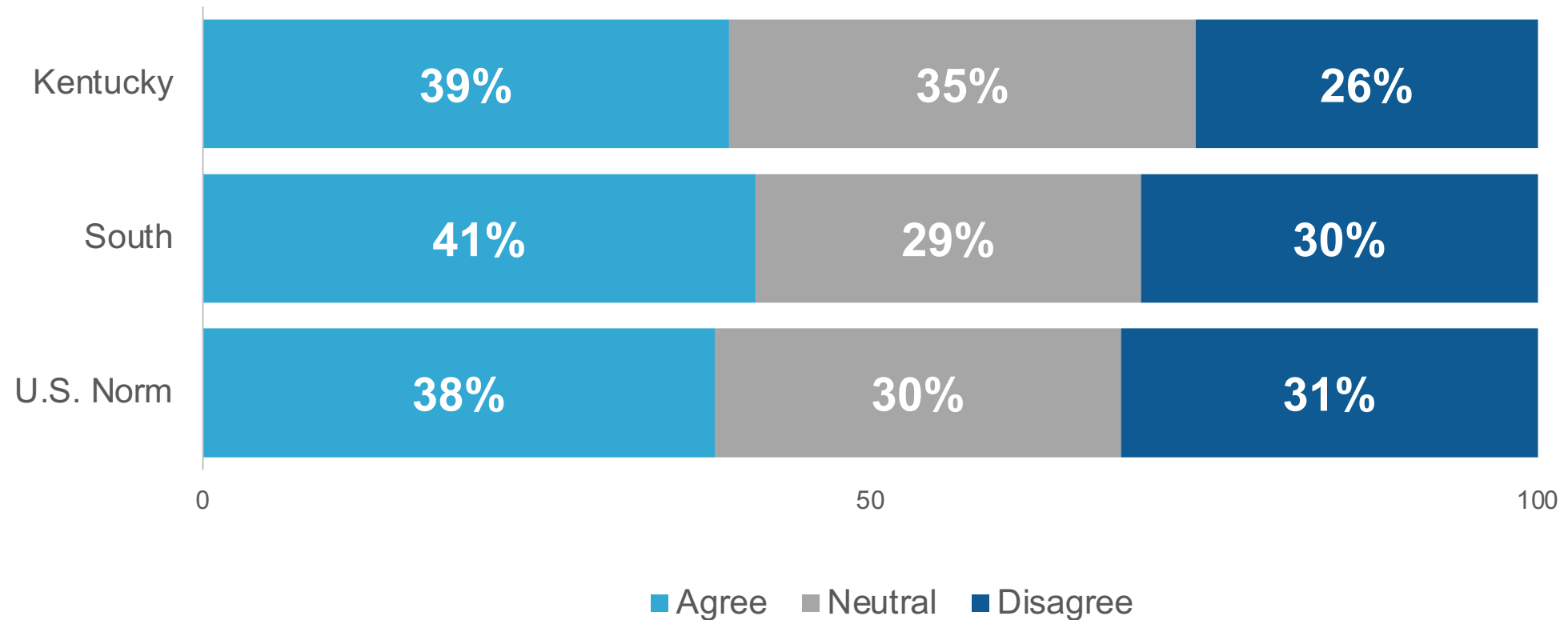
**Without the tax revenues we get from tourists, we would have to pay higher state and local taxes for government programs and services**



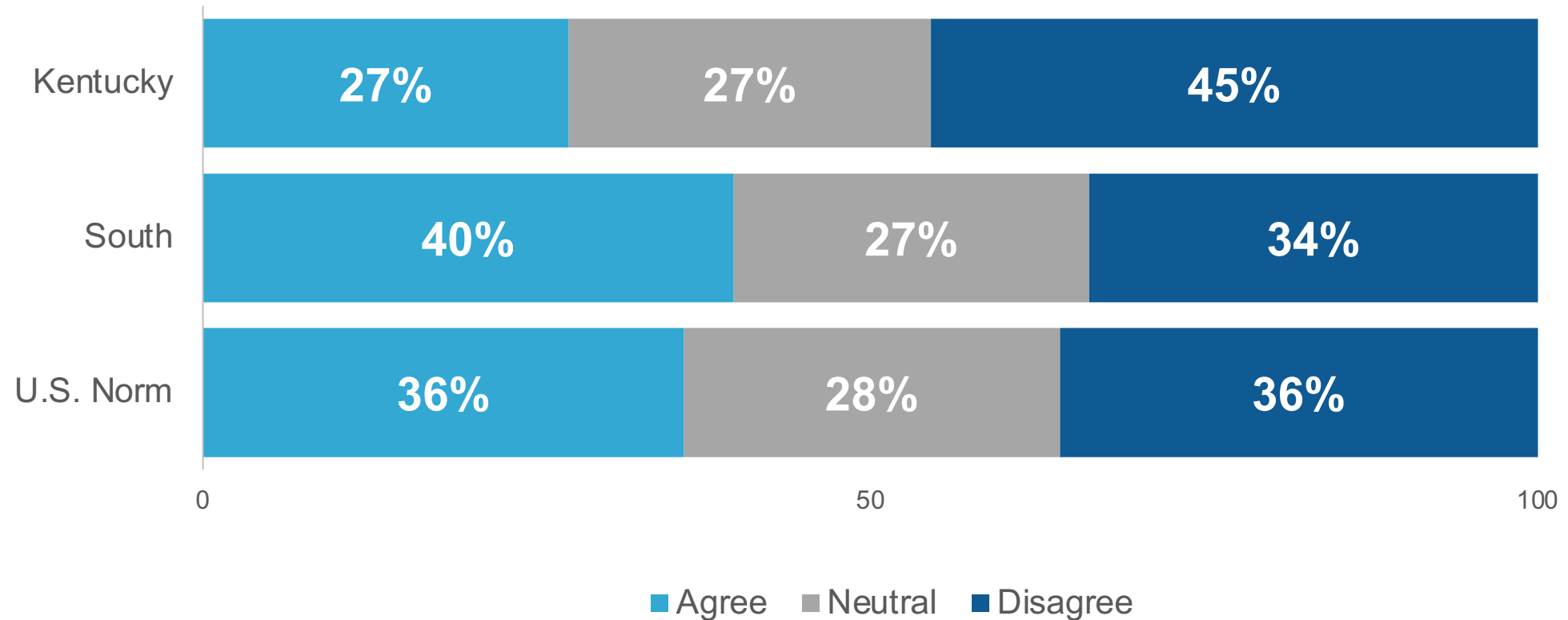
## Hotel/lodging taxes should be used to help pay for local services, not to promote more tourism



## The sales tax that tourists pay on their purchases adequately compensates for the wear and tear they create on our infrastructure

