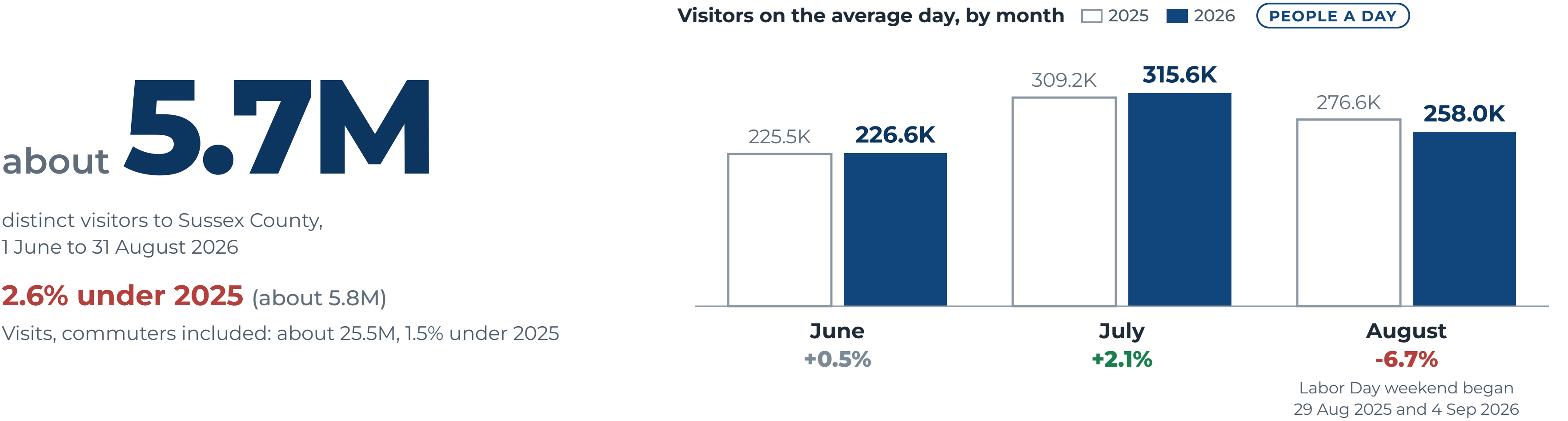


HOW DID THE SUMMER DO?

Summer drew about 5.7M visitors, 2.6% under 2025: June held, July grew, August fell.

August 2026 took **5.73 in** of rain against 1.60 in, and August 2025 held the start of Labor Day weekend.

VISITORS	TRAVELLING VISITORS	COMPARISONS
Neither live nor work there; counted once.	Home 50+ miles; spend excludes room rates.	Same dates as 2025; holidays by weekday.



about **5.7M**

distinct visitors to Sussex County,
1 June to 31 August 2026

2.6% under 2025 (about 5.8M)

Visits, commuters included: about 25.5M, 1.5% under 2025

DID OVERNIGHT VISITATION GROW?

Overnight trips grew 3.4% and visit nights 3.2% in June and July; August fell, with Labor Day in September.

June to August together: overnight trips -3.1%, visit nights -2.5%; the 2026 Labor Day weekend falls in September.

