



# 2021

Highlights

## ST. KITTS RESIDENT PERCEPTION OF TOURISM SURVEY

April 20, 2022

*St. Kitts*  
follow your heart

 **SUSTAINABLE**  
TRAVEL INTERNATIONAL



in collaboration with:



# INTRODUCTION



# RESEARCH OBJECTIVES



Identify sustainable tourism development indicators/themes relative to survey questions to inform analysis



Understand resident feelings regarding the tourism industry



Measure the level of resident satisfaction with tourism



Measure the level of resident interest in participating in tourism



Identify possible points of confusion that might affect resident perception



Identify criteria to be used in decision making and policy development



Identify shortcomings in the tourism product



Identify sustainable community tourism development needs



Further develop a replicable survey methodology that will allow the measurement

# DEMOGRAPHICS

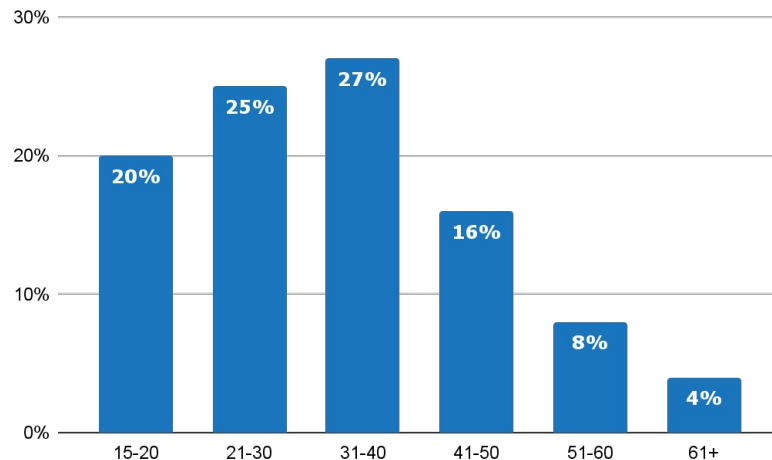
## Gender

**60%**  
female

**40%**  
male



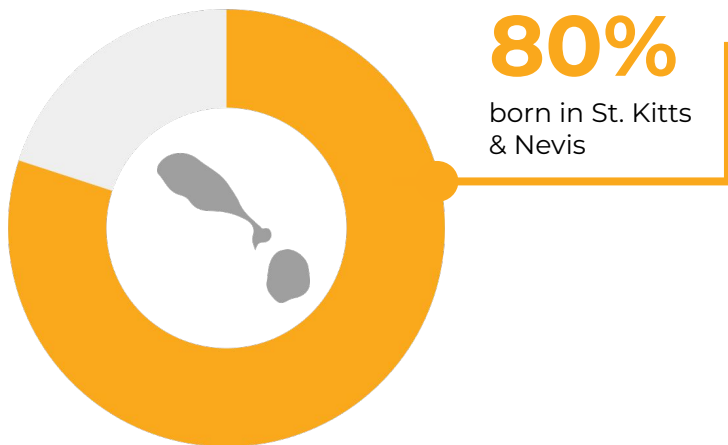
## Age



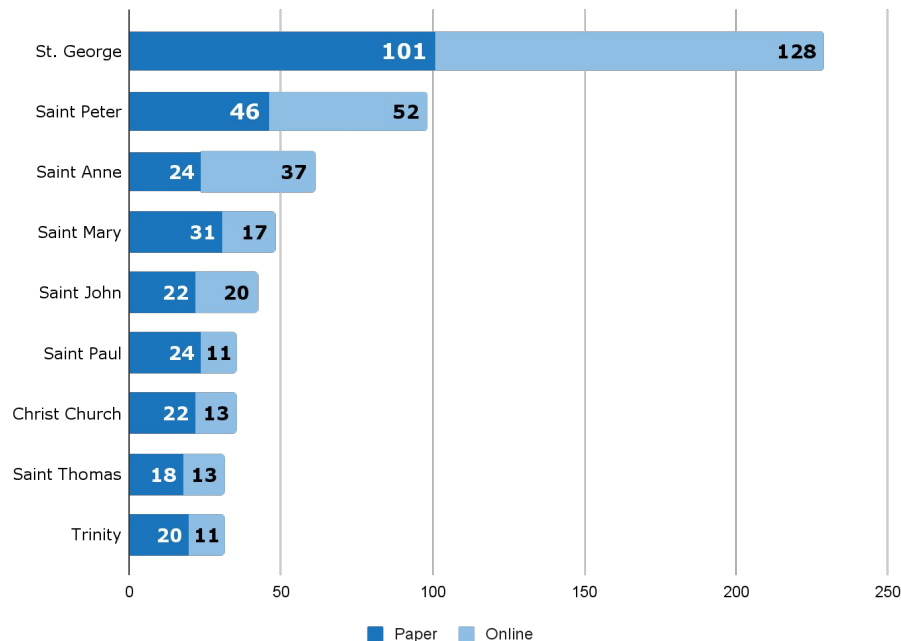
2021 demographics are very similar to 2017 demographics.

# DEMOGRAPHICS

## Birthplace



## Surveys collected by parish



# KEY FINDINGS

- While positive perceptions of tourism have diminished since 2017, likely due to COVID-19, residents are generally satisfied with tourism in St. Kitts. They still believe tourism is important and an industry they both want to grow and participate in.
- COVID-19 shifted resident priorities to focus more on creating an environment that protects, supports, and improves the lives of locals. This includes support for local businesses, ensuring resident health, and protecting natural resources.
- Residents continue to feel that more could be done to meet their needs, particularly when it comes to supporting local businesses and providing opportunities to participate in development. Residents continually expressed that tourism development is catered to tourist needs, while their own concerns are being ignored.
- Residents are interested in pursuing tourism careers, specifically within the food & beverage, accommodations, and attractions sectors. They are also interested in professional development opportunities to advance their skills within the industry.

