

# Global survey on the perception of residents towards city tourism: impact and measures

## Executive Summary

# 01

## Introduction & Methodology

## Introduction

This research is a result of a partnership between the World Tourism Organization (UNWTO) and IPSOS.

To better manage the issues arising from the growing tourism demand in urban destinations it is essential to understand resident's experiences and perceptions on city tourism.

The research aims at understanding the perception of residents towards city tourism, its impacts, as well as the most adequate strategies to manage the growing tourism flows in cities.

# Methodology

12.000 online surveys in 15 countries



## Methodology

Online survey.  
December's IPSOS  
Global @dvisor wave.  
Fieldwork from 21st December  
2018 to 14th January 2019.



## Sample

In each country 1.000/500  
individuals representative of  
global population.



## Participants

Adults aged 18-64 in the US and  
Canada, aged 16-64 in all other  
countries.



## 15 Countries

Country	Sample	Country	Sample
Argentina	500	Japan	1000
Australia	1000	Poland	500
Belgium	500	Republic of Korea	500
Canada	1000	Spain	1000
France	1000	Sweden	500
Germany	1000	United Kingdom	1000
Hungary	500	USA	1000
Italy	1000		

# 02

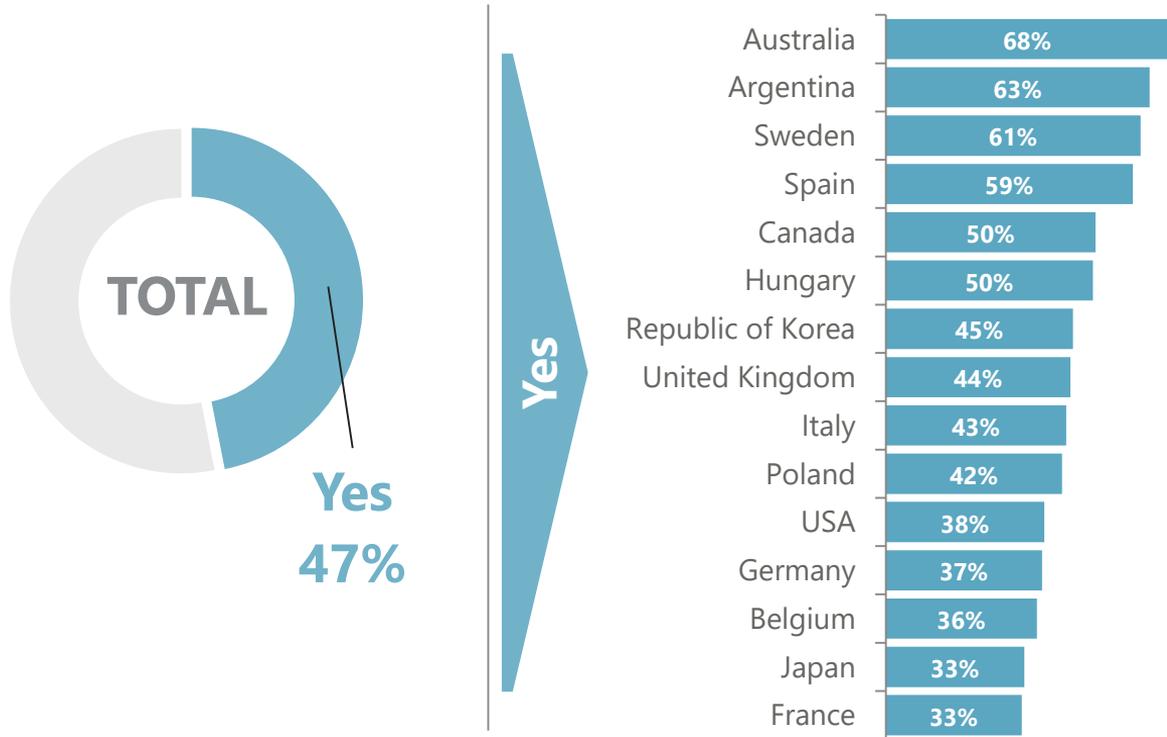
## Key Findings



- ✓ **47%** of respondents think 'they reside in cities with a high number of tourists'.
- ✓ On the positive side, **52%** of respondents **think tourism has a big or moderate impact in generating wealth and income**. On the other spectrum, **46%** of respondents **think it 'creates overcrowding'**.
- ✓ **49%** of respondents **feel that there should be measures to better manage tourism**.
- ✓ Respondents are most supportive of the following measures: **'improve infrastructures and facilities' (72%)** and **'create experiences and attractions that benefit both residents and visitors' (71%)**, whereas **only 12%** think that there should be limitations to the number of visitors.

