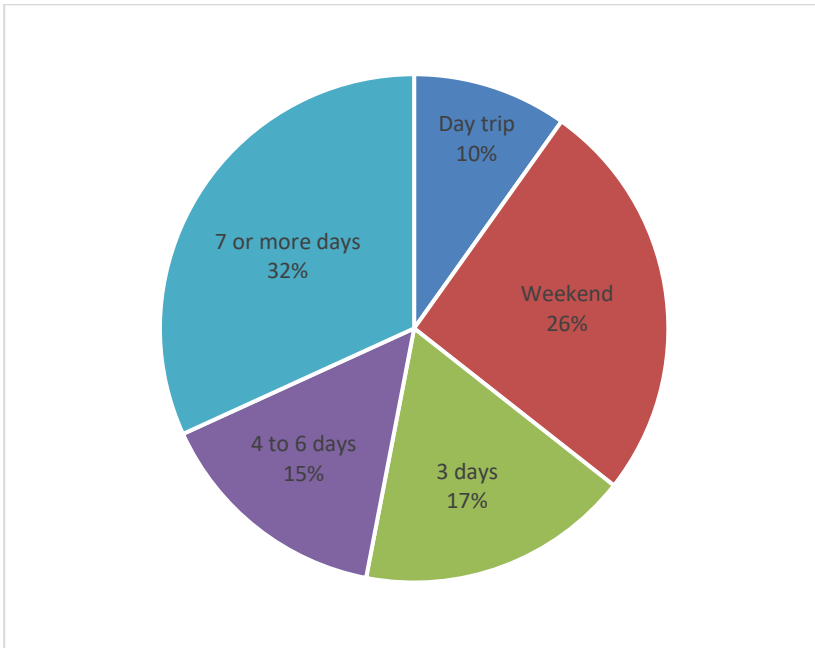


2023 Visitor Survey Report

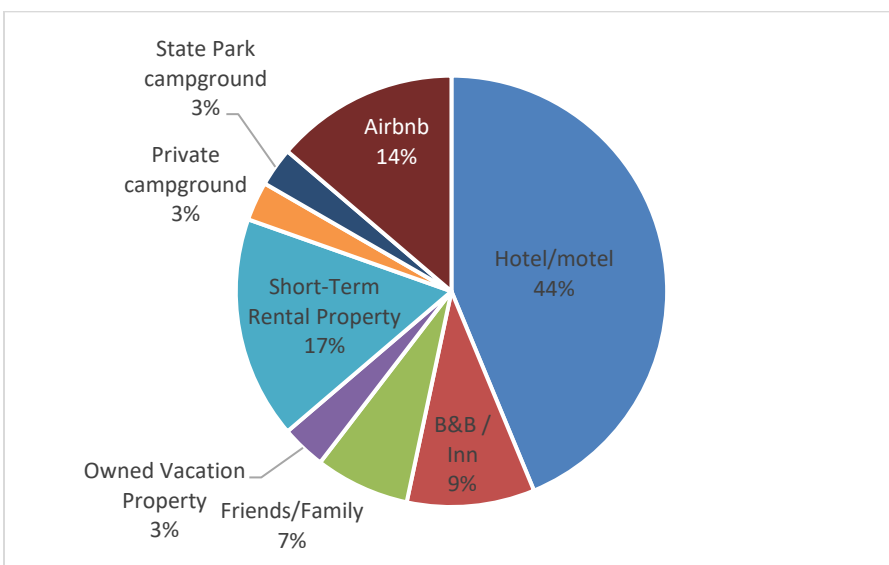
Length of Stay



Top Ten Visitor Activities

1. Dining Out
2. Going to the Beach
3. Tax-Free Shopping
4. Breweries & Wineries
5. Museums / Historic Sites
6. Festivals / Special Events
7. Cultural Arts
8. Antiquing
9. Biking / Cycling
10. Guided Tours

Accommodation Type



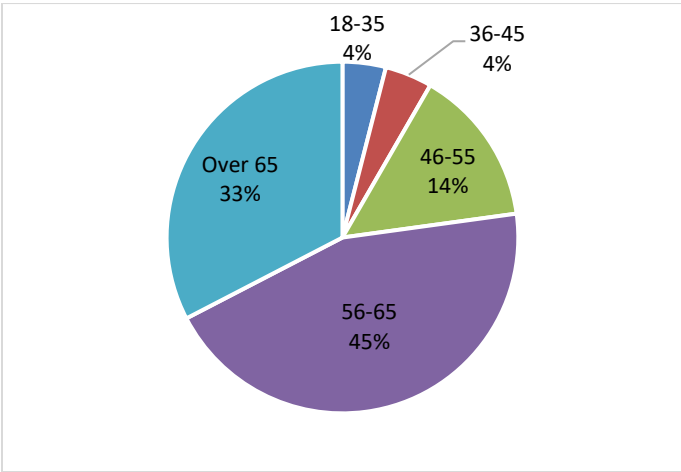
What Visitors Enjoy Most About Southern Delaware

