



*Delaware*  
Tourism

[visitdelaware.com](http://visitdelaware.com)

# The Value of Tourism 2012

*A revenue engine for Delaware*



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## **Tourism's Total Contribution to Delaware's Gross Domestic Product (GDP)**

- GDP = Total market value of goods and services produced by the State's economy during fiscal year 2012
- \$2.2 billion



## Value of Tourism

- 7.3 million visitors in 2012
- 38,810 employees
- 4th largest private employer in the state



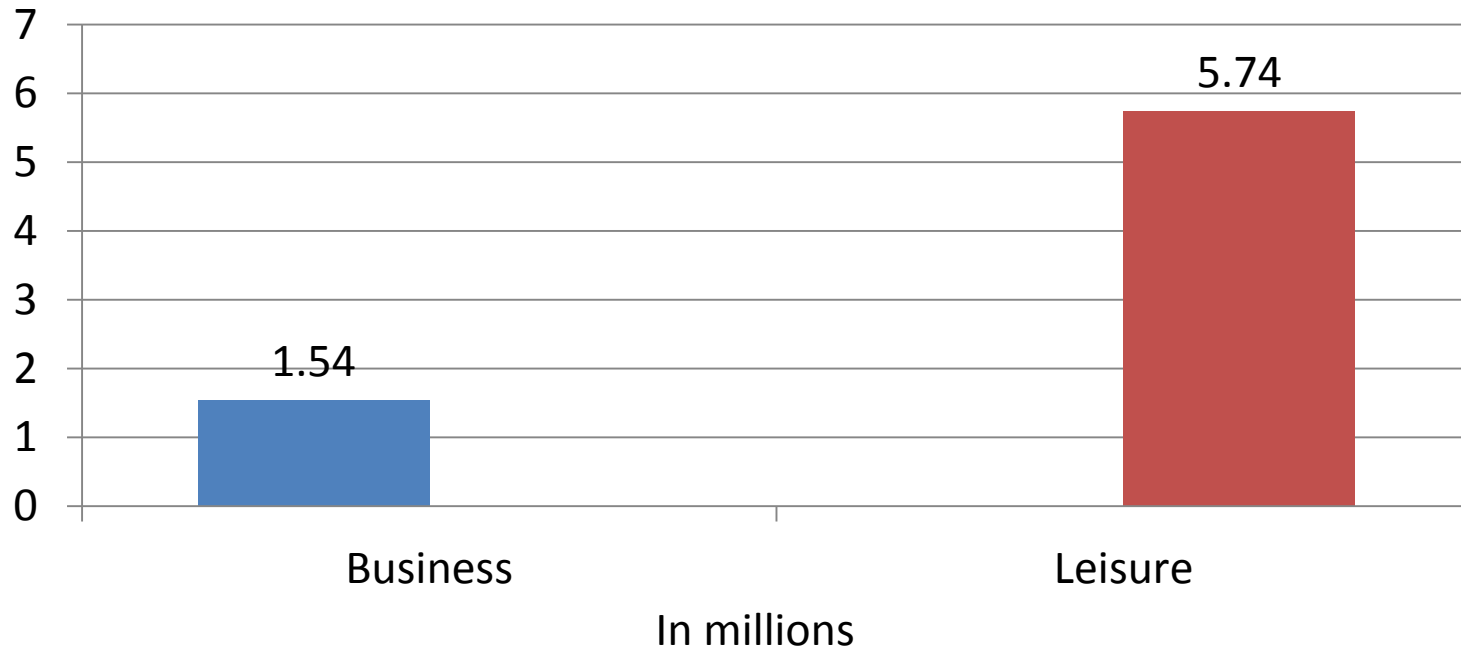
## Value of Tourism

- Tourism generated \$441 million in state and local government taxes/fees in 2012.
- Without Tourism in DE, each DE household would pay \$1301 more in taxes to maintain current levels of state and local taxes.