June and July together, the like-for-like months TRIPS 50+ MI

OVERNIGHT TRIPS

2.05M

+3.4% against 2025

2025: 1.98M

VISIT NIGHTS

6.74M

+3.2% against 2025

2025: 6.53M

NIGHTS PER OVERNIGHT TRIP

3.29

-0.2% against 2025

2025: 3.30

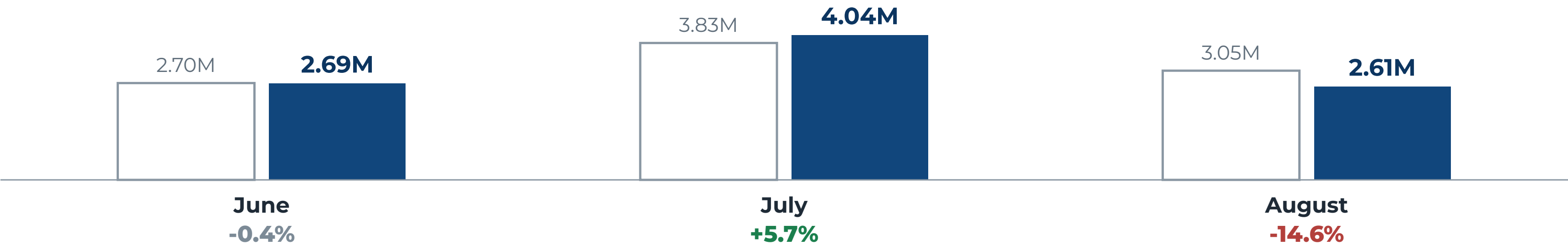
IN-MARKET SPEND

\$474.5M

+1.2% against 2025

\$185.5 a trip (all trips), -1.5%

