



# Emotional Solidarity: Co-Creating a Win-Win Host-Visitor Experience

Presented by:

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# Emotional Solidarity - Background

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- The impacts of tourism on the host community, both positive and negative, are well noted in the tourism literature across many different geographic contexts and many different types of tourism
- Monitoring attitude changes of residents and exploring the influencing factors are necessary tasks for destination managers in order to ensure the success of tourism
- There have been numerous ways on how to conceptualize how residents will perceive tourism.
- Common conceptualizations include:
  - Social exchange theory
  - Irridex

# Social Exchange Theory

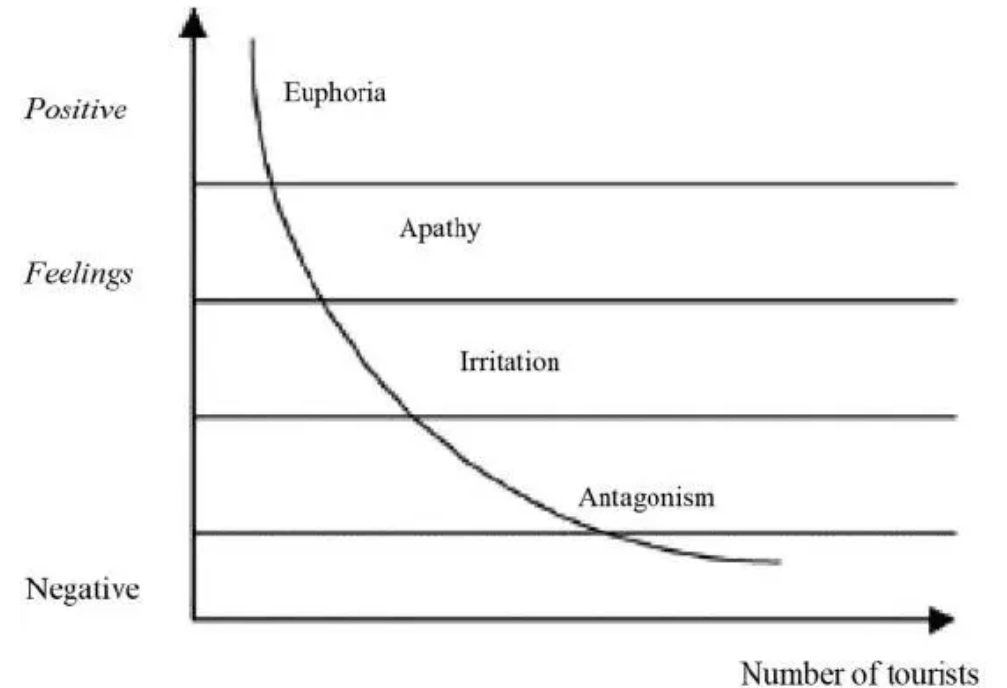
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- Individuals are likely to judge the outcomes of an exchange between tourists and residents according to the perceived benefits and costs associated with that exchange
- Residents who receive more benefits from tourism relative to their costs will have more favorable opinions of tourism development and will be more likely to participate in tourism when their benefits outweigh their costs
  - Transaction-based
  - May not fully capture the complex motivations behind tourist behavior. Tourists may seek experiences for reasons beyond simple exchange, such as self-expression, self-discovery, or cultural exploration
  - Emphasis on tangible rewards and costs may overlook intangible motivations

# Irridex

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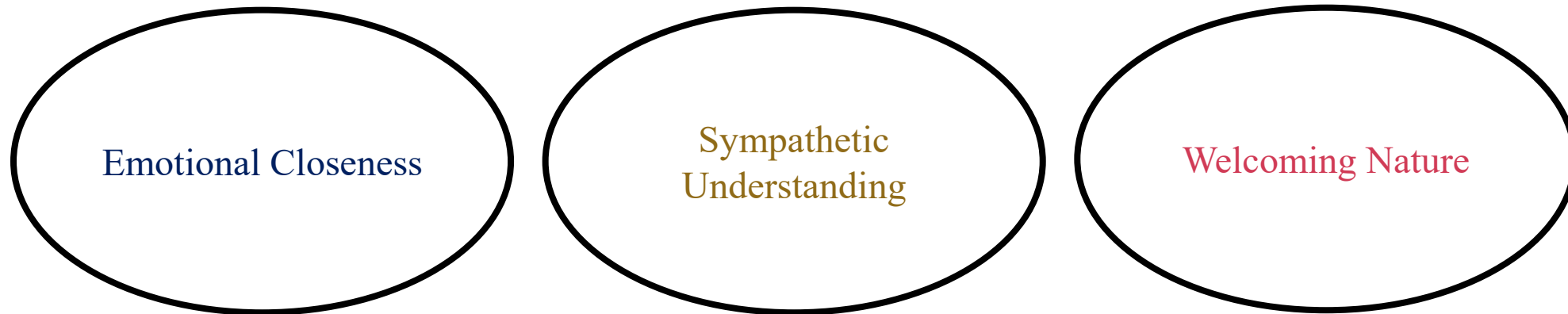
- A portmanteau of ‘Irritation’ and ‘Index’ which describes the level of irritation that the local community has with tourists.
- Residents’ attitudes towards tourists would vary based on the level of contact with tourists and the volume of tourists
  - Too prescriptive
  - Oversimplifies the complex dynamics of tourism development



# Emotional Solidarity

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- Emotional Solidarity Scale encompasses three factors:



- These three factors were used to examine the relationship with residents' attitudes towards tourism & tourism development
  - *Support for Tourism Development*
  - *Impact of Tourism on You & Your Family*





# Resident Sentiment Survey - Spring 2024 Highlights



Prepared for the:  
State of Hawai'i  
Department of Business, Economic Development & Tourism  
July 2024  
Fielded: March 5 through April 30, 2024



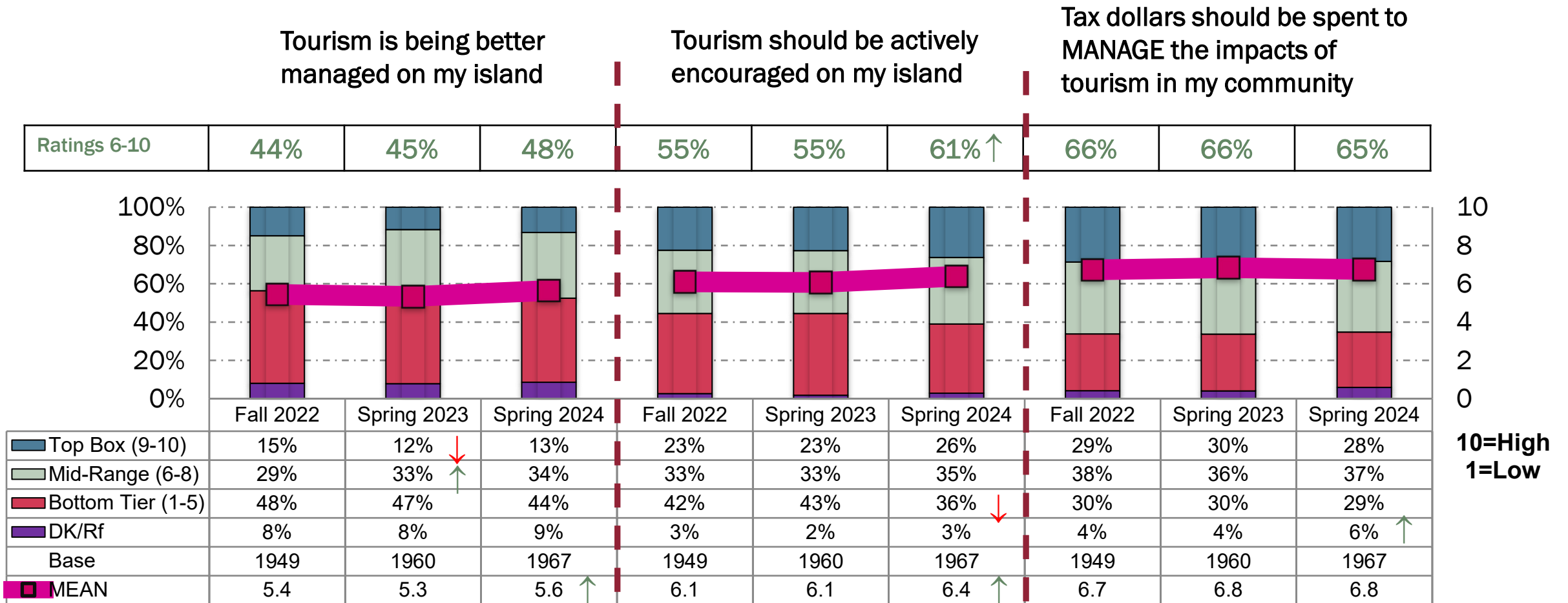
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# Destination stewardship measures of Resident Sentiment are rising