# Business & Leisure Travel

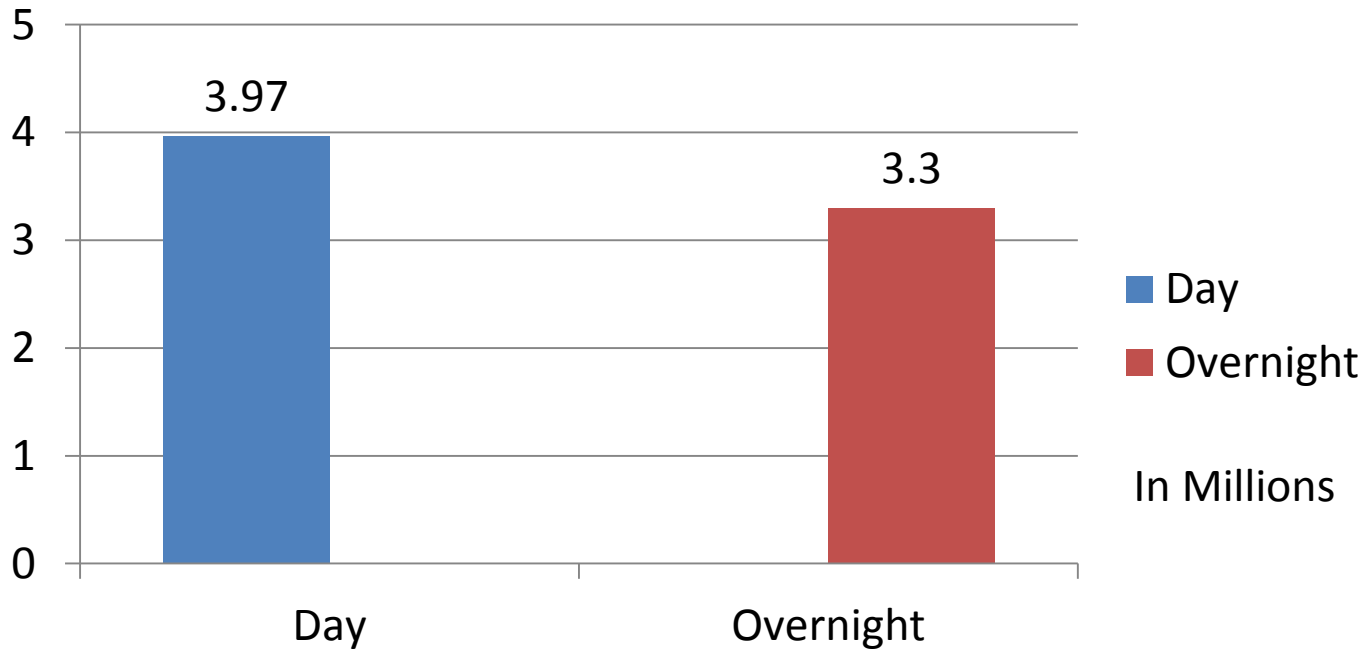
## 2012





# Day Trips vs. Overnight Stays