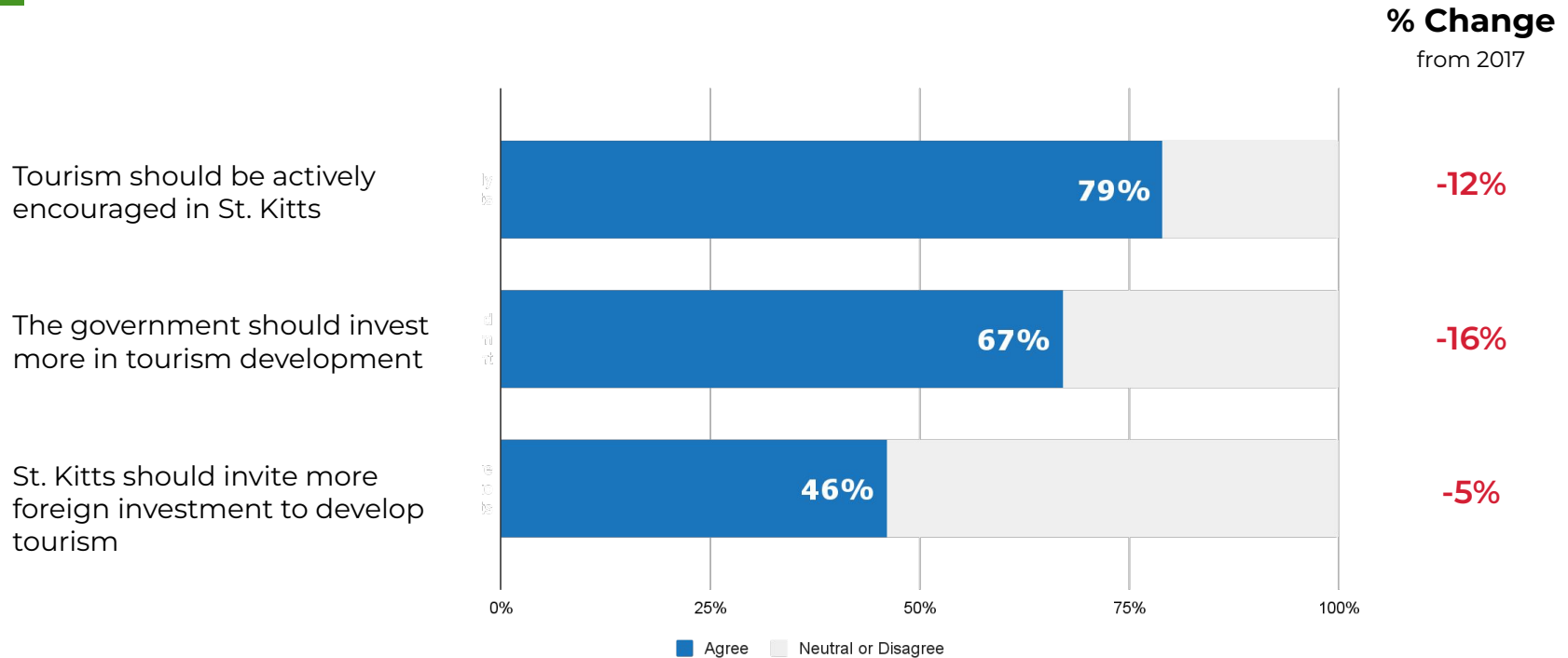


# OVERALL RESIDENT PERCEPTION





# TOURISM DEVELOPMENT



# RESIDENTS THINK ST. KITTS NEEDS TO DIVERSIFY ITS ECONOMY



We should start to shift our focus elsewhere (e.g.: Agriculture) because the tourism industry is very fickle



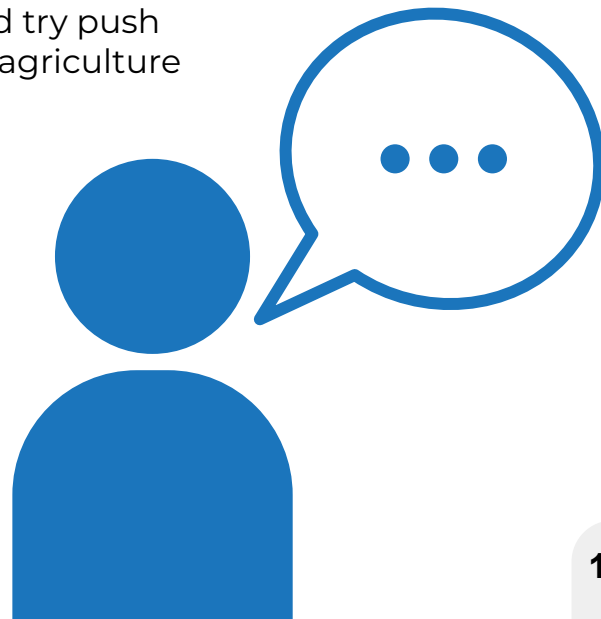
We can't only depend on tourism. We should try push some sort of manufacturing and even push agriculture even more!



Our tourism products need to evolve... during the lockdowns it was local businesses that kept the country going and not tourists coming to our shores.

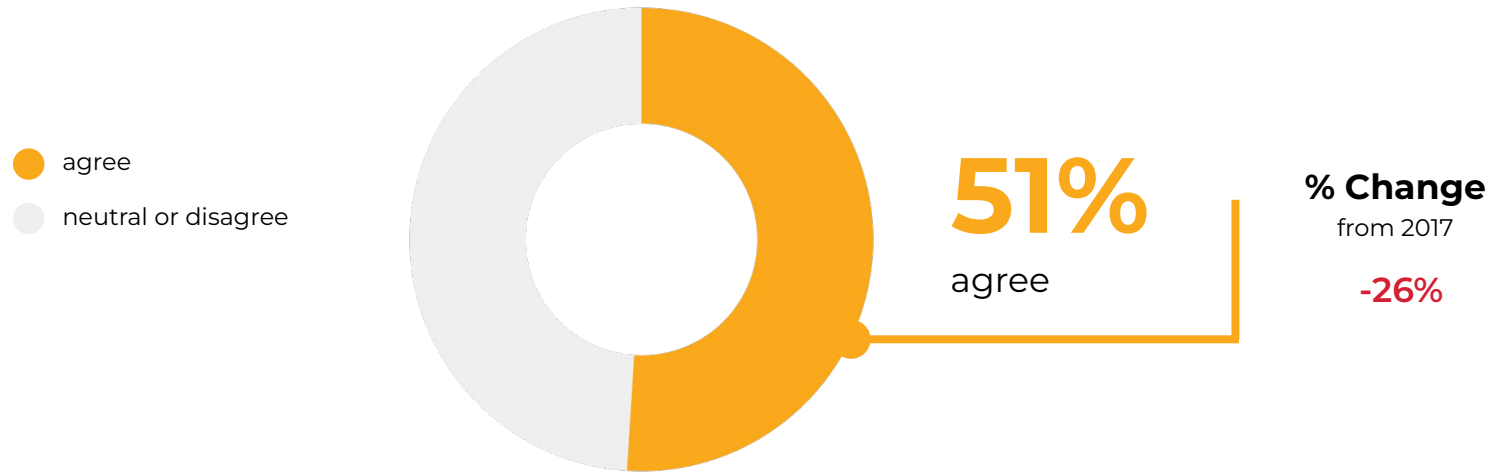


It's time for us to realize that "tourists" can be nationals of SKN and also from within the region as opposed to an "external only" outlook



