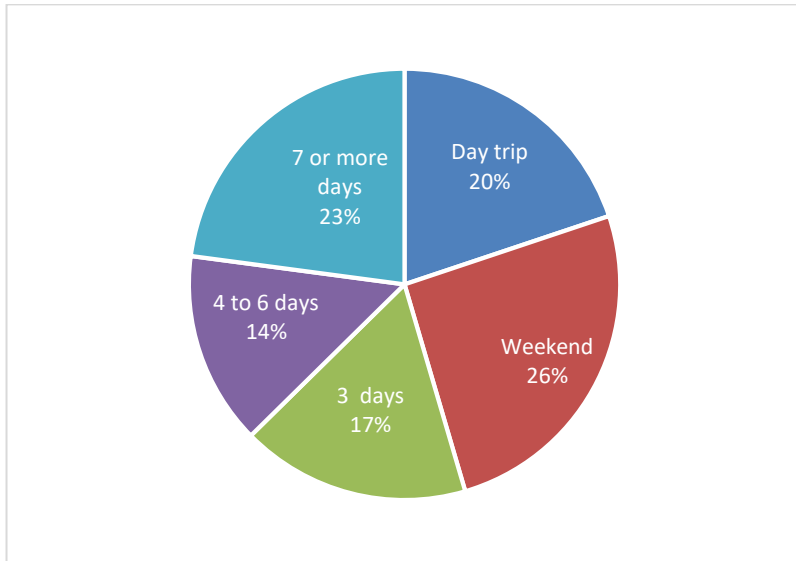


2016 Visitor Survey Report

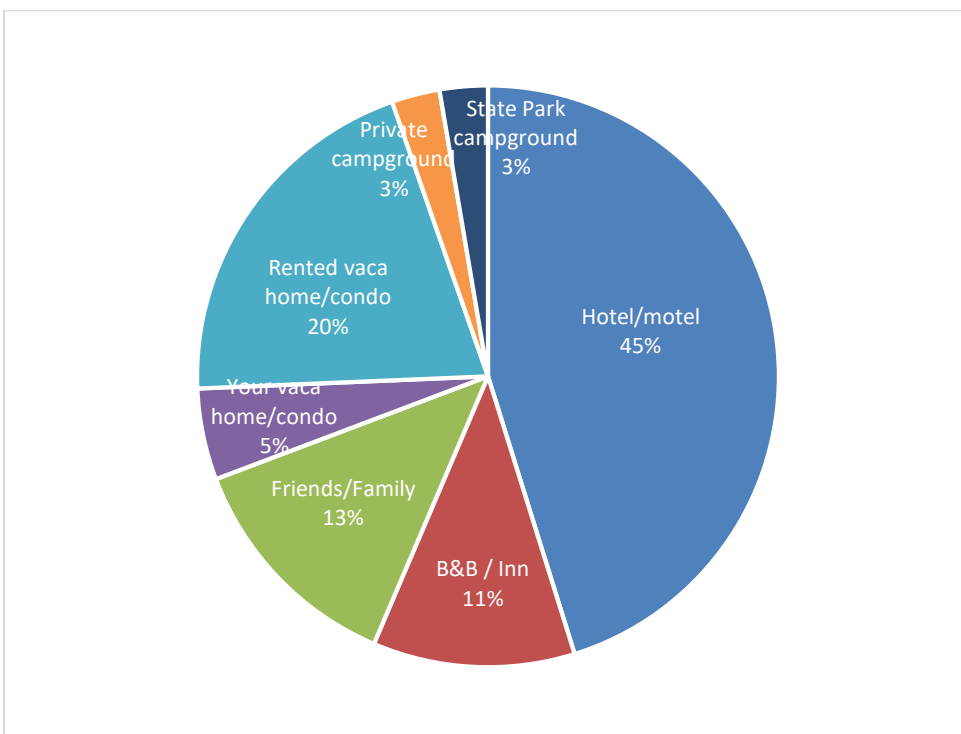
Length of Stay



Top Ten Visitor Activities

1. Dining & Food
2. Going to the Beach
3. Tax-Free Shopping
4. Festivals & Special Events
5. Historic Sites & Museums
6. Antiquing
7. Cultural Arts
8. Fishing / Crabbing
9. Biking
10. Boating / Paddling

Accommodation Type



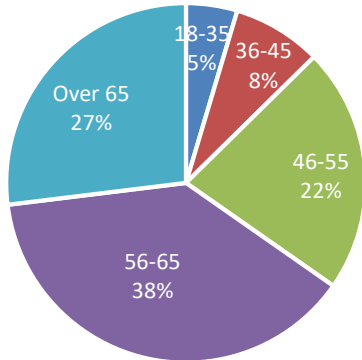
What Visitors Enjoy Most About Southern Delaware

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

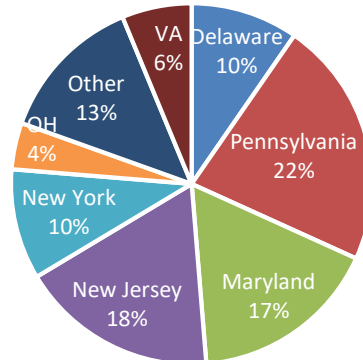
What Could Be Done Better

1. More parking
2. More coupons / specials
3. Better moving traffic
4. More tours

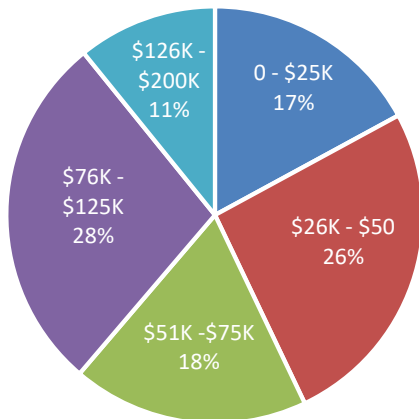
Age Range



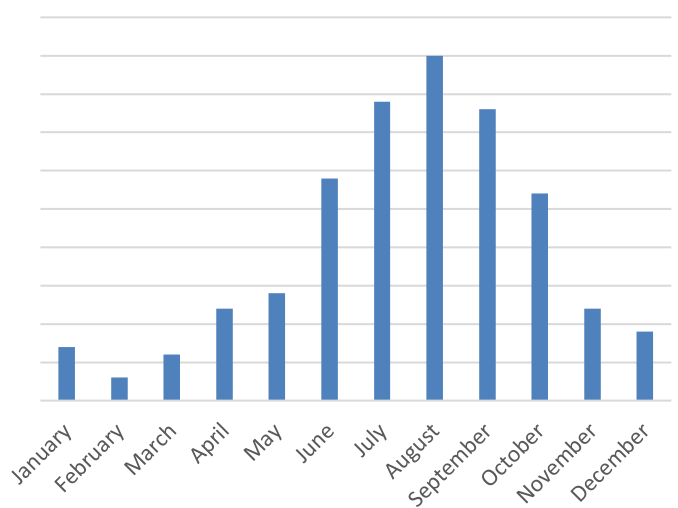
Where Traveling From



Household Income



Month of Visit



Economic Impact of Tourism in Sussex County

- \$1.7 billion generated by direct tourism sales annually
- Tourism supports 18,000 jobs in the county
- Brings new money into the community
- Tourism sales have a multiplier effect of 2.2 (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 \$1,360 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