Visit nights by month 2025 2026



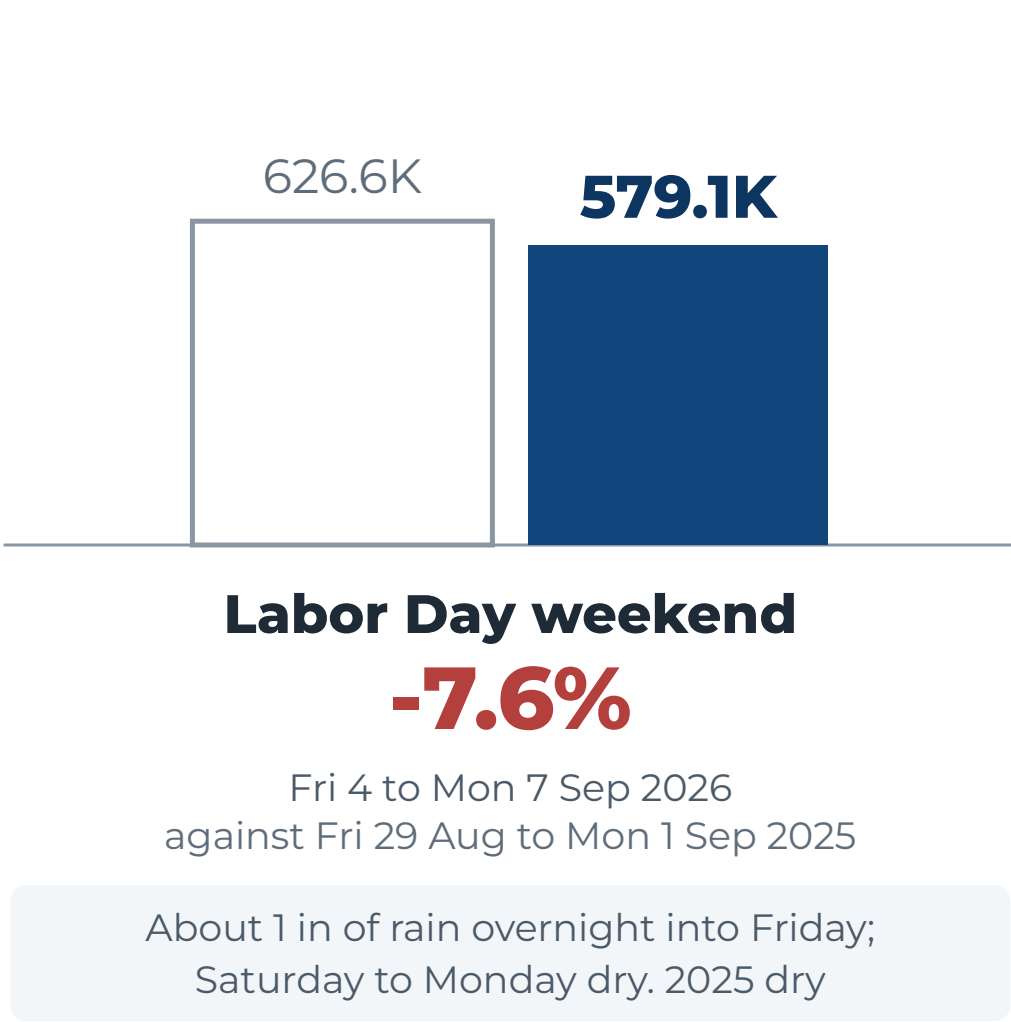
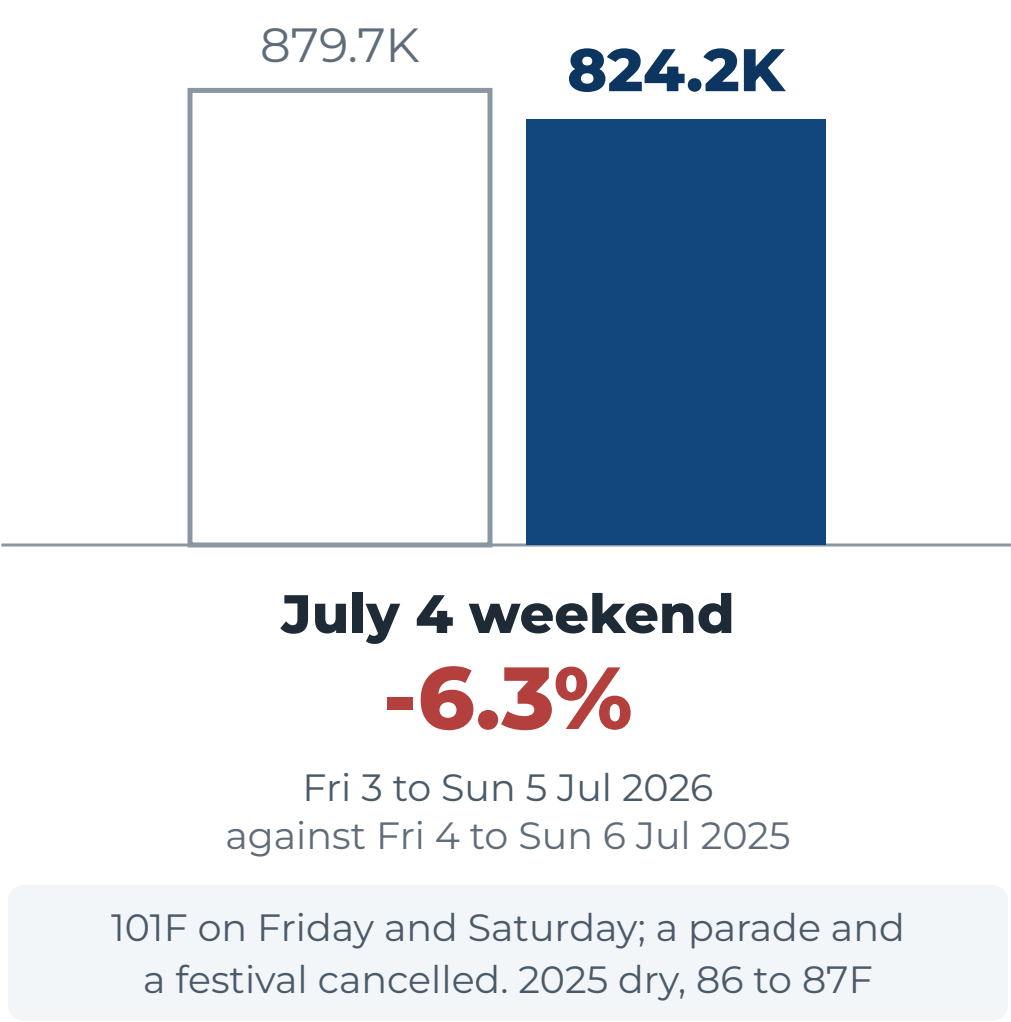
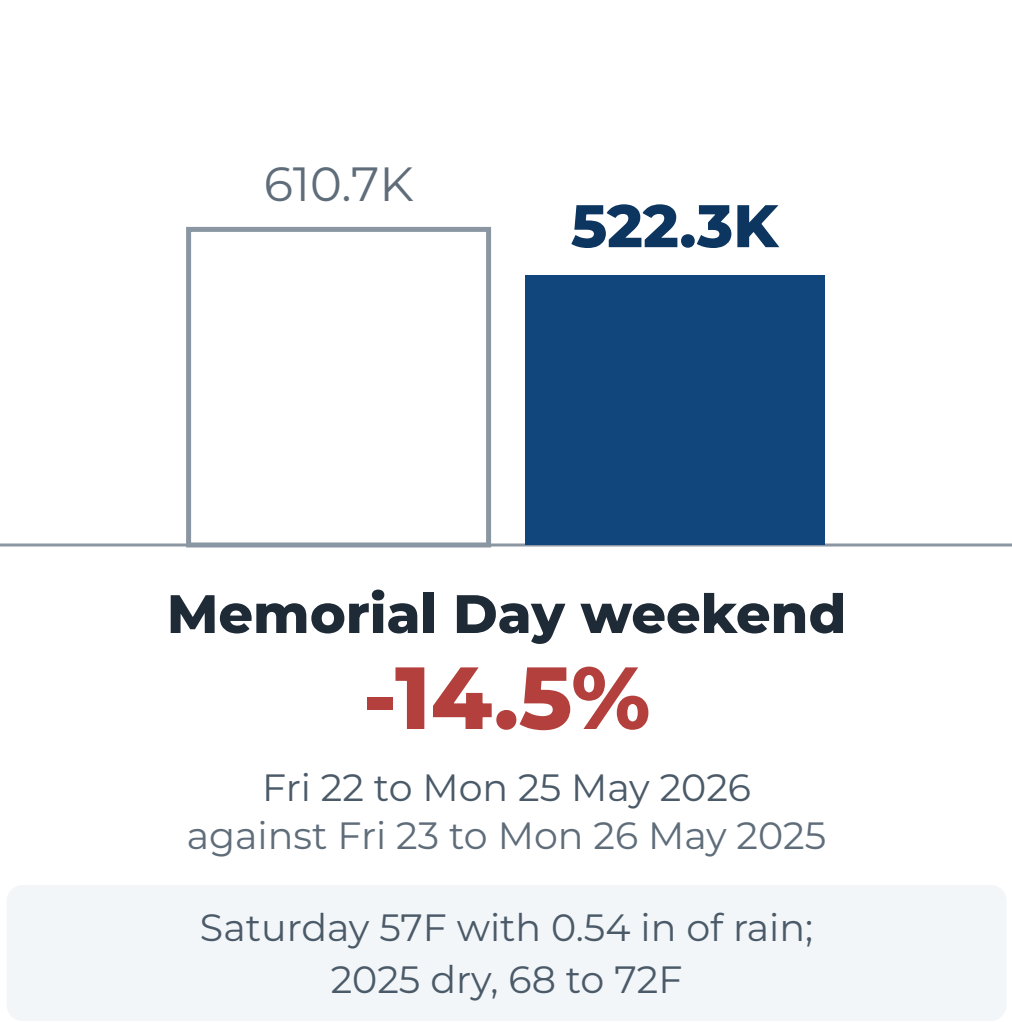
Labor Day weekend: 29 Aug 2025, 4 Sep 2026