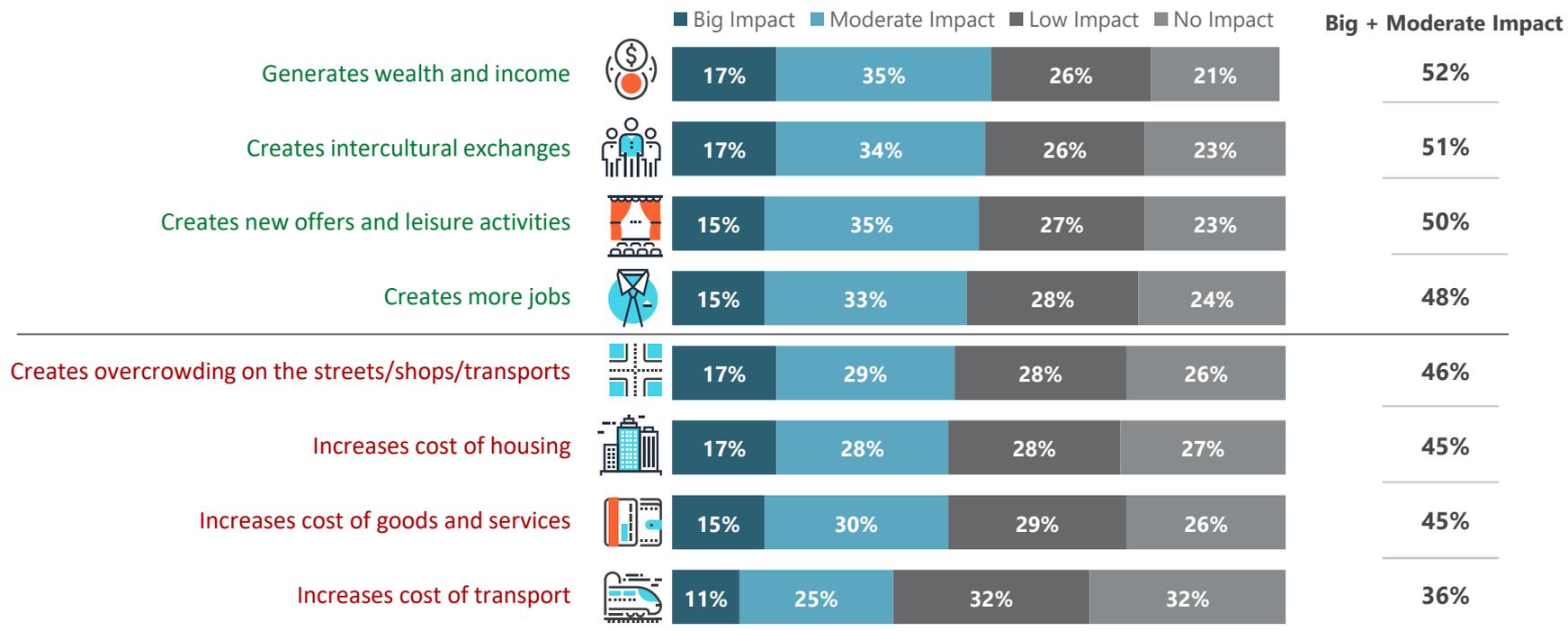
Q1. Do you think you live in a city with a high number of tourists?

