



Longwoods
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Galveston Resident Sentiment

Visit
GALVESTON 

September 2024

Introduction and Methodology

Longwoods International’s Resident Sentiment Research looks at public perceptions from all sides, including the positives and negatives of economic development, environmental impacts, overtourism, quality of life, and other areas.

This research will provide destinations with a unique opportunity to create a well-informed engagement strategy with locals on the subject of tourism in their communities. By understanding where public opinion lies from both positive and negative perspectives, destinations can work more effectively with local partners to increase support for tourism development efforts.

A self-completion survey was completed by 1,155 adults (18 years and older) residing in Galveston. Fieldwork was completed between September 6 – 24, 2024.

Visit Galveston and their community partners distributed the survey via social media and other distribution channels. A drawing for four VIP Attraction Passes to some of Galveston’s top attractions were offered as an incentive to participate in the survey. Respondents provided their email address to enter the drawing.

This report provides 2024 results for Galveston, along with comparisons to results from the 2020 survey. The 2020 survey was fielded between February 28 – March 23, 2020, and included a sample of 560 adults (18 years and older) residing in Galveston.

Zip Code	2020	2024
77550	275	485
77551	150	342
77554	135	328
Total	560	1,155



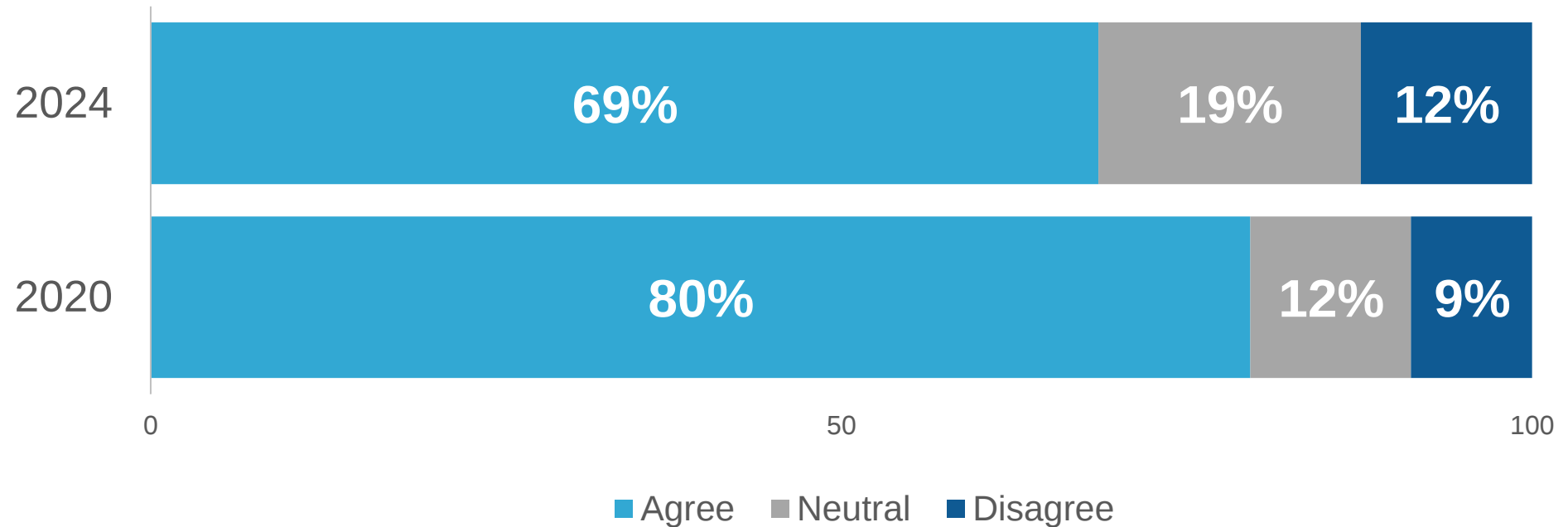
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**Overall Sentiment About
Tourism**

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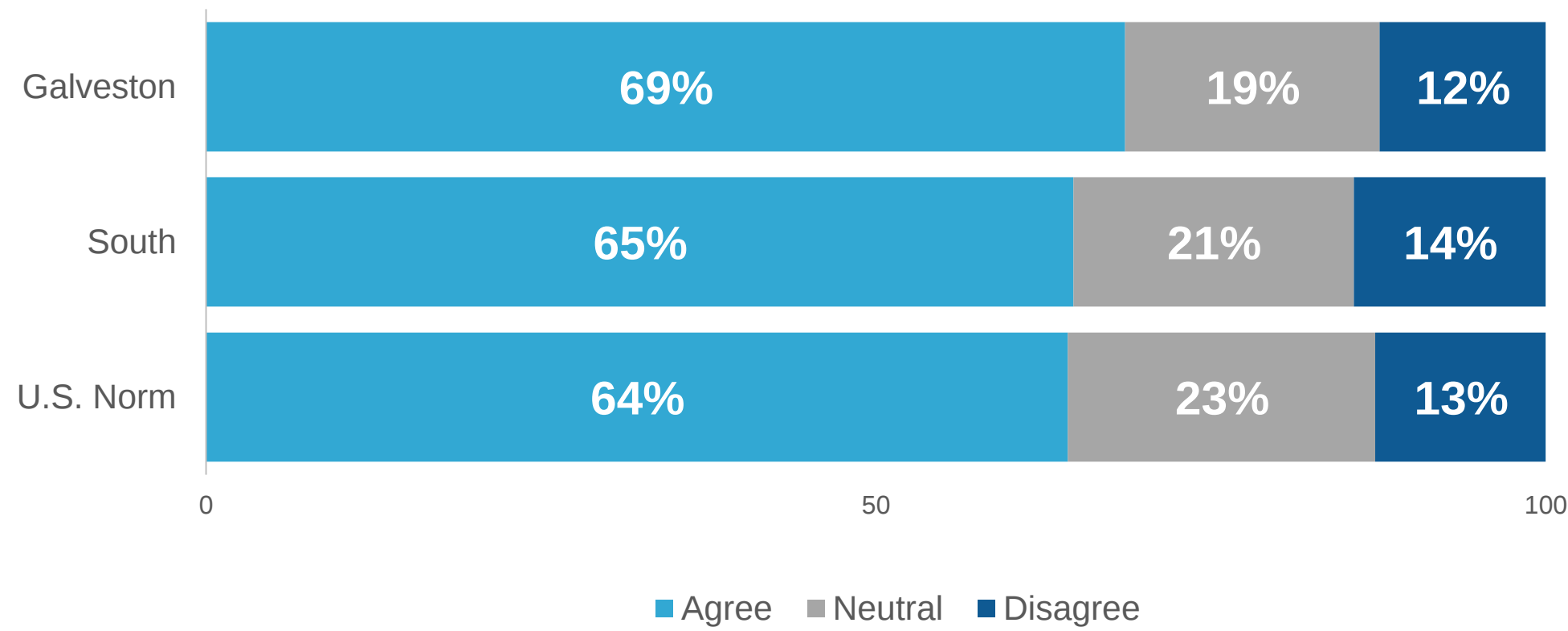
Overall Sentiment About Tourism

Overall, I think tourism is good for my local area



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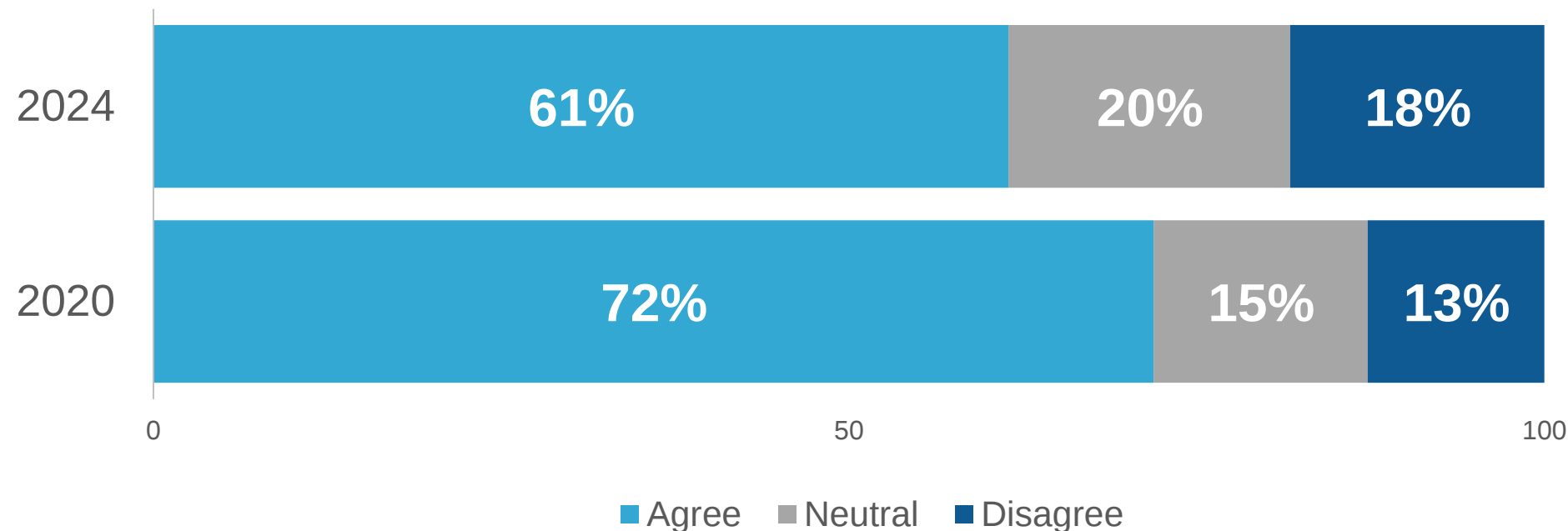
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Tourism Development and Growth

