## Resident Sentiment: Value of Tourism Study Summary of Findings

August 2021



## Sampling & Methodology

- Study conducted as an online survey among Nebraska residents.
- Respondents sourced via Qualtrics panel and a Facebook ad on the Visit Nebraska page.
- Data collected between March 18<sup>th</sup> and April 6<sup>th</sup>, 2021.
- A total of 1,017 individuals completed the survey.
- To achieve demographic representativeness across the combined sample sources, data has been weighted by gender, age, and geographic region to match the Nebraska resident population.



### **Respondent Distribution by Region**

Geographic Region	Respondents (n=1,017)					
Metro	37.6%	n=382				
Southeast	26.4%	n=268				
Northeast	12.6%	n=128				
South Central	9.1%	n=93				
Northwest	6.2%	n=63				
Southwest	4.5%	n=46				
Sandhills	3.6%	n=37				



Unweighted data shown.

Nebraska potrism conversion

# What Residents Love About Nebraska



#### What Residents Love Most about Living in NE – Open-Ended

Coded Open-Ended Responses	n=1,017	
NET: The People	40.0%	Rural/far
Friendly/helpful/kind people	34.9%	Lots of th
Family and friends	5.8%	NET: Hist
NET: Scenery, Outdoors, and Recreation	37.9%	The
Scenery/beauty/sunrises/sunsets	13.9%	The
Wide open spaces/land	12.3%	Cost of liv
Outdoor recreation opportunities (hunting, fishing, hiking, state parks, etc.)	10.3%	Small tow
Nature/wildlife	5.9%	Cities/Url
Diversity of terrain/scenery	5.5%	Sports
The Sandhills	3.4%	Where I'v
Rivers/lakes	3.2%	Accessibi
Weather/all four seasons	14.6%	NET: Rest
NET: Way of Life	14.5%	Rest
The Good Life/relaxed/laid-back	6.0%	Good edu
Values/morals/politics	4.7%	The zoos
NET: Safe/Clean	9.2%	Family-fri
Safe/low crime	5.1%	Diversity
Clean environment/air	5.0%	Location
NET: Quiet/Uncrowded	9.2%	Other sin
Low population	4.8%	None
Quiet environment/not busy	3.7%	Don't kno
		Don tikite

5

Coded Open-Ended Responses	n=1,017
Rural/farming	8.2%
Lots of things to do	7.4%
NET: History and Culture	7.3%
The history	4.1%
The cultural opportunities	3.7%
Cost of living	8.7%
Small towns	5.7%
Cities/Urban	5.6%
Sports	5.0%
Where I've always lived/Home	4.8%
Accessibility/No traffic	4.8%
NET: Restaurants/Breweries/Wineries	5.2%
Restaurants/food culture	4.9%
Good education system	4.5%
The zoos	3.7%
Family-friendly	3.3%
Diversity	3.3%
ocation within U.S.	3.0%
Other single mentions	7.6%
None	1.6%
Don't know	.4%
	AND INCOMENTATION OF



B1. What do you love most about living in Nebraska? Please be as detailed and specific as possible. There is plenty of room to type your answer. Only responses given by 3.0% of the respondents or more are shown.

#### What Residents Enjoy Most about Living in NE – Closed-Ended

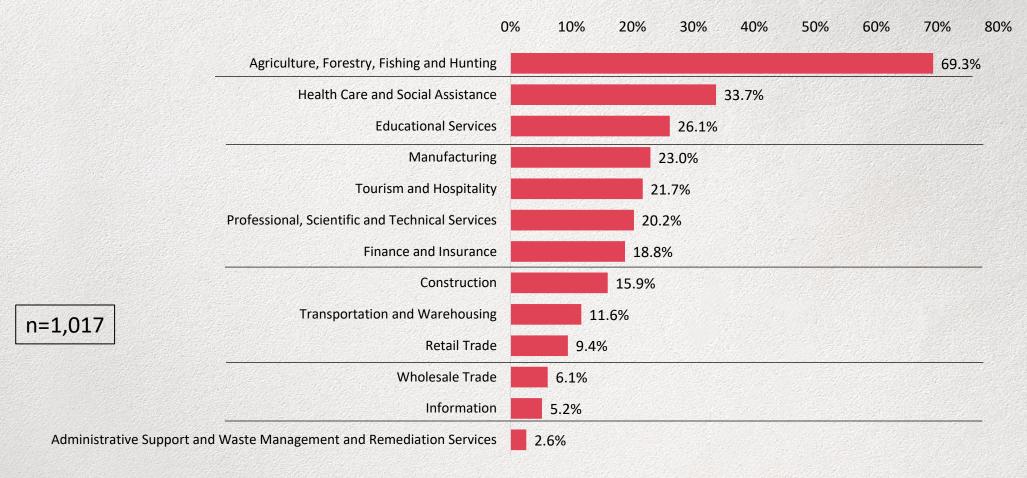
	0%	10%	20%	30%	40%
Lifestyle and general pace of life					36.1%
Proximity to family and friends				27.9%	
Safe place to live				27.4%	
Small towns and cities			15.7%		
Scenic beauty			14.6%		
Rural atmosphere			14.1%		
Outdoor recreation opportunities		12	2.1%		
Wildlife		7.9%			
Job prospects and availability of jobs		7.4%			
Access to healthcare and education		6.4%			
Art, cultural, and historical features		6.0%			1.017
Entertainment, events, and attractions	5	5.3%			n=1,017
Shopping and dining choices	4.4	4%			
The infrastructure (roads, public transportation, utilities, etc.)	1.6%				
Low cost of living	0.9%				
The people	0.4%				
Other Mentions Changing weather	0.2%				
Almost all the above	0.1%				



