



Delaware
Endless Discoveries™

VisitDelaware.com

THE VALUE OF TOURISM

2015

**Bringing in more people,
Bringing in more revenue**

Contribution to Delaware's GDP

- **\$3.1 billion in 2015**
- **5% of state GDP**

GDP = Total market value of goods and services produced by the state's economy

Value of Tourism

- **8.5 million visitors**
 - 41,730 employees
 - 4th largest private employer
 - \$486 million in taxes/fees
- *Without tourism, each DE household would pay an additional \$1,417 in taxes*

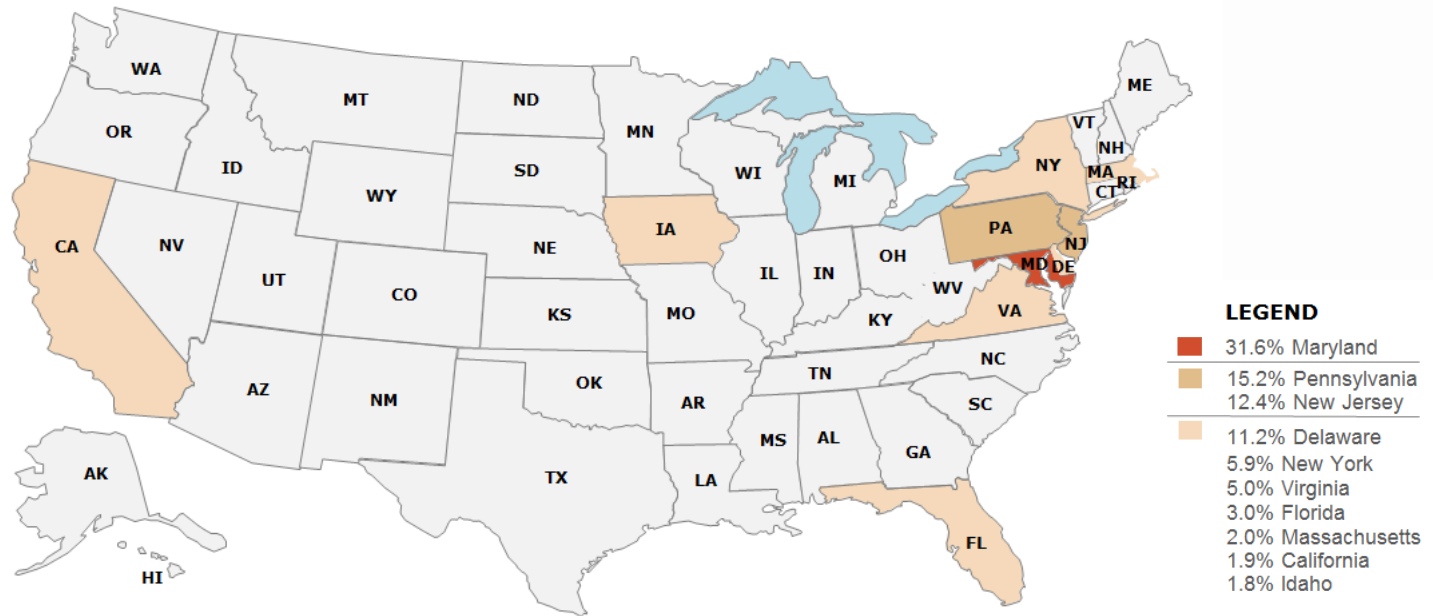
Tourism-Initiated Taxes by Tax Type

Tax Revenues from Tourism	2015 (Millions)	2014 (Millions)	'14/'15 %
State and Local Taxes:			
Corporate Profits Tax	\$19.8	\$19.4	2.6%
State Franchise, Partnership/LLC Tax	\$18.4	\$18.0	2.6%
Personal Income	\$32.2	\$30.9	4.3%
Sales Taxes (GRT)	\$51.8	\$50.2	3.2%
Other Business Taxes, Licenses & Fees	\$128.6	\$123.1	4.4%
Public Accommodation Tax	\$23.7	\$22.3	6.5%
Property Taxes	\$75.0	\$72.7	3.2%
Other Personal Licenses, Fines, & Fees	\$6.1	\$5.9	4.3%
Unemployment Insurance Tax	\$1.2	\$1.2	4.4%
Video Lottery & Gaming	\$66.3	\$66.5	-0.3%
Tolls	\$62.1	\$59.6	4.3%
State and Local Total	\$485.5	\$469.8	3.4%