# Destination Stewardship Indicators



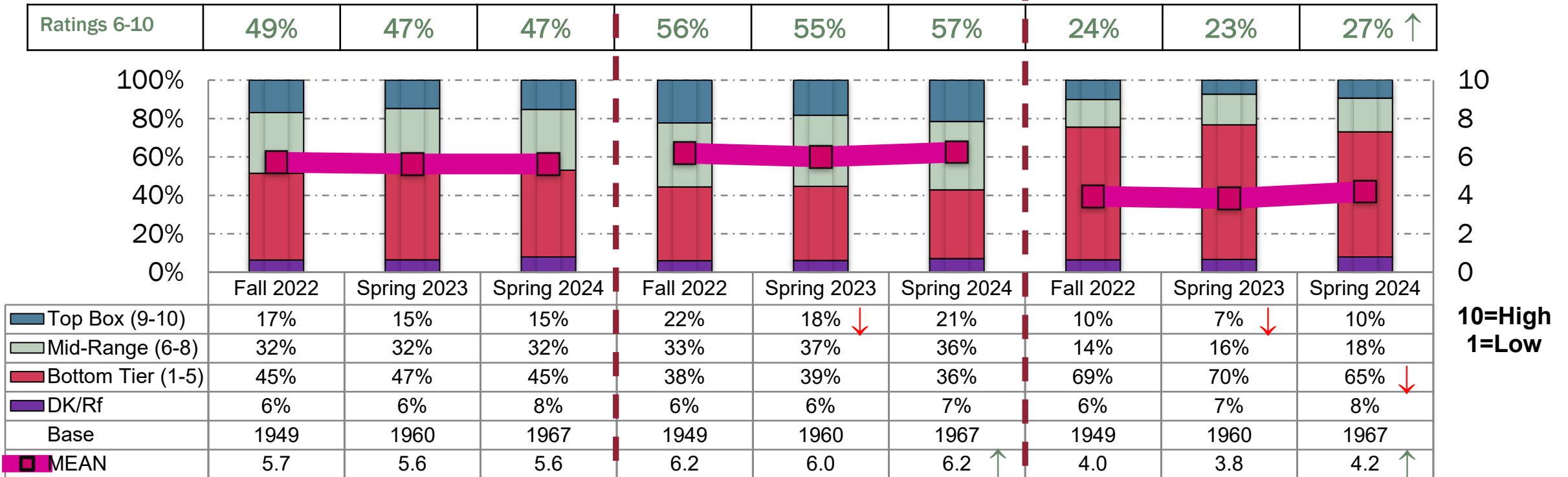
Q.4. I'm going to read you some statements about tourism, and ask you to please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

# Destination Stewardship Indicators (Continued)

More effort is being made to balance economic benefits of tourism and quality of life for residents

Tourism helps fund the stewardship of Hawai'i's natural resources, parks & cultural sites

I feel like I have a voice in my island's tourism development decisions

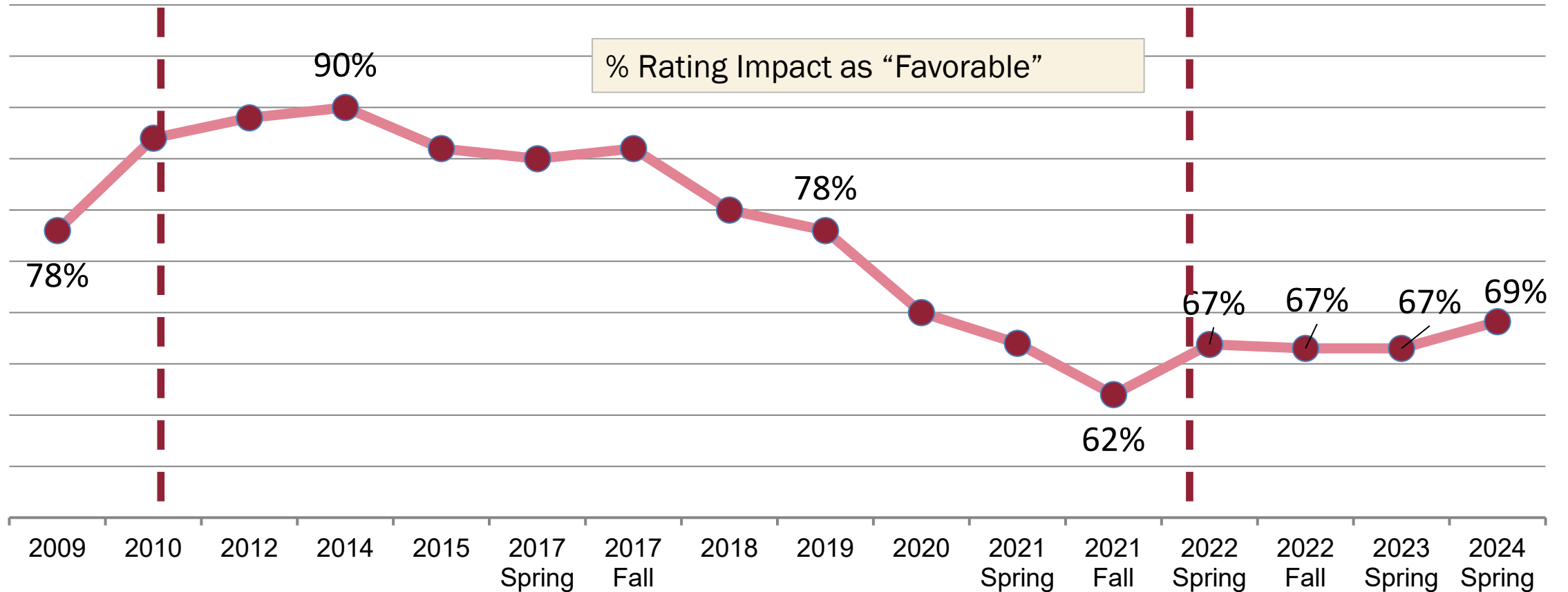


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## Key measures of Hawai'i Resident Sentiment edge upwards