# **Comparative Industry Importance**



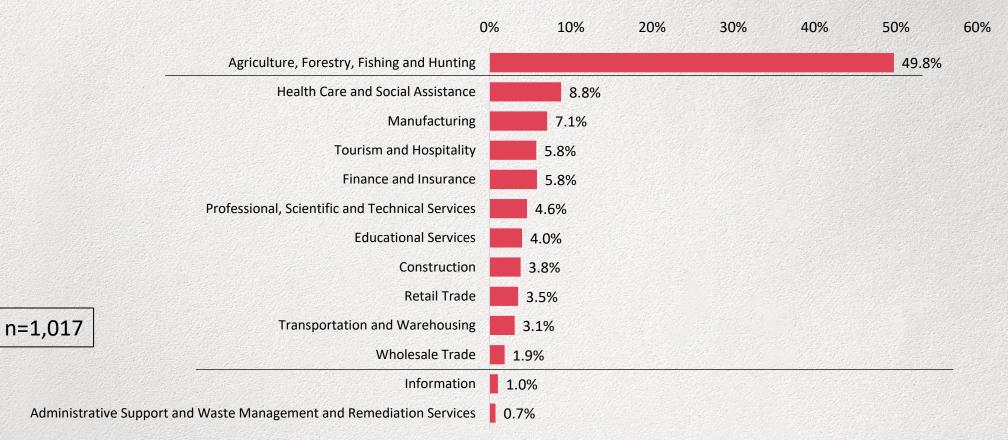
#### Most Important Economic Engines for Nebraska





C2. Now which of these industries do you feel are the most important "engines" of Nebraska's economy? Please select up to 3.

#### One Industry with Biggest Economic Impact





## Perceptions of the Tourism & Hospitality Industry



#### Positive Aspects/Benefits of Tourism and Hospitality in NE

Coded Open-Ended Responses	n=1,017
NET: Economic Stimulation	31.5%
Tourism stimulates the economy in general	21.3%
Tourism supports local businesses	5.2%
Tourism brings in tax revenue	4.0%
Tourism provides jobs in Nebraska	3.9%
Tourism supports small/rural communities	2.9%
Tourism brings new business to the state	1.0%
NET: Increase Out of State Tourism	15.5%
Tourism educates others about Nebraska/its tourism	11.8%
Tourism brings people from out of state	4.7%
Nebraska people are friendly/helpful/kind	10.7%
There's lots to do in Nebraska	9.8%
Nebraska has outdoor recreation/wildlife/nature	9.4%
NET: Increased Quality of Life for Residents	7.5%
Tourism promotion educates residents/residents enjoy local tourism	2.6%
Tourism helps keep the state maintained/up to date	2.6%
Tourism supports families in Nebraska/relieves financial burden	2.0%

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Coded Open-Ended Responses	n=1,017
Nebraska has cultural/historic attractions	7.0%
NET: Sports/Sports Events	6.3%
Nebraska has good sports/sporting events	4.6%
Sports games/College World Series bring in revenue	1.7%
The zoo	5.7%
Nebraska is beautiful/scenic	4.9%
Nebraska is laid-back/relaxed/not crowded	3.6%
Nebraska has great restaurants	2.6%
Tourism leads to diversity/cultural understanding	2.5%
Nebraska is affordable to visit	2.5%
Tourism brings in new citizens/keeps residents here	2.4%
NET: Festivals/Events	2.1%
NET: Complaint about Nebraska Tourism	2.0%
Other single mentions	13.7%
None	4.4%
Don't know	3.2%



D1. What, if anything, would you say are some positive aspects or benefits of tourism and hospitality in Nebraska? Only responses given by 2.0% of the respondents or more are shown.

#### Negative Aspects/Downsides of Tourism and Hospitality in NE

Coded Open-Ended Responses	n=1,017	Coded Open-Ended Responses	n=1,017
None/Tourism is positive for Nebraska	17.7%	NET: Weather/Seasonality	5.3%
NET: Nebraska Needs More Attractions	16.7%	Winter/weather issues	4.2%
Nebraska doesn't have enough big/well-known attractions	14.0%	NET: Need More Balanced Tourism Efforts	5.2%
Nebraska needs amusement parks	2.0%	My region/certain areas or attractions are not	3.5%
NET: Issues with Tourists	11.4%	promoted enough	5.570
Tourists are disrespectful of the	7.3%	Tourism needs to be more distributed across the state	1.9%
environment/residents/parks/Nebraska way	7.370	NET: Need Improved Tourism Promotion	4.3%
Tourism attracts crime	4.4%	Nebraska is not promoted enough in general	4.3%
NET: Concerns About Crowding/Sustainability	10.4%		
Traffic/overcrowding	9.5%	Nebraska attractions are too spread out	3.7%
Environmental concerns of overcrowding	1.4%	NET: Nebraska is Too Expensive	3.4%
NET: Perception/Awareness Issues	6.8%	Tourism makes Nebraska too expensive	2.7%
People have false perceptions of Nebraska	3.0%	NET: Need More/Improved Amenities	3.0%
Nebraska is unknown/Nebraska doesn't get enough tourism	2.9%	Nebraska does not have enough hotels/motels/lodging	2.1%
I-80 gives a bad impression/doesn't show off Nebraska	2.2%	NET: Issues with Inclusiveness/Openness	2.7%
NET: Infrastructure/Maintenance Issues	5.5%	Nebraska residents aren't always welcoming/open	2.4%
Nebraska is not being maintained enough (roads, state parks, etc.)	2.8%	Other single mentions	12.5%
Infrastructure issues	1.4%	Don't know	3.4%