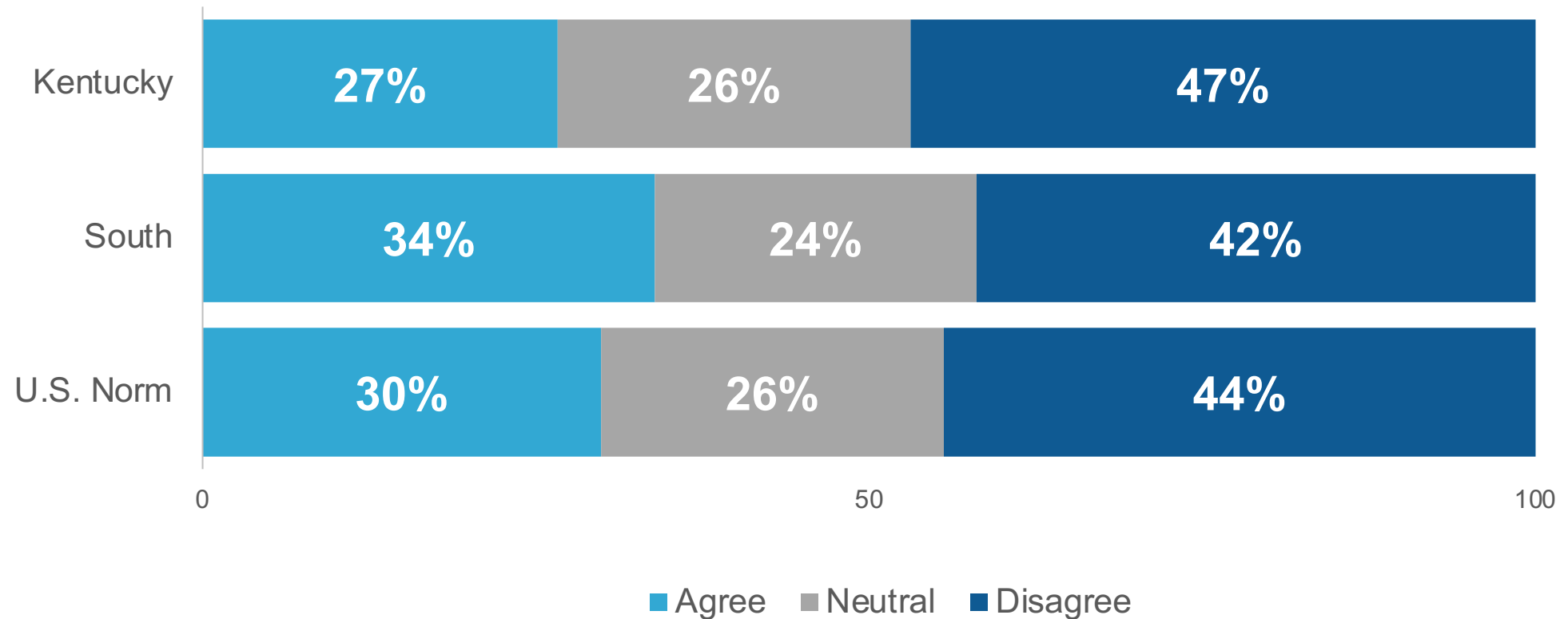


## The growth in tourism is causing prices to rise, making things less affordable for residents





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

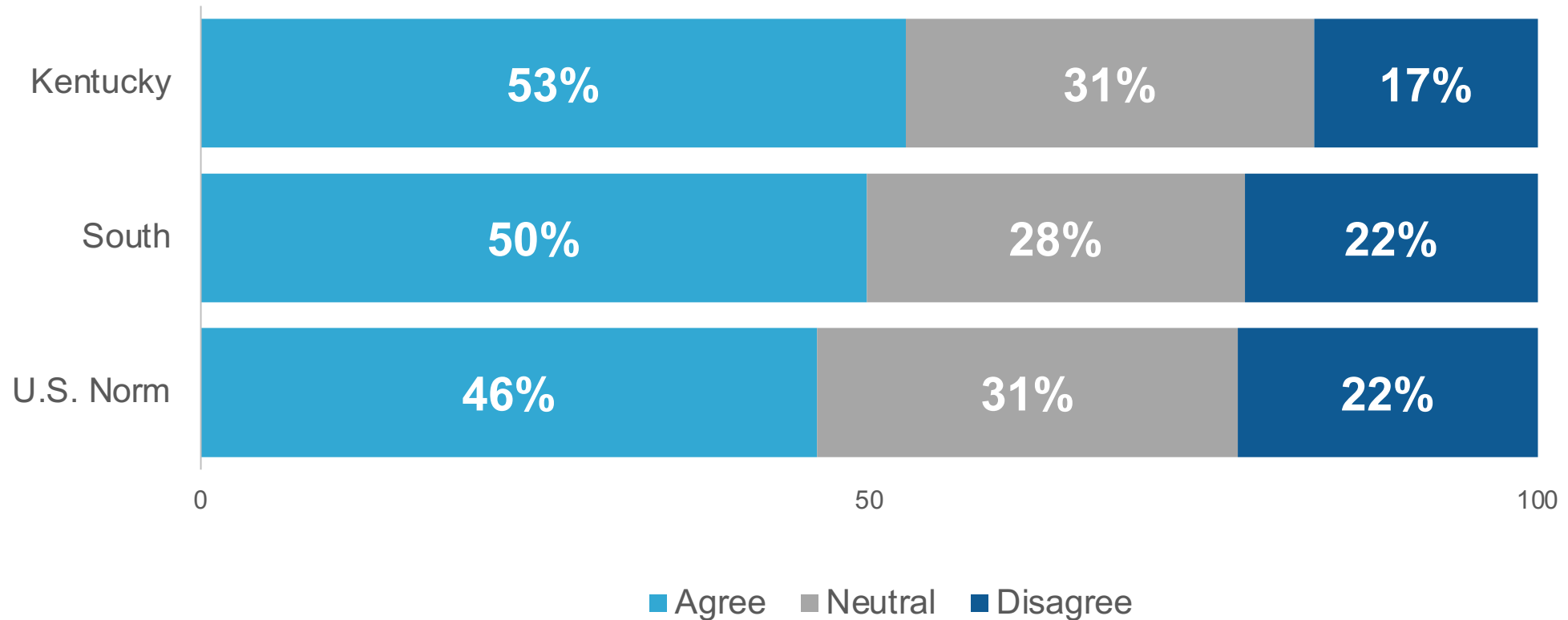




## Tourism Employment

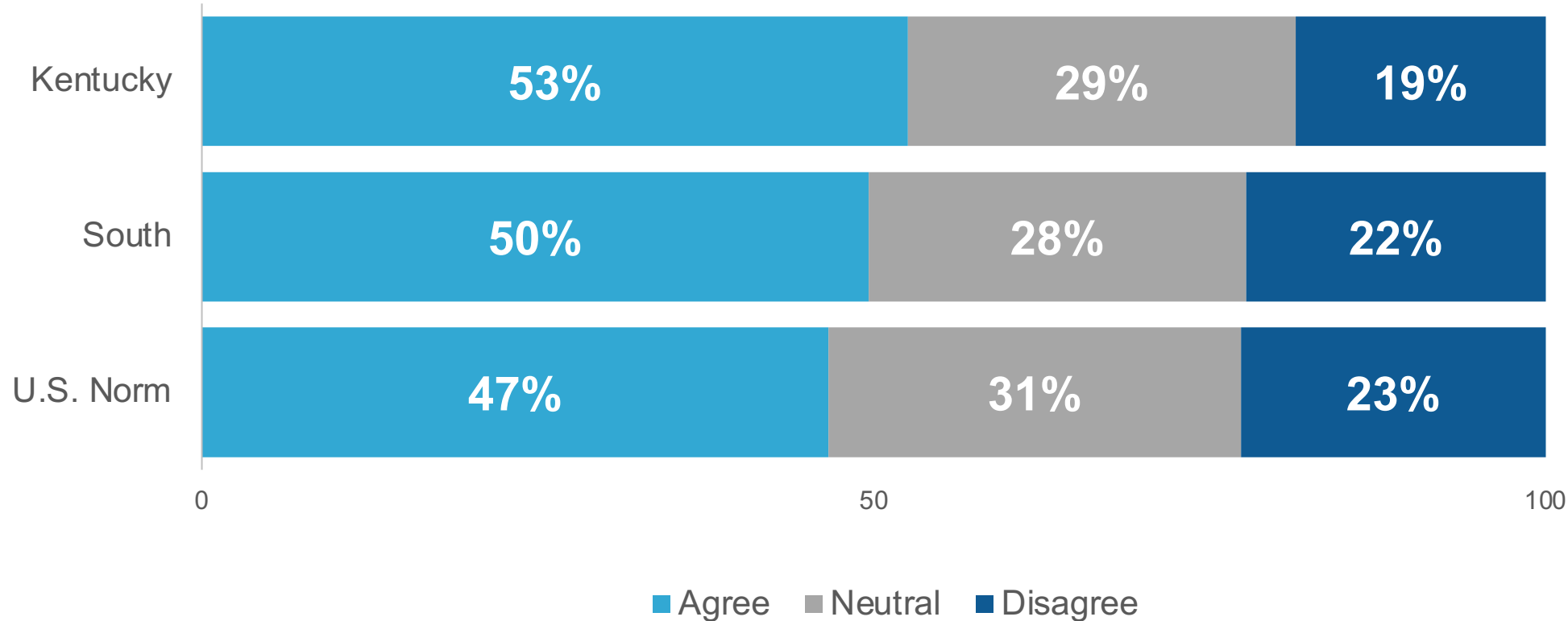
# Tourism Employment

**There are opportunities for career advancement in the tourism industry**



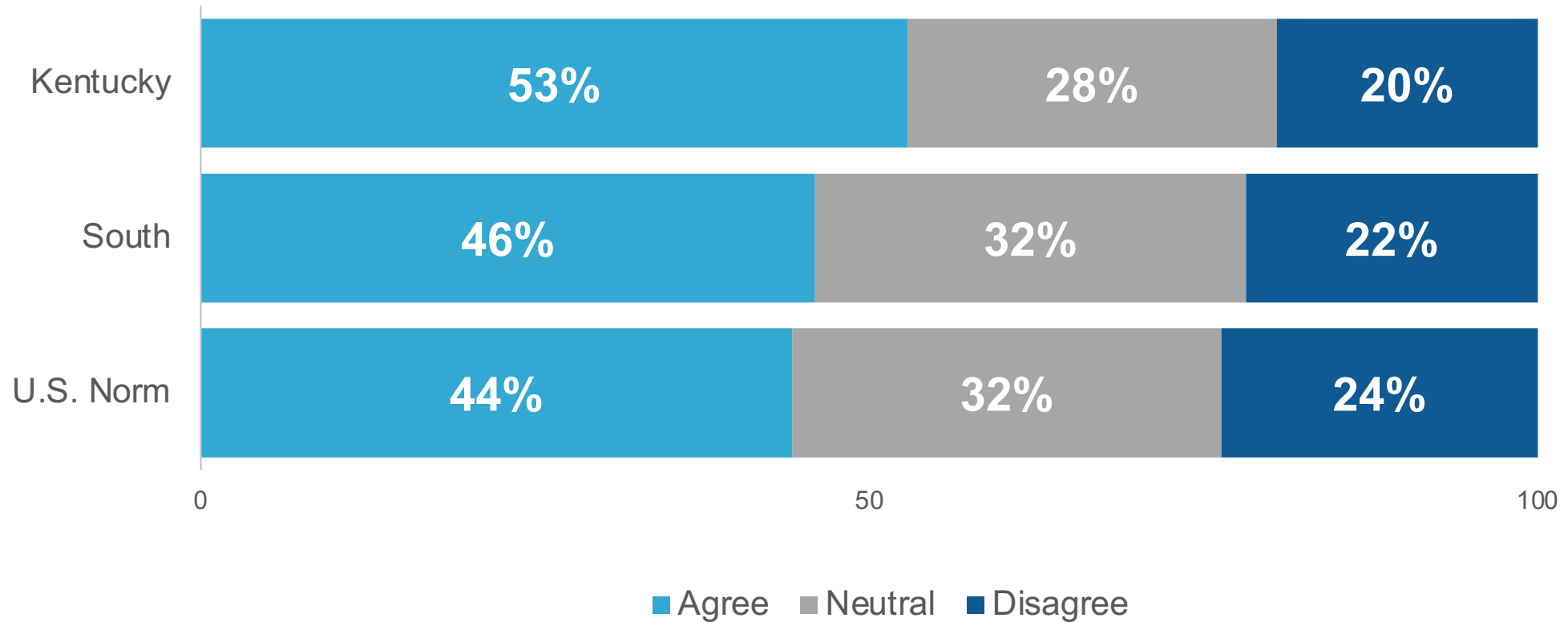
# Tourism Employment

## Tourism helps to recruit workforce to our local area



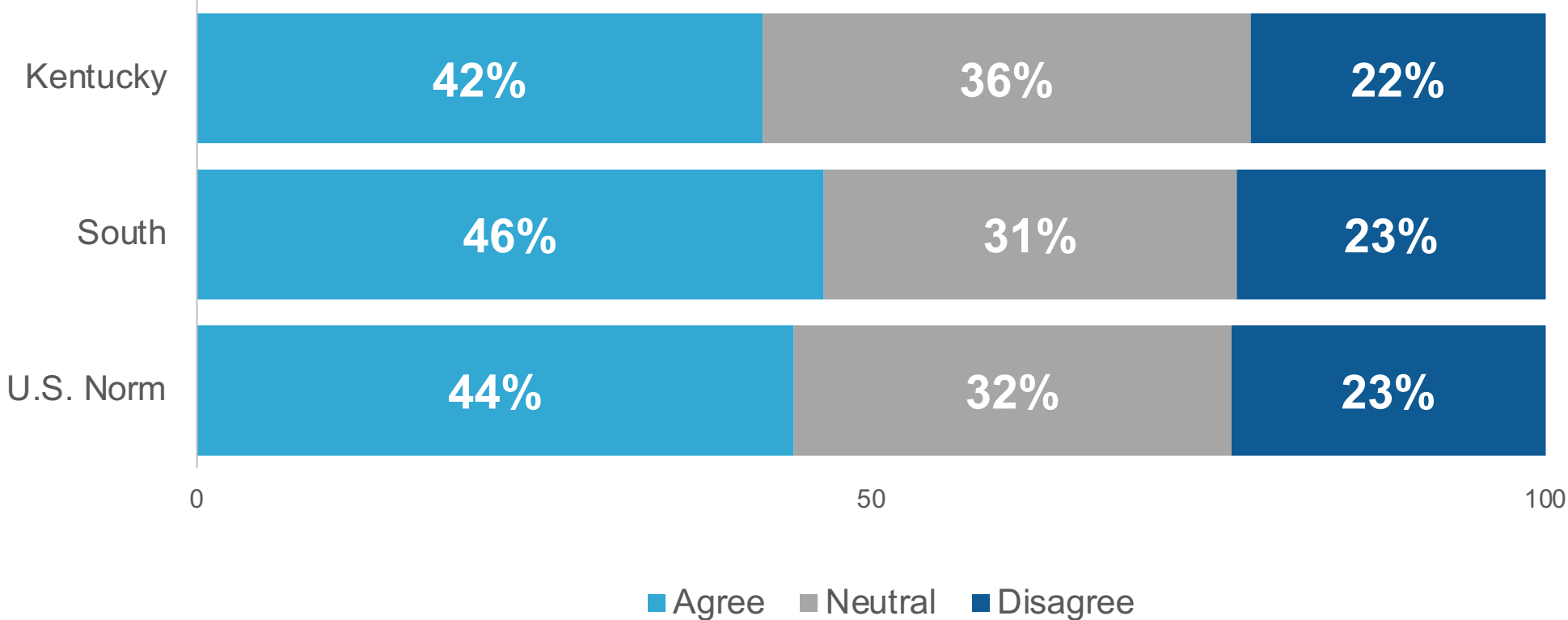
# Tourism Employment

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



# Tourism Employment

## Most jobs in the tourism industry are low-paying and seasonal

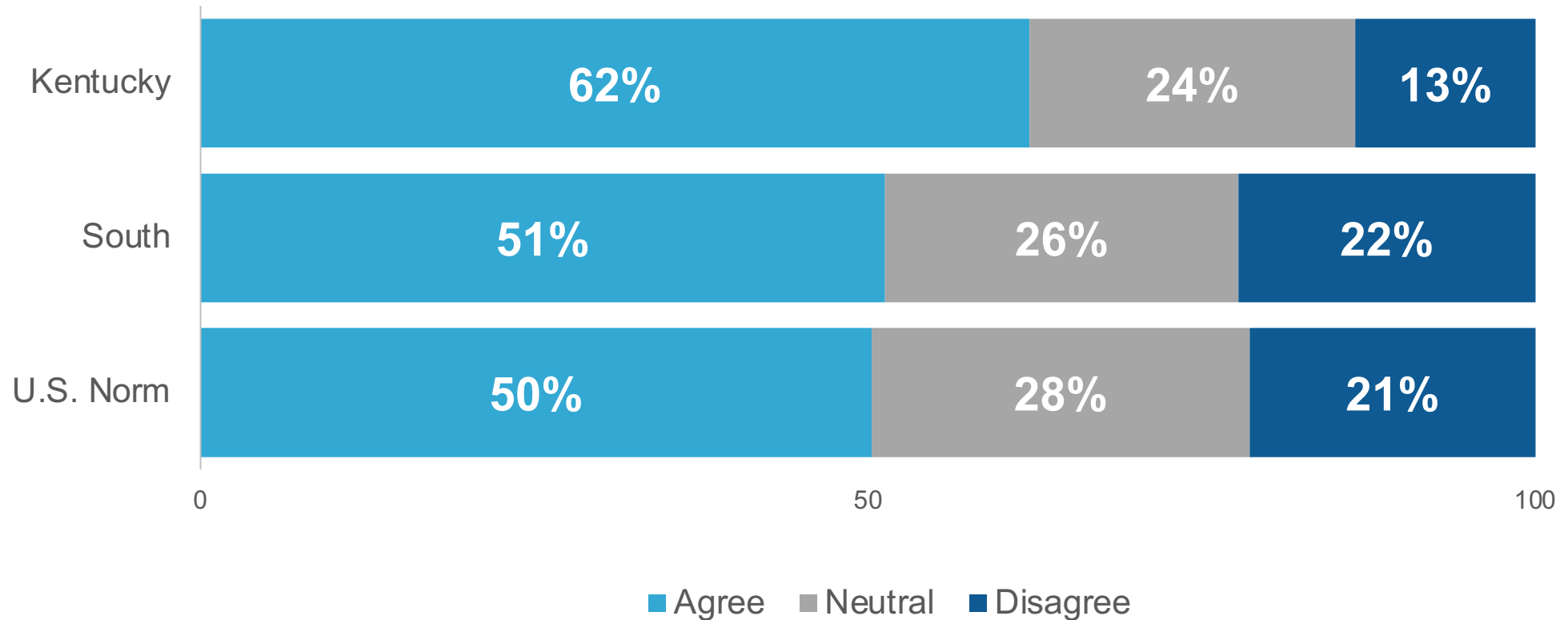




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# Quality of Life

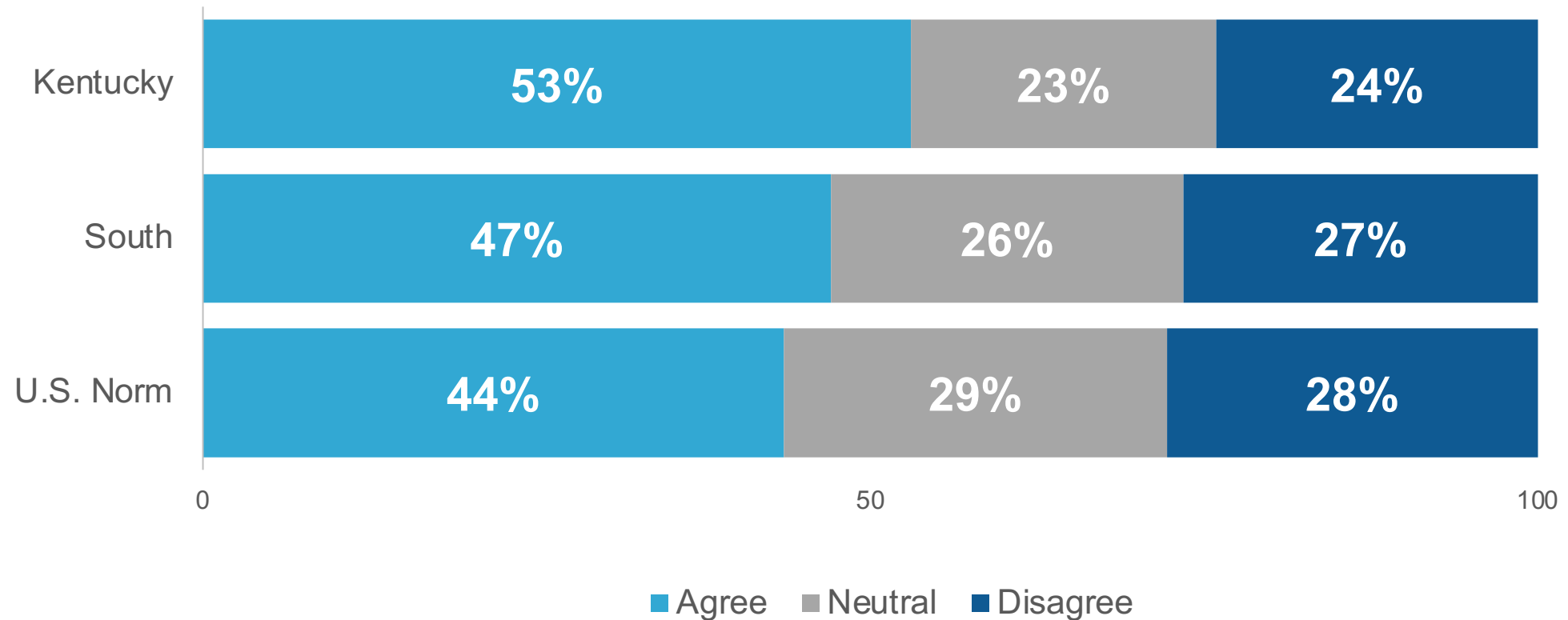
## Tourism supports the preservation of local culture and protects the community's authenticity