# Favorable Views of Hawai'i Tourism edging higher

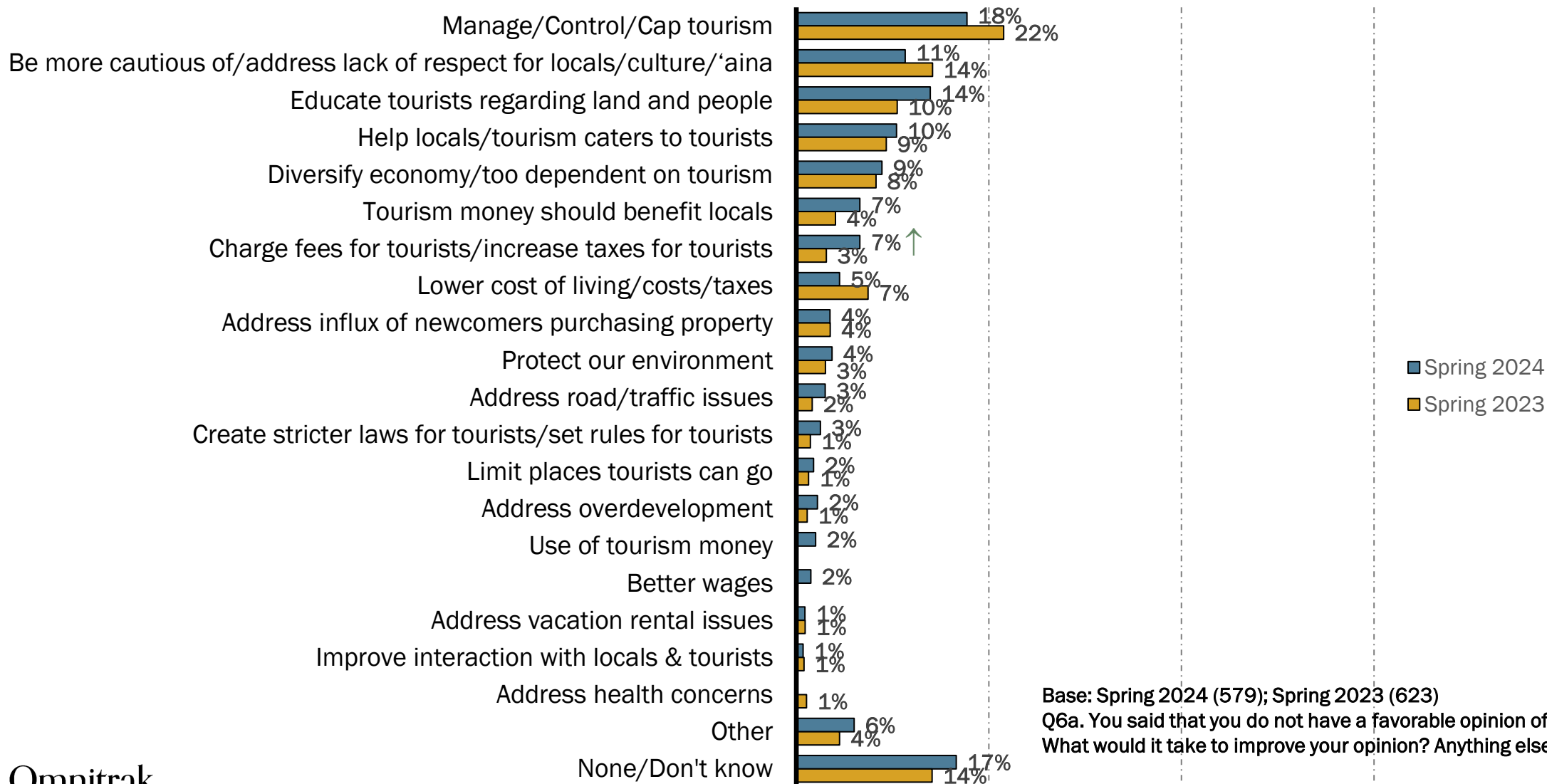


Q1. Using a 10-point scale where 10 means Extremely Favorable and 1 means Not Favorable at All, please give me your opinion of tourism as an industry in Hawai'i.

Note: % with Favorable opinion of tourism defined as Rating of 6 to 10 on 10-point scale.

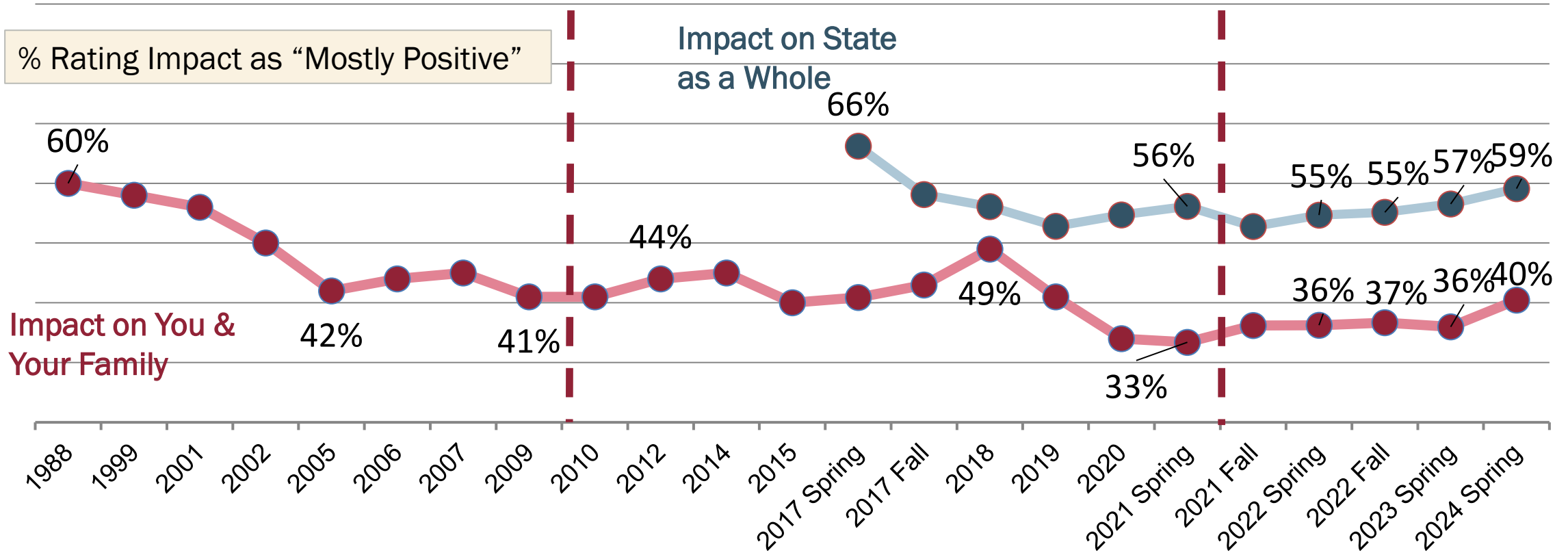
# Opportunities for Improving Opinion of Tourism (Spring 2024)

(According to residents **not** favorable toward tourism in Hawai'i)



Base: Spring 2024 (579); Spring 2023 (623)  
 Q6a. You said that you do not have a favorable opinion of tourism.  
 What would it take to improve your opinion? Anything else?