D2. What, if anything, would you say are some negative aspects or downsides of tourism and hospitality in Nebraska? Only responses given by 1.4% of the respondents or more are shown.

Tourism and Hospitality Perceptions			US Norms from Longwoods: Shopping opportunities are better here as a result of tourism Tourism encourages investment in our local economy Without tax revenues we get from tourists, we would have to pay higher state and local taxes Quality of life in this state has improved because of increased tourism					Agree 42% / Neutral 31% / Negativ Agree 51% / Neutral 31% / Disagre Agree 46% / Neutral 31% / Disagre Agree 42% / Neutral 33% / Disagre			31% / Disagree 18% 31% / Disagree 23%
	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
	Tourism is a source of tax revenue for the state			59.7%				3	3.9%		6.4%
Tourism helps sponse	r festivals, activities, and sports events for residents and visitors			58.4%				3	5.3%		6.2%
Tourism creates shopping,	restaurant, retail, and entertainment opportunities for residents			57.0%				36	<mark>5.6%</mark>		6.4%
n=1,017	Tourism boosts sales of Nebraska-made products		ļ	55.5%				38.	.0%		6.6%
	Tourism encourages investment in our local economy		5	54.8%				36.9	9%		8.3%
Tourism for business, m	eetings, and conventions increases Nebraska's reputation in the business sector		5	3.6%				38.3	%		8.1%
	Tourism spending by visitors trickles down to local businesses		52	2.7%			in a for each that in the	39.19	%		8.2%
	of business for local companies during the busy summer and fall nich offsets lower demand in the winter and spring		48.0	6%				43.3%			8.1%
	Tourism attracts businesses to Nebraska		45.49	%			4	1.9%		12	.7%
Without the tax revenues w	e get from tourists, we would have to pay higher state and local taxes		43.9%	6			43	<mark>8.2%</mark>		12	.9%
	Tourism is an industry that enhances residents' quality of life		42.1%				46	.4%		11	5%
	Top 3 Box (10 - Completely agree, 9 and 8) Middle 4 Box	(7, 6, 5 and	4)	Bottom 3	3 Box (3, 2	2, and 1 - [	Do not agr	ee at all)			



D3. How much do you agree or disagree with the following statements about tourism and hospitality in Nebraska? Please use a 10-point scale where 1 means "Do not agree at all," and 10 means "Completely agree."

US Norms from Longwoods:

Tourism creates mostly low-paying and seasonal jobs Tourists add to traffic congestion and parking problems here The growth in tourism is causing prices to rise, making things less affordable for residents Agree 44% / Neutral 34% / Disagree 21% Agree 43% / Neutral 29% / Disagree 28%

Agree 33% / Neutral 31% / Negative 36%

Nebraska

#### Tourism and Hospitality Perceptions (cont.)

	0% 10% 20	0% 30% 40%	50% 60% 7	0% 80% 90% 100%	
Tourism creates jobs that have opportunities for advancemer	nt 34.99	%	50.4%	14.8%	
Tourism attracts new residents to move to Nebrask	ka 34.39	%	48.7%	17.0%	
Tourism beneficially increases land and property value	es 33.0%	6	52.6%		
Tourism creates many well-paying jobs for resident	ts 30.9%		52.8%	16.3%	
Tourism creates mostly low-paying and seasonal job	os 21.6%	57.0%		21.3%	
Tourists add to traffic congestion and parking problems her	re 20.6%	45.7	7%	33.7%	
Tourism causes over-crowding in the summer and fall seasor	ns 17.5%	41.2%		41.3%	
Tourists crowd out local residents in many good hunting and fishing spot	ts 14.8%	46.8%		38.4%	
Tourism is responsible for increasing the cost of livin	ng 12.2%	45.3%		42.5%	
Tourism has reduced the quality of outdoor recreation opportunities in m community	ny 11.1%	34.7%		54.3%	
1,017 Tourism disrupts the tranquility of my communit	ty 9.6%	37.2%		53.2%	

Top 3 Box (10 - Completely agree, 9 and 8)

14

Middle 4 Box (7, 6, 5 and 4)

Bottom 3 Box (3, 2, and 1 - Do not agree at all)

D3. How much do you agree or disagree with the following statements about tourism and hospitality in Nebraska? Please use a 10-point scale where 1 means "Do not agree at all," and 10 means "Completely agree."

