



**Delaware**  
*Endless Discoveries™*

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# THE VALUE OF TOURISM

## 2018

Bringing in revenue.  
Creating jobs.  
Sharing discoveries.

## Contribution to Delaware's GDP

- **\$3.5 billion in 2018**
- **5% of state GDP**

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

## Value of Tourism

- 9.2 million visitors
- 44,030 employees
- 4th largest private employer (9.8% of employment)
  - \$545.1 million in taxes/fees
- Without tourism, each DE household would pay an additional \$1,562 in taxes

## Tourism-Initiated Taxes by Tax Type

Tax Revenues from Tourism	2018 (Millions)
<b>State and Local Taxes:</b>	
Corporate Profits Tax	\$22.4
Dividends	\$20.8
Personal Income	\$36.6
Sales Taxes (GRT)	\$58.3
Other Business Taxes & Fees	\$149.7
Public Accommodation Tax	\$26.7
Property Taxes	\$84.4
Other Personal Licenses, Fines, & Fees	\$7.0
Social Insurance Tax	\$1.4
Video Lottery & Gaming	\$69.5
Tolls	\$68.4
<b>State and Local Total</b>	<b>\$545.1</b>

# Visitor Demographics

Delaware Visitor Demographics		
Category	Avg. to DE	Avg. across US
Age	54	51
Household Income	\$120,731	\$97,539
Average Party Size	1.95	2.02
Average trip length (nights)	1.81	2.04
Average Daily Spending (per person)	\$113	\$119