HOW DID THE HOLIDAY WEEKENDS DO?

All three holiday weekends finished under 2025, and each had weather the 2025 weekend did not.

Holiday to holiday, the weekends ran 6.3% to 14.5% under; the summer as a whole, 1 June to 31 August, ran 2.6% under.

Distinct visitors over each holiday weekend 2025 2026 UNIQUE PEOPLE

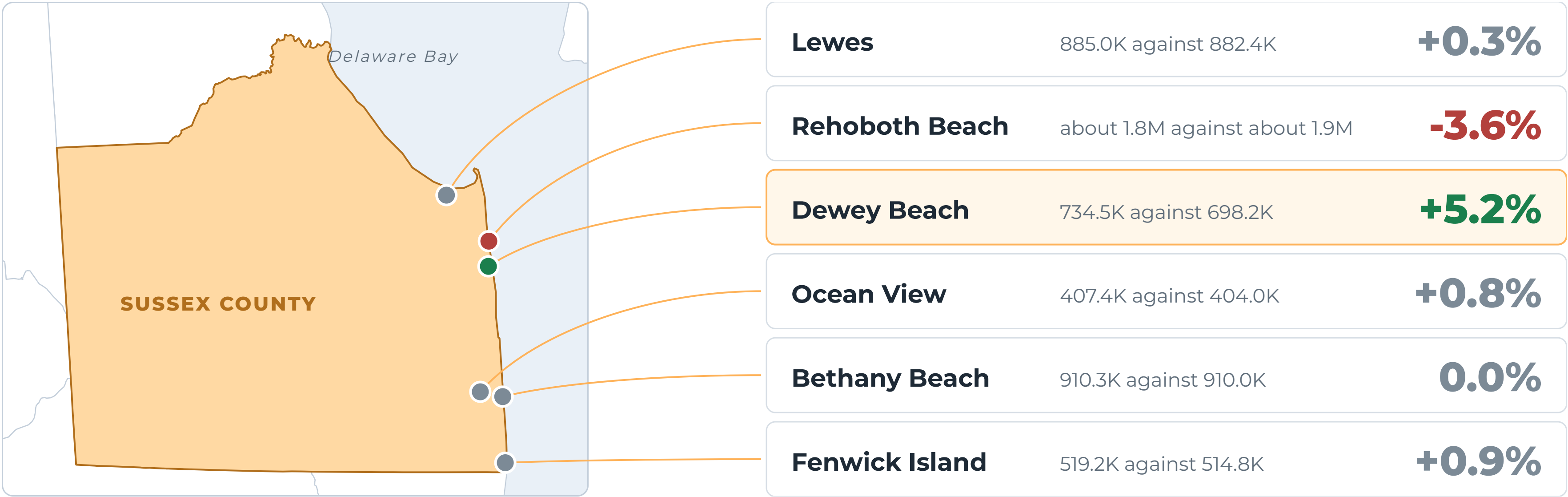


WHICH TOWNS GREW?

Dewey Beach grew 5.2%, four towns held within a point, and Rehoboth Beach fell 3.6%.

Same 92 days both years; Labor Day weekend began 29 Aug 2025 but 4 Sep 2026. Sussex County 2.6% under.