	US Norms from L Long-term plann tourism Tourism supports the community		Agree 50% / Neutral 31% / Negative Agree 48% / Neutral 29% / Disagree							
าร										
0%	10% 20%	30%	40%	50%	60%	70%	80%	90%	100%	
g residents		55.7%				37.	1%	7	.3%	
n Nebraska		53.9%				38.0	%	8.	0%	
ical venues		53.9%		an ar Kaza		38.6	%	7	.5%	
and visitors	5	2.0%				39.8%	<mark>6</mark>	8.	2%	
ultural sites	49	).7%				41.9%		8.	4%	
ughout the	48	.7%				39.1%		12.2	.%	
by tourism	48	.2%				43.5%		8.	2%	
nd heritage	46.	3%				44.3%		9.4	4%	
ract visitors	44.4	%			4	47.3%		8.	4%	
on services	37.8%				48.0%			14.29	%	
I resources	35.6%				52.1%			12.2	.%	
Middle 4 Box (	7, 6, 5 and 4)	Bottom 3	3 Box (3, 2	2, and 1 - D	o not agre	e at all)				

#### **Tourism Impact Perceptions**

Tourism creates a sense of pride in the community among reside Tourism encourages a wide variety of cultural activities like crafts, music, art, etc. in Nebra Tourism provides opportunities to restore and protect historical venue Tourism encourages opportunities for cultural exchanges between residents and visit Tourism helps sustain Nebraska's natural resources, parks, and cultural si Tourism "puts Nebraska on the map" and gives Nebraska positive recognition throughout U.S. Long-term planning can limit environmental impacts caused by touri n=1,017 Tourism revives and preserves our local traditions, culture and herita Tourism fosters collaboration between the private and public sectors to attract visit Tourism spurs the expansion of air, rail and other transportation servi Tourism development encourages the conservation of natural resour

Top 3 Box (10 - Completely agree, 9 and 8)



D5. How much do you agree or disagree with the following statements about tourism in Nebraska? Please use a 10-point scale where 1 means "Do not agree at all," and 10 means "Completely agree."

#### Tourism Impact Perceptions (cont.)

16

US Nori	ms from Lo	ongwoods:							
We nee	d planned	and contro	olled touris	m develop	ment		Agree 52%	6 / Neutra	31% / Negative 17%
Tourism	n causes ar	increase i	n crime an	d social pr	oblems inc	luding			
alcoho	ol and drug	guse in the	state				Agree 26%	6 / Neutra	l 25% / Disagree 48%
Overbui	ilding of to	urism-rela	ted busine	sses is spo	iling our na	itural			
areas							Agree 36%	6 / Neutra	1 30% / Disagree 35%
Uncont	rolled tour	ism growtl	n is jeopard	lizing our h	neritage an	d			
cultur	e						Agree 30%	6 / Neutra	I 26% / Disagree 54%
									Carlos and and a star
10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

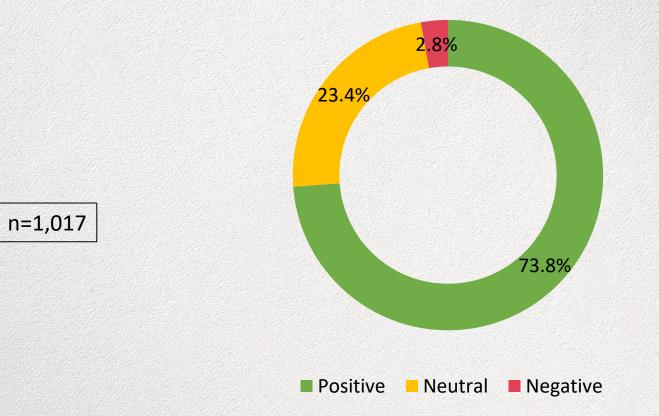
Tourism makes me feel more connected to my community	34	.9%	46.9%	18.2%	
The environmental impacts from tourism are relatively minor	32.9	9%	51.6%	15.5%	
Improvements to roads and other public facilities are made because of tourism	30.8	30.8% 52.1%		17.1%	
Tourism development is well-planned and organized	29.1%	29.1% 54.4%		16.6%	
Communications and internet services have improved because of tourism	26.2%		53.0%	20.8%	
urism causes an increase in crime and social problems including alcohol and drug use in the state	11.5%	42.6%	4	6.0%	
Overbuilding of tourism-related businesses is spoiling our natural areas	10.6%	44.7%	4	44.7%	
Tourism creates friction between local residents and tourists	10.4%	43.0%	4	6.7%	
Tourism causes a loss or disruption of our local traditions, culture and heritage	6.9%	34.8%	58.3%		
The quality of public services (e.g., water and sewage, police protection, fire protection, emergency responders) has degraded because of tourism	6.6% 35.3%		58.1%		
Top 3 Box (10 - Completely agree, 9 and 8) Middle 4 Bo	ox (7, 6, 5 and 4	l) 📕 Bottom 3 Bo	x (3, 2, and 1 - Do not agree	at all)	

0%

D5. How much do you agree or disagree with the following statements about tourism in Nebraska? Please use a 10-point scale where 1 means "Do not agree at all," and 10 means "Completely agree."