## Top States of Origin

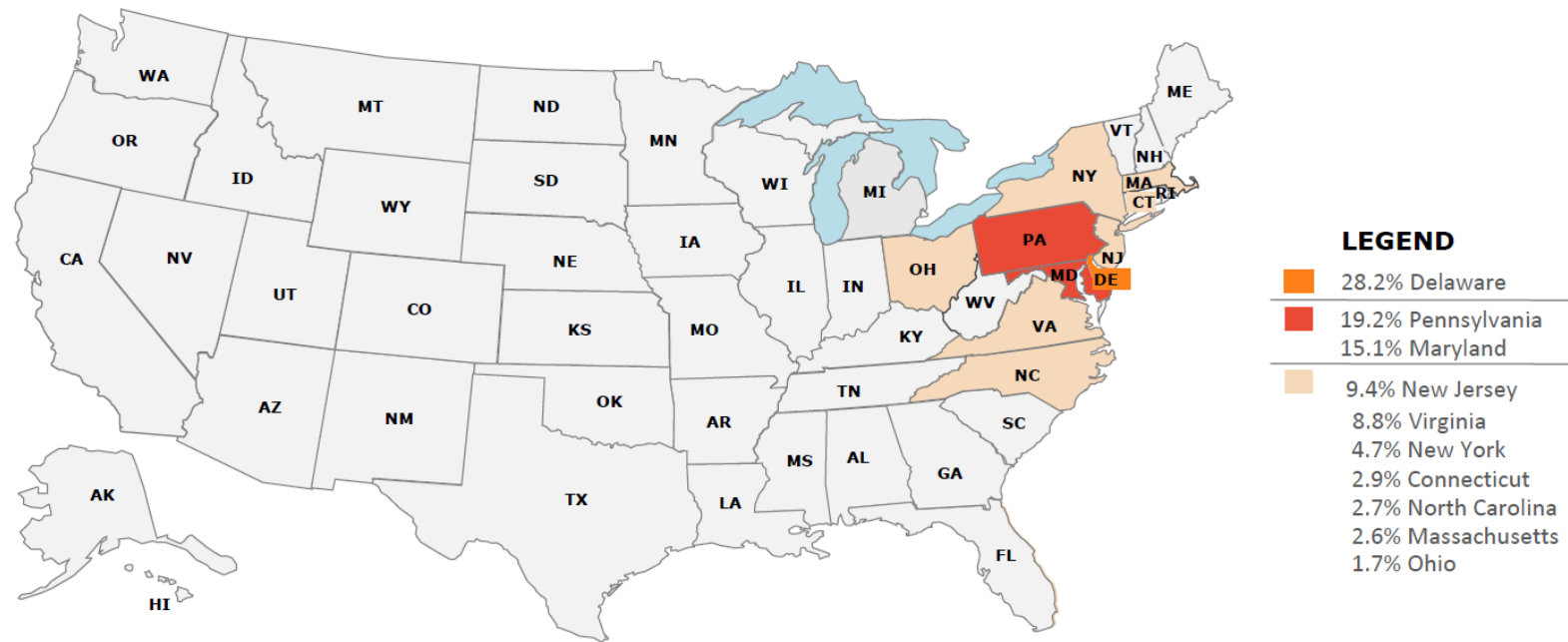
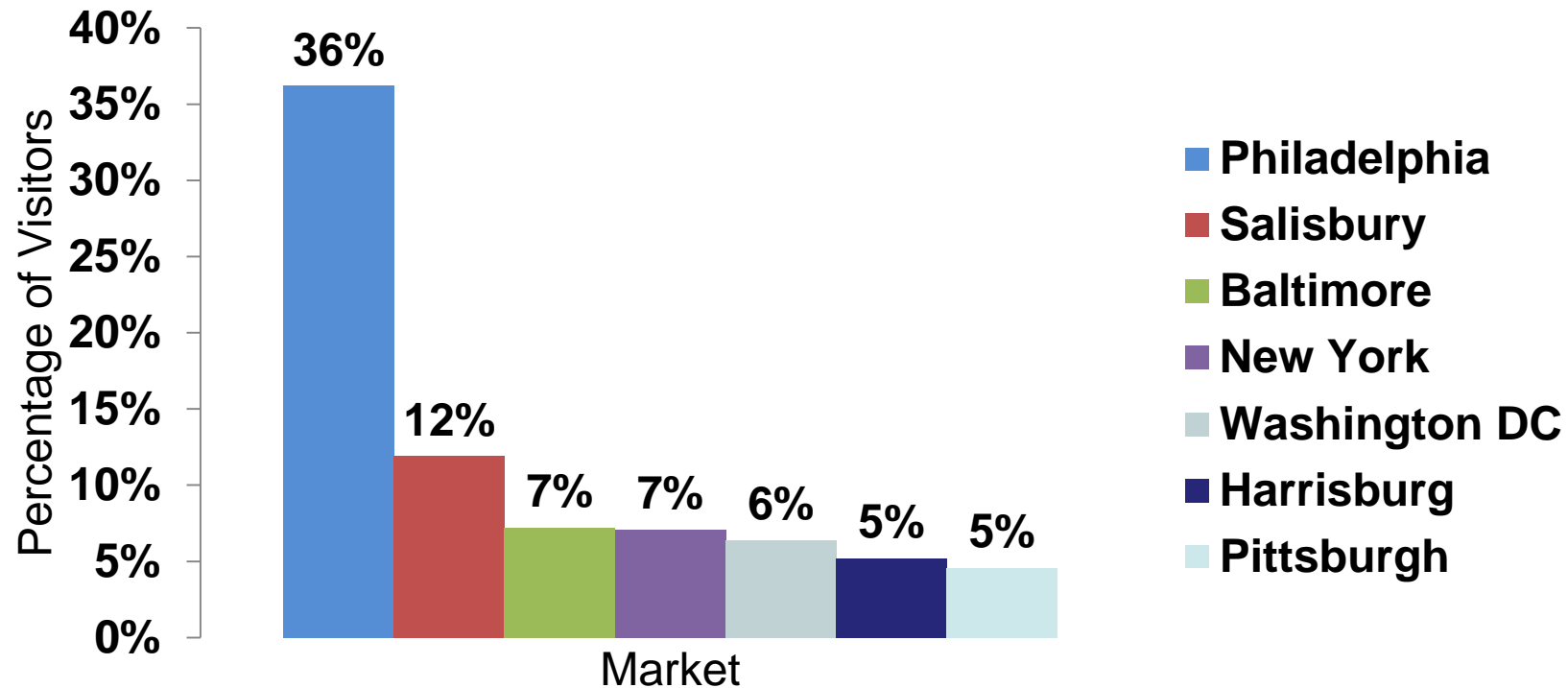