Visitor Demographics

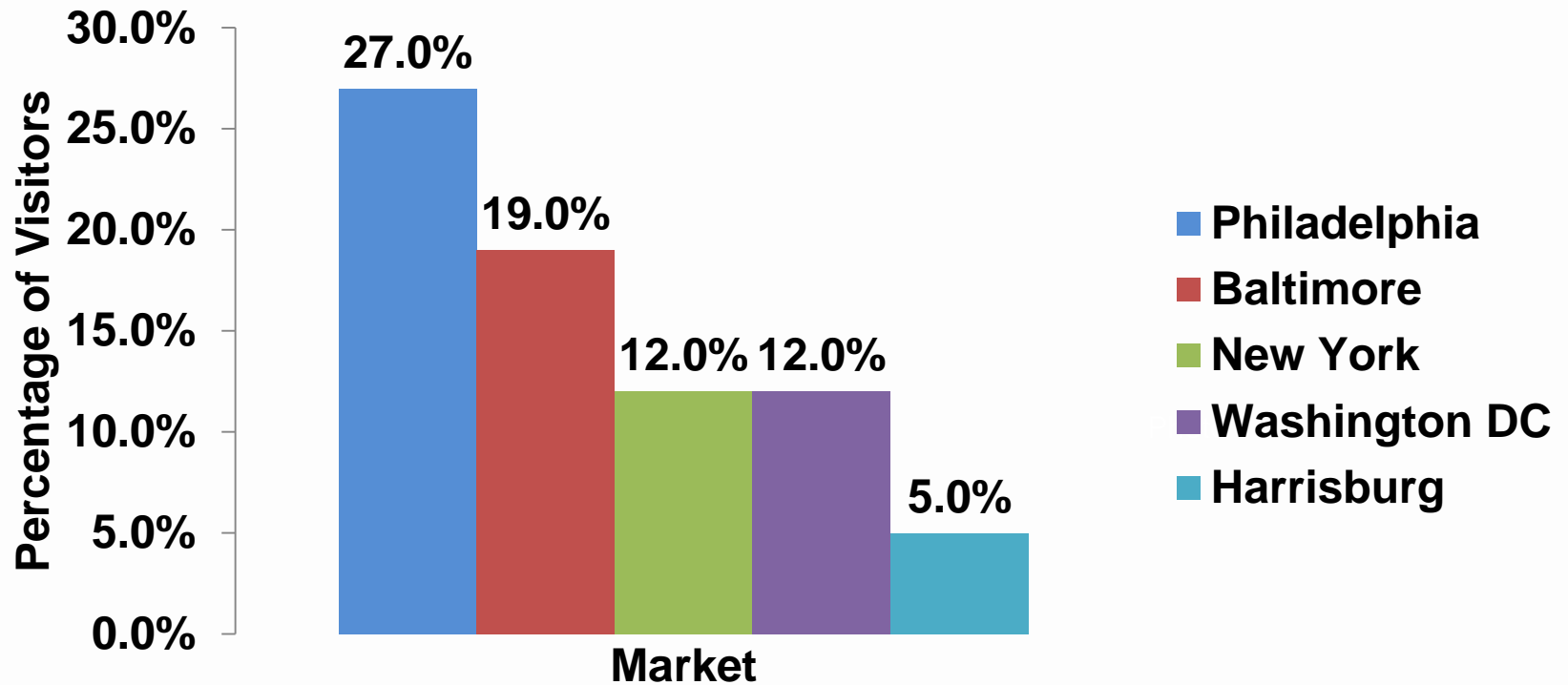
Delaware Visitor Demographics		
Category	Avg. to DE	Avg. across US
Age	47	47
Household Income	\$86,472	\$85,723
Average Party Size	2.10	2.04
Average trip length (nights)	1.97	2.10
Average Daily Spending (per person)	\$105	\$111

Top States of Origin



- Delaware is a “drive-to” state
- 97% of visitors used a car to get to the state
- 75% of visitors came from 200 miles or less