#### **Attitudes Toward Tourists**

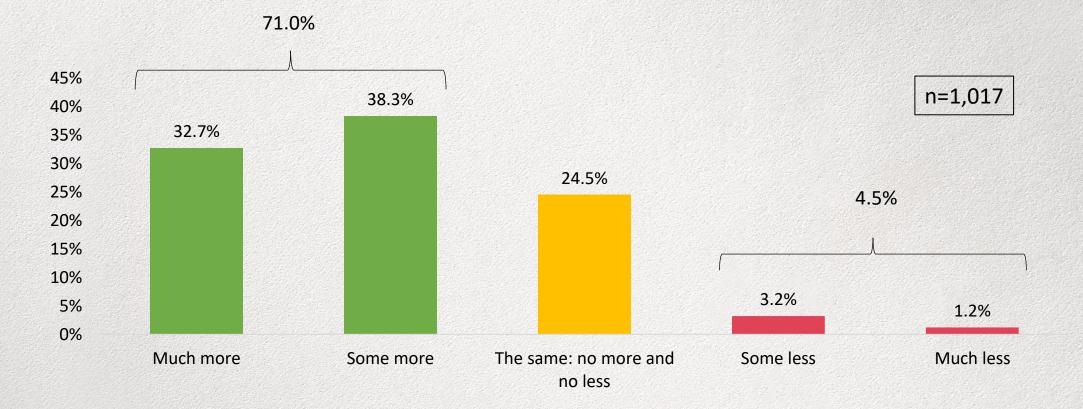




US Norms from Longwoods:

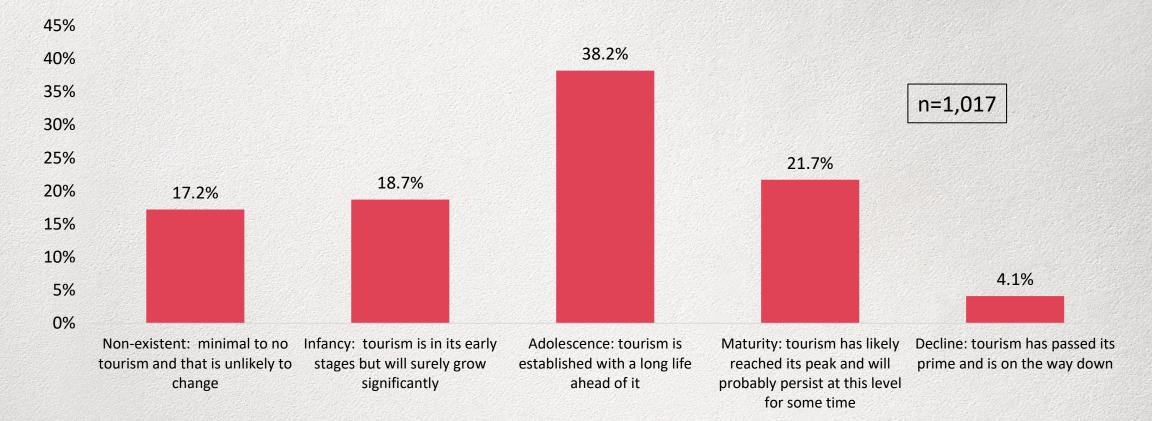
I would like to see more tourists coming to my area Agree 47% / Neutral 26% / Negative 27%

#### **Prefer More or Less Tourism**





#### **Tourism Momentum**





D8. Which one of the following statements best describes tourism in your community?

US Norms from Longwoods:

20%

30%

40%

I support using public funds to partially fund tourism marketing efforts Agree 35% / Neutral 33% / Disagree 32%

60%

70%

80%

50%

#### Tourism Opinions, Attitudes and Beliefs

20

Nebraska should be promoted as a tourist destination	ation	47.5%	42.6%	9.9%	
n=1,017     Tourism has a vital economic role in Nebr	raska	47.2%	40.7%	12.0%	
The government should make infrastructure improvements to support tou	urism	47.1%	44.5%	8.3%	
Tourism is an industry whose success I care a	bout	46.2%	43.7%	10.1%	
Funds should be spent to promote tourism in Nebr	raska Z	15.4%	43.6%	11.0%	
al, state, and elected officials recognize the value and contribution of the tourism indu	ustry 28.7%		54.9%	16.4%	
Dur state and local government does a good job of balancing residents' and tourists' n	eeds 24.5%		59.2%	16.3%	
Only a small minority of my community benefits economically from tou	urism 20.9%	47.0%		32.1%	
I would prefer that tourists visit our state but not move	here 15.1%	46.6%	38	3.3%	
I feel like I have a voice in Nebraska's tourism development decis	sions 12.9%	40.0%	47.1%	47.1%	
Nebraska's economy is too dependent on tou	urism 6.6%	37.4%	56.0%		

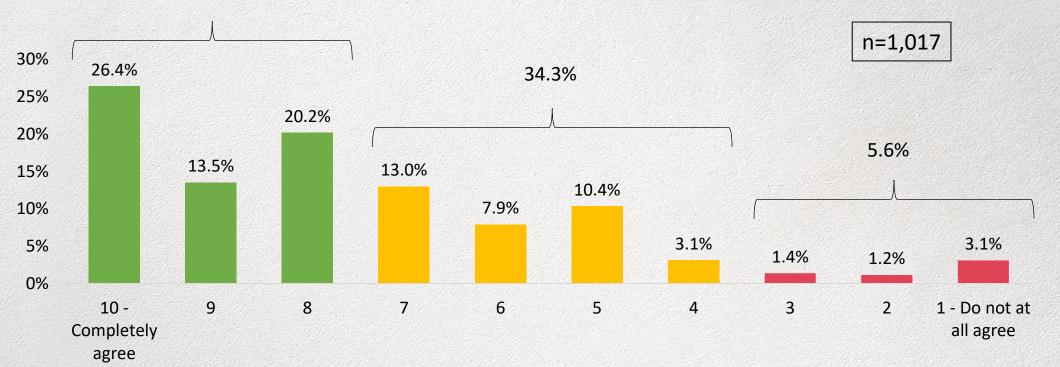
Nebraska Touties conversion

100%

90%

D9. How much do you agree or disagree with the following opinions, attitudes, and beliefs about tourism in Nebraska? Please use a 10-point scale where 1 means "Do not agree at all," and 10 means "Completely agree."