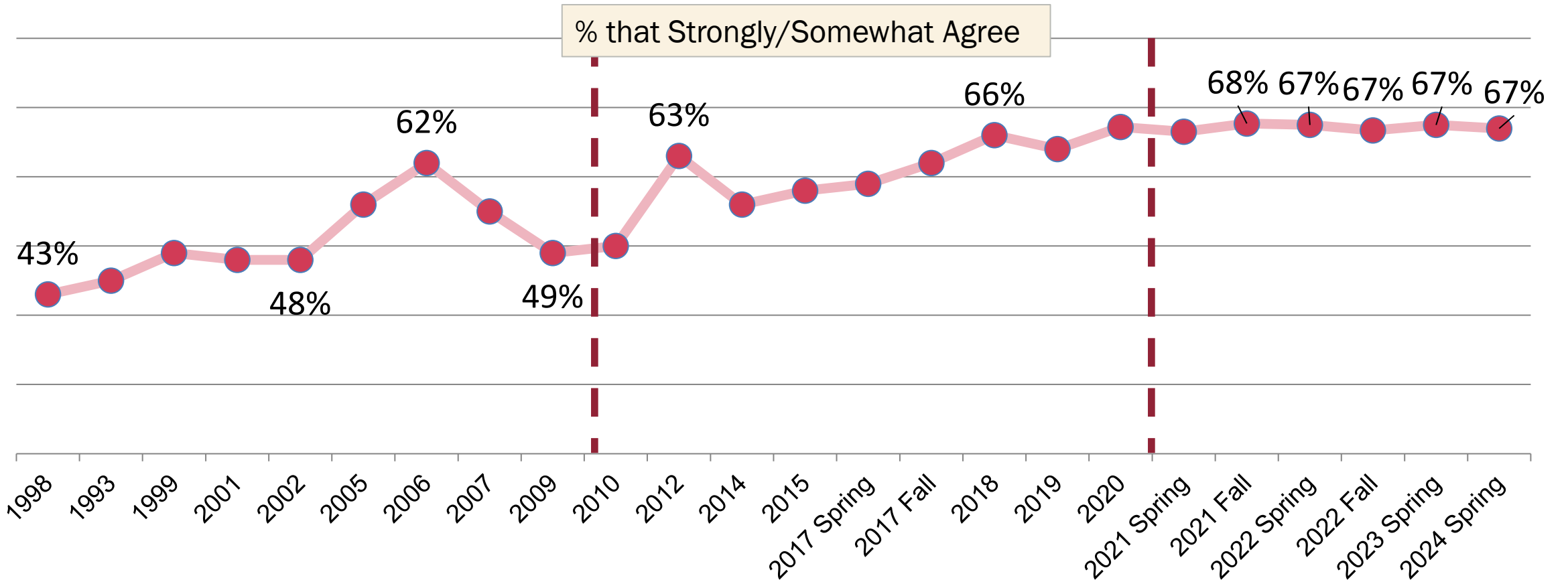
# Mostly Positive “Impact of Tourism” sentiment climbing



Q2b. Using a 10-point scale where 10 means Extremely Positive and 1 means Extremely Negative, how would you rate the overall impact tourism has on...the state as a whole/you and your family?

Note: % saying Tourism has been “mostly positive” for you and your family defined as Rating of 7 to 10 on 10-point scale.

# *“This Island is being run for tourists at the expense of local people” steady*



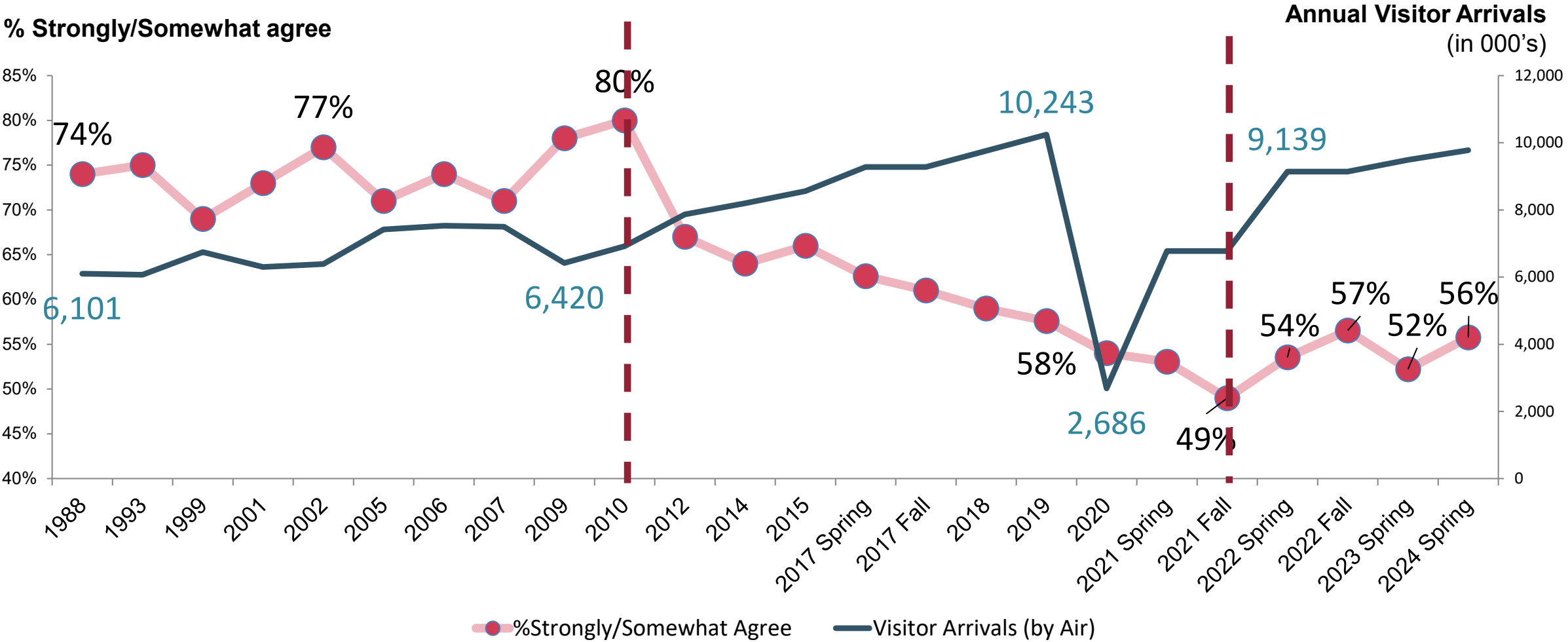
Q4. Using a 10-point scale where 10 means Completely Agree and 1 means Do Not Agree at All, how much do you agree or disagree that...?  
Note: % that Strongly/Somewhat Agree defined as Rating of 6 to 10 on 10-point scale.



# The perceived balance of tourism's benefits vs. challenges gains strength



# “Tourism has brought more benefits than problems” rises

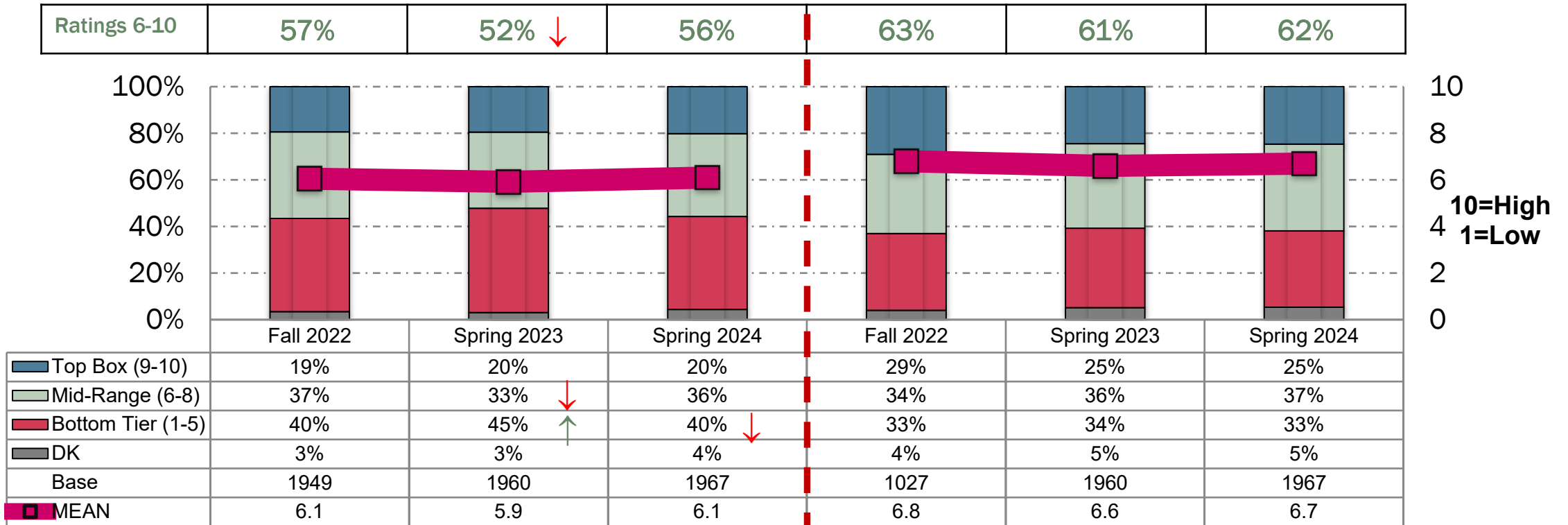


Q.4. How much do you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. Note: % that Strongly/Somewhat Agree defined as Rating of 6 to 10 on 10-point scale.

