What We Heard

2025 Resident Perception of Tourism in Greater Vernon Survey

From October 16 to October 31st, Tourism Vernon in partnership with Destination BC conducted a community-wide survey to measure resident perceptions of tourism in Greater Vernon. With 257 responses, the results reveal that residents largely recognize and appreciate the economic, cultural, and social contributions of tourism, while also identifying areas of opportunity.



Key Findings

Economic Impact

A strong majority value tourism's role in the local economy, with 91% agreeing that visitor spending supports local businesses and contributes positively to community prosperity. Nearly 87% support provincial investments in tourism infrastructure.

Sociocultural Benefits

Over 85% of respondents believe tourism brings cultural diversity and enhances amenities such as restaurants and recreational facilities that might not otherwise be available.

Visitor Sentiment

Vernon residents show high levels of hospitality. 90% take pride in welcoming visitors and view interactions positively. Similarly, 83% believe Vernon is a desirable destination and support tourism's contributions to local quality of life.

Seasonal Perceptions

While most residents feel tourism levels are appropriate throughout the year, insights point to strong potential for growth outside the summer peak. Spring, fall, and winter were each identified by over 35% of respondents as having "too few" visitors. This suggests community openness to expanding tourism in these shoulder and off-peak seasons—an opportunity to support year-round economic benefits while reducing summer pressures.

Environmental & Career Considerations

Opinions are more mixed on tourism's environmental leadership and job quality. Only a minority see tourism as leading in sustainability or career growth opportunities, suggesting potential for improvement in these areas.

Inclusivity & Accessibility

While many feel safe welcoming visitors, only 30% agree that current infrastructure adequately supports people with disabilities, pointing to a gap in inclusive design and service delivery.

Awareness of Indigenous Tourism

55% of respondents are aware of Indigenous tourism experiences in B.C., showing room to grow awareness and support for Indigenous-led initiatives in the region.

Conclusion

Residents of Vernon are generally advocates for tourism and recognize its value to the community. There is strong appreciation for its economic and cultural benefits, alongside a clear desire for more environmentally conscious and accessible tourism development. These insights provide an important benchmark for where Tourism Vernon is in its goal of increasing community support for tourism.

Tourism Vernon will share a Destination BC branded snapshot graphic of the results in early January 2026.