#### Whether Tourism Brings More Benefits than Problems



60.0%



D10. How much do you agree or disagree that in general, tourism has brought more benefits than problems to Nebraska? Please use a 10-point scale where 1 means "Do not at all agree," and 10 means "Completely agree."

#### Whether Household Has Higher Standard of Living Because of Tourism





D11. How much do you agree or disagree that your household has a higher standard of living because of the money tourists spend here? Please use a 10-point scale where 1 means "Do not at all agree," and 10 means "Completely agree."

#### Impact of Tourism on Household



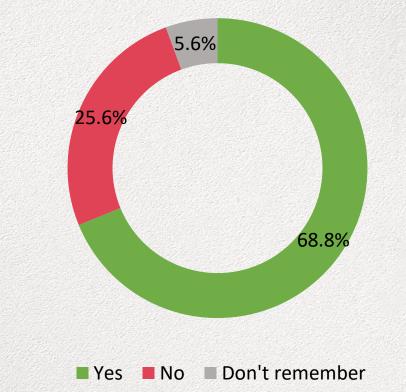


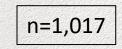
D12. How would you rate the overall impact tourism has on you and your family? Please use a scale where 1 means "Extremely negative," and 10 means "Extremely positive." If you feel tourism has minimal or no impact on you and your family, please select a number toward the middle of the scale.

# Awareness and Familiarity with the NTC



#### Awareness of the Nebraska Tourism Commission

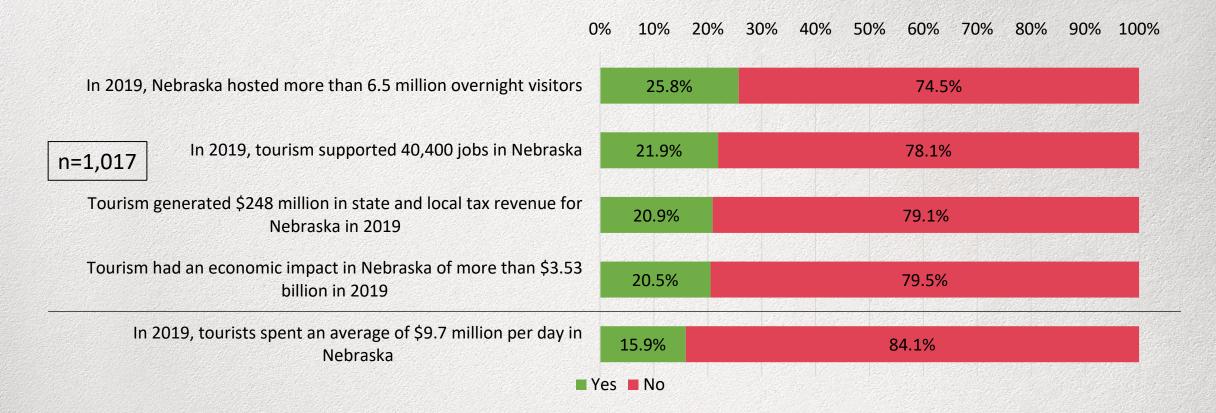






25 E1. Prior to taking this survey, were you aware of the Nebraska Tourism Commission, an office of the state government that promotes tourism to and within the state of Nebraska?

#### Awareness of the NTC's Tourism Outcomes





#### Sectors Considered to be Part of the Tourism Industry

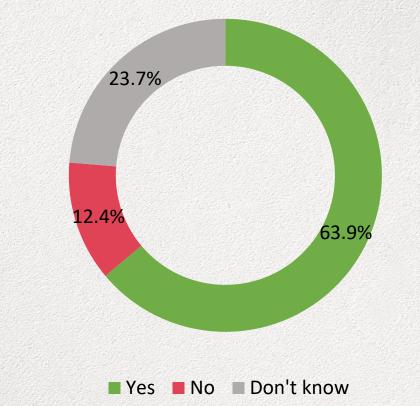
	(	0%	20%	40%	60%	80%	100%
Museums, H	istorical Sites and Similar Institutions RV Parks and Recreational Camps					77.6%	
Restaurants, C	other Eating Places and Food Services					75.1%	
	Spectator Sports					71.8%	
	Arts, Entertainment, and Recreation					69.0%	
	Traveler Accommodations					67.8%	
Promoters of Perfo	rming Arts, Sports and Similar Events				62.3	8%	
	Drinking places (alcoholic beverages)				57.4%		
	Amusement Parks and Arcades				54.0%		
	Performing Arts Companies				52.3%		
	Rooming and Boarding Houses				47.7%		
Indepen	dent Artists, Writers and Performers			43	.8%		
	Parks/Outdoors/Hunting/Fishing	2.5%					
	The zoo	1.7%					
Other Mentions —	Festivals/events	0.5%					
	Retail	0.3%			n=1.0	17	
	Conventions and meetings	0.1%			n=1,0	1/	
	Colleges and universities	0.1%					
	Other single mentions	2.9%					
	None	0.2%					

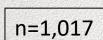


US Norms from Longwoods: I support using public funds to partially fund marketing efforts

Agree 35% / Neutral 33% / Negative 32%

#### Favorability of Expanding Tourism Funding





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E4. Would you be in favor of expanding funding to promote Nebraska to bring more tourists to the state?

