

The logo for Delaware's tourism campaign, featuring the word "Delaware" in a large, white, serif font. Below it, the tagline "Endless Discoveries" is written in a smaller, white, cursive font, followed by a trademark symbol (TM). A white wavy line graphic is positioned between the two lines of text.

Delaware  
*Endless Discoveries*™

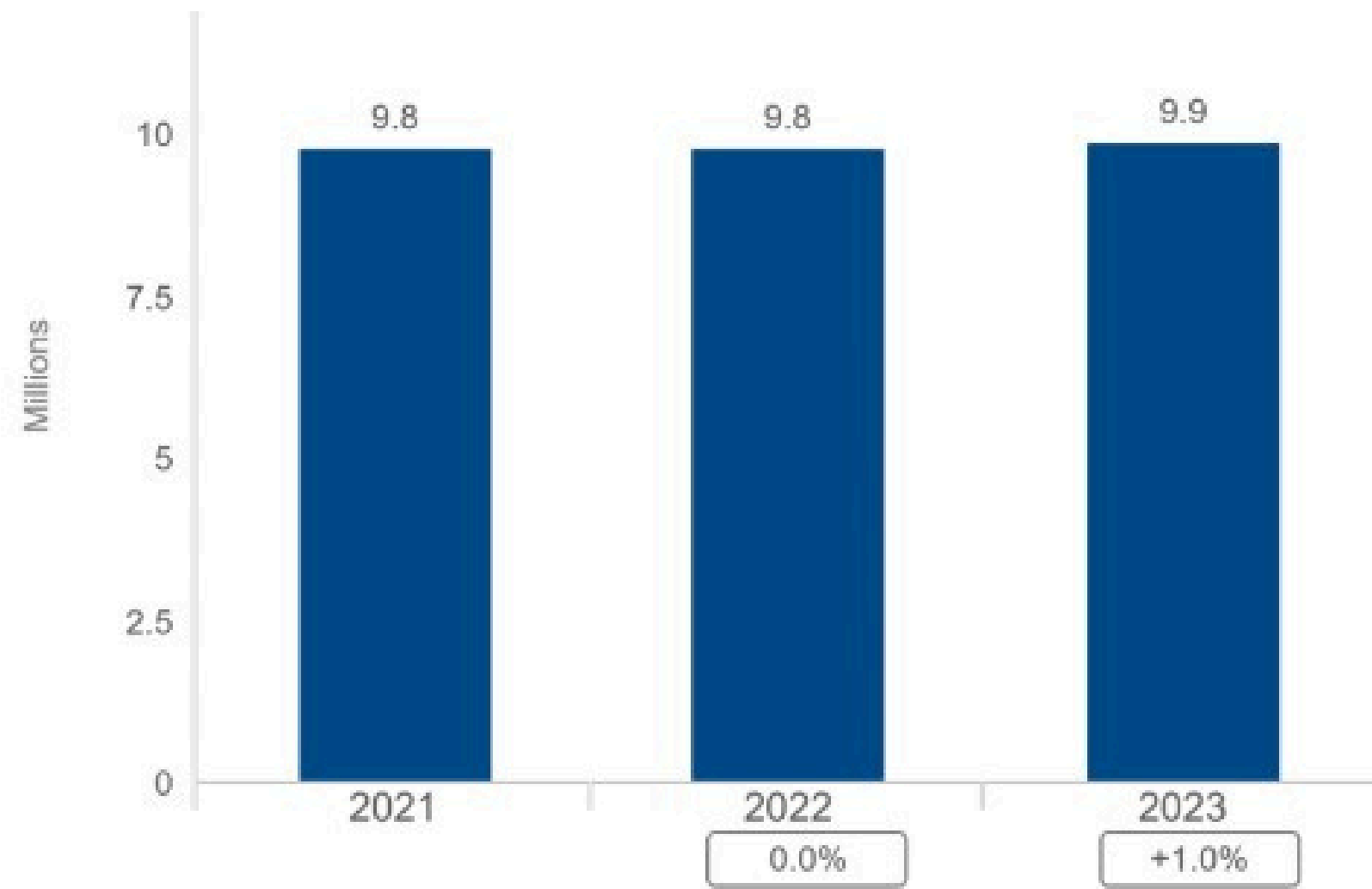
VisitDelaware.com



# The Value of Tourism 2023

# Visitation

## Overnight Trips to Delaware



- Delaware received **29.3 million** visitors (including day, overnight, business and leisure travelers), marking a new Delaware record.
- Total visitation to Delaware increased **2.4%** above 2022 levels.
- There were **9.9 million** overnight visitors to Delaware, which is **1%** above 2022 levels.

