



Delaware
Endless Discoveries™

VisitDelaware.com

THE VALUE OF TOURISM

2019

Bringing in revenue.
Creating jobs.
Sharing discoveries.

Contribution to Delaware's GDP

- **\$3.7 billion in 2019**
- **5% of state GDP**

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

Value of Tourism

- 10.4 million visitors
- 45,500 employees
- 4th largest private employer (9.7% of employment)
 - \$568.2 million in taxes/fees
- Without tourism, each DE household would pay an additional \$1,564 in taxes

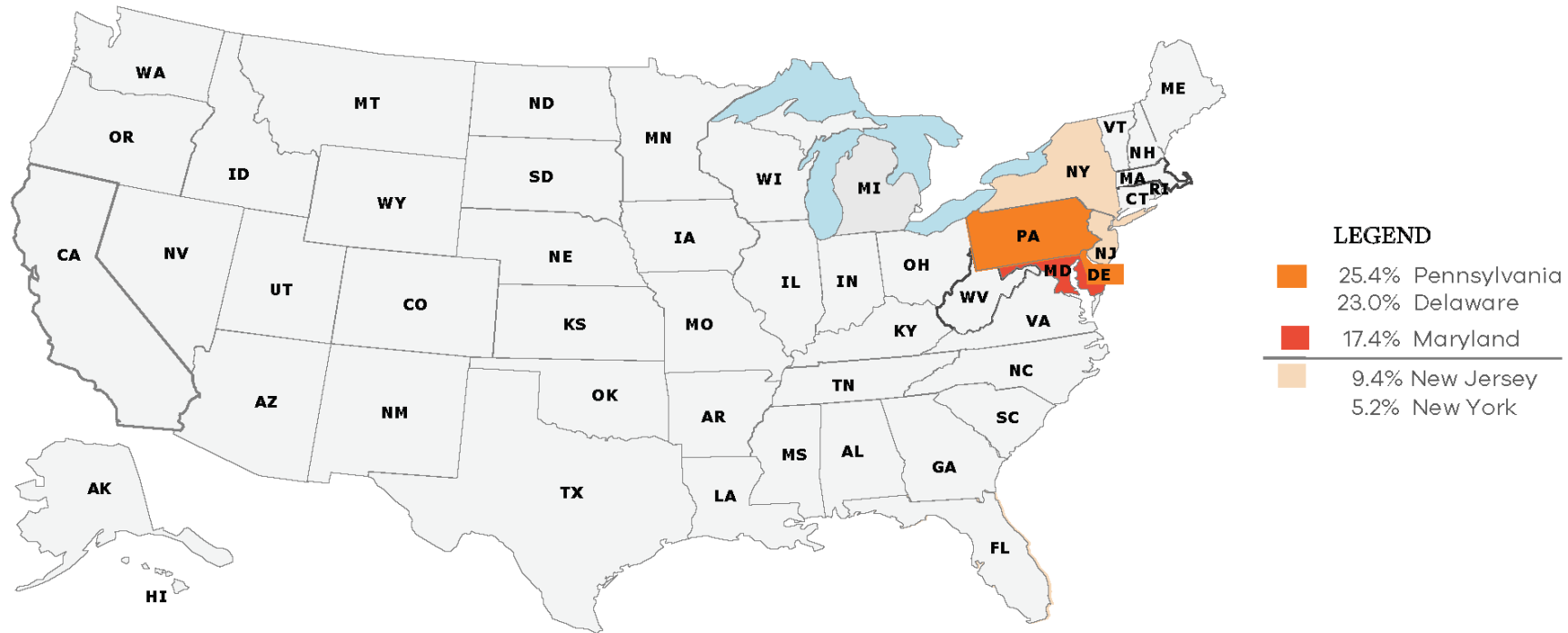
Tourism-Initiated Taxes by Tax Type

Tax Revenues from Tourism	2019 (Millions)
State and Local Taxes:	
Corporate Profits Tax	\$23.5
Dividends	\$21.8
Personal Income	\$38.1
Sales Taxes (GRT)	\$61.0
Other Business Taxes & Fees	\$154.1
Public Accommodation Tax	\$30.7
Property Taxes	\$88.3
Other Personal Licenses, Fines, & Fees	\$7.3
Social Insurance Tax	\$1.4
Video Lottery & Gaming	\$72.4
Tolls	\$69.6
State and Local Total	\$568.2

