

YouGov Survey Results

Sample Size: 2189 GB Adults
Fieldwork: 12th - 13th August 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2189	394	563	201	236	771	815	1059	1130	230	904	541	514	1248	941	1893	105	190	519	359	265	751
Unweighted Sample	2189	300	652	259	303	875	833	982	1207	150	895	542	602	1311	878	1880	121	188	546	382	194	758
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you have a favourable or unfavourable view of each of the following components of the tourism and travel industry?

Airline industry

Very favourable	9	10	8	6	8	8	8	10	8	17	10	5	7	9	8	9	11	11	9	10	13	6
Somewhat favourable	46	60	44	50	45	47	49	44	47	35	42	52	49	45	46	45	48	48	46	48	35	47
TOTAL FAVOURABLE	55	70	52	56	53	55	57	54	55	52	52	57	56	54	54	54	59	59	55	58	48	53
Somewhat unfavourable	24	16	28	25	27	26	23	25	23	24	25	24	23	27	21	25	18	25	24	21	27	26
Very unfavourable	8	5	9	7	9	8	9	10	6	8	9	7	8	8	8	8	3	6	9	9	11	7
TOTAL UNFAVOURABLE	32	21	37	32	36	34	32	35	29	32	34	31	31	35	29	33	21	31	33	30	38	33
Don't know	13	9	11	12	11	10	12	11	15	16	14	11	13	11	16	13	20	10	12	12	14	14
NET FAVOURABILITY	23	49	15	24	17	21	25	19	26	20	18	26	25	19	25	21	38	28	22	28	10	20

Hotel industry

Very favourable	9	9	9	6	7	8	7	8	10	14	10	7	6	9	9	8	9	13	9	8	10	7
Somewhat favourable	60	72	63	66	54	68	58	56	63	52	56	67	62	63	56	60	56	58	61	58	52	64
TOTAL FAVOURABLE	69	81	72	72	61	76	65	64	73	66	66	74	68	72	65	68	65	71	70	66	62	71
Somewhat unfavourable	15	9	15	12	21	13	17	19	11	17	17	12	15	15	15	15	17	17	15	16	20	13
Very unfavourable	3	3	2	1	7	2	5	4	2	1	3	5	3	2	4	3	3	4	4	4	2	2
TOTAL UNFAVOURABLE	18	12	17	13	28	15	22	23	13	18	20	17	18	17	19	18	20	21	19	20	22	15
Don't know	13	7	11	15	11	10	13	12	14	15	14	10	13	11	16	13	14	9	11	14	16	14
NET FAVOURABILITY	51	69	55	59	33	61	43	41	60	48	46	57	50	55	46	50	45	50	51	46	40	56

Holiday rental properties industry

Very favourable	7	8	6	6	8	5	6	6	9	15	7	8	5	7	8	7	7	11	6	8	10	6
Somewhat favourable	41	46	42	48	42	45	44	35	46	24	40	49	43	43	39	41	42	39	43	43	33	42
TOTAL FAVOURABLE	48	54	48	54	50	50	50	41	55	39	47	57	48	50	47	48	49	50	49	51	43	48
Somewhat unfavourable	24	22	27	23	23	25	23	27	22	30	24	22	24	27	21	24	20	27	23	25	30	23
Very unfavourable	9	7	8	8	9	9	9	12	6	11	10	7	7	8	10	9	6	9	9	9	7	10
TOTAL UNFAVOURABLE	33	29	35	31	32	34	32	39	28	41	34	29	31	35	31	33	26	36	32	34	37	33
Don't know	18	16	16	16	17	16	19	19	18	20	19	14	20	15	22	18	25	15	19	15	19	19
NET FAVOURABILITY	15	25	13	23	18	16	18	2	27	-2	13	28	17	15	16	15	23	14	17	17	6	15

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Unweighted Sample	2189	300	652	259	303	875	833	982	1207	150	895	542	602	1311	878	1880	121	188	546	382	194	758
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Inbound tourism industry - i.e. the part of the tourism industry that caters to international visitors to your country

