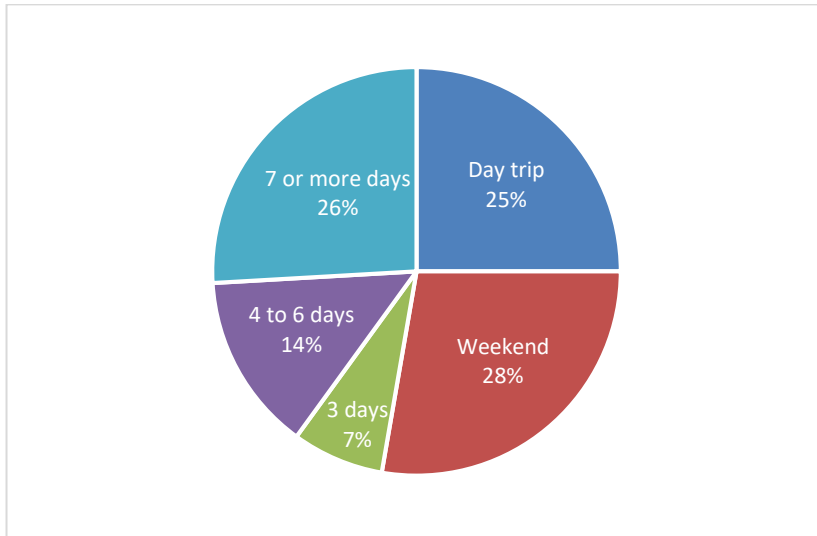


2017 Visitor Survey Report

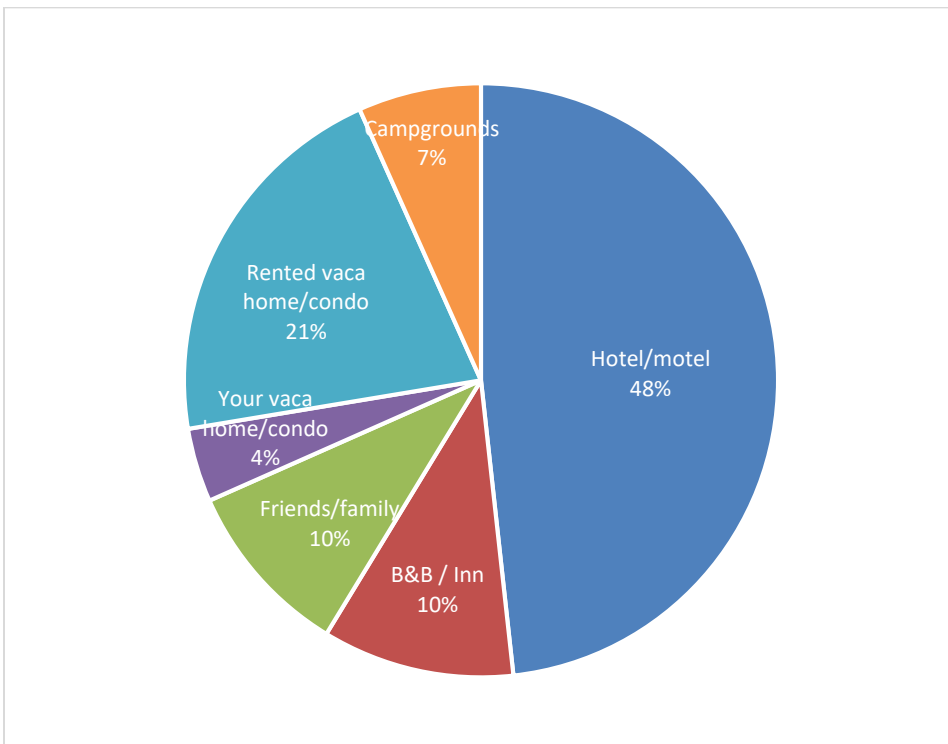
Length of Stay



Top Ten Visitor Activities

1. Going to the Beach
2. Dining Out / Food
3. Tax-Free Shopping
4. Festivals & Special Events
5. Antiquing
6. Historic Sites / Museums
7. Brewery / Winery Visits
8. Cultural Arts
9. Fishing
10. Cycling

Accommodation Type



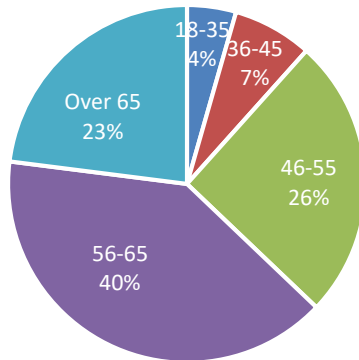
What Visitors Enjoy Most About Southern Delaware

1. Clean Beaches & Ocean
2. Friendly Atmosphere & People
3. Proximity to Home / Short Drive
4. Restaurants / Dining
5. Small Town Charm / Slower Pace

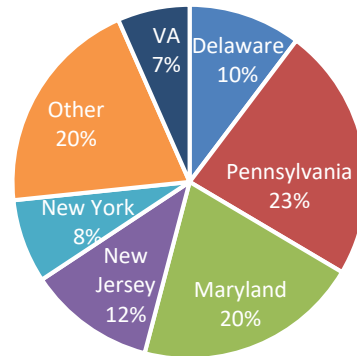
What Could Be Done Better

1. More Parking
2. Better Moving Traffic
3. More Public Transportation Options
4. More Travel / Hotel Deals

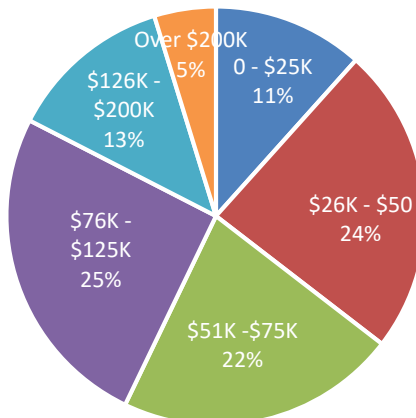
Age Range



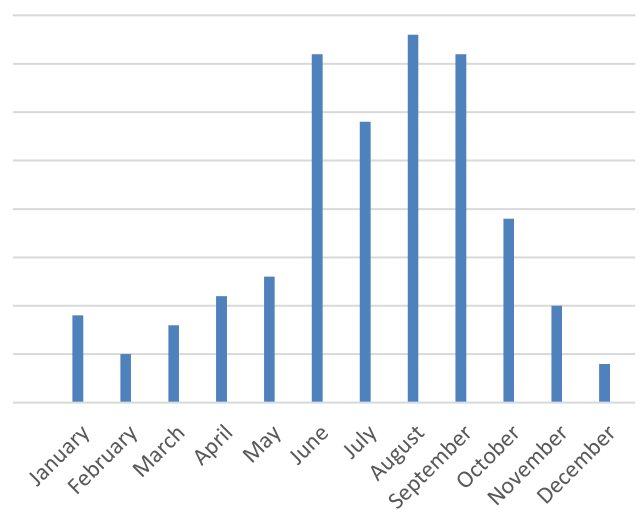
Where Traveling From



Household Income



Month of Visit



Economic Impact of Tourism in Sussex County

- Generates \$1.7 billion in annual gross domestic product for the county
- Tourism supports 18,000 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 \$1,400 in taxes annually
- It would take only 160 more visitors to support a new Delaware job
- Every 230 visitors pays for a Delaware public school student for the year