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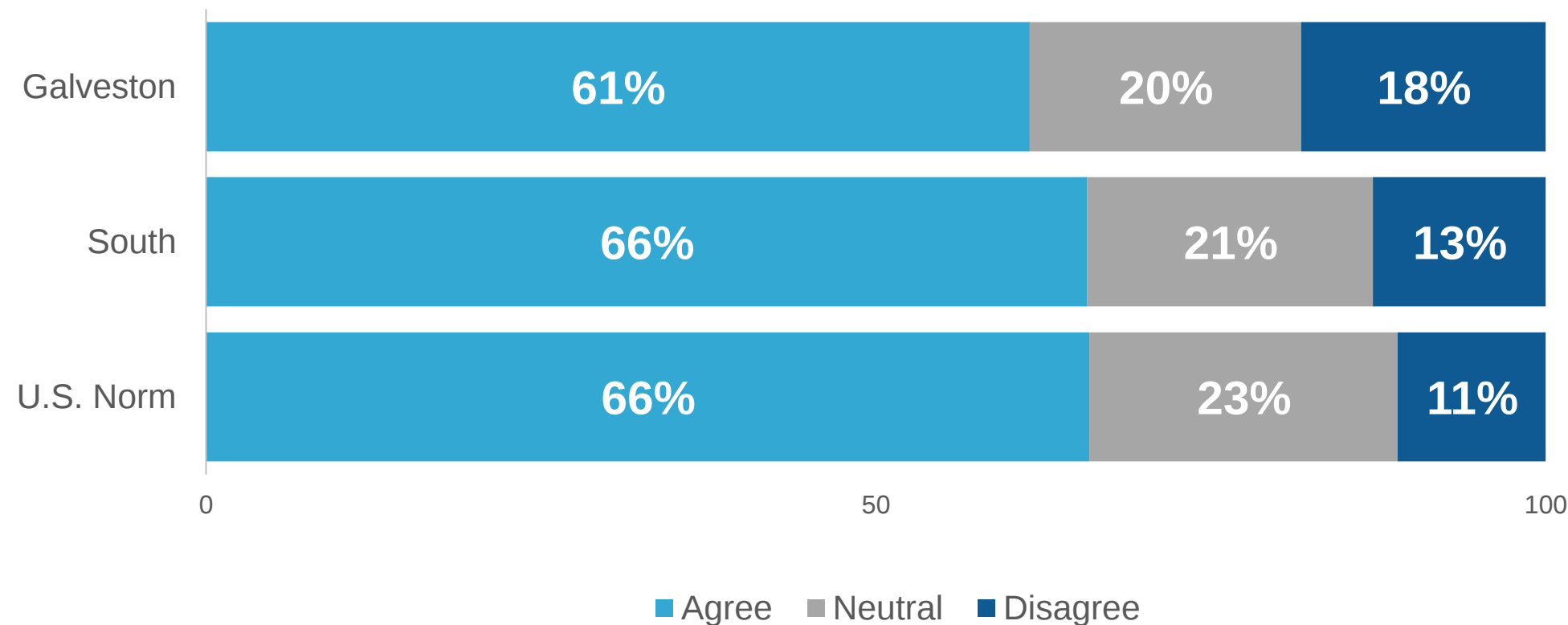
Tourism Development and Growth