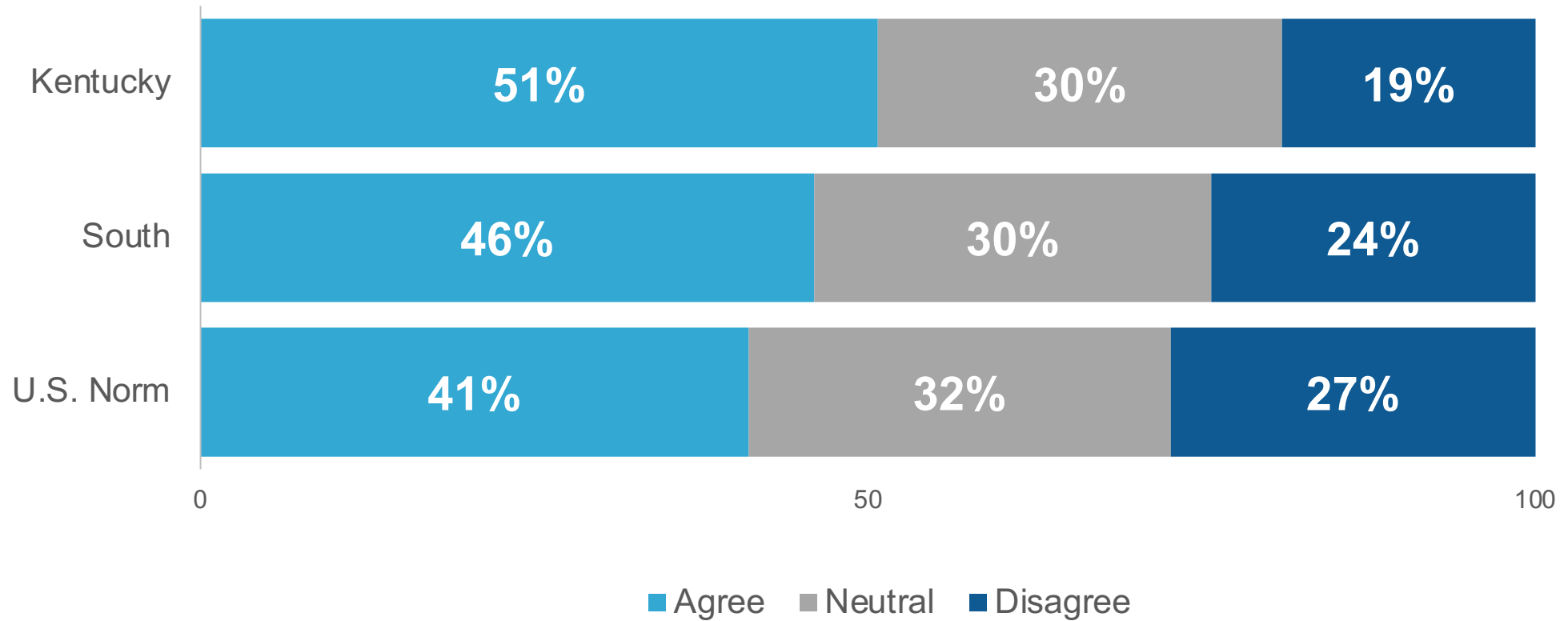
# Quality of Life

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

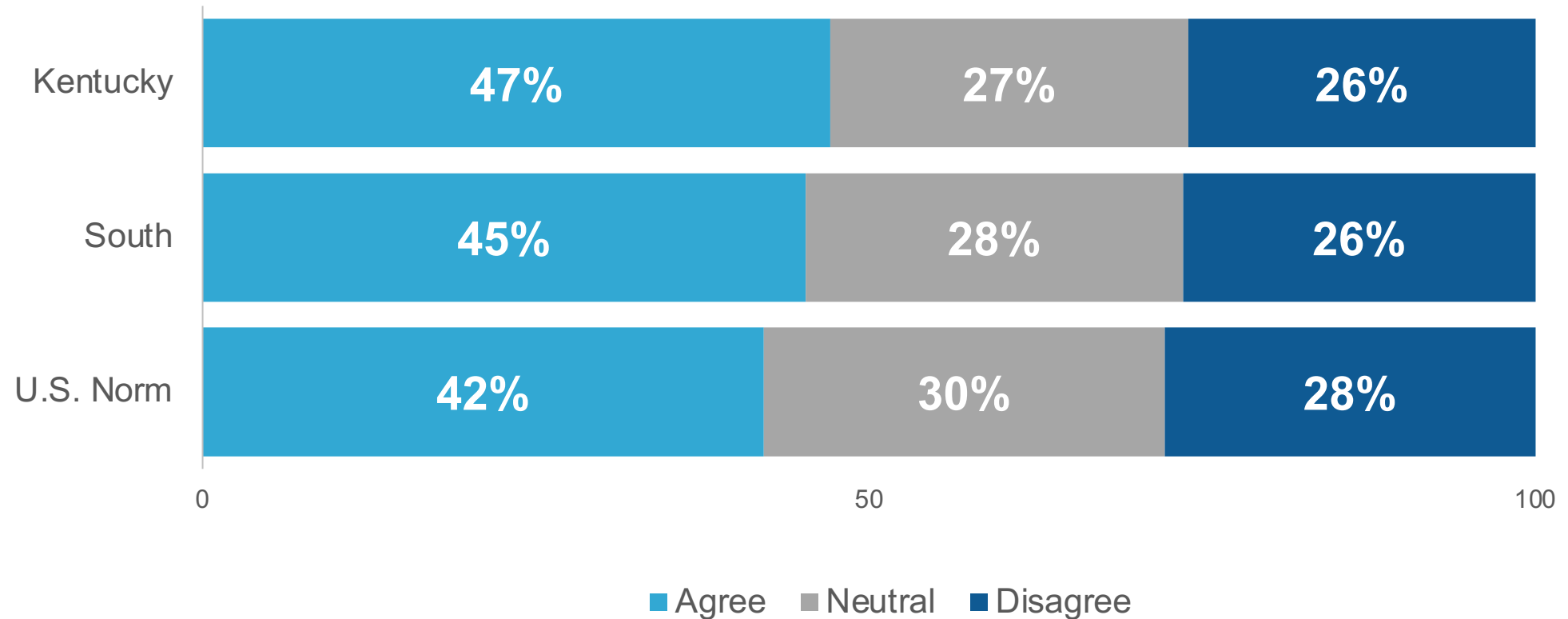


# Quality of Life

## Quality of life in this state has improved because of increased tourism

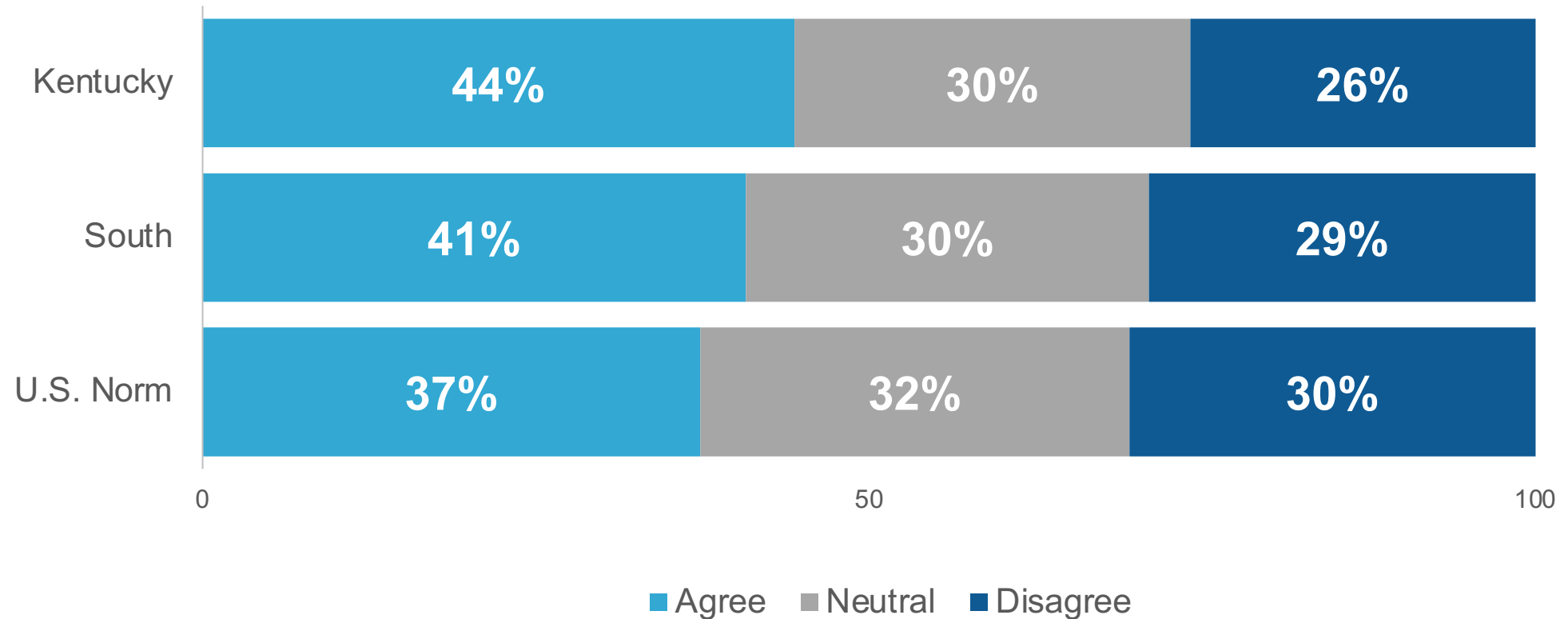


## Shopping opportunities are better here as a result of tourism

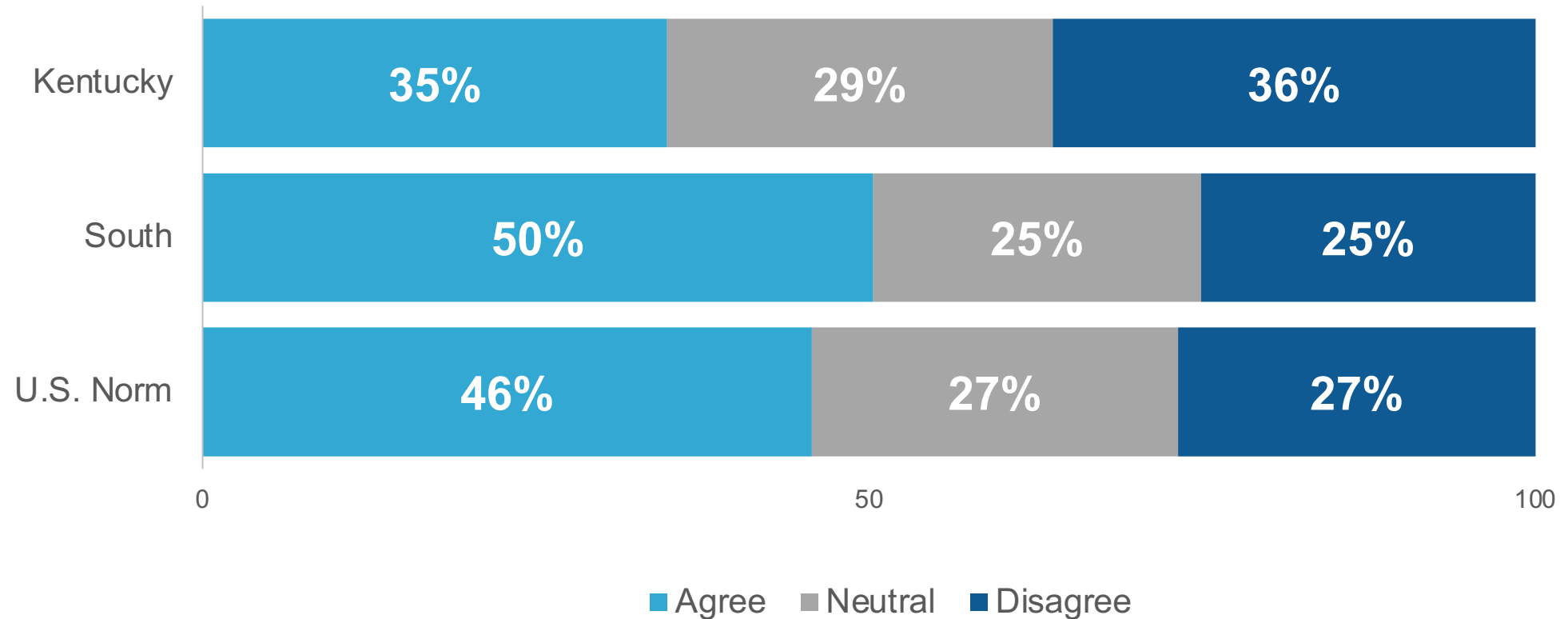


# Quality of Life

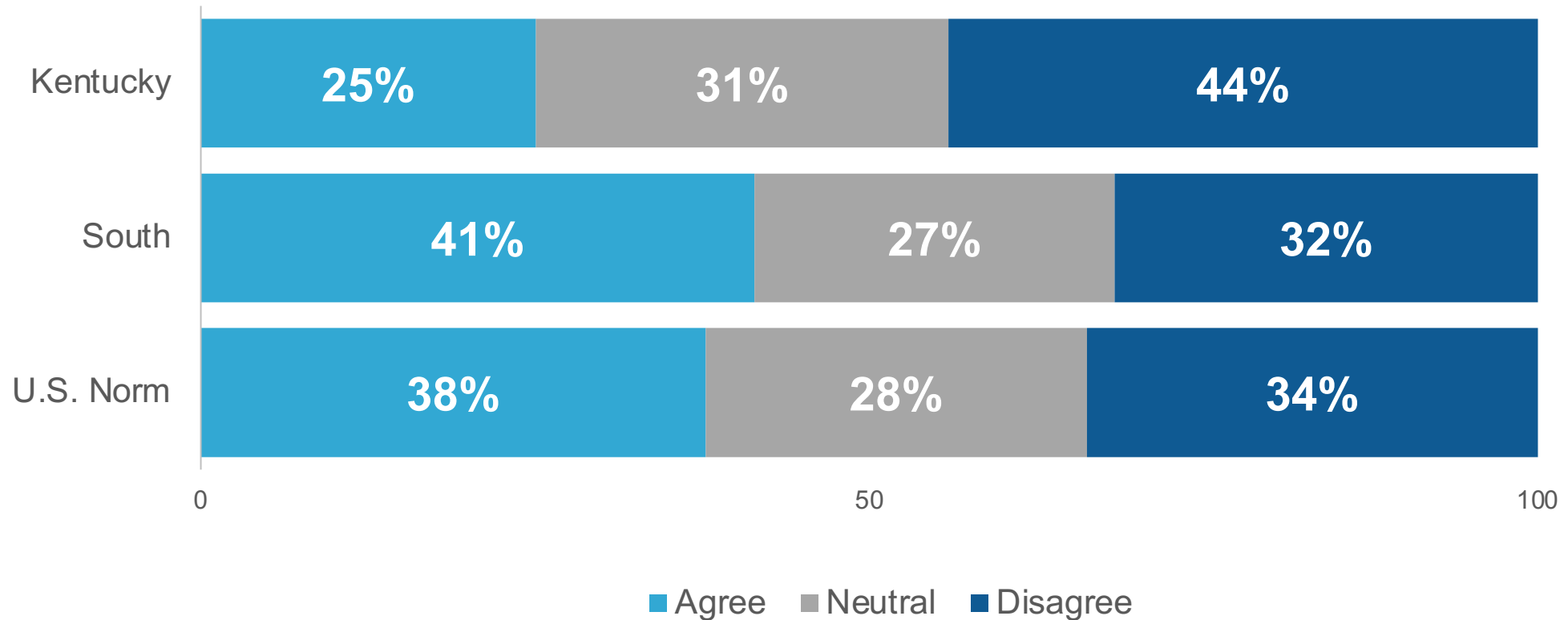
**The quality of public services has improved due to more tourism here**



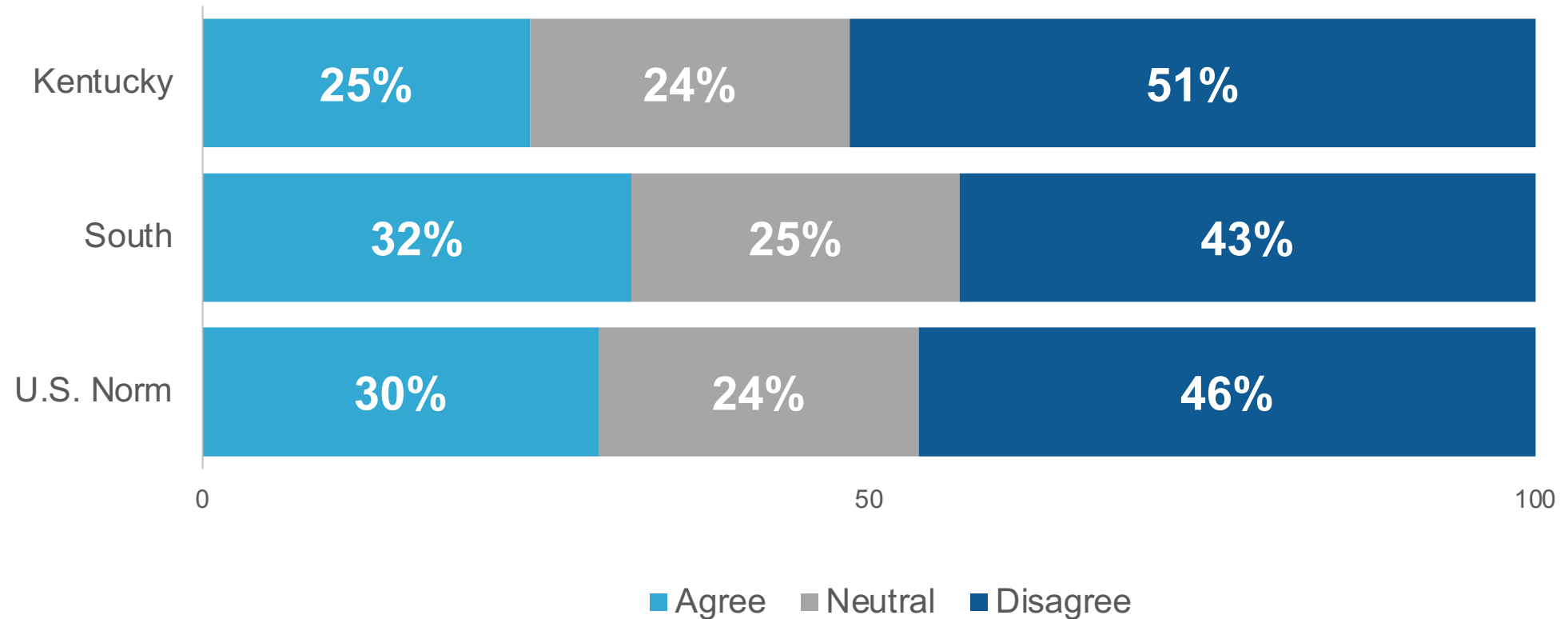
## Tourists add to traffic congestion and parking problems here



## Attractions and leisure facilities are becoming overcrowded because of more tourists

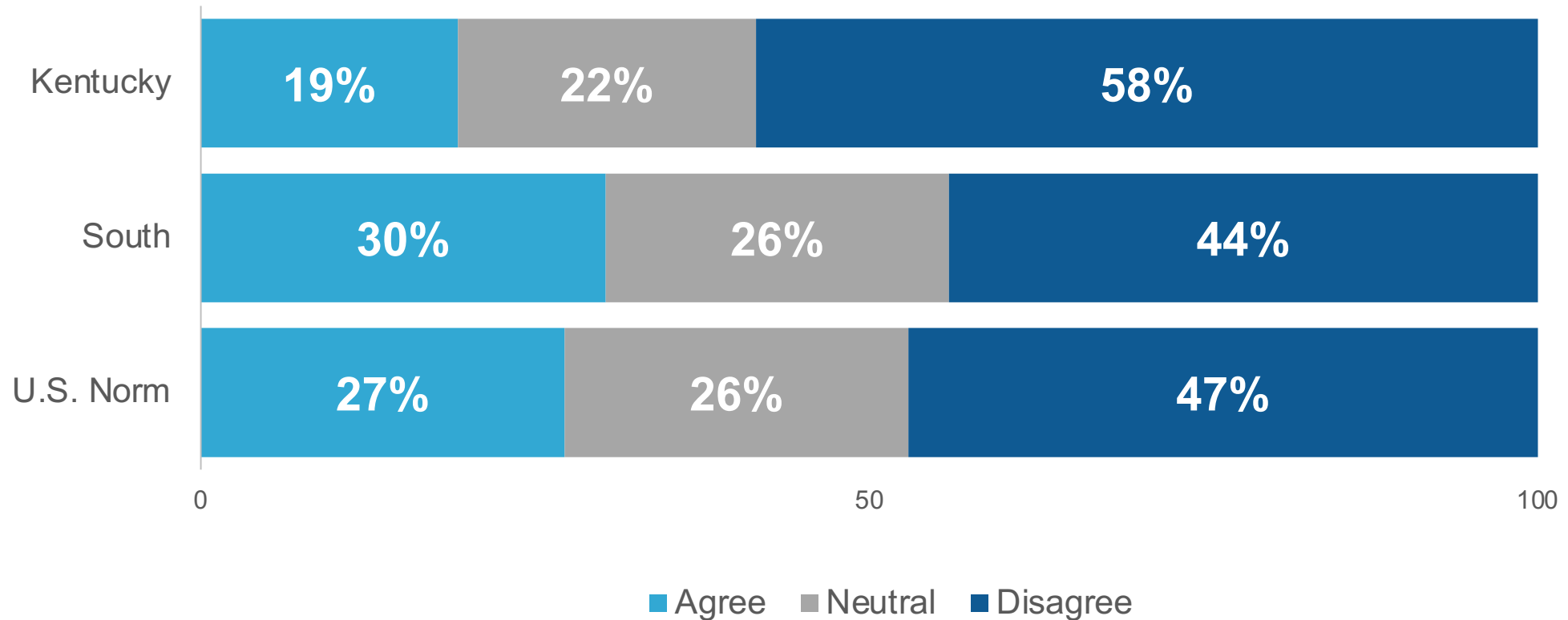


## Uncontrolled tourism growth is jeopardizing our heritage and culture



# Quality of Life

**Tourism has caused an increase in crime and social problems like alcohol and drug use in the state**

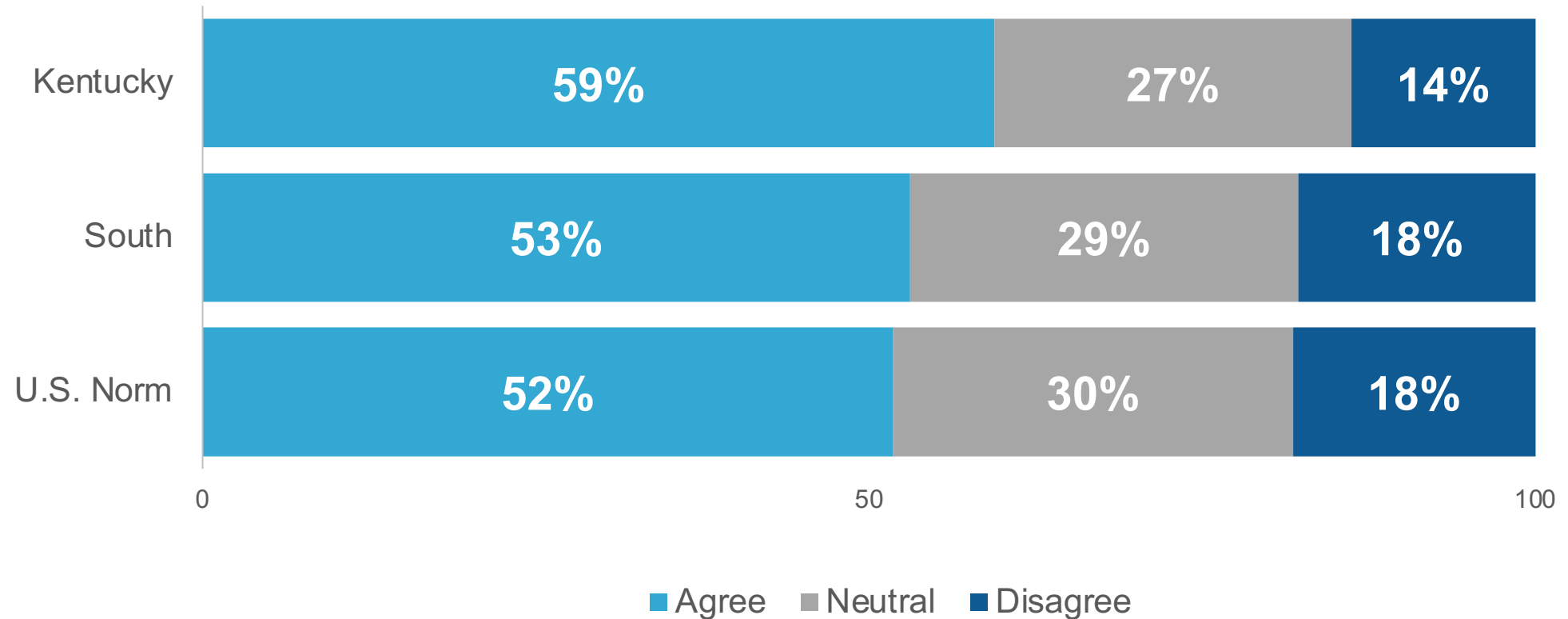




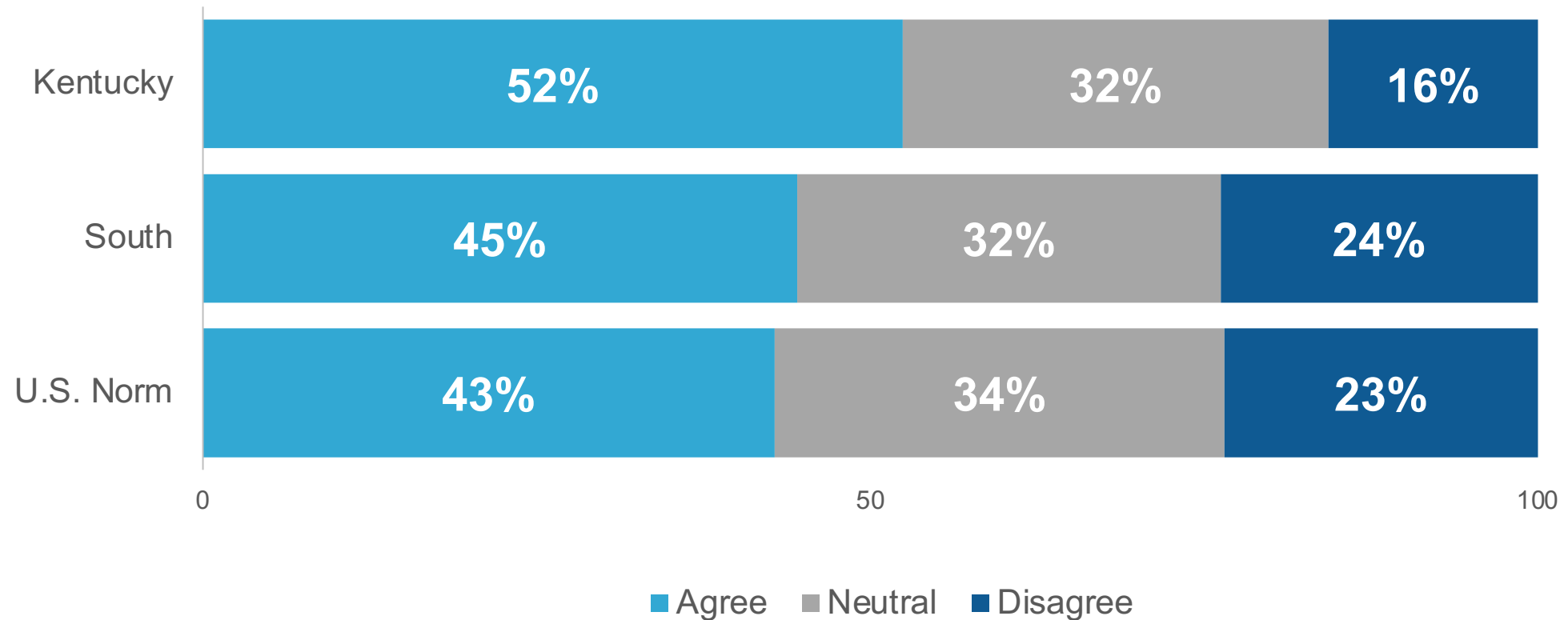


## Environment

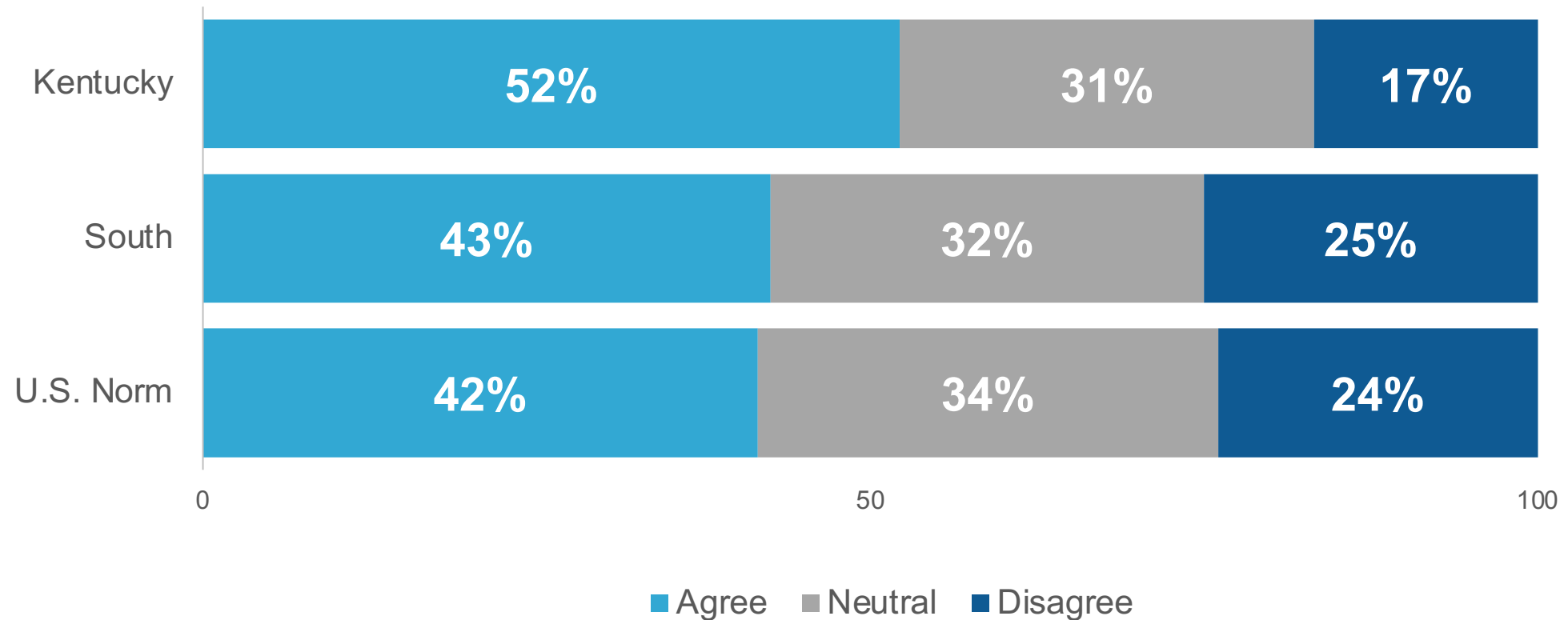
## Long-term planning can limit environmental impacts caused by tourism