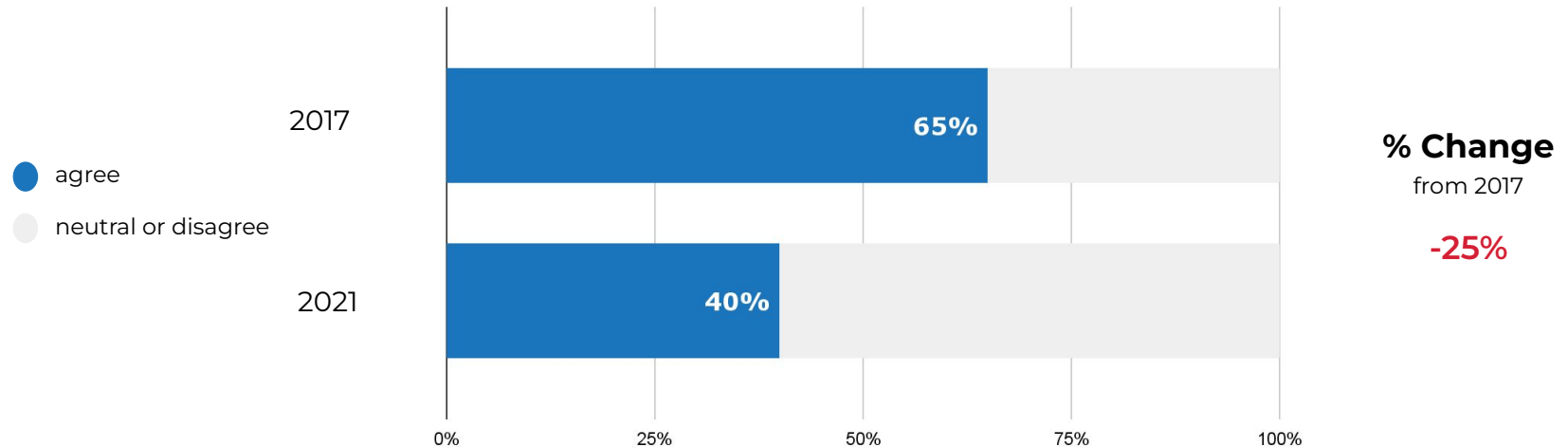
# ATTITUDE TOWARDS TOURISM

Half (51%) of residents say that tourism makes them feel special because people travel to see St. Kitts' unique features



# HOW TOURISM AFFECTS RESIDENTS' QUALITY OF LIFE

Tourism income is being used to increase the quality of life of residents in St. Kitts



# RESIDENTS FEEL TOURIST NEEDS ARE BEING PLACED ABOVE THEIR OWN



Not tourist first, not government ministers first. St. Kitts people first. They are being treated unfairly in this country and are not appreciated.



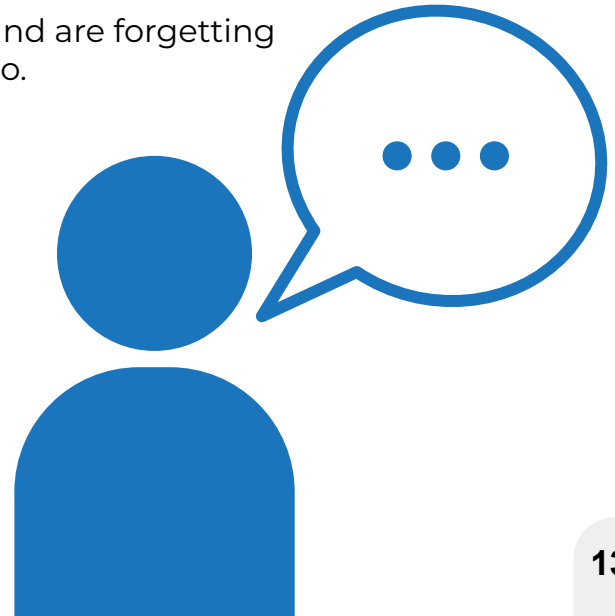
They are putting more light on the tourist and are forgetting that there are people living on the island too.



Residents are encouraged to get vaccinated for tourism to restart as opposed to genuine concern for individual health and cultural performances seem to be trotted out for tourists but hardly gets attention otherwise.



By building more marinas... St Kitts is harming the environment. This is solely being done for tourists, and not for residents.

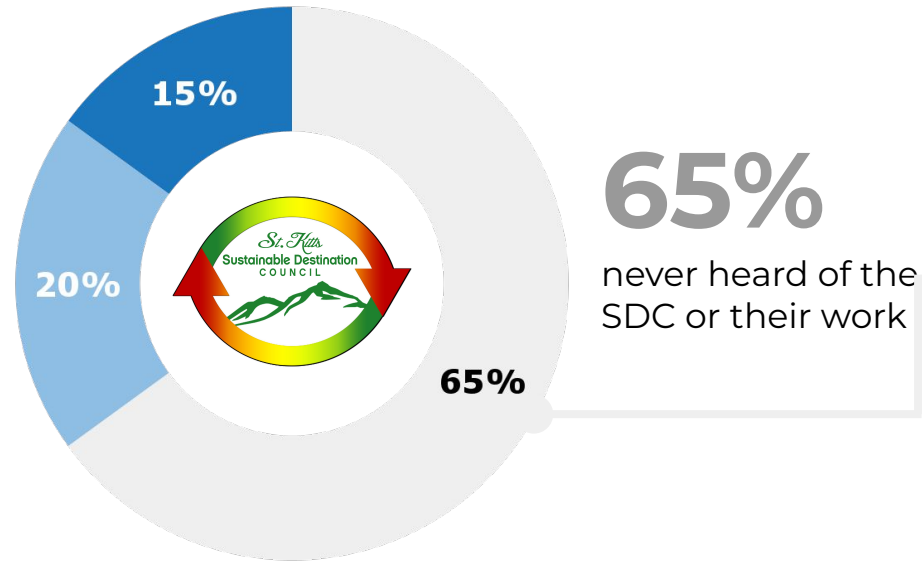




# AWARENESS OF LOCAL SUSTAINABLE TOURISM EFFORTS

Familiarity with the St. Kitts Sustainable Destination Council's work on the island