Very favourable	9	8	9	10	6	9	6	10	7	11	10	8	5	9	9	8	6	14	6	8	13	8
Somewhat favourable	49	55	54	50	43	54	46	48	49	50	47	53	48	53	43	47	52	60	49	43	52	47
TOTAL FAVOURABLE	58	63	63	60	49	63	52	58	56	61	57	61	53	62	52	55	58	74	55	51	65	55
Somewhat unfavourable	12	10	9	9	20	10	13	14	10	13	12	10	13	12	12	12	6	10	12	15	10	12
Very unfavourable	3	3	1	2	5	2	5	3	3	1	3	4	3	2	4	3	3	1	3	5	1	4
TOTAL UNFAVOURABLE	15	13	10	11	25	12	18	17	13	14	15	14	16	14	16	15	9	11	15	20	11	16
Don't know	28	25	26	29	26	25	29	24	31	25	28	25	32	24	32	29	33	15	31	30	25	28
NET FAVOURABILITY	43	50	53	49	24	51	34	41	43	47	42	47	37	48	36	40	49	63	40	31	54	39

Outbound tourism industry - i.e. the part of the tourism industry that caters to people from your country going abroad

Very favourable	10	11	8	9	7	9	7	9	10	16	11	8	6	10	8	9	12	14	7	8	14	9
Somewhat favourable	51	56	58	53	48	56	52	49	52	46	48	56	52	53	48	51	48	54	51	49	47	53
TOTAL FAVOURABLE	61	67	66	62	55	65	59	58	62	62	59	64	58	63	56	60	60	68	58	57	61	62
Somewhat unfavourable	13	12	11	12	20	13	15	16	11	7	13	12	17	14	12	14	13	9	14	17	12	12
Very unfavourable	3	2	2	2	7	2	4	3	3	2	3	4	3	2	4	3	3	3	3	3	2	3
TOTAL UNFAVOURABLE	16	14	13	14	27	15	19	19	14	9	16	16	20	16	16	17	16	12	17	20	14	15
Don't know	24	19	21	24	18	20	23	23	25	29	25	19	23	20	28	24	24	20	25	23	25	23
NET FAVOURABILITY	45	53	53	48	28	50	40	39	48	53	43	48	38	47	40	43	44	56	41	37	47	47

Domestic tourism industry - i.e. the part of the tourism industry that caters to people from your country visiting places within your country

Very favourable	15	16	15	16	13	14	14	14	15	21	16	13	12	15	14	14	9	28	13	14	15	14
Somewhat favourable	55	65	58	55	49	61	53	55	55	50	51	58	59	57	52	55	53	54	53	55	54	57
TOTAL FAVOURABLE	70	81	73	71	62	75	67	69	70	71	67	71	71	72	66	69	62	82	66	69	69	71
Somewhat unfavourable	11	9	10	11	18	10	14	13	10	9	11	12	12	12	10	11	12	9	12	11	10	11
Very unfavourable	2	2	2	1	5	2	4	3	2	0	2	3	3	2	3	3	3	0	3	4	1	2
TOTAL UNFAVOURABLE	13	11	12	12	23	12	18	16	12	9	13	15	15	14	13	14	15	9	15	15	11	13
Don't know	17	9	15	16	16	13	16	16	18	19	20	14	13	14	21	17	24	8	18	17	20	15
NET FAVOURABILITY	57	70	61	59	39	63	49	53	58	62	54	56	56	58	53	55	47	73	51	54	58	58