# Economic Impact of Tourism

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- **\$4.7 billion** contributed to the state Gross Domestic Product (GDP).
- Tourism accounts for more than **5%** of the state GDP.
- There was **\$724 million** in tourism, state and local tax revenue.
- Without tourism, each Delaware household would pay an additional **\$1,826** in state and local taxes.

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

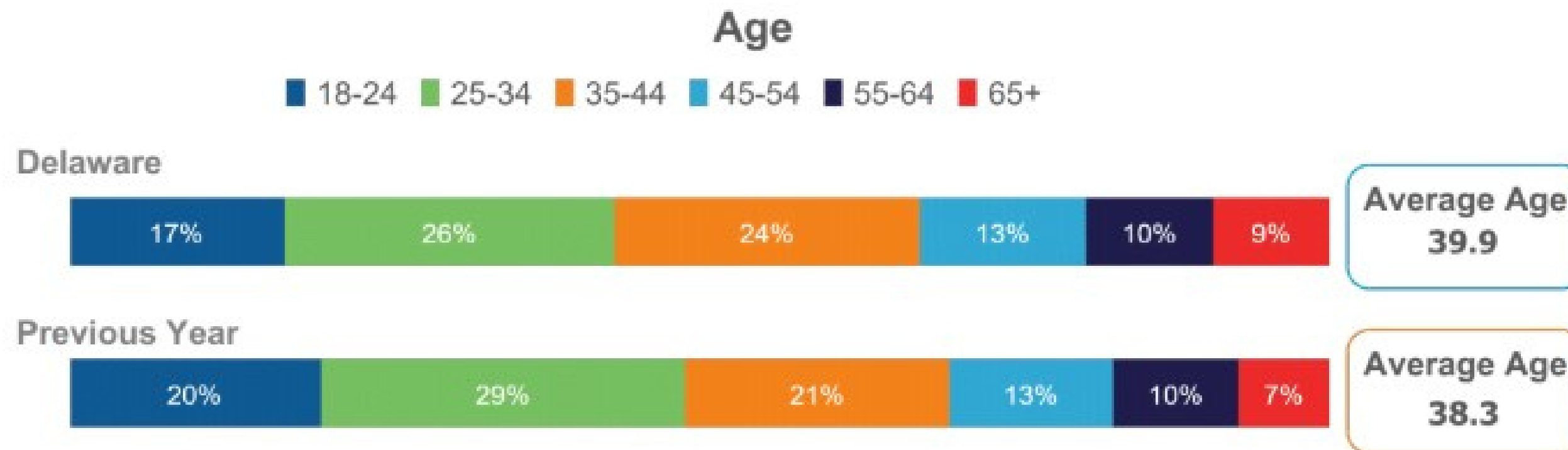
# Tourism Industry Jobs

- Tourism supported **55,240** full and part-time Delaware jobs.
- **14%** of all new jobs created in Delaware came from tourism.
- Tourism was the **4th** largest private employer in the state.
- Tourism-initiated wages and salaries amounted to **\$2.41 billion**.

County	2023 Tourism-Initiated Employment	2023 vs. 2022 Change (%)
New Castle	<b>22,210</b>	<b>6.7%</b>
Kent	<b>6,130</b>	<b>3.5%</b>
Sussex	<b>26,900</b>	<b>4.7%</b>