Visitor Demographics

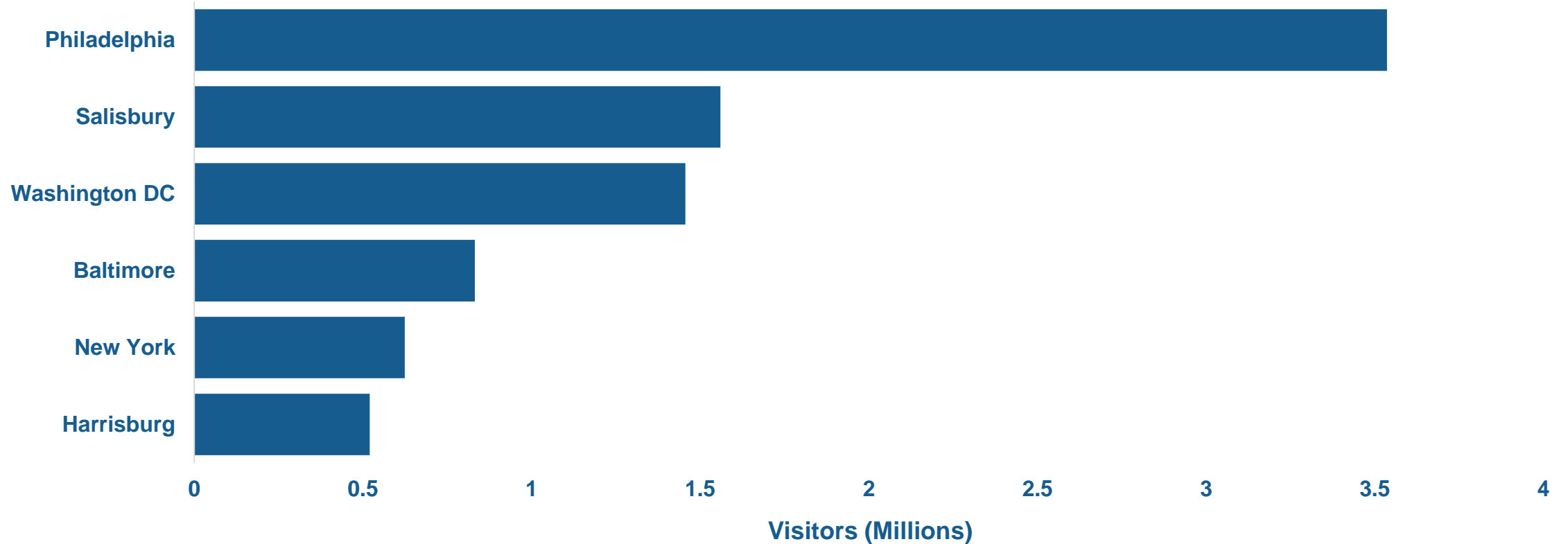
Delaware Visitor Demographics		
Category	Avg. to DE	Avg. across US
Age	58	50
Household Income	\$101,149	\$101,764
Average Party Size	1.65	1.97
Average trip length (nights)	1.78	2.05
Average Daily Spending (per person)	\$103	\$122

Top States of Origin



- Delaware is a “drive-to” state
- 96% of visitors used a car to get to the state
- 85% of visitors drove from 200 miles or less

