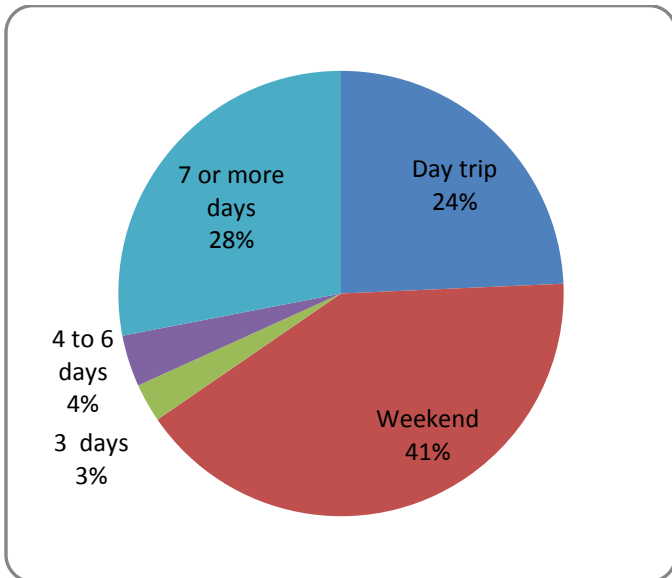


2010 Visitor Survey Report

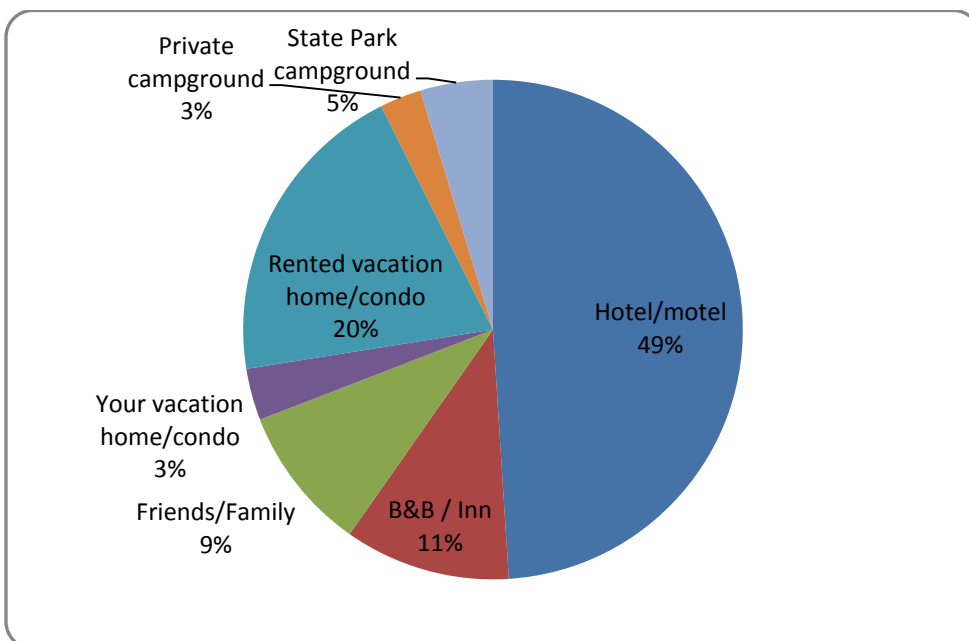
Length of Stay



Top Ten Visitor Activities

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

Accommodation Type



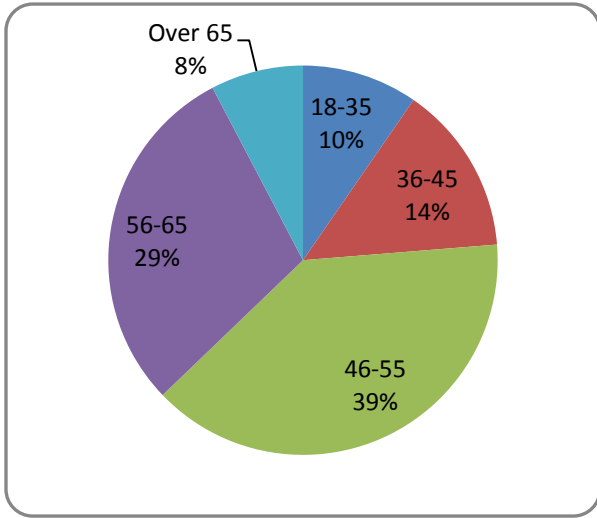
What Visitors Enjoy Most About Southern Delaware

1. Clean Beaches & Ocean
2. Friendly Atmosphere & People
3. Scenery / Wildlife / Open Space
4. Restaurants & Dining
5. Small Towns & Slow Pace