Top Markets of Origin

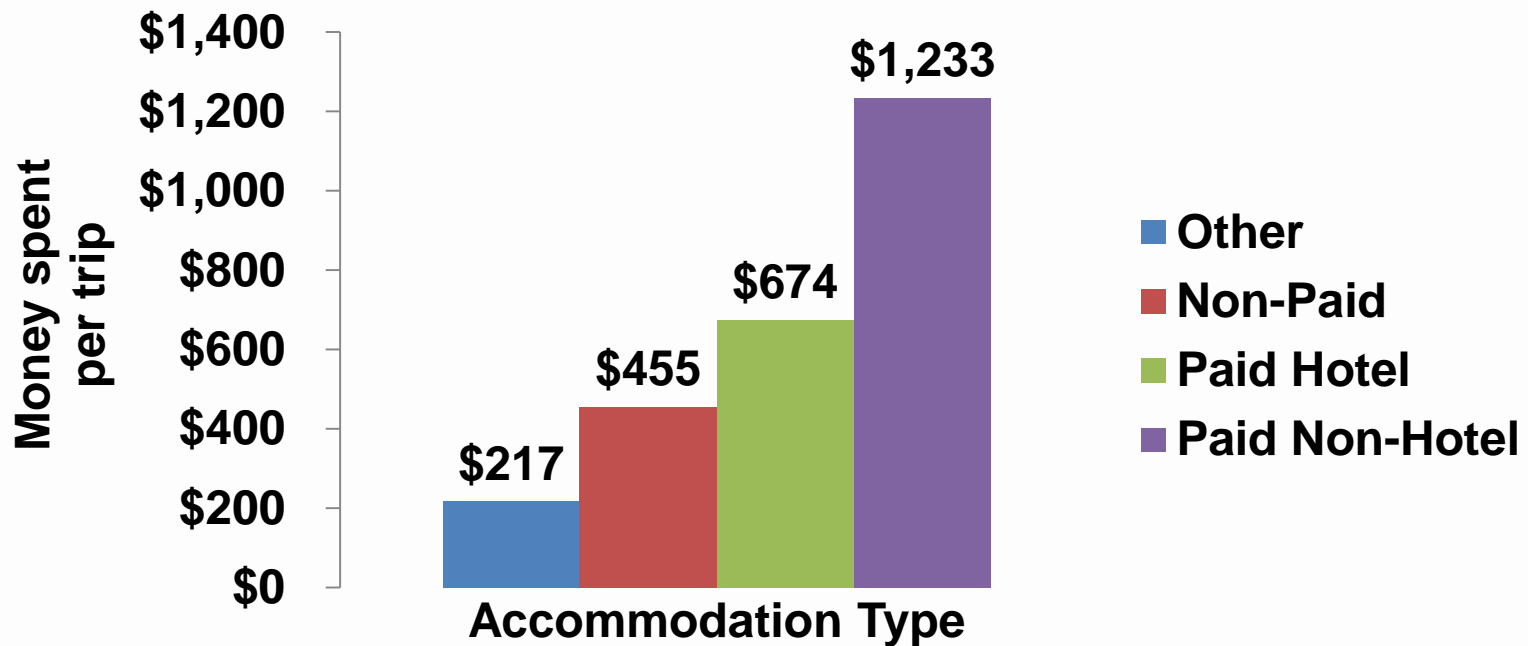


Average Visitor Spending

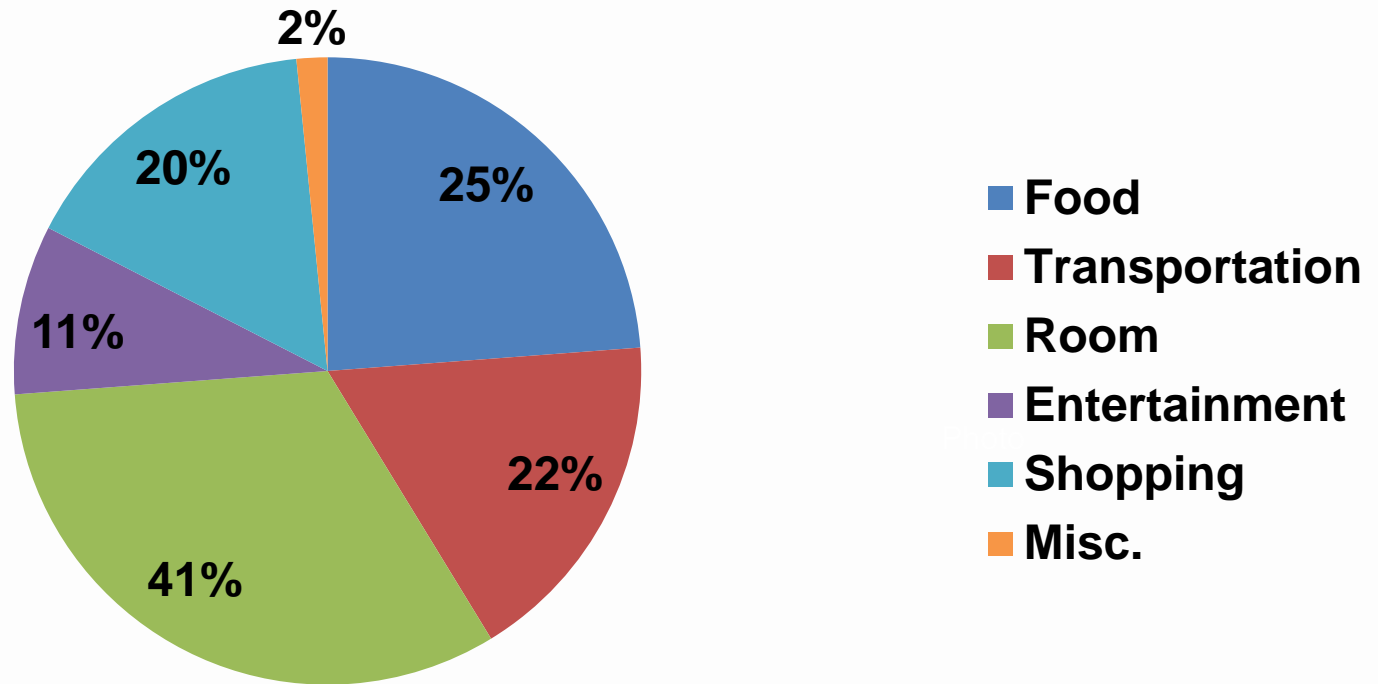
Per trip = \$566

Per day = \$105

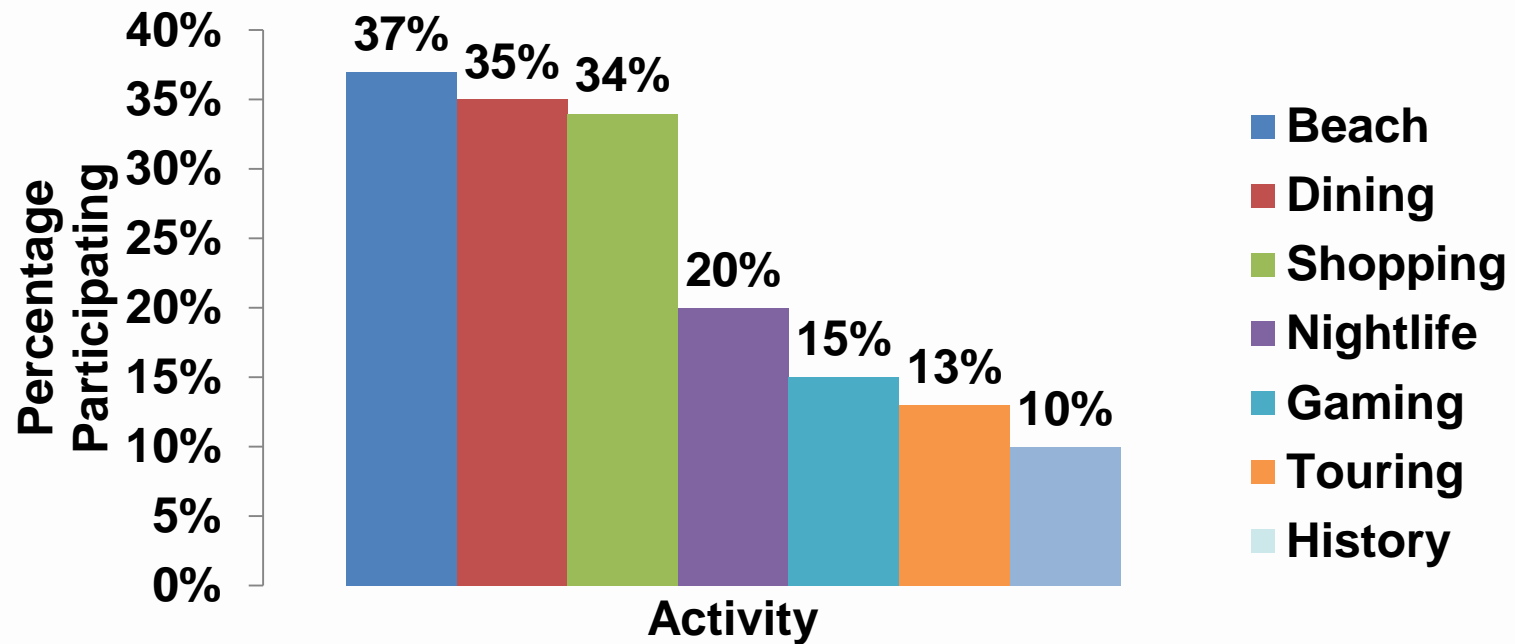
Spending by Accommodation



Category Spending Per Person



Visitor Activities



Kinds of Travel

- **Business v. Leisure**
 - **Business – 1.69 million visitors**
 - **Leisure – 6.81 million visitors**
- **Day Trip v. Overnight**
 - **Day Trip – 4.63 million visitors**
 - **Overnight – 3.87 million visitors**

County Spending

2015	Tourism Expenditures*	15-v-14 %	Share of State
	(millions of \$)	%	%
Kent	\$537.3	-0.4%	12%
New Castle	\$2,066.1	5.2%	47%
Sussex	\$1,791.6	4.2%	41%
Delaware Total	\$4,394.9	4.1%	100.0%

Source: D.K. Shifflet & Associates, US Department of Commerce OTTI, BEA, BLS, Smith Travel Research, Rockport Analytics

Visitor Spending by County

2015 in Millions \$	Accommodation		Entertainment	Food & Beverage	Shopping	Transportation	Total
	Hotel & Other	Rental Homes					
Kent	\$73.2	\$20.8	\$147.7	\$121.2	\$133.7	\$40.7	\$537.3