# Balance: Benefits vs. Problems, Is Tourism Worth the Issues?

Tourism has brought more benefits than problems

Tourism is worth the issues associated with the industry



Q.4. I'm going to read you some statements about tourism, and ask you to please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

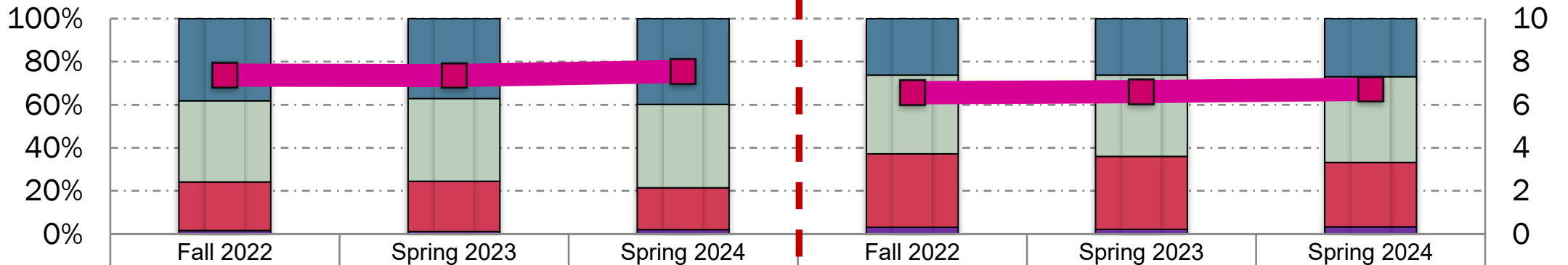
Q.3. In 2023, visitors spent nearly \$21 billion in Hawai'i, which produced \$2 billion in state tax revenues to support local schools, hospitals, and infrastructure. In your opinion, using the scale below, is tourism worth the issues associated with the industry? [Scale of 1 to 10, with 10 being Definitely Worth the Issues and 1 meaning Definitely Not Worth the Issues.]

# Balance: Economic Impact Indicators

Creates job opportunities for residents

Creates job opportunities with paths for advancement

Ratings 6-10	76%	75%	79%	63%	64%	67%
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	Fall 2022	Spring 2023	Spring 2024	Fall 2022	Spring 2023	Spring 2024
Top Box (9-10)	38%	37%	40%	26%	26%	27%
Mid-Range (6-8)	38%	38%	39%	37%	38%	40%
Bottom Tier (1-5)	23%	23%	19% ↓	34%	34%	30% ↓
DK/Rf	2%	1%	2%	3%	2%	3%
Base	1949	1960	1967	1949	1960	1967
MEAN	7.4	7.4	7.5	6.6	6.6	6.7

10  
8  
6  
4  
2  
0  
10=High  
1=Low

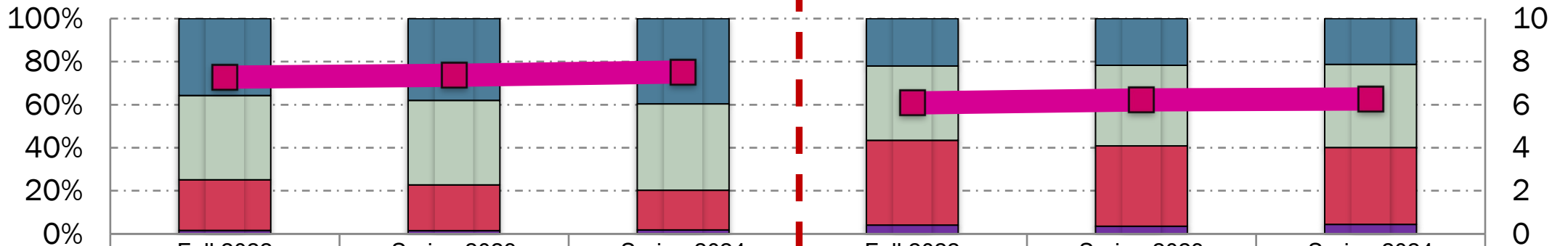
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# Balance: Economic Impact Indicators (continued)

Supports our local businesses like retail, dining, etc.

Supports other industries important to residents like agriculture

Ratings 6-10	75%	77%	80%	57%	59%	60%
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	Fall 2022	Spring 2023	Spring 2024	Fall 2022	Spring 2023	Spring 2024
Top Box (9-10)	36%	38%	40%	22%	22%	21%
Mid-Range (6-8)	39%	39%	40%	35%	37%	39%
Bottom Tier (1-5)	24%	21%	18%	39%	37%	36%
DK/Rf	2%	1%	2%	4%	4%	4%
Base	1949	1960	1967	1949	1960	1967
MEAN	7.3	7.4	7.5	6.1	6.2	6.3

10  
8  
6  
4  
2  
0  
**10=High**  
**1=Low**

Q.4. I'm going to read you some statements about tourism, and ask you to please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

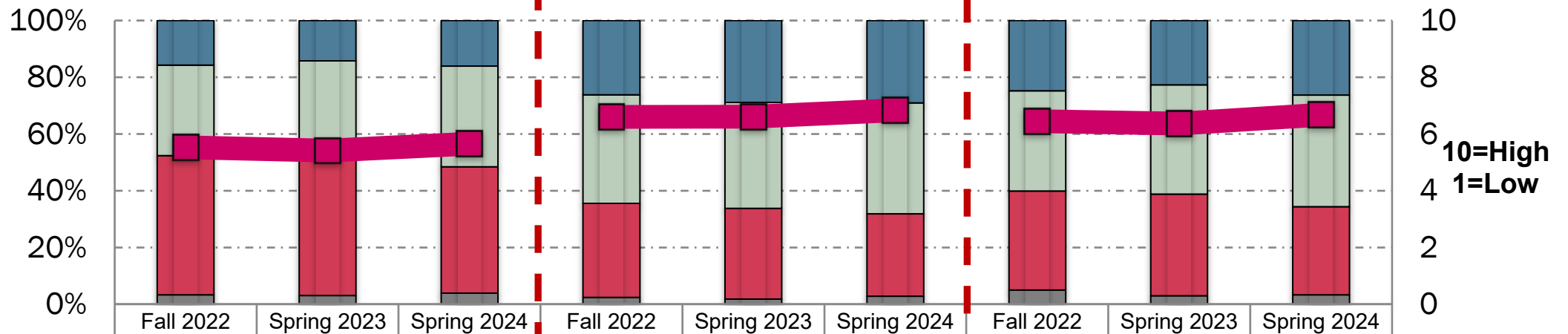
# Balance: Quality of Life Indicators

Enhances residents' quality of life

Creates shopping, dining & entertainment opportunities

Supports festivals, activities & sports events for residents and visitors

Ratings 6-10	48%	47%	52%↑	64%	66%	68%	60%	61%	66%↑
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	Fall 2022	Spring 2023	Spring 2024	Fall 2022	Spring 2023	Spring 2024	Fall 2022	Spring 2023	Spring 2024
Top Box (9-10)	16%	14%	16%	26%	29%	29%	25%	23%	26%
Mid-Range (6-8)	32%	32%	36%	38%	37%	39%	35%	39%	39%
Bottom Tier (1-5)	49%	50%	45%↓	33%	32%	29%	35%	36%	31%↓
DK	3%	3%	4%	2%	2%	3%	5%	3%	3%
Base	1949	1960	1967	1949	1960	1967	1949	1960	1967
MEAN	5.5	5.4	5.7	6.6	6.6	6.8	6.5	6.4	6.7↑