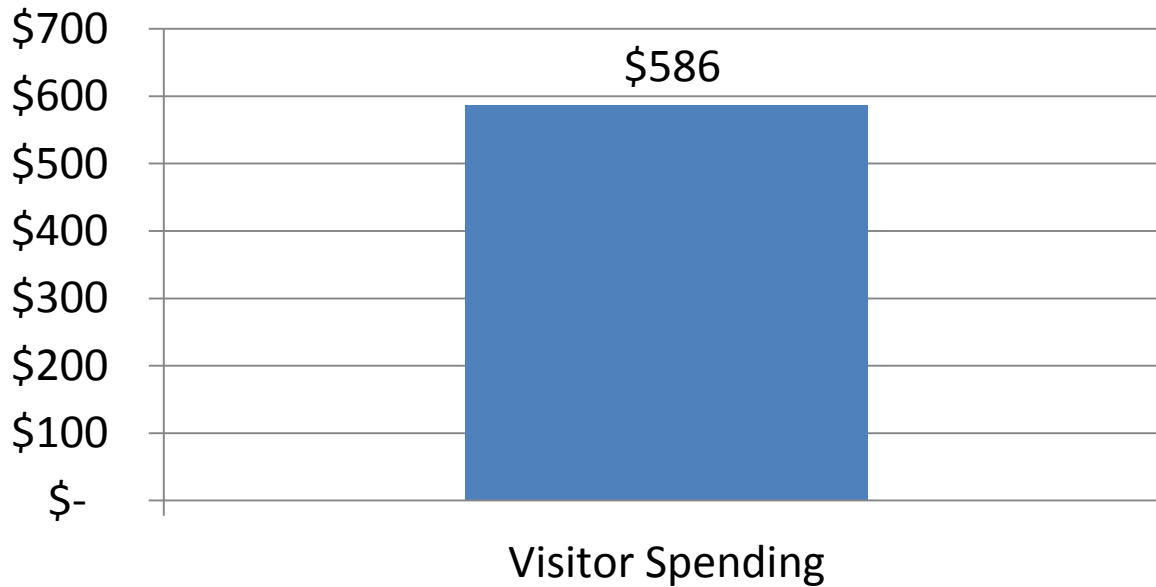
2012





# Average Visitor Spending Per Trip

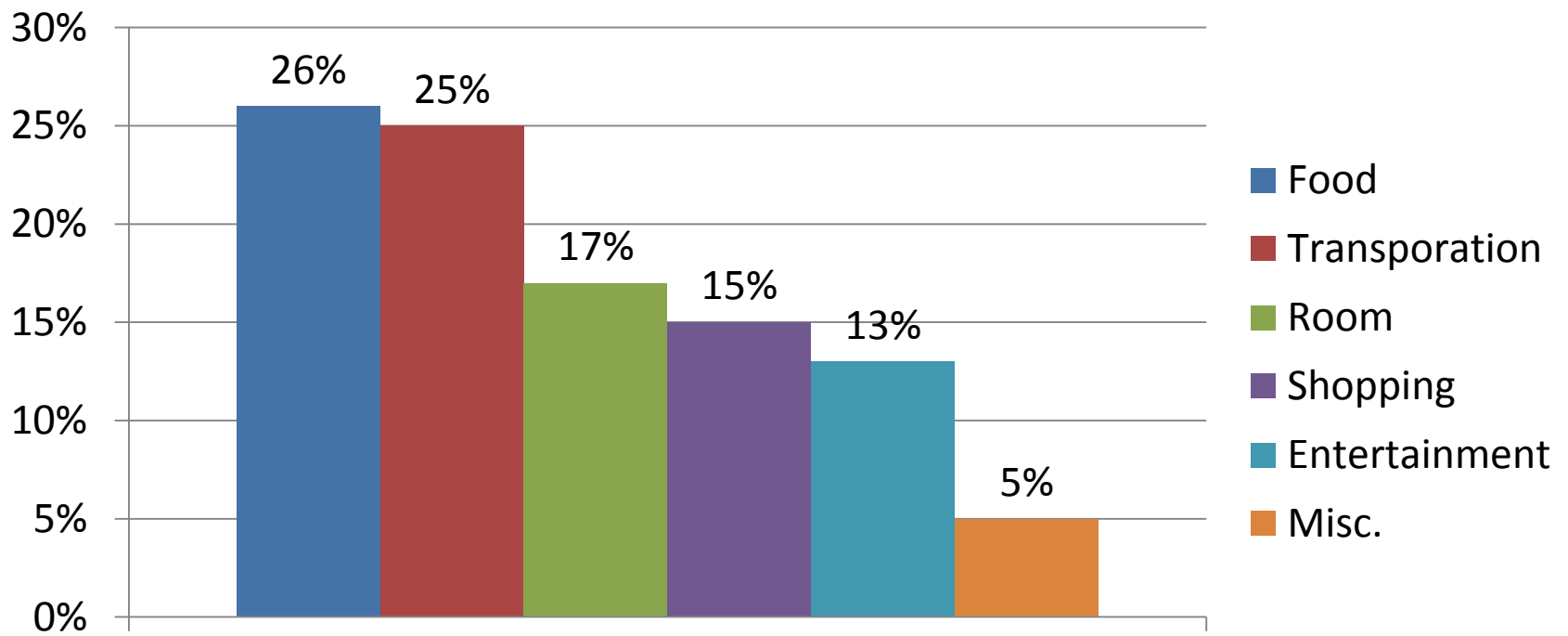
2012