I support tourism growth



Tourism Development and Growth

I support tourism growth



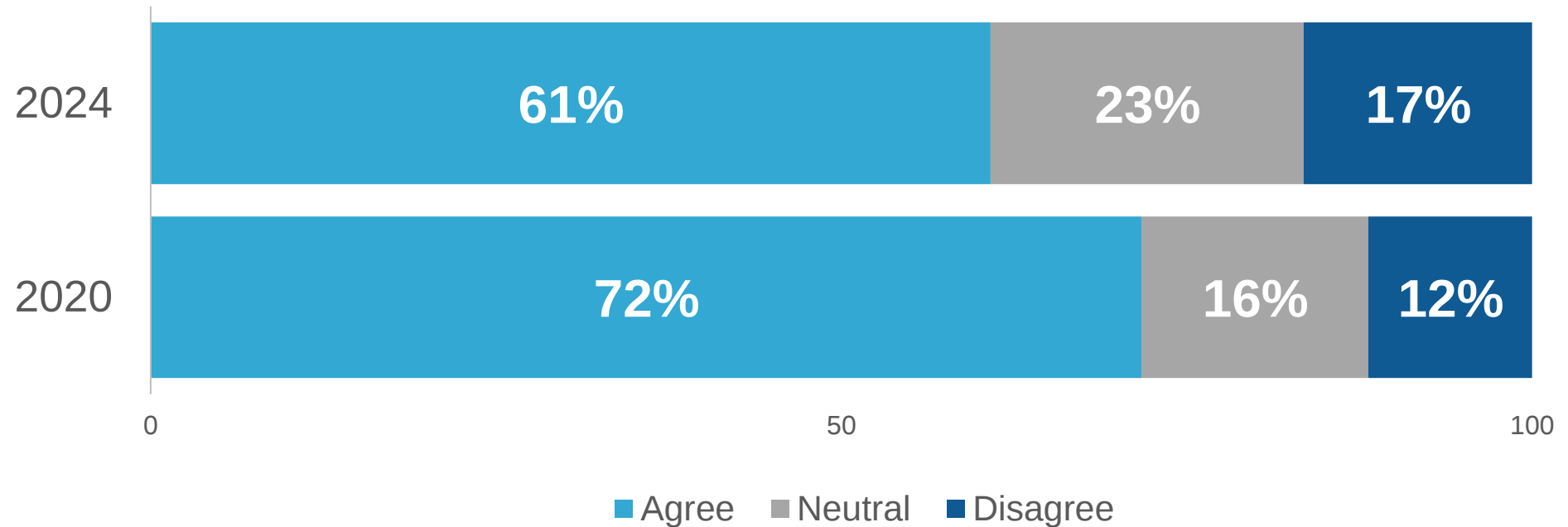


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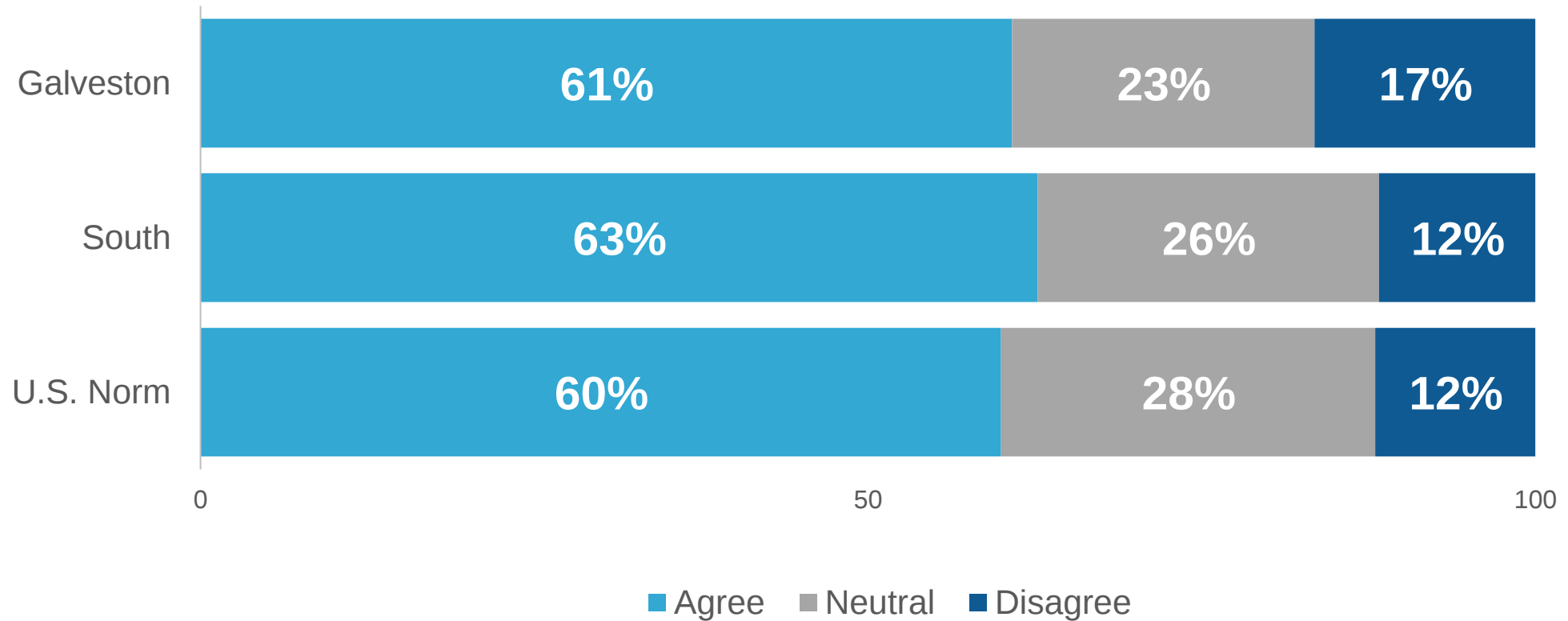
Economy

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Tourism encourages investment in our local economy

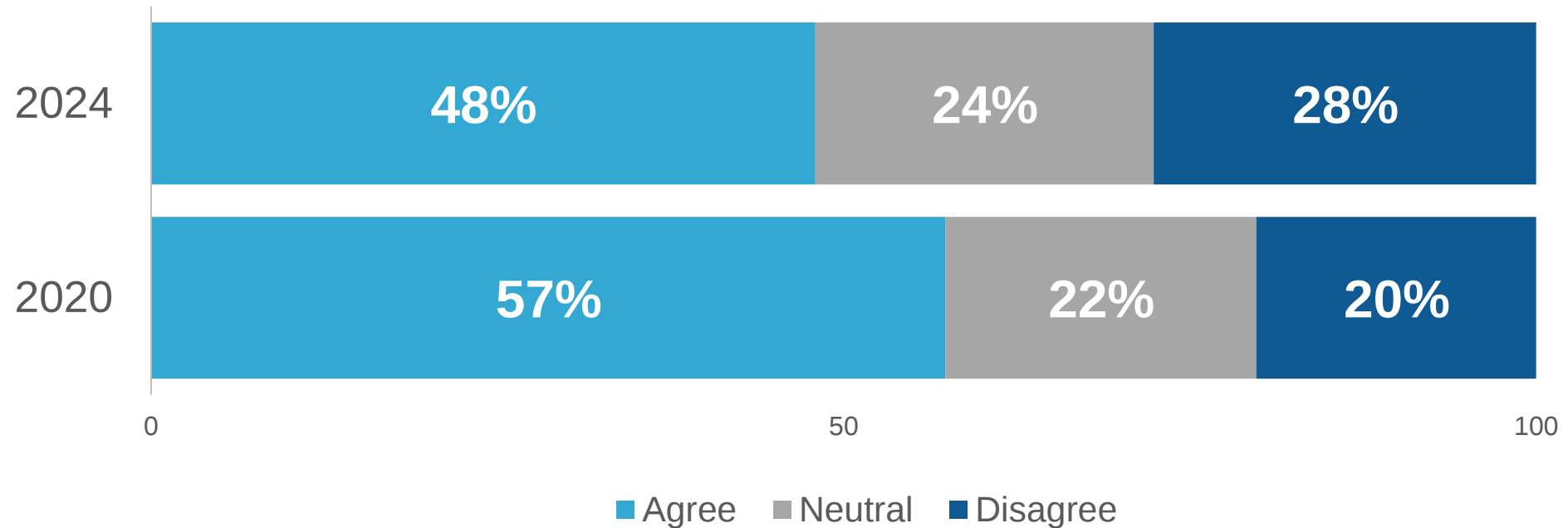


Tourism encourages investment in our local economy



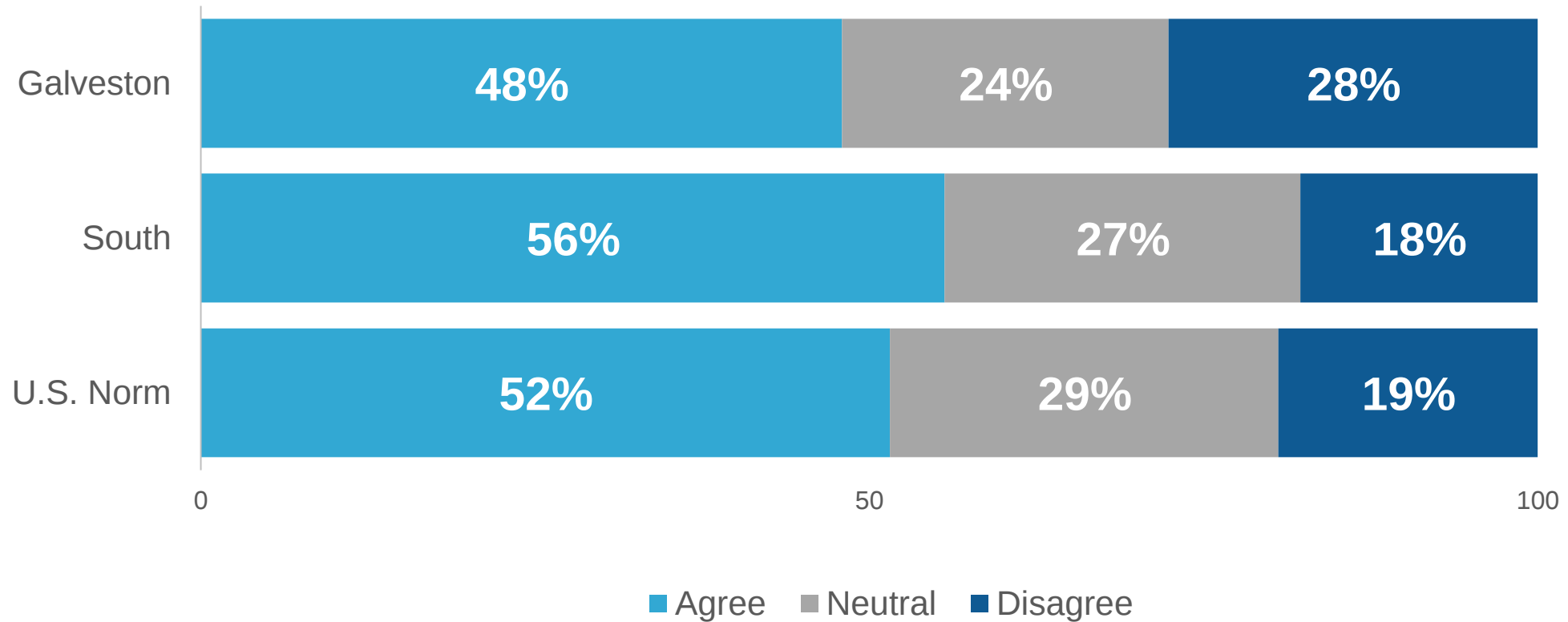
Economy

Without the tax revenues we get from tourists, we would have to pay higher state and local taxes for government programs and services