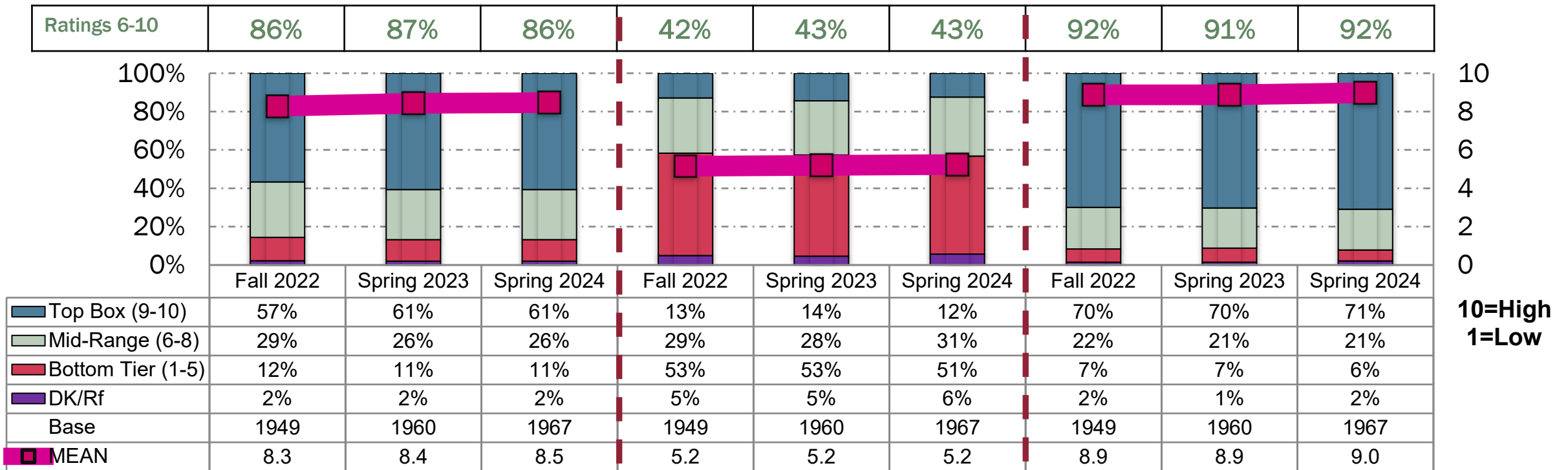
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# Balance: Native Hawaiian Cultural & Sustainability Indicators

Authentic presentation of Native Hawaiian language and culture is important

Tourism contributes to the perpetuation of Native Hawaiian culture and language

Visitors need to be educated about protecting Hawai'i's natural environment and cultural resources.

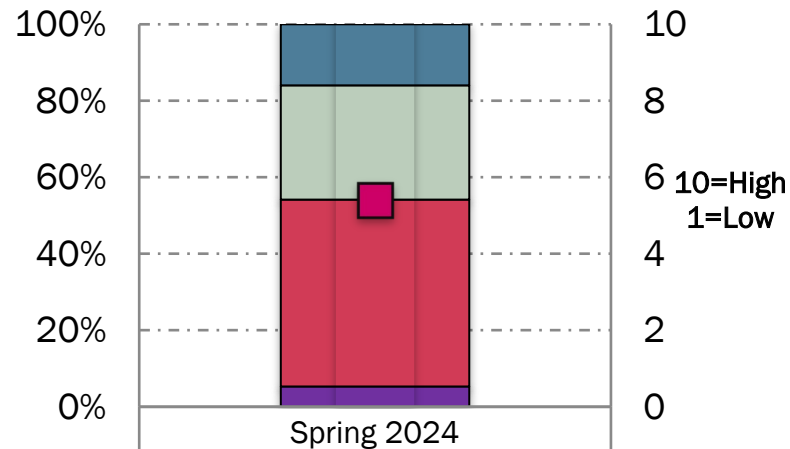


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# Balance: Natural Resources & Safety (NEW indicators)

**NEW:** Tourism contributes to the improvement and maintenance of natural resources in the community

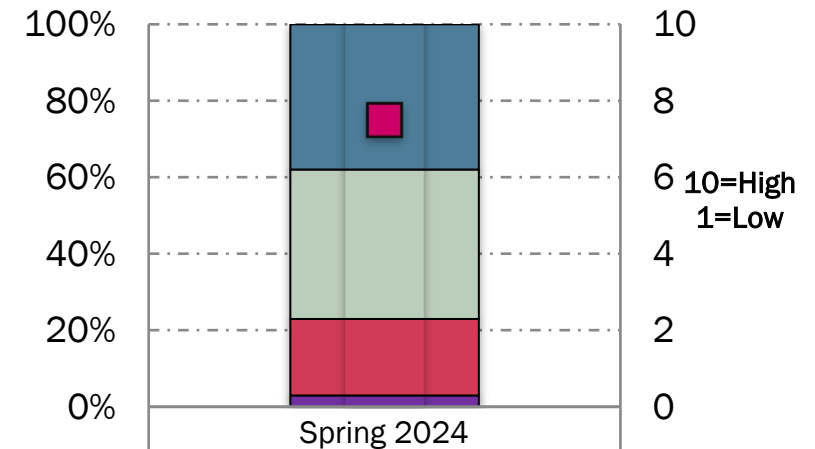
Ratings 6-10: 46%



Top Box (9-10)	16%
Mid-Range (6-8)	30%
Bottom Tier (1-5)	49%
DK/Rf	5%
Base	1967
MEAN	5.4

**NEW:** I feel safe when I travel to visitor destinations in Hawai'i

Ratings 6-10: 66%



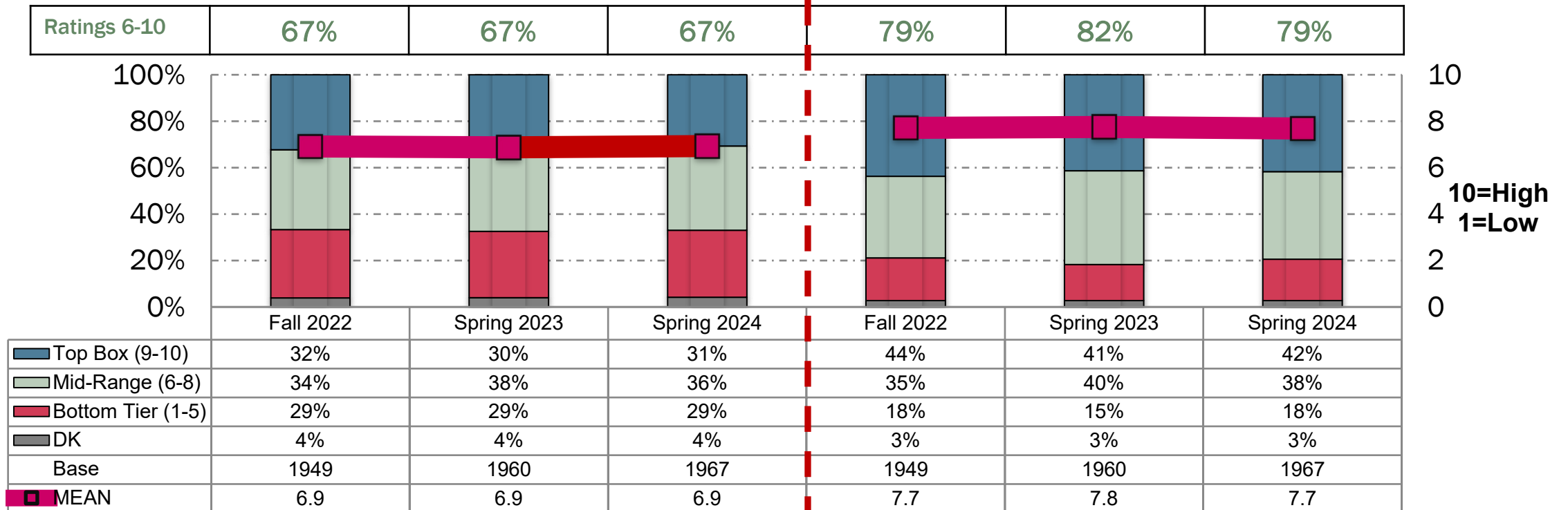
Top Box (9-10)	38%
Mid-Range (6-8)	39%
Bottom Tier (1-5)	20%
DK/Rf	3%
Base	1967
MEAN	7.5

