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Corbin Resident Sentiment



Jim

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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 296 adults (18 years and older) residing in Corbin, Kentucky.

Fieldwork was completed between October 19 – November 4, 2024.

Corbin Tourism and Convention Commission and their community partners distributed the survey via social media and other distribution channels. A Corbin gift basket valued at over \$100 was offered as an incentive to participate in the survey. Respondents provided their email address to enter the drawing.

A separate national study was conducted in July 2024, which provides regional and national norms against which Corbin's results are compared.



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Key Findings



Key Findings

For variables taken from the national study that have regional and national benchmarks, **a significantly larger share of Corbin residents than their national or regional counterparts support tourism, its development, growth, and positive attributes, throughout the study.** Please note that over nine in ten of the respondents have no one in their households employed in the tourism and hospitality industry, so these positive results aren't fueled by direct connections with our industry.

Overall, there's very positive sentiment about tourism within Corbin. Nine in ten residents think tourism is good for the community and want tourism to be important in Corbin. Three-fourths believe Corbin benefits from a strong tourism industry, and eight in ten believe the positive benefits of tourism outweigh the negative impacts

Residents seem ready for tourism growth and the development of additional tourism assets in Corbin, especially if it's part of a planned and controlled development. Nearly nine in ten residents surveyed believe tourism should be encouraged in Corbin, and support tourism growth. Eight in ten agree planned and controlled tourism development is needed, and want to see more tourists in the area. **However, please note that only one in four residents feel they are informed when major tourism development takes place.**

Key Findings (Cont'd)

Corbin Tourism has strong support in the community. Over half believe Corbin Tourism is doing a good job at promoting tourism to the area. Seven in ten residents like the way local tourism advertising represents their home. Nearly six in ten support using public funds to partially fund tourism marketing efforts. Half of residents surveyed believe Corbin Tourism is doing a good job balancing resident quality of life and visitor satisfaction.

Corbin residents have a strong grasp on how tourism financially benefits the city economy, but are unsure how current levels of tourism in the area impact their households and taxes. Eight in ten residents taking the survey agree that tourism is important to Corbin's economy and encourages investment in the economy. Six in ten agree that tourism attracts new residents and workforce to Corbin. While half assert that without the tourism tax revenues, locals would pay higher state and local taxes, and just four in ten believe the sales tax that tourists pay on their purchases adequately compensates for the wear and tear they create on Corbin's infrastructure. More significantly, only one in five respondents believe their standard of living is higher because of the money tourists spend in the community. Residents seem primed to accept growth in the tourism industry, as only one in five say growth in tourism is causing prices to rise.

Key Findings (Cont'd)

The majority of Corbin residents believe their quality of life is better because of tourism. Six in ten residents agree they have more things to see and do in Corbin because of tourism, and eight in ten support new tourism facilities that will attract visitors to the community. Six in ten believe the quality of life in Corbin has improved because of increased tourism. Eight in ten agree that tourism supports the preservation of local culture and protects the community's authenticity.

The community sees that planned tourism growth could have a positive impact on the environment. Seven in ten residents believe long-term planning can limit environmental impacts caused by tourism, while six in ten agree that tourism is a good alternative to more environmentally damaging development. Seven in ten think tourism can help the environment as local governments and people seek to protect sensitive and scenic areas, and six in ten believe the tourism industry values sustainability and our natural resources.

There is strong support for hosting a variety of festivals and special events in Corbin, and residents understand they support local businesses. Eight in ten residents believe that special events benefit Corbin's economy, and nine in ten want Corbin to host more major events to attract tourists. Seven in ten recognize how festivals benefit Corbin businesses, and six in ten think special events improve the quality of life in Corbin. The special events of the highest interest for development by locals are music festivals, holiday celebrations, and family-friendly special events.

Key Findings (Cont'd)

Corbin is welcoming to visitors, and seven in ten residents feel like they are local tourism ambassadors. Eight in ten residents surveyed welcome tourists to Corbin, give visitors local recommendations, and are proud to call Corbin home.

Corbin's residents are involved and engaged with tourism. Nine in ten agree that when they come across local tourism news, they are interested in finding out what's happening. Nearly seven in ten consider themselves informed/up to date on news about tourism in the area and agree that visiting other places gives them a greater appreciation for Corbin.



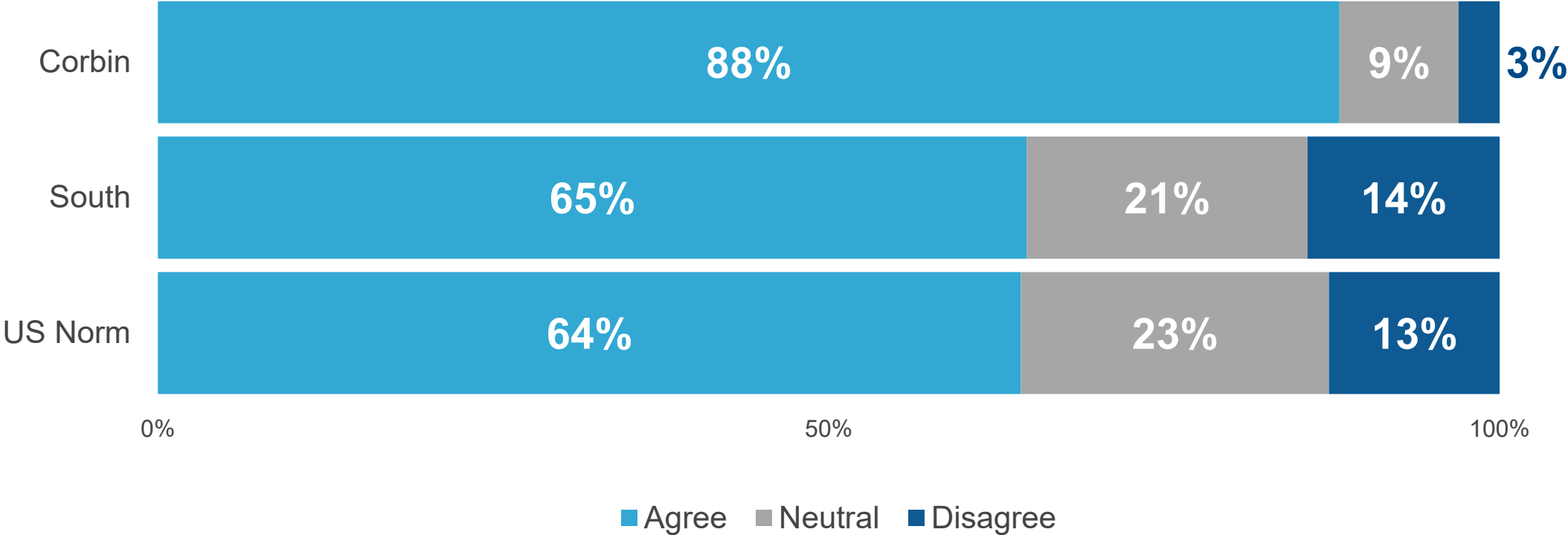
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Overall Sentiment About Tourism



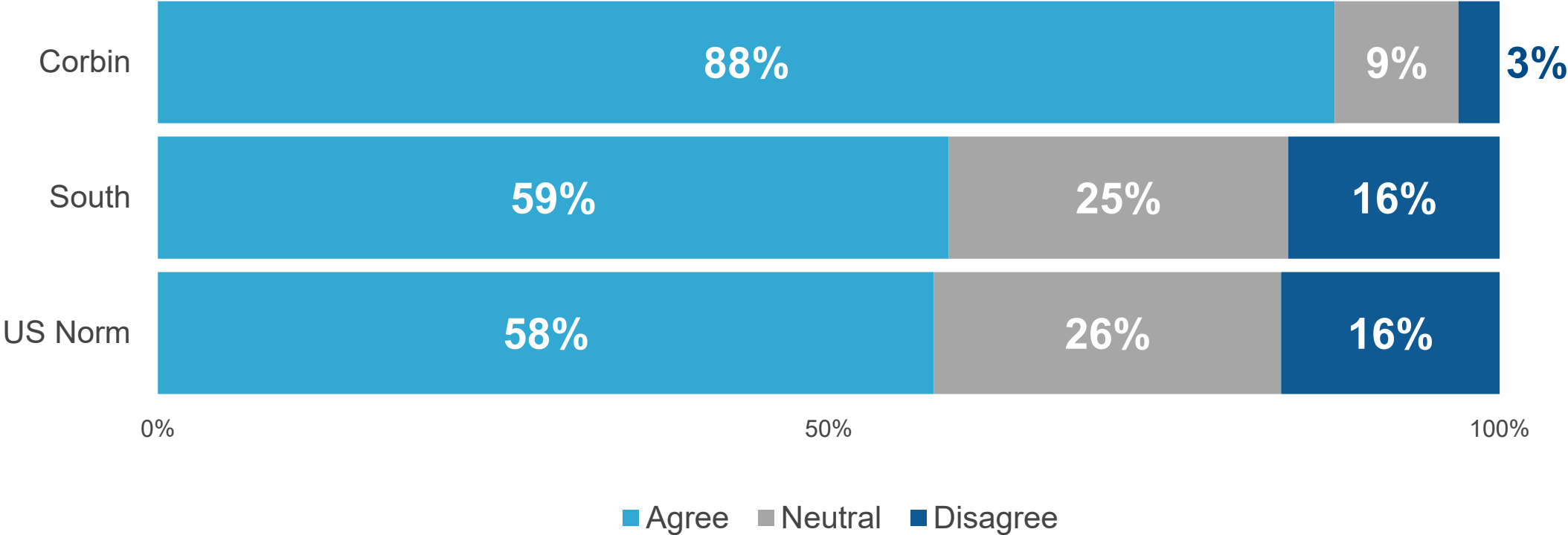
Overall Sentiment About Tourism

Overall, I think tourism is good for my local area



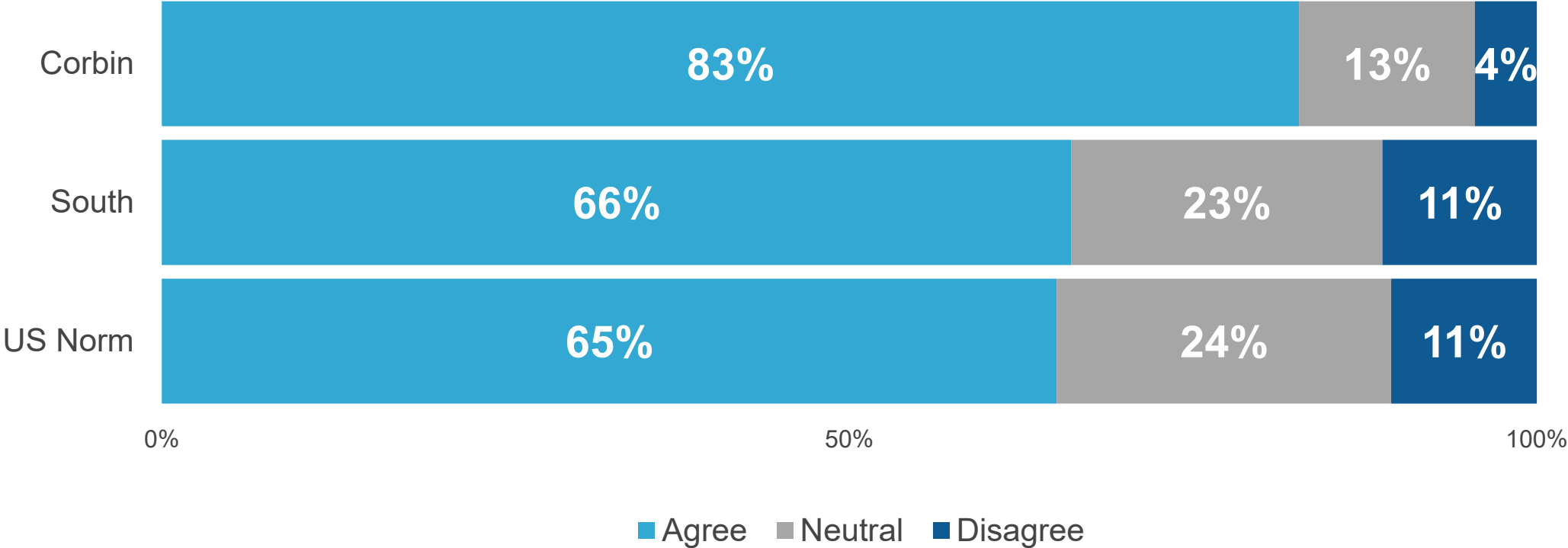
Overall Sentiment About Tourism

I want tourism to be important in my local area



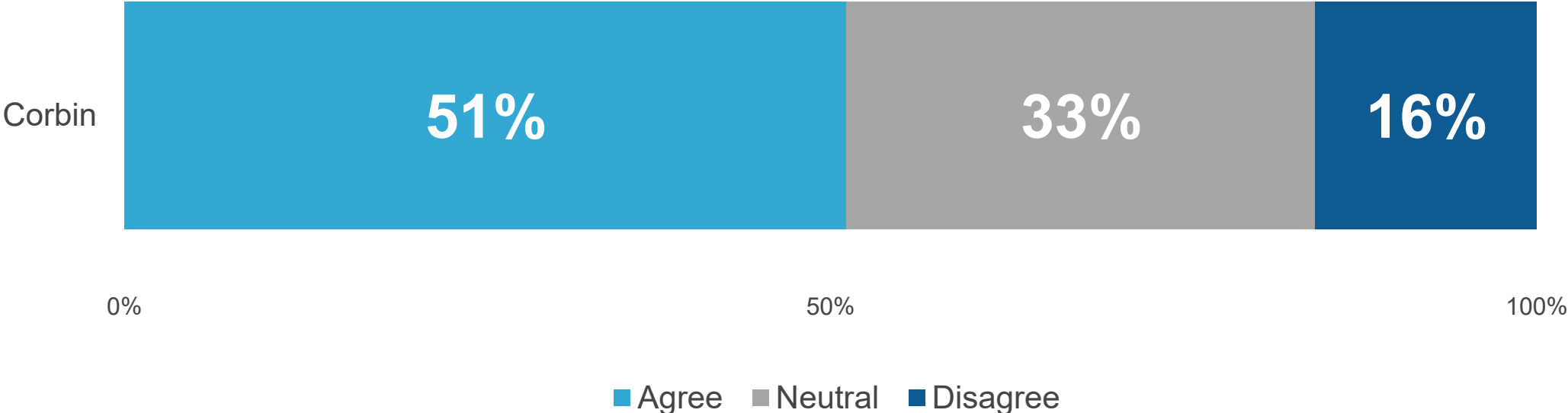
Overall Sentiment About Tourism

In general, the positive benefits of tourism outweigh the negative impacts



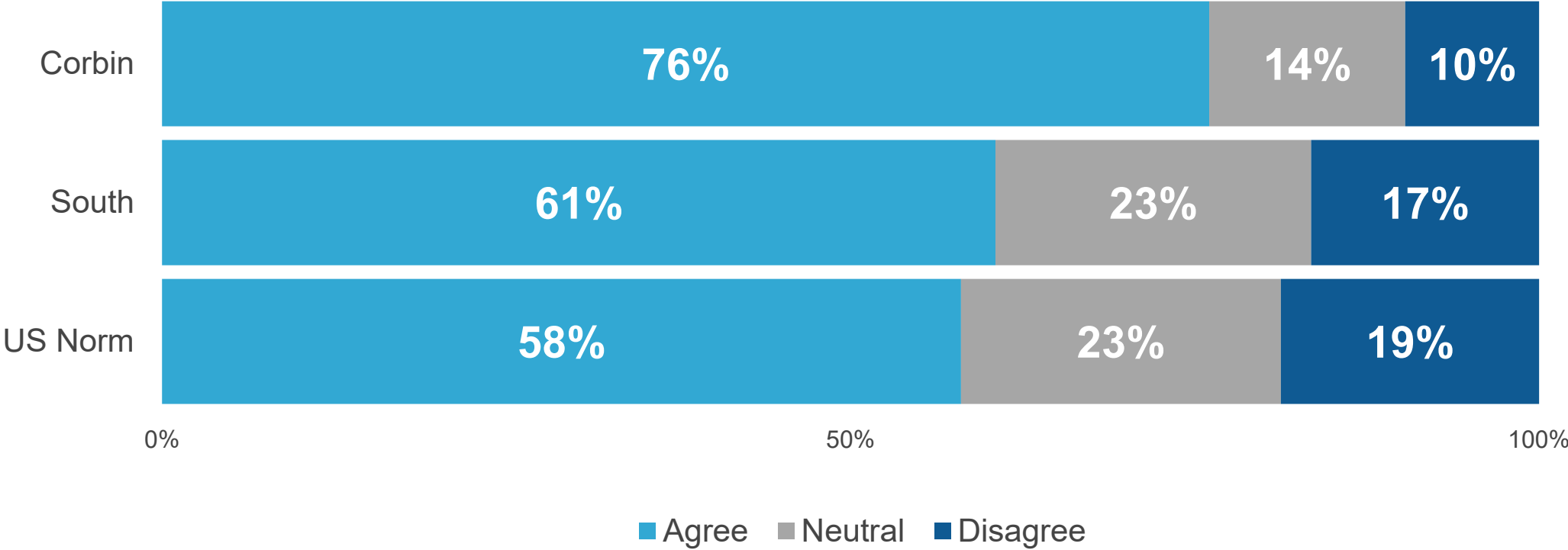
Overall Sentiment About Tourism

Corbin Tourism is doing a good job balancing resident quality of life and visitor satisfaction



Overall Sentiment About Tourism

My local area benefits from a strong tourism industry





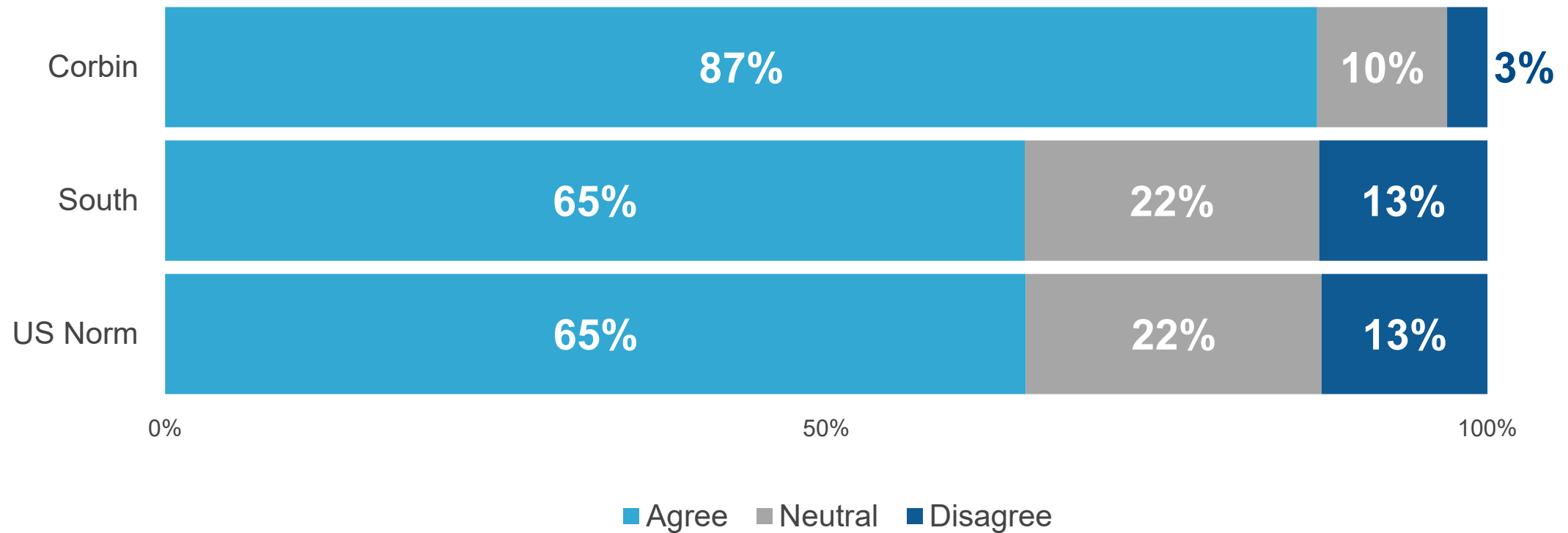
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Tourism Development and Growth