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Unweighted Sample	2189	300	652	259	303	875	833	982	1207	150	895	542	602	1311	878	1880	121	188	546	382	194	758	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Cruise ship holiday industry																							
	Very favourable	8	14	7	6	8	7	10	7	10	7	7	8	11	9	8	8	10	12	8	8	6	9
	Somewhat favourable	33	35	31	33	34	32	33	30	35	35	32	34	30	32	33	33	35	30	34	30	35	32
	TOTAL FAVOURABLE	41	49	38	39	42	39	43	37	45	42	39	42	41	41	41	41	45	42	42	38	41	41
	Somewhat unfavourable	21	22	24	24	21	24	21	24	19	23	22	21	21	22	21	21	13	24	21	22	19	23
	Very unfavourable	11	5	14	11	9	14	8	13	8	11	11	12	8	12	9	11	10	10	9	11	14	10
	TOTAL UNFAVOURABLE	32	27	38	35	30	38	29	37	27	34	33	33	29	34	30	32	23	34	30	33	33	33
	Don't know	27	24	25	26	27	23	28	27	27	24	28	25	30	26	29	27	32	23	29	29	26	26
	NET FAVOURABILITY	9	22	0	4	12	1	14	0	18	8	6	9	12	7	11	9	22	8	12	5	8	8
And generally speaking, do you have a favourable or unfavourable view of domestic and international tourists in your country?																							
Domestic tourists																							
	Very favourable	19	19	18	20	18	20	17	19	19	22	19	20	16	20	17	18	16	34	17	19	21	16
	Somewhat favourable	57	63	65	61	59	64	55	57	58	58	55	58	60	61	53	59	54	43	56	54	63	61
	TOTAL FAVOURABLE	76	82	83	81	77	84	72	76	77	80	74	78	76	81	70	77	70	77	73	73	84	77
	Somewhat unfavourable	9	6	7	8	13	8	10	11	7	4	9	9	10	8	10	8	8	13	9	9	7	8
	Very unfavourable	1	2	1	1	1	0	2	2	1	0	2	1	1	1	2	1	1	1	2	2	0	1
	TOTAL UNFAVOURABLE	10	8	8	9	14	8	12	13	8	4	11	10	11	9	12	9	9	14	11	11	7	9
	Don't know	14	10	9	10	9	8	15	12	16	17	15	11	13	10	19	14	20	9	16	16	8	13
	NET FAVOURABILITY	66	74	75	72	63	76	60	63	69	76	63	68	65	72	58	68	61	63	62	62	77	68
International tourists																							
	Very favourable	17	17	19	19	16	21	15	18	16	14	17	20	16	18	16	16	17	33	14	17	16	15
	Somewhat favourable	56	61	62	59	60	63	53	56	56	55	55	57	56	60	50	57	57	45	56	51	63	58
	TOTAL FAVOURABLE	73	78	81	78	76	84	68	74	72	69	72	77	72	78	66	73	74	78	70	68	79	73
	Somewhat unfavourable	10	9	8	10	12	7	12	11	9	10	10	8	12	9	10	10	5	11	9	13	9	9
	Very unfavourable	3	2	1	1	3	0	4	3	2	4	3	2	2	1	4	3	1	3	3	3	1	3
	TOTAL UNFAVOURABLE	13	11	9	11	15	7	16	14	11	14	13	10	14	10	14	13	6	14	12	16	10	12
	Don't know	15	11	10	11	9	9	16	12	17	16	15	12	15	11	19	15	20	8	17	15	11	14
	NET FAVOURABILITY	60	67	72	67	61	77	52	60	61	55	59	67	58	68	52	60	68	64	58	52	69	61

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Weighted Sample Unweighted Sample		Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
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	2189	394	563	201	236	771	815	1059	1130	230	904	541	514	1248	941	1893	105	190	519	359	265	751
	2189	300	652	259	303	875	833	982	1207	150	895	542	602	1311	878	1880	121	188	546	382	194	758
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about each of the following components of the tourism and travel industry in your country, do you think they bring more benefits than harm, or more harm than benefits?

Airline industry

Bring much more benefits than harm	15	24	11	7	16	12	17	17	12	17	13	17	14	14	15	15	15	15	14	16	18	13
Bring somewhat more benefits than harm	32	37	33	30	38	29	34	30	33	28	31	32	35	33	31	32	28	32	36	32	28	30
TOTAL MORE BENEFITS THAN HARM	47	61	44	37	54	41	51	47	45	45	44	49	49	47	46	47	43	47	50	48	46	43
Bring benefits and harm about equally	29	26	31	35	22	34	27	28	29	22	30	28	30	30	27	28	25	32	26	28	28	30
Bring somewhat more harm than benefits	9	5	12	9	8	12	8	10	9	13	9	9	9	10	8	10	10	8	8	8	12	11
Bring much more harm than benefits	3	2	3	4	2	5	3	3	4	4	3	4	4	4	3	3	1	6	2	3	4	4
TOTAL MORE HARM THAN BENEFITS	12	7	15	13	10	17	11	13	13	17	12	13	13	14	11	13	11	14	10	11	16	15
Don't know	12	6	9	15	14	8	13	11	13	16	14	10	9	9	16	12	21	7	13	12	9	13