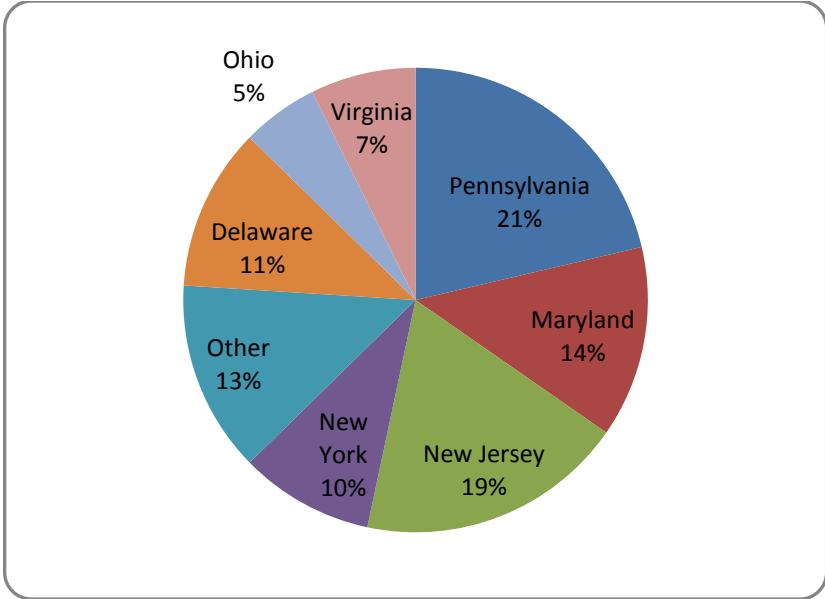
What Could Be Done Better?

1. More parking at lesser rates
2. More hotel & dining coupons
3. More public transportation options
4. More pedestrian walkways across the highway
5. Keep state park fees down

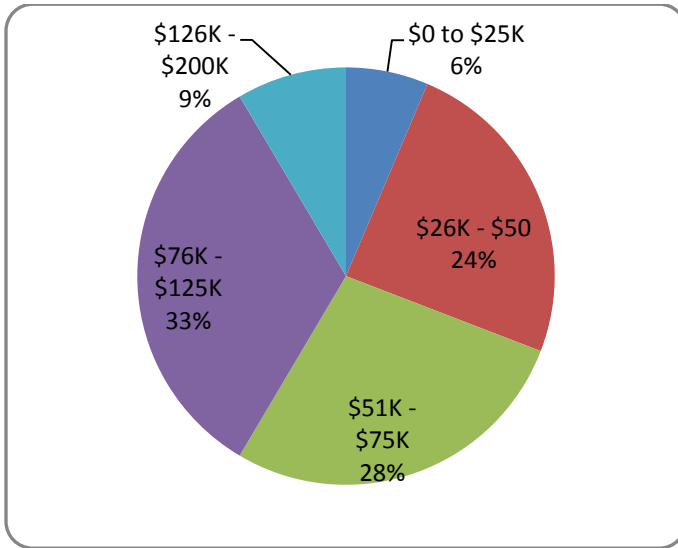
Age Range



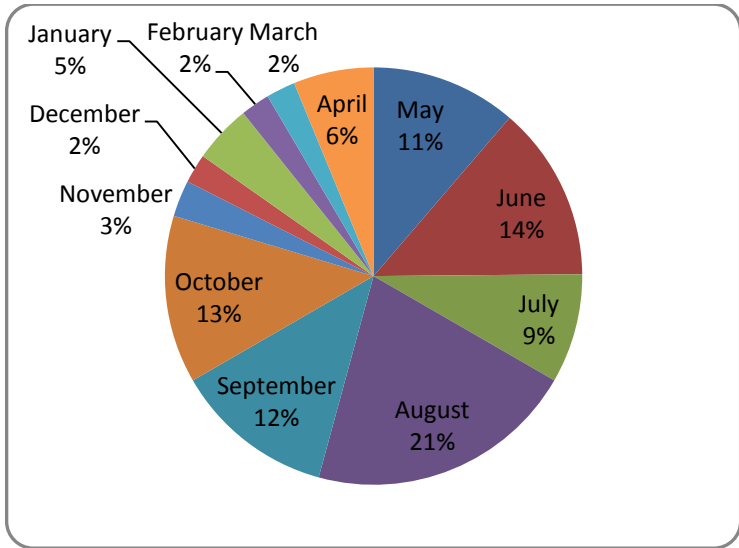
Where Traveling From



Household Income



Month of Visit



Economic Impact of Tourism in Sussex County

- \$750 million generated by tourism sales annually*
- Tourism employs 14,000 jobs in the county
- Brings new money into the community
- Tourism sales have a multiplier effect of 2.2 (for every \$1 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 to our area (“It Starts With a Visit”)
- Contributes to the state and local tax base and saves each Delaware resident approximately \$600 in taxes annually

*Source: Global Insight