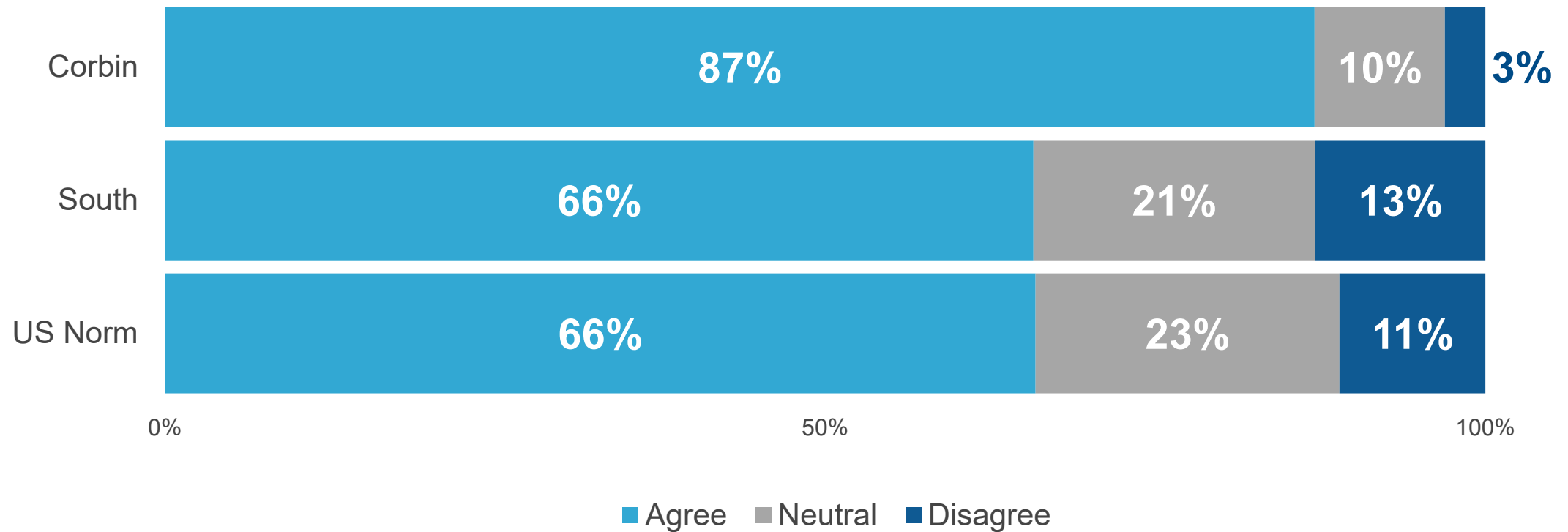
Tourism Development and Growth

I believe tourism should be encouraged here



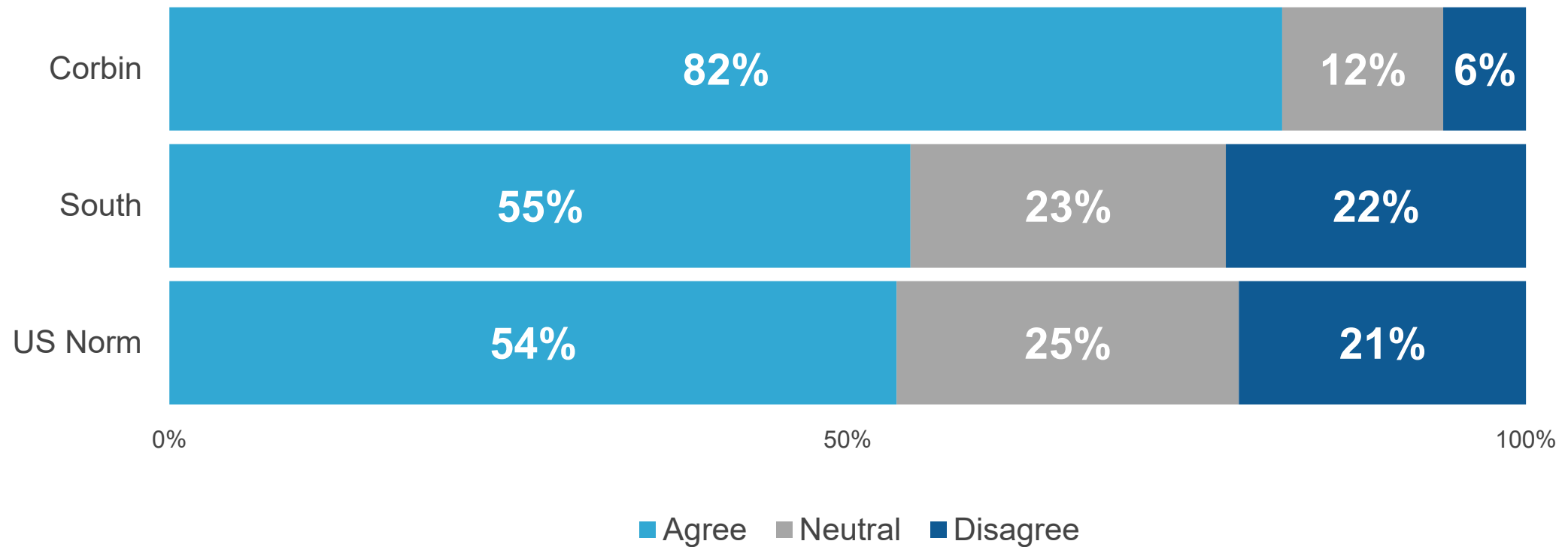
Tourism Development and Growth

I support tourism growth



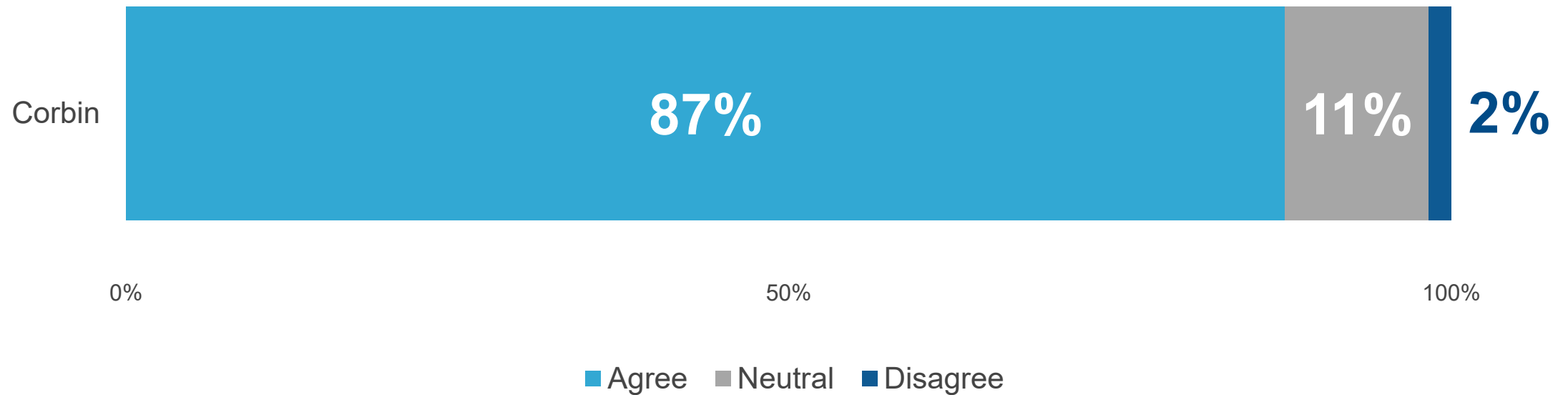
Tourism Development and Growth

I would like to see more tourists coming to my area



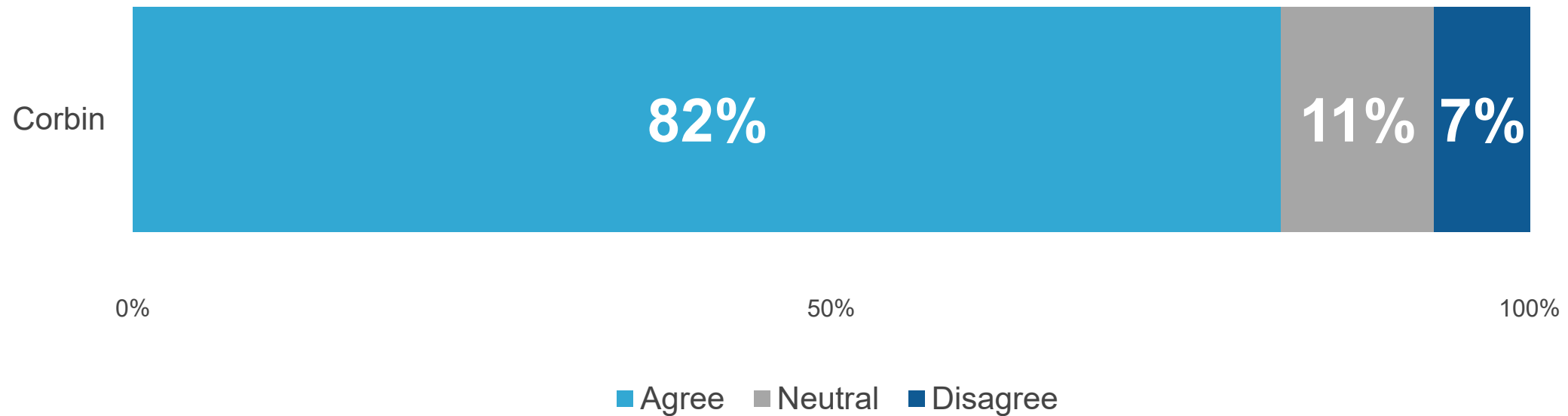
Tourism Development and Growth

We should develop/host more major events to attract tourists to Corbin



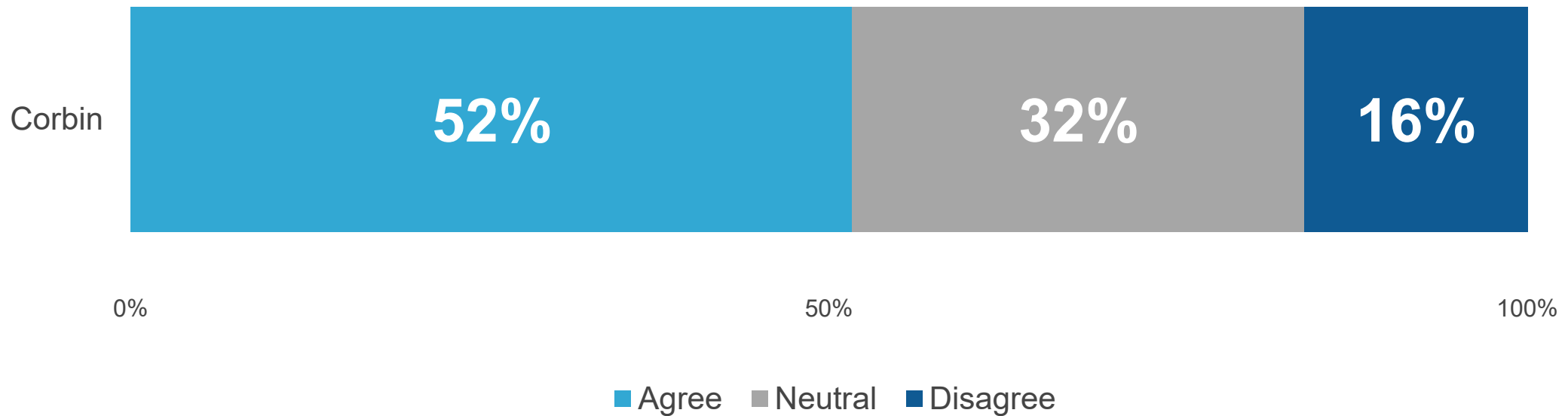
Tourism Development and Growth

I support building new tourism facilities that will attract visitors to Corbin



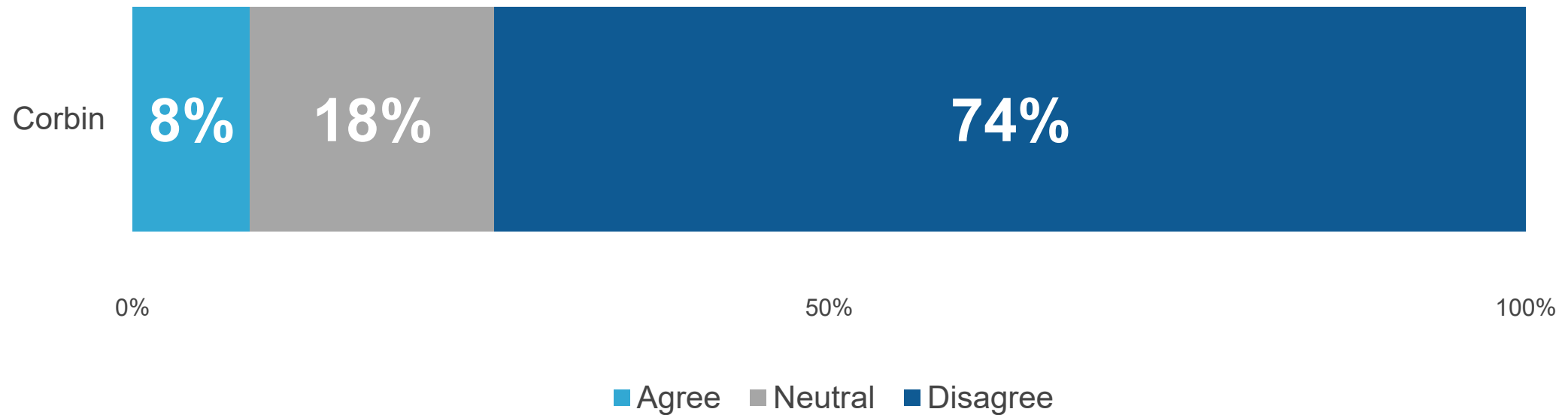
Tourism Development and Growth

Corbin Tourism is doing a good job managing the pace of tourism development



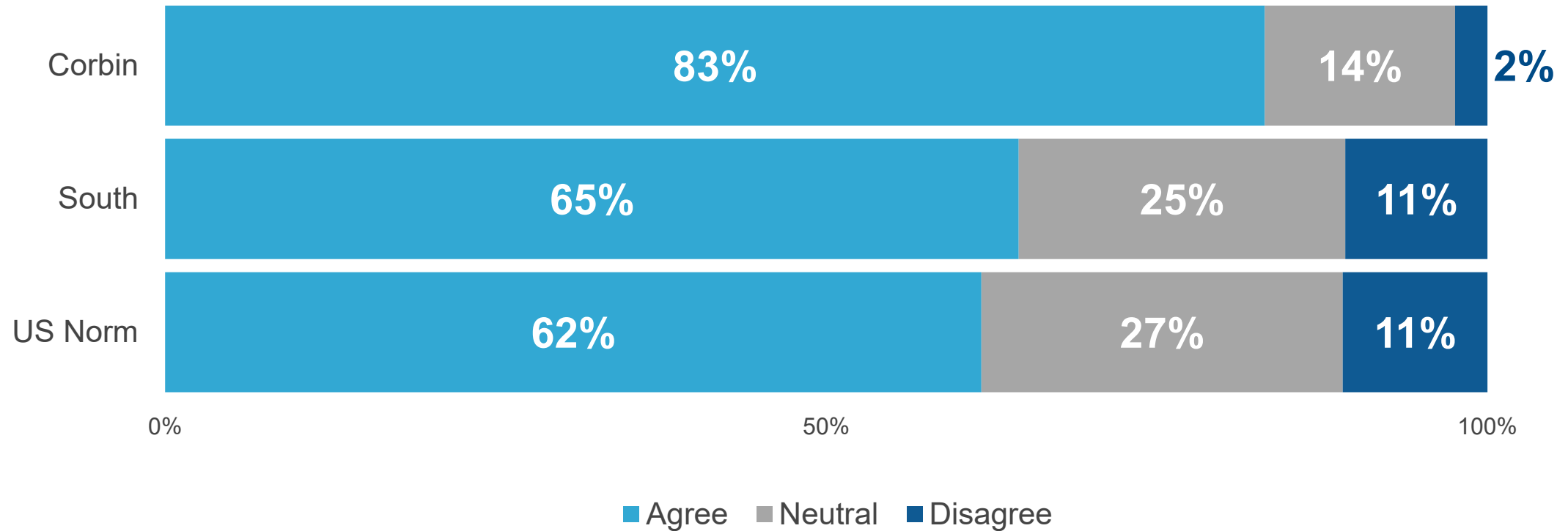
Tourism Development and Growth

Tourism development is happening too fast in Corbin



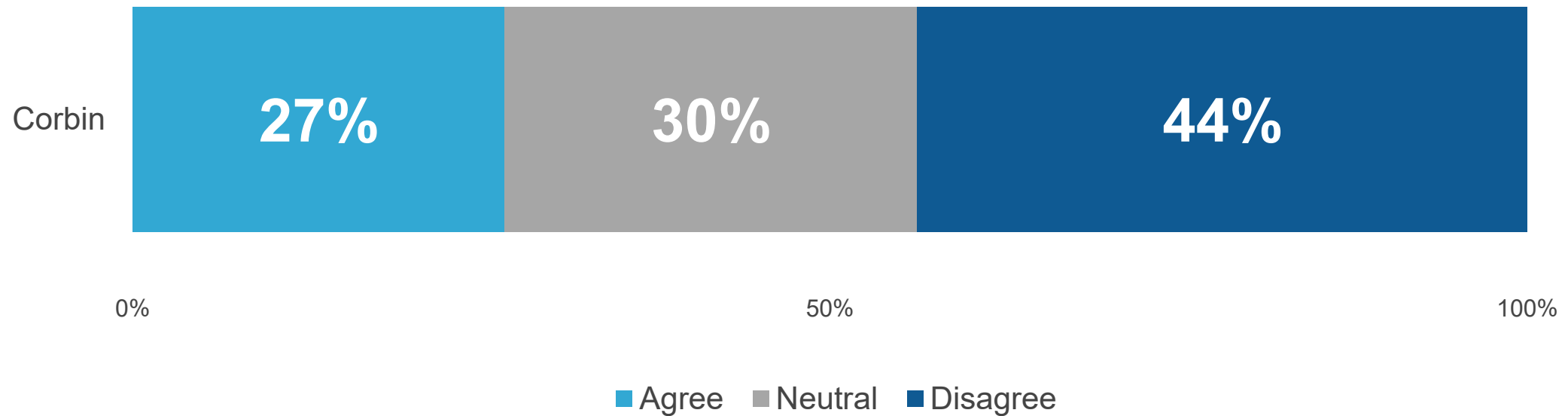
Tourism Development and Growth

We need planned and controlled tourism development



Tourism Development and Growth

Residents are consulted when major tourism development takes place in Corbin





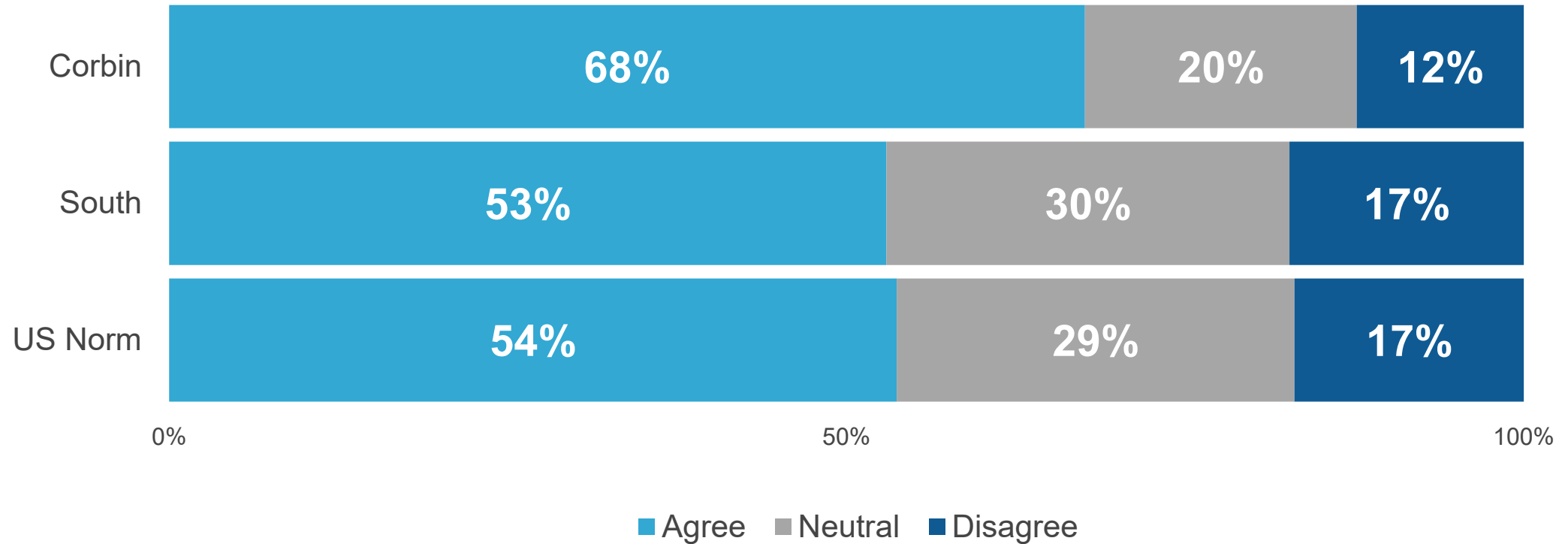
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Tourism Promotion