Top Markets of Origin

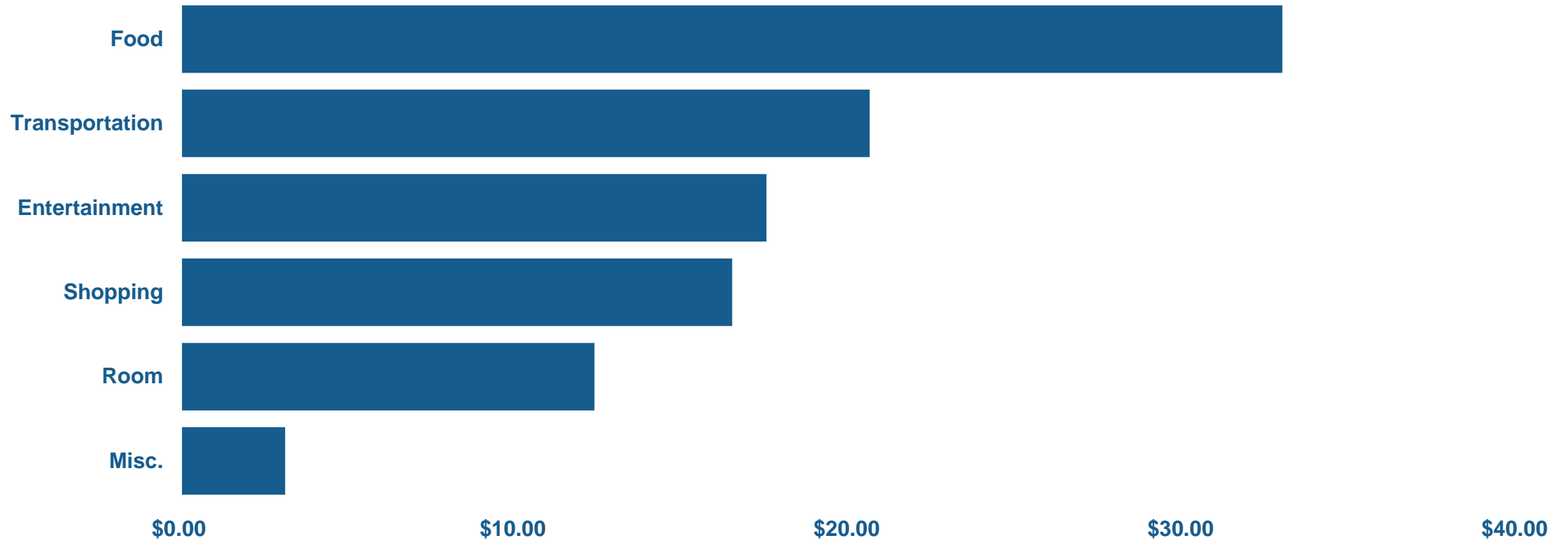


Average Visitor Spending

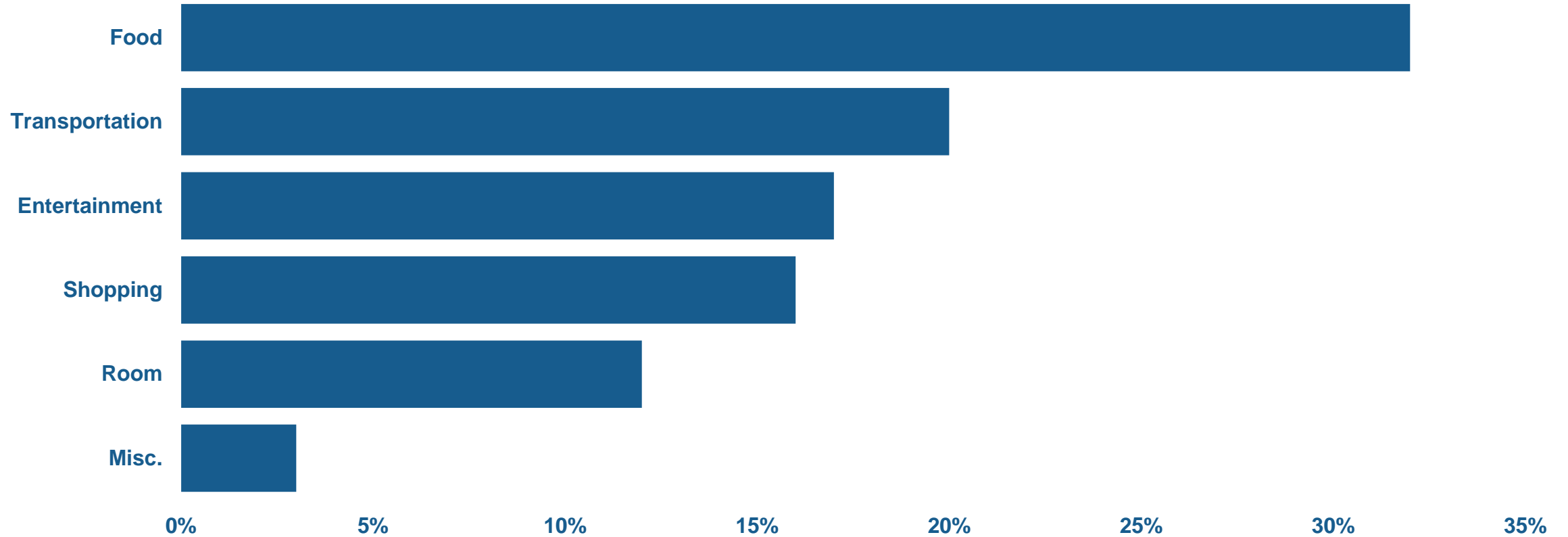