Distinct visitors by town, 1 June to 31 August UNIQUE PEOPLE



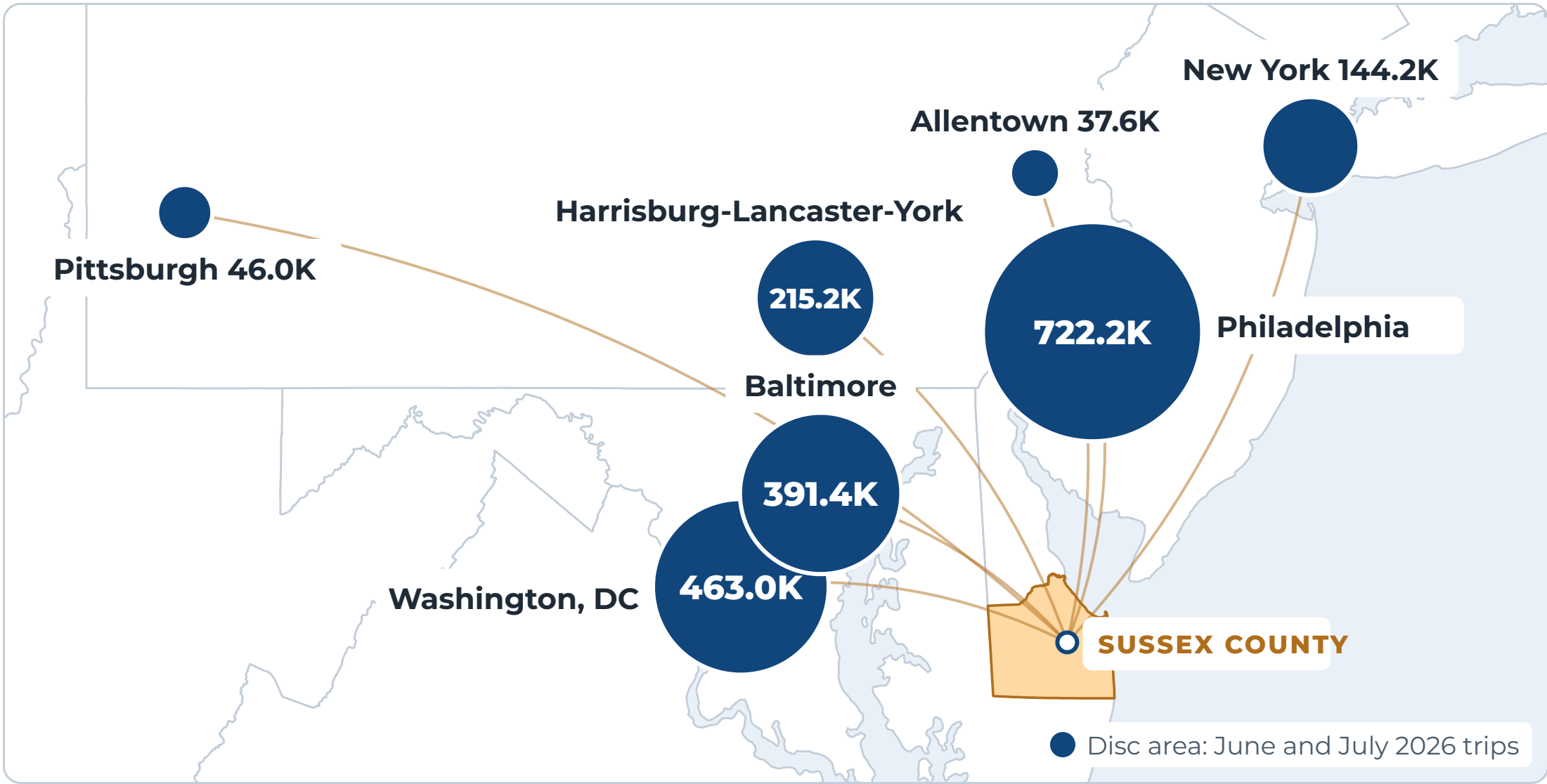
WHERE DID THE TRAVELLING VISITORS COME FROM?

Washington trips grew fastest in June and July, +4.9%; Philadelphia and New York grew, and Baltimore held.

Nights moved with trips: Washington +5.3%, Philadelphia +3.3%. Both Julys held a three-day July 4 weekend.