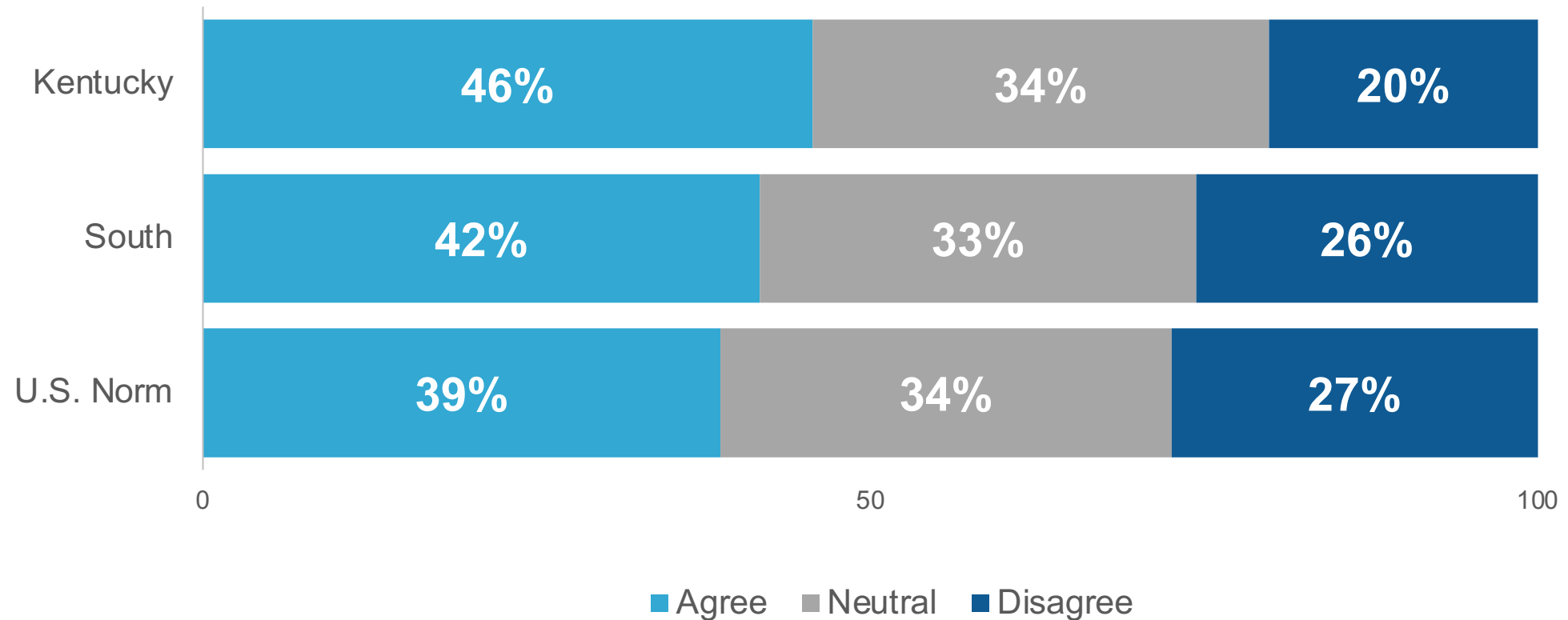
## Tourism can help the environment as local governments and people seek to protect sensitive and scenic areas



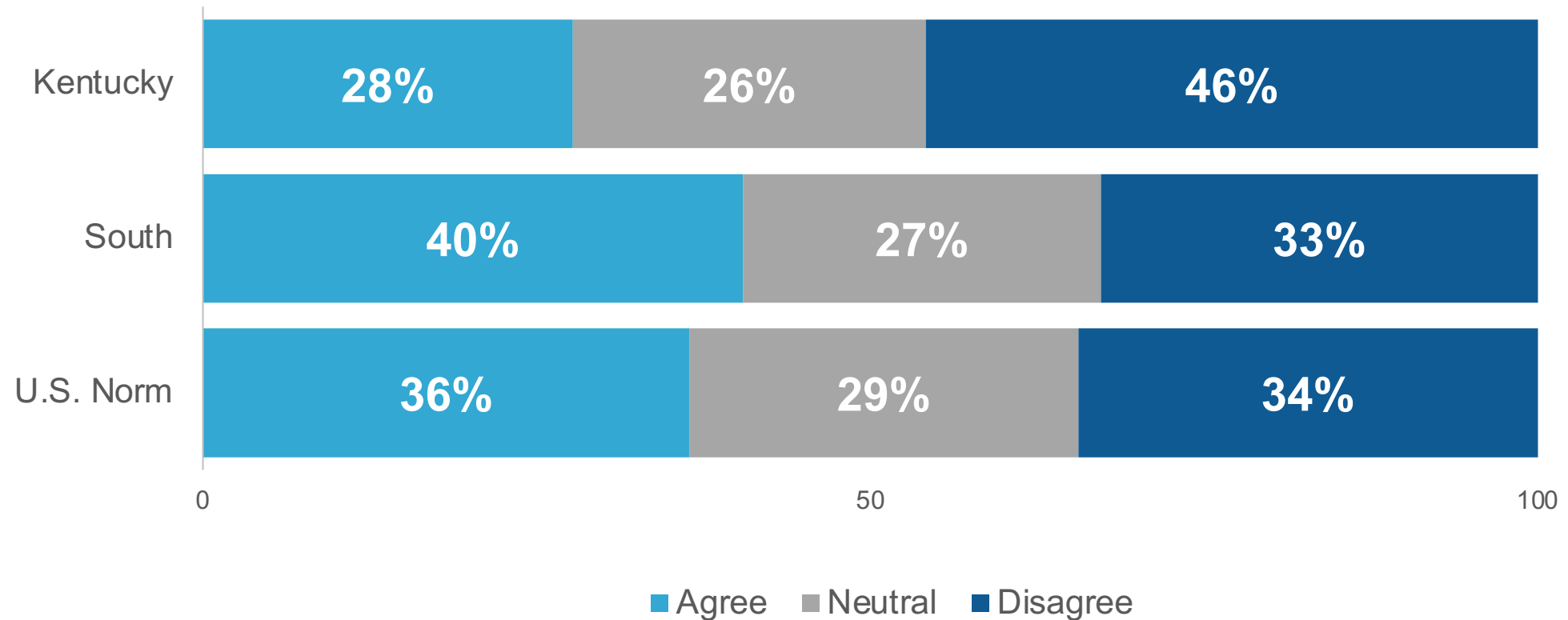
## Tourism is a good alternative to more environmentally-damaging development



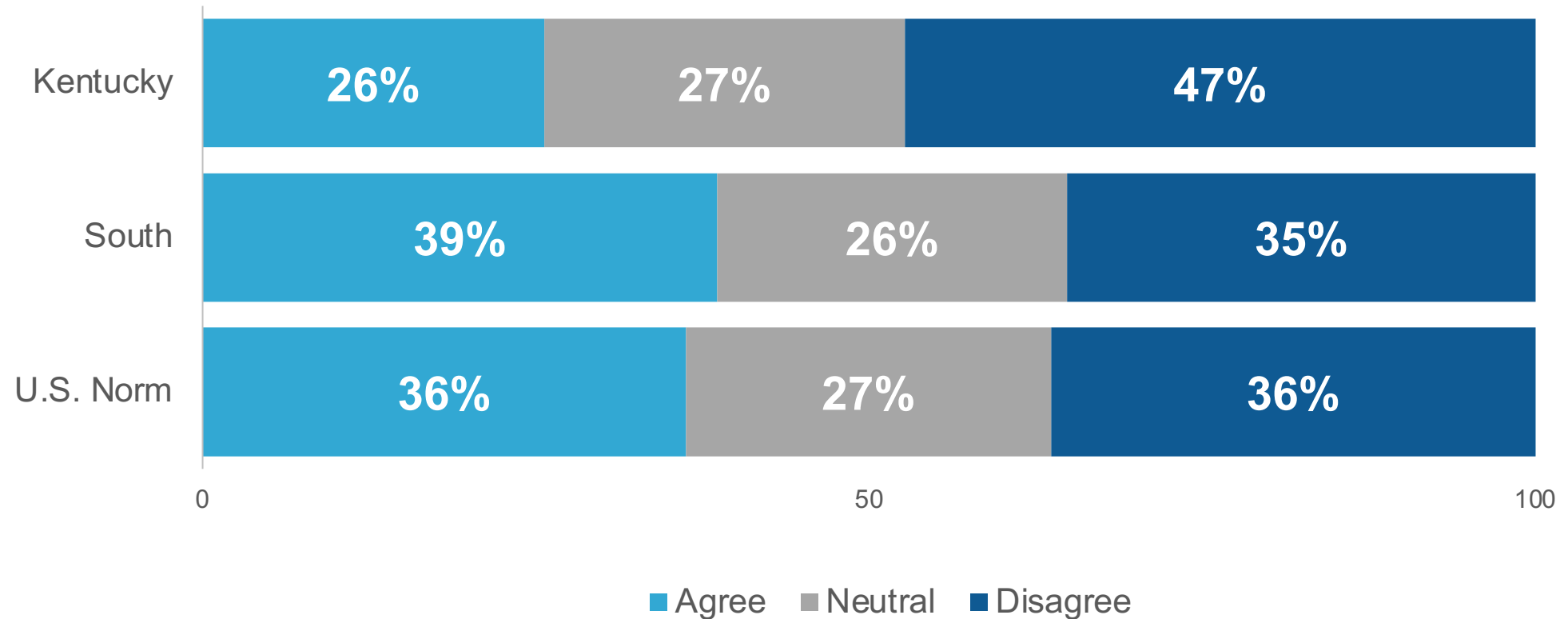
## The tourism industry values sustainability and our natural resources



## Overbuilding of tourism-related businesses is spoiling our natural areas



## Overcrowding by tourists is spoiling our natural areas





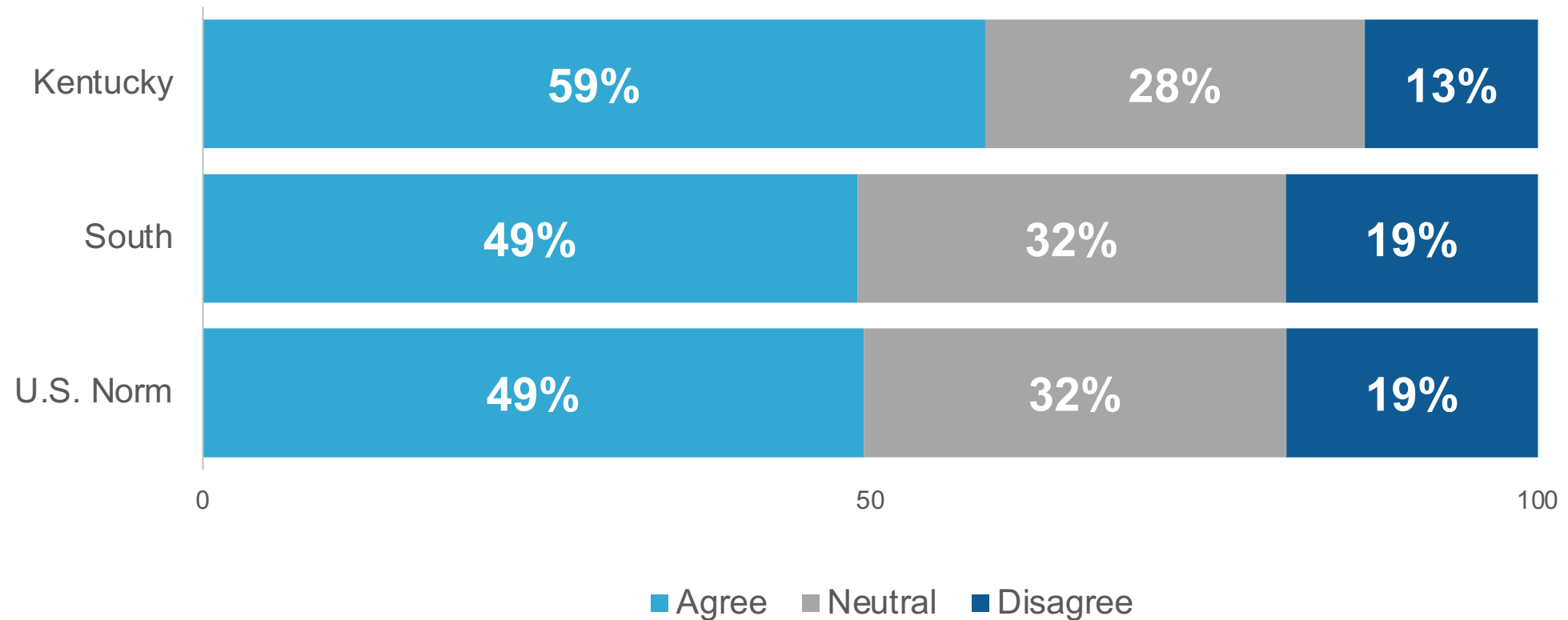
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## **Accommodation- Sharing Services**



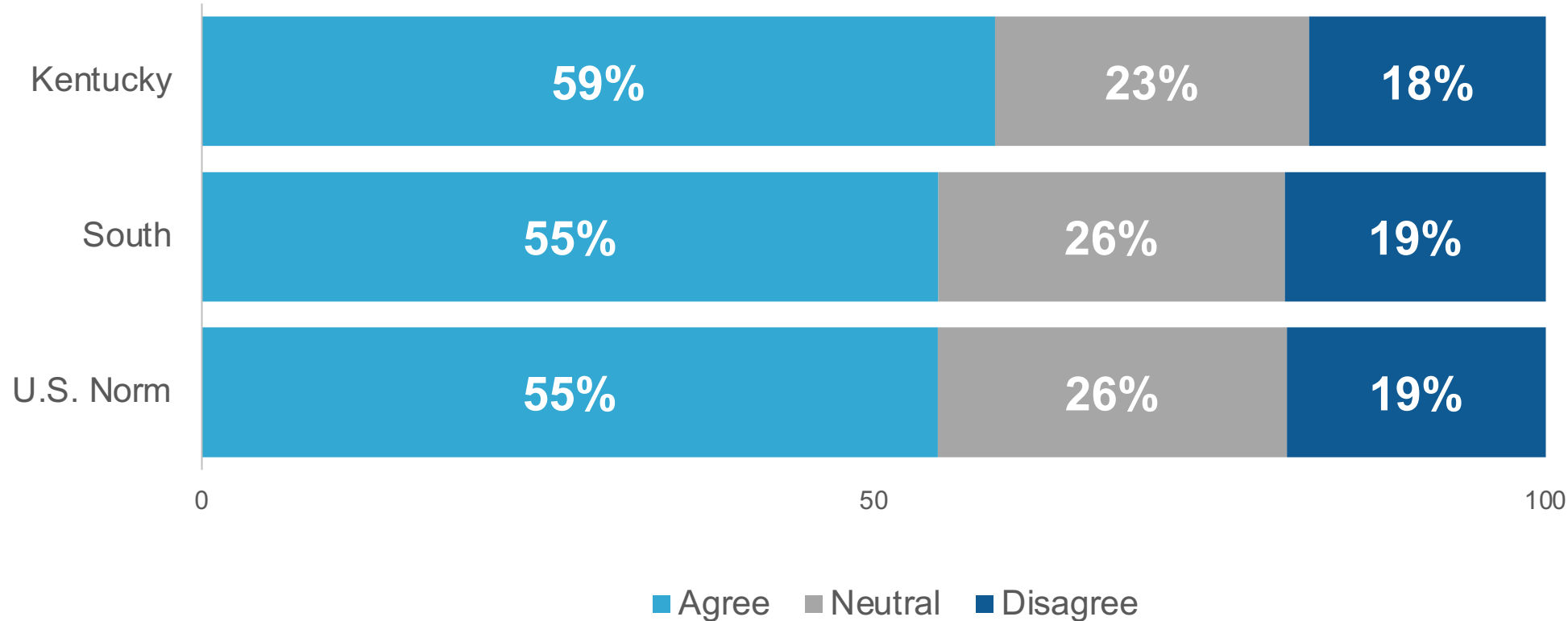
# Accommodation-Sharing Services

**Accommodation-sharing services like Airbnb, Vrbo, etc., provide visitors with the opportunity to experience local cultures**