Hotel industry

Bring much more benefits than harm	18	23	18	11	19	18	18	18	17	17	18	19	17	19	16	17	23	24	19	16	19	15
Bring somewhat more benefits than harm	46	51	50	51	43	51	44	44	48	46	44	47	49	47	45	47	33	48	45	47	47	47
TOTAL MORE BENEFITS THAN HARM	64	74	68	62	62	69	62	62	65	63	62	66	66	66	61	64	56	72	64	63	66	62
Bring benefits and harm about equally	19	17	18	20	21	19	19	22	17	18	19	18	20	20	18	20	16	17	18	17	20	22
Bring somewhat more harm than benefits	4	1	3	1	3	2	4	4	3	2	4	3	4	3	4	3	4	5	4	4	4	2
Bring much more harm than benefits	1	1	1	1	2	1	2	1	1	0	1	2	1	1	1	1	0	1	1	2	1	1
TOTAL MORE HARM THAN BENEFITS	5	2	4	2	5	3	6	5	4	2	5	5	5	4	5	4	4	6	5	6	5	3
Don't know	12	7	10	16	12	9	13	11	13	17	14	11	10	10	16	13	23	6	13	15	9	12

Holiday rental properties industry

Bring much more benefits than harm	11	13	8	6	13	9	11	11	11	15	9	13	10	11	11	11	10	12	11	11	14	9
Bring somewhat more benefits than harm	32	40	31	33	35	31	34	27	37	24	30	35	37	32	32	32	27	33	36	35	25	31
TOTAL MORE BENEFITS THAN HARM	43	53	39	39	48	40	45	38	48	39	39	48	47	43	43	43	37	45	47	46	39	40
Bring benefits and harm about equally	22	25	26	22	21	25	23	23	21	17	22	24	23	24	20	22	23	20	20	21	28	22
Bring somewhat more harm than benefits	15	10	19	17	9	18	10	17	13	23	15	11	14	17	13	15	12	18	14	12	16	16
Bring much more harm than benefits	6	3	5	6	8	5	6	7	4	6	7	4	4	5	6	5	5	8	4	7	5	6
TOTAL MORE HARM THAN BENEFITS	21	13	24	23	17	23	16	24	17	29	22	15	18	22	19	20	17	26	18	19	21	22
Don't know	15	9	11	16	15	11	15	14	15	16	18	12	11	12	18	15	22	10	16	14	13	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Inbound tourism industry - i.e. the part of the tourism industry that caters to international visitors to your country

Bring much more benefits than harm	17	21	18	18	17	19	16	19	16	16	16	21	15	20	14	17	19	21	18	14	22	15
Bring somewhat more benefits than harm	40	42	47	42	41	47	38	40	40	39	40	39	42	42	38	39	36	50	41	37	43	38
TOTAL MORE BENEFITS THAN HARM	57	63	65	60	58	66	54	59	56	55	56	60	57	62	52	56	55	71	59	51	65	53
Bring benefits and harm about equally	19	19	18	17	20	17	21	19	19	17	18	18	23	19	20	19	19	18	15	20	16	22
Bring somewhat more harm than benefits	4	5	3	2	5	2	6	5	4	5	4	5	5	4	5	5	1	2	4	9	3	4
Bring much more harm than benefits	1	1	0	1	1	0	2	1	1	1	1	1	1	1	2	1	1	1	1	0	2	1
TOTAL MORE HARM THAN BENEFITS	5	6	3	3	6	2	8	6	5	6	5	6	6	5	7	6	2	3	5	9	5	5
Don't know	18	12	14	20	17	14	19	16	20	23	20	16	14	15	22	19	22	8	21	19	14	19

Outbound tourism industry - i.e. the part of the tourism industry that caters to people from your country going abroad