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

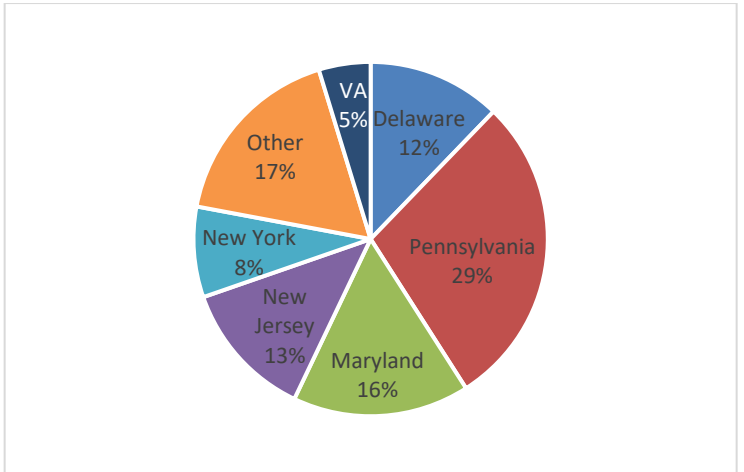
What Could Be Done Better

1. Better Moving Traffic
2. More Parking
3. More Advertising / Promotion

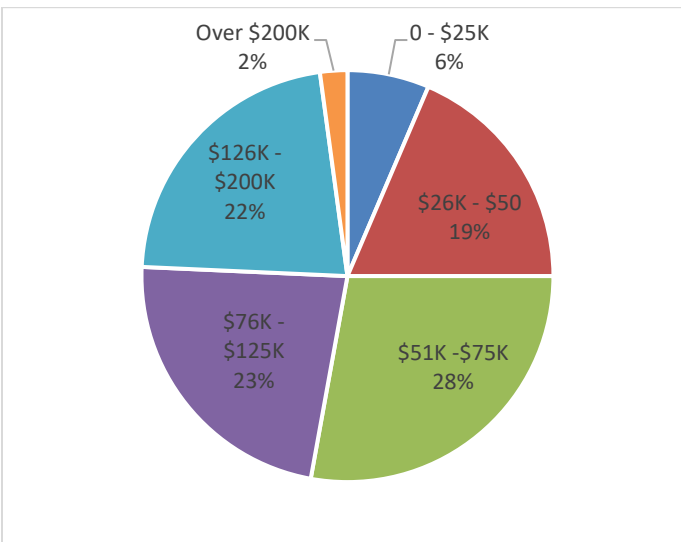
Age Range



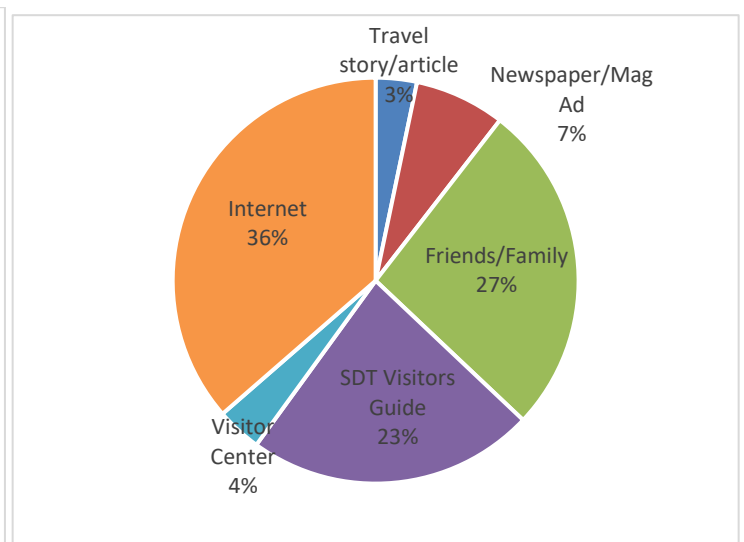
Where Traveling From



Household Income



Southern Delaware Awareness



Economic Impact of Tourism in Sussex County

- Generates \$2.7 billion in visitor spending.
- Tourism supports 23,550 jobs in the county.
- Brings new money into the community.
- For every \$1 spent directly by a visitor, another \$1.20 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 household approximately \$1,608 in taxes annually.
- It would take only 160 more visitors to support a new Delaware job.
- Every 776 visitors pay for a Delaware public school student for the year.