- very familiar
- somewhat familiar
- not at all familiar

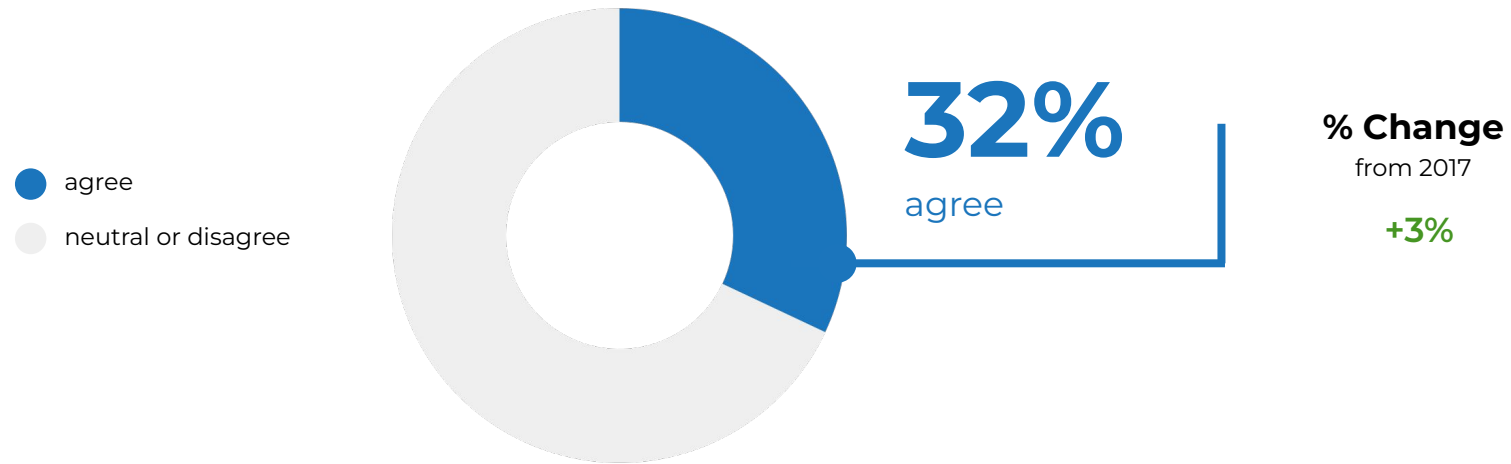


# RESIDENT PARTICIPATION



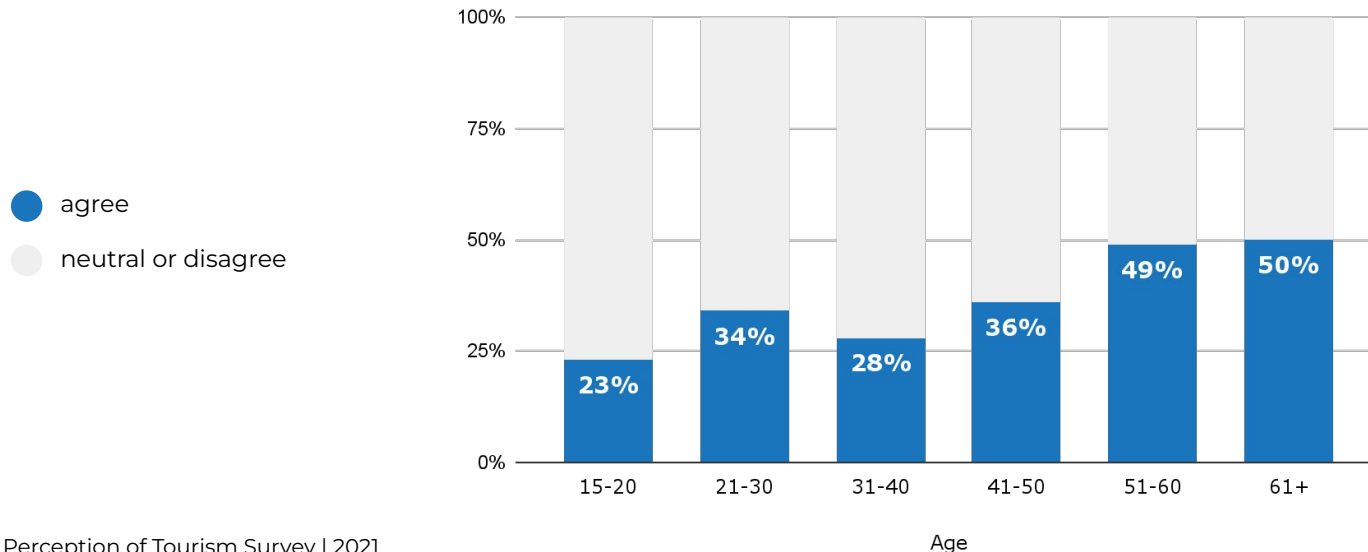
# RESIDENT SAY IN TOURISM DEVELOPMENT

Your opinion makes a difference in how the government develops tourism in St. Kitts



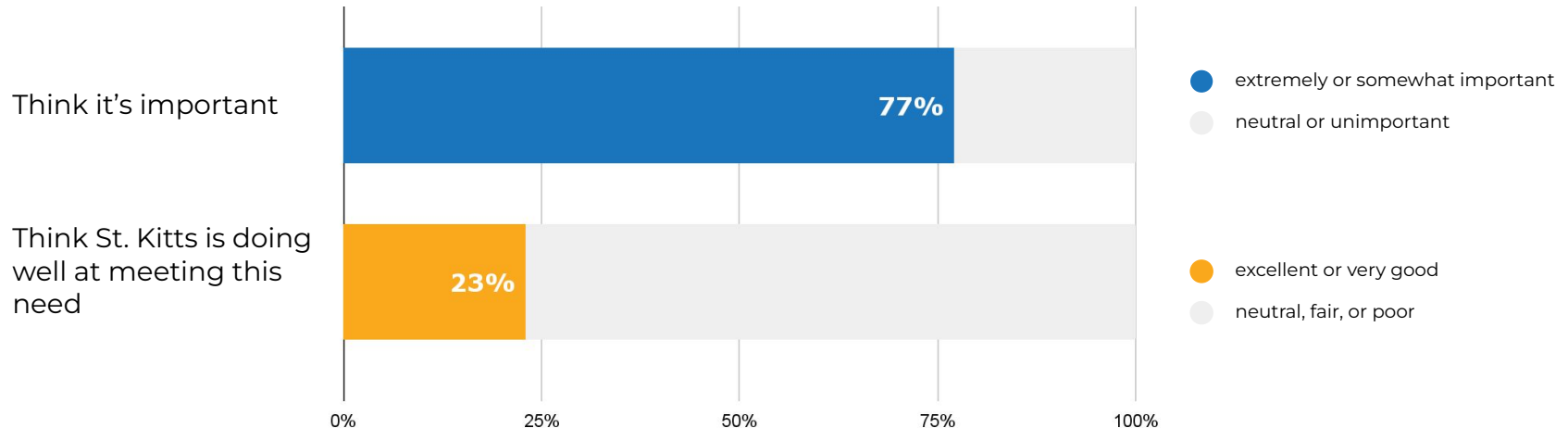
# OLDER RESIDENTS FEEL THEY HAVE MORE OF A VOICE

Differences by age: Your opinion makes a difference in how the government develops tourism in St. Kitts



# RESIDENTS DESIRE MORE INVOLVEMENT IN DECISIONS

Providing opportunities for everyone in St. Kitts to participate in tourism development decisions