# Category Spending Per Person

## 2012



Categories

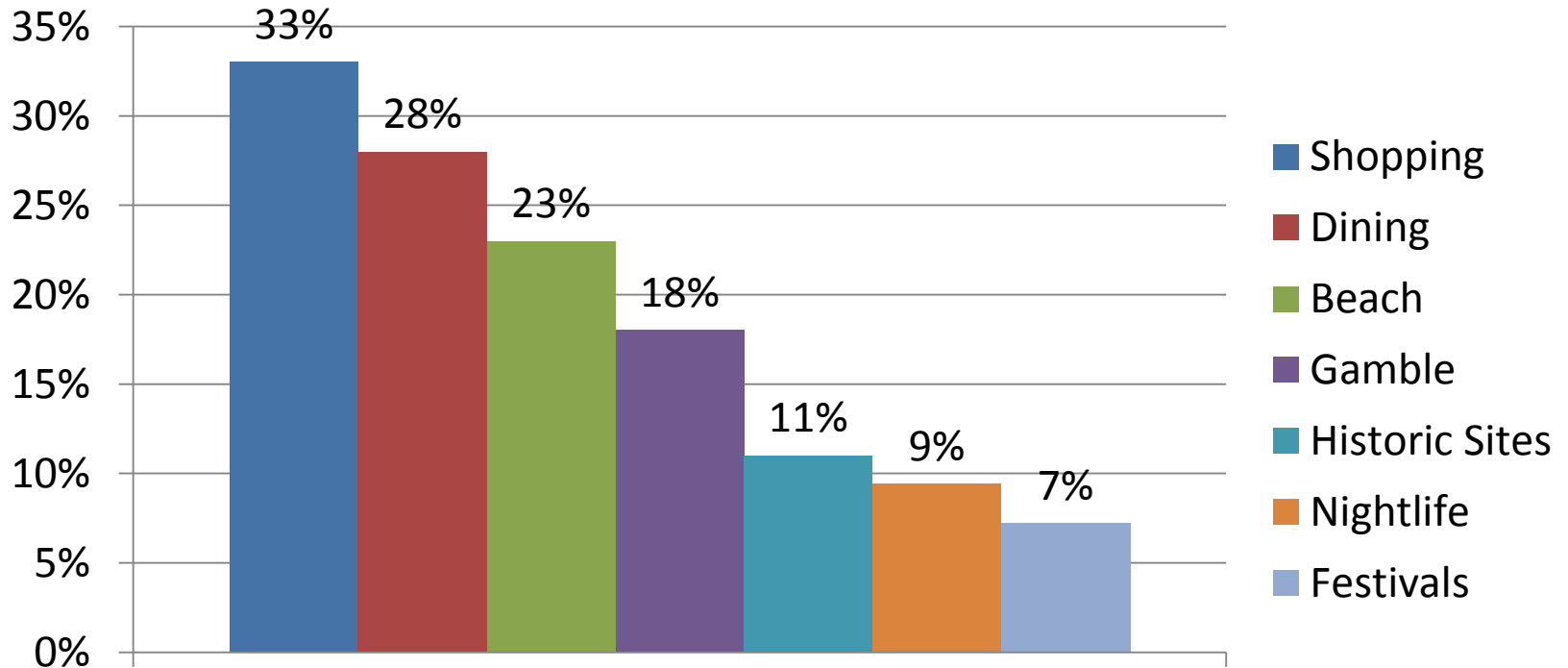
**Average per person daily spend=\$ 100.00**