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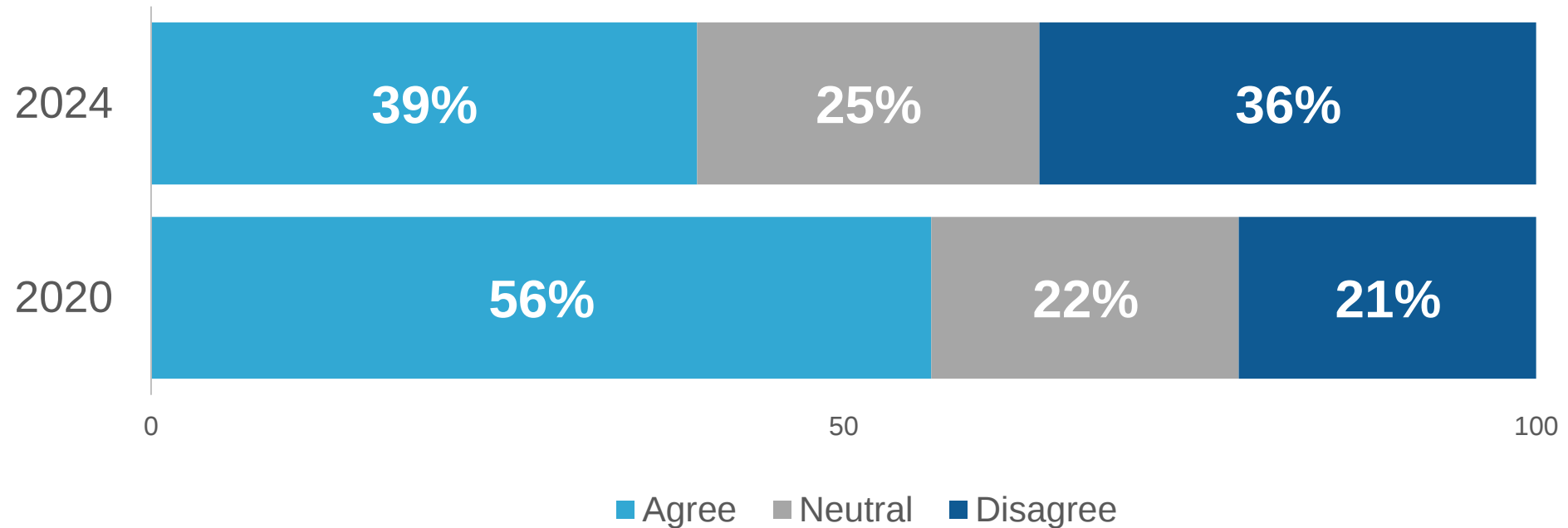
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Quality of Life

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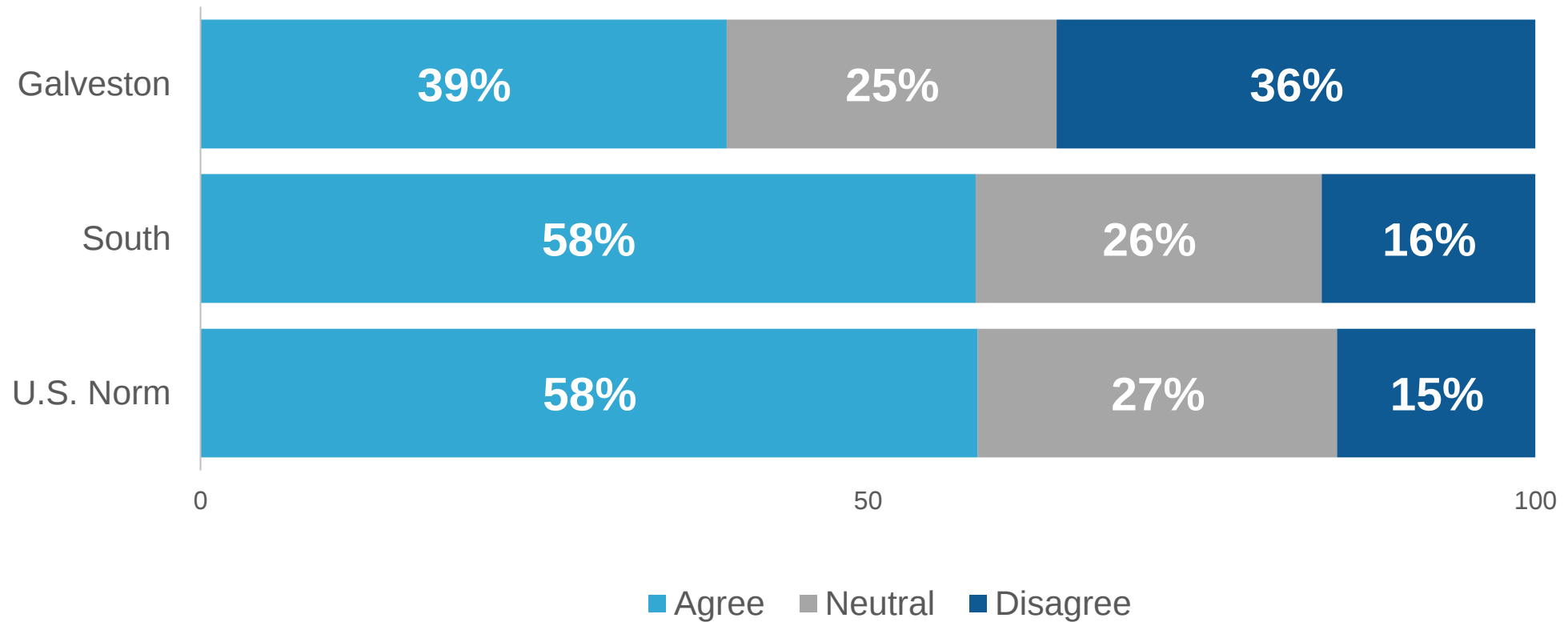
Quality of Life

Tourism supports the preservation of local culture and protects the community's authenticity



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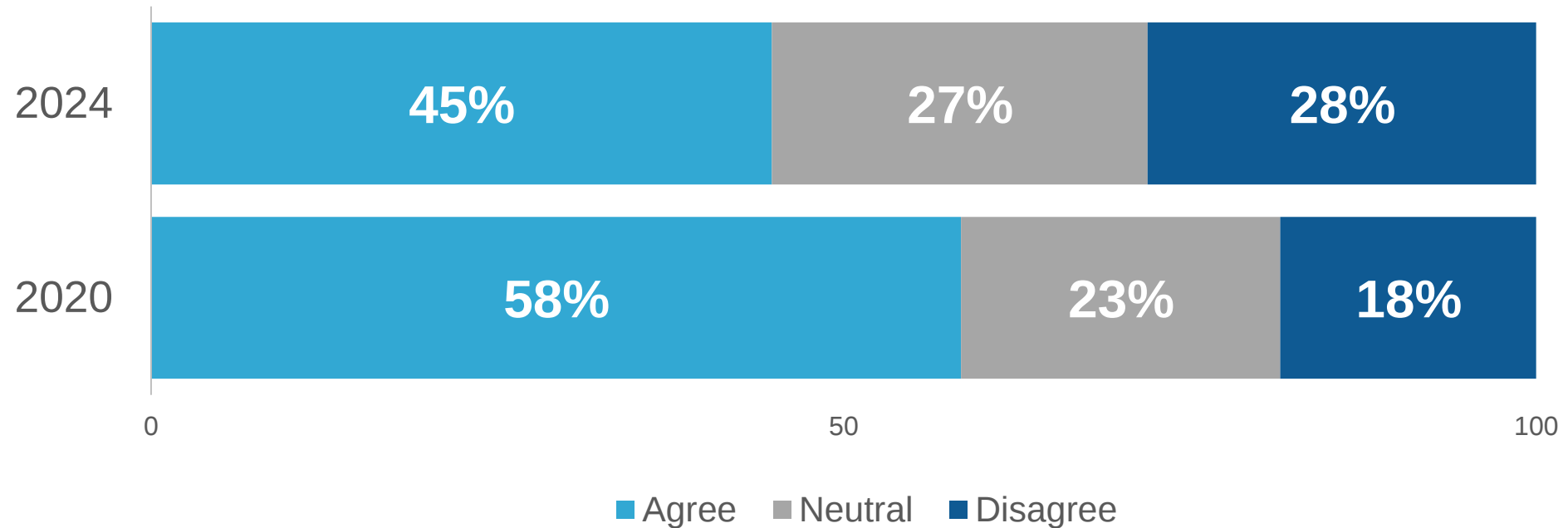
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Environment