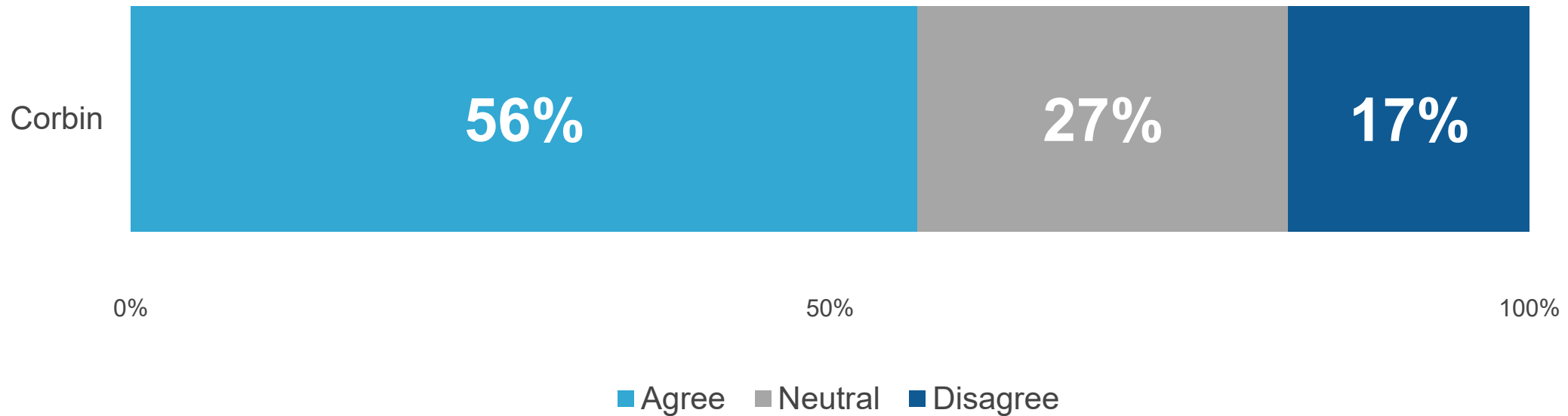
Tourism Promotion

I like the way local tourism advertising represents my home



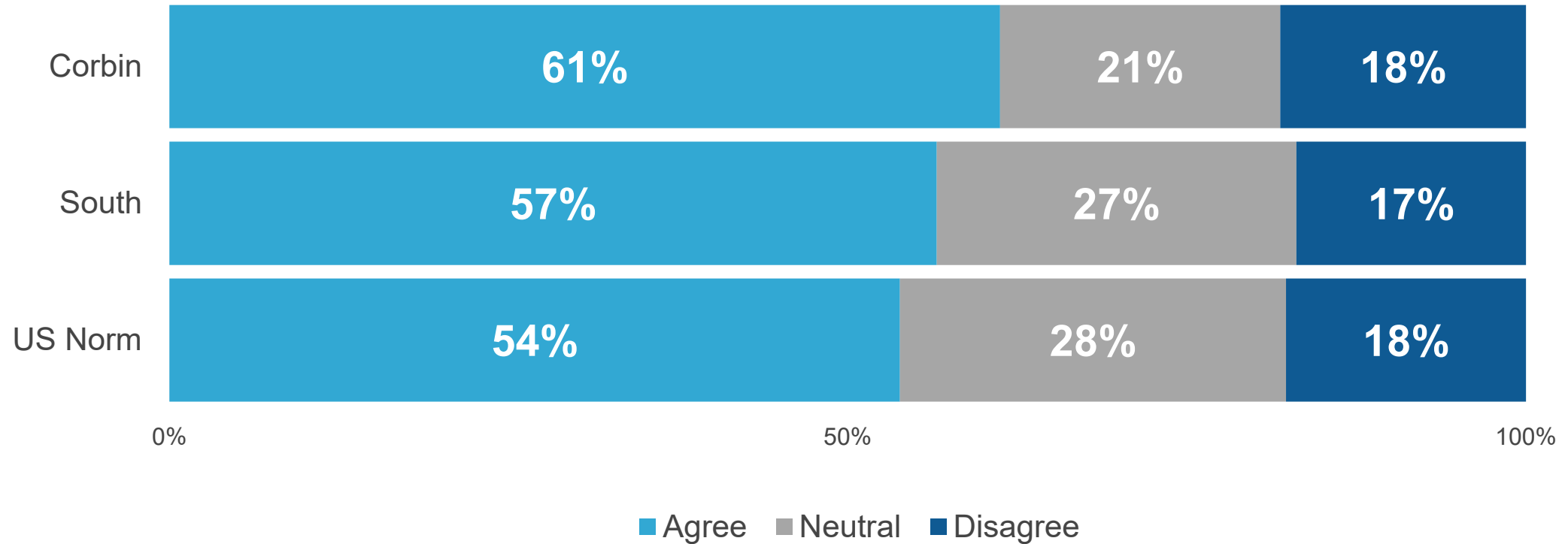
Tourism Promotion

Corbin Tourism is doing a good job at promoting tourism to this area



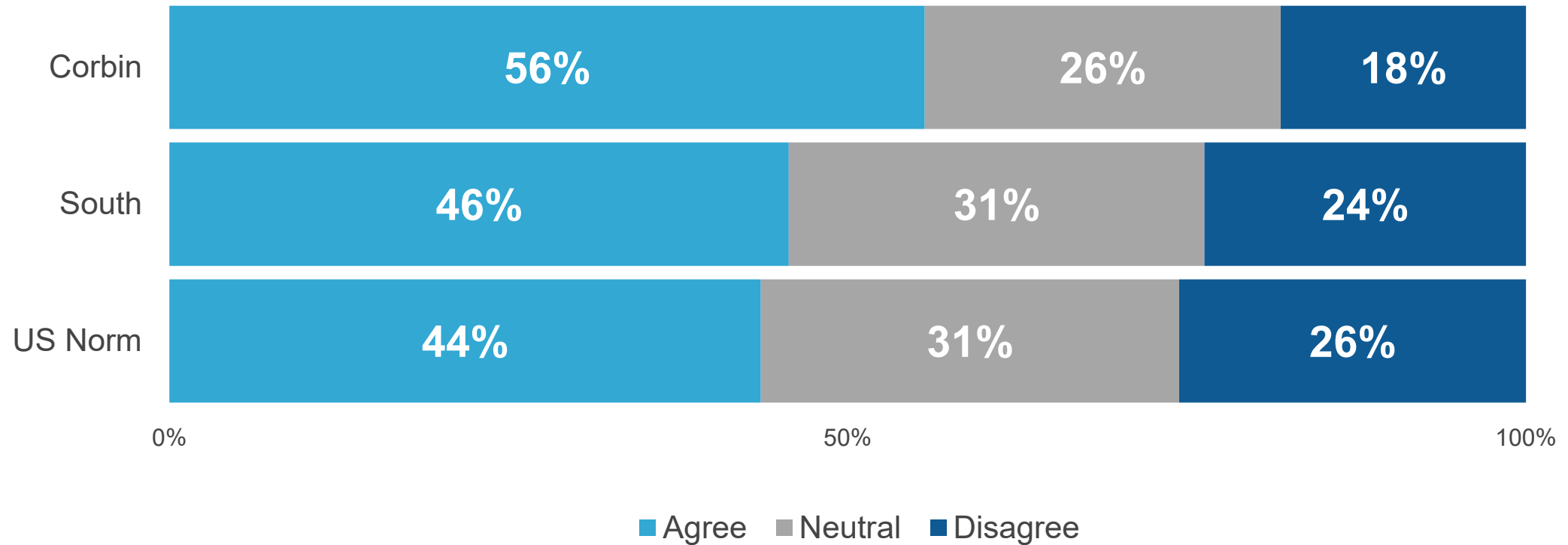
Tourism Promotion

Tourism marketing reflects the diversity in my local area



Tourism Promotion

I support using public funds to partially fund tourism marketing efforts



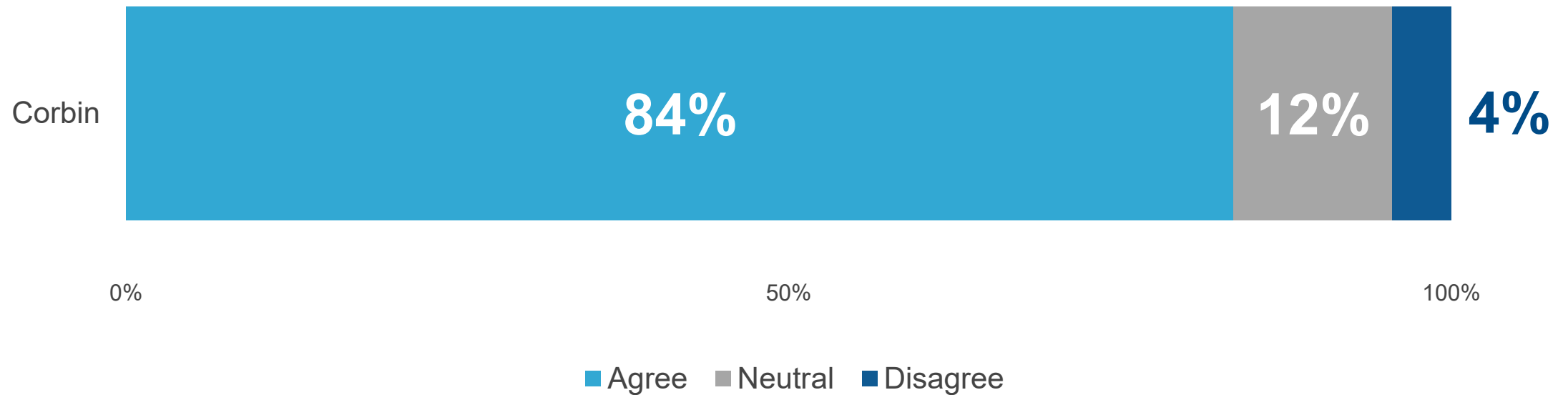


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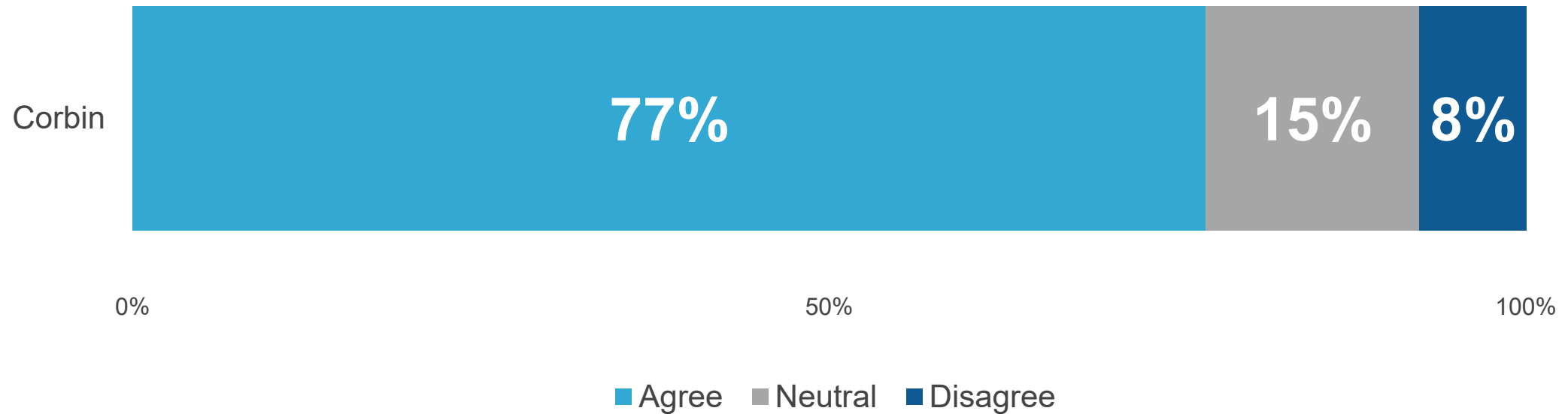
Economy



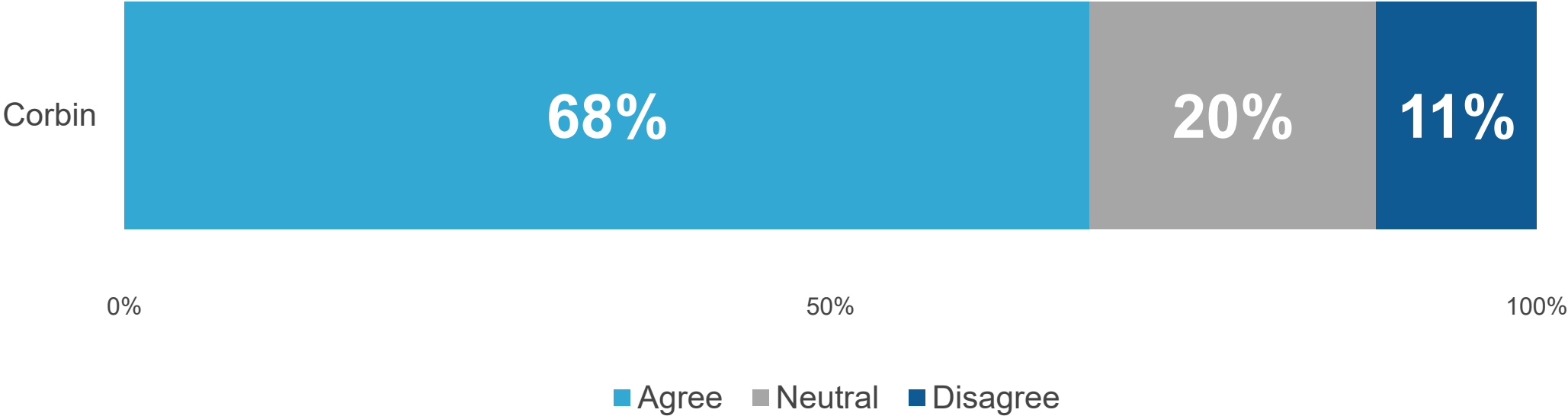
Tourism is important to Corbin's economy



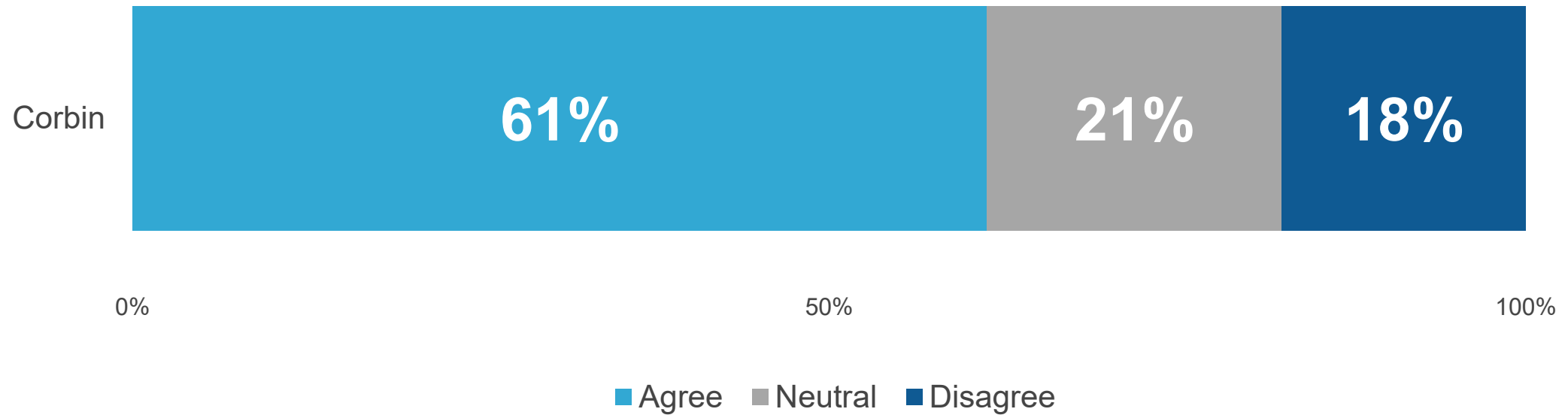
Tourism encourages investment in Corbin's economy



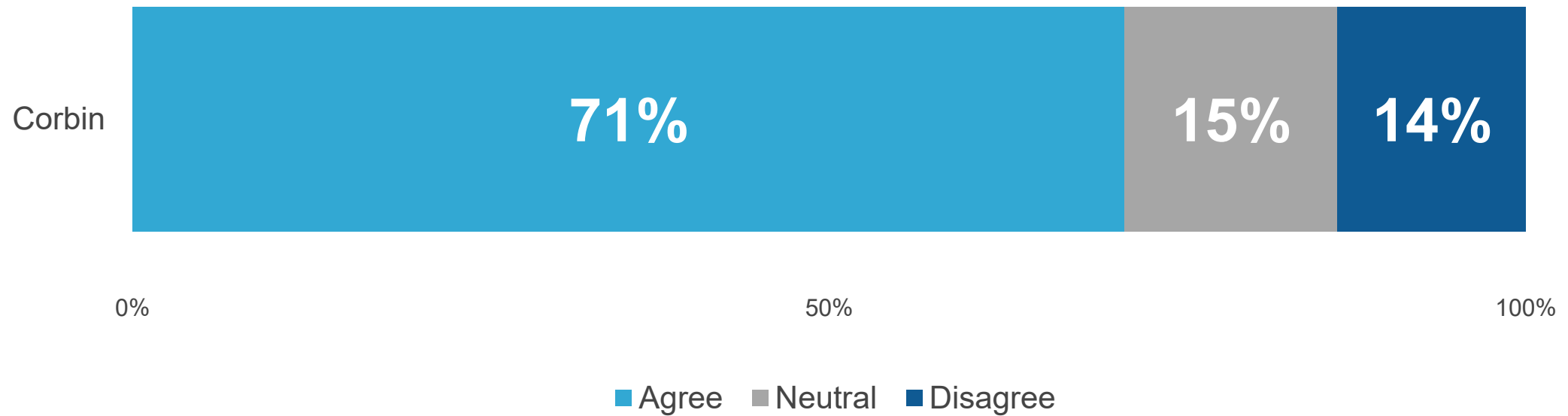
The economic impact of tourists in Corbin helps to support industries and businesses not directly related to tourism



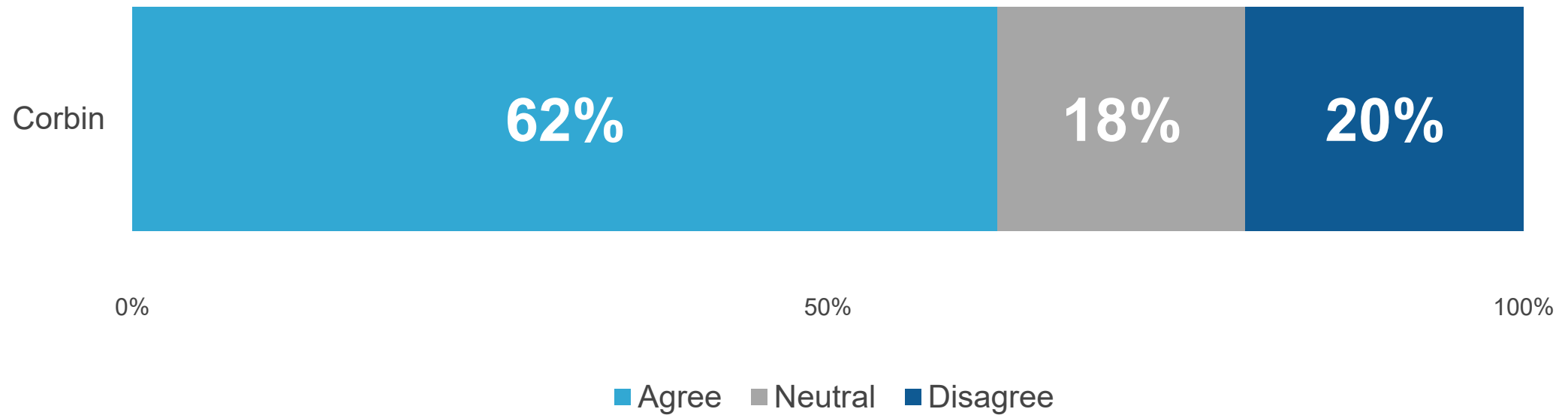
Tourism attracts new residents to Corbin



Tourism attracts new businesses to Corbin

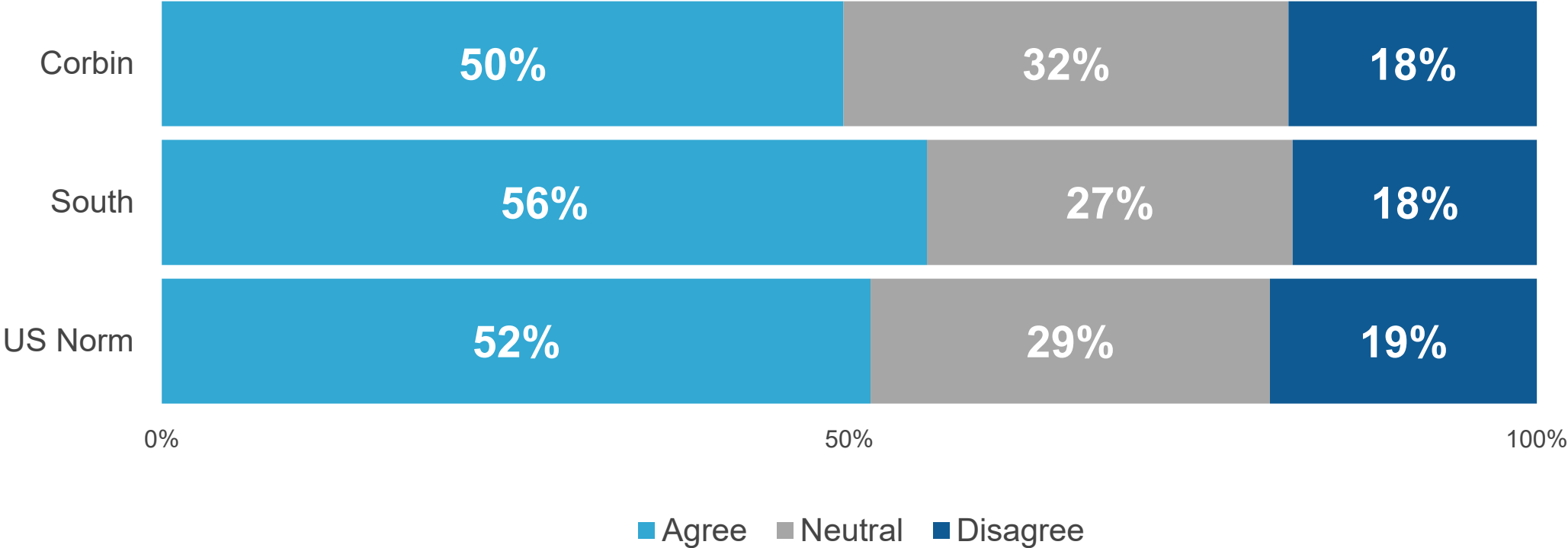


Tourism helps to recruit workforce to Corbin



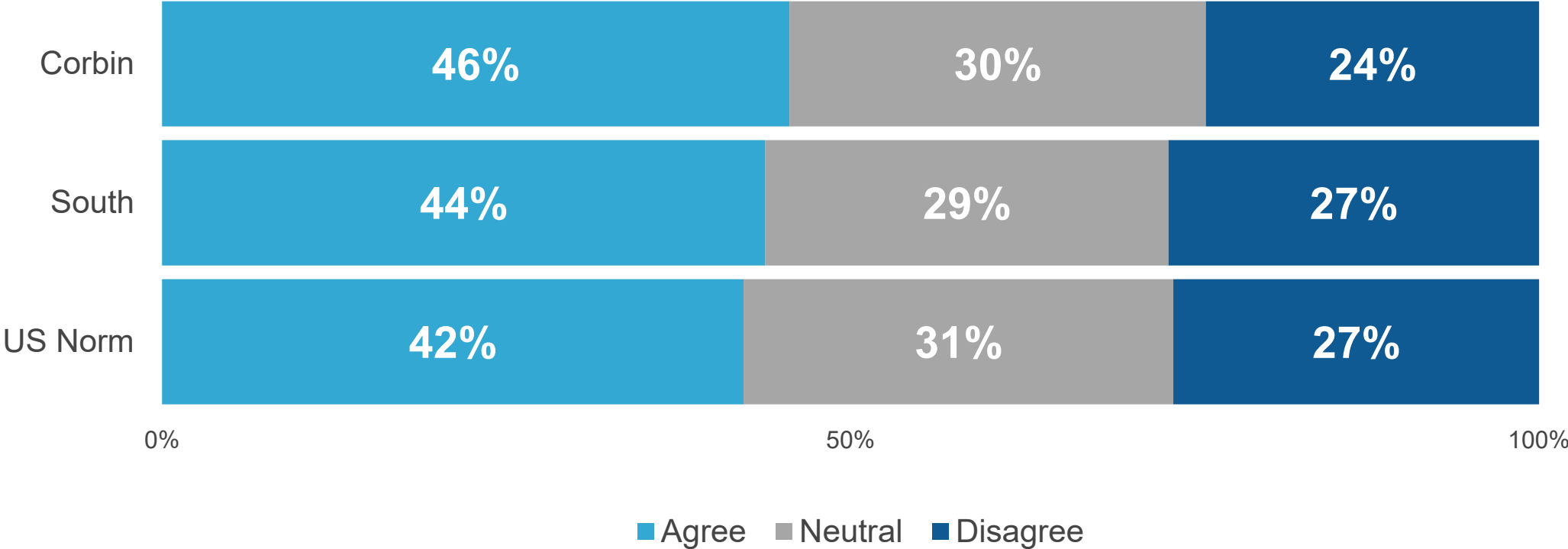
Economy

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

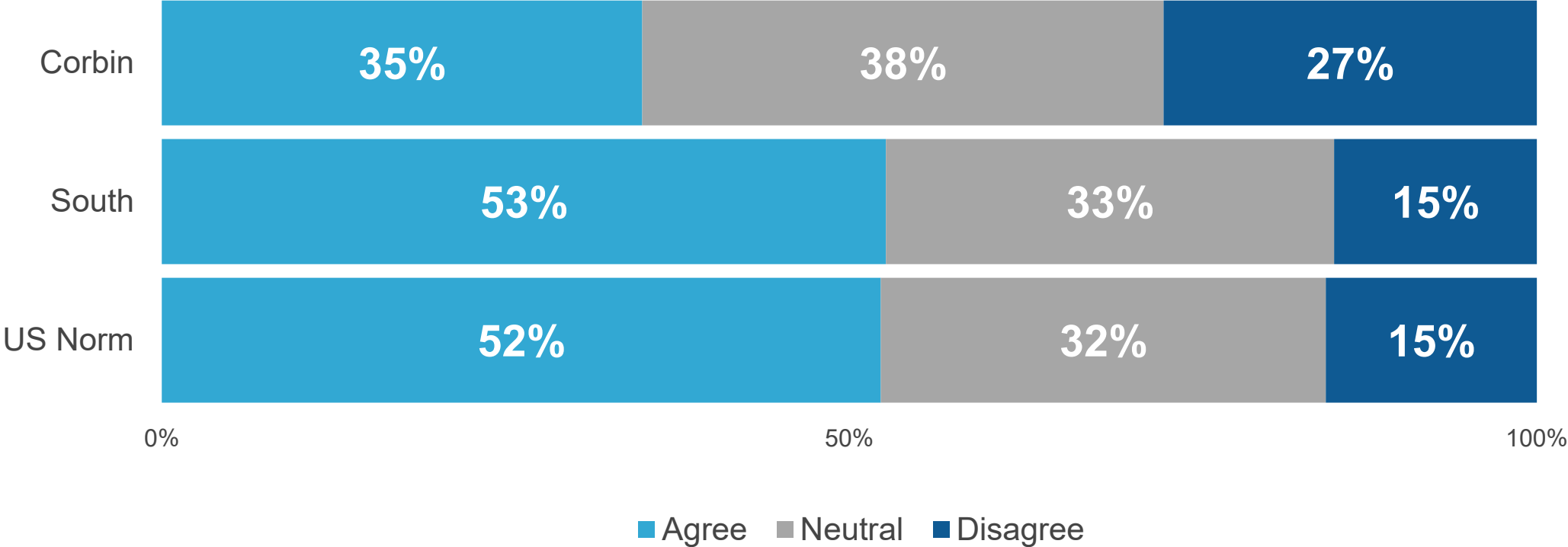


Economy

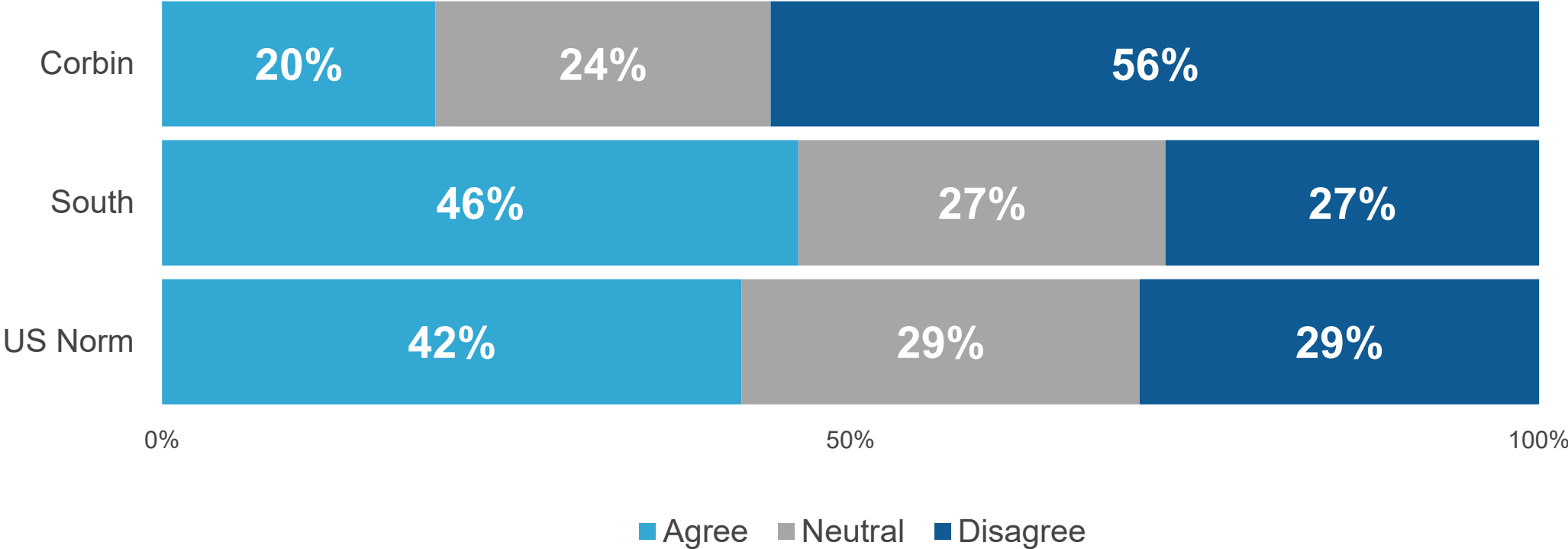
The sales tax that tourists pay on their purchases adequately compensates for the wear and tear they create on our infrastructure