Bring much more benefits than harm	12	14	12	8	11	12	11	12	12	14	12	13	9	12	11	12	10	12	11	10	18	11
Bring somewhat more benefits than harm	37	43	40	38	32	38	36	38	36	34	38	36	36	39	34	36	32	48	36	37	37	35
TOTAL MORE BENEFITS THAN HARM	49	57	52	46	43	50	47	50	48	48	50	49	45	51	45	48	42	60	47	47	55	46
Bring benefits and harm about equally	24	25	25	22	26	27	24	23	24	17	20	26	30	24	23	24	26	21	22	25	21	25
Bring somewhat more harm than benefits	6	6	7	2	10	7	7	7	5	3	6	7	8	7	6	6	5	7	7	6	5	6
Bring much more harm than benefits	1	0	0	2	1	0	1	1	1	1	0	2	1	1	1	1	1	1	1	1	0	1
TOTAL MORE HARM THAN BENEFITS	7	6	7	4	11	7	8	8	6	4	6	9	9	8	7	7	6	8	8	7	5	7
Don't know	21	12	16	27	19	16	20	19	22	31	24	16	17	18	25	22	25	12	22	22	19	22

Domestic tourism industry - i.e. the part of the tourism industry that caters to people from your country visiting places within your country

Bring much more benefits than harm	20	24	22	17	19	21	18	20	21	29	19	23	17	22	18	20	17	28	20	20	28	17
Bring somewhat more benefits than harm	40	48	43	44	40	45	43	39	41	26	40	42	46	41	40	41	36	40	40	40	40	42
TOTAL MORE BENEFITS THAN HARM	60	72	65	61	59	66	61	59	62	55	59	65	63	63	58	61	53	68	60	60	68	59
Bring benefits and harm about equally	19	17	19	15	21	19	18	21	16	15	19	17	20	20	17	19	20	17	19	19	15	19
Bring somewhat more harm than benefits	3	3	3	2	4	2	3	3	3	2	2	3	4	3	3	3	4	3	3	3	1	3
Bring much more harm than benefits	1	0	1	0	2	1	1	1	1	2	1	1	1	1	1	1	1	0	1	1	2	1
TOTAL MORE HARM THAN BENEFITS	4	3	4	2	6	3	4	4	4	4	3	4	5	4	4	4	5	3	4	4	3	4
Don't know	17	9	13	22	14	12	16	16	18	27	19	13	12	13	21	17	21	12	18	17	14	17

Cruise ship holiday industry

Bring much more benefits than harm	9	14	8	5	13	8	10	10	9	10	8	10	10	9	9	9	8	13	10	7	10	9
Bring somewhat more benefits than harm	25	31	23	26	27	24	27	24	26	21	27	26	24	25	25	25	23	32	26	28	22	23
TOTAL MORE BENEFITS THAN HARM	34	45	31	31	40	32	37	34	35	31	35	36	34	34	34	34	31	45	36	35	32	32
Bring benefits and harm about equally	19	21	22	17	19	20	20	19	19	18	17	21	22	19	18	19	20	17	18	18	21	20
Bring somewhat more harm than benefits	13	13	15	11	12	16	11	13	12	12	13	11	14	14	11	13	7	12	12	12	12	14
Bring much more harm than benefits	8	4	10	10	4	11	5	9	7	9	8	8	7	8	7	8	5	7	6	6	13	8
TOTAL MORE HARM THAN BENEFITS	21	17	25	21	16	27	16	22	19	21	21	19	21	22	18	21	12	19	18	18	25	22
Don't know	26	18	23	30	25	22	27	25	27	31	27	23	23	23	29	26	37	19	28	28	22	25

Sample Size: 2189 GB Adults
Fieldwork: 12th - 13th August 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2189	394	563	201	236	771	815	1059	1130	230	904	541	514	1248	941	1893	105	190	519	359	265	751
Unweighted Sample	2189	300	652	259	303	875	833	982	1207	150	895	542	602	1311	878	1880	121	188	546	382	194	758
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How many international tourists would you say your local area receives?

Large numbers	13	12	14	15	10	16	11	13	13	10	15	12	12	14	12	12	13	19	9	6	26	13
Moderate numbers	24	26	23	30	25	25	24	23	25	29	22	27	23	25	24	23	32	36	20	20	23	26
TOTAL LARGE / MODERATE	37	38	37	45	35	41	35	36	38	39	37	39	35	39	36	35	45	55	29	26	49	39
Small numbers	36	41	38	40	37	39	37	37	36	40	35	35	39	38	34	38	28	29	40	42	30	37
None or almost none	16	15	19	10	20	14	17	17	15	17	16	18	14	17	16	17	9	11	22	22	16	12
TOTAL SMALL / NONE	52	56	57	50	57	53	54	54	51	57	51	53	53	55	50	55	37	40	62	64	46	49
Don't know	10	6	7	5	9	6	11	10	11	4	12	8	12	7	15	10	18	5	9	10	6	12

And thinking about your local area again, would you say the number of international tourists it receives is too many, not enough or about the right amount?

