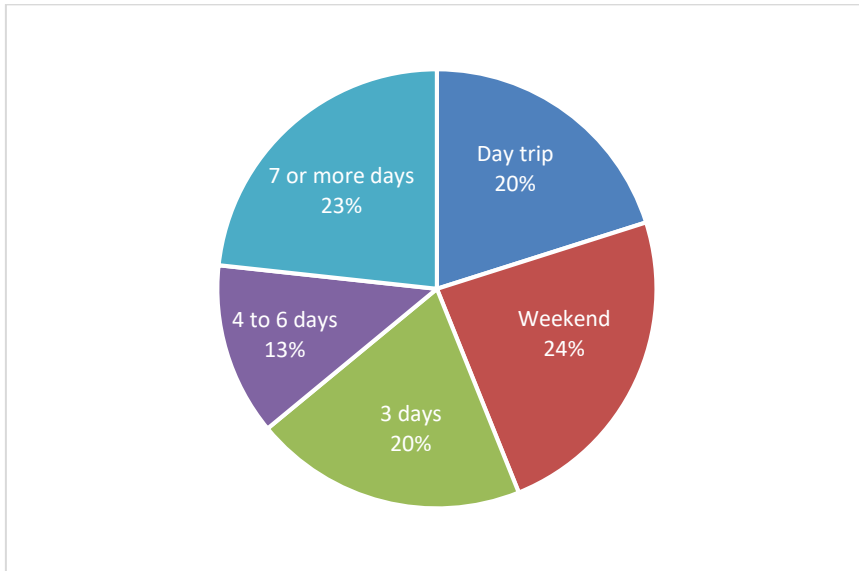


2018 Visitor Survey Report

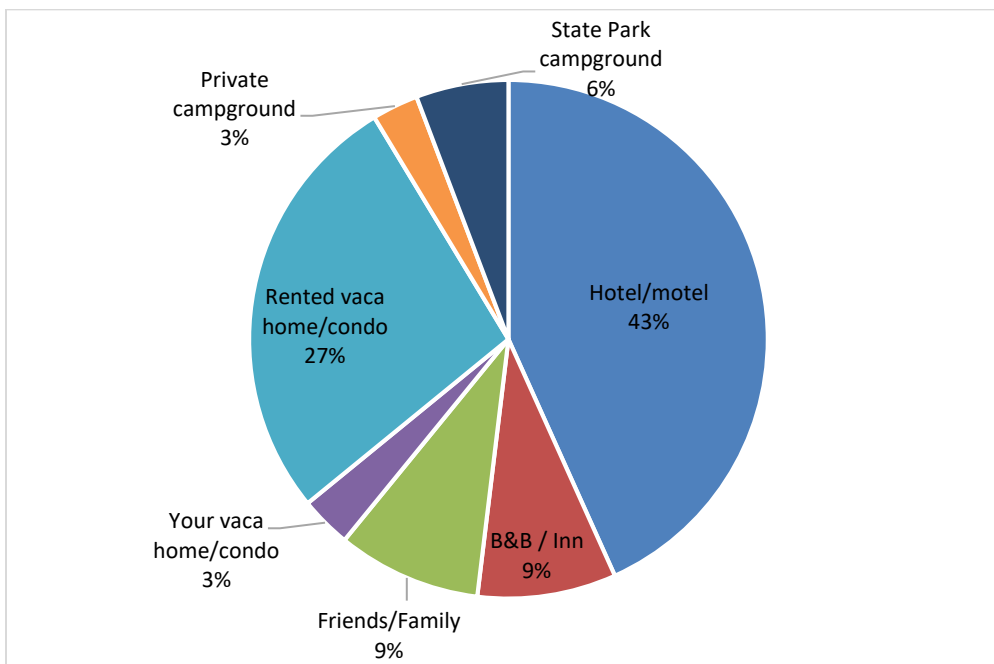
Length of Stay



Top Ten Visitor Activities

1. Dining Out
2. Going to the Beach
3. Tax-Free Shopping
4. Going to Festivals
5. Visiting Museums / Historic Sites
6. Antiquing
7. Engaging in Cultural Arts
8. Fishing
9. Cycling
10. Visiting Breweries & Wineries

Accommodation Type



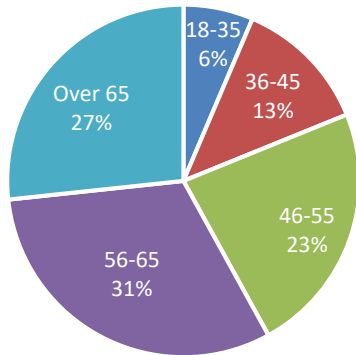
What Visitors Enjoy Most About Southern Delaware

1. Clean Beaches & Ocean
2. Friendly Atmosphere & People
3. Small Town Charm / Slower Pace
4. Tax-Free Shopping
5. Dining & Restaurants

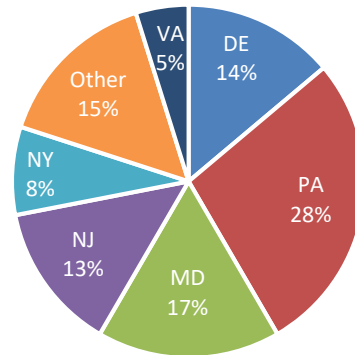
What Could Be Done Better

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

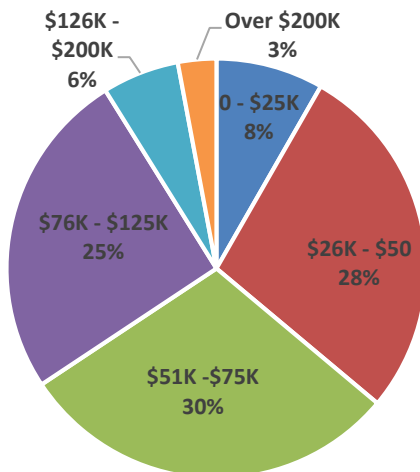
Age Range



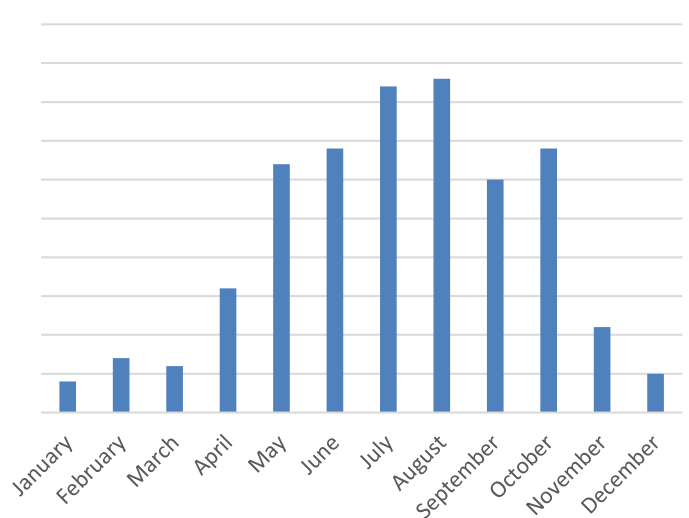
Where Traveling From



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