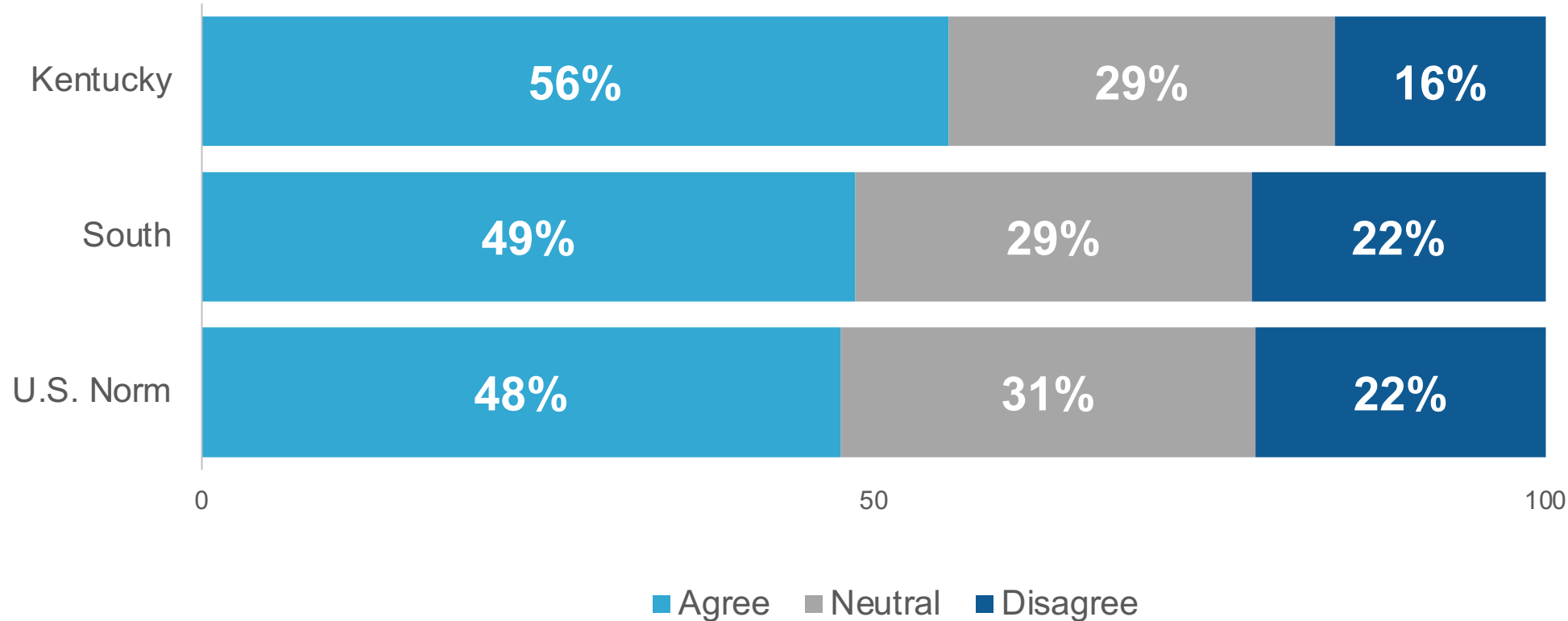
# Accommodation-Sharing Services

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



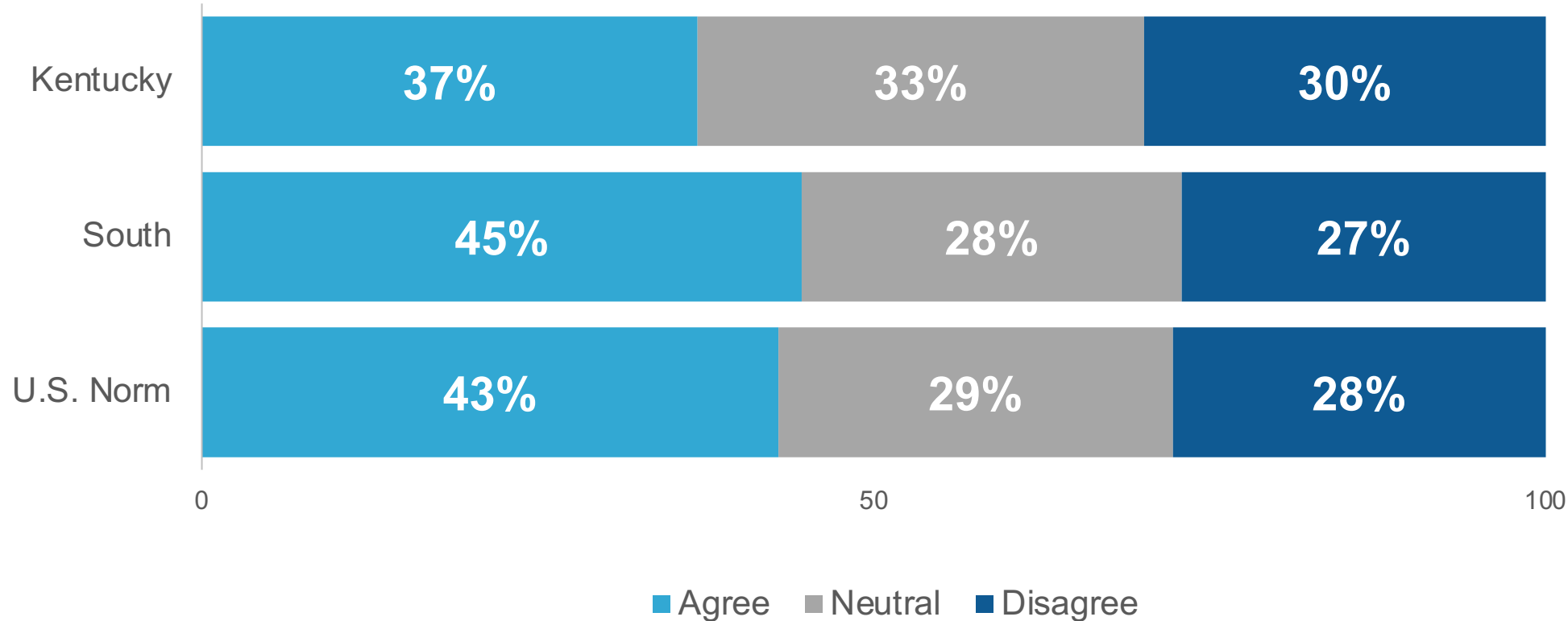
# Accommodation-Sharing Services

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



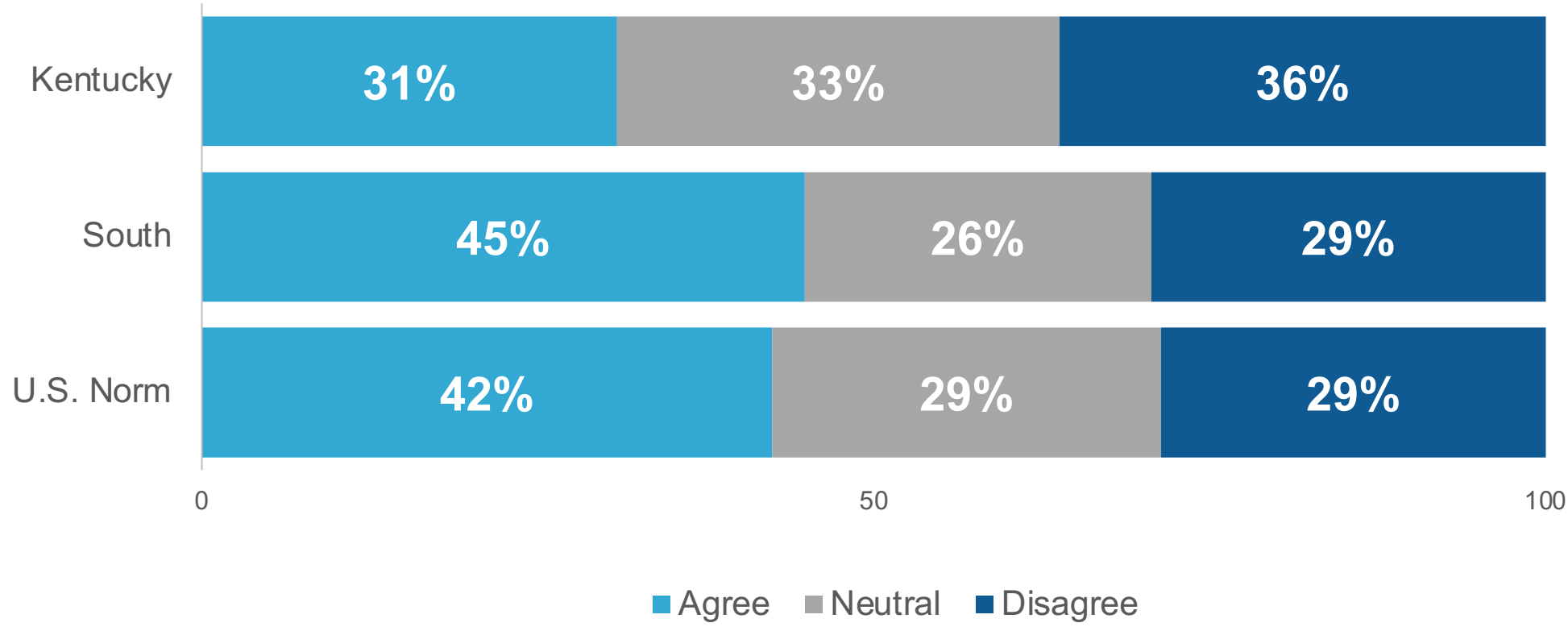
# Accommodation-Sharing Services

**Accommodation-sharing services like Airbnb, Vrbo, etc., can cause inflation in rents, raising the cost of living for locals**



# Accommodation-Sharing Services

People who use accommodation-sharing services like Airbnb, Vrbo, etc., can be disruptive to local neighborhoods



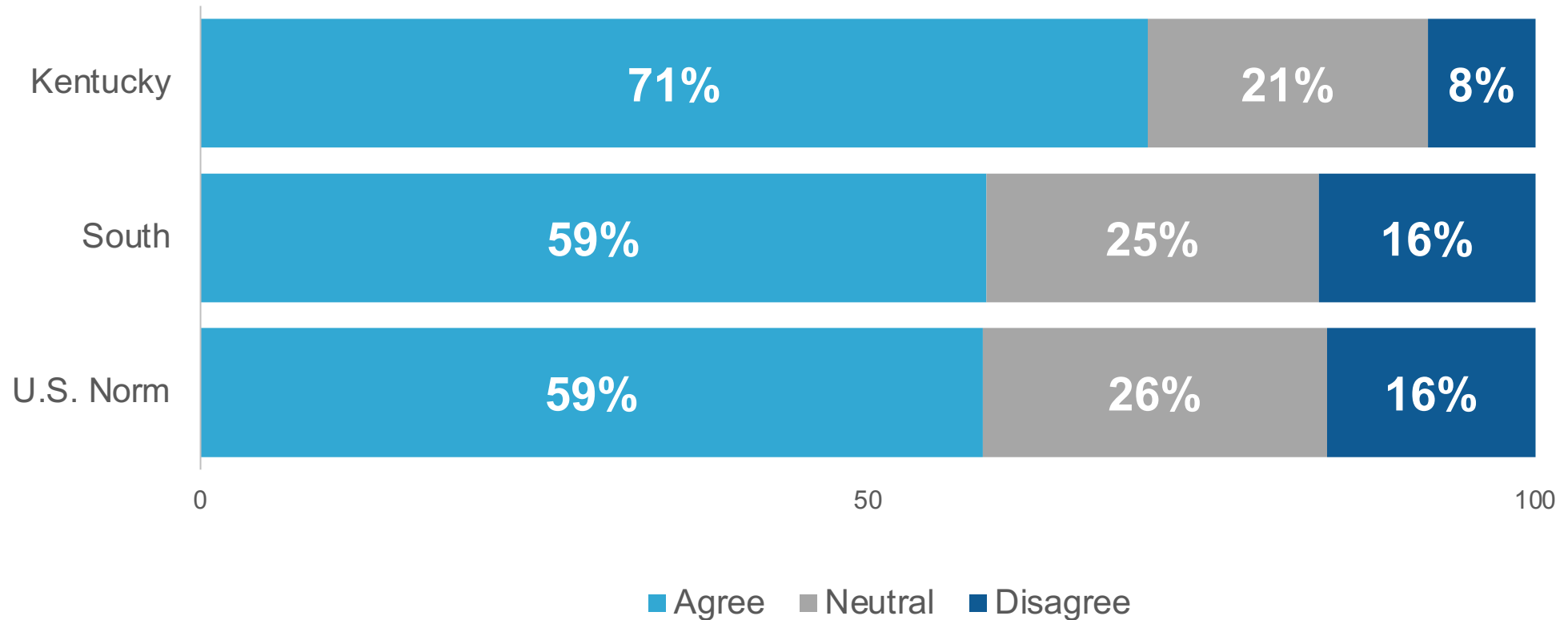


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# Sporting Events

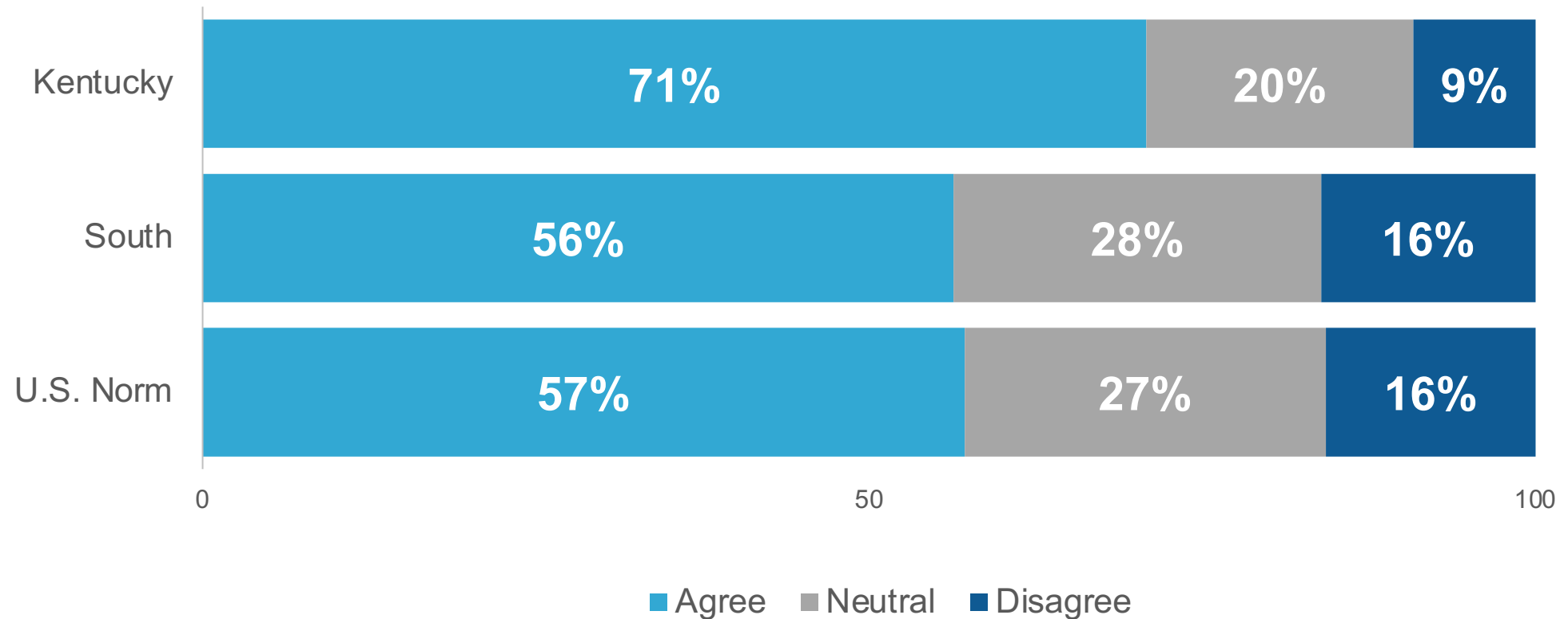
# Sporting Events

## Hosting sporting events in my community creates opportunities for local participation



# Sporting Events

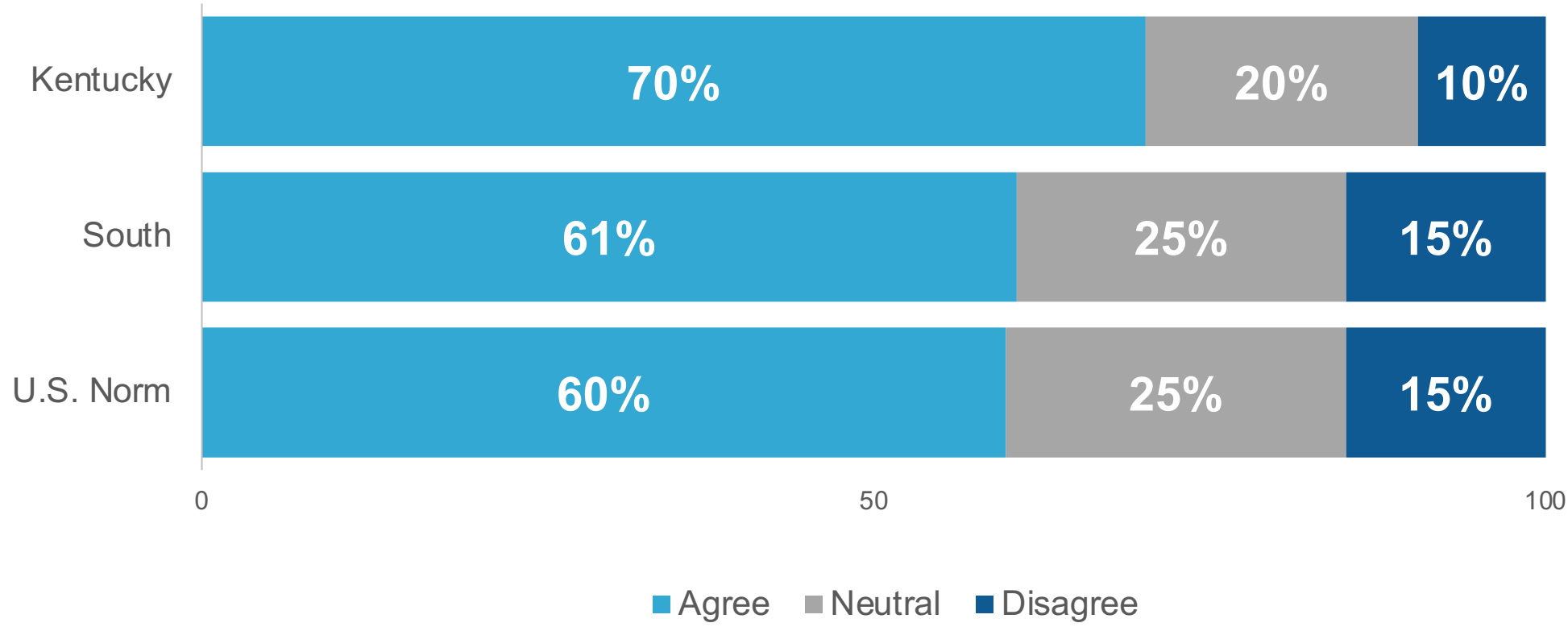
## Hosting sporting events provides exposure to my community