# Visitor Activities

2012



Activity by %



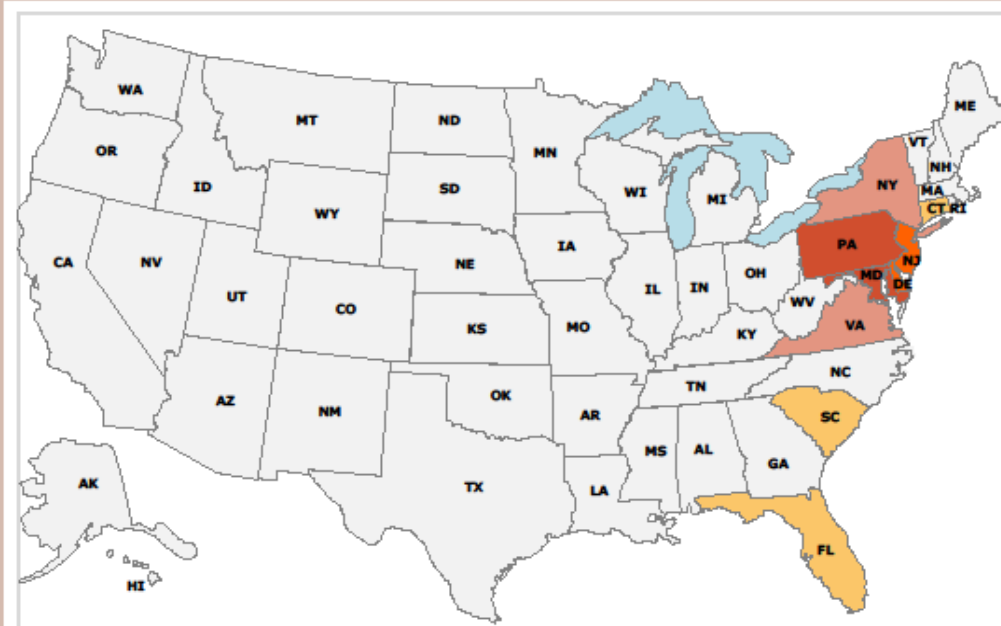
# Visitor Demographics

Delaware Visitor Demographics 2012		
Category	Travelers to Delaware	Travelers Domestically
Age	48	47
Household Income	\$86,447	\$83,630
Average Party Size	1.95	2.1
Average trip length (nights)	2.05	2.7
Average Daily Spending (per person)	\$100	\$110