Q.4. I'm going to read you some statements about tourism, and ask you to please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

# Balance: Challenges of Tourism Indicators

Island is run for tourists at expense of local people

Island economy is too dependent on tourism



Q.4. I'm going to read you some statements about tourism, and ask you to please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

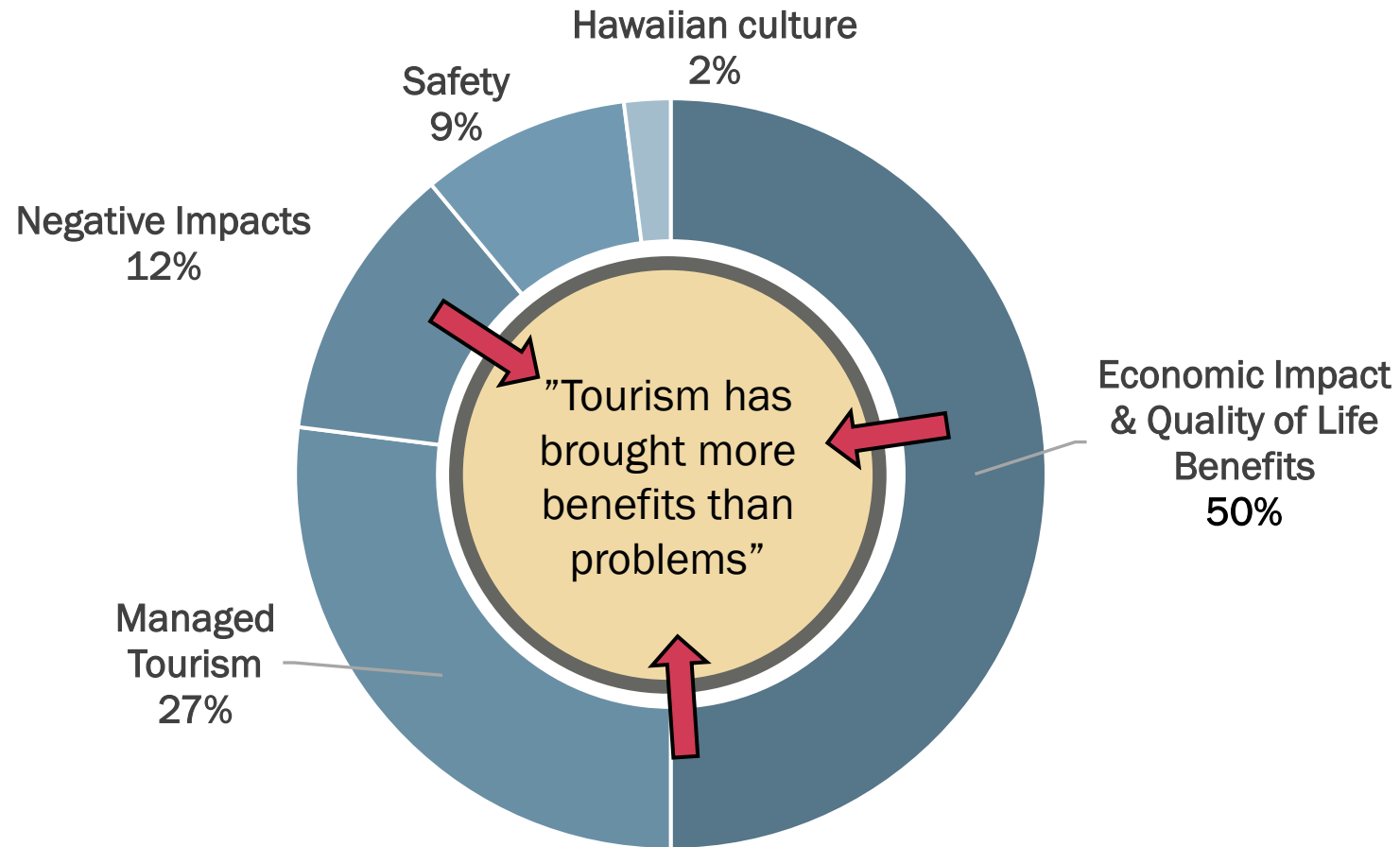




# Providing residents a voice in tourism development takes on a new level of importance

# Economic/Quality of Life Benefits + Tourism Management = Resident Sentiment

## Drivers of Resident Sentiment – Spring 2024



# Providing Residents a Voice in Tourism Development Integral to Managed Tourism

Having a Voice in tourism development decisions has re-emerged as the single, top individual driver of resident sentiment.

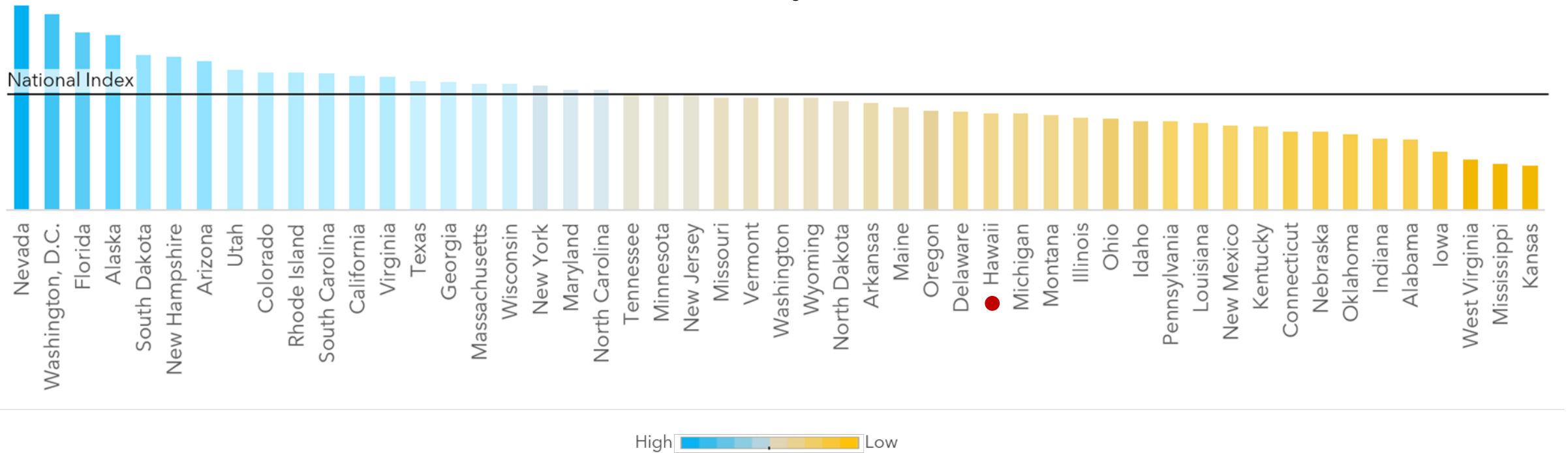
Drivers (Driver Weight)	Attribute	Attribute Weights
<b>Economic &amp; Quality of Life Benefits (50%)</b>	Supports local businesses	11%
	Creates job opportunities for residents	11%
	Supports festivals, activities & sports events for residents & visitors	10%
	Creates shopping, restaurants and entertainment opportunities for residents	8%
	Should be actively encouraged on my island	4%
	Is an industry that enhances residents' quality of life	3%
	Creates jobs opportunities with paths for advancement	2%
	Supports other industries like agriculture and technology	1%
<b>Managed Tourism (27%)</b>	Helps fund the stewardship of Hawaii's natural resources, parks and cultural sites	0%
	<b>I have a voice in my island's tourism development decisions</b>	<b>15%</b>
	Contributes to the perpetuation of Native Hawaiian culture and language	7%
	More effort is being made to balance economic benefits of tourism and quality of life for residents	5%
	Tourism is being better managed on my island	0%
<b>Negative Impacts (12%)</b>	Contributes to improvement and maintenance of natural resources in my community	0%
	My island's economy is too dependent on tourism	7%
<b>Safety (9%)</b>	This island is being run for tourists at the expense of local people	5%
	<b>I feel safe when I travel to visitor destinations in Hawai'i</b>	<b>9%</b>
<b>Hawaii Culture (2%)</b>	Authentic presentation of Native Hawaiian language and culture	1%
	Educate visitors about protecting Hawaii's natural environment & cultural resources	1%



