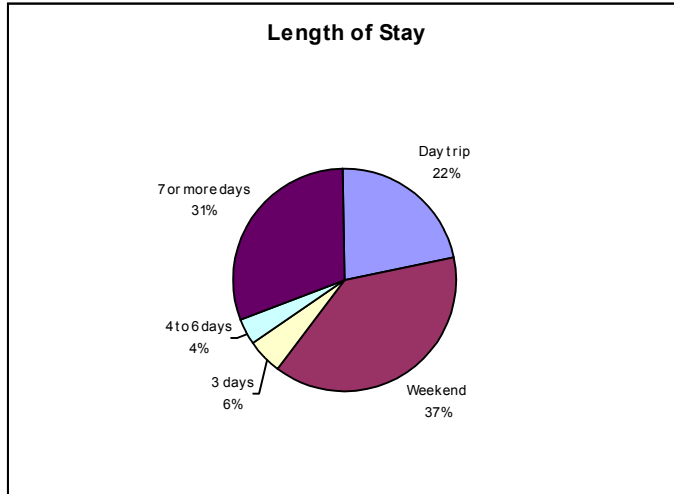
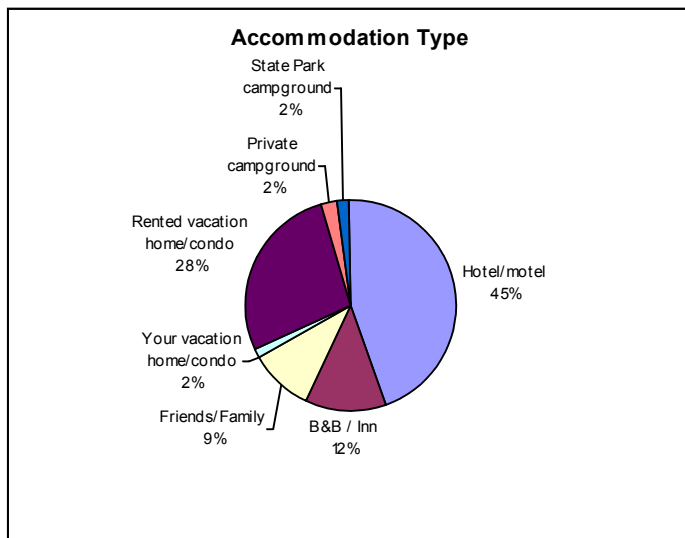


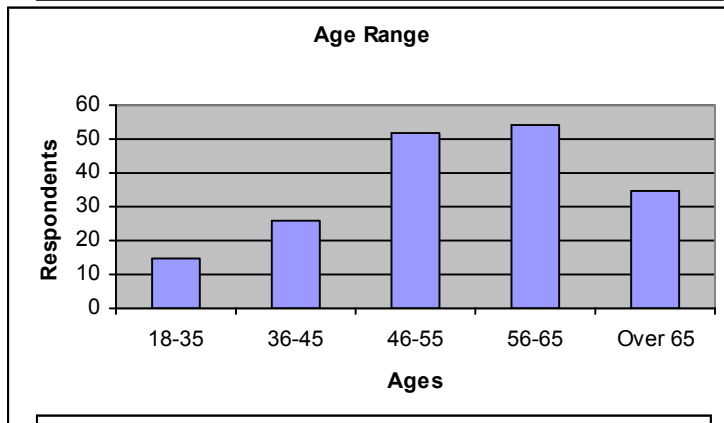
# 2009 Southern Delaware Tourism Visitor Survey Data



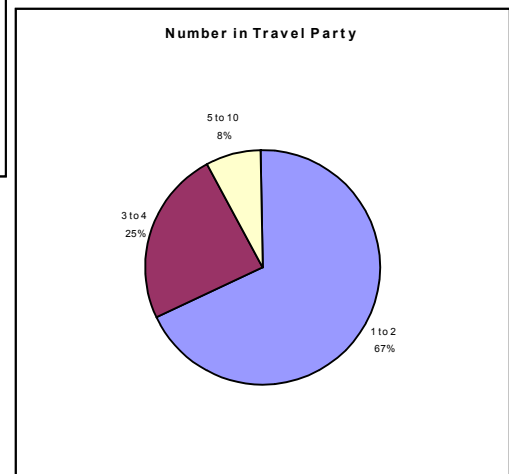
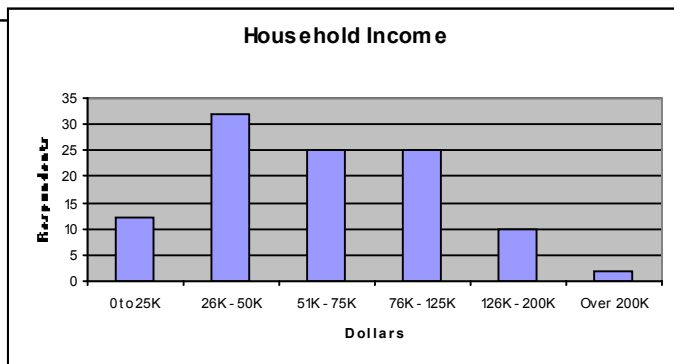
- ### Top Ten Visitor Activities
1. Dining & Food
  2. Going to the Beach
  3. Shopping
  4. Visiting Museums & Historic Sites
  5. Festivals & Special Events
  6. Fishing / Crabbing
  7. Cultural Arts
  8. Biking
  9. Boating & Paddling
  10. Golfing