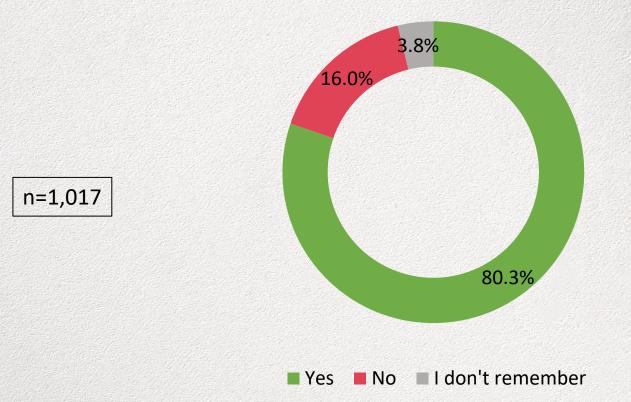
### Vacationing and Promoting Travel in Nebraska



US Norms from Longwoods: I recommend local tourist sites to people who are visiting my area Agree 47% /

Agree 47% / Neutral 27% / Negative 26%

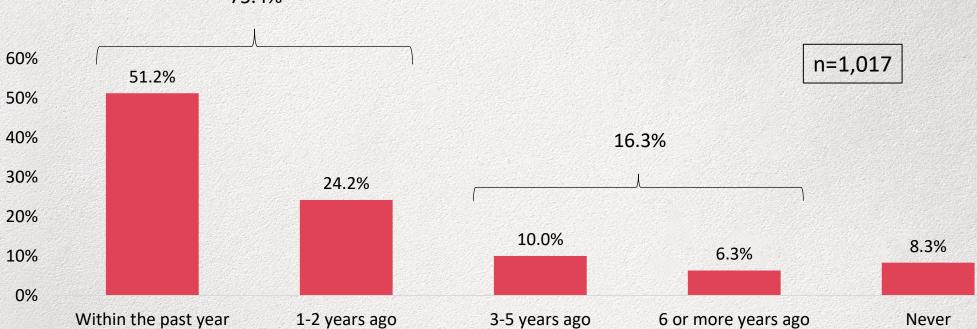
#### Whether Encouraged Visitation





F1. Have you ever encouraged someone to visit Nebraska, hosted out-of-town visitors, or recommended Nebraska as a vacation destination to friends, family, co-workers, or acquaintances?

#### Vacationing in Nebraska







F2. How recently, if ever, have you vacationed or taken a leisure trip in Nebraska, that is, a trip that involved traveling at least 50 miles from home?

# **Implications and Considerations**



# Reinforce and build upon the solid sentiment foundation that exists among residents

- Residents have positive sentiment toward tourism overall which is a strong foundation upon which to build greater advocacy:
  - Three fourths are positive toward tourists in their community
  - Three fourths think tourism in Nebraska is non-existent, in its infancy stage or in adolescence with obvious room for growth
  - 7 in 10 want more tourists in their area (this far exceeds national norms)
  - 6 in 10 strongly believe tourism brings more benefits than downsides (on par with national norms)
- A majority have a fundamental understanding of the benefits tourism brings to the state—economic stimulation is the number one category of open-ended responses about the benefits of tourism.
- Likewise, over half say it is a source of tax revenue for the state, boosts sales of Nebraska-made products, encourages investment in local Nebraska economies, and increases Nebraska's reputation in the business sector.
- Moreover, the perceived downsides of tourism are predominantly about the industry itself, rather than any personal negative impact (e.g., crowding, crime, disrespect):
  - Want more balanced promotion across the state
  - Need more promotion of NE overall
  - Need more attractions
  - Believe there are misperceptions of the state (it's only I-80)
  - Infrastructure issues



# Recognize the strong sentiment that exists compared to US norms

- Sentiment among Nebraska residents is on par with national norms from Longwoods on several factors:
  - Importance of tourism to my local economy (51% vs. 52%)
  - Tourism encourages investment in local economy (55% vs. 51%)
  - Without tax revenue from tourism, we'd pay higher taxes (45% vs. 46%)
  - My quality of life is improved because of tourism (42% vs. 42%)
  - Long term planning can limit environmental impacts cause by tourism (48% vs. 50%)
  - Tourism brings more benefits than problems (60% vs. 55%)
- Nebraska <u>exceeds</u> national norms in several areas:
  - Tourism is causing a disruption or loss of our local traditions, culture and heritage (7% vs. 30%)
  - Overbuilding of tourism businesses is spoiling our natural areas (11% vs. 36%)
  - Tourism causes an increase in crime and social problems (12% vs. 26%)
  - Tourism is responsible for increasing our cost of living (12% vs. 33%)
  - Tourism creates mostly low paying/seasonal jobs (22% vs. 44%)
  - I have encouraged others to visit my state (80% vs. 47%)
  - I would like to see more tourists coming to my area (70% vs. 47%)
  - Shopping is better because of tourism (57% vs. 42%)

