

# SEATTLE/ KING COUNTY RESIDENT SENTIMENT

2023 Study

## RESIDENT SENTIMENT STUDY BACKGROUND

- The purpose of the study was to understand resident perceptions and sentiment of tourism and the benefits that visitors bring to the local economy and quality of life. Data was collected through online and telephone surveys (executed Oct-Nov of 2023) and through three virtual focus groups held in January 2024. A total of 1,943 online and telephone surveys were conducted.
- Responses were weighted to be representative of the population's demographics and geography. In this summary we depict the Top 2 box responses (agree and strongly agree combined).
- Respondents who live in the area generally believe that tourism has both economic and quality of life benefits. However, depending on the location of their residence, respondents are more or less supportive of promotional efforts to encourage visitation.
- Respondents believe the greatest community asset are its natural features. They are concerned that tourism development is at odds with environmental and sustainability efforts.
- The top three concerns for respondents are homelessness, safety and crime, and infrastructure, while these issues are not because of tourism, respondents believe that tourism cannot succeed in the area if these are not addressed.

## COMMUNITY PRIDE

RESIDENTS ARE PROUD  
TO LIVE IN THE AREA

**72.5%**

US Avg 76.0%

### TOP RATED ASPECTS

Respondents agree and strongly agree that the area has/is...

...ABUNDANT ACCESS TO  
NATURE AND THE  
OUTDOORS

**86.4%**

... A LOCATION THAT IS  
DIVERSE AND  
CULTURALLY RICH

**76.8%**

...ABUNDANT  
ATTRACTIONS FOR  
EVERYONE

**75.8%**

## SENTIMENT TOWARD TOURISM

More than 8 in 10 respondents agree and strongly agree that tourism benefits the region, and their ratings are the same as the US average.



**85.3%**

US Avg 85%

HAD POSITIVE INTERACTIONS WITH VISITORS



**72.2%**

ENCOURAGED FRIENDS AND FAMILY TO VISIT



**72.4%**

ENJOY VISITING ATTRACTIONS THAT ARE POPULAR WITH TOURISTS



**66.6%**

THINK TOURISM DEPICTS THE AREA AS A GOOD PLACE TO RELOCATE



**62.9%**

## TOURISM IMPROVES QUALITY OF LIFE

Roughly 7 in 10 respondents agree and strongly agree that visitor spending supports the arts, culture, and entertainment opportunities available in the area. Respondents also think tourism...



**74.9%**

...SUPPORTS  
PRESERVATION OF  
HISTORY & HERITAGE



**66.6%**

...SUPPORTS  
INVESTMENTS IN  
ACCESSIBILITY



**63.1%**

...SUPPORTS INVESTMENT  
IN ENVIRONMENTAL  
STEWARDSHIP



**59.3%**

...PROVIDES INCREASED  
ACCESS TO MORE/  
BETTER ATTRACTIONS



**57.0%**

## TOURISM AS AN ECONOMIC ENGINE



More than 6 in 10 respondents agree and strongly agree that tourism and visitor spending encourage investments in community revitalization.

**66.7%**

They also think tourism...



...HELPS BUSINESSES IN THE COMMUNITY TO THRIVE

**80.9%**



...SUPPORTS JOB CREATION & EMPLOYMENT GROWTH

**74.0%**



...GENERATES TAX REVENUE PAYING FOR PUBLIC SERVICES

**66.1%**



...BENEFITS OTHER SECTORS OF THE LOCAL ECONOMY

**75.1%**

## BENEFITS OF DESTINATION PROMOTION

**69.3%**

TOURISM PROMOTION STRENGTHENS THE AREA'S REPUTATION

**68.3%**

RESIDENTS SUPPORT HOSTING MAJOR EVENTS THAT ATTRACT VISITORS

**48.0%**

THEY THINK TAXES GENERATED BY VISITORS SHOULD BE REINVESTED IN ATTRACTING MORE VISITORS

**62.6%**

THEY THINK PROMOTING THE AREA AS A PLACE TO VISIT IS AN EFFORT ALL COMMUNITY MEMBERS SHOULD EMBRACE

## REGENERATIVE & SUSTAINABLE TOURISM

Sustainable/Regenerative Tourism is when travelers obtain a real local experience while addressing the environmental and social impacts of host communities.



**71.4%**

7 in 10 respondents agree/strongly agree that these initiatives are important for the success of the industry in the area.

7 in 10 agree/strongly agree that promotional efforts should consider the area's environmental efforts.

7 in 10 support implementing these initiatives in the area

7 in 10 want to see visitors practice these initiatives

## PUBLIC SAFETY: #1 ISSUE FOR ALL RESIDENTS



**68.3%**

Nearly 7 in 10 respondents in Greater Seattle / King County, think that there are places in the area that are not safe for their family, guests or any visitors.

**36.3%**

More than 3 in 10 respondents think the community prioritizes public safety because of visitors

**87.6%**

Nearly 9 in 10 respondents think a vibrant downtown is essential to attracting visitors

## ADDITIONAL CHALLENGES FOR TOURISM

Seattle/King County respondents agree and strongly agree that...



**31.0%**

THERE AREN'T ENOUGH ACCESSIBLE AMENITIES FOR VISITORS OF ALL ABILITIES



**30.5%**

VISITORS ARE PUTTING A BURDEN ON NATURAL RESOURCES



**34.1%**

TOURISM GROWTH IS AT ODDS WITH THE ENVIRONMENT AND SUSTAINABILITY



**20.5%**

THE AREA IS TOO DEPENDENT ON TOURISM FOR REVENUE