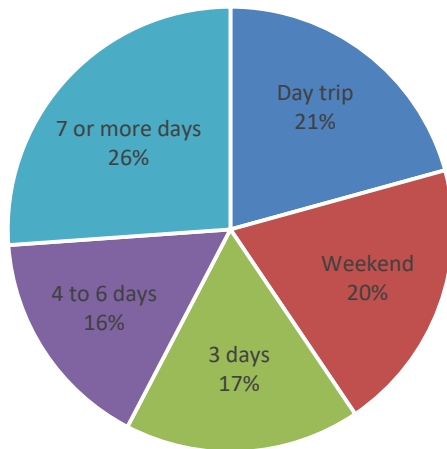


2022 Visitor Survey Report

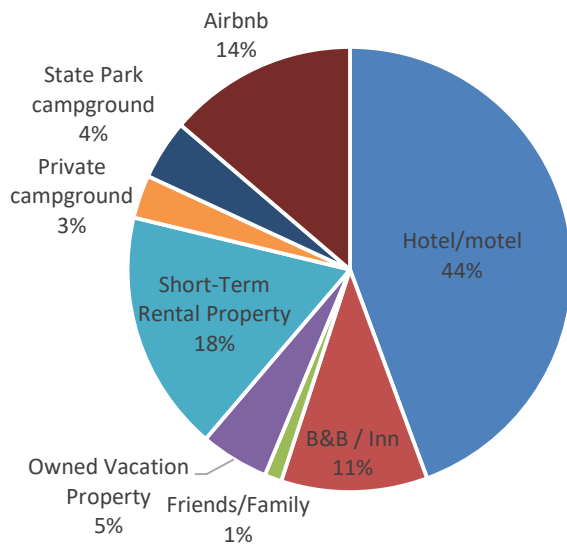
Length of Stay



Top Ten Visitor Activities

1. Going to the Beach
2. Dining Out
3. Tax-Free Shopping
4. Going to Festivals / Special Events
5. Visiting Breweries & Wineries
6. Visiting Museums / Historic Sites
7. Cycling
8. Antiquing
9. Engaging in Cultural Arts
10. Guided Tours

Accommodation Type



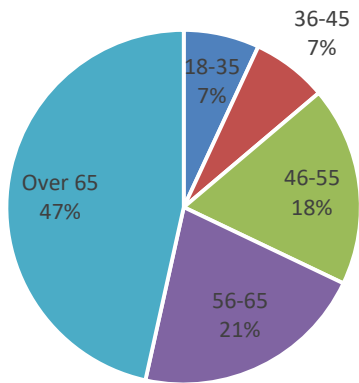
What Visitors Enjoy Most About Southern Delaware

1. Clean Beaches & Ocean
2. Restaurants & Dining Options
3. Friendly Atmosphere / People
4. Tax-Free Shopping
5. Small Town Charm / Slower Pace

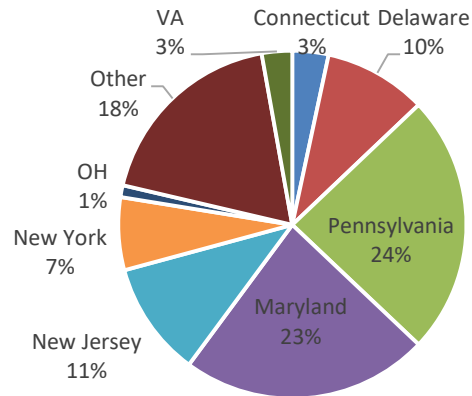
What Could Be Done Better

1. More Parking
2. Better Moving Traffic
3. More Coupons / Better Pricing

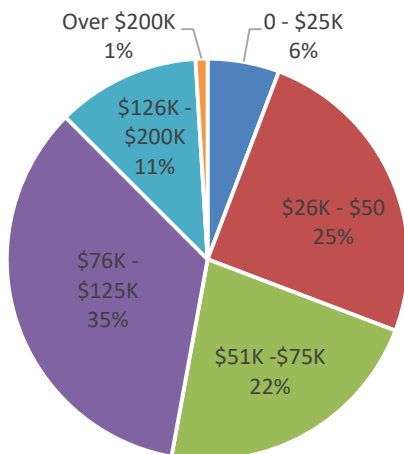
Age Range



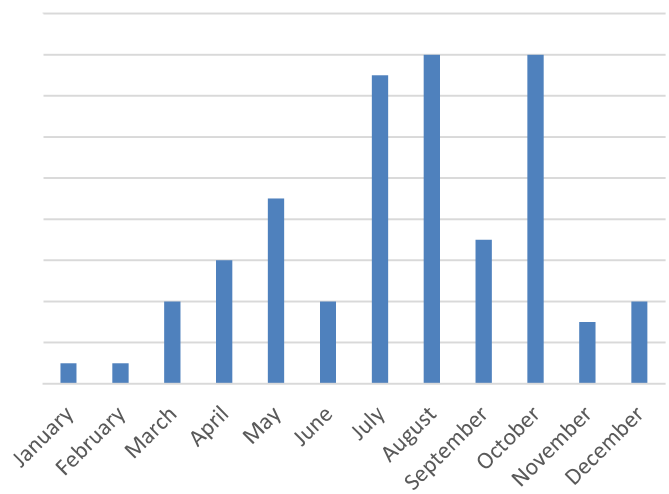
Where Traveling From



Household Income



Month of Visit



Economic Impact of Tourism in Sussex County

- Generates \$2.3 billion in visitor spending
- Tourism supports 19,750 jobs in the county
- Brings new money into the community
- 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 \$1,564 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