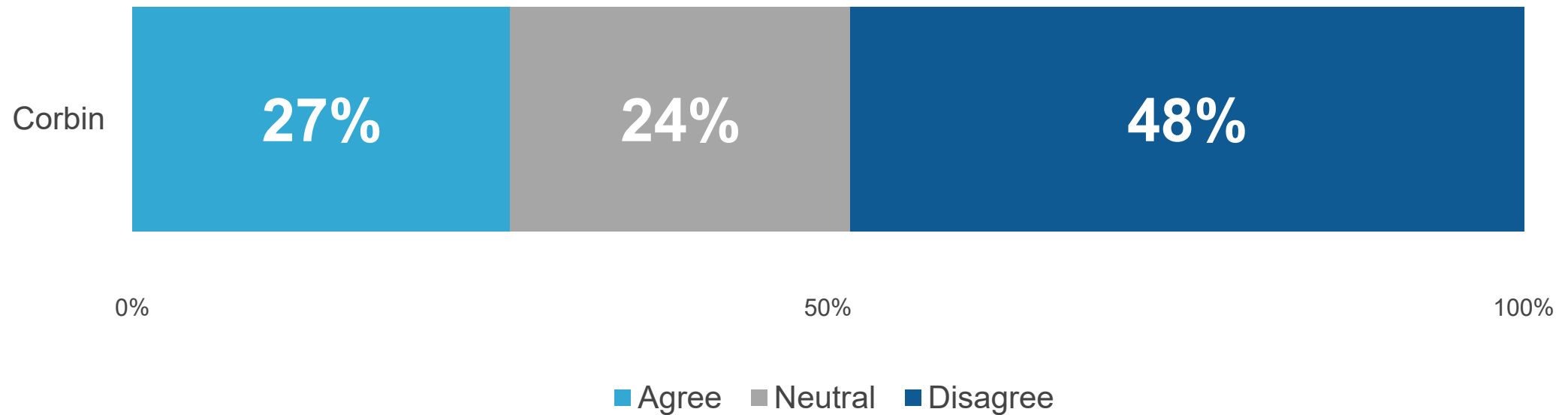
Hotel/lodging taxes should be used to help pay for local services, not to promote more tourism



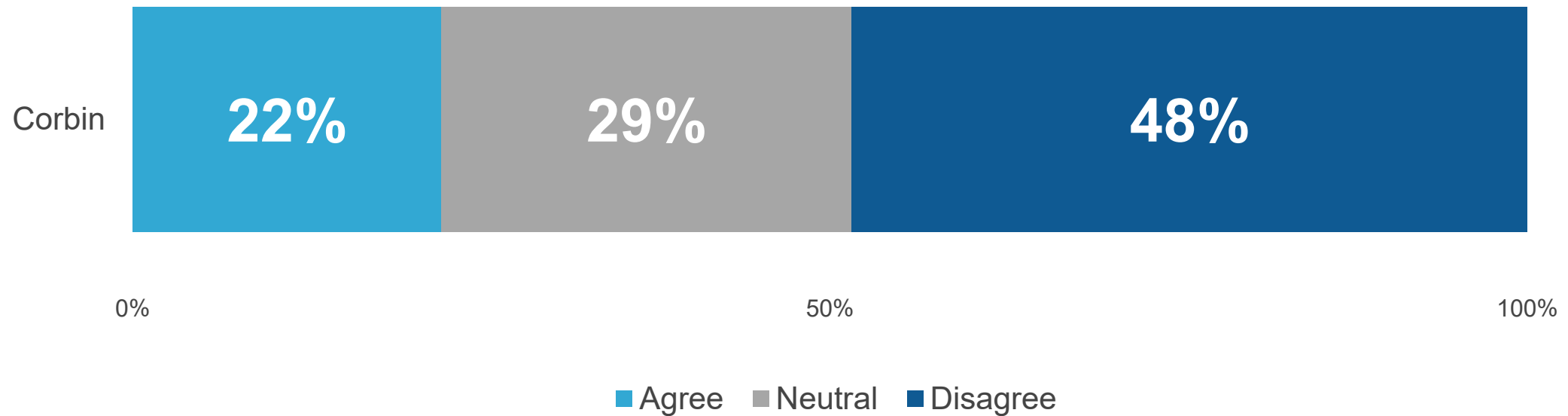
The growth in tourism is causing prices to rise, making things less affordable for residents



Housing is becoming less affordable in Corbin due to tourism



My household standard of living is higher because of the money tourists spend in Corbin



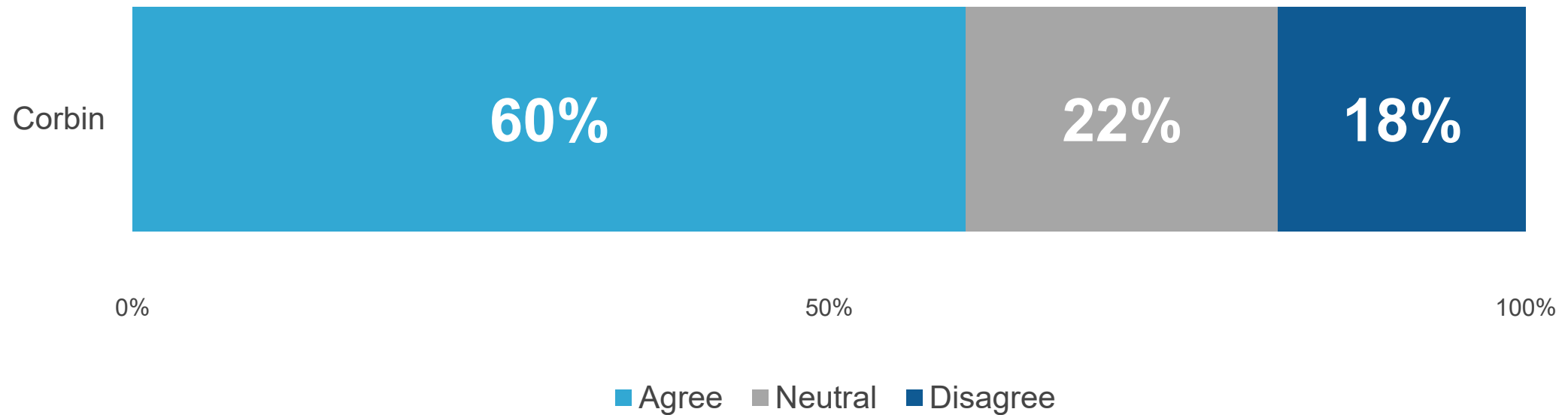


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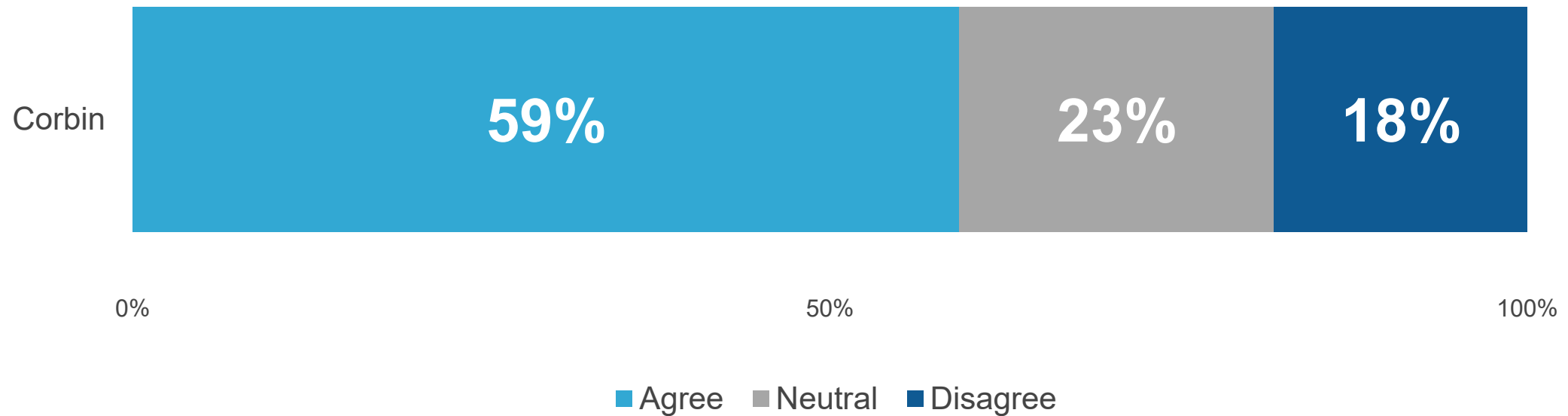
Quality of Life



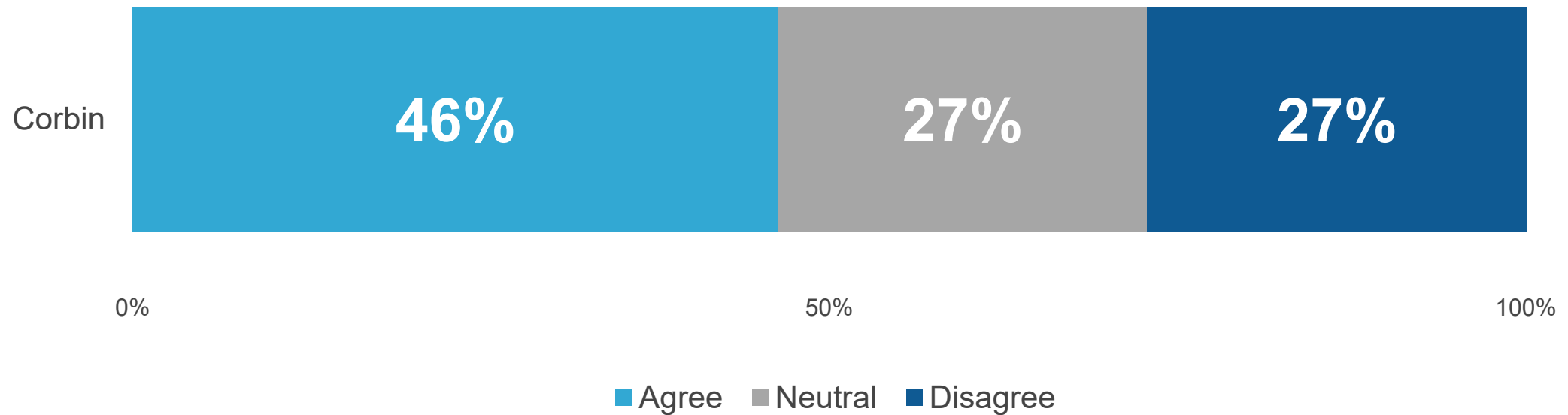
Quality of life in Corbin has improved because of increased tourism



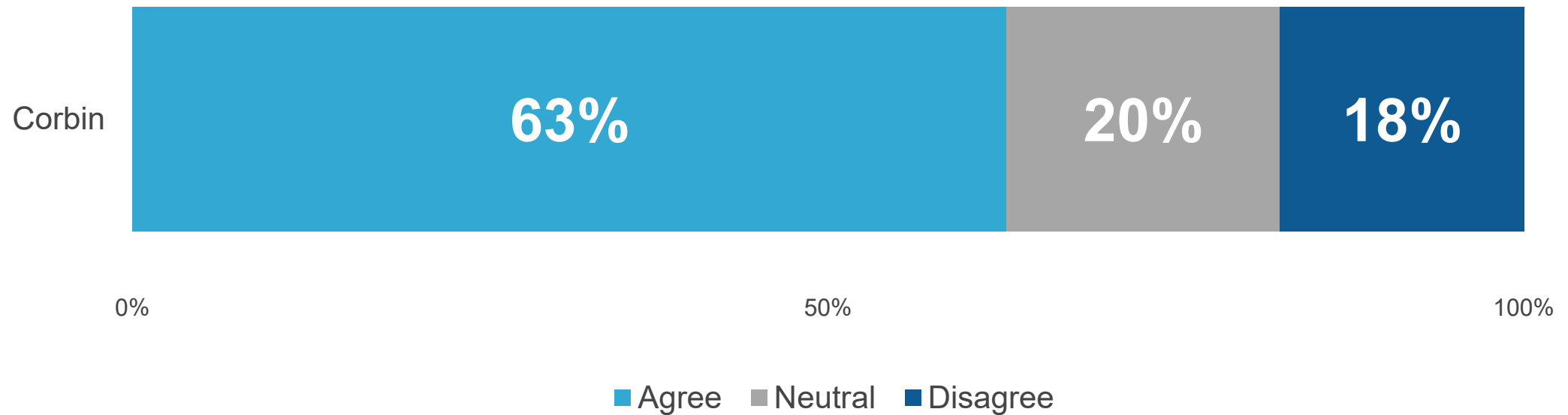
I have more recreational opportunities (places to go and things to do) because of tourism in Corbin



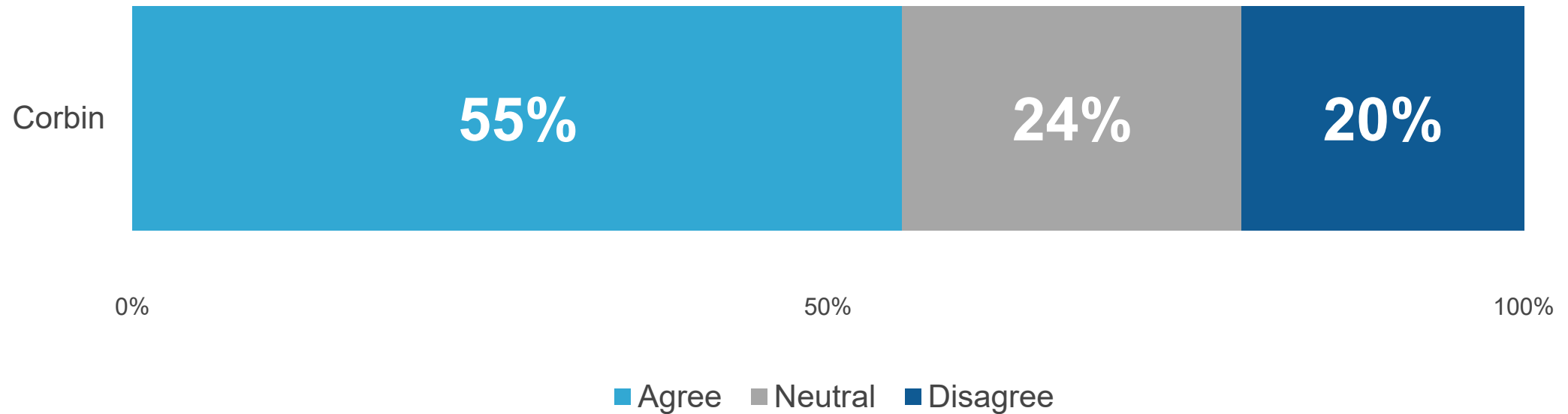
Shopping opportunities are better in Corbin as a result of tourism



Dining opportunities are better in Corbin as a result of tourism

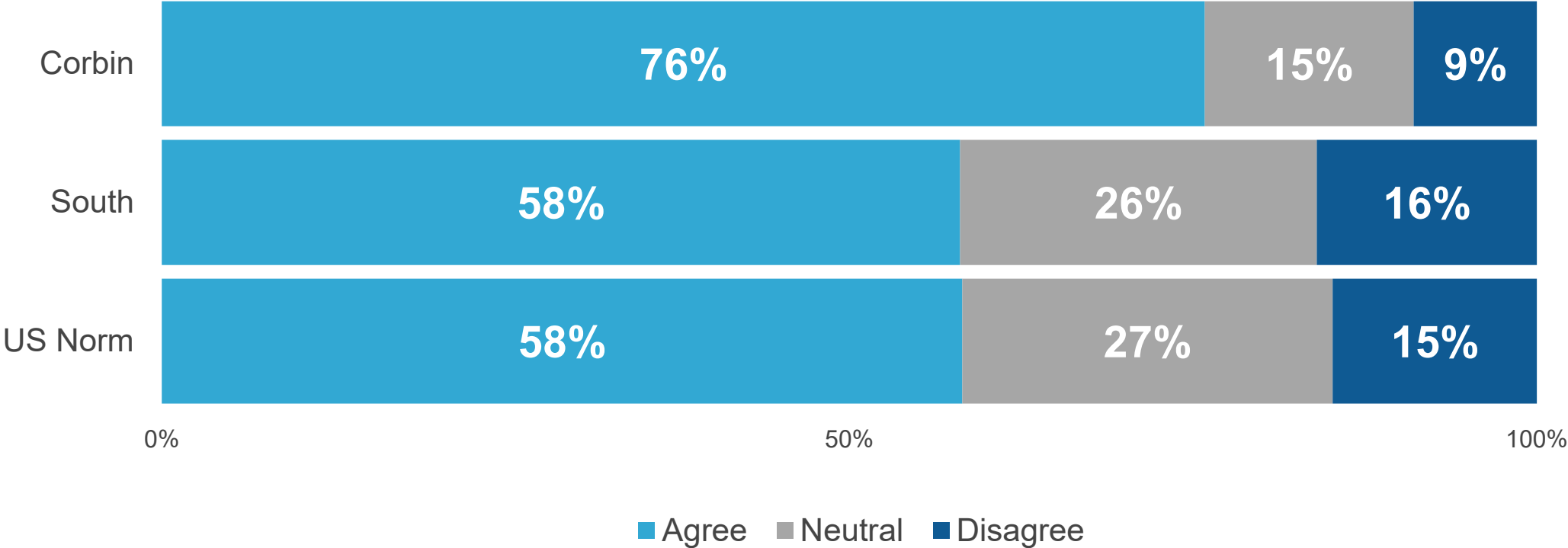


The quality of public services has improved due to more tourism in Corbin

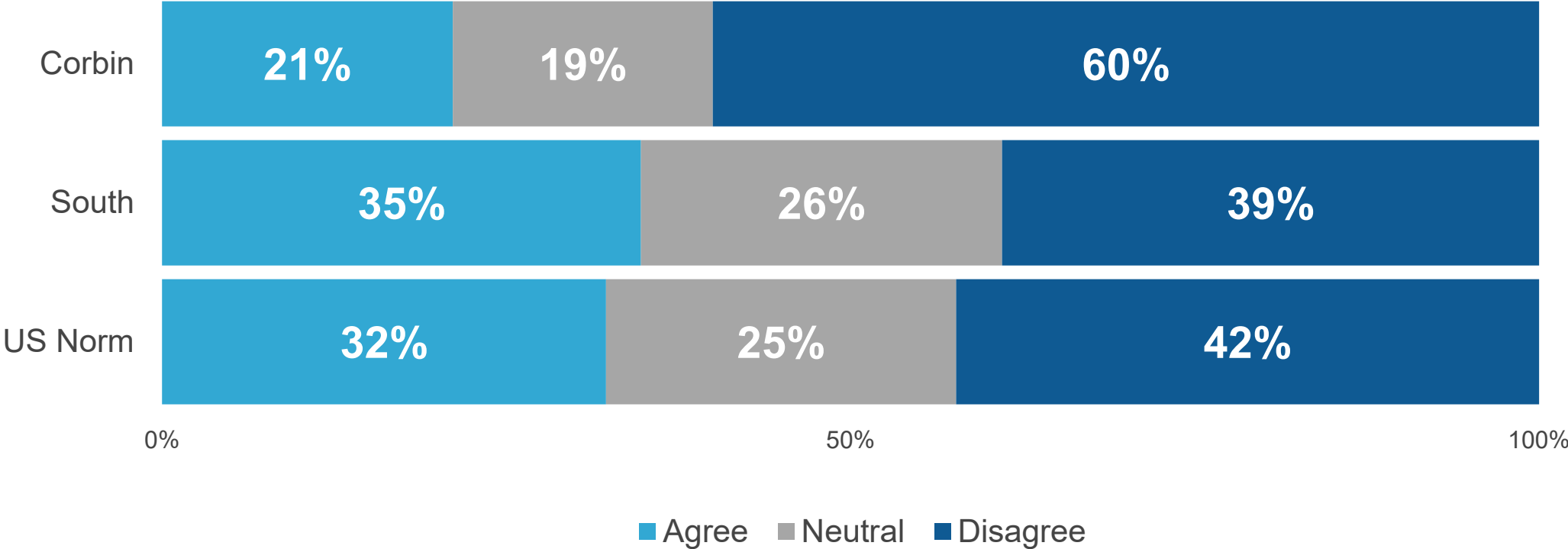


Quality of Life

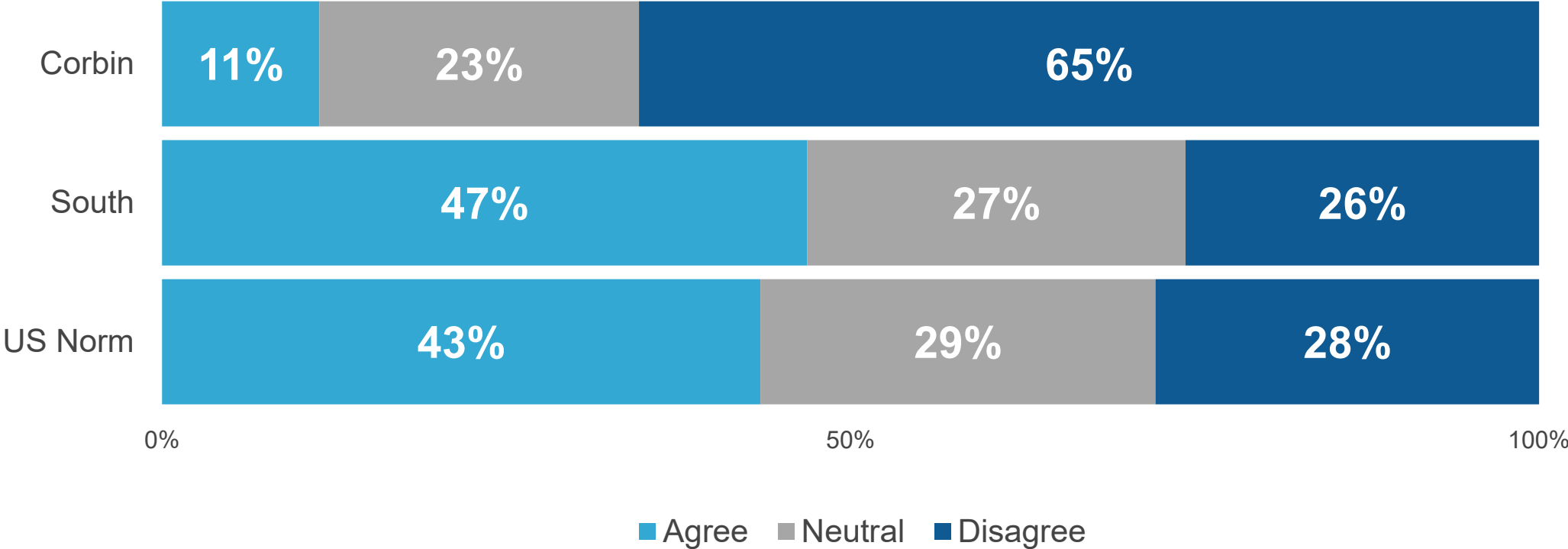
Tourism supports the preservation of local culture and protects the community's authenticity



