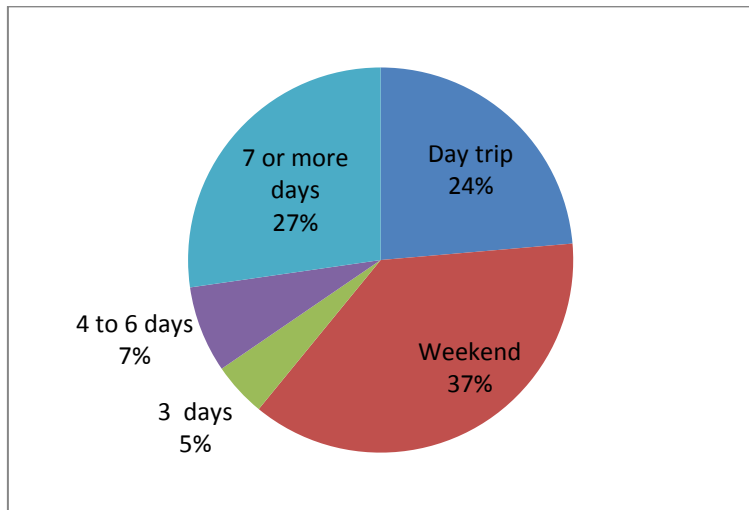


## 2011 Visitor Survey Report

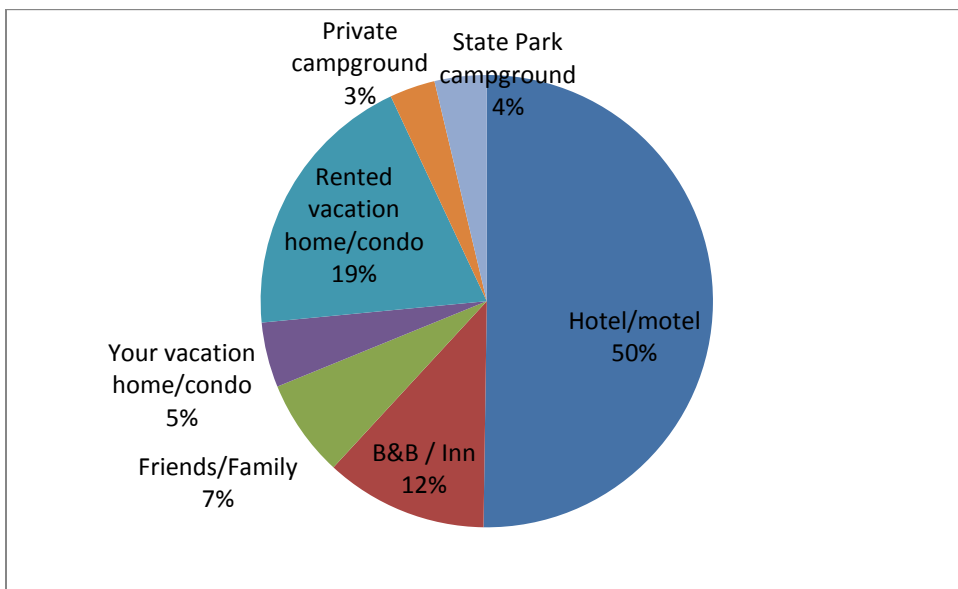
### Length of Stay



### 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



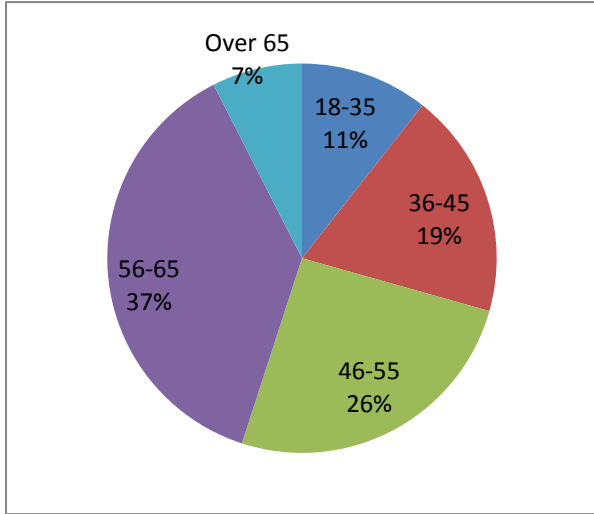
### What Visitors Enjoy Most About Southern Delaware