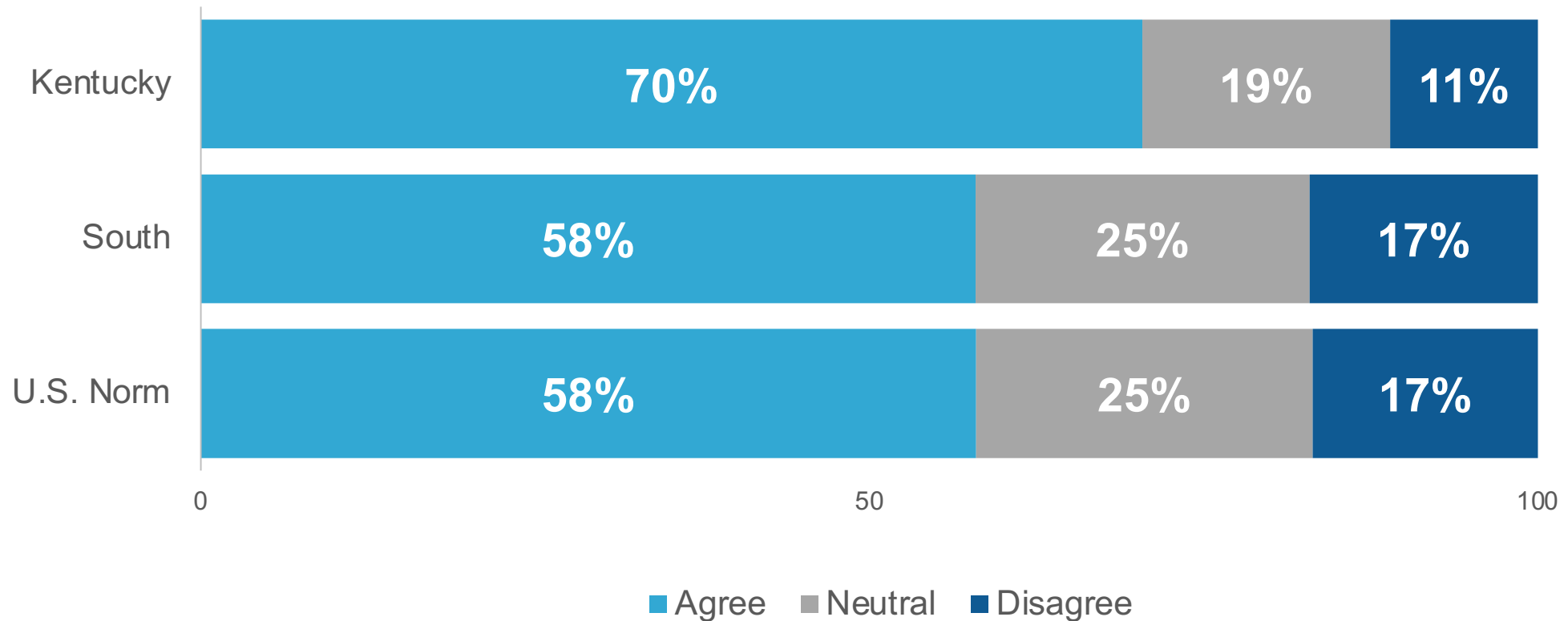
# Sporting Events

## Hosting youth and amateur sporting events benefits the local economy



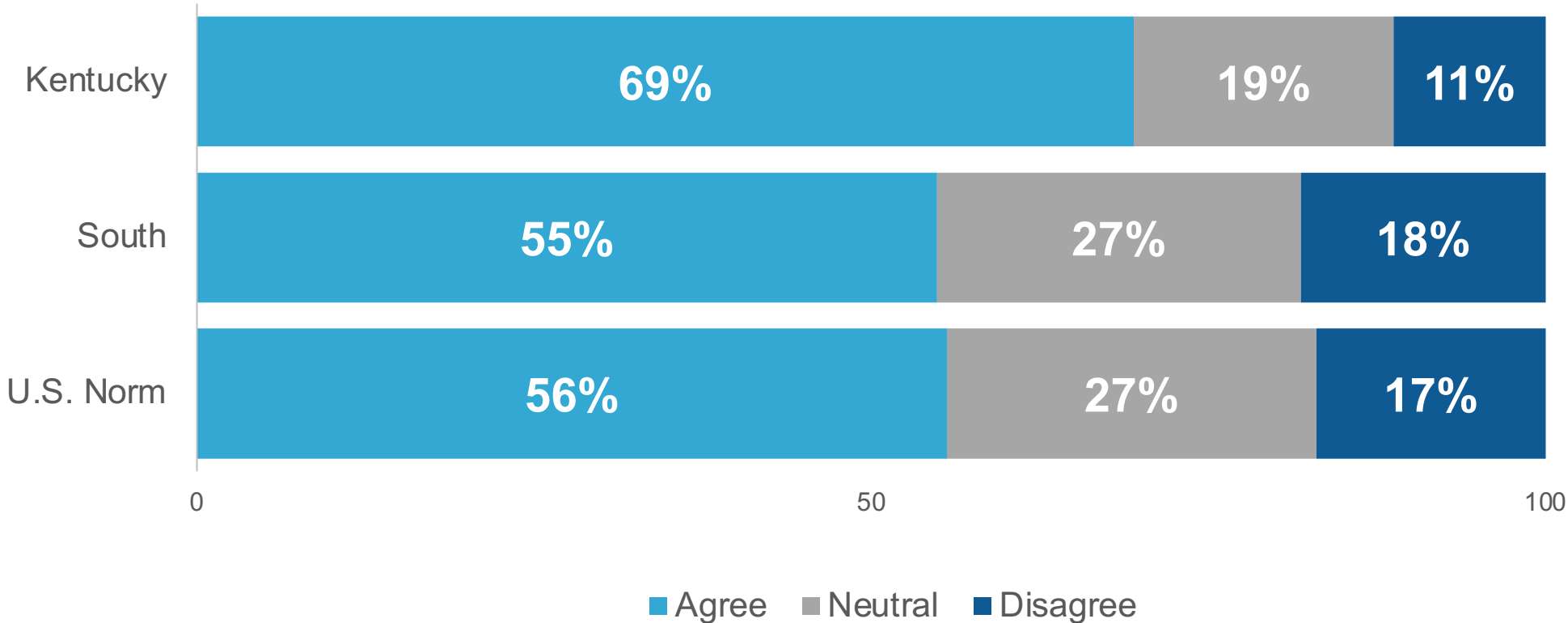
# Sporting Events

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



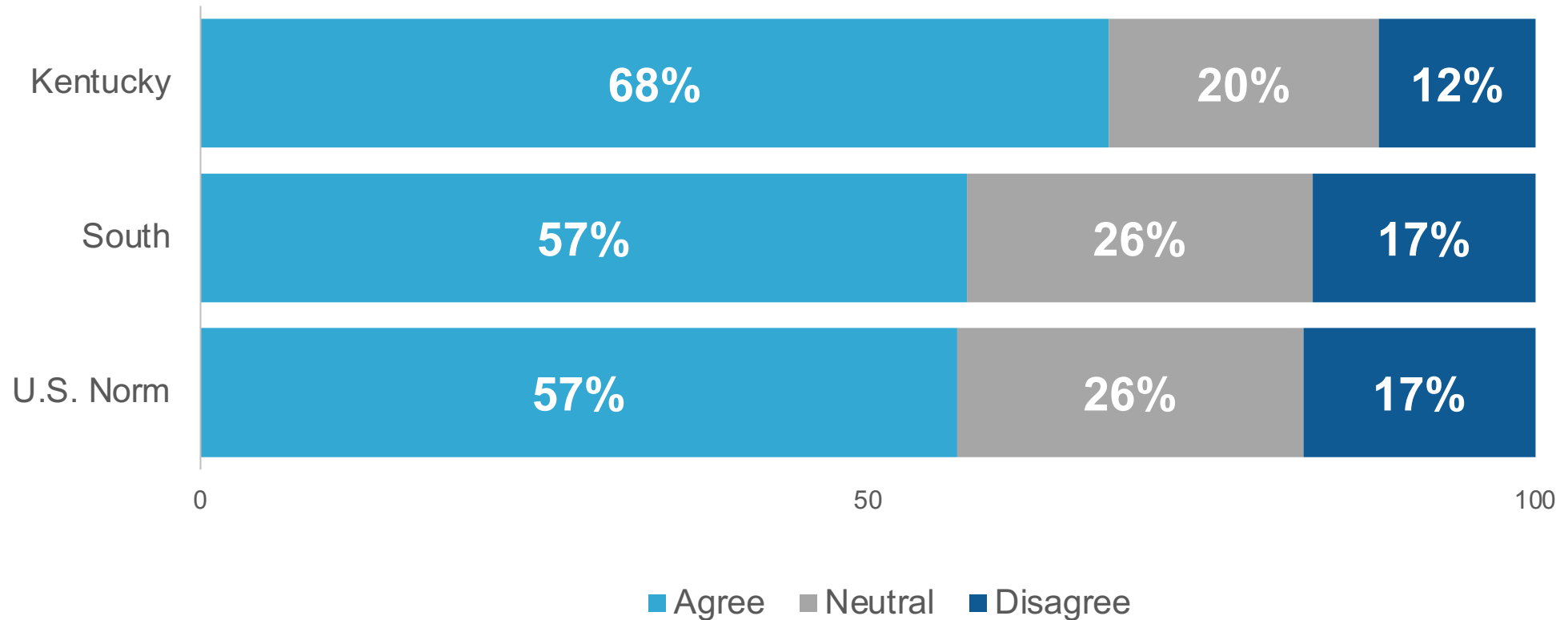
# Sporting Events

## Sporting events held in my local area are community assets



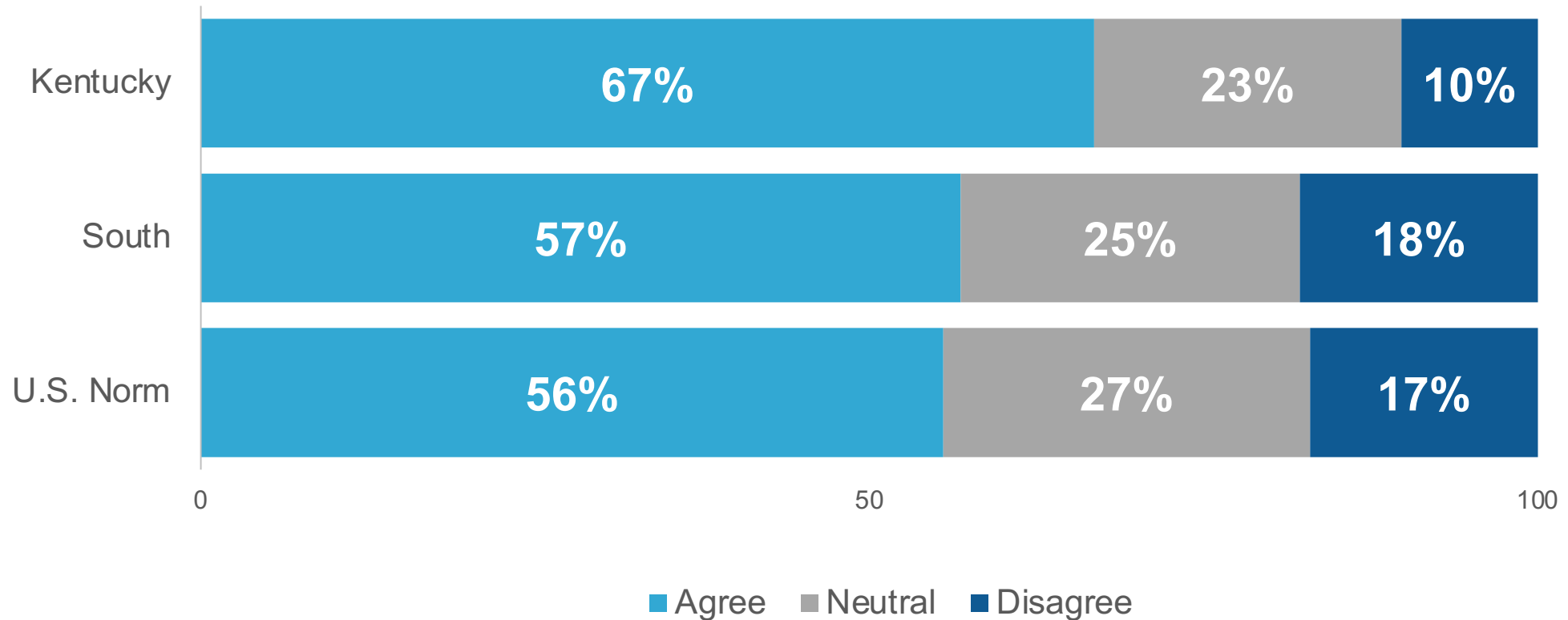
# Sporting Events

**I support hosting college and professional sporting events in my community**



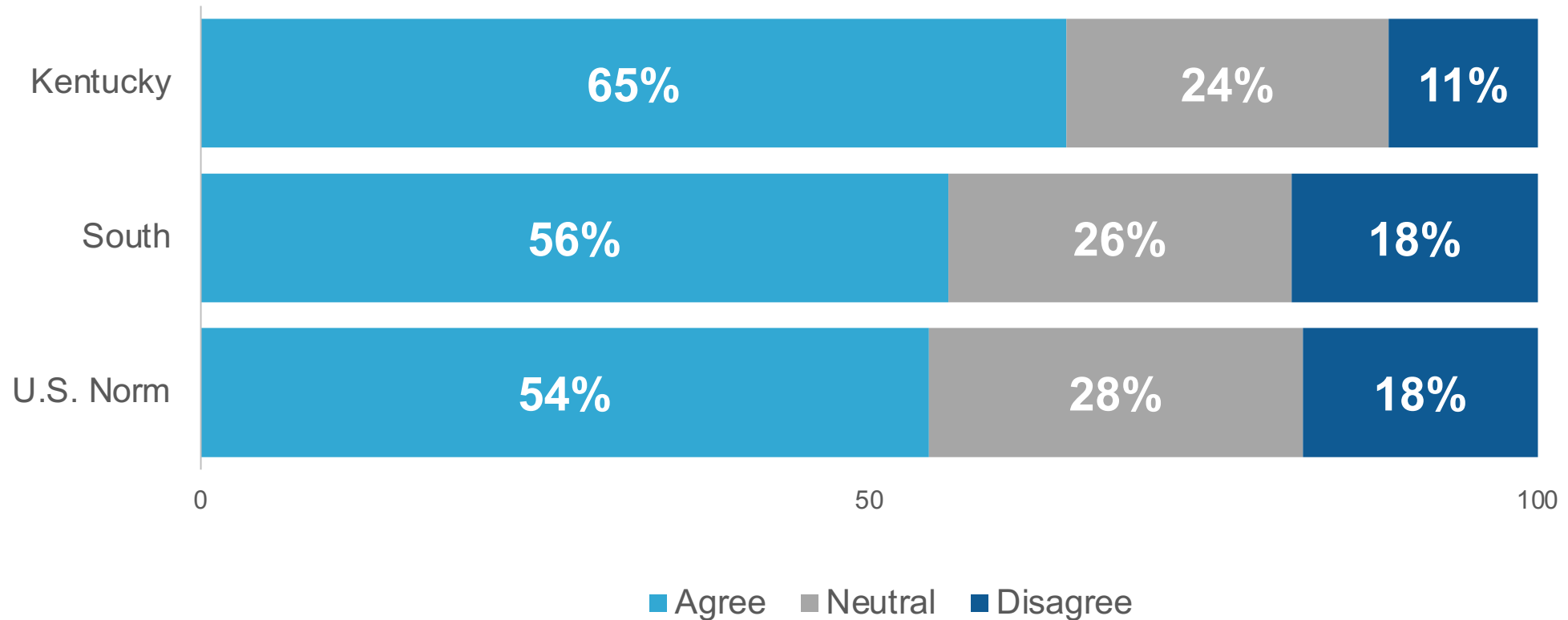
# Sporting Events

## Hosting youth and amateur sporting events improves health and wellness in my community



# Sporting Events

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

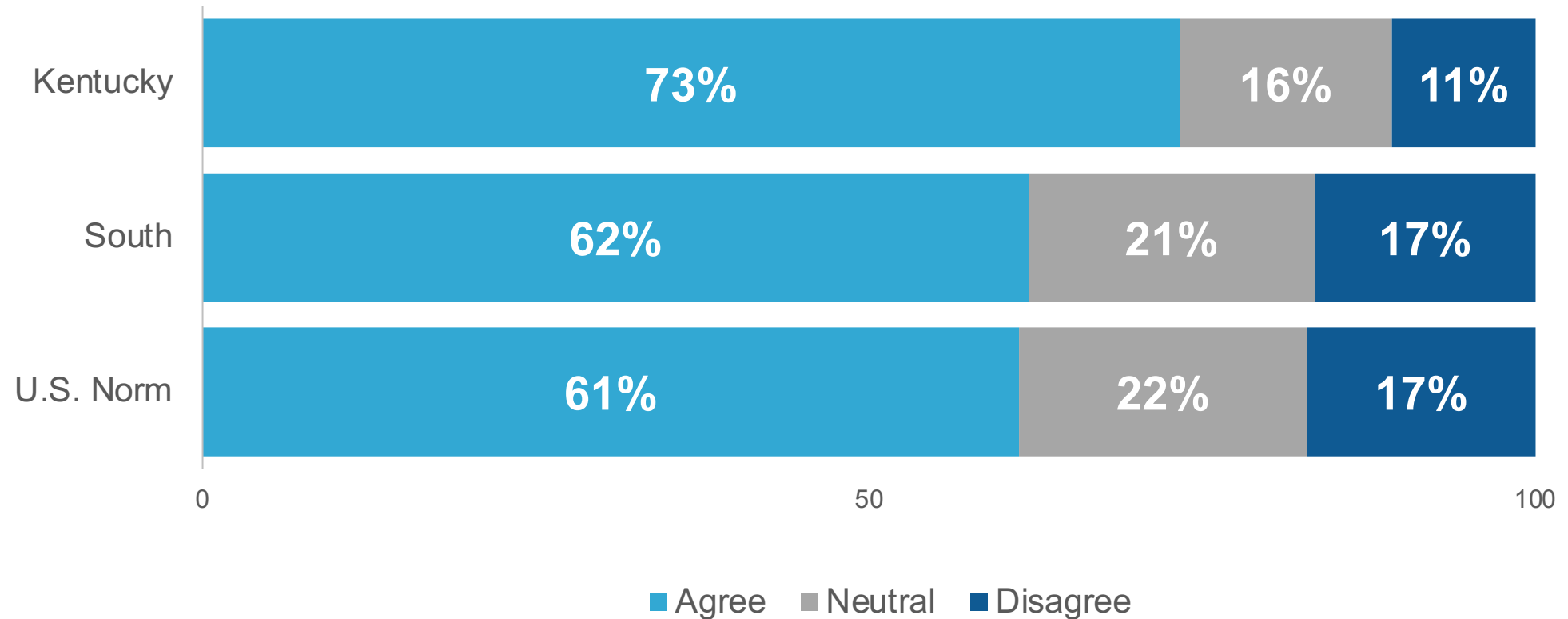




# Involvement/Engagement with Tourism

# Involvement/Engagement with Tourism

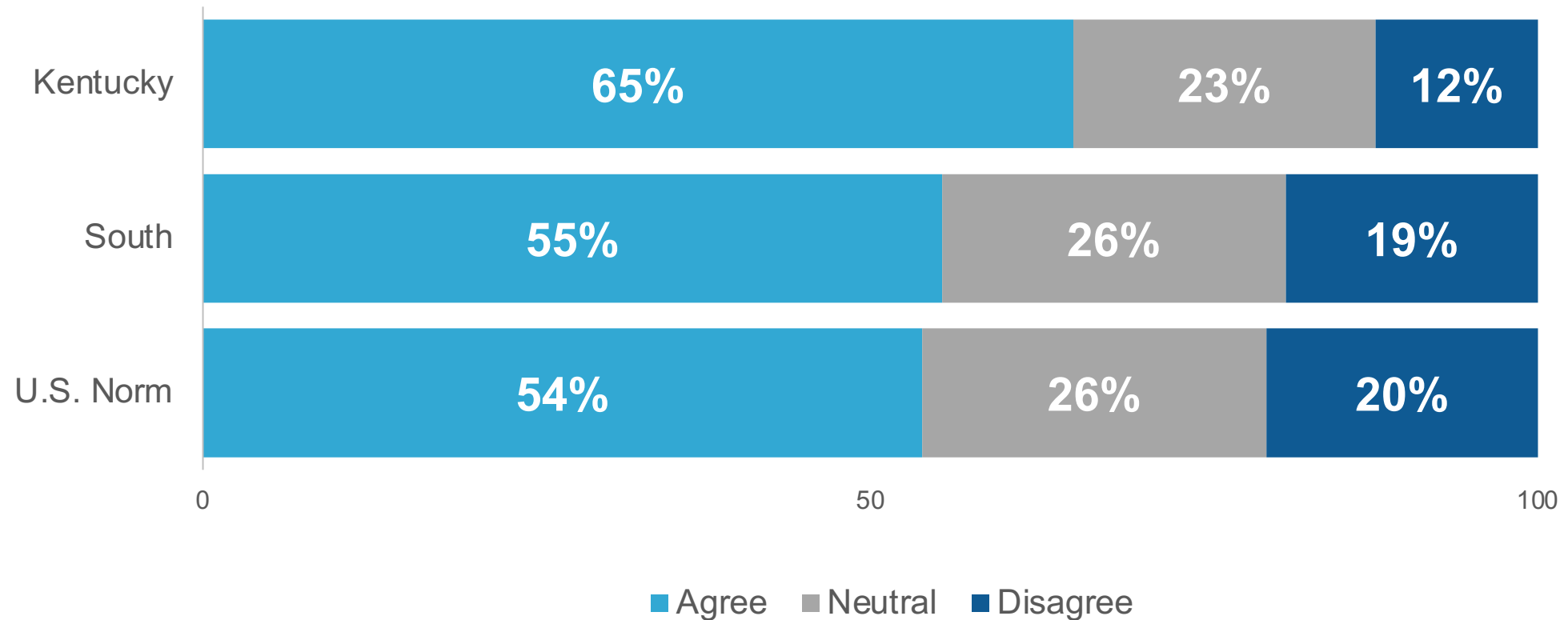
## I am proud to call this area my home





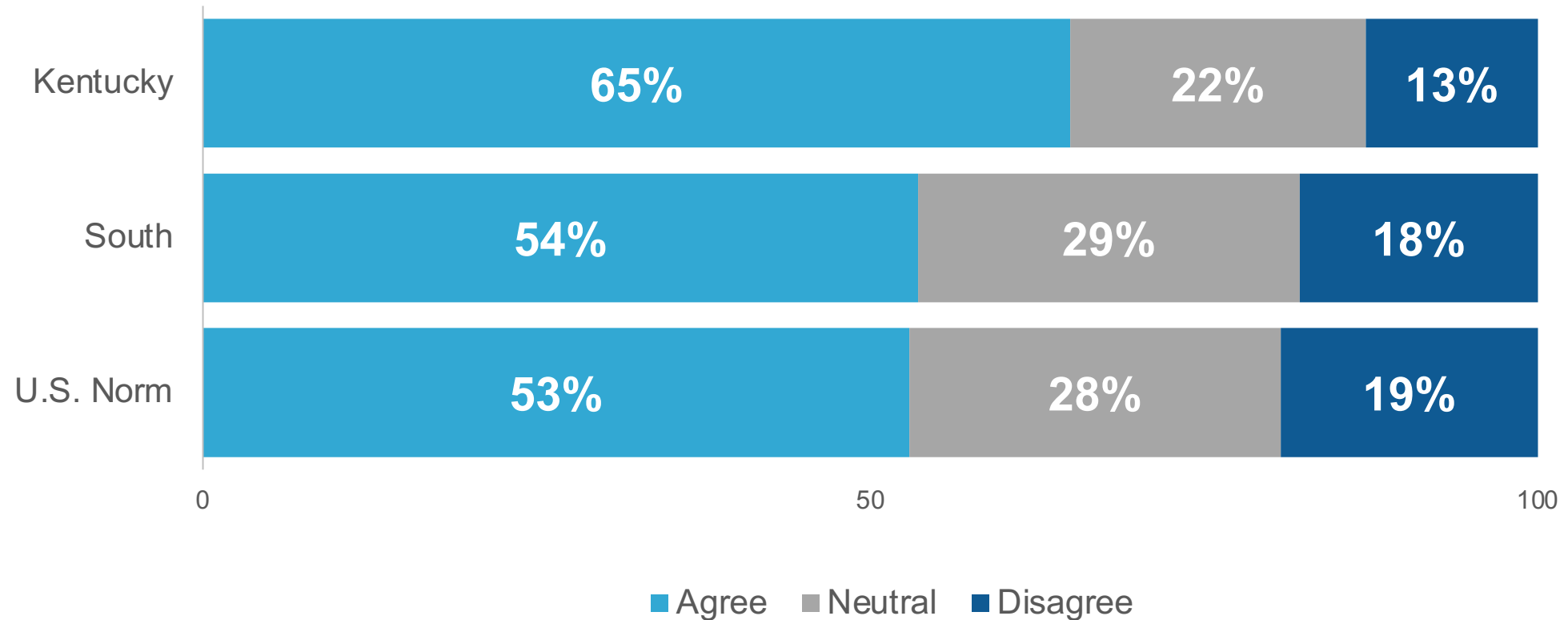
# Involvement/Engagement with Tourism

Visiting other places gives me a greater appreciation for my state



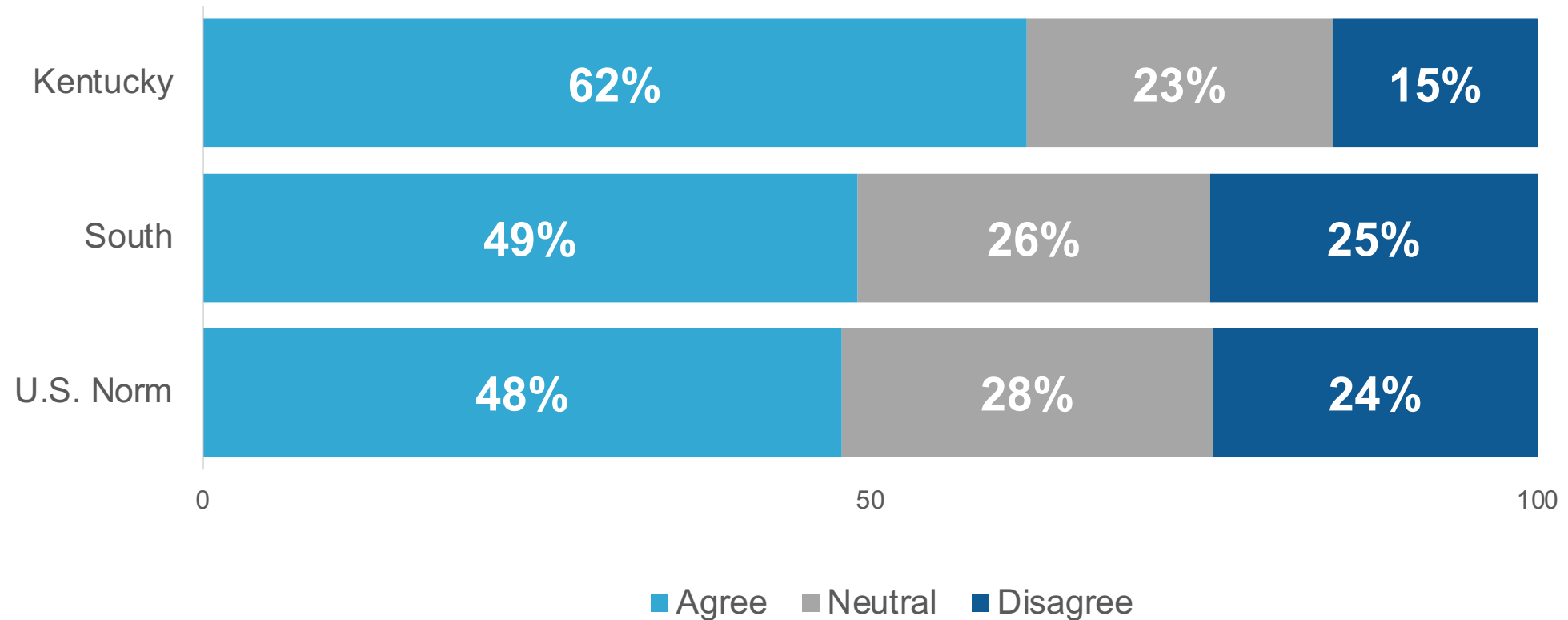