**47% of respondents think 'they reside in cities with a high number of tourists'.**

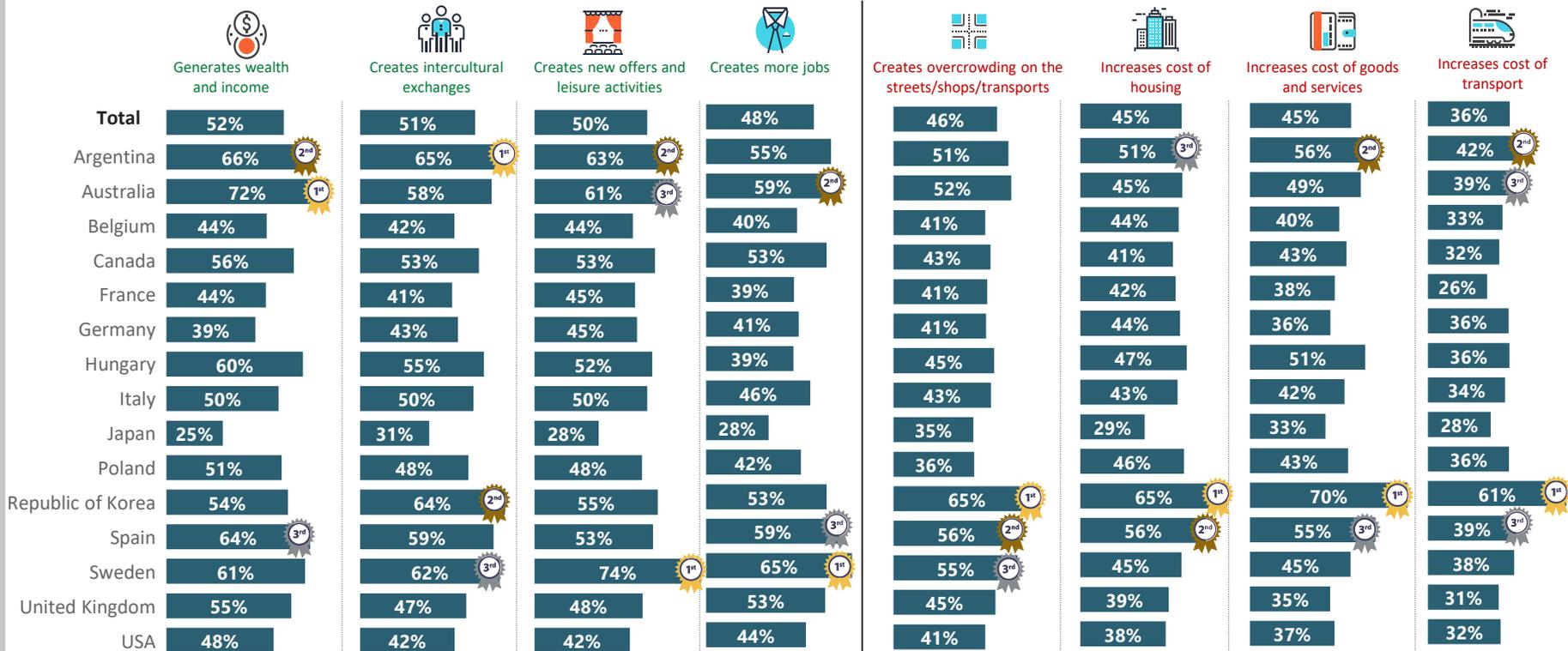


## Q2. How does tourism impact your city?

**On the positive side, 52% of respondents think tourism has a big or moderate impact in generating wealth and income. On the other spectrum, 46% of respondents think it 'creates overcrowding'.**