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

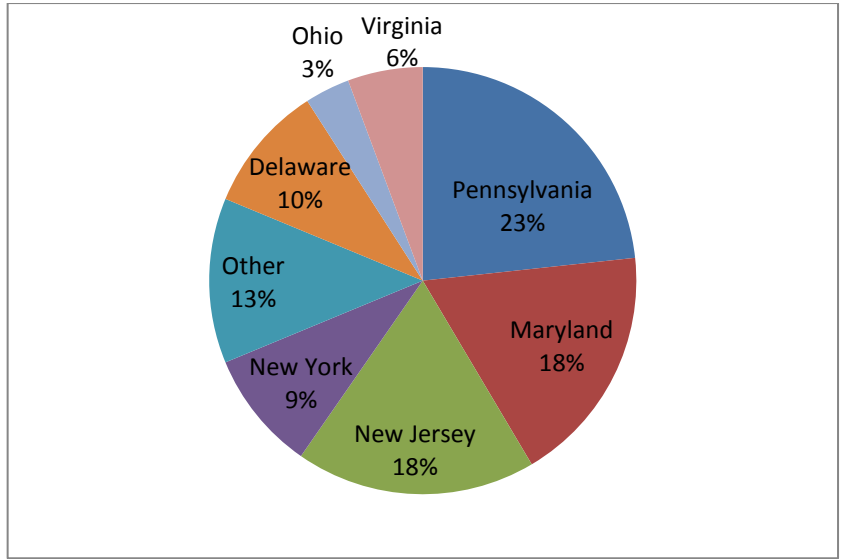
### What Could Be Done Better?

1. More parking at lesser rates
2. More hotel & dining coupons
3. More public transportation options
4. Handicapped Accessibility
5. Keep state park fees down

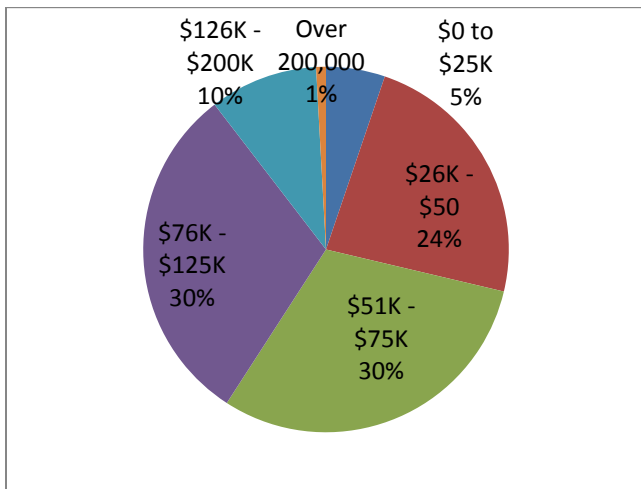
Age Range



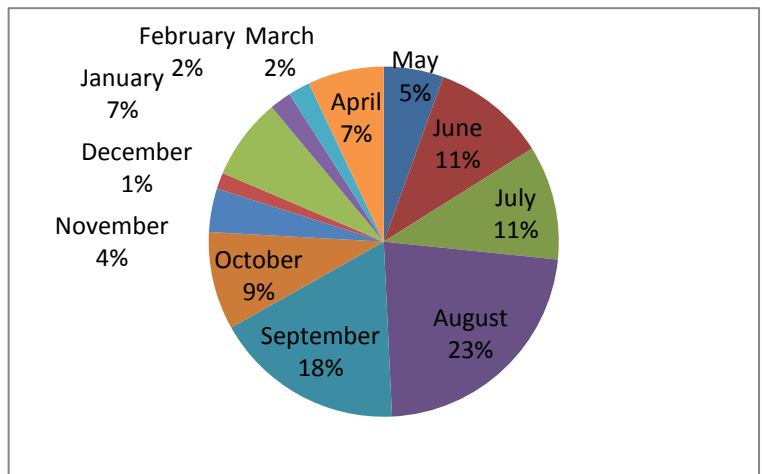
Where Traveling From



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