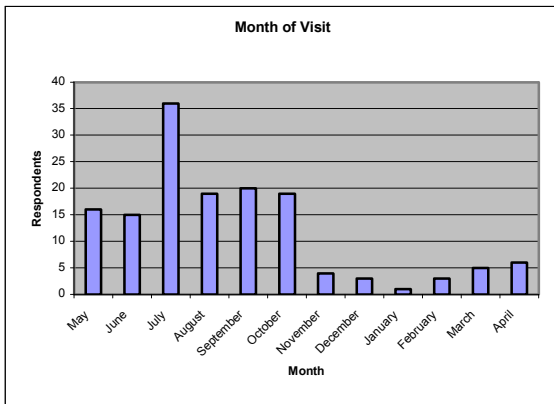
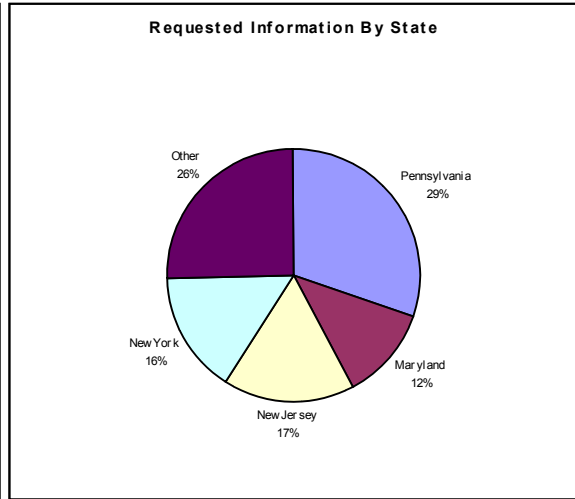
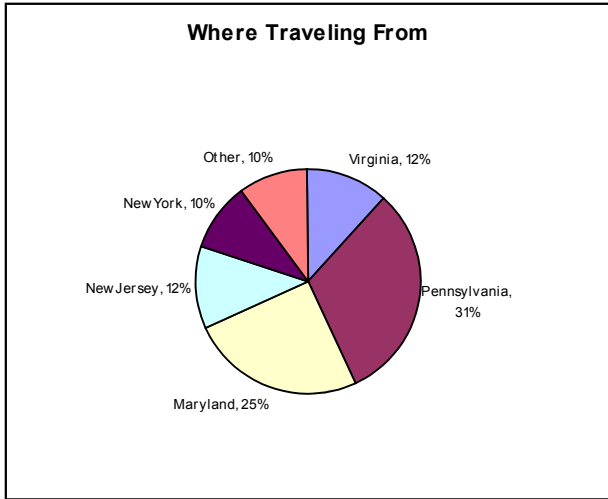


- ### What Visitors Enjoy Most About Southern Delaware
1. Clean & Beautiful Beaches
  2. Friendly Atmosphere & People
  3. Scenery / Wildlife / Open Space
  4. Small Towns and Their Charm
  5. Restaurants
  6. Tax-Free Shopping
  7. Not Too Commercialized
  8. Close Drive / Proximity to Home
  9. Large Number of Activities
  10. Historic Sites



- ### What Could Be Done Better?
1. More parking / lesser rates
  2. More public transportation options
  3. More dining coupons
  4. More packages
  5. Better handicapped access





### Top Counties of Origin By State

**PA:** Lancaster, Montgomery, Cumberland, Alleghany, Dauphin

**MD:** Baltimore City, Montgomery, Anne Arundel, Howard, Harford

**VA:** Fairfax, Arlington, Loudon

**NJ:** Mercer, Burlington, Morris, Passaic

**NY:** Suffolk, NYC, Nassau, Queens, Kings

### Economic Impact of Tourism in Sussex County

- \$750,000,000 generated by tourism sales annually\*
- The mean total trip spending is \$365 per trip
- Brings new money into the community
- Creates local jobs and new business opportunities
- Tourism sales have a multiplier effect of 2.2 (for every \$1.00 spent directly by a visitor, another \$2.20 is generated in indirect sales to the local economy)
- Helps diversify and stabilize the local economy
- Attracts additional businesses and services to support the tourism industry
- be a catalyst for other industries (quality of life appeal) and bring capital investment to the area
- Contributes to the state and local tax base and saves each Delaware resident approximately \$600 in taxes annually
- Helps support local businesses that might not survive on resident income alone

*\*Source: Global Insight*

