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Longwoods International: Idaho Resident Sentiment Survey
Fall 2023

Key Findings

1. **A Diverse Respondent Base:** 84% of respondents are not employed in the tourism and hospitality sector, emphasizing the study's broad representation.
2. **Tourism Support:** 60% of Idaho respondents believe tourism is beneficial for the state, with half of total respondents agreeing that its positive impacts outweigh the negatives.
3. **Support for Controlled Growth:** Many respondents endorse tourism growth, particularly when part of planned and controlled development. Over half support the construction of new hiking trails and additional tourism facilities.
4. **Need for Inclusive Planning:** While two-thirds agree that planned tourism development is necessary, there is a notable sense of disconnection among respondents. Only one in ten feels adequately consulted in major tourism decisions about tourism development.
5. **Opportunity for Information Sharing:** There's room for improvement in communicating state and/or local government efforts. Only two in ten believe state or local government manages tourism development effectively, presenting an opportunity for outreach and education.
6. **Appreciation of State Marketing:** Half of the respondents appreciate the state's marketing efforts.
7. **Recognition of Economic Impact:** Over half of respondents acknowledge tourism's positive impact on the local economy, attracting new businesses, and three-fourths agree that tourism draws new residents to their areas. However, 63% of all respondents advocate for utilizing taxes to bolster local services, with mixed sentiments about how tourism's tax revenue impacts the state.
8. **Environmental Impact:** Four in ten respondents agree that tourism is a good alternative to environmentally damaging development, though a majority of all respondents express concern about negative impacts the tourism industry can have on the environment.
9. **Quality of Life:** Four in ten agree that there's more to see and do in Idaho because of tourism, while half of respondents express concern about uncontrolled growth.
10. **Regulation of Accommodation-Sharing Services:** While half of all respondents see benefits in accommodation-sharing services, there is strong support (69% of all respondents) for their regulation, aligning them with hotels and rental businesses.
11. **Strong Support of Sporting Events:** 70% of respondents support youth and amateur sporting events to support local economies and support outdoor sporting events. Two-thirds of all respondents consider these events as community assets and improving the quality of life.
12. **Community Pride and Engagement:** The majority of respondents are proud of Idaho, actively recommending local tourist sites, and expressing enthusiasm for showcasing the area to visitors.