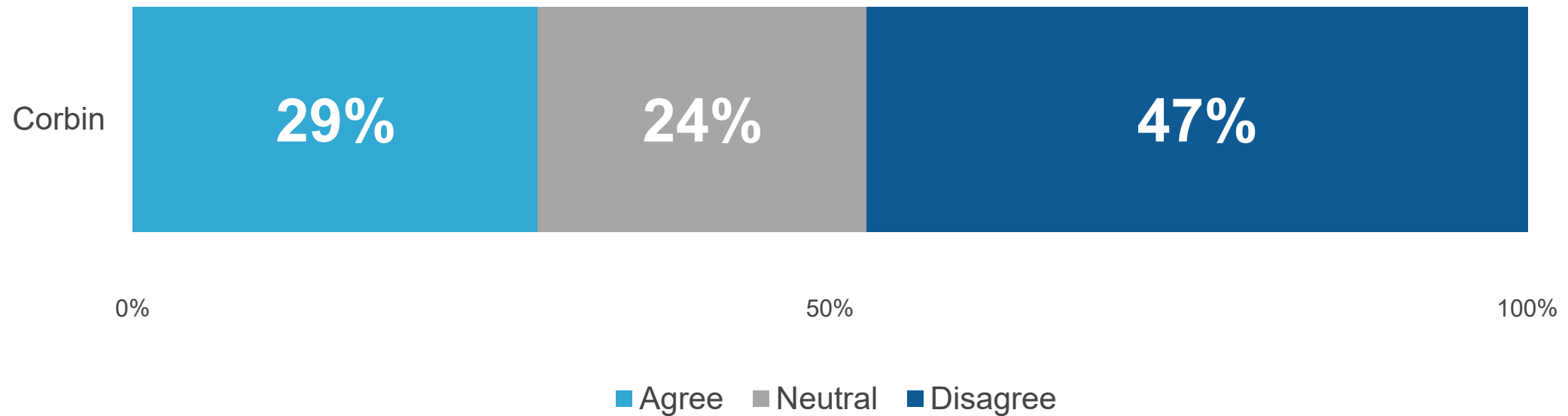
Uncontrolled tourism growth is jeopardizing our heritage and culture



Attractions and leisure facilities are becoming overcrowded because of more tourists



Tourists add to traffic congestion and parking problems in Corbin



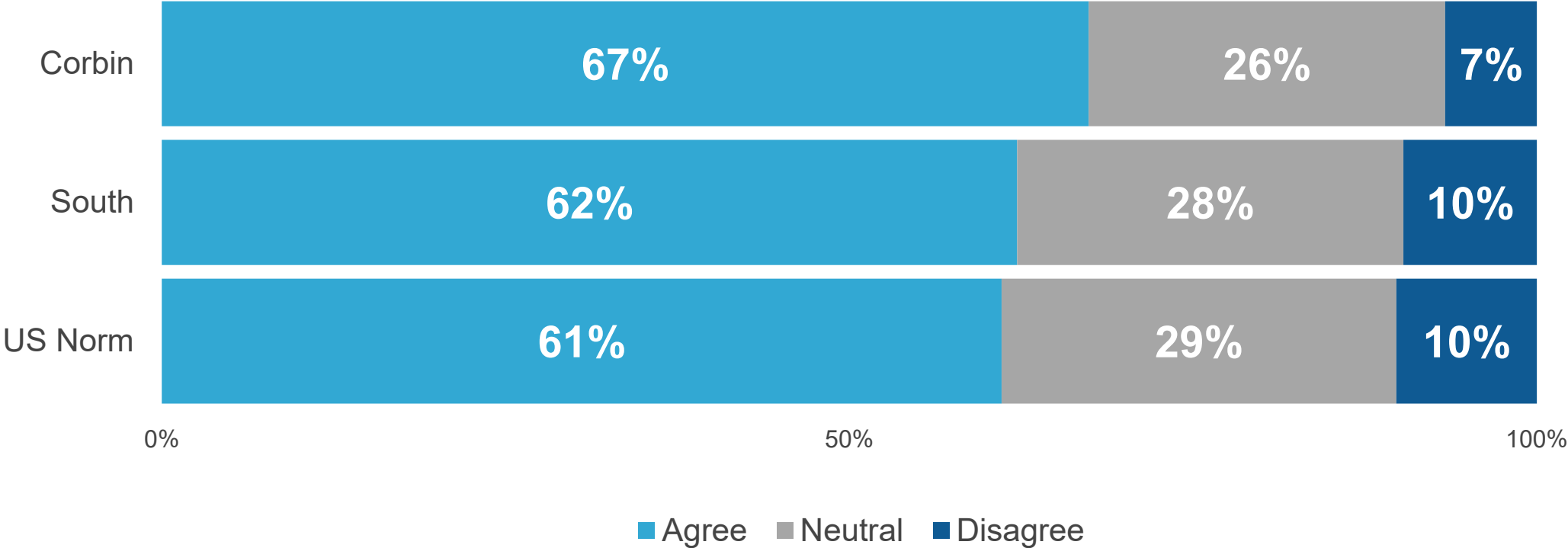


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Environment

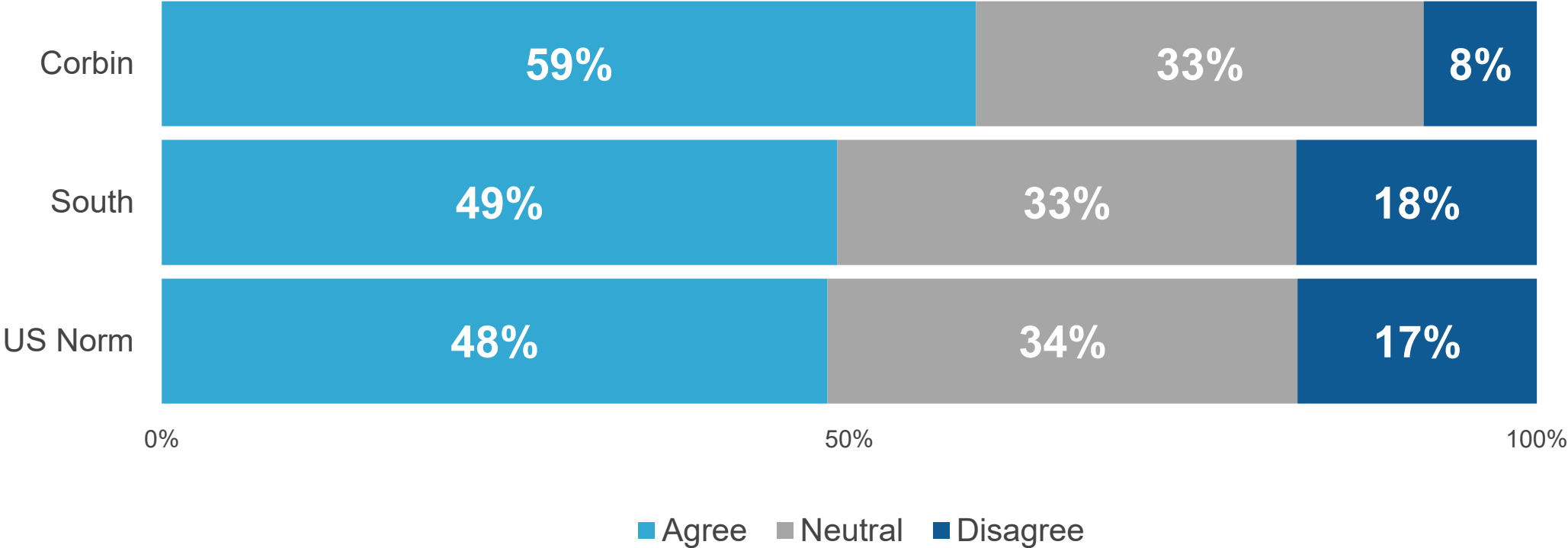


Long-term planning can limit environmental impacts caused by tourism



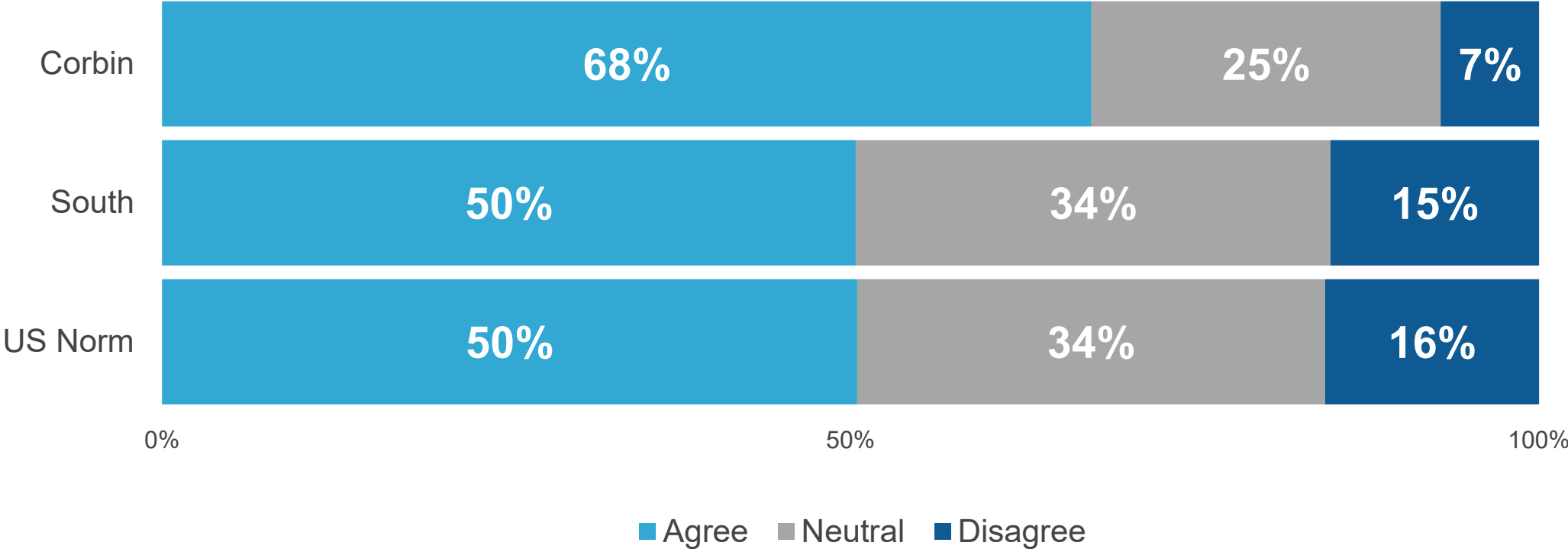
Environment

Tourism is a good alternative to more environmentally-damaging development

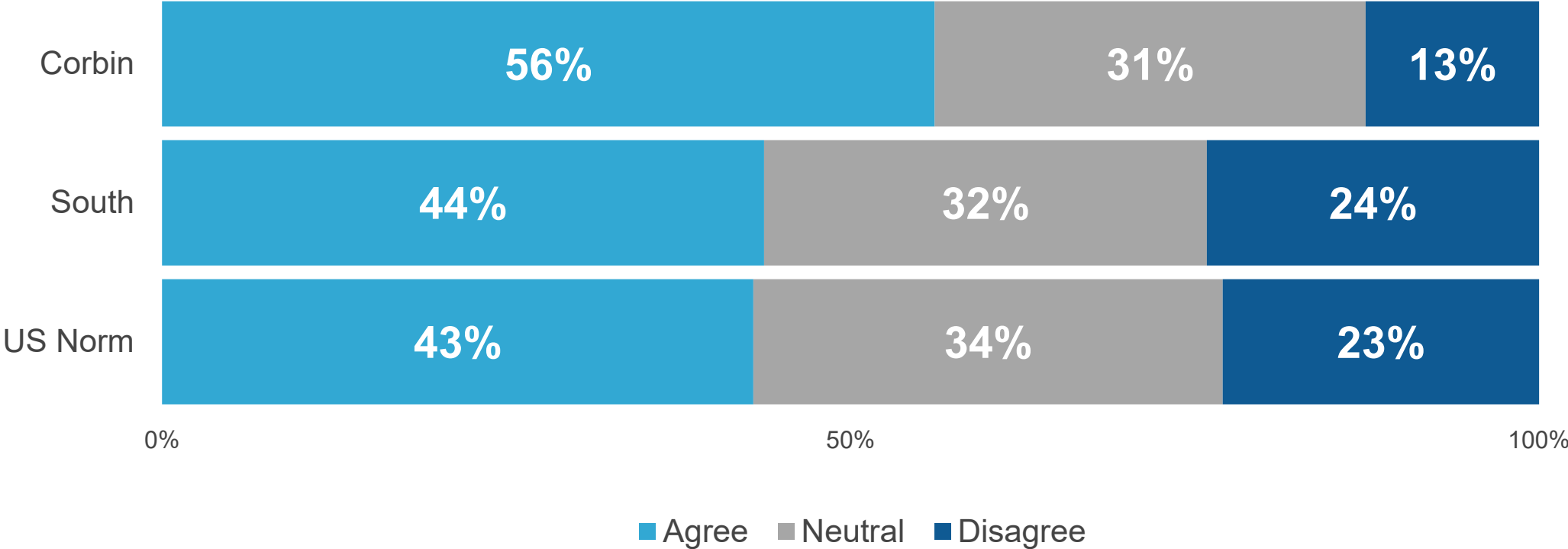


Environment

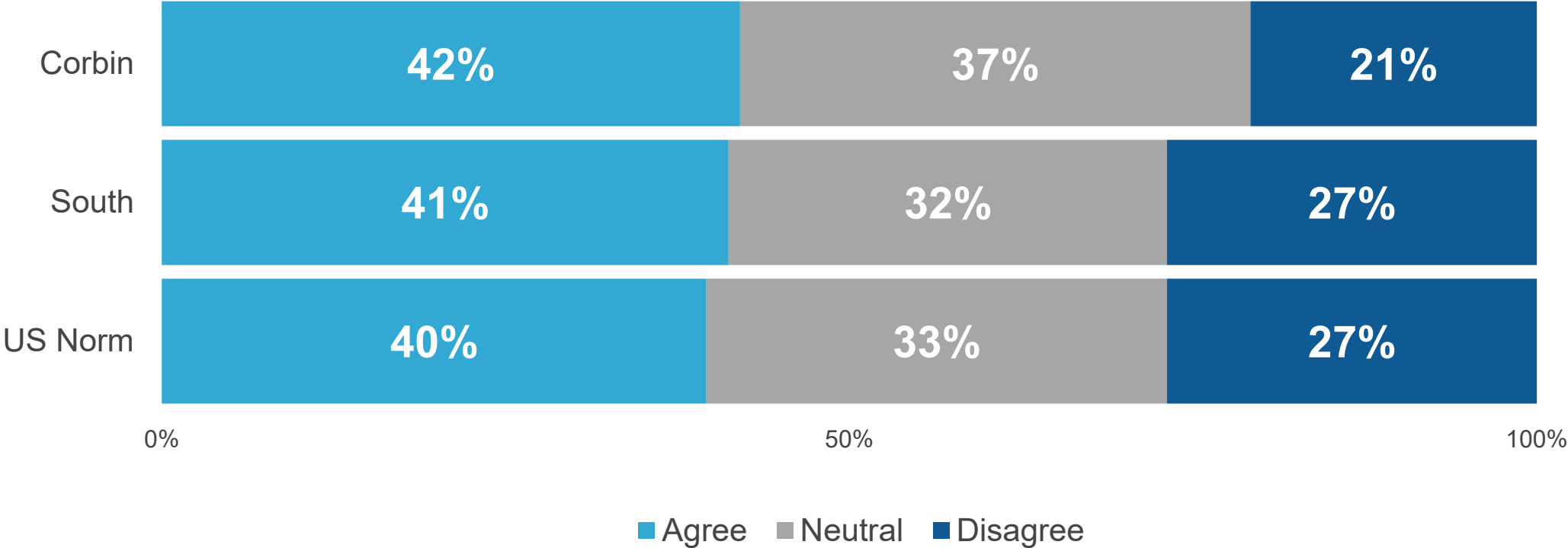
Tourism can help the environment as local governments and people seek to protect sensitive and scenic areas



The tourism industry values sustainability and our natural resources

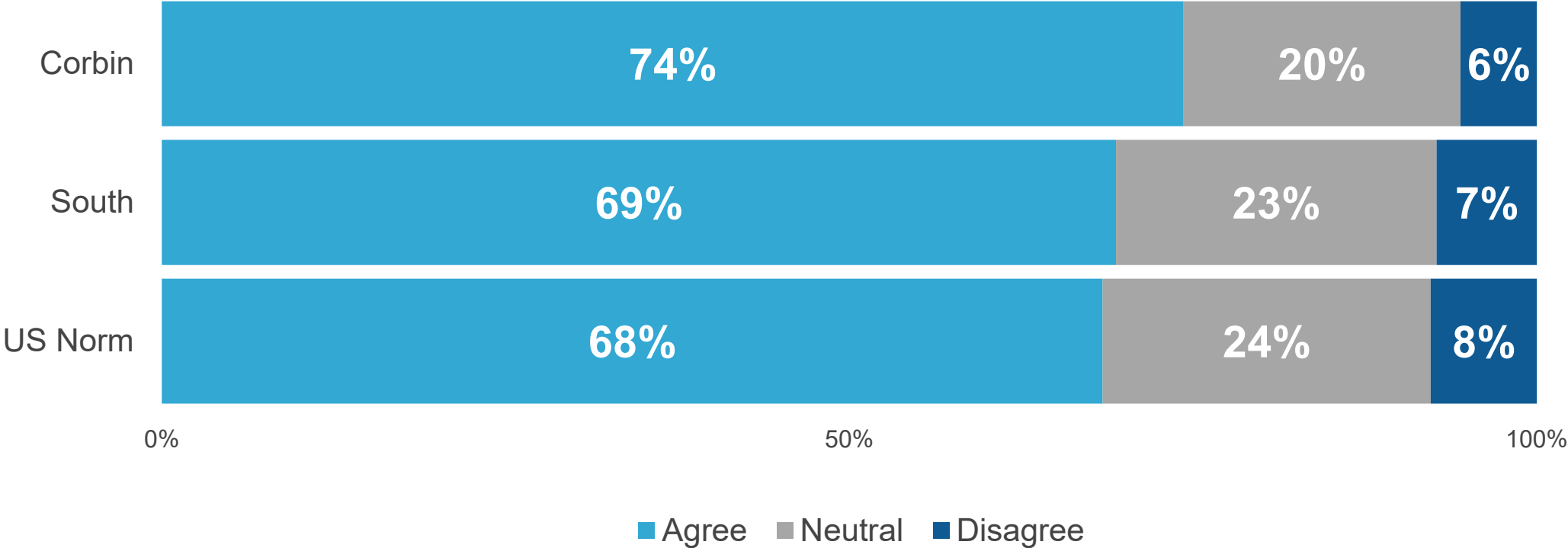


Tourists are respectful of our natural areas

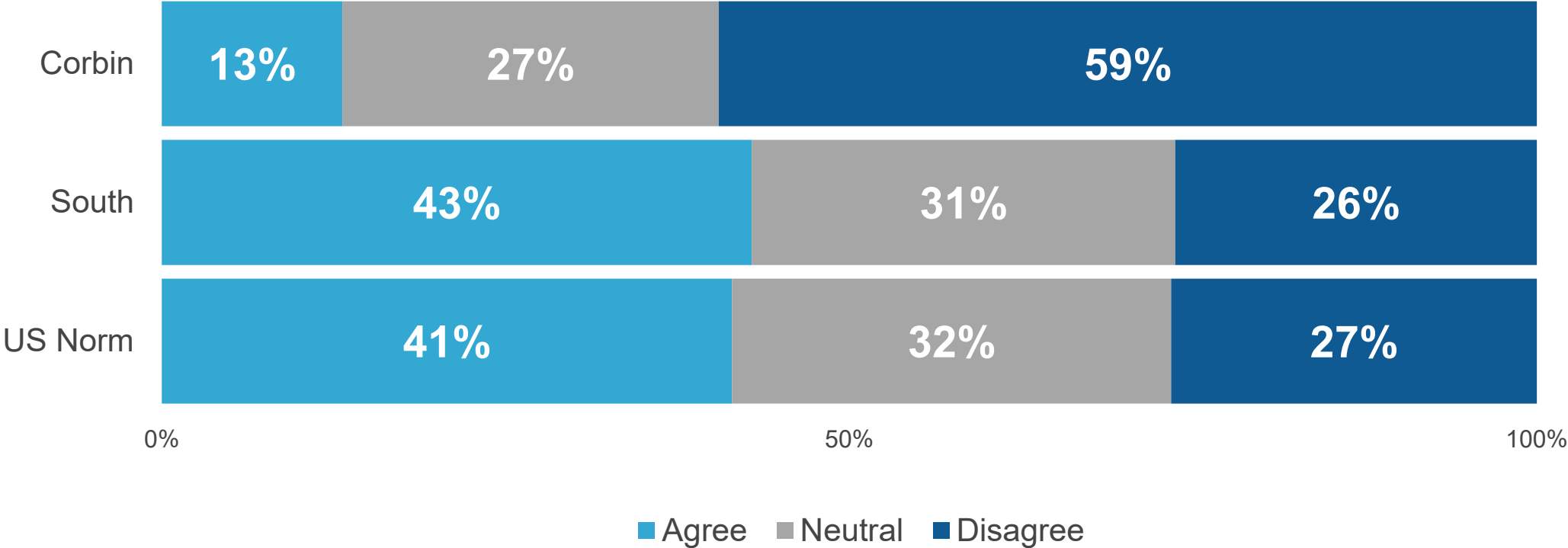


Environment

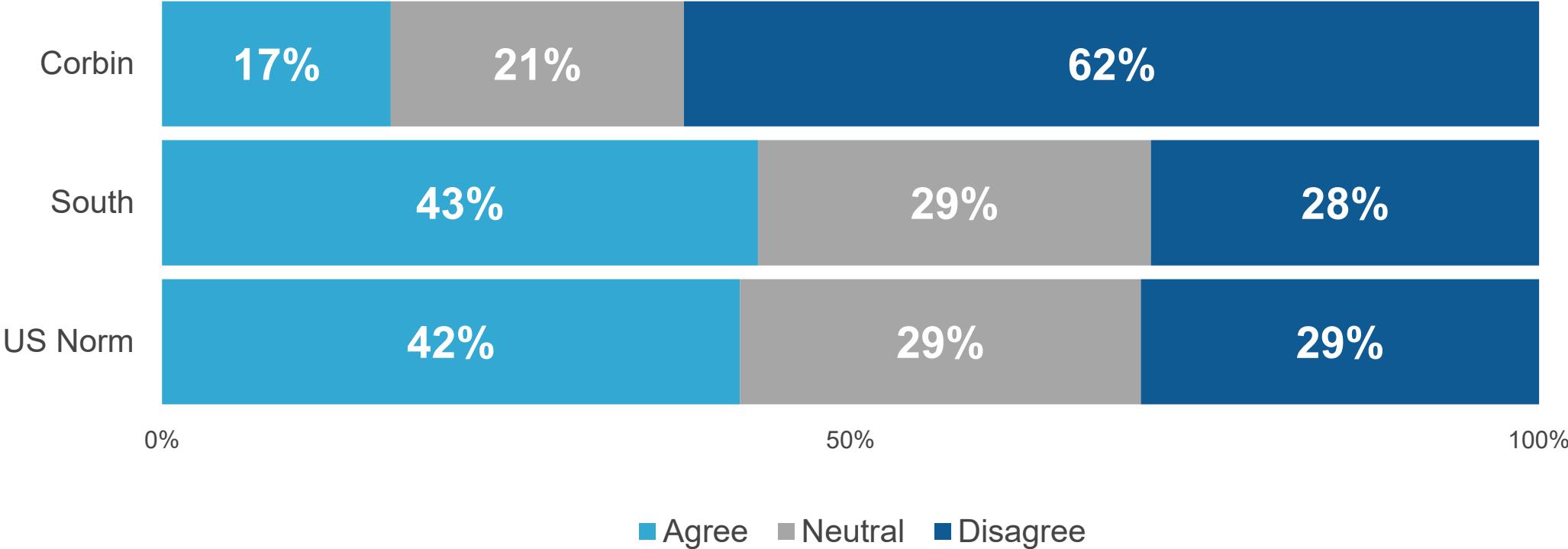
Tourists should be educated on how to travel responsibly and care for our natural areas