Per trip = \$315

Per day = \$103

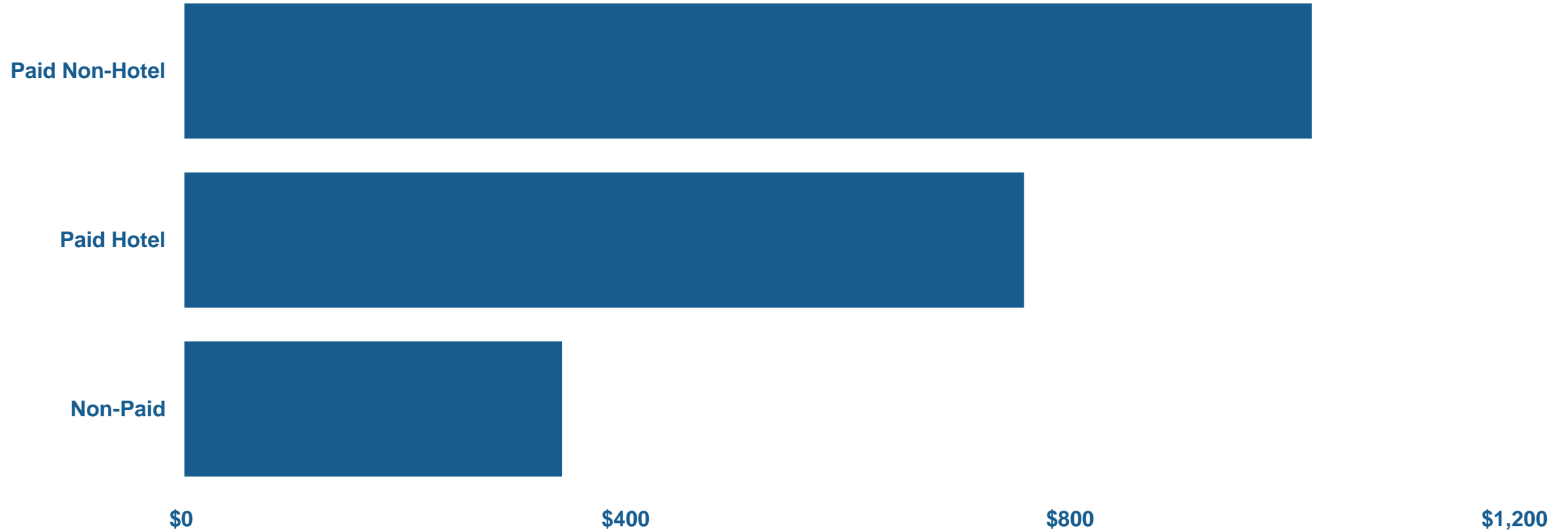
Daily Per Person Spending (\$103 total)