Too many international tourists	7	5	5	6	9	5	8	6	7	7	8	6	6	6	8	7	4	8	5	9	8	7
Not enough international tourists	21	23	26	24	18	23	21	25	18	19	19	28	19	23	19	20	30	28	27	23	16	16
About the right amount of international tourists	48	52	50	53	50	52	45	46	49	55	46	44	51	50	44	47	41	52	45	41	48	52
Don't know	24	21	19	18	23	20	26	23	26	19	27	22	24	20	30	26	25	12	24	27	27	25

How much sympathy do you have, if any, for residents of popular tourist destinations around the world who are protesting about over-tourism there?

A great deal	16	17	16	15	15	18	16	16	16	16	14	17	19	17	16	16	20	18	14	14	19	17
A fair amount	41	41	44	42	41	43	40	39	42	44	39	39	43	42	39	41	36	40	41	39	40	42
TOTAL GREAT DEAL / FAIR AMOUNT	57	58	60	57	56	61	56	55	58	60	53	56	62	59	55	57	56	58	55	53	59	59
Not very much	27	27	30	30	25	28	27	28	26	24	29	28	24	29	25	27	20	29	30	29	26	25
None at all	7	10	4	5	9	6	9	10	5	4	7	7	8	6	8	7	12	4	7	10	5	7
TOTAL NOT VERY MUCH / NONE	34	37	34	35	34	34	36	38	31	28	36	35	32	35	33	34	32	33	37	39	31	32
Don't know	9	5	5	7	9	5	8	7	11	12	11	8	6	7	13	9	12	8	8	9	11	9

Sample Size: 2189 GB Adults
Fieldwork: 12th - 13th August 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
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Unweighted Sample	2189	300	652	259	303	875	833	982	1207	150	895	542	602	1311	878	1880	121	188	546	382	194	758
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The following are all actions that popular tourist cities/destinations have taken or proposed as a way to reduce over-tourism. For each of the following, please say whether you would support or oppose each suggestion.

Requiring tourists to pay a 'tourist tax' fee to enter popular cities

Strongly support	11	12	12	14	9	13	10	11	11	9	12	11	12	12	10	10	11	20	8	7	12	13
Somewhat support	37	39	41	42	29	43	34	36	38	40	35	35	42	41	33	37	33	38	36	33	46	37
TOTAL SUPPORT	48	51	53	56	38	56	44	47	49	49	47	46	54	53	43	47	44	58	44	40	58	50
Somewhat oppose	22	20	24	22	23	20	24	22	22	19	22	26	20	21	24	23	15	16	24	26	22	22
Strongly oppose	22	25	17	17	32	18	25	24	19	25	21	23	20	21	23	21	27	20	25	24	13	20
TOTAL OPPOSE	44	45	41	39	55	38	49	46	41	44	43	49	40	42	47	44	42	36	49	50	35	42
Don't know	8	4	6	6	6	5	7	7	9	7	11	6	6	6	10	8	13	5	7	9	6	8

Setting limits on the amount of tourists that can go to popular cities or destinations

Strongly support	12	16	14	12	10	13	13	11	14	10	11	14	14	13	11	11	12	22	10	12	12	12
Somewhat support	38	41	38	36	38	40	39	37	38	31	33	40	47	39	36	38	33	34	39	35	38	40
TOTAL SUPPORT	50	57	52	48	48	53	52	48	52	41	44	54	61	52	47	49	45	56	49	47	50	52
Somewhat oppose	25	24	26	27	24	27	24	26	25	31	26	25	21	25	26	26	20	22	27	27	27	24
Strongly oppose	15	14	15	16	20	15	13	18	13	20	17	14	11	15	15	15	23	18	16	15	12	14
TOTAL OPPOSE	40	38	41	43	44	42	37	44	38	51	43	39	32	40	41	41	43	40	43	42	39	38
Don't know	9	5	6	8	8	5	10	8	10	9	13	6	7	8	12	10	13	5	8	10	11	10