# Using Emotional Solidarity to Strengthen Resident Sentiment

# Overview of U.S. Resident Sentiment

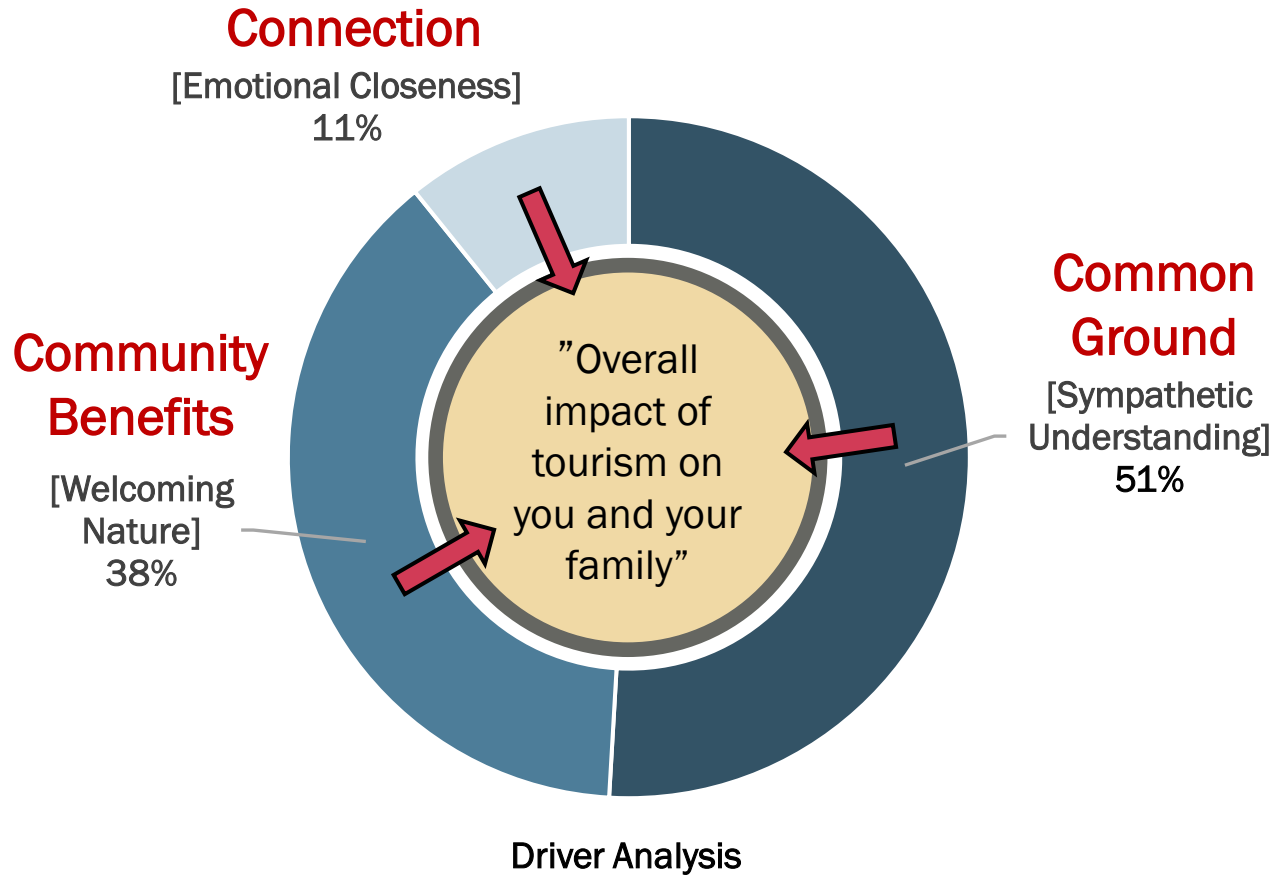
## Residents' Overall Perception of the Travel & Tourism Industry in Local Area



Source: Omnitrak Syndicated National Resident Sentiment Study - CY 2023

# Emotional Solidarity + Community Benefits = Resident Sentiment

## Drivers of Resident Sentiment



	Actions
Community Benefits	Highlight stories which communicate the economic/quality of life/social benefits of tourism to the community.
Visitor Segments	Segment and track key visitor segments to identify travelers' needs and settings in which visitors and residents interact.
Festivals & Events	Create festivals and events as additional opportunities for quality visitor-resident interaction.
Tell Stories	Highlight stories of positive visitor-resident interactions in communications
Connections to place	Highlight stories which strengthen visitors' connections with residents, and build their connection with the destination.

Source: Omnitrak Syndicated National Resident Sentiment Study

# Tell Stories – Examples from Omnitrak TravelTrak America

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## Real Life Stories of Emotional Solidarity

My most memorable was on a hike in Hawai'i on Maui, a woman selling macadamia nuts by the parking area, very remote and not busy. Super nice, recommended other areas, and it was all just relaxing and laid back. We shared some pineapple with her and ate poi.

While visiting with the kids and mom we got lost and were completely falling apart, when an incredibly nice couple got us back on track and even treated us to a nice lunch.

I found the residents of San Francisco to be very friendly. They were quick to assist visitors with directions. One person helped me carry a piece of luggage to the train station (BART) when I was a little bit lost.

Memorable occasions are usually in local restaurants, famous in the area. Eating what locals eat and sitting down in a restaurant full of them is a good way to get to know residents.

I met a local shop owner who gave me a brief history of the town and told me his journey to America and starting a new business

Source: Omnitrak Syndicated National Resident Sentiment Study



**START**

**HONOLULU  
MARATHON**

**HONOLULU  
MARATHON**

JAL  
1860

JAL  
1130

JAL  
1069

JAL  
4623



HONOLULU  
MARATHON



# FINISH



HONOLULU  
MARATHON



JAPAN AIRLINES



JAPAN AIRLINES



HONOLULU  
MARATHON  
**26045**  
JUMPEI



HONOLULU  
MARATHON  
**8676**  
CHRISTOPHER  
8676



HONOLULU  
MARATHON  
**13943**  
JANE SUN  
13943





# Mahalo from the Omnitrak Group