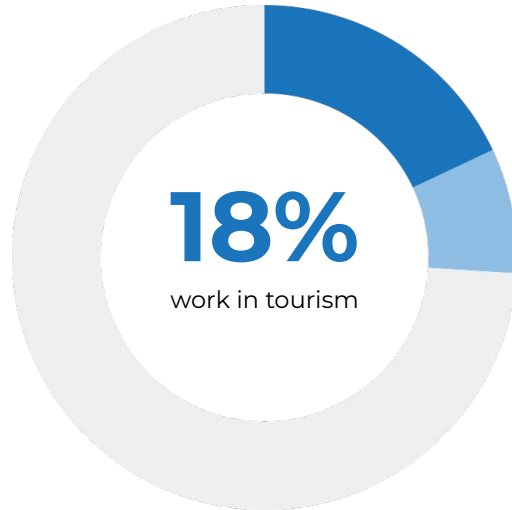




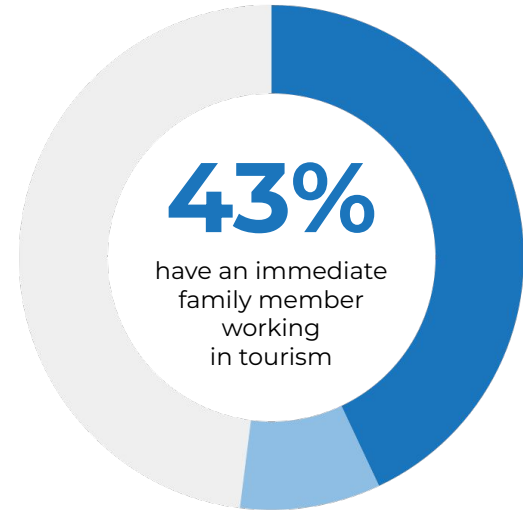
# RESIDENTS EMPLOYED IN TOURISM

- currently work in tourism
- worked in tourism pre-pandemic but not now
- do not work in tourism

Themselves



Immediate family member



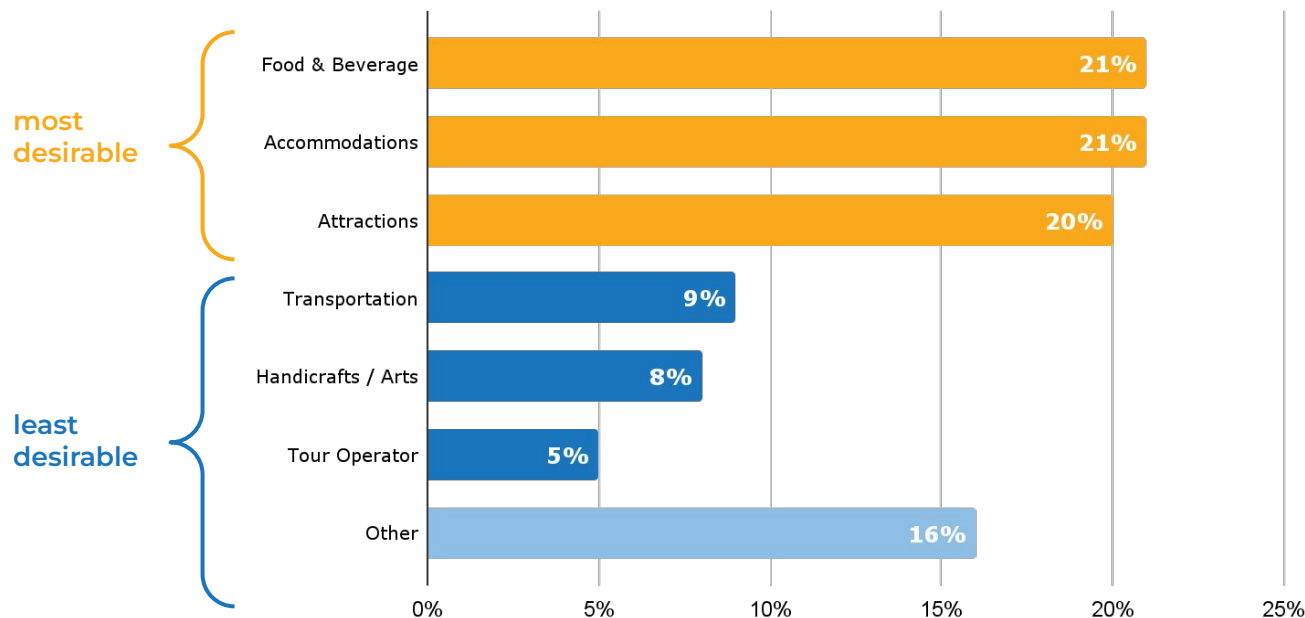
# RESIDENT DESIRE TO WORK IN TOURISM

About one-quarter (26%) of residents who do not currently work in tourism would be interested in doing so



# MOST DESIRABLE TOURISM JOBS

Type of tourism business residents would like to work for



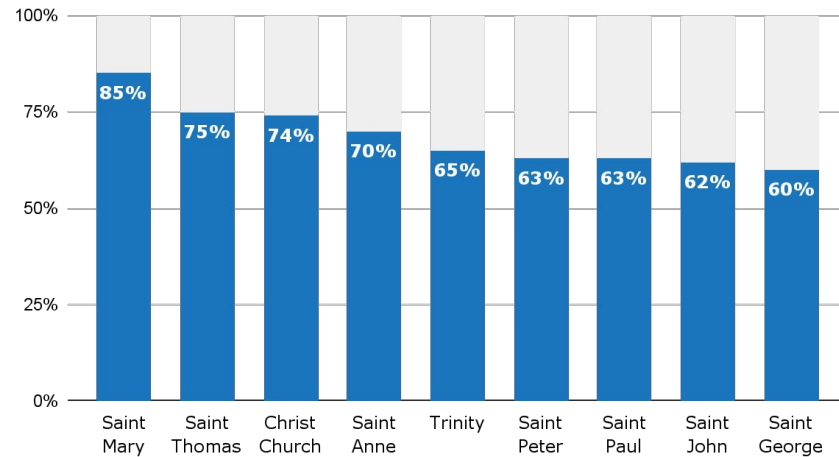
In 2017, tour operator was the most desirable job (17%), but in 2021 it was one of the least desirable jobs (5%)