- Funds should be spent to promote tourism in Nebraska (45% vs. 35%)
- Nebraska only falls below national norms in one area, but it's a critical gap
  - My household has a higher standard of living because of tourism revenue (19% vs. 29%)



## Be mindful of gaps and opportunities

- Despite the solid foundation, there is a clear opportunity to encourage residents to see tourism as more important to the state than they
  currently do, particularly from an economic point of view. While tourism is on par with a myriad of other industries, just half of resident
  think tourism is important, and only 22% say it's one of the three most important economic engines for the state.
  - In this vein, it will be important to more effectively harness those that work in tourism as ambassadors—while those that do have higher sentiment, this is not necessarily converting to a high degree of advocacy, agency or influence.
- Communication of other benefits should be bolstered. The NTC needs to continue to demonstrate that it respects the quality of life of Nebraska residents by encouraging potential visitors to look at the things residents' value most about living in the state in a new way, and to try them out for themselves:
  - Pace of life

- Recreation opportunities
- Safe, rural environment
- Spaciousness, uncrowded, cleanliness
- The NTC needs to do a better job of educating residents on their role and business outcomes:
  - 26% of residents are unaware of the NTC
  - Only 10%-30% know about the NTC's outcomes
  - 29% think local elected officials recognize the value of tourism
  - 24% are unsure if NTC funding should be expanded



# #1 goal: Make it personal

- The biggest gap which needs to be closed is to make the impact of tourism personal:
  - 19% believe tourism has made their household have a higher standard of living
  - 1 in 4 say tourism has a positive impact on them personally and their family
  - 35% agree that tourism makes them more connected to their community
  - 44% agree that without tax revenue from tourists they'd have to pay higher taxes (though this is on par with US norms)
  - 42% say tourism enhances their quality of life (also on par with US norms)
  - 5 to 6 in 10 feel a sense of pride created by tourism



# Appendix



## **Sampling Differences**

- Differences observed between Qualtrics panel and Facebook ad respondents:
  - Panel respondents are more likely to be from the Metro region, younger, lower educated and lower income, have children, and of a race/ethnicity other than white. They are also more likely to be female and single or divorced.
  - FB ad respondents are more likely to be from the Southeast, Southwest, and Sandhills regions, older, higher educated and higher income, retired, without children under 18, white, male and married. Ad respondents are also more likely to have lived in Nebraska longer (41+ years) compared to those from the panel.
  - In general, FB ad respondents are more positive about Nebraska and its tourism industry. They are more likely to find the majority of Nebraska industries to be important (including tourism), and are more positive toward tourism in their attitudes, perceptions and beliefs. They are also more likely to feel positive toward tourists and desire more tourism in their communities (while panel respondents are more likely to feel neutral and prefer the same level of tourism).
  - FB ad respondents are more likely to say they were aware of the NTC prior to taking this survey (not surprising given that the ad was on the Visit Nebraska Facebook page). They are also more likely to have encouraged someone to visit Nebraska and are more likely to have taken a leisure trip themselves within the state in the past year.
- It is likely that the psychographic differences between sample sources is a function of differences in the demographics between them, with age/life-stage being the biggest factor. The main reason for age differences between sources is that we achieved a huge response from the older population via the FB ad early in fielding (the younger population was less responsive to the FB ad), so we requested that the Qualtrics panel provider target younger residents to balance out age within the total sample.



## **Respondent Profile: Demographics**

		n = 1,017
	18-24	8.7%
Age	25-34	14.4%
	35-44	14.2%
	45-54	15.9%
	55-64	19.6%
	65+	27.3%
er	Male	36.2%
Gender	Female	63.1%
Ū	Other	0.7%
Marital Status	Single	22.5%
	Married	56.7%
Mai Sta	Divorced/separated	10.0%
_	Other	10.8%
ze	1, myself	20.0%
HH Size	2	43.7%
Ŧ	3+	36.4%
Presence of Children	Has Children in Household	34.2%
Pres c Child	Does Not Have Children in Household	65.8%
Work in Tourism Industry	I am/family member is employed in the tourism industry	12.0%
Wo Tou Indi	Not employed in the tourism industry	88.0%
ce of	0-5 years	8.9%
Length of Residence	6-20 years	14.7%
eng esic	21-50 years	42.8%
Ъ Ж	51+ years	33.5%

		n = 1,017
Education	High school diploma/GED or less	14.3%
	Vocational/Technical school	5.3%
	Some college/Associate's degree	28.1%
	Bachelor's degree	30.4%
	Master's/Doctoral/Professional degree	21.3%
Ę	Full-time	41.7%
Employment	Part-time	8.2%
yolo	Retired	30.4%
Emp	Unemployed	8.4%
	Other	11.3%
	Under \$25,000	13.9%
	\$25,000-\$49,999	19.4%
HH Income	\$50,000-\$74,999	18.3%
Inc	\$75,000-\$99,999	14.1%
王	\$100,000-\$149,999	15.4%
	\$150,000 or more	8.1%
	Prefer not to say	10.9%
Race/Ethnicity	Caucasian/White	89.5%
	Hispanic/Latino	4.4%
	African American	3.4%
Race	Asian	3.0%
Ľ.	All Other	3.3%



Unweighted data shown.