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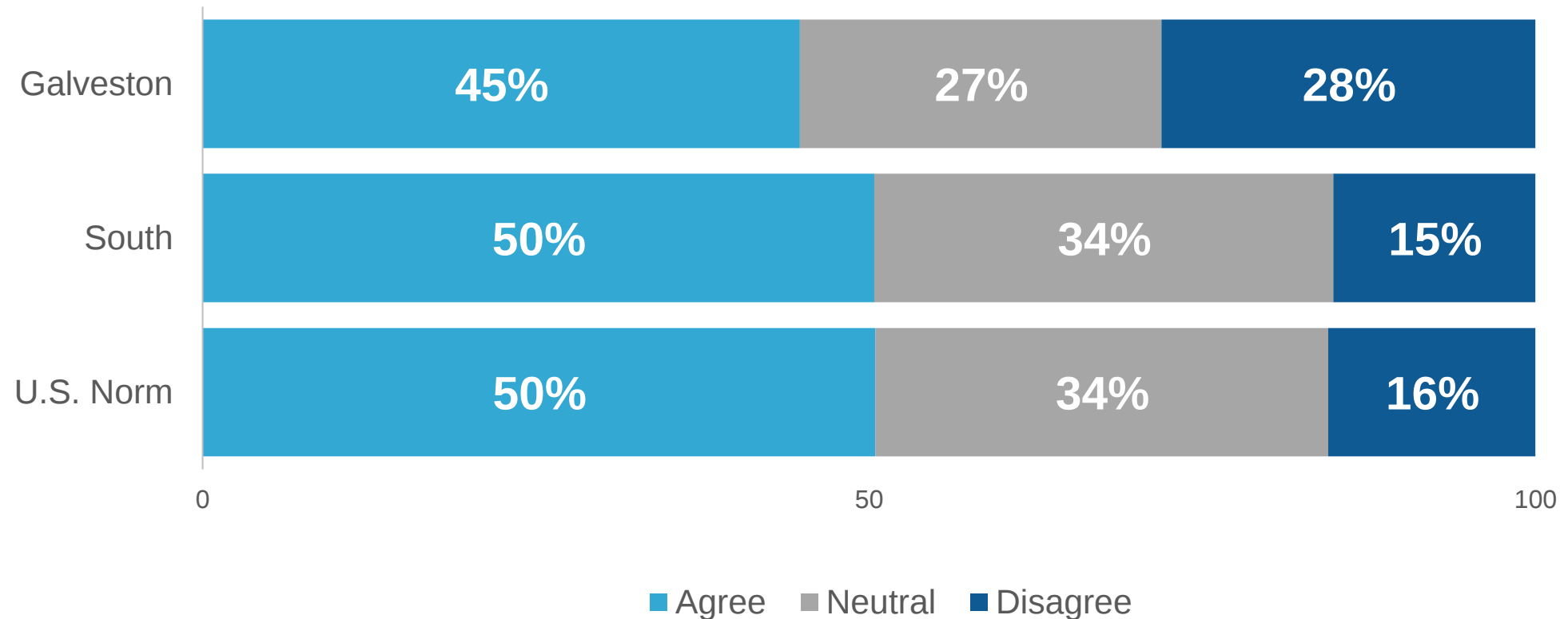
Environment

Tourism can help the environment as local governments and people seek to protect sensitive and scenic areas

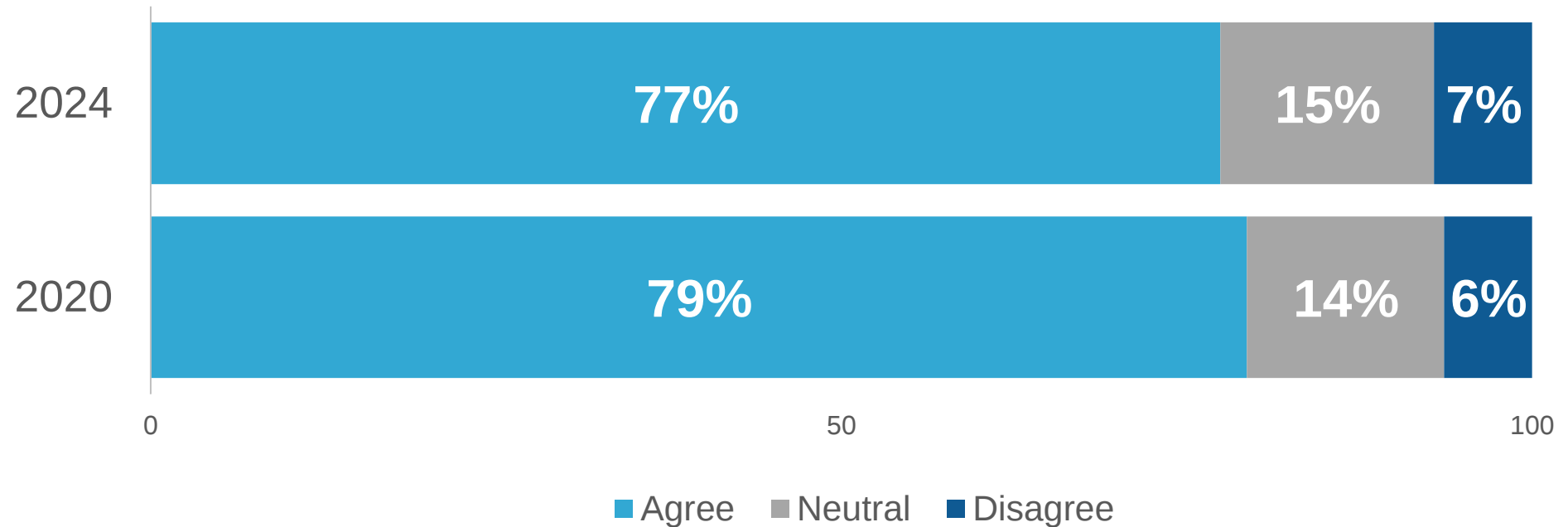


Environment

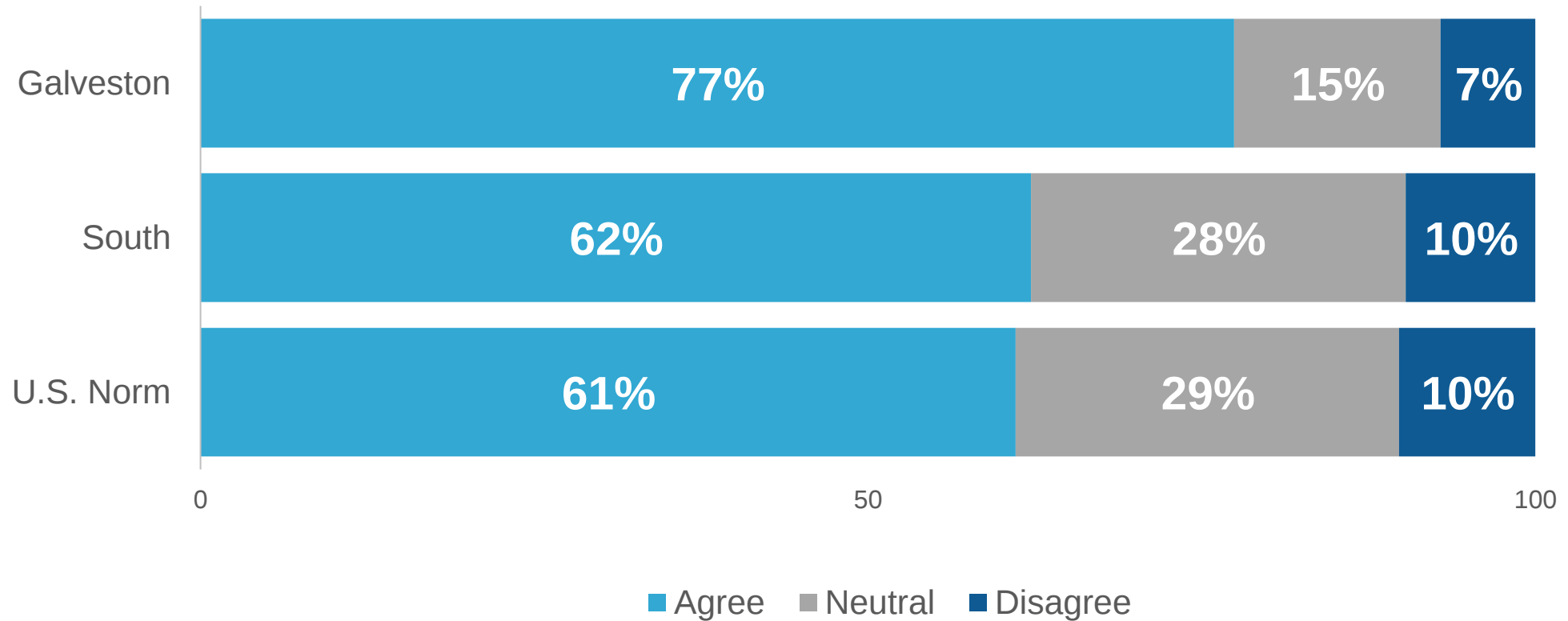
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Long-term planning can limit environmental impacts caused by tourism