# Involvement/Engagement with Tourism

**Visiting other places gives me a greater appreciation for my local area**



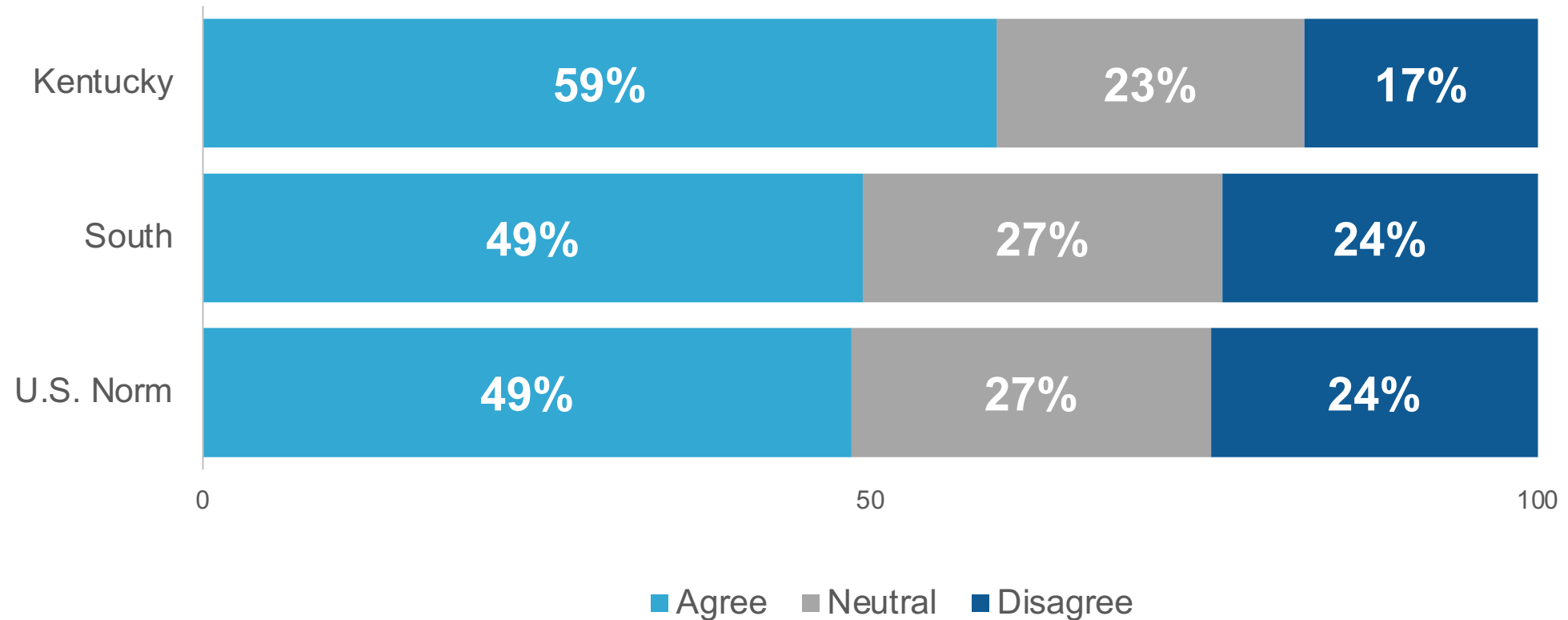
# Involvement/Engagement with Tourism

**When I come across local tourism news, I'm interested in finding out what's happening**



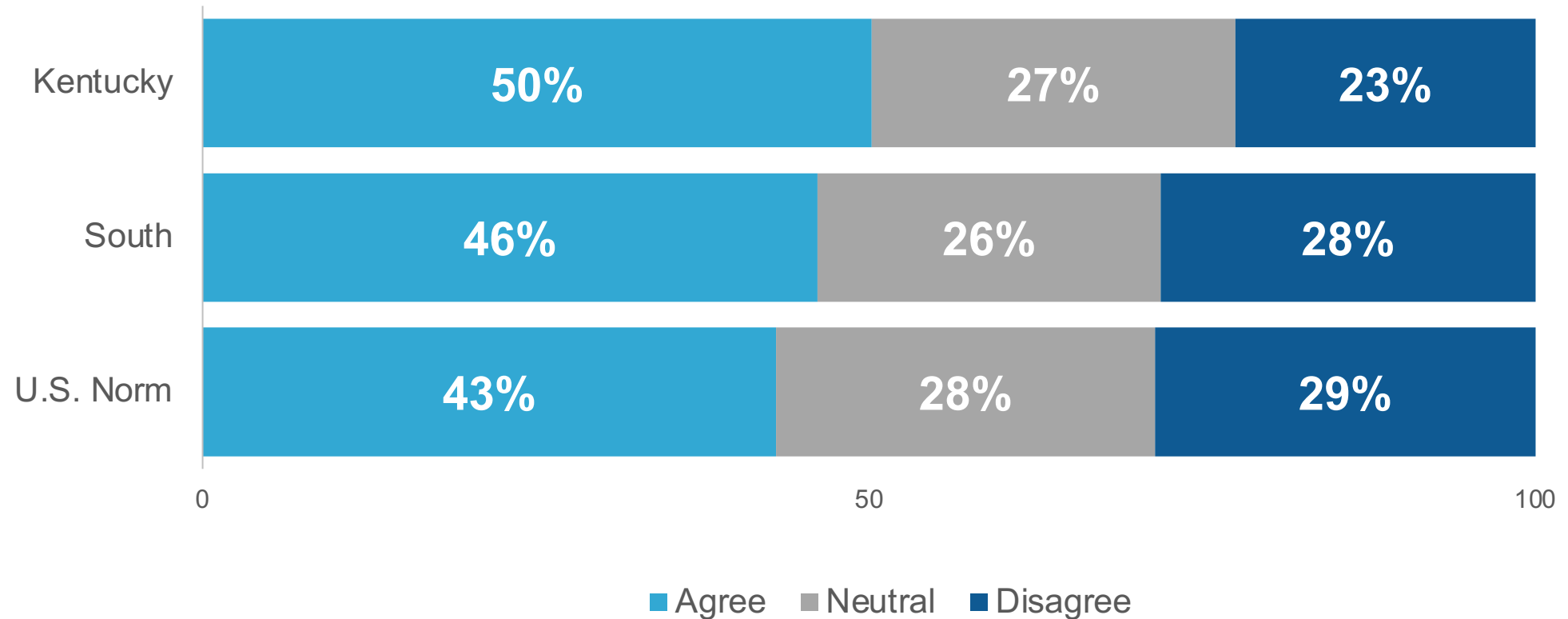
# Involvement/Engagement with Tourism

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



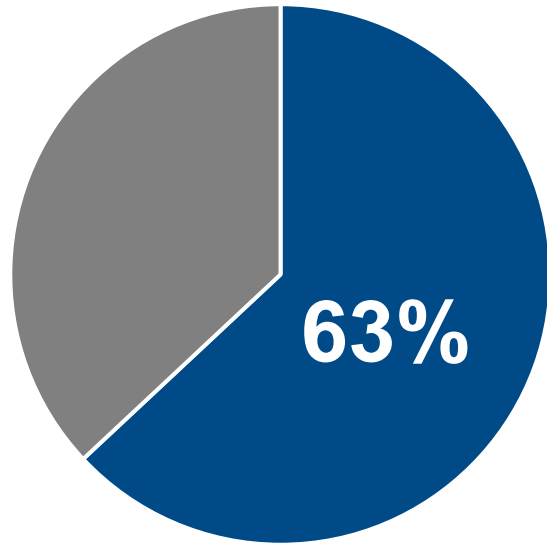
# Involvement/Engagement with Tourism

**I consider myself informed/up-to-date on news about tourism in this area**



# Recent Travel Experience\*

## Recently traveled to destinations within their own state

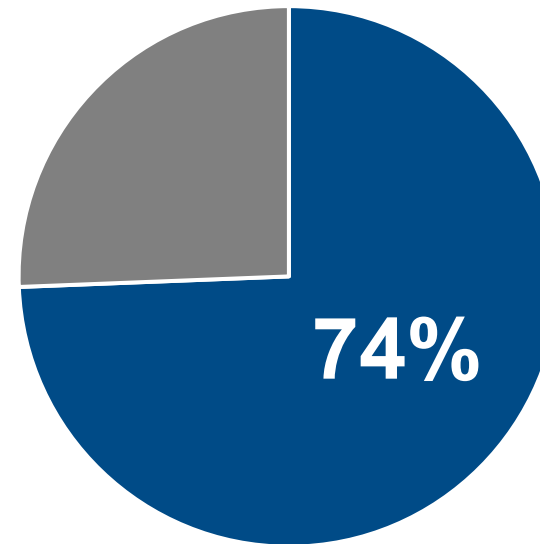


Average Number of Trips

**6.2**

in-state trips\*\*

## Recently traveled to destinations outside of their own state (national or international travel)



Average Number of Trips

**5.7**

out-of-state trips\*\*

	Percent Recently Traveled In-State	Average Number of In-State Trips**
South	68%	5.1
U.S. Norm	67%	5.3

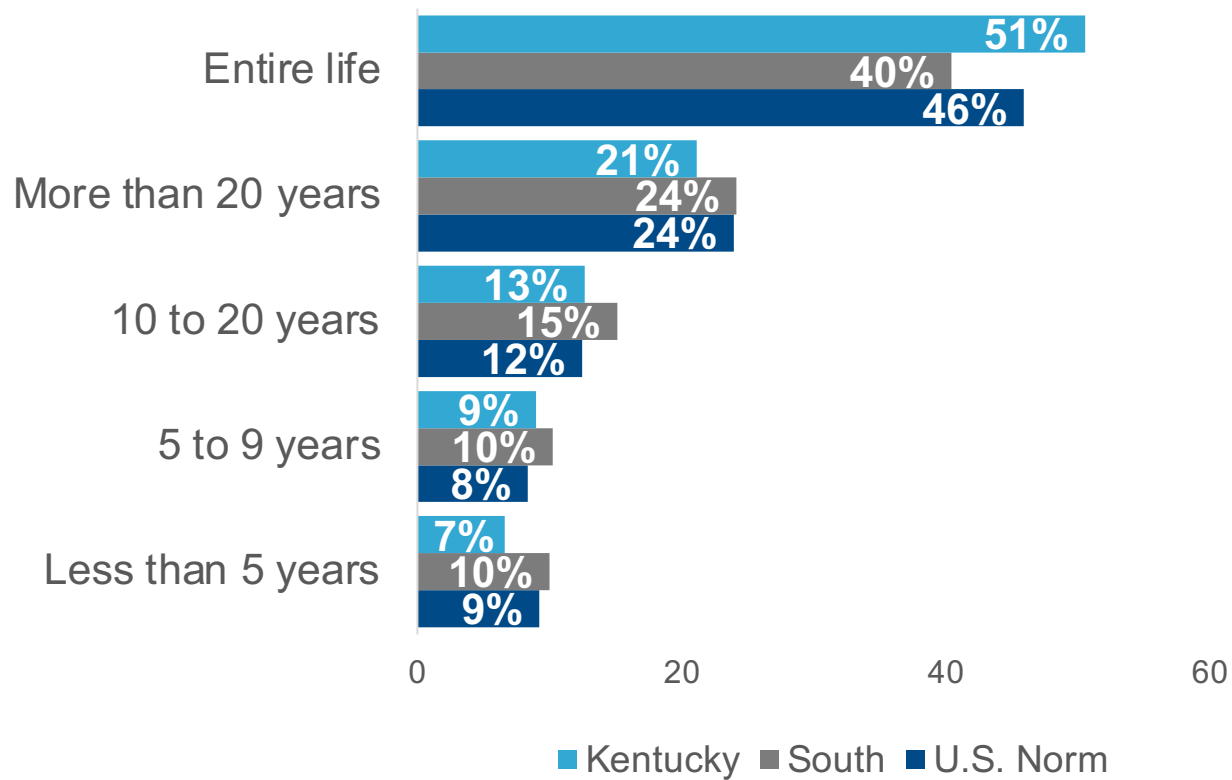
	Percent Recently Traveled Out-of-State	Average Number of Out-of-State Trips**
South	66%	5.4
U.S. Norm	67%	5.4