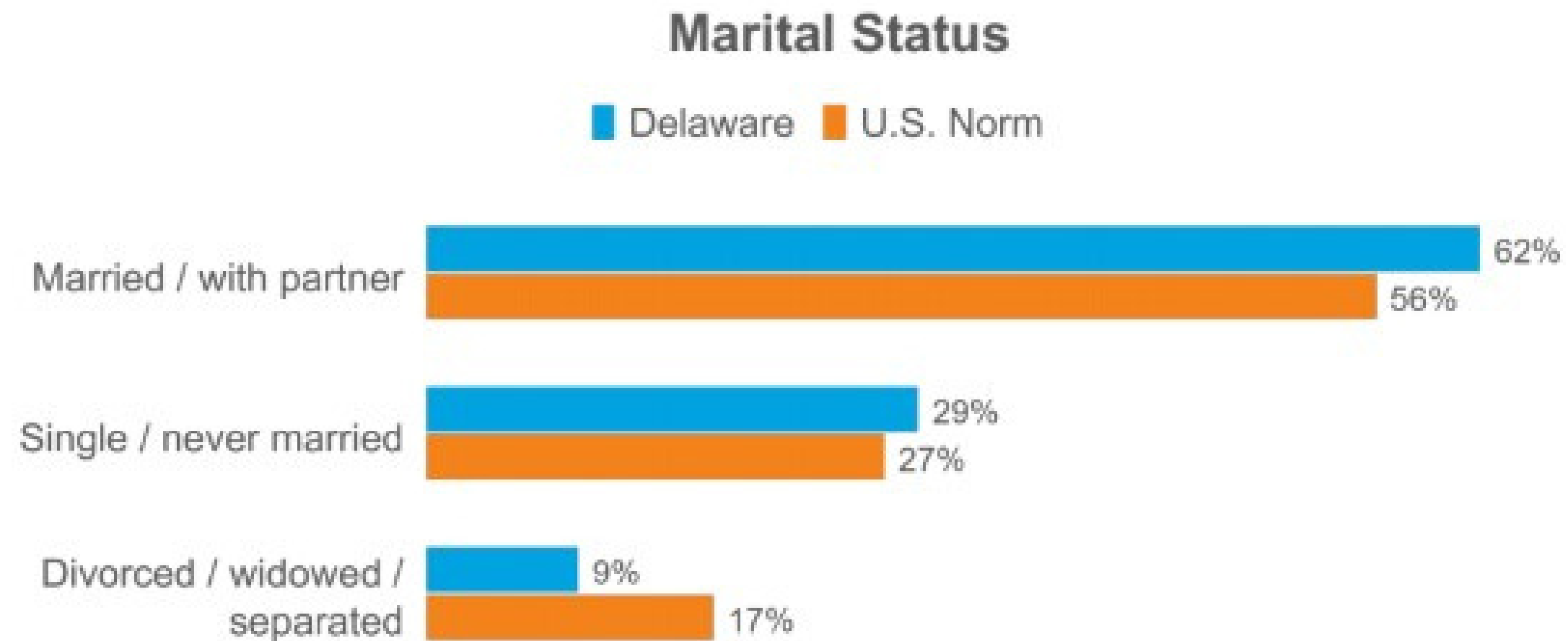
# Overnight Visitor Demographics

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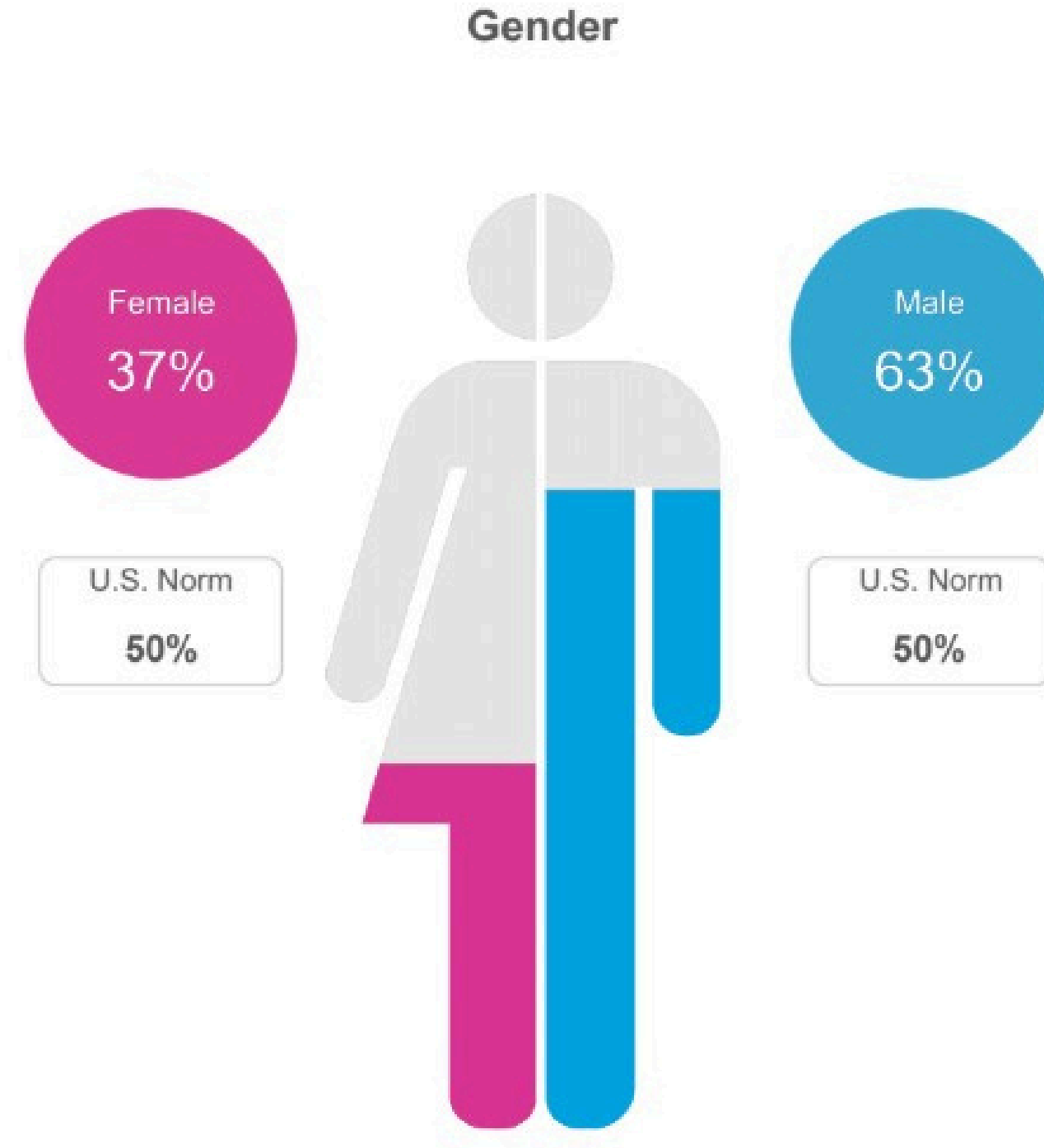
# Overnight Visitor Demographics

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# Overnight Visitor Demographics

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# Top States of Origin

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# Top Markets of Origin

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	2023	2022
New York, NY	15%	13%
Philadelphia, PA	13%	14%
Los Angeles, CA	9%	7%
Baltimore, MD	7%	5%
Washington, DC	5%	6%
Denver, CO	3%	2%