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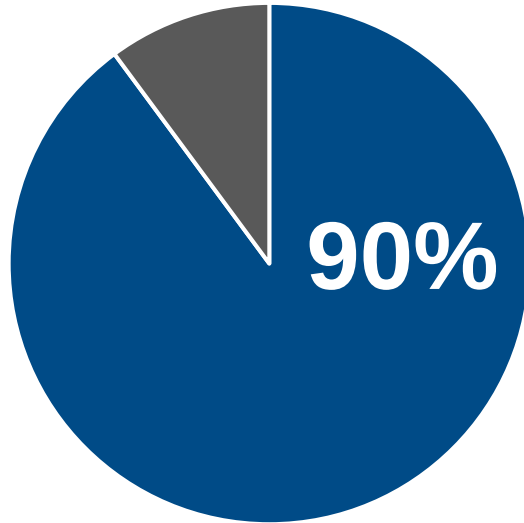


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Festivals

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Festivals

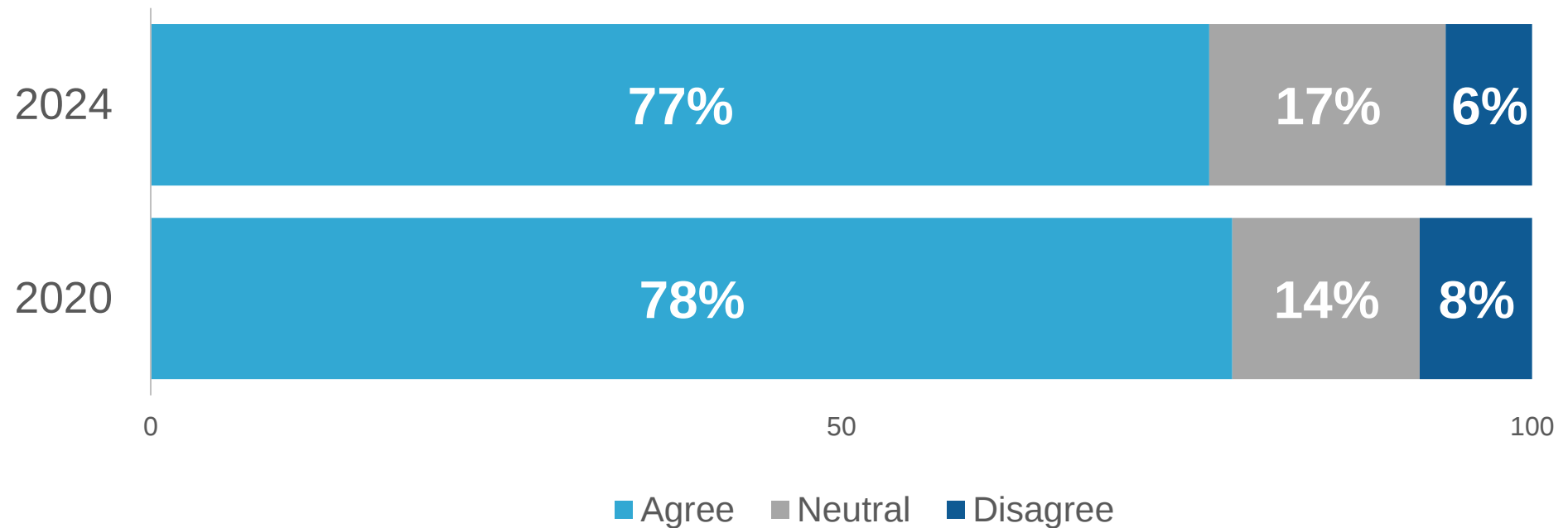


Attended a festival in
Galveston Island in
the past two years

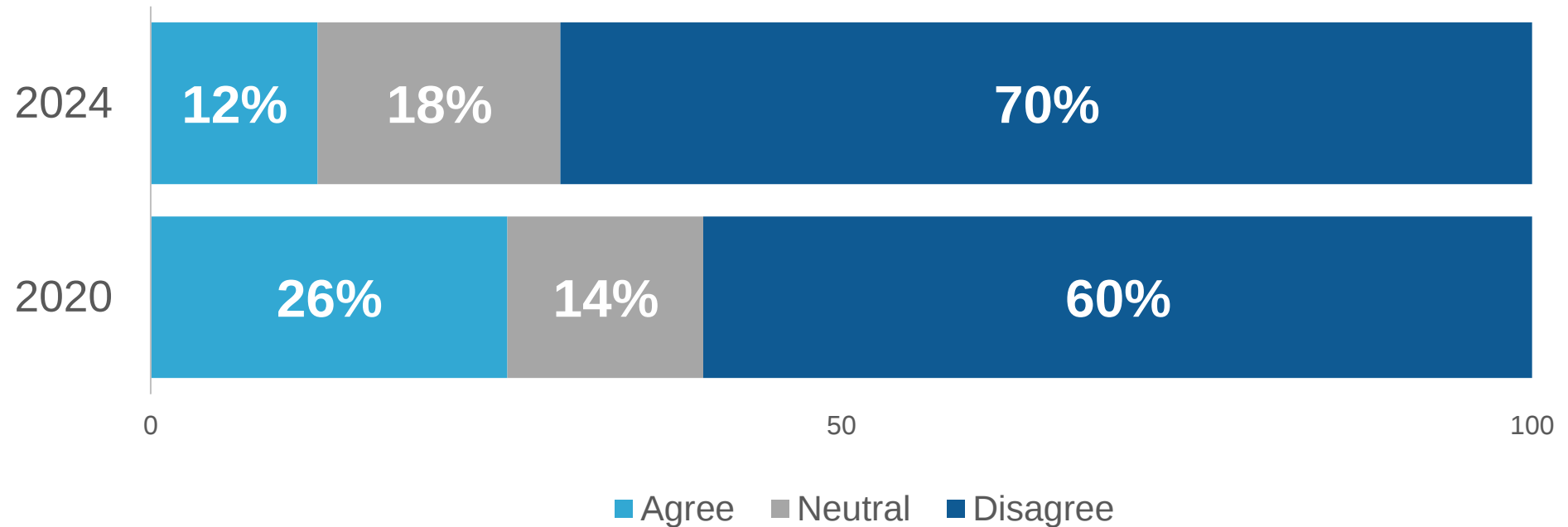
Average number of
events attended in
the past two years*



Festivals benefit the local economy



Festivals do not benefit local businesses





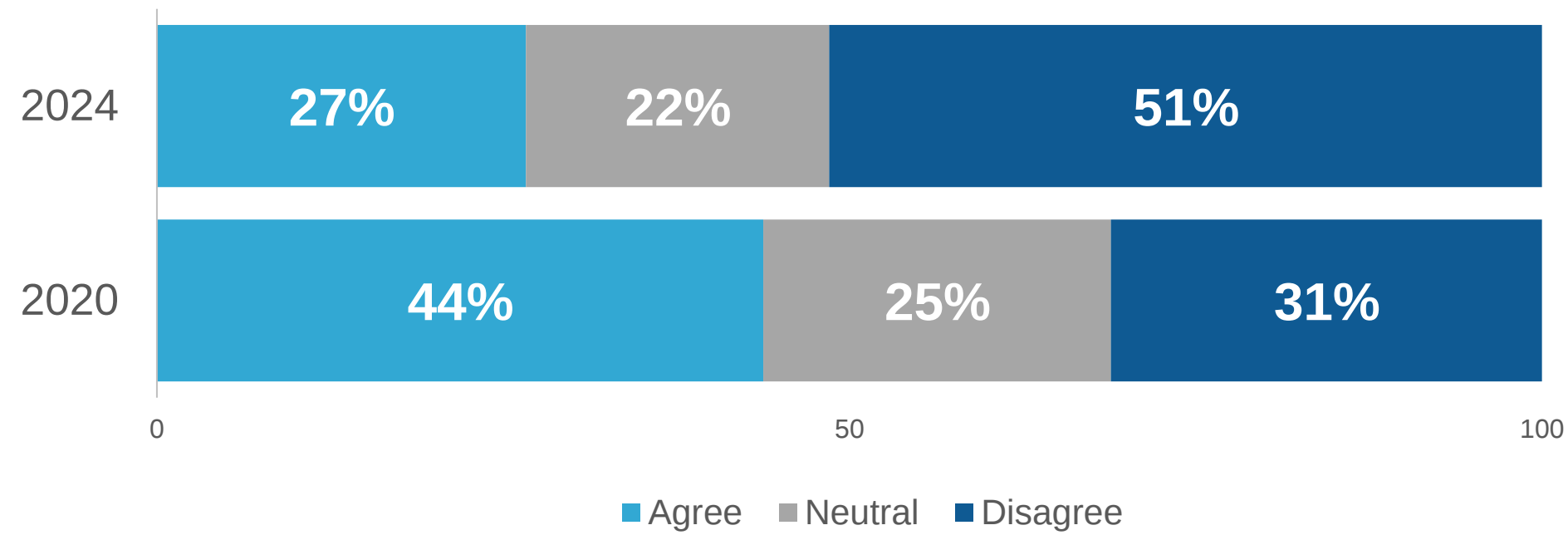
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Vacation Rentals