Requiring tourists to book in advance in order to get admission to popular sites

Strongly support	21	24	24	22	17	22	20	19	24	25	20	22	22	23	19	20	22	31	18	22	22	21
Somewhat support	50	49	51	48	49	51	49	47	51	47	50	49	50	52	46	51	41	41	51	51	49	51
TOTAL SUPPORT	71	73	75	70	66	73	69	66	75	72	70	71	72	75	65	71	63	72	69	73	71	72
Somewhat oppose	14	14	13	15	18	15	13	16	11	12	13	15	14	13	15	14	11	13	16	13	15	12
Strongly oppose	8	7	7	9	9	7	9	10	6	7	8	8	8	7	9	7	12	11	8	7	7	7
TOTAL OPPOSE	22	21	20	24	27	22	22	26	17	19	21	23	22	20	24	21	23	24	24	20	22	19
Don't know	8	5	4	7	7	5	8	7	8	8	10	6	6	6	11	8	14	4	7	8	6	9

Banning the construction of new hotels in popular cities

Strongly support	14	15	14	16	16	14	17	11	16	9	12	14	19	14	13	14	11	17	12	11	13	16
Somewhat support	34	39	34	31	32	37	36	33	35	26	31	39	37	35	32	36	22	24	38	36	34	35
TOTAL SUPPORT	48	54	48	47	48	51	53	44	51	35	43	53	56	49	45	50	33	41	50	47	47	51
Somewhat oppose	25	23	28	26	23	26	23	28	22	26	28	22	22	26	24	24	25	30	25	26	28	23
Strongly oppose	10	9	10	10	15	9	8	13	7	16	9	11	7	10	10	9	15	14	10	9	12	8
TOTAL OPPOSE	35	32	38	36	38	35	31	41	29	42	37	33	29	36	34	33	40	44	35	35	40	31
Don't know	17	14	14	18	14	14	16	15	20	23	20	14	14	15	21	17	26	15	16	19	14	19

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Fieldwork: 12th - 13th August 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
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Unweighted Sample	2189	300	652	259	303	875	833	982	1207	150	895	542	602	1311	878	1880	121	188	546	382	194	758
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Prohibiting people in popular destinations from renting out residential properties as holiday rentals

Strongly support	24	21	24	26	25	25	25	25	23	25	22	23	28	26	21	23	26	30	25	21	24	23
Somewhat support	28	32	33	27	28	32	31	28	29	19	28	32	30	29	28	29	21	25	27	31	25	31
TOTAL SUPPORT	52	53	57	53	53	57	56	53	52	44	50	55	58	55	49	52	47	55	52	52	49	54
Somewhat oppose	23	23	23	18	21	23	19	23	22	33	23	22	19	24	22	23	21	26	25	21	27	20
Strongly oppose	10	13	8	13	12	9	11	12	8	9	9	12	10	10	11	10	12	8	10	11	11	10
TOTAL OPPOSE	33	36	31	31	33	32	30	35	30	42	32	34	29	34	33	33	33	34	35	32	38	30
Don't know	15	11	12	15	13	11	14	12	17	14	18	11	12	11	19	15	20	10	13	16	14	16

Banning day trippers to popular cities - i.e. only allowing in tourists who are staying at least one night

Strongly support	3	3	4	3	4	4	4	3	4	0	4	3	5	4	3	4	3	3	3	4	2	4
Somewhat support	14	14	16	14	13	17	14	15	13	7	13	16	17	14	14	14	10	14	15	12	15	14
TOTAL SUPPORT	17	17	20	17	17	21	18	18	17	7	17	19	22	18	17	18	13	17	18	16	17	18
Somewhat oppose	34	41	35	33	30	36	36	33	36	29	33	36	36	37	31	35	31	29	33	36	36	36
Strongly oppose	36	34	35	36	39	34	33	37	34	50	36	34	29	36	35	35	39	43	38	32	34	34
TOTAL OPPOSE	70	75	70	69	69	70	69	70	70	79	69	70	65	73	66	70	70	72	71	68	70	70
Don't know	13	8	10	13	14	9	13	12	13	13	14	11	12	9	17	13	16	10	12	16	13	12

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.