# LIKELIHOOD TO PARTICIPATE IN TOURISM CAREER TRAININGS

Overall



By Parish



● very or somewhat likely    ● not at all likely

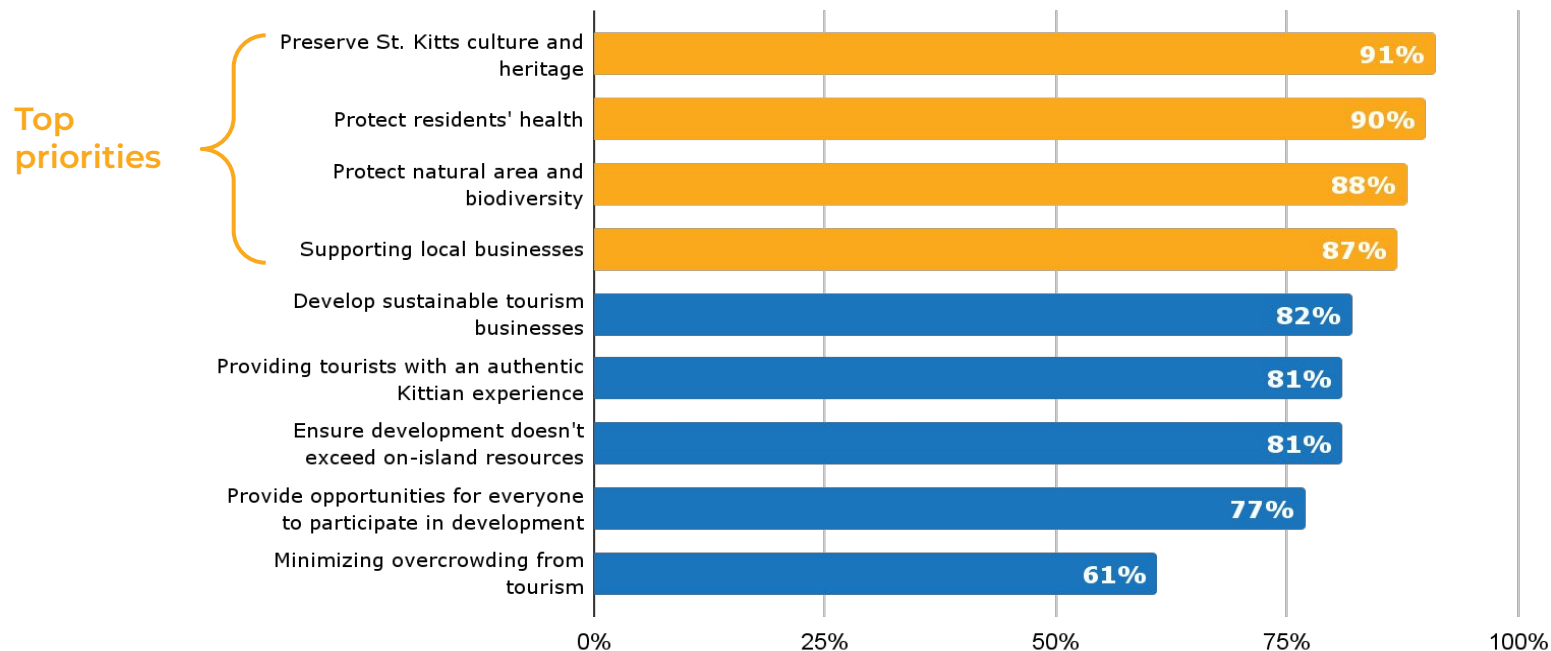
# COVID-19 AND RESIDENT PRIORITIES





# RESIDENT PRIORITIES

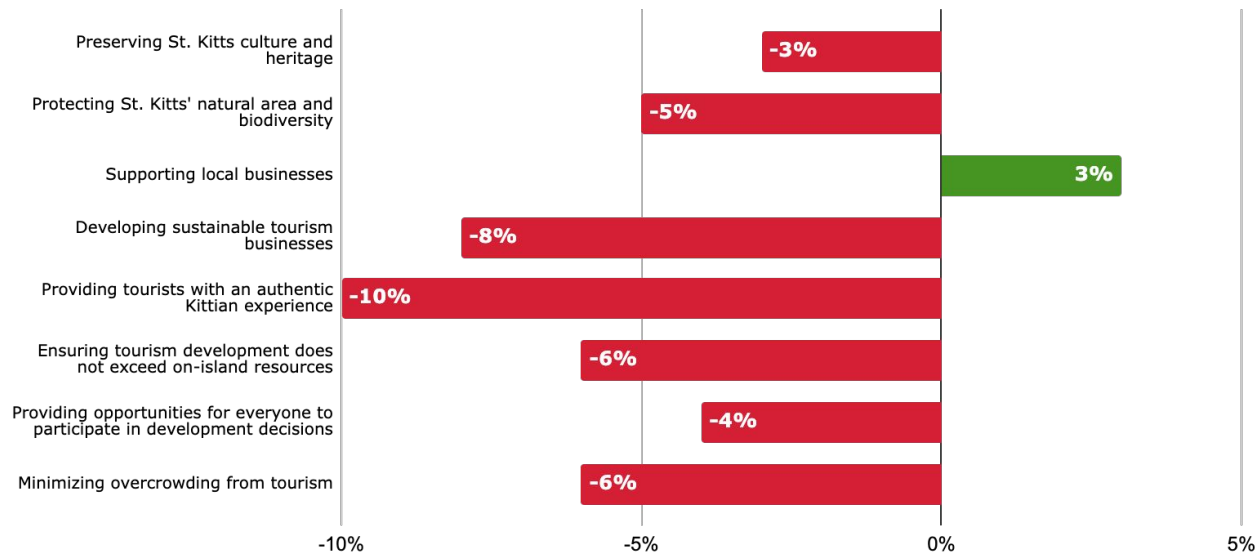
% of residents who rated the action as important (extremely or somewhat important)



# HOW RESIDENT PRIORITIES CHANGED SINCE 2017

% change in residents who rated the action as important

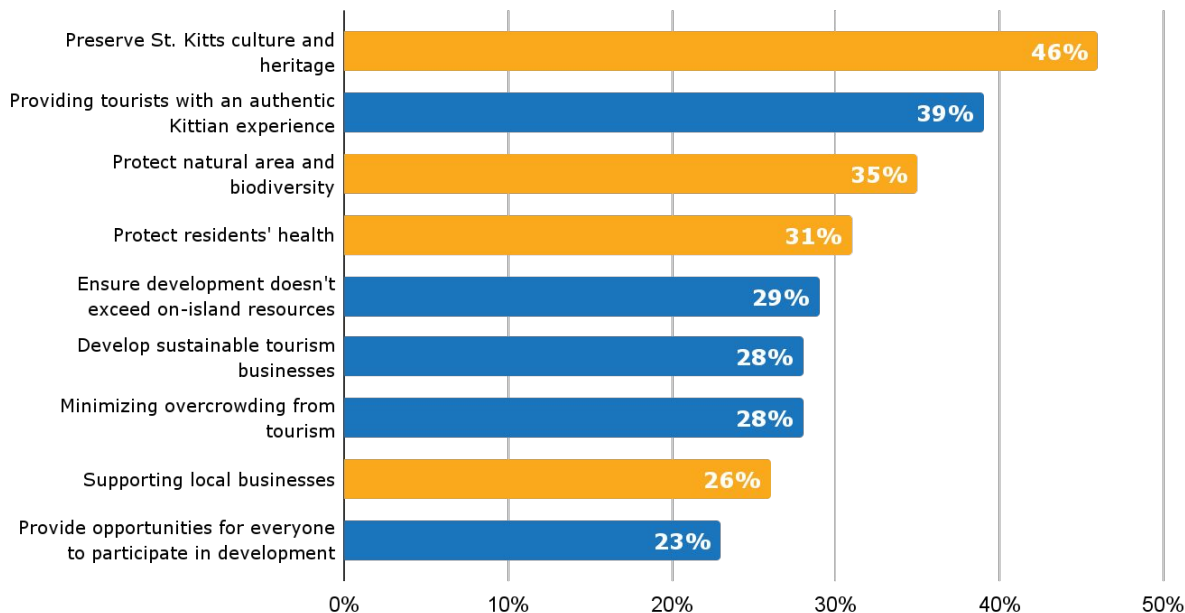
In 2017, there was no question related to protecting residents' health