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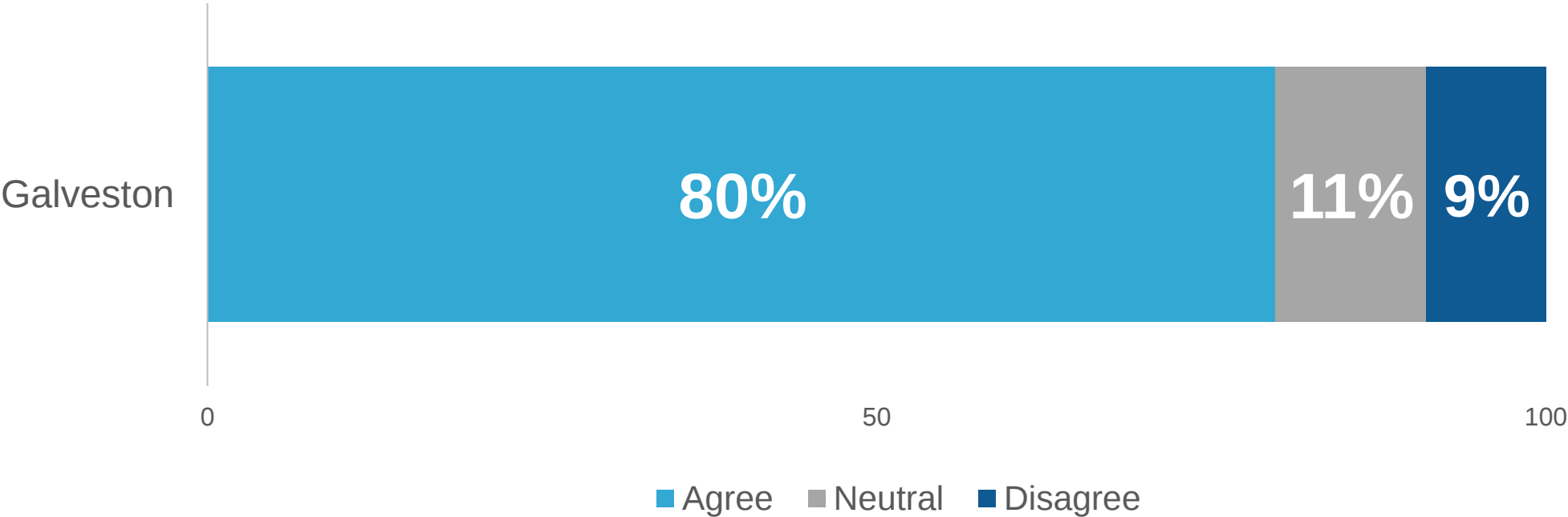
Vacation Rentals

Vacation rentals have helped to revitalize neighborhoods



Vacation Rentals

We need more enforcement of vacation rentals in Galveston





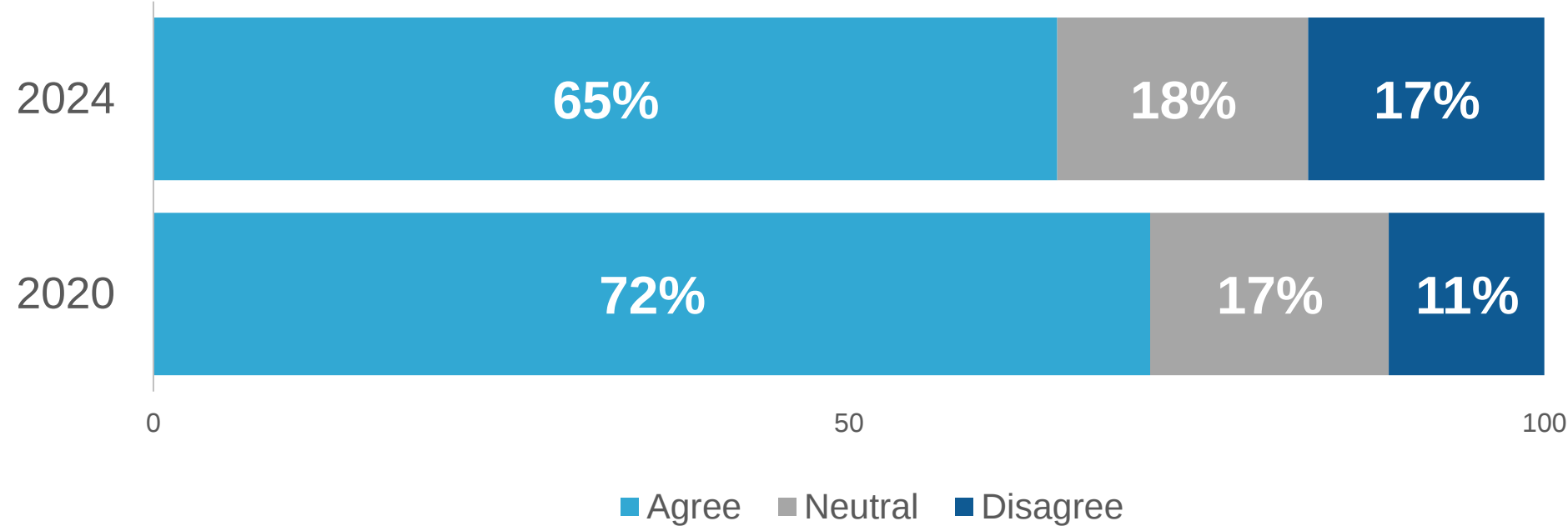
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Cruise Industry

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Cruise Industry

In general, the cruise industry offers positive benefits for the Galveston community



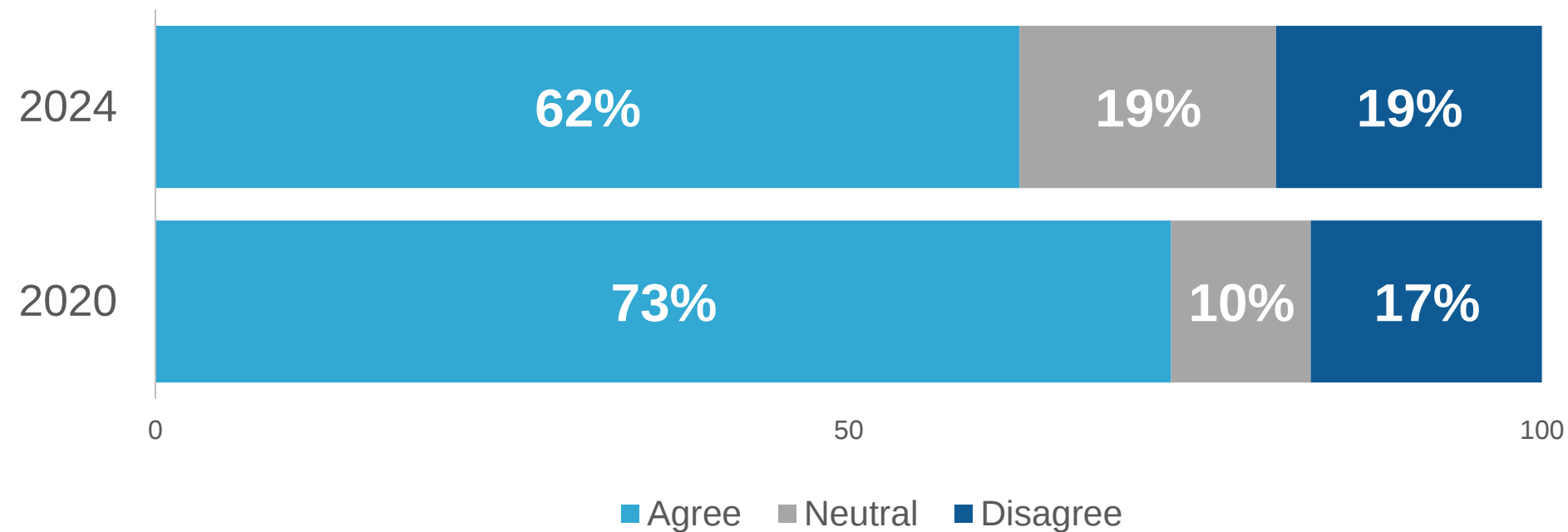


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Traffic and Parking

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Cruise traffic primarily impacts Harborside Drive