\*Overnight leisure or business trips within the past two years

\*\*Average number of trips of those who have recently traveled

# Residence and Proximity to Tourism

## Length of Residence



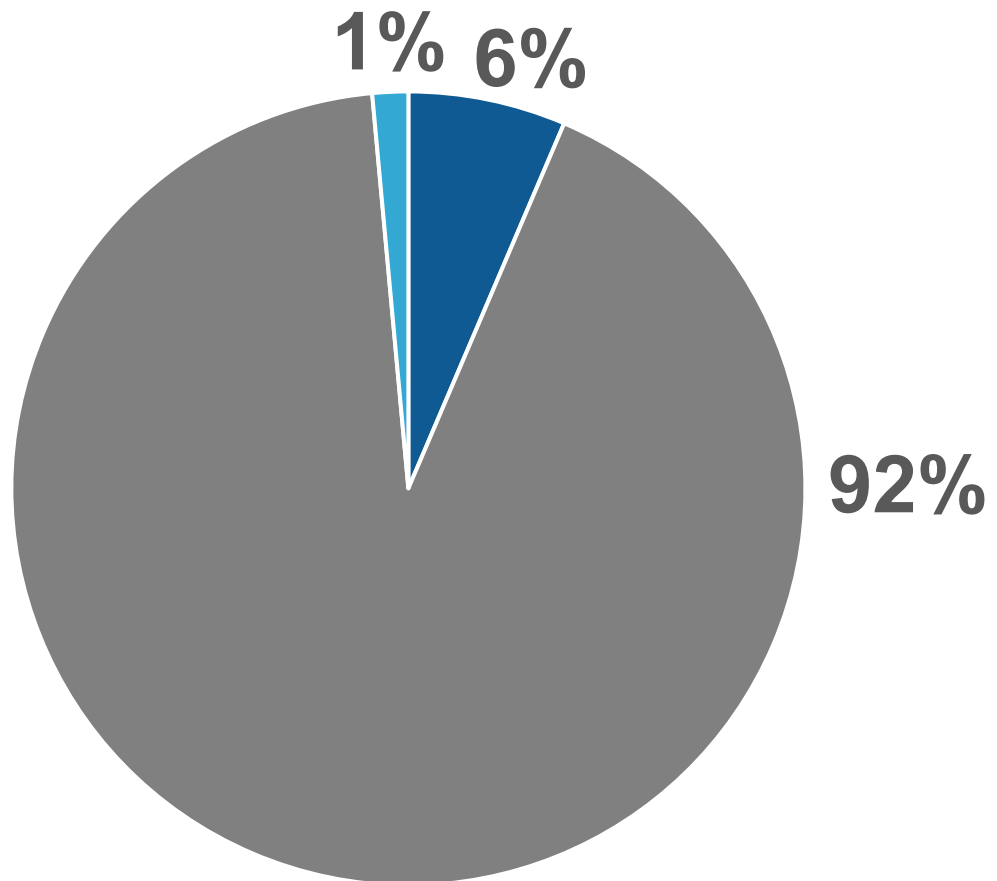
## Proximity to Tourism



*average distance between home and major tourist attraction/area*

South	U.S. Norm
36.8	32.1

# Employment in Tourism



- 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

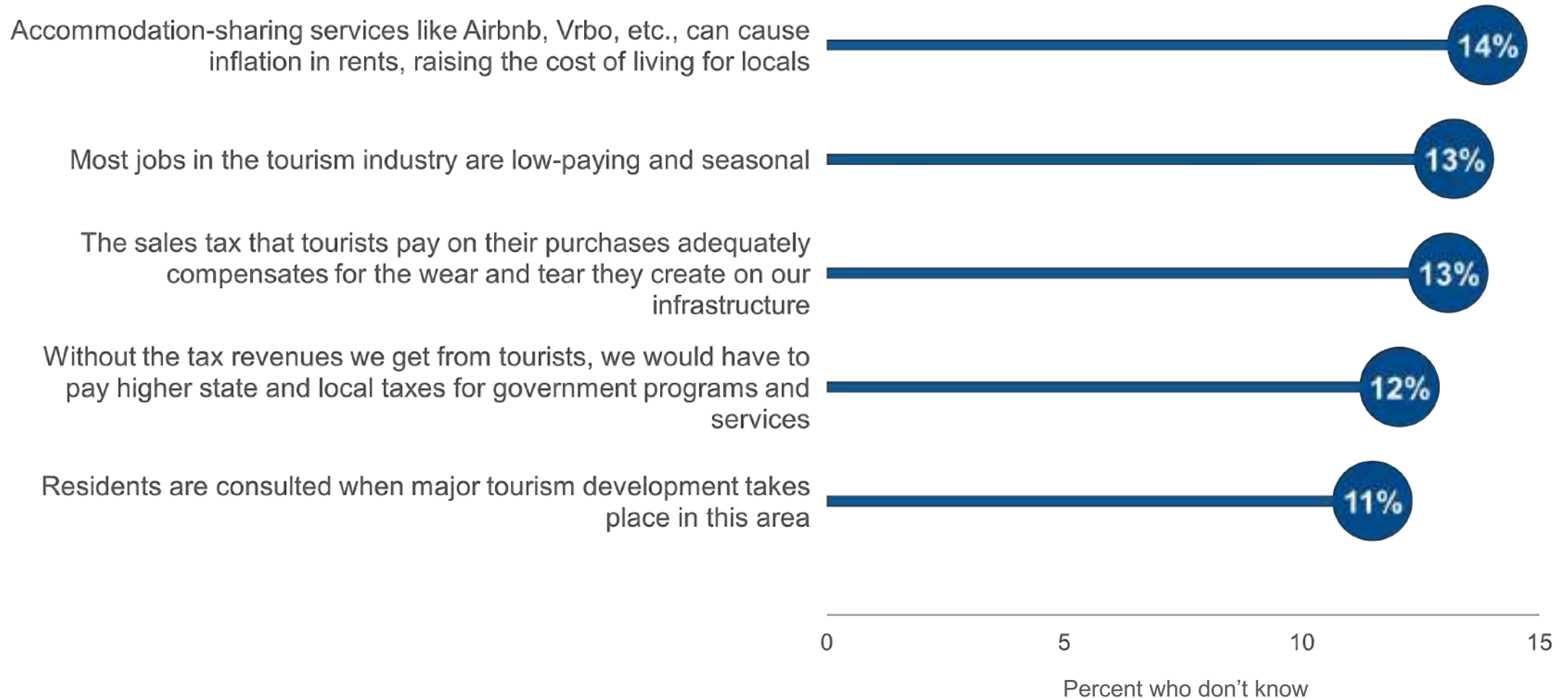




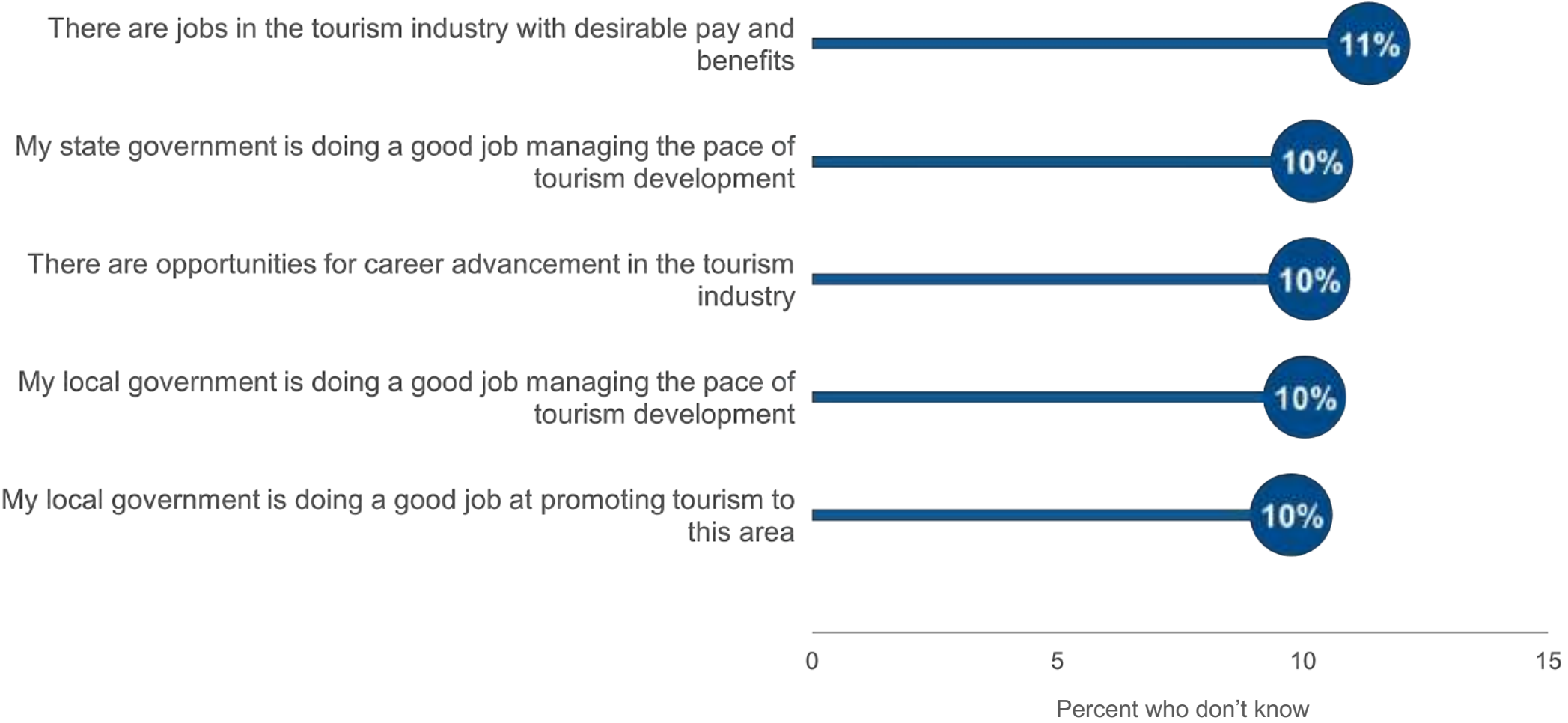
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## **What Residents Don't Know**

# What Residents Don't Know



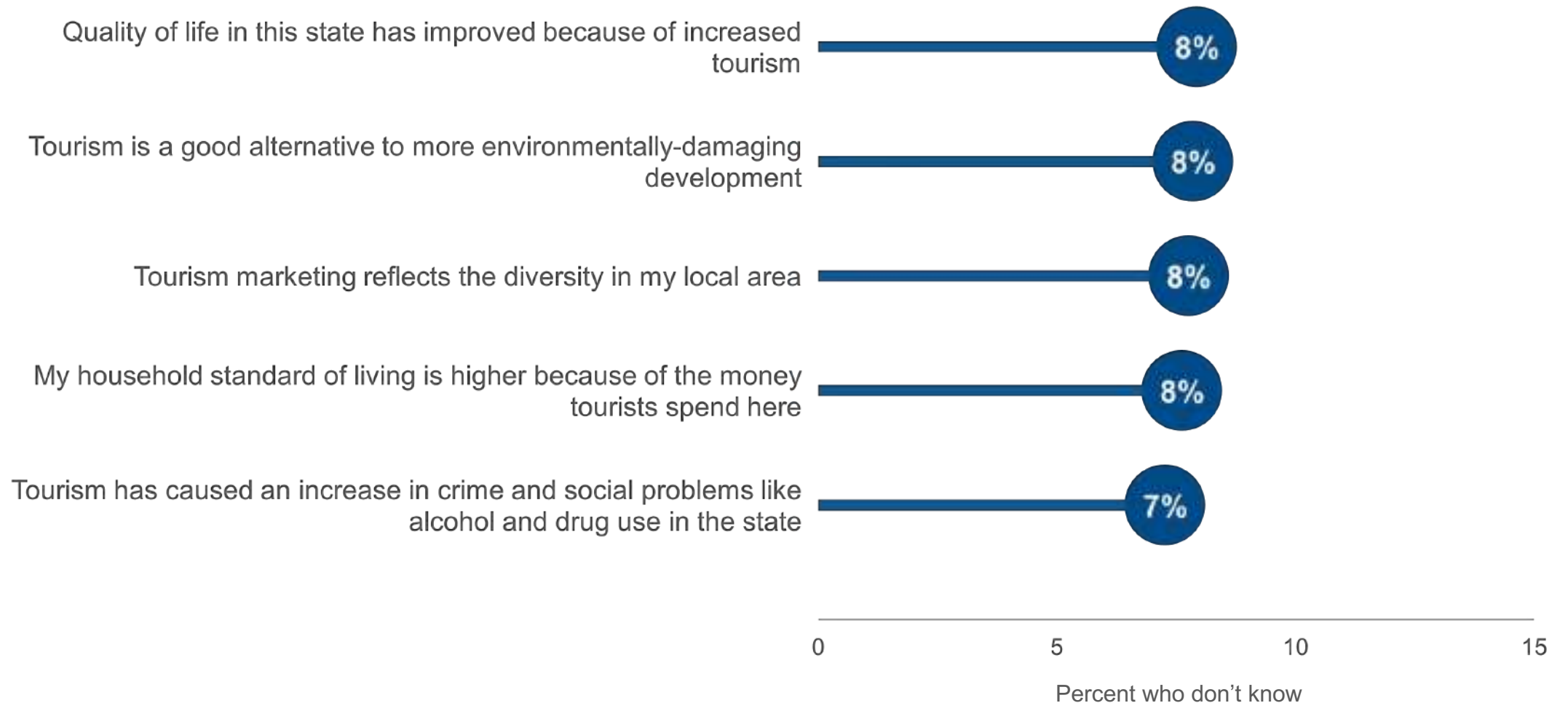
# What Residents Don't Know (Cont'd)



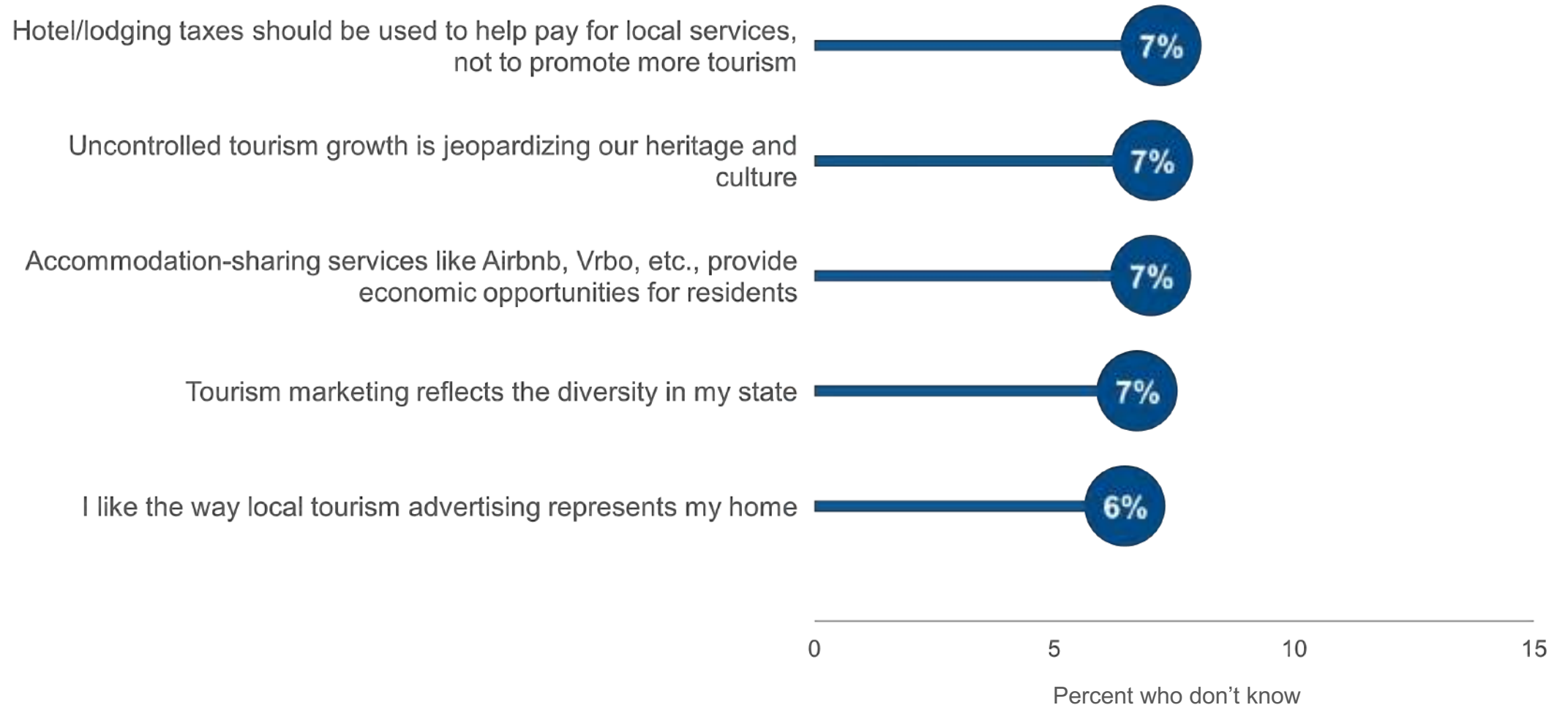
# What Residents Don't Know (Cont'd)



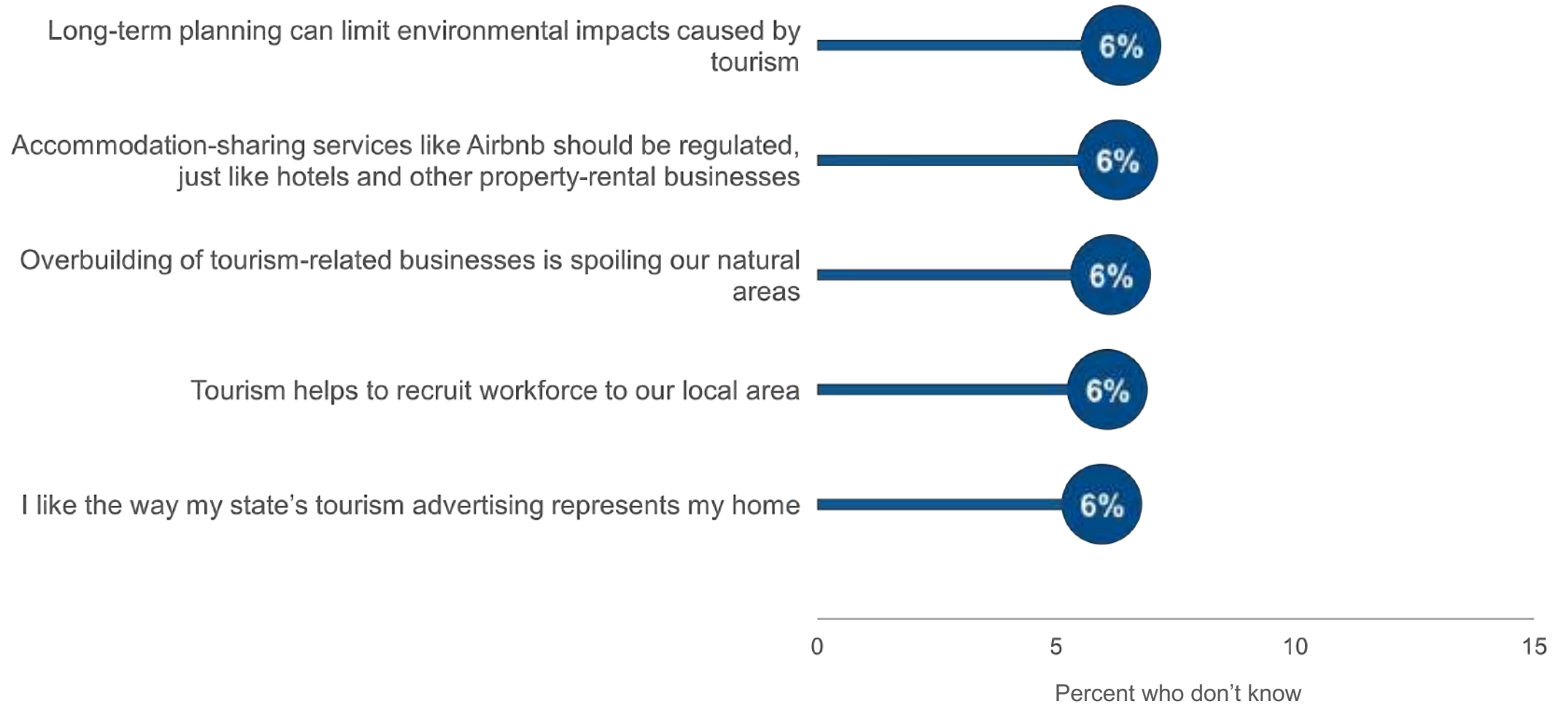
# What Residents Don't Know (Cont'd)



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