New Castle	\$224.6	\$19.6	\$293.6	\$582.6	\$548.2	\$397.4	\$2,066.0
Sussex	\$171.7	\$1,056.3	\$65.9	\$261.5	\$207.2	\$28.9	\$1,791.6
Total Visitor Spending	\$469.6	\$1,096.7	\$507.3	\$965.3	\$889.1	\$467.0	\$4,394.9
vs. 2014	8.4%	1.9%	0.5%	7.7%	2.1%	5.8%	4.1%

Tourism Industry Jobs

<i>(in full-time equivalents)</i>	2015	2015 % of Total County Employment	% Change	2014	2014 % of Total County Employment	% Change	2013	2013 % of Total County Employment	% Change
Kent	5,100	5.8%	-2.2%	5,220	5.9%	-2.0%	5,120	5.8%	-2.7%
New Castle	19,620	5.3%	3.4%	18,890	5.2%	2.0%	18,600	5.2%	1.4%
Sussex	17,010	15.7%	2.3%	16,630	16.7%	5.9%	15,710	16.2%	3.3%
Total DE Tourism	41,730	7.3%	2.2%	40,830	7.4%	3.6%	39,430	7.3%	1.6%

Source: BEA, BLS, Rockport Analytics

Seasonal Second Home Rental

County	2015 Estimated # of Seasonal 2nd Homes	2015 vs 2014 %	2015 Estimated Rental Value* (in mils\$)	% of State	2015 vs 2014 %
Kent	530	4.5%	\$20.8	1.9%	4.5%
Newcastle	749	1.8%	\$19.6	1.8%	2.1%
Sussex	37,851	1.8%	\$1,056.3	96.3%	1.8%
Total	39,130	1.8%	\$1,096.7	100.0%	1.9%

* Includes the imputed rental value of owner-occupied homes

Source: U.S. Census Bureau , Bureau of Economic Analysis, Rockport Analytics



- Rental revenue rose 1.8% in 2015
- DE's effective tourism tax rate is 19% - far below the rate in states like NJ, MD, PA, NY

Value of Tourism 2015

Tourism has grown significantly in Delaware over the past 8 years.

Efforts to increase awareness of the state are working.

The industry's contribution to Delaware's economy is bigger.

More people are visiting, and more people have jobs.

Growth 2008-2015

Delaware
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1.6 million

more visitors

6.9 million



8.5 million



Contribution to state GDP up

\$1.2 billion

\$1.9 billion



\$3.1 billion



\$79 million

more in tax revenue

\$408 million



\$486 million



11 thousand

additional jobs

31,000 jobs



42,000 jobs



Delaware Tourism Office

99 Kings Highway

Dover, DE 19901

visitdelaware.com

Sources: D.K.Shifflet & Rockport Analytics