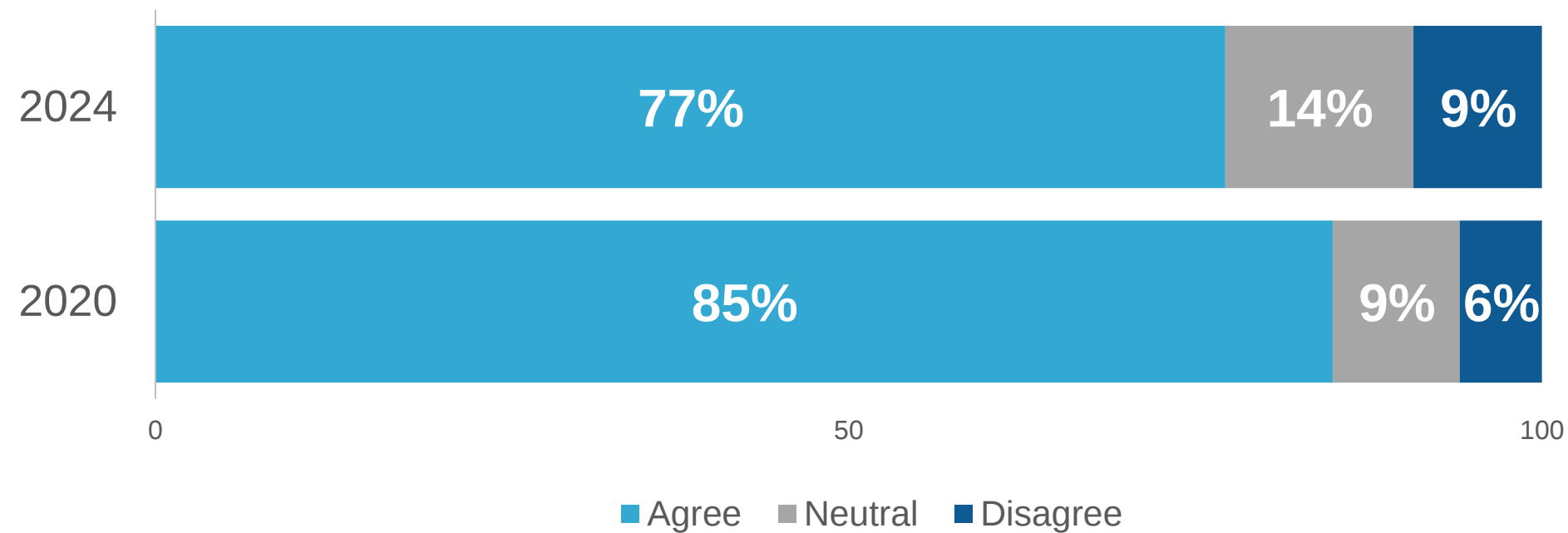
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Involvement/Engagement with Tourism

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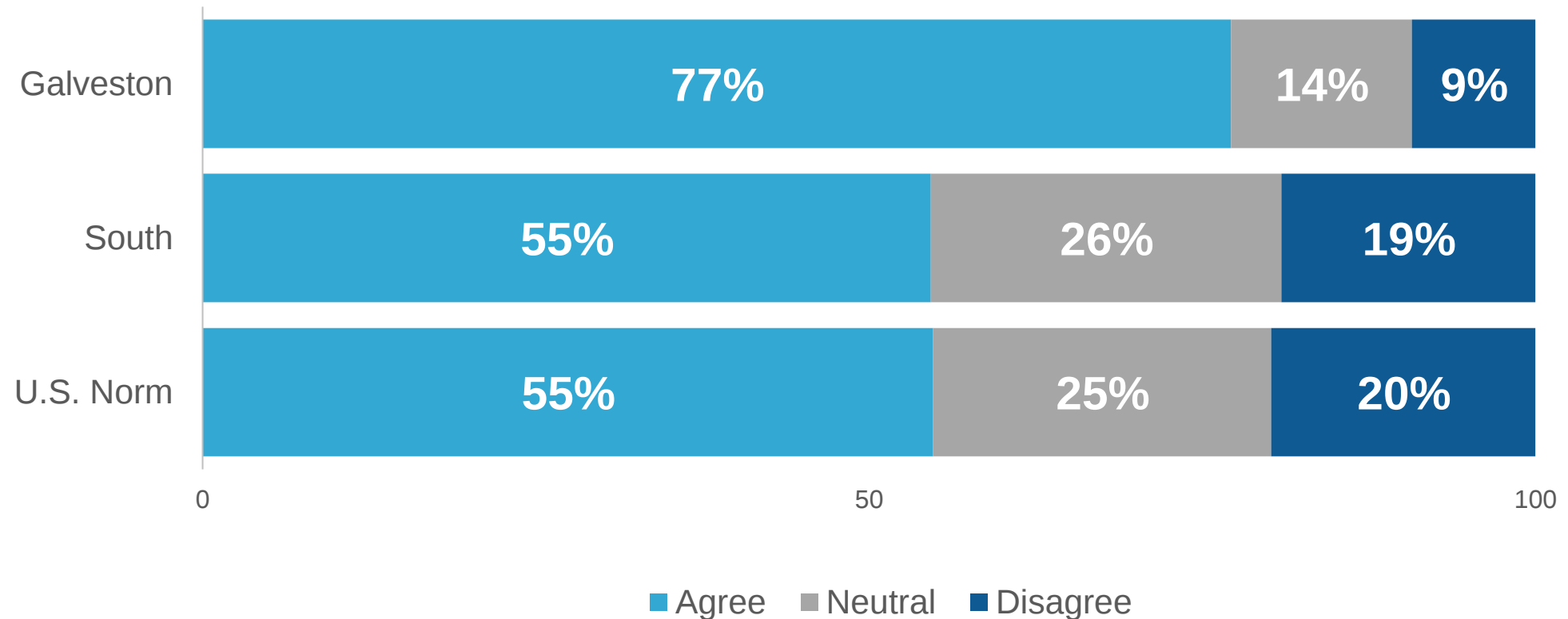
Involvement/Engagement with Tourism

I recommend local tourist sites to people who are visiting my area



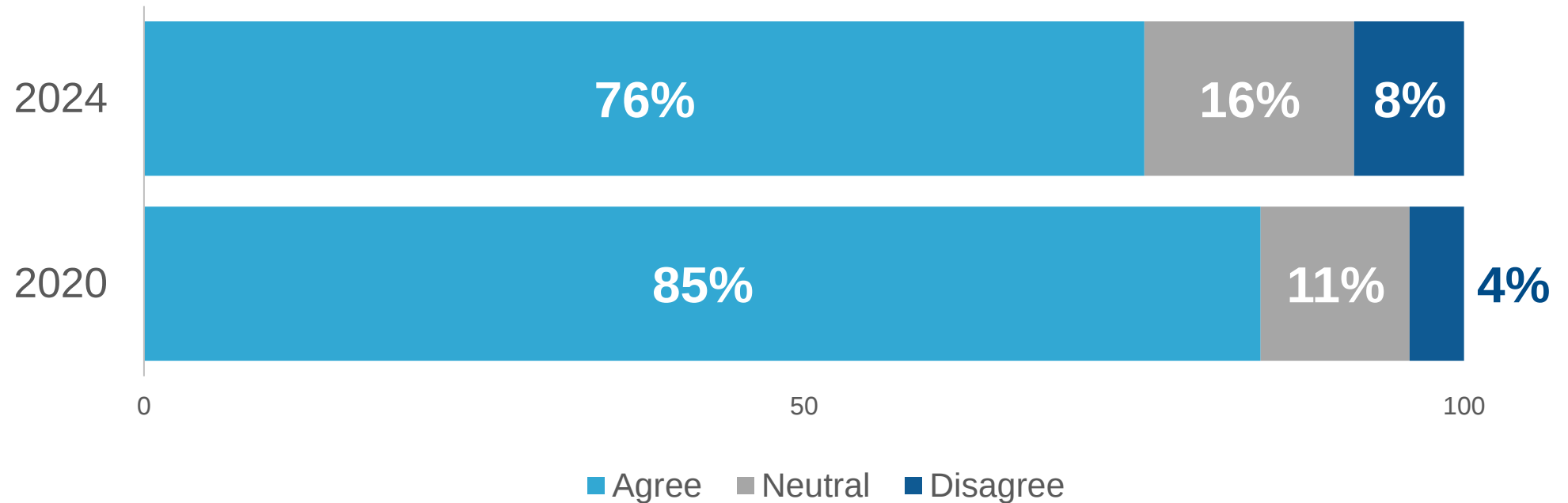
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Involvement/Engagement with Tourism

I consider myself informed/up-to-date on news about tourism in this area



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