Trips by home metro, June and July

TRIPS 50+ MI



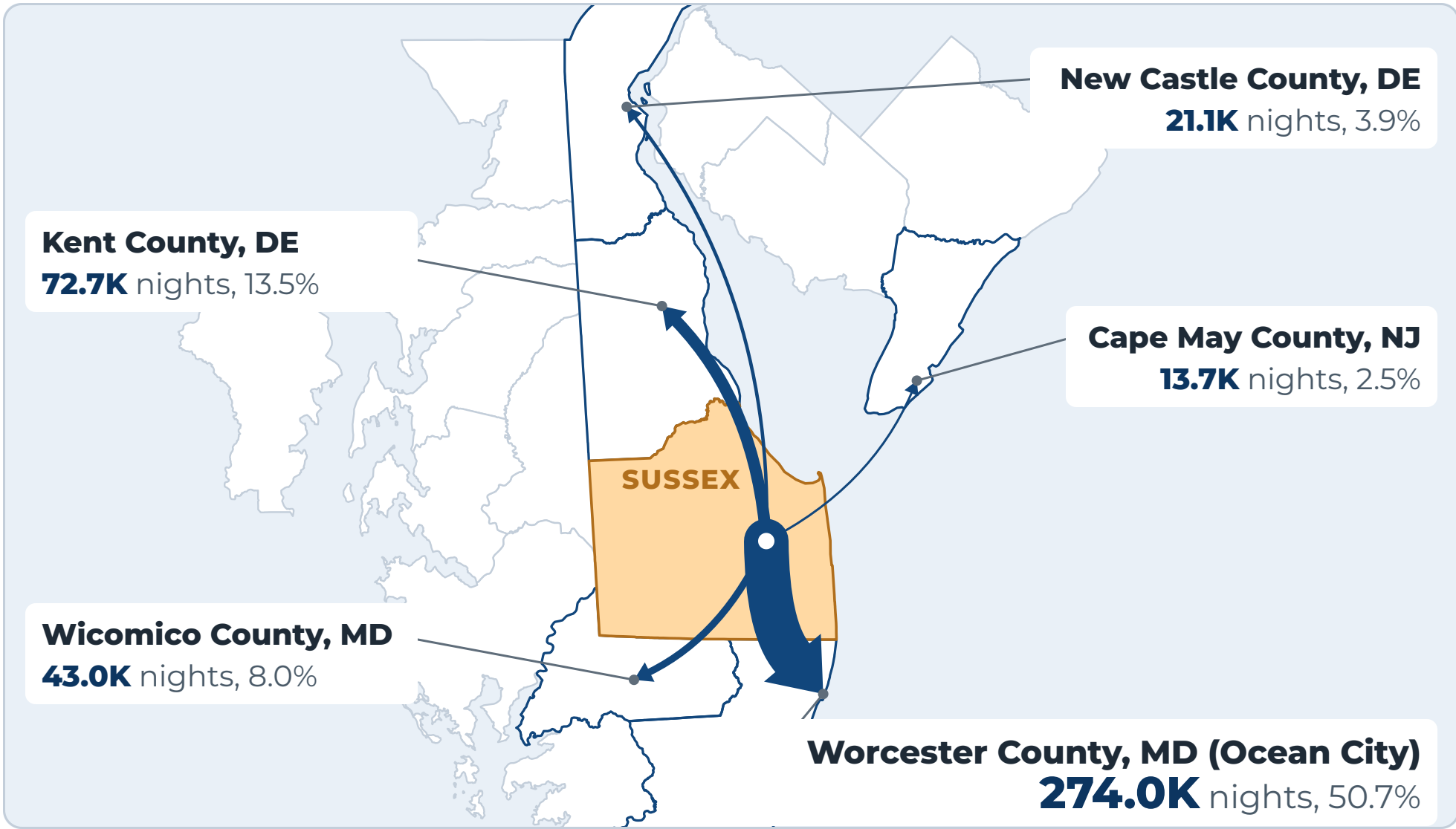
HOME METRO	TRIPS	VS 2025
Philadelphia	722.2K	+2.7%
Washington, DC	463.0K	+4.9%
Baltimore	391.4K	+0.6%
Harrisburg-Lancaster-York	215.2K	+3.8%
New York	144.2K	+2.1%
Pittsburgh	46.0K	+4.7%
Allentown	37.6K	+2.7%

WHERE DO OVERNIGHT STAYS LEAK, AND WHAT IS WORTH WATCHING THIS FALL?

Visitors to Sussex slept 540.3K nights in another county over 12 months; 50.7% of them in Worcester County, Maryland.

Worcester County is home to Ocean City. Next: Kent, DE **13.5%**; Wicomico, MD **8.0%**; New Castle, DE **3.9%**; Cape May, NJ **2.5%**.

Nights slept in another county TRIPS 50+ MI



TO WATCH THIS FALL

- 1 September, on both measures.** Labor Day weekend began Friday 29 August in 2025 but Friday 4 September in 2026; September completes the summer comparison.
- 2 Sea Witch, 23 to 25 October** (parade Saturday 24 October) against the 2025 festival Saturday, 25 October: 48.6K visitors in Rehoboth Beach, 171.3K in the county.
- 3 Fall Sidewalk Sale, 2 to 4 October, and Jazz Festival, 15 to 18 October**, each Saturday against 2025: Rehoboth Beach drew 28.1K visitors on 4 October 2025 and 24.6K on 18 October 2025.