# MEETING RESIDENT NEEDS

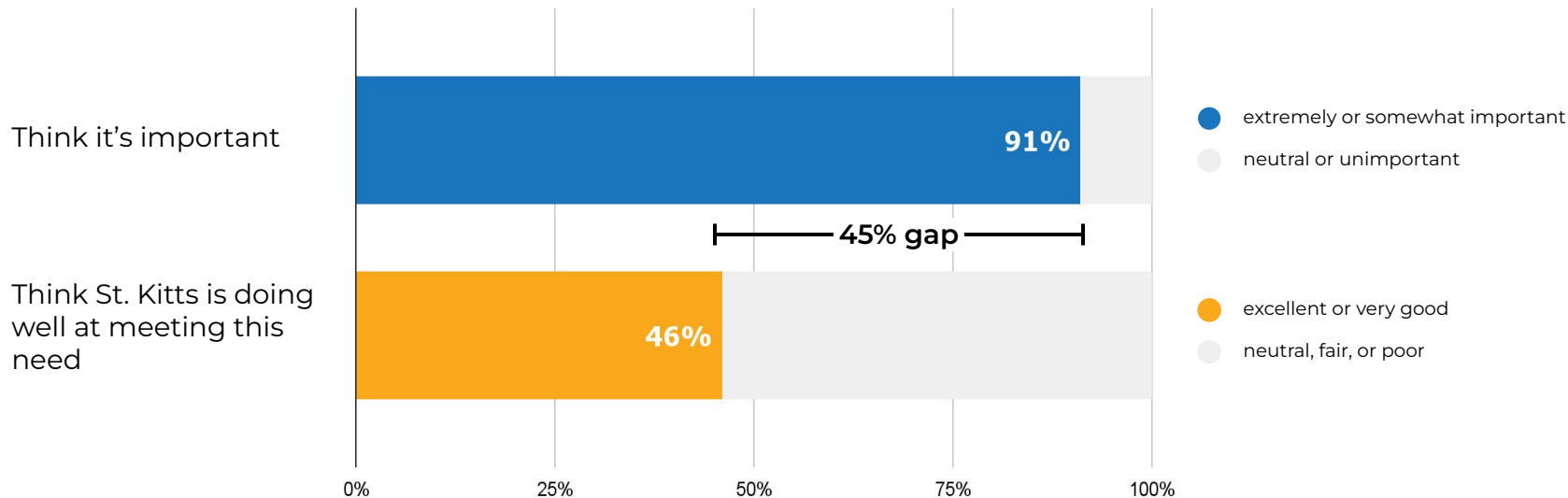
% of residents who think St. Kitts is doing well (very good or excellent) at meeting the need

Orange bars indicate the top priority needs as identified by residents



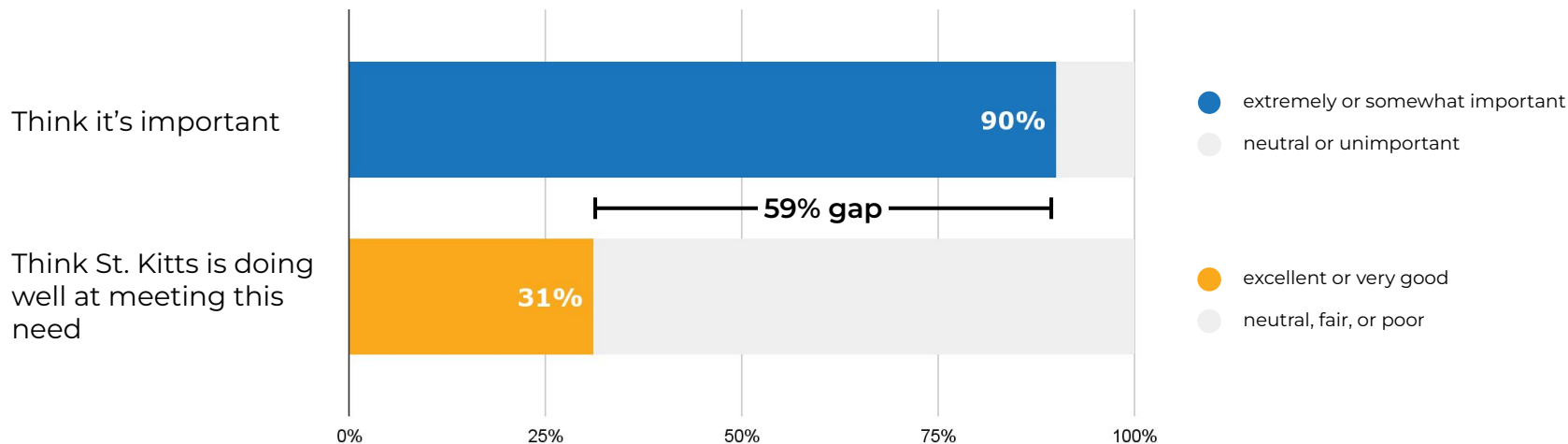
# PRESERVING CULTURAL HERITAGE

How important is preserving St. Kitts' culture and heritage?



# PROTECTING RESIDENT HEALTH

How important is protecting St. Kitts Residents' Health?





# RESIDENTS FELT COVID-19 RESTRICTIONS WERE DETRIMENTAL



Tourists should be able to venture outside of Port Zante and tour the country.



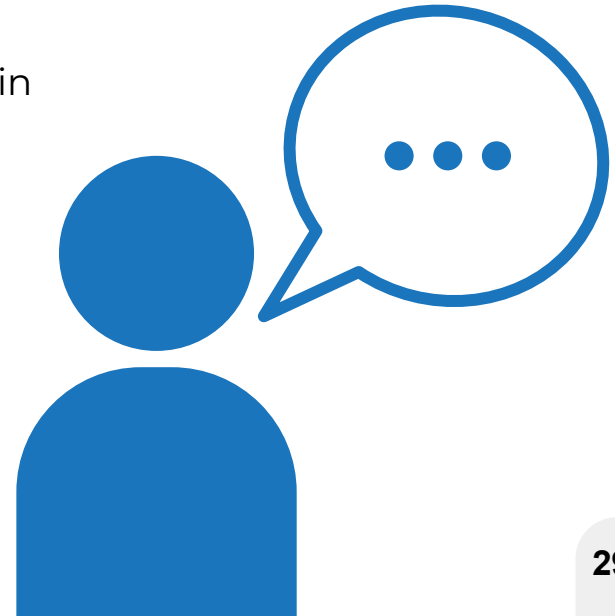
The bubble restrictions are in no ways economical.