# Top Origin States

Top Origin States to Delaware



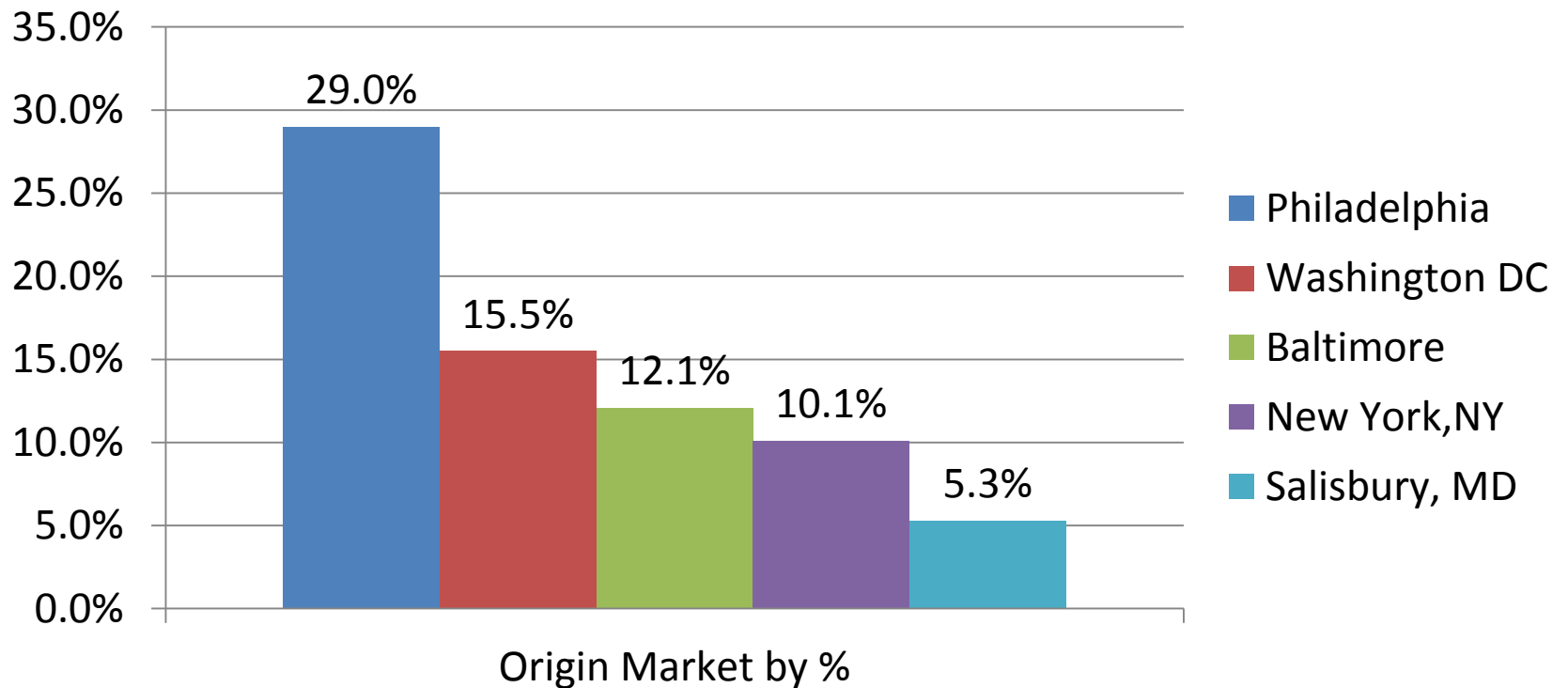
**LEGEND**

24.0%	Maryland
22.1%	Pennsylvania
15.9%	New Jersey
8.9%	Delaware
6.2%	Virginia
5.3%	New York
3.8%	Connecticut
3.2%	District of Columbia
2.2%	Florida
2.0%	South Carolina



# Top Markets of Origin

## 2012





## DE Tourism-Initiated Taxes: State & Local by Source

- Largest sources of DE S&L tax remain GRT, Property, & Gaming
- 2012 gaming tax receipts were once again hurt by competition from Maryland, particularly *Maryland Live!*, and Pennsylvania

Tax Revenues from Tourism	2011 (Millions)	2012 (Millions)	'12/'11 %
<b>State and Local:</b>			
Corporate Profits Tax	\$17.8	\$18.0	1.2%
Dividends	\$16.5	\$16.7	1.2%
Personal Income	\$27.3	\$28.5	4.5%
Sales Taxes (GRT)	\$47.0	\$47.4	0.9%
Other Business Taxes, Licenses & Fees	\$97.8	\$105.0	7.4%
Public Accommodation Tax	\$18.4	\$19.1	4.0%
Property Taxes	\$68.0	\$68.6	0.9%
Other Personal Licenses, Fines, & Fees	\$5.2	\$5.4	4.5%
Social Insurance Tax	\$1.0	\$1.1	4.3%
Video Lottery & Gaming	\$81.7	\$75.7	-7.3%
Tolls	\$56.1	\$55.4	-1.1%
<b>State and Local Total</b>	<b>\$436.6</b>	<b>\$440.8</b>	<b>1.2%</b>



# Seasonal Homes Continue to Dominate Delaware Accommodation Spending

County	2012 Estimated # of Seasonal 2nd Homes	2012 vs 2011 %	2012 Estimated Rental Value (in mils\$)	% of State	2012 vs 2011 %
Kent	468	1.3%	\$16.7	1.8%	2.4%
Newcastle	718	0.5%	\$18.3	2.0%	1.6%
Sussex	35,782	1.6%	\$914.3	98.9%	2.7%
<b>Total</b>	<b>36,967</b>	<b>1.6%</b>	<b>\$949.4</b>	<b>100.0%</b>	<b>2.7%</b>



***Had home rental spending been subject to DE's Public Accommodation Tax, an additional \$76 million in PAT revenue would have been generated in 2012...***