# Purpose of Trip to Delaware



# Visitor Activities During Trip

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## Activity Groupings

### Outdoor Activities



U.S. Norm: 47%

### Entertainment Activities



U.S. Norm: 54%

### Cultural Activities



U.S. Norm: 28%

### Sporting Activities













U.S. Norm: 20%

### Business Activities



U.S. Norm: 15%

# Visitor Activities During Trip

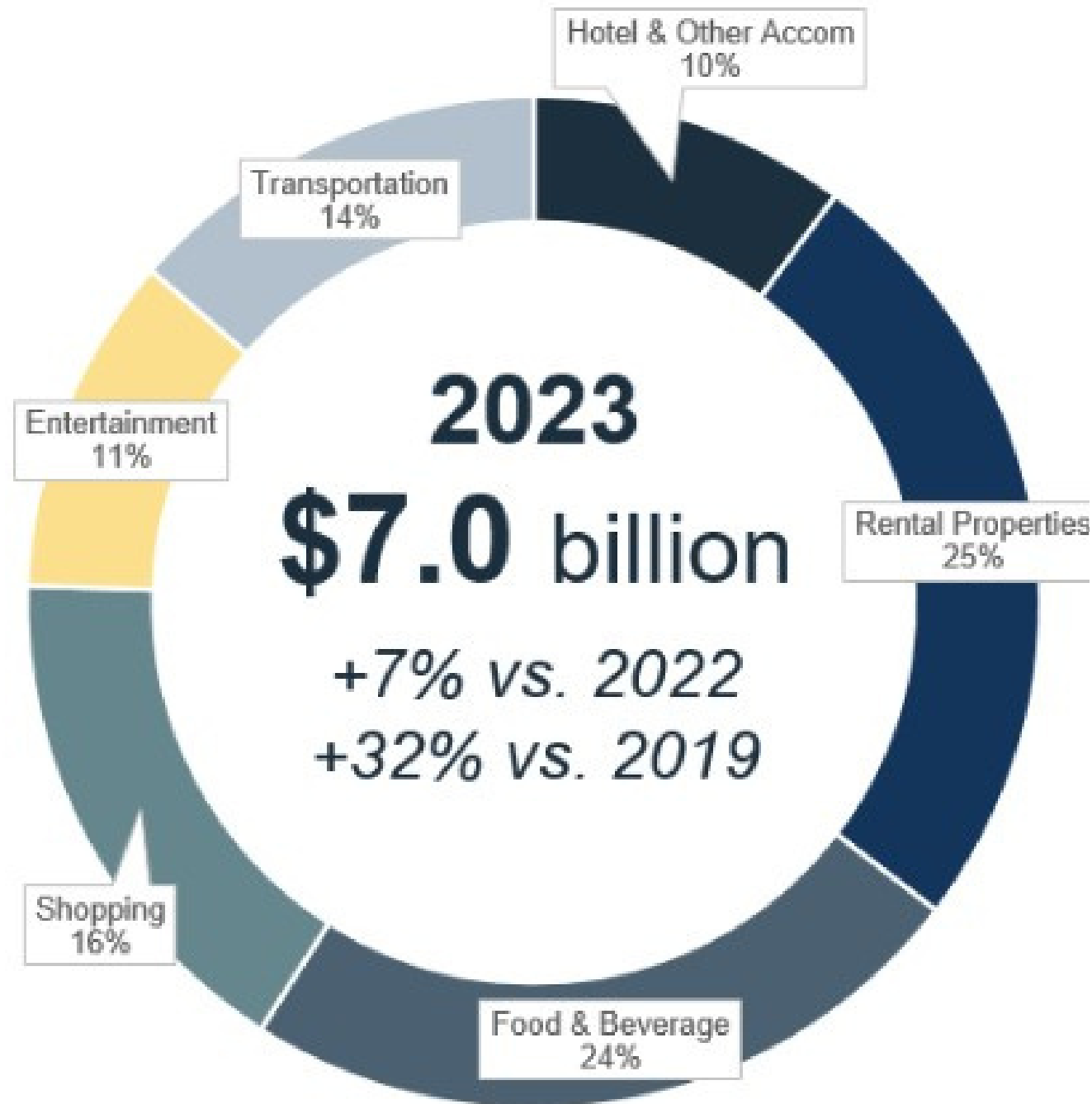
Activities and Experiences (Top 10)			
	2023	2022	
	Shopping	24%	23%
	Sightseeing	20%	17%
	Attending celebration	19%	20%
	Beach/waterfront	19%	16%
	Bar/nightclub	17%	15%
	Swimming	16%	14%
	Civil Rights/African-American heritage sights/experiences	16%	14%
	Attended/participated in an amateur sports event	15%	15%
	Landmark/historic site	15%	14%
	Convention for personal interest	14%	14%

# Visitor Satisfaction



- 85% of overnight travelers to Delaware are repeat visitors.
- 65% of overnight travelers to Delaware had visited before in the past 12 months.
- 71% of overnight travelers were very satisfied with their overall trip experience.

# Visitor Spending



- Visitor spending topped **\$7 billion**, a **7%** increase from 2022.
- The average amount spent per visitor was **\$238**, including both day and overnight visitors.
- Delaware retains about **66 cents** of every tourism dollar spent in the state.

# Visitor Spending by County

## New Castle County



## Kent County



## Sussex County





**Delaware**  
*Endless Discoveries™*

**Explore Endless Discoveries at**  
**<https://www.visitdelaware.com>**

**Sources: Rockport Analytics &  
Longwoods International**