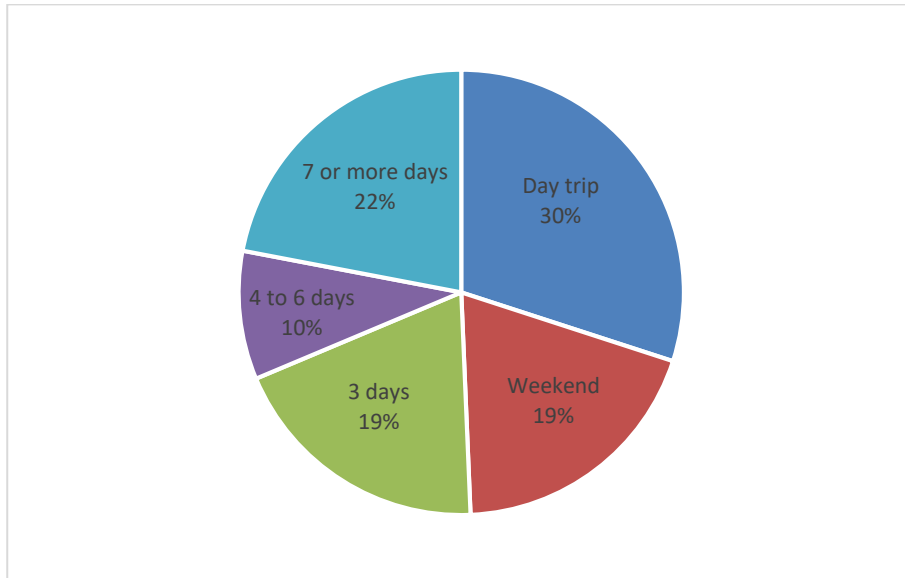


## 2019 Visitor Survey Report

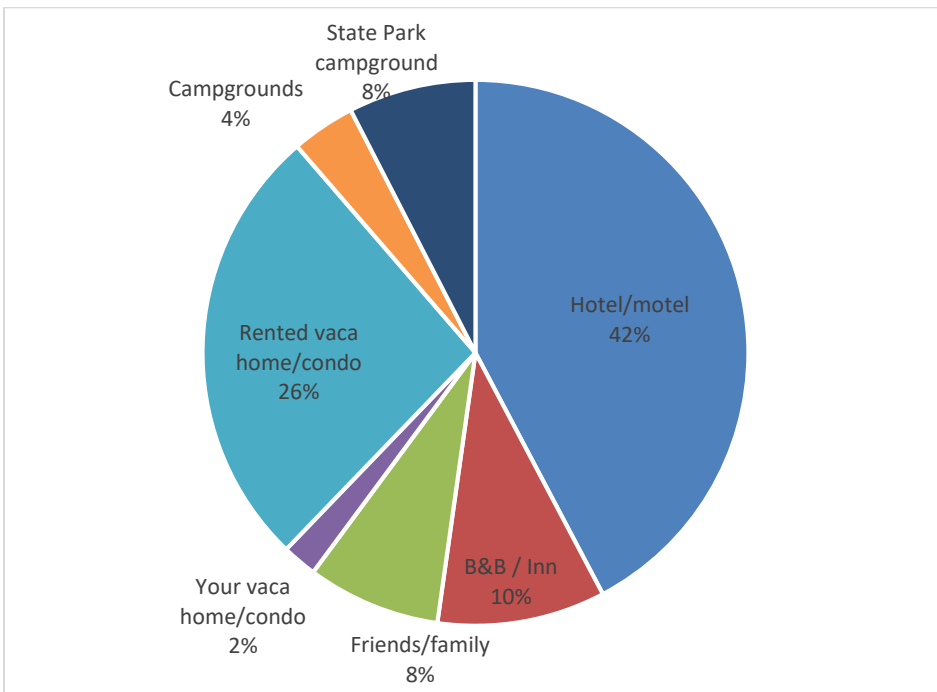
### Length of Stay



### Top Ten Visitor Activities

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

### Accommodation Type



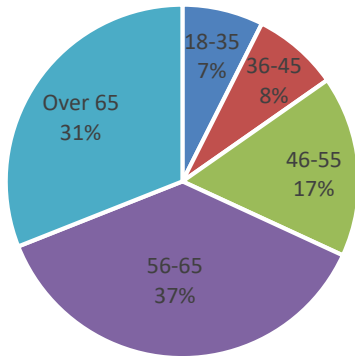
### What Visitors Enjoy Most About Southern Delaware

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

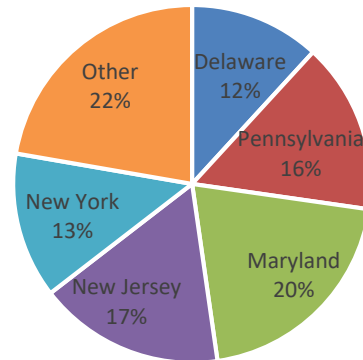
### What Could Be Done Better

1. More Parking
2. More Travel / Hotel Deals
3. Better Road Signs
4. Better Moving Traffic

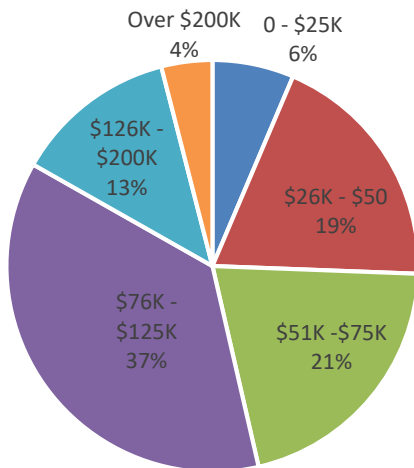
### Age Range



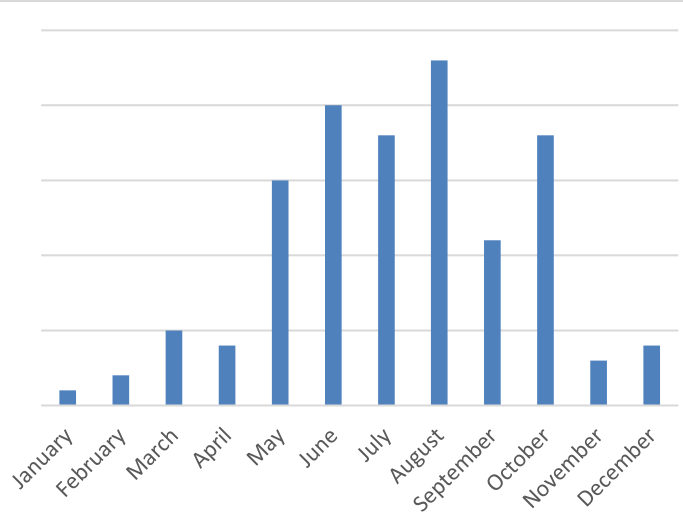
### Where Traveling From



### Household Income



### Month of Visit



## Economic Impact of Tourism in Sussex County

- Generates \$2.1 billion in visitor spending representing a 43.1% of all visitor spending in Delaware
- Tourism supports 18,780 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 \$1,562 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