

VIEWS ON TOURISM

Understand how communities experience tourism

Views on Tourism measures and benchmarks community sentiment toward tourism, providing actionable insight for destination management and planning. It helps identify the benefits and impacts of tourism as experienced by locals, supporting evidence-based responses to social licence concerns. Operating since 2017, the programme now spans multiple countries with national benchmarks available.

- ✓ Protect your tourism industry's social license to operate and the sustainability of your sector
- ✓ Track effectiveness of destination management and set priorities for investment
- ✓ Comparative benchmarking with other destinations for valuable context
- ✓ Go beyond the prevailing media narrative
- ✓ Gain further insights with your own custom questions
- ✓ Continuous tracking or point in time measures
- ✓ Options for quarterly, six-monthly and annual reporting

VIEWS ON TOURISM MEASURES & MONITORS

Tourism Approval Rating (TAR)

Track community support and tourism's social license to operate, from strong advocacy to disapproval. The TAR score combines perceptions of tourism's benefits and impacts into a single, comparable measure.

Perceptions of Tourism

Understand residents' experience of domestic and international tourism in their community, and how sentiment changes over time.

Tourism Benefits

Gauge the strength of perceived economic, social, environmental and cultural benefits tourism brings to your community.

Tourism Impacts

Identify the areas where tourism may be creating pressure or concern, from environmental effects to community wellbeing.

Future Outlook

Discover what residents want the tourism industry to prioritise in the years ahead.

CLIENTS INCLUDE

