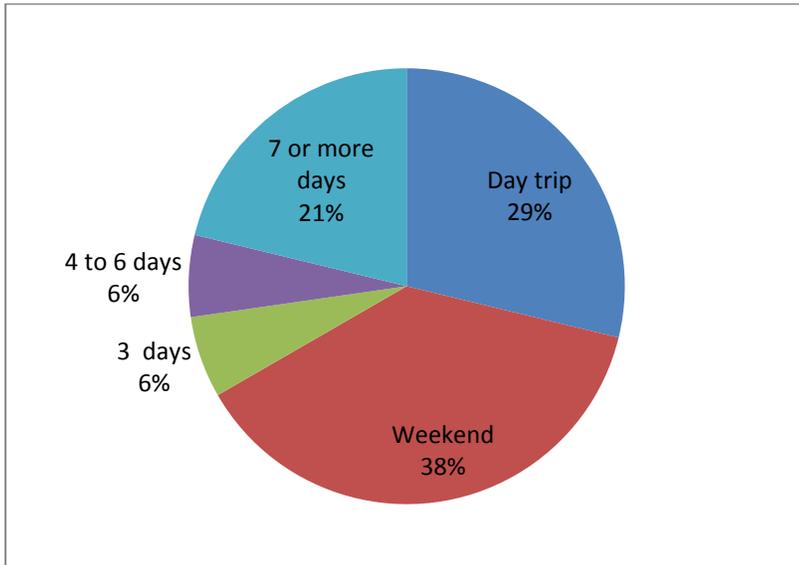


2012 Visitor Survey Report

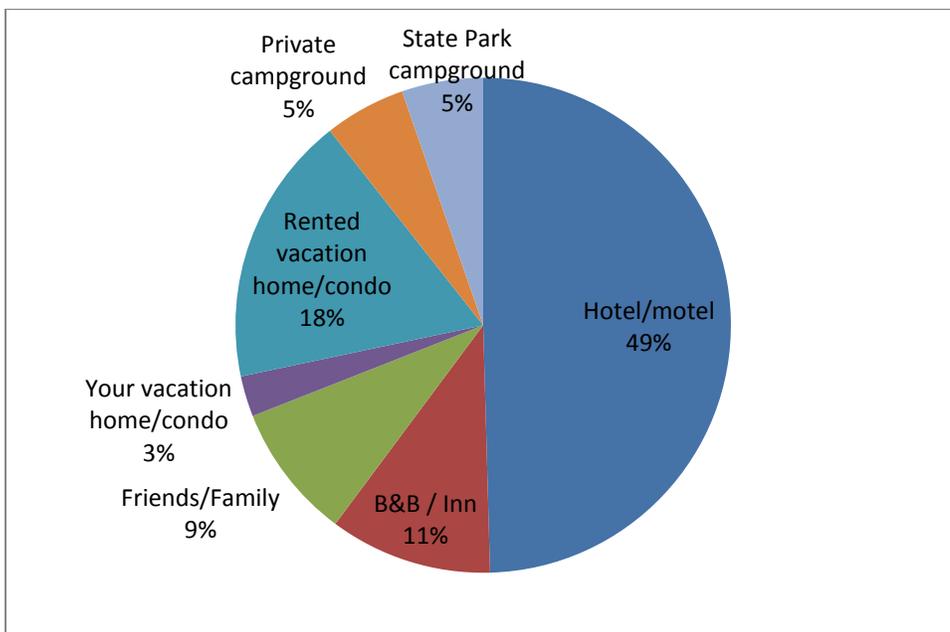
Length of Stay



Top Ten Visitor Activities

1. Dining & Food
2. Going to the Beach
3. Tax-Free Shopping
4. Festivals & Special Events
5. Historic Sites & Museums
6. Fishing & Crabbing
7. Cultural Arts
8. Antiquing
9. Boardwalk
10. Boating & Paddling

Accommodation Type



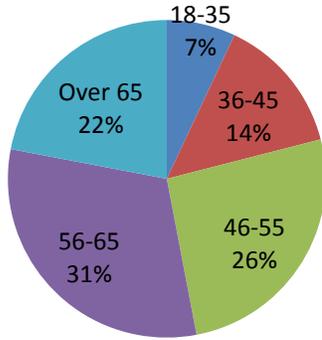
What Visitors Enjoy Most About Southern Delaware

1. Clean Beaches & Ocean
2. Friendly Atmosphere & People
3. Small towns & Slower Pace
4. Restaurants & Dining
5. Tax-Free Shopping

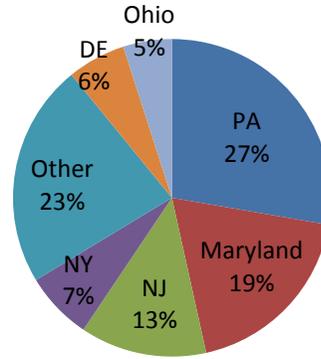
What Could Be Done Better

1. More hotel & dining coupons
2. More parking / lesser rates
3. More public transportation options
4. Better moving traffic

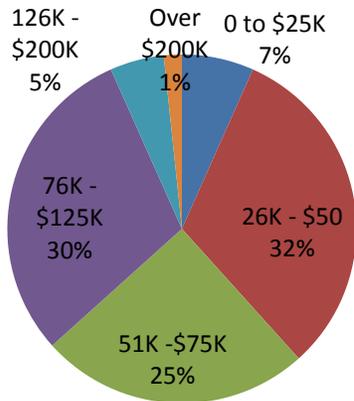
Age Range



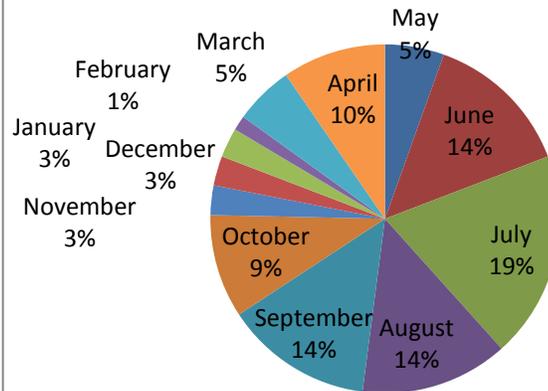
Where Traveling From



Household Income



Month of Visit



Economic Impact of Tourism in Sussex County

- \$630 million generated by direct tourism sales annually*
- Tourism employs 15,000 jobs in the county
- Brings new money into the community
- Tourism sales have a multiplier effect of 2.0 (for every \$1 spent directly by a visitor, another \$1 is generated in indirect sales to the local economy)
- Helps diversify and stabilize the local economy
- Attracts additional businesses to our area ("It Starts With a Visit")
- Contributes to the state and local tax base and saves each Delaware resident approximately \$200 in taxes annually

*Source: Rockport Analytics – 2012 Report (does not include rental income from second homes)