Overbuilding of tourism-related businesses is spoiling our natural areas



Overcrowding by tourists is spoiling our natural areas





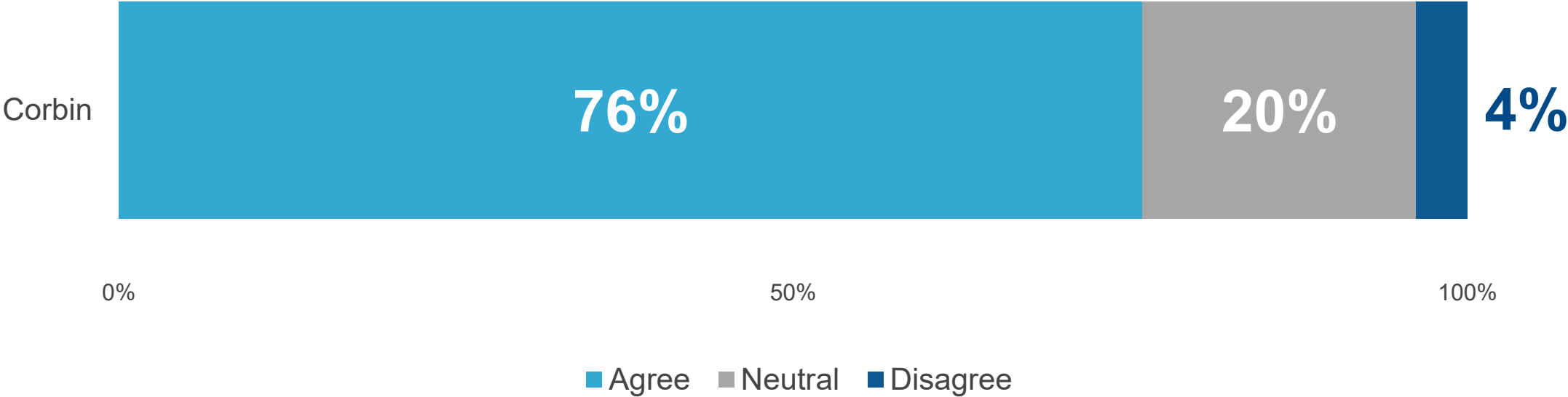
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Festivals and Events



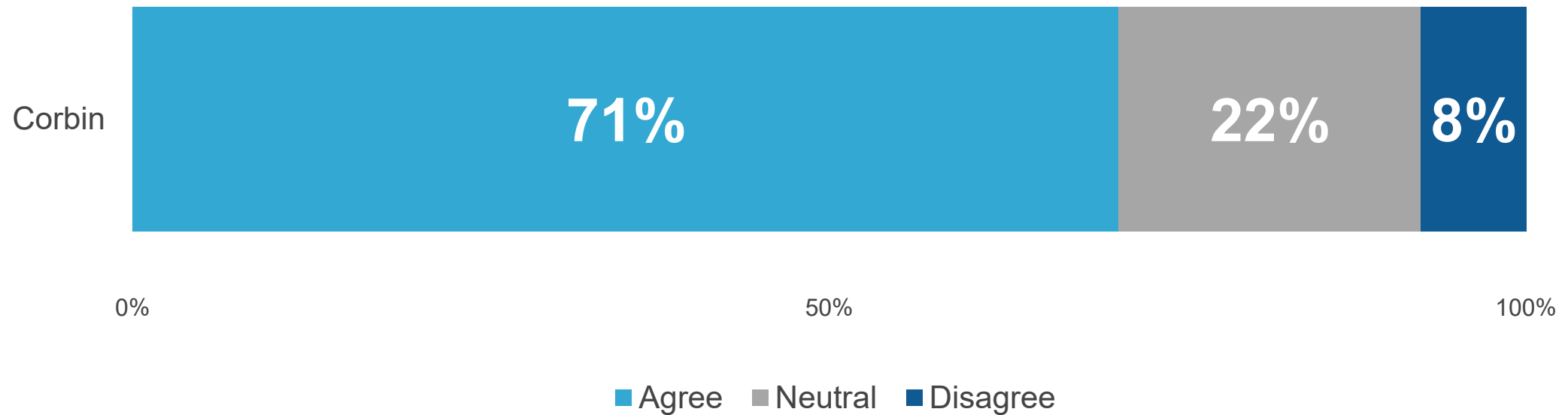
Festivals and Events

Festivals and special events benefit Corbin's economy



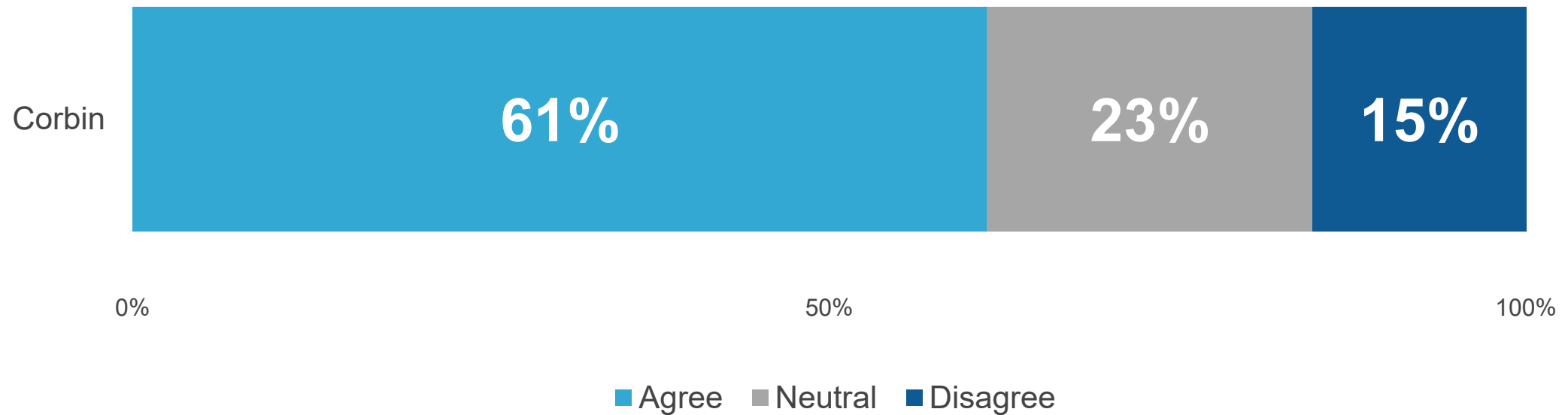
Festivals and Events

Festivals and special events enhance the image of Corbin



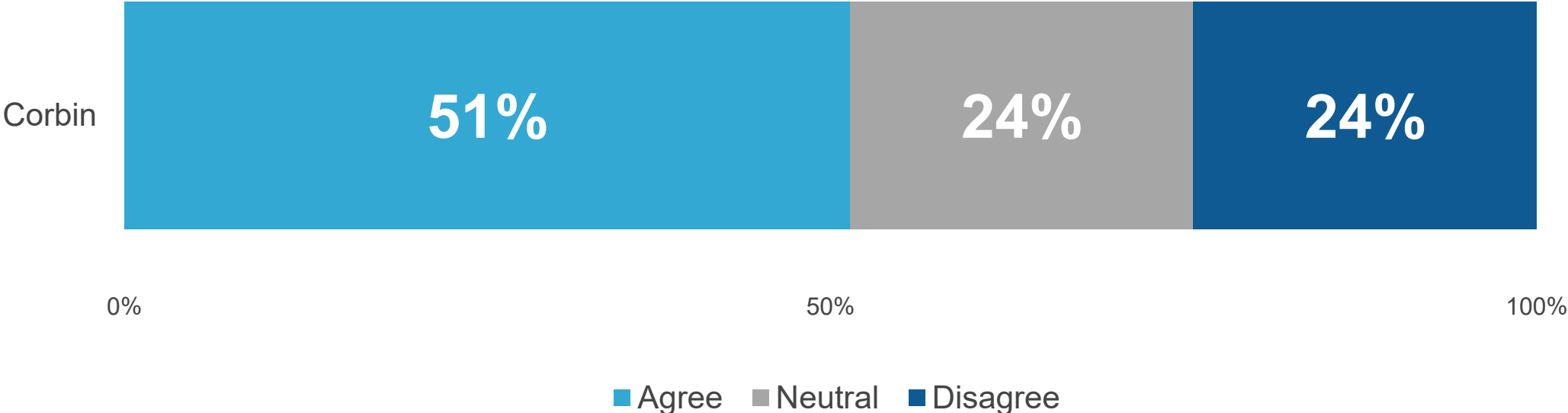
Festivals and Events

Festivals help improve the quality of life in Corbin



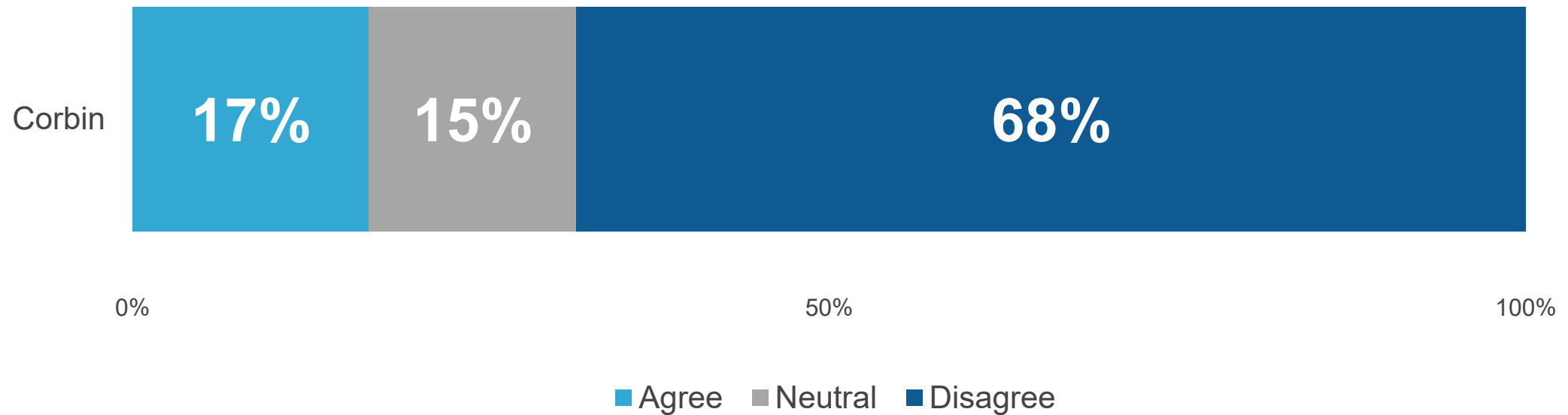
Festivals and Events

Festivals increase the traffic congestion and parking problems in Corbin

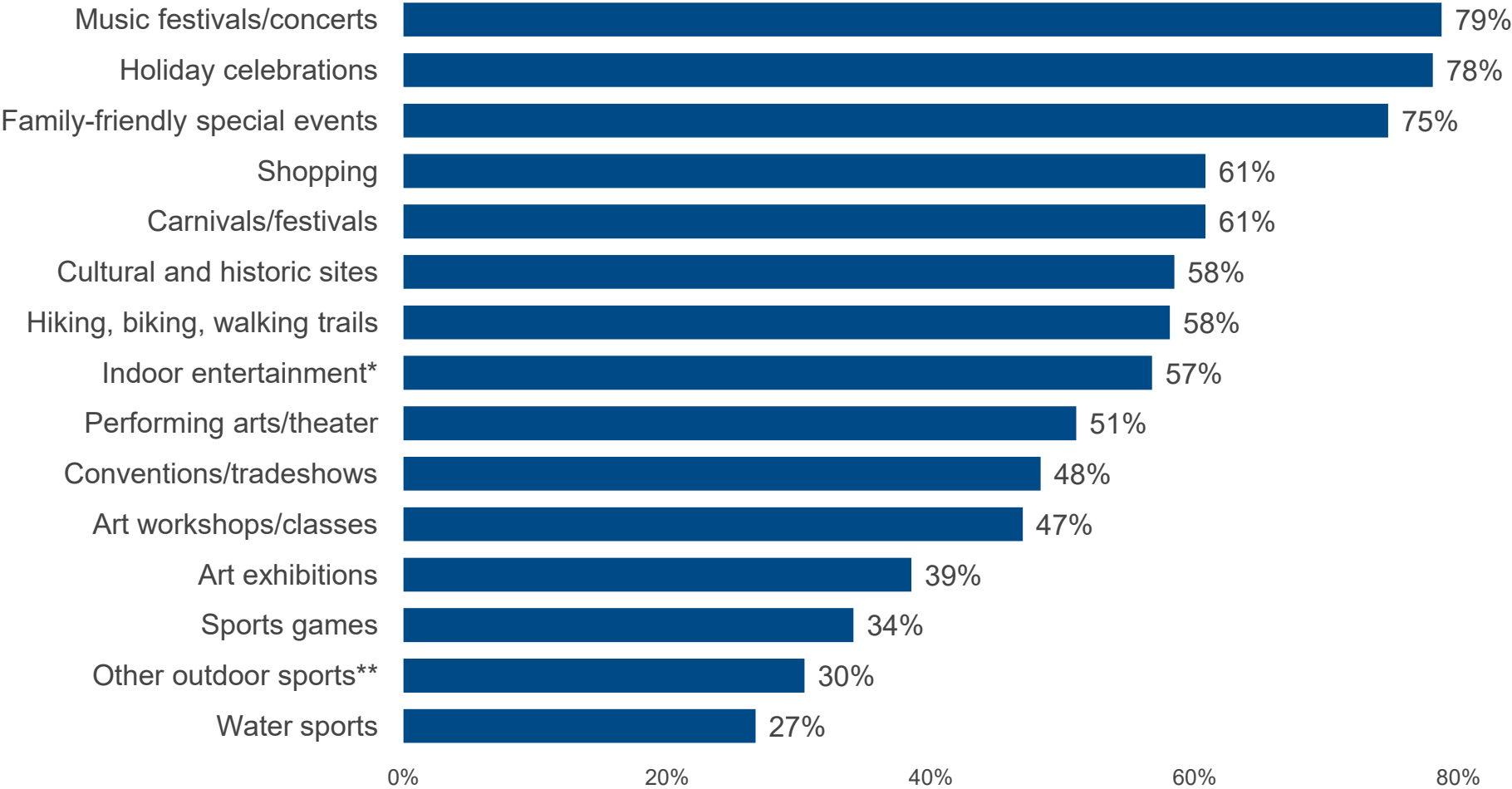


Festivals and Events

Festivals do not benefit Corbin businesses



Events and Activities of Interest to Corbin Residents



*Axe throwing, pinball, escape room, bowling, etc.

**Bike races, foot races, etc.



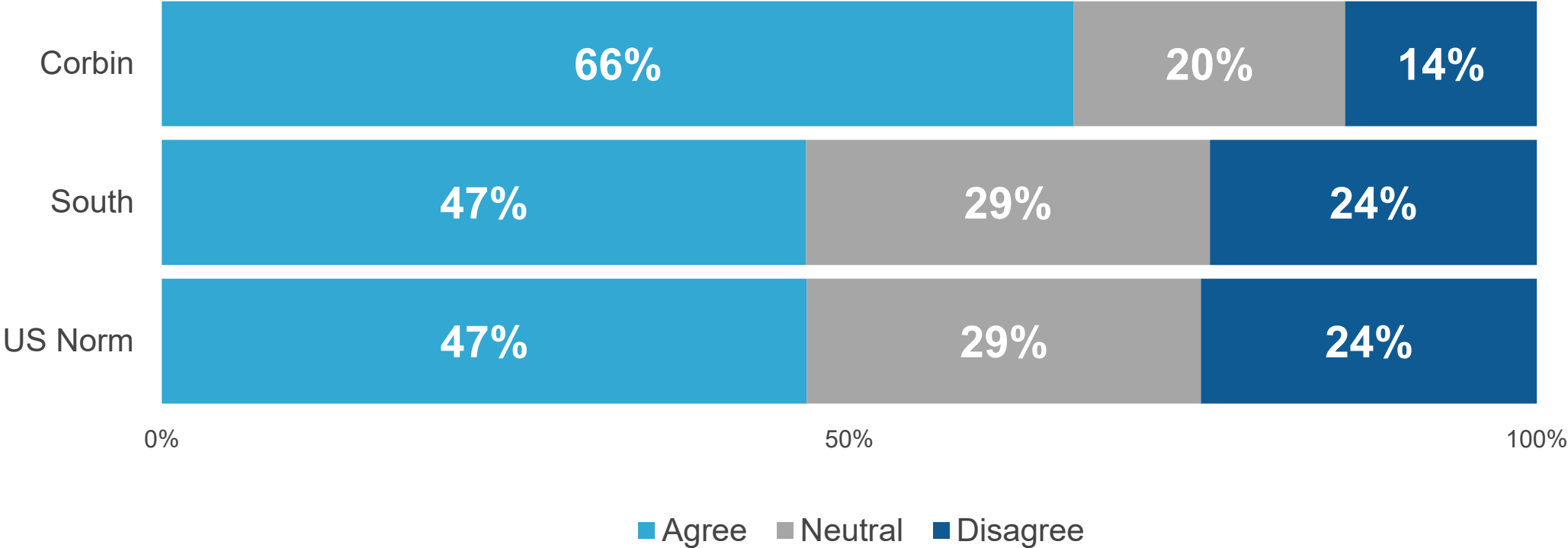
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Involvement/Engagement with Tourism



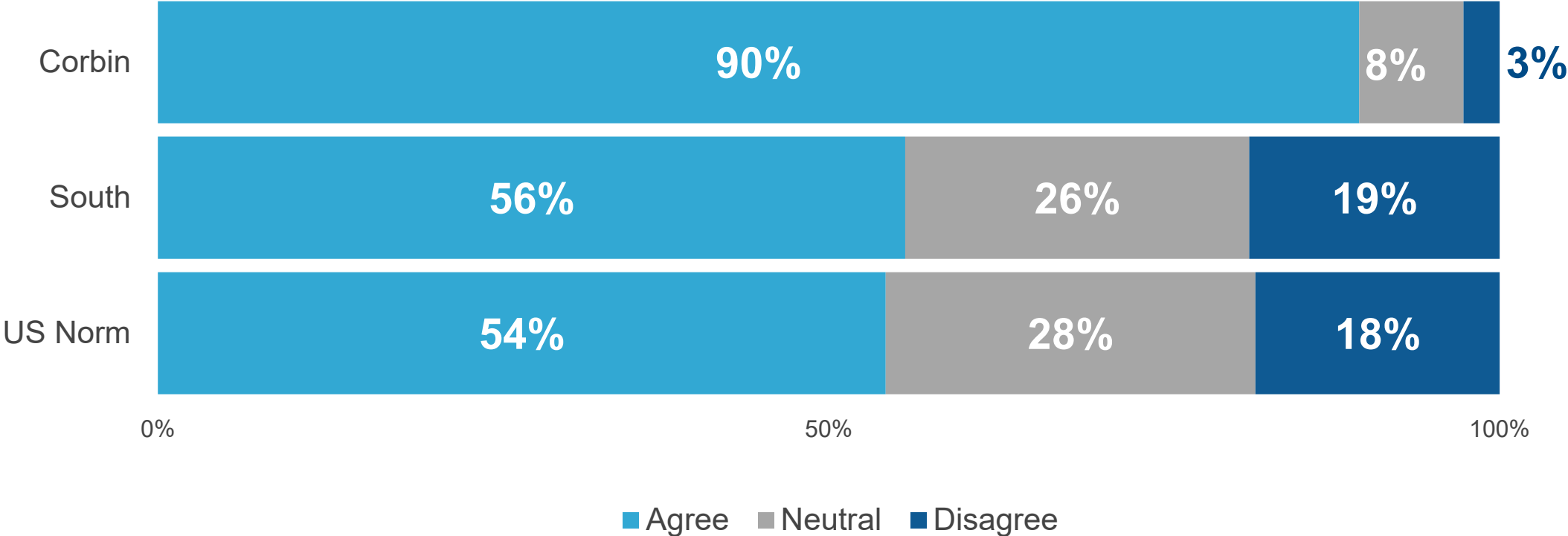
Involvement/Engagement with Tourism

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



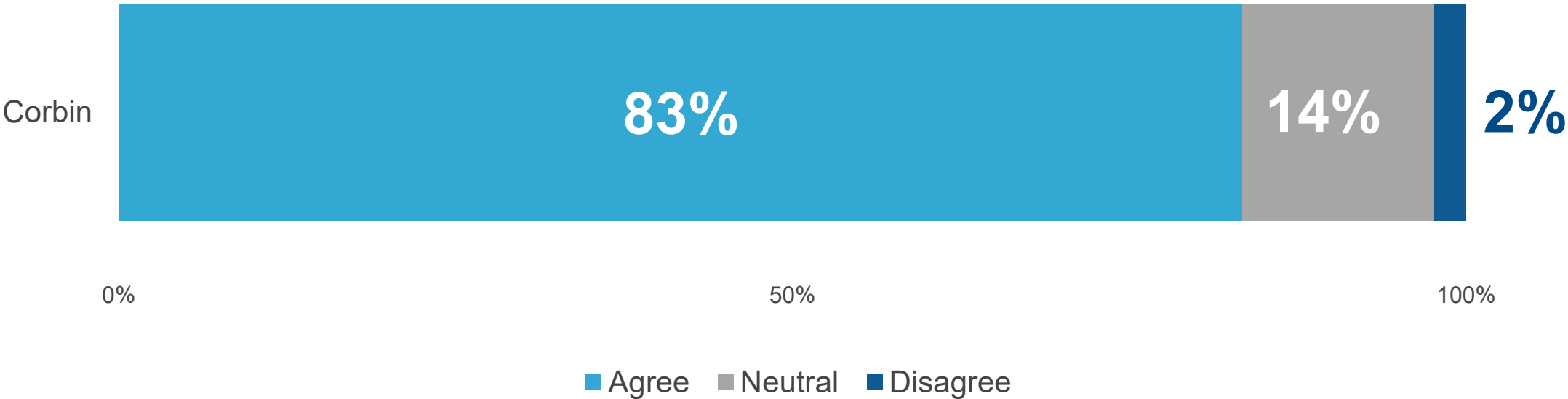
Involvement/Engagement with Tourism

When I come across local tourism news, I'm interested in finding out what's happening