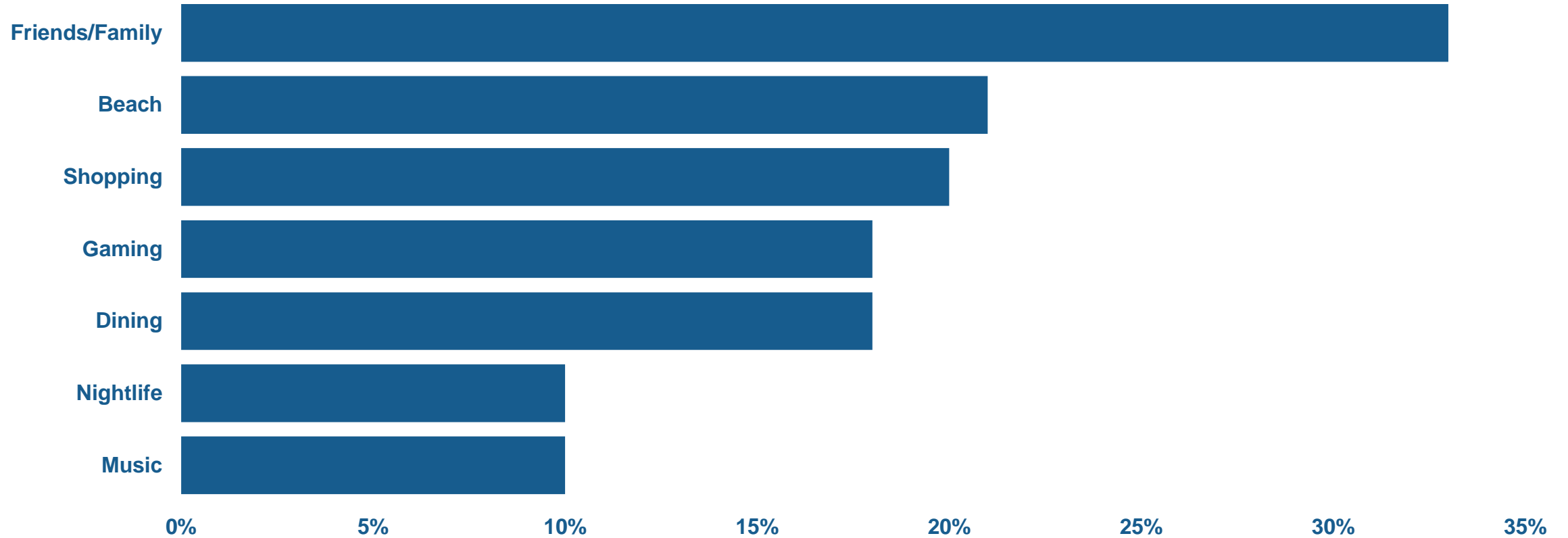
Visitor Spending by Category



Trip Spending by Accommodation Type



Visitors Participating in Activities



Kinds of Travel

- **Business v. Leisure**
 - **Business – 2.86 million person stays**
 - **Leisure – 11.89 million person stays**
- **Day Trip v. Overnight**
 - **Day Trip – 7.10 million person stays**
 - **Overnight – 7.66 million person stays**

County Spending

2019	Tourism Expenditures*	Share of State
	(millions of \$)	%
New Castle	\$2,527.0	45.7%
Kent	\$652.1	11.8%
Sussex	\$2,342.9	42.4%
Delaware Total	\$5,524.7	100.0%

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

Visitor Spending by County

2019 in Millions \$	Accommodation		Entertainment	Food & Beverage	Shopping	Transportation	Total
	Hotel & Other	Rental Homes					
New Castle	\$268.5	\$18.0	\$355.6	\$673.2	\$581.7	\$489.3	\$2,386.3
Kent	\$92.9	\$11.0	\$123.6	\$172.2	\$152.3	\$54.5	\$606.6
Sussex	\$220.8	\$1,340.9	\$97.6	\$349.7	\$232.0	\$43.0	\$2,283.9
Total Visitor Spend	\$582.2	\$1,370.0	\$576.7	\$1,195.1	\$966.1	\$586.8	\$5,276.8

Shared Economy

- Delaware had over 53,000 shared economy available nights (AirBNB, VRBO, Homeaway, etc.)
- Shared economy accommodations earned more than **\$182,000,000**

Tourism Industry Jobs

<i>(in full-time equivalents)</i>	2019	2019 % of Total County Employment
New Castle	20,520	5.3%
Kent	5,230	5.5%
Sussex	19,750	16.5%
Total DE Tourism	45,500	7.5%

Source: BEA, BLS, Rockport Analytics

DELAWARE TOURISM OFFICE

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Sources: D.K.Shifflet & Rockport Analytics