Get rid of the tourism bubble as it only allows tourists and disenfranchises residents.

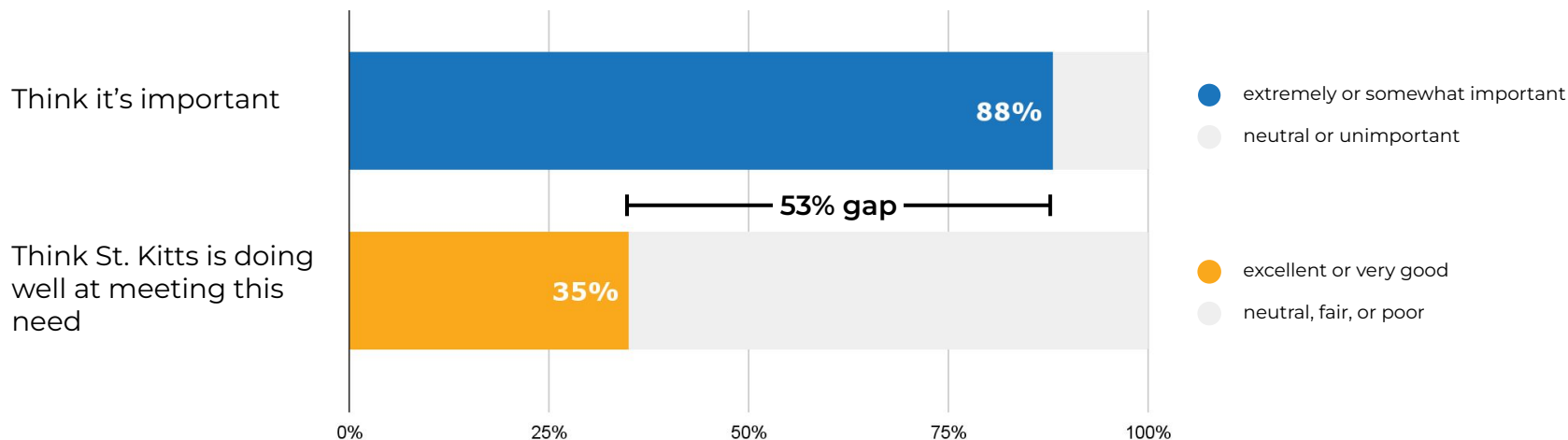


Burst the bubble.



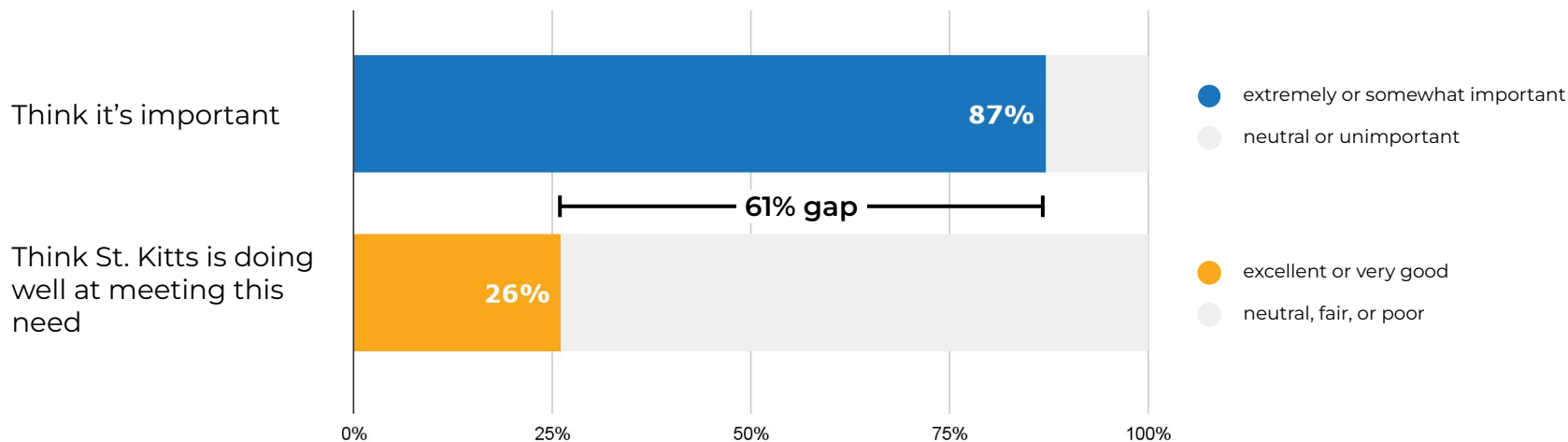
# PROTECTING NATURE AND BIODIVERSITY

How important is protecting St. Kitts' natural area and biodiversity (terrestrial and marine)?



# SUPPORTING LOCAL BUSINESSES

How important is it for St. Kitts to support local businesses?



# RESIDENTS FEEL TOURISM SHOULD CREATE MORE BENEFITS FOR LOCAL COMMUNITIES



Currently, tourism works for the big established businesses and not the local smaller businesses. I would like to see tourists being brought to local owned businesses for our local cuisine.



Nothing is going on in the countryside.



Only some persons in the industry are benefiting, for example, the small business and taxi drivers are not benefiting.



It would be best to have the restaurants serve more local food, rather than foreign food.



# FUTURE OPPORTUNITIES



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- Better communicate with the general public about what is already being done to address resident needs. Make it clear how these actions benefit residents, rather than centering the narrative on appealing tourist needs.
- Create more ways for community members to provide input on tourism development, for instance consultations prior to land conversion. Ensure there is adequate awareness around the existence of any feedback mechanisms, and communicate how community input has been translated into action.
- Introduce policies and programs that facilitate linkages between tourism and local businesses/residents, and support workforce development by providing additional career training opportunities.
- Encourage tourism innovation amongst the youth and entrepreneurs, allowing them to reap the benefits of tourism and enhance the tourism experience
- Encourage destination authenticity, cultural preservation and local livelihoods through an ongoing campaign that encourages local gastronomy, locally owned business, and local employees.
- Further engage local communities in conservation of cultural heritage, environmental sustainability, and tourism development through hands on activities promoted by the Sustainable Destination Council (SDC).



# THANK YOU

For more information, please contact  
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