# 2012 County Spending

2012	Tourism Expenditures*	12-v-'11 %	Share of State
	(millions of \$)	%	%
<b>Kent</b>	\$554.8	0.3%	14%
<b>New Castle</b>	\$1,939.7	-0.4%	48%
<b>Sussex</b>	\$1,555.0	2.4%	38%
<b>Delaware Total</b>	<b>\$4,049.6</b>	<b>0.8%</b>	<b>100.0%</b>



## County Tourism Spending

2012 in Millions \$	Accommodation		Entertainment	Food & Beverage	Shopping	Trans- portation	Total
	Hotel & Other	Rental Homes					
Kent	\$66.4	\$16.7	\$154.2	\$112.9	\$169.5	\$35.2	\$554.8
New Castle	\$187.7	\$18.3	\$293.1	\$487.4	\$619.5	\$333.7	\$1,939.7
Sussex	\$124.2	\$914.3	\$63.1	\$212.9	\$216.0	\$24.5	\$1,555.0
<b>Total</b>	<b>\$378.3</b> 3.4%	<b>\$949.4</b> 2.7%	<b>\$510.4</b> -5.6%	<b>\$813.2</b> 2.6%	<b>\$1,005.0</b> -1.4%	<b>\$393.4</b> 4.5%	<b>\$4,049.6</b> 0.8%

Source: D.K. Shifflet & Associates, US Department of Commerce OTTI, BEA, BLS, Smith Travel Research, Bureau of Census, Rockport Analytics

- Transportation excludes trip spending that took place outside of DE (e.g. air fare)
- New Castle county Transportation spending is boosted by train station and airport (ILG) activities
- Sussex County Accommodation includes the rental value of seasonal second homes
- Slower gaming activity reduced entertainment spending in Kent and New Castle counties





## Core Tourism Jobs by County

<i>(in thousands of full-time equivalent jobs)</i>	2010 % of			2011 % of			2012 % of		
	2010	Total County Employment	Yr-to-Yr % Change	2011	Total County Employment	Yr-to-Yr % Change	2012	Total County Employment	Yr-to-Yr % Change
Kent County	5,328	6.3%	-0.3%	5,413	6.3%	1.6%	5,318	6.2%	-1.8%
Newcastle County	18,626	5.4%	2.8%	19,049	5.5%	2.3%	18,590	5.3%	-2.4%
Sussex County	14,636	17.4%	3.5%	14,863	15.2%	1.6%	14,904	15.1%	0.3%
<b>Total DE Tourism</b>	<b>38,590</b>	<b>7.3%</b>	<b>3.0%</b>	<b>39,324</b>	<b>7.4%</b>	<b>1.9%</b>	<b>38,812</b>	<b>7.3%</b>	<b>-1.3%</b>

Source: BEA, BLS, Rockport Analytics

- Core Tourism refers to private sector jobs with firms that directly touch Delaware visitors
- Full-time equivalency (FTEs) refers to the number of jobs required to support measured levels of tourism expenditures. Full and part-time jobs are converted to FTEs based upon a 40-hour workweek
- Total Delaware employment (all industries) reached just short of 418,500 in 2012, only a 0.3% gain versus 2011. Tourism industry employment remained just over 7% of that total.



# What Do Visitors Mean to DE?

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- ✓ Each DE visitor spends about \$586 in the state
- ✓ Each visitor contributes about \$388 to the Delaware economy, \$88 of which goes to businesses that do not directly “touch” that visitor
- ✓ 67¢ of each dollar spent by visitors is kept within DE
- ✓ It would take only 157 more visitors to support a new DE job
- ✓ About \$104 per visitor in tax receipts, \$61 of which goes to state & local authorities
- ✓ Every 209 visitors pays for a Delaware public school student<sup>1</sup> for the year
- ✓ Each visitor pays \$188 in wages to workers employed across an array of Delaware industries

<sup>1</sup> U.S. Department of Education, National Center for Education Statistics



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# Delaware Tourism Office

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Sources: D.K.Shifflet & Rockport Analytics