Chart 18 • Segment: 2018 Leisure Person-Stays (%)

- Delaware is a “drive-to” state
- 94% of visitors used a car to get to the state
- 81% of visitors drove from 200 miles or less

## Top Markets of Origin



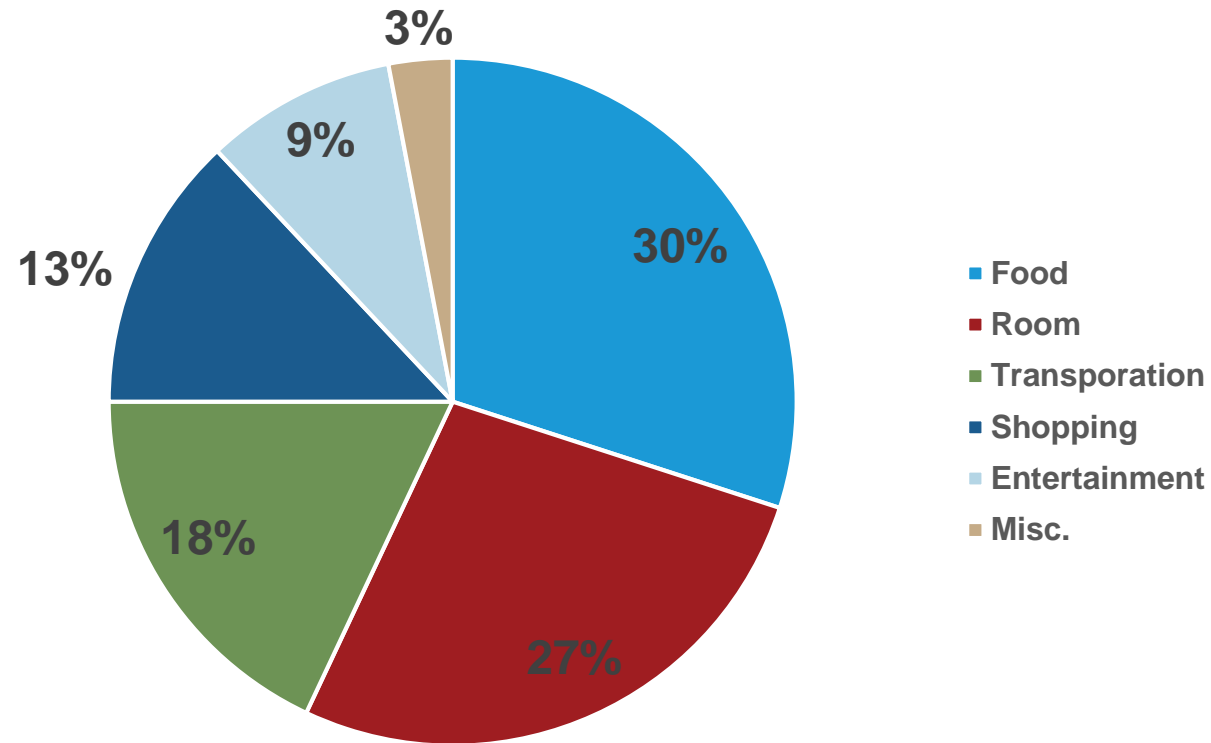


## Average Visitor Spending

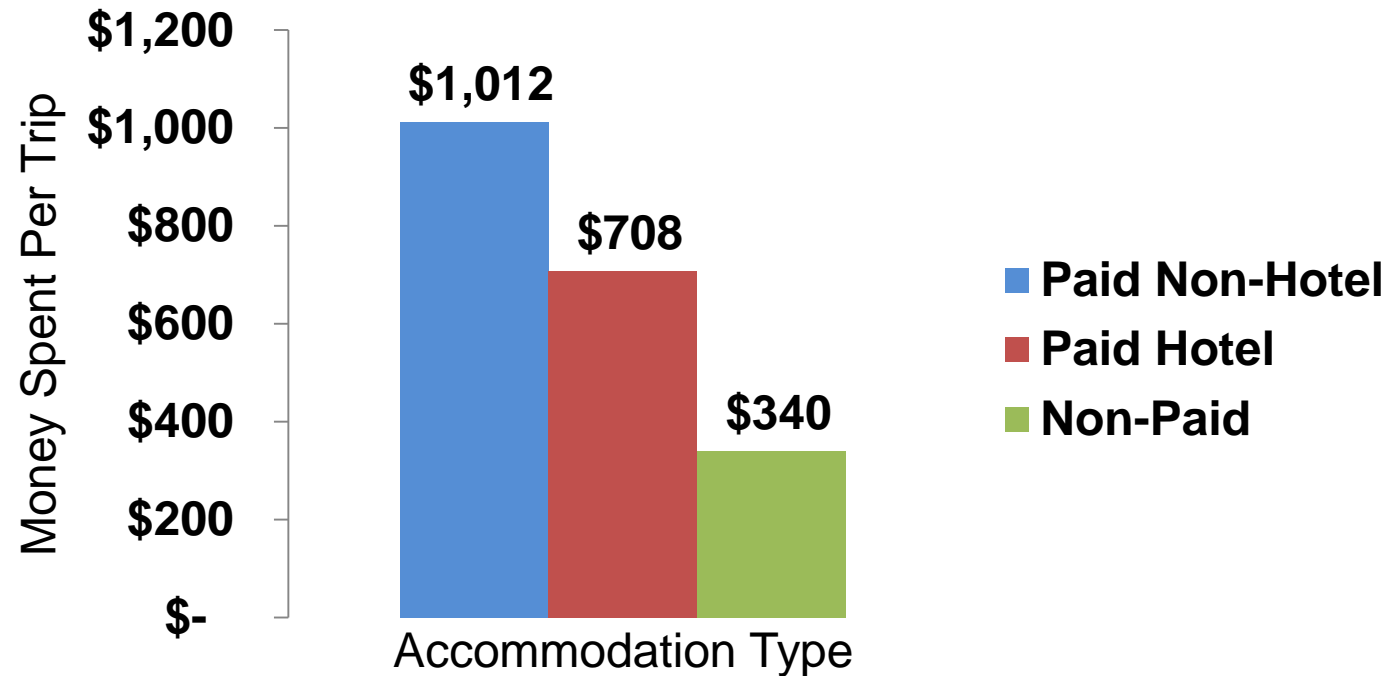
**Per trip = \$346**

**Per day = \$113**

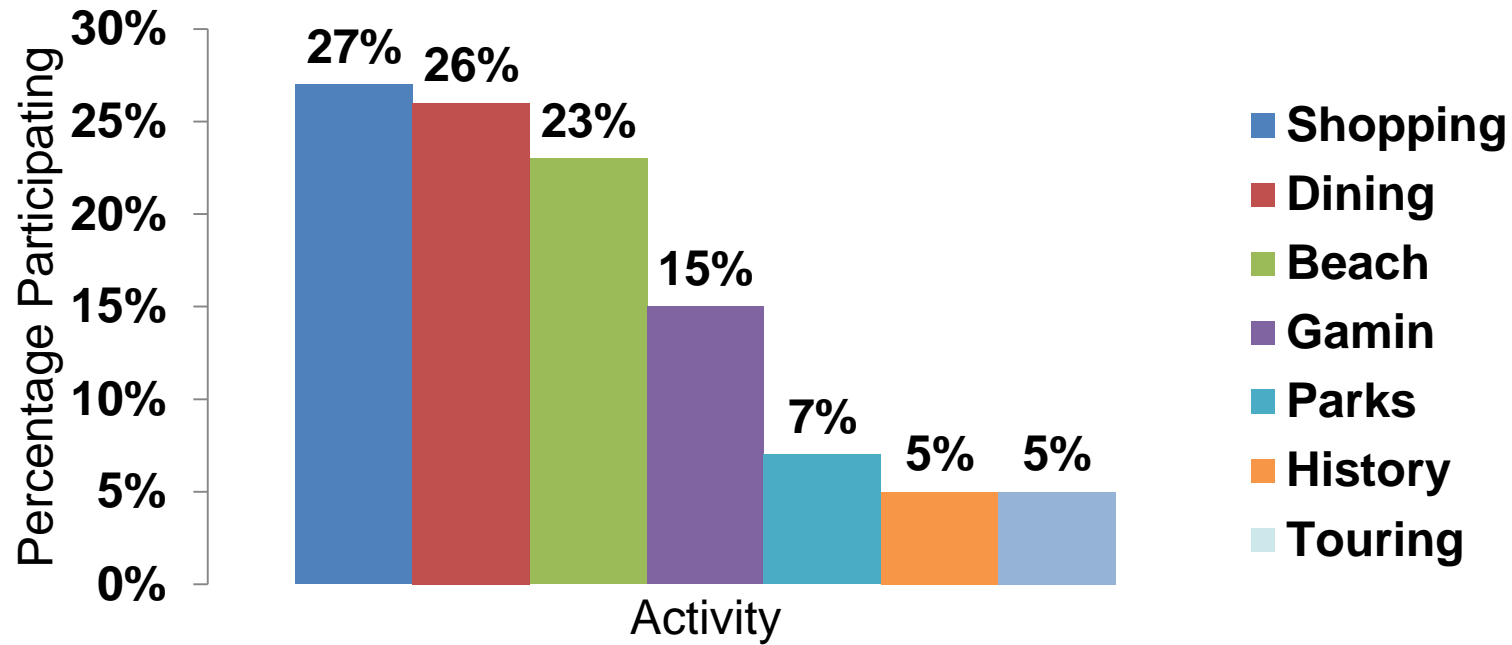
## Category Spending Per Person



## Spending by Accommodation



## Visitor Activities



## Kinds of Travel

- **Business v. Leisure**
  - **Business – 2.72 million person stays**
  - **Leisure – 11.53 million person stays**
- **Day Trip v. Overnight**