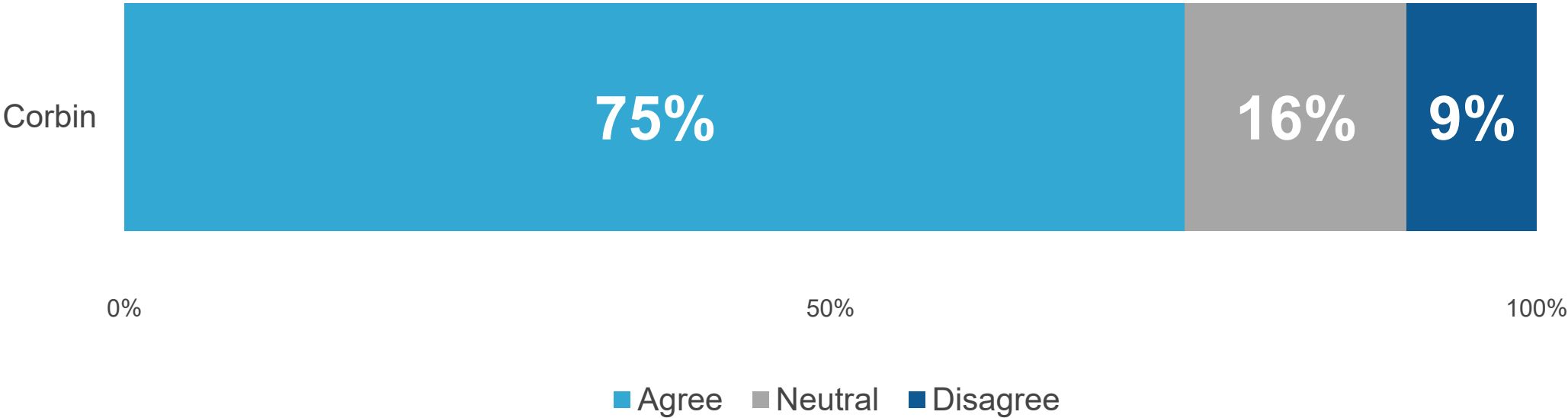
Involvement/Engagement with Tourism

I welcome tourists to Corbin



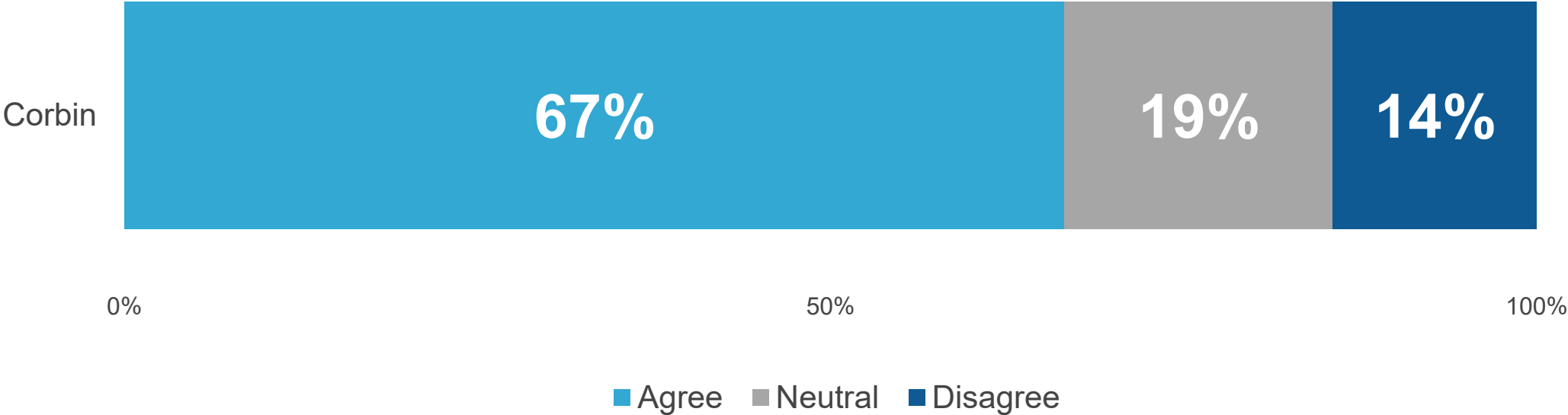
Involvement/Engagement with Tourism

I look forward to showing off Corbin when friends and family visit



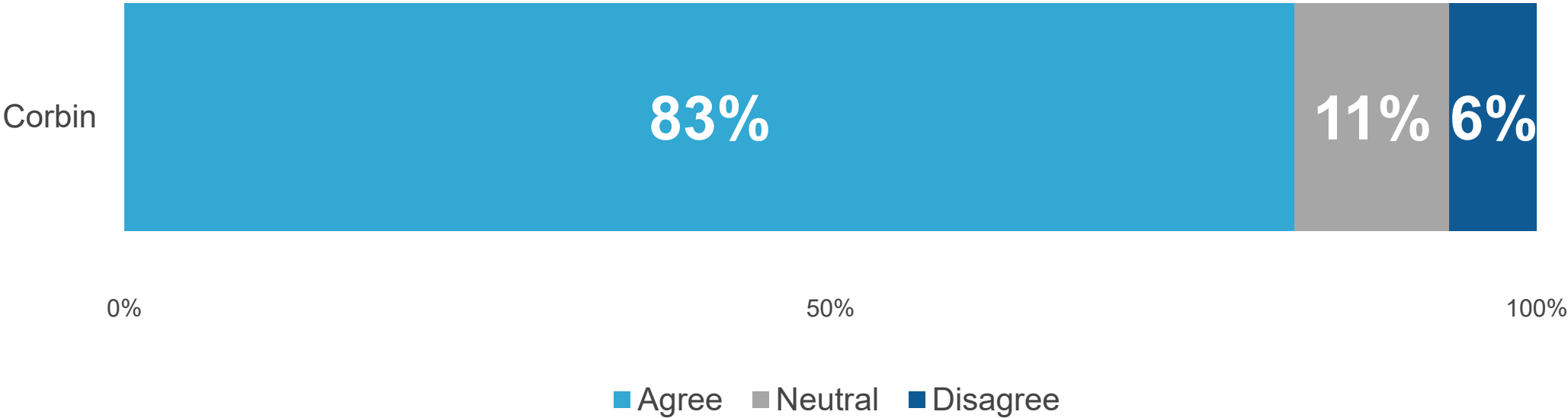
Involvement/Engagement with Tourism

I feel I am an ambassador for Corbin even among tourists I don't know



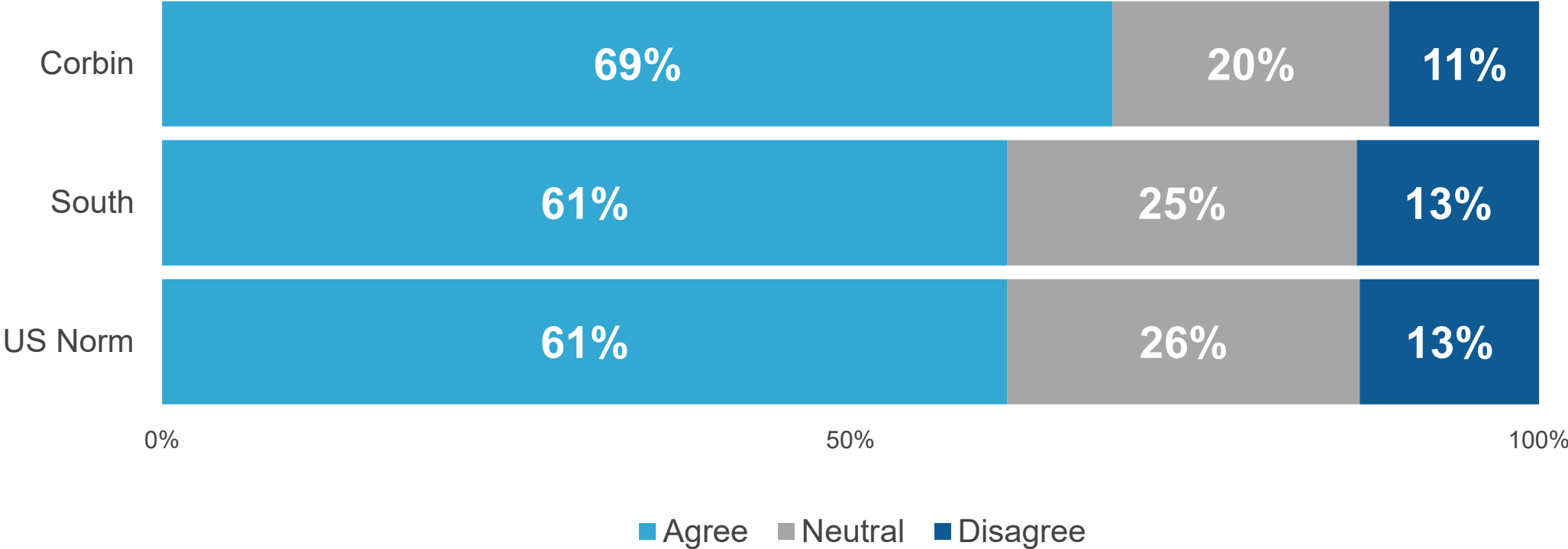
Involvement/Engagement with Tourism

I recommend local tourist sites to people who are visiting Corbin



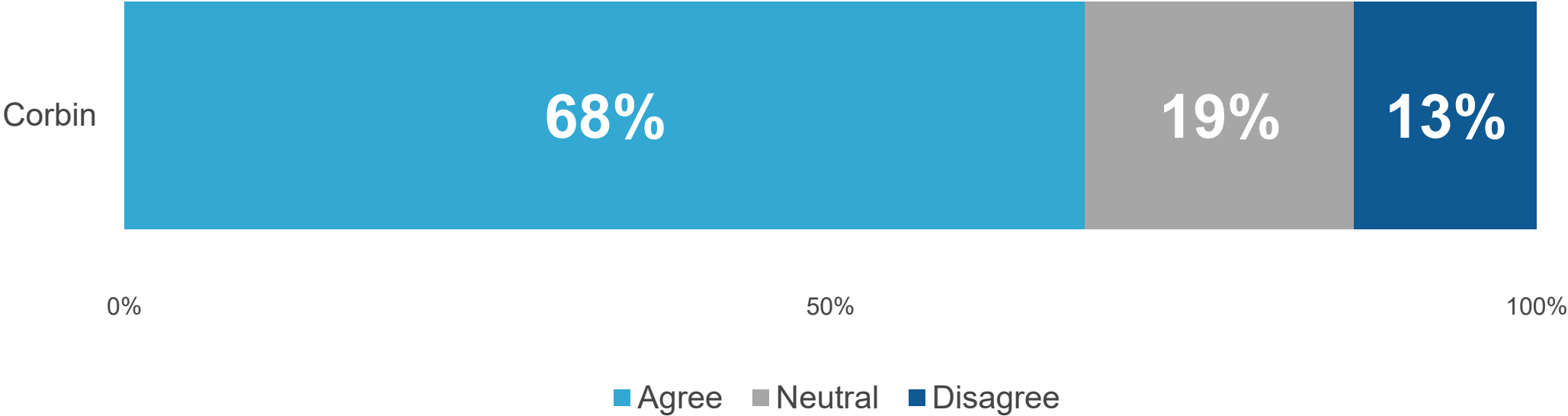
Involvement/Engagement with Tourism

Visiting other places gives me a greater appreciation for my local area



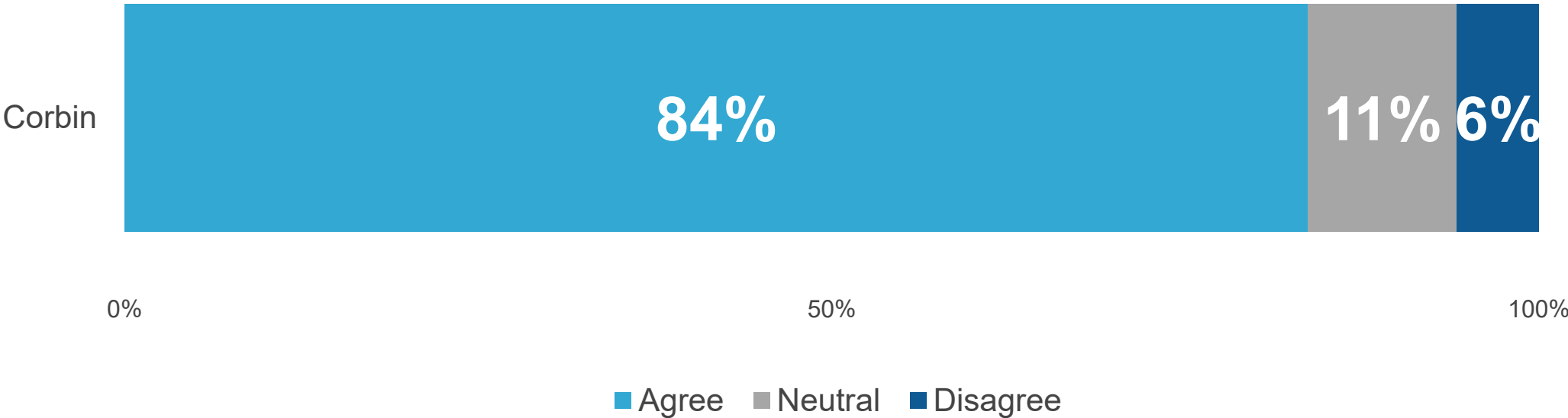
Involvement/Engagement with Tourism

I'm proud of what Corbin offers tourists



Involvement/Engagement with Tourism

I'm proud to call Corbin my home



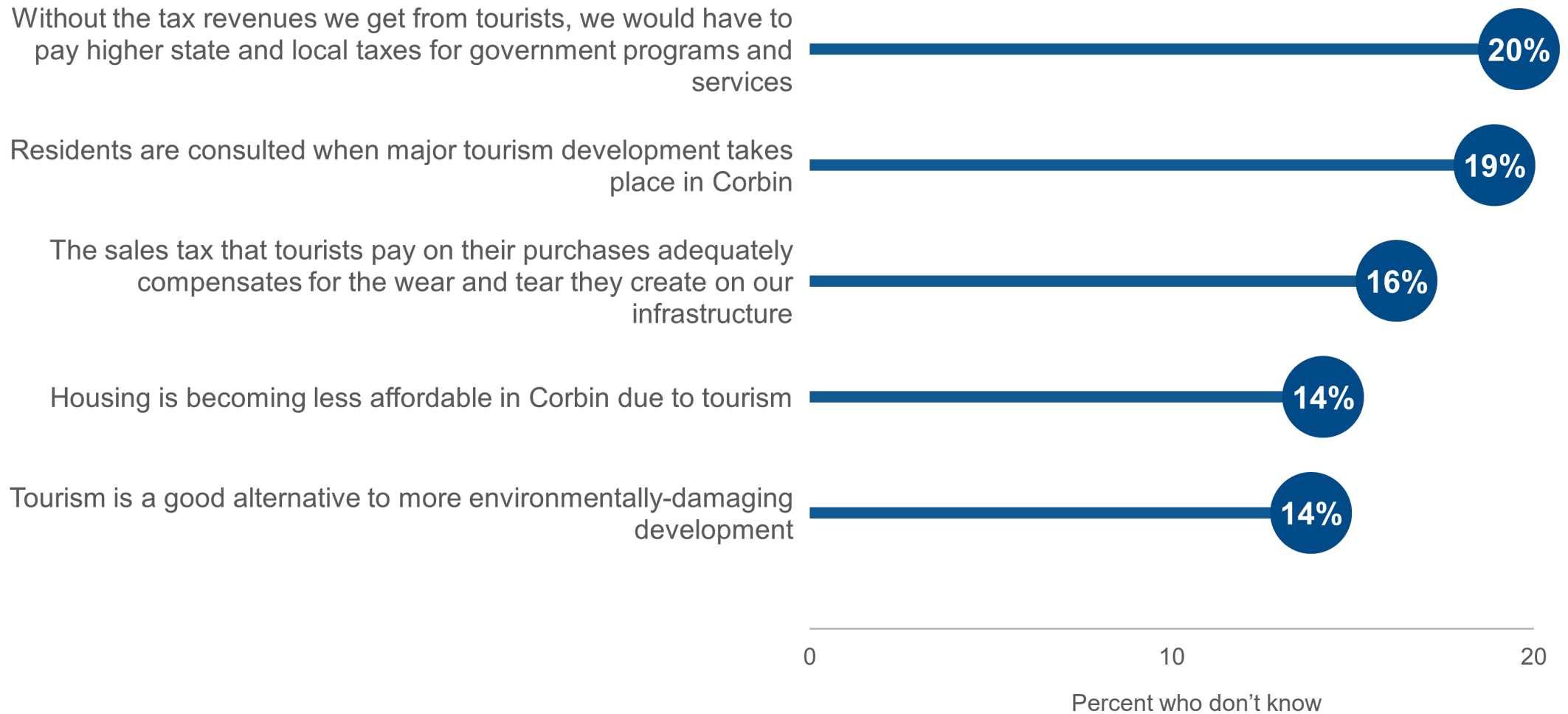


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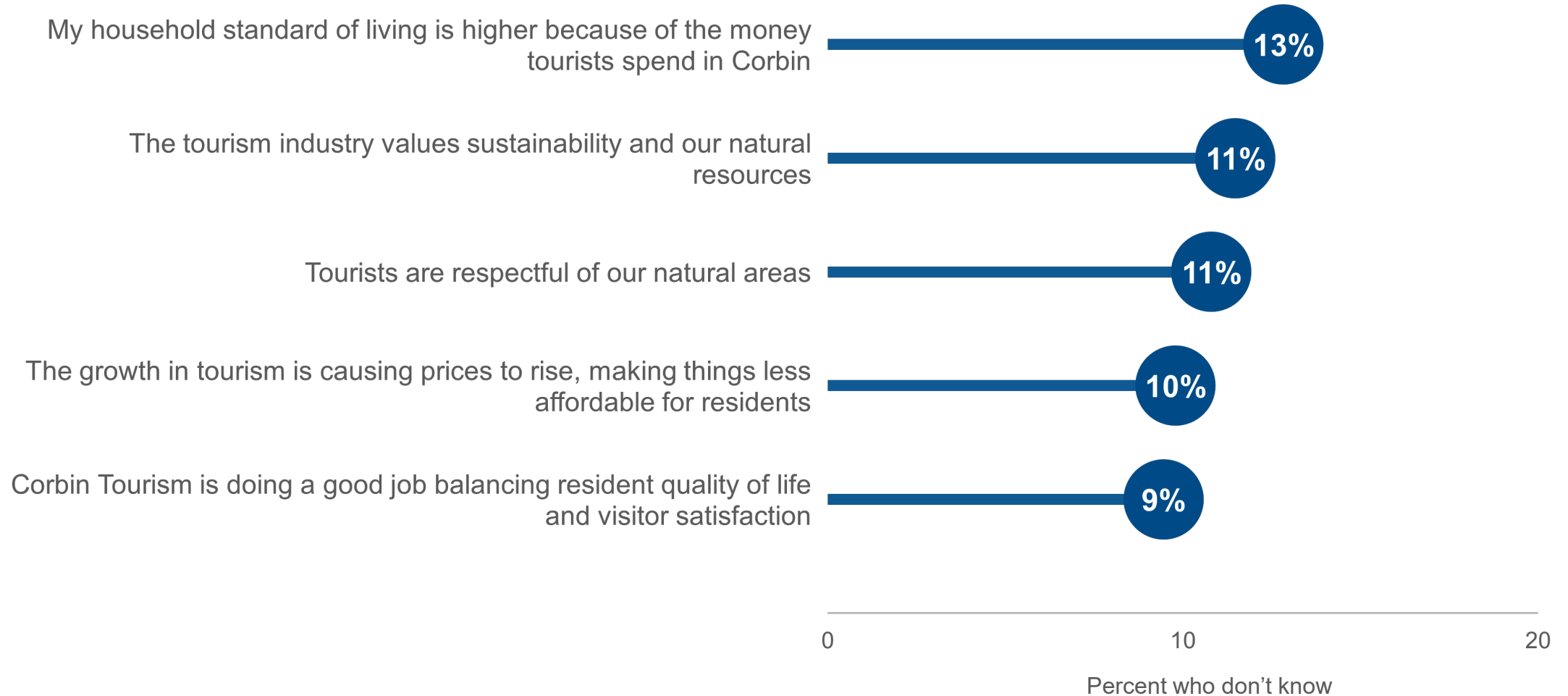
What Residents Don't Know