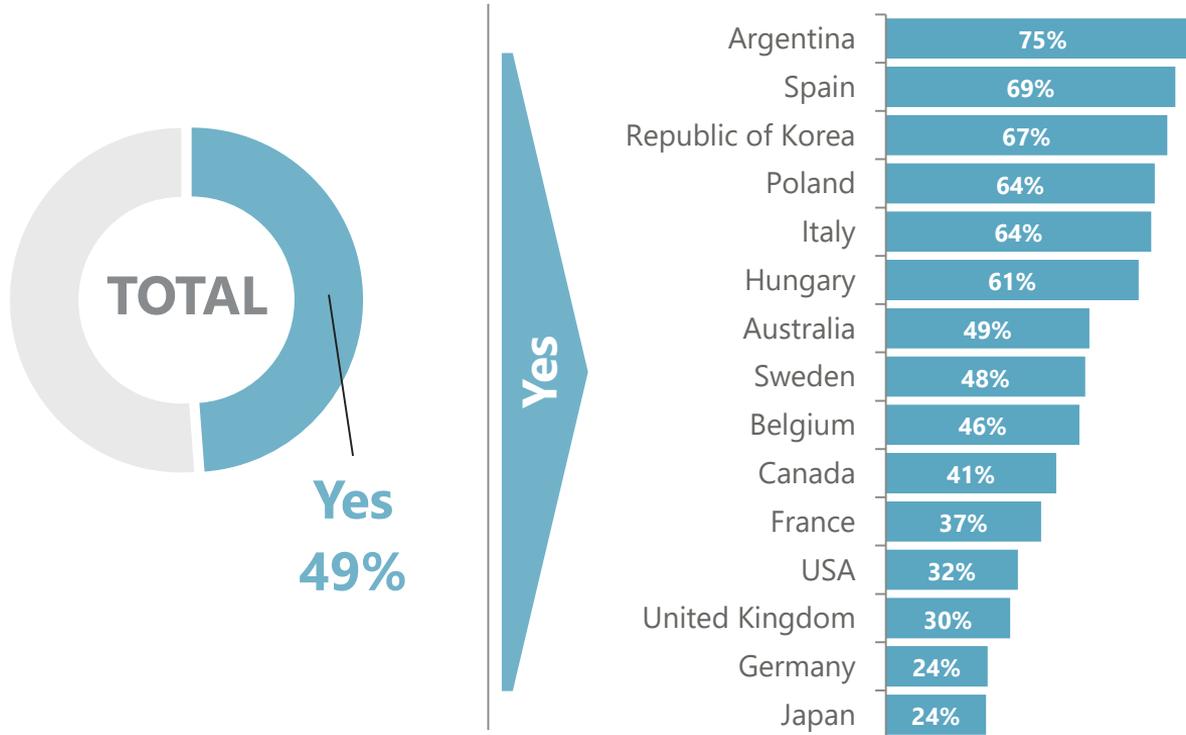


# Q2. How does tourism impact your city? (by country)



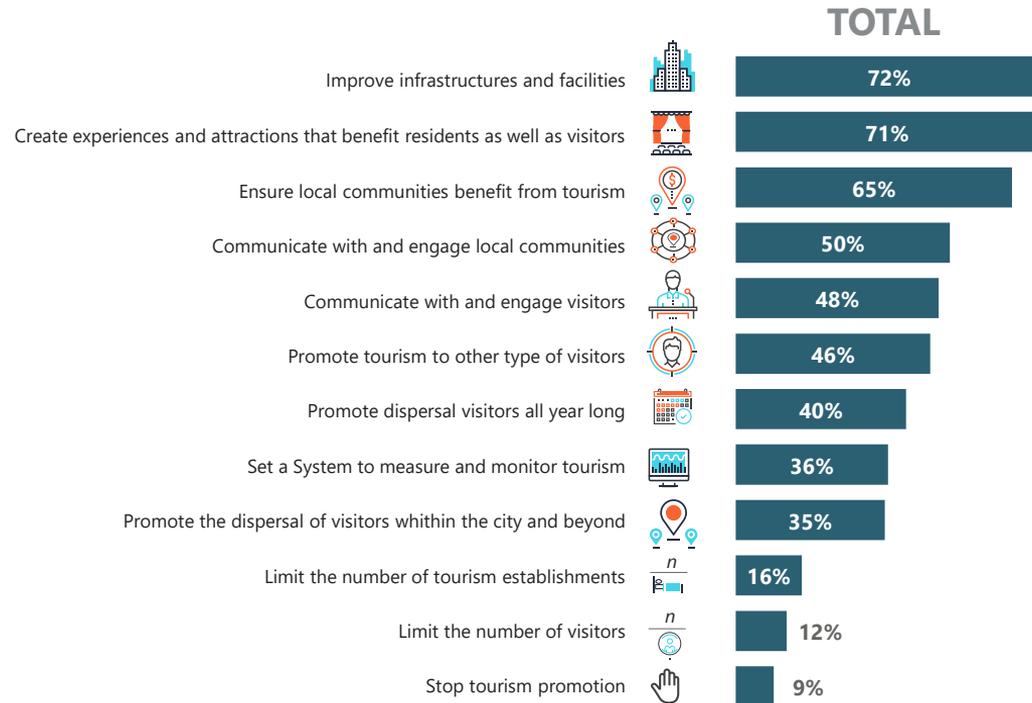
Q3. Do you think there should be measures to manage tourism better in your city?

**49% of respondents feel that there should be measures to better manage city tourism.**



Q4. What measures do you think are more adequate to deal with the increase in the number of tourists to your city?

**‘Improve infrastructures and facilities’ (72%) and ‘create experiences and attractions that benefit both residents and visitors’ (71%) – the most important measures to address the growing number of visitors.**



# Further information:



**Vicente Castellanos**  
Ipsos Public Affairs  
Service line leader.  
[Vicente.castellanos@ipsos.com](mailto:Vicente.castellanos@ipsos.com)

**Eva Aranda**  
Ipsos Public Affairs  
Associate director  
[Eva.aranda@ipsos.com](mailto:Eva.aranda@ipsos.com)



**Sandra Carvão**  
Chief, Tourism Market Intelligence and  
Competitiveness Department  
[scarvao@unwto.org](mailto:scarvao@unwto.org)

**Diana Oliveira**  
Project Specialist, Tourism Market  
Intelligence and Competitiveness  
Department  
[doliveira@unwto.org](mailto:doliveira@unwto.org)