  - **Day Trip – 6.73 million person stays**
  - **Overnight – 7.53 million person stays**

# County Spending

2018	Tourism Expenditures*	Share of State
	(millions of \$)	%
<b>Kent</b>	\$580.4	11.6%
<b>New Castle</b>	\$2,260.3	45.3%
<b>Sussex</b>	\$2,150.8	43.1%
<b>Delaware Total</b>	<b>\$4,991.5</b>	<b>100.0%</b>

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

## Visitor Spending by County

2018 in Millions \$	Accommodation		Entertainment	Food & Beverage	Shopping	Transportation	Total
	Hotel & Other	Rental Homes					
Kent	\$90.6	\$9.7	\$118.2	\$163.3	\$149.2	\$49.3	<b>\$580.4</b>
New Castle	\$256.4	\$18.6	\$333.0	\$639.7	\$569.7	\$442.9	<b>\$2,260.3</b>
Sussex	\$208.6	\$1,255.3	\$90.7	\$330.1	\$227.2	\$38.9	<b>\$2,150.8</b>
Total Visitor Spending	\$555.6	\$1,283.6	\$541.9	\$1,113.1	\$946.1	\$531.1	<b>\$4,991.5</b>

## Shared Economy

- **Delaware had over 36,000 shared economy available nights (AirBNB, VRBO, Homeaway, etc.)**
- **Shared economy accommodations earned more than \$129,000,000**



## Tourism Industry Jobs

<i>(in full-time equivalents)</i>	2018	2018 % of Total County Employment
Kent	5,150	5.6%
New Castle	20,100	5.2%
Sussex	18,780	16.1%
<b>Total DE Tourism</b>	<b>44,030</b>	<b>7.5%</b>

Source: BEA, BLS, Rockport Analytics

# DELAWARE TOURISM OFFICE

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**Sources: D.K.Shifflet & Rockport Analytics**