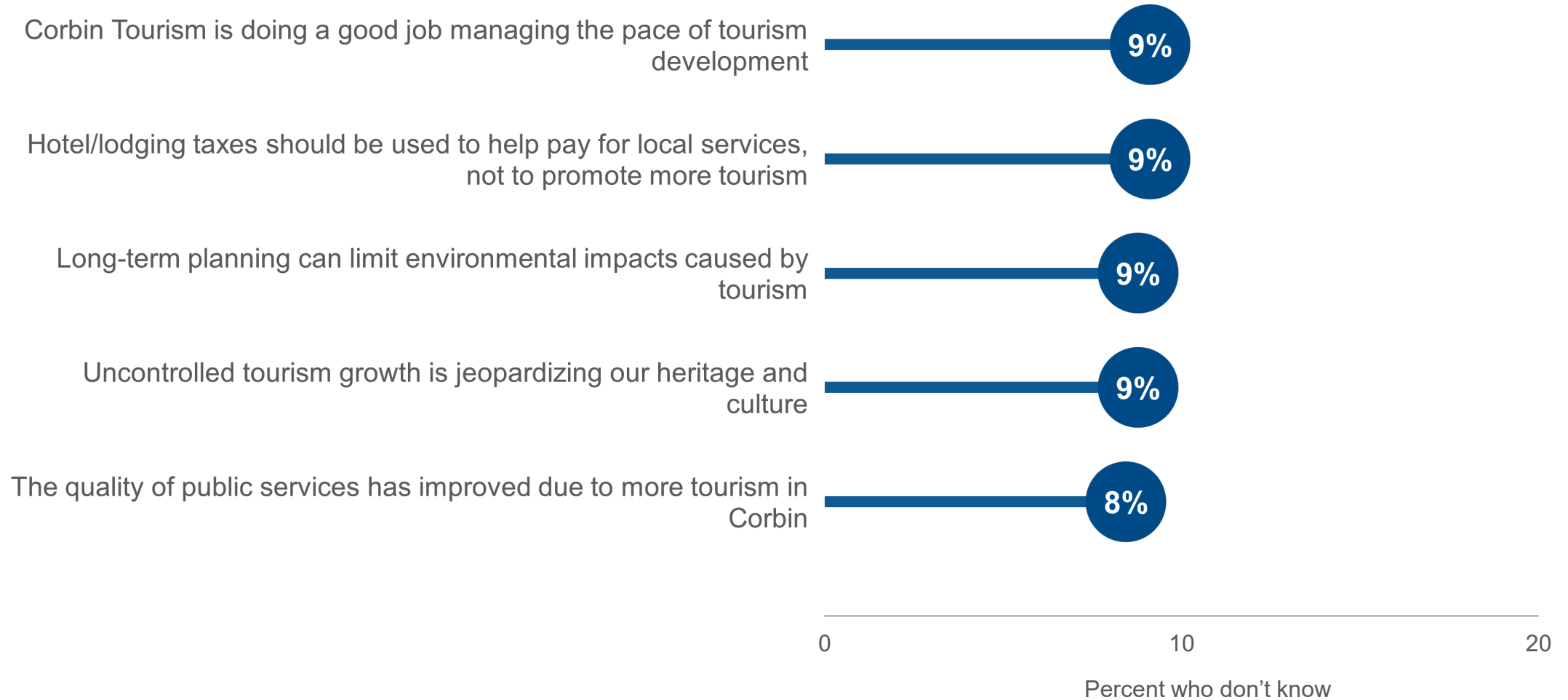
What Residents Don't Know



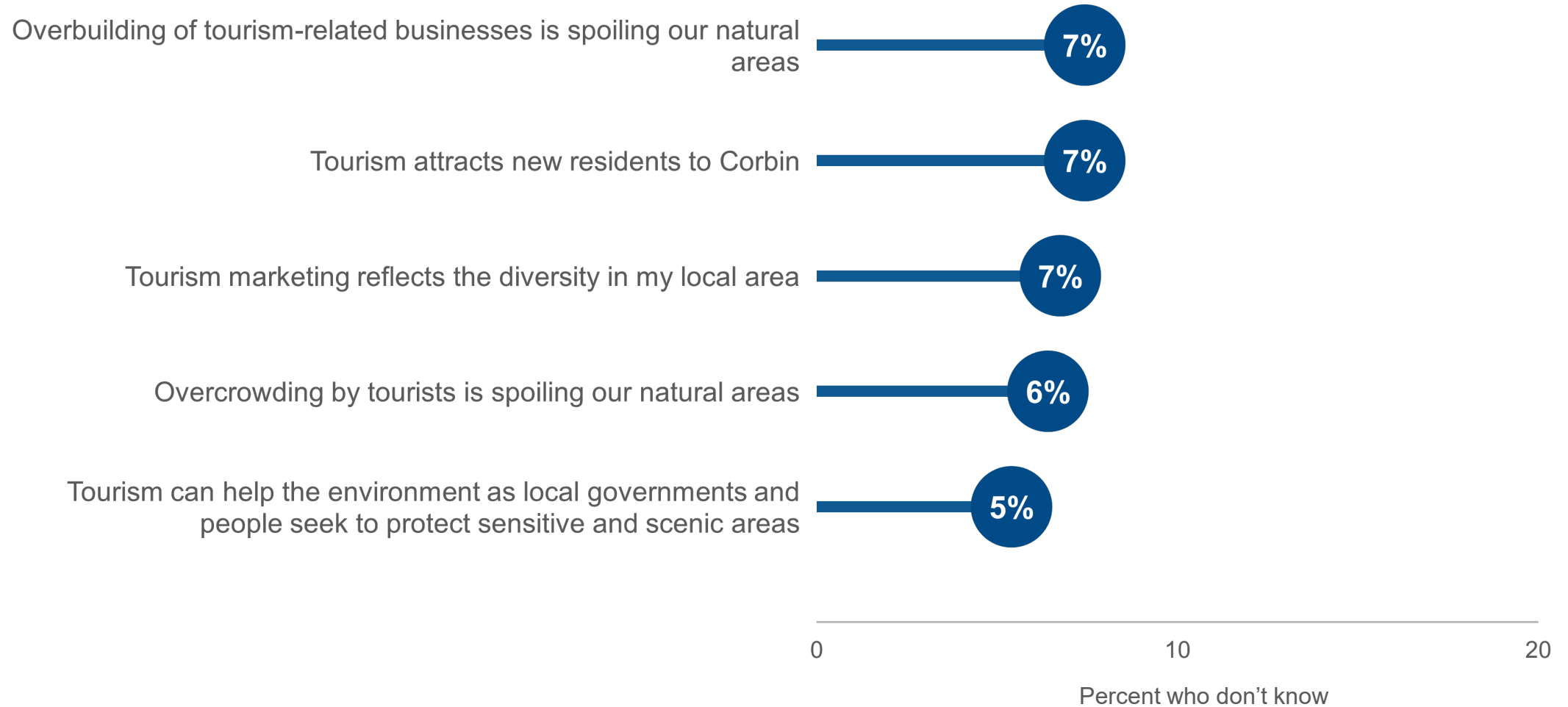
What Residents Don't Know (Cont'd)



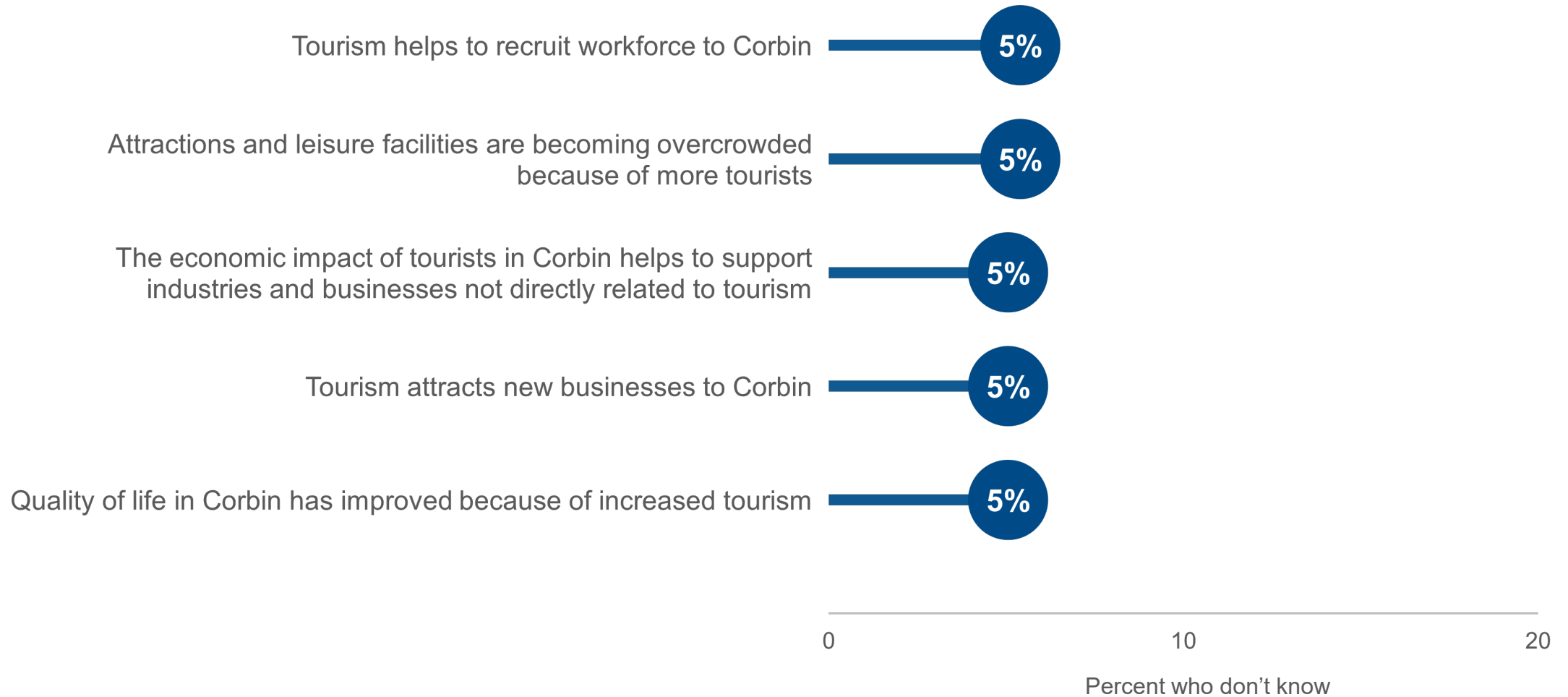
What Residents Don't Know (Cont'd)



What Residents Don't Know (Cont'd)



What Residents Don't Know (Cont'd)



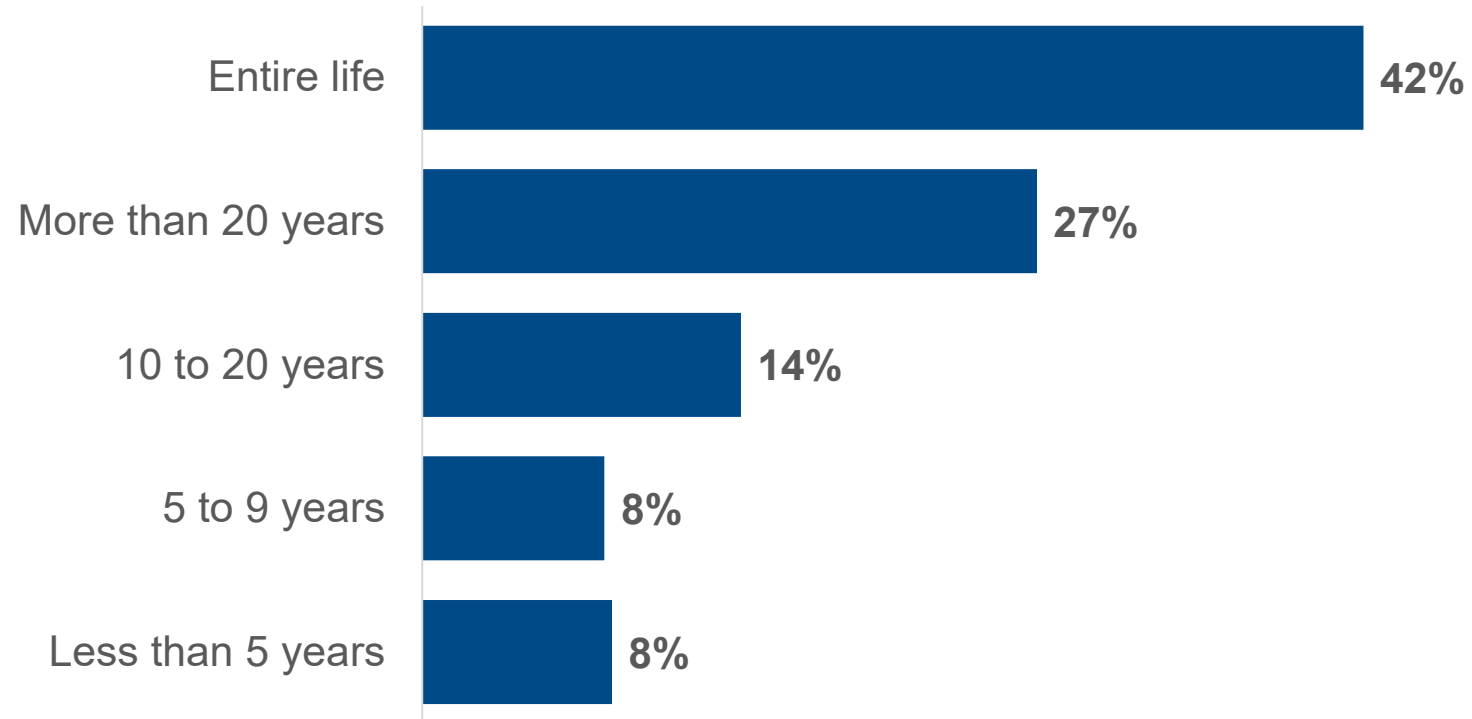


Longwoods
INTERNATIONAL

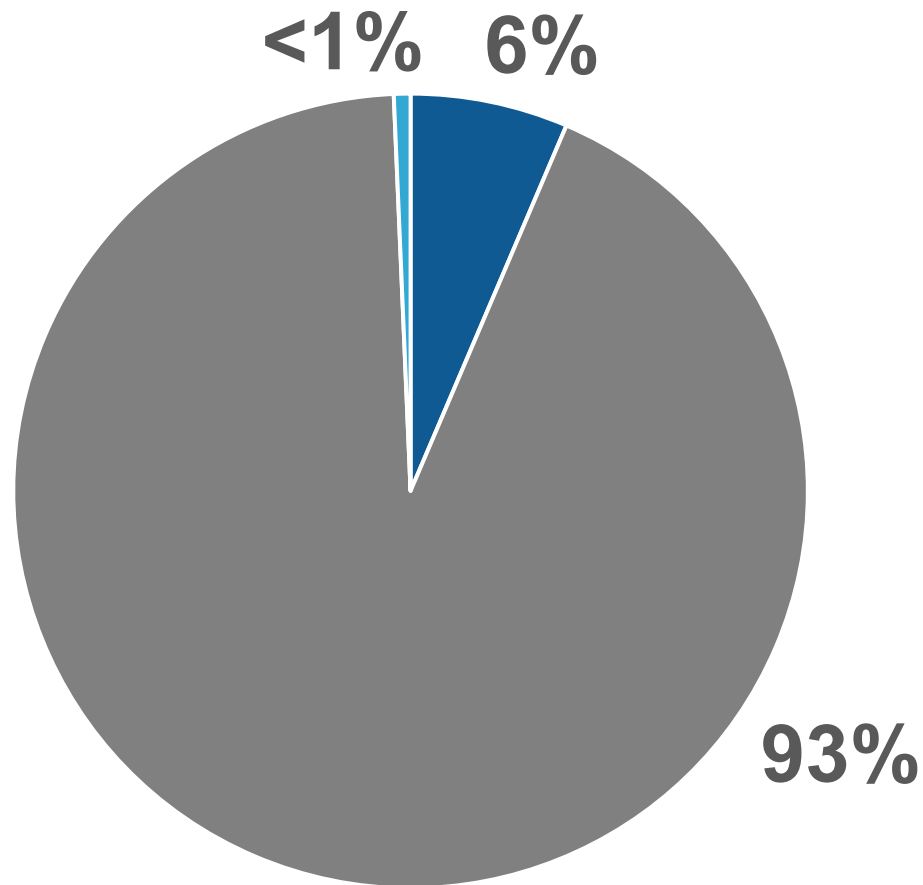
Demographic Profile



Length of Residence in Corbin



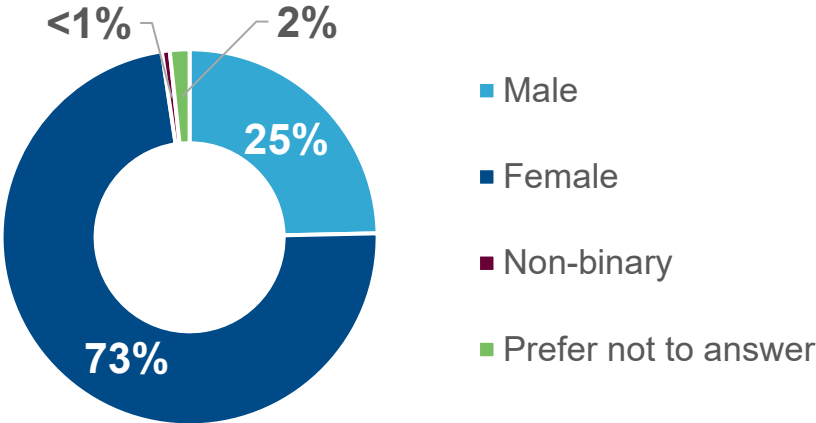
Employment in Tourism



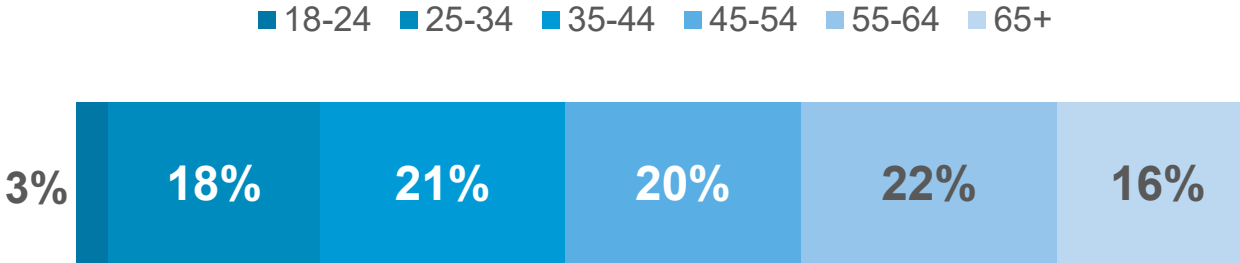
- At least one person in household is employed in tourism and hospitality industry
- No one in household is employed in tourism and hospitality industry
- Don't know

Demographic Profile

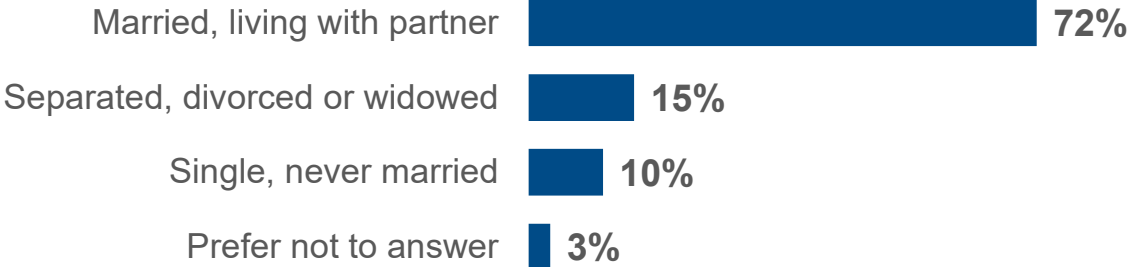
Gender



Age

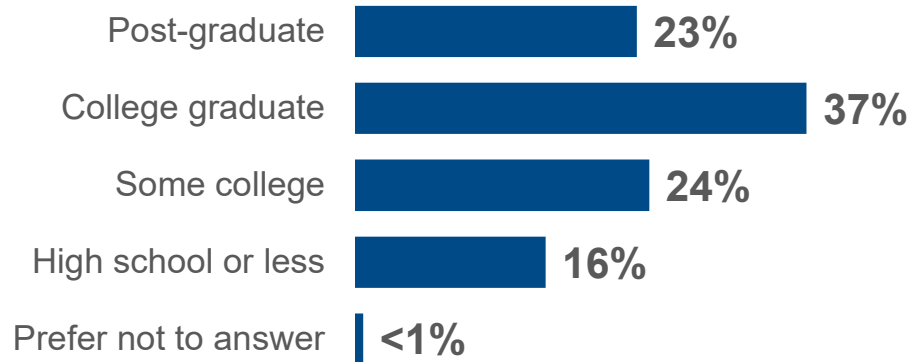


Marital Status

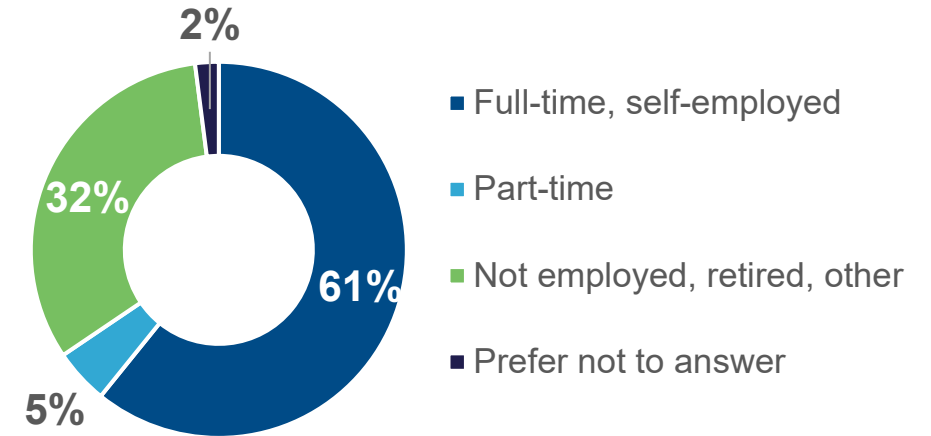


Demographic Profile

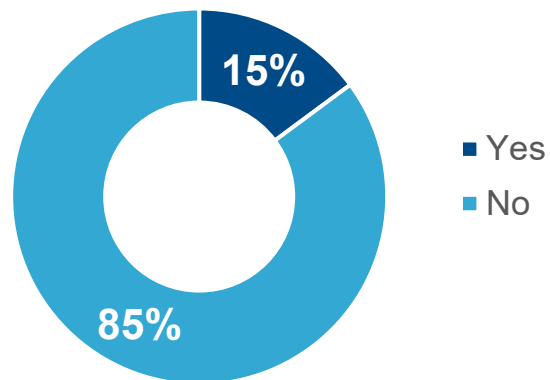
Educational Attainment



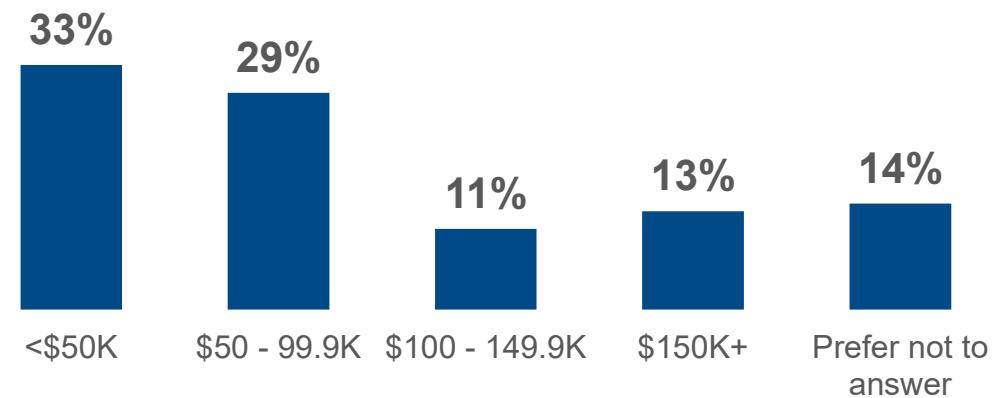
Employment



Business Owner

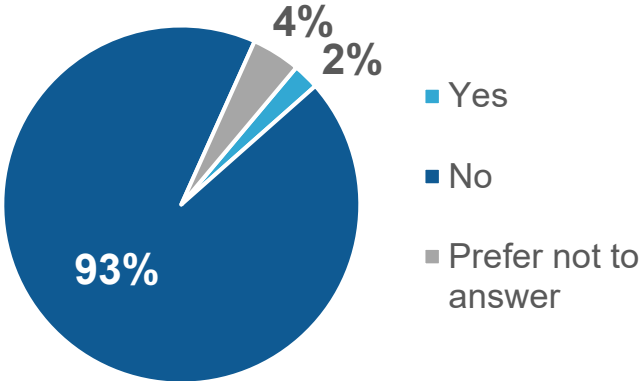


Household Income

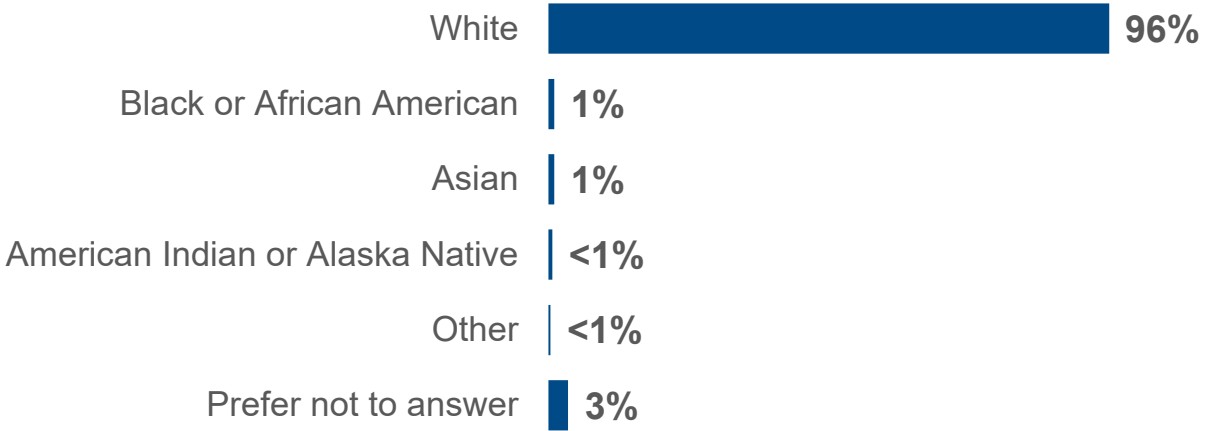


Demographic Profile

Hispanic Background



Race



Household Size



