

**Delaware**  
*Endless Discoveries™*

[VisitDelaware.com](http://VisitDelaware.com)

# THE VALUE OF TOURISM

## 2015

**Bringing in more people,  
Bringing in more revenue**

## Contribution to Delaware's GDP

- **\$3.1 billion in 2015**
- **5% of state GDP**

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

## Value of Tourism

- **8.5 million visitors**
  - 41,730 employees
  - 4th largest private employer
  - \$486 million in taxes/fees
- ***Without tourism, each DE household would pay an additional \$1,417 in taxes***

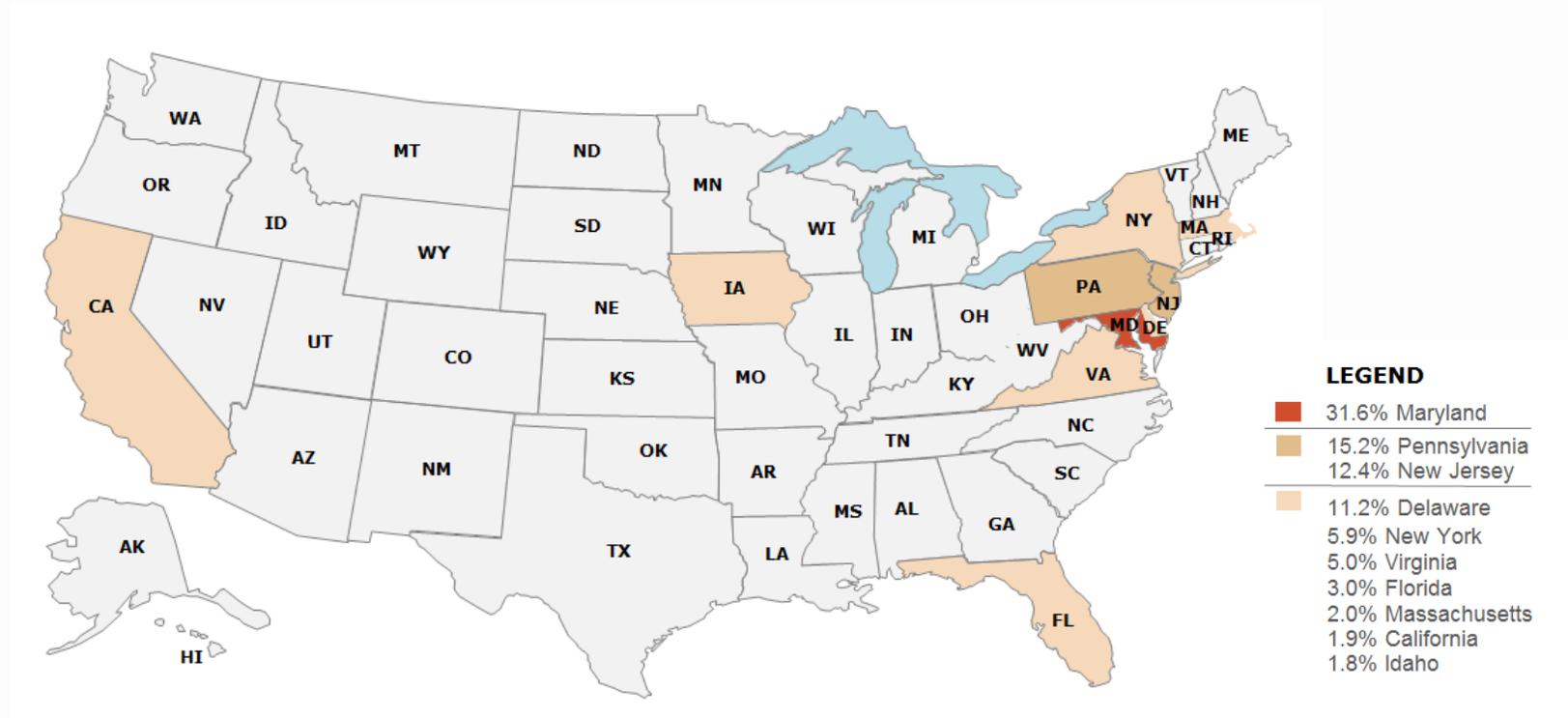
## Tourism-Initiated Taxes by Tax Type

Tax Revenues from Tourism	2015 (Millions)	2014 (Millions)	'14/'15 %
<b>State and Local Taxes:</b>			
Corporate Profits Tax	\$19.8	\$19.4	2.6%
State Franchise, Partnership/LLC Tax	\$18.4	\$18.0	2.6%
Personal Income	\$32.2	\$30.9	4.3%
Sales Taxes (GRT)	\$51.8	\$50.2	3.2%
Other Business Taxes, Licenses & Fees	\$128.6	\$123.1	4.4%
Public Accommodation Tax	\$23.7	\$22.3	6.5%
Property Taxes	\$75.0	\$72.7	3.2%
Other Personal Licenses, Fines, & Fees	\$6.1	\$5.9	4.3%
Unemployment Insurance Tax	\$1.2	\$1.2	4.4%
Video Lottery & Gaming	\$66.3	\$66.5	-0.3%
Tolls	\$62.1	\$59.6	4.3%
<b>State and Local Total</b>	<b>\$485.5</b>	<b>\$469.8</b>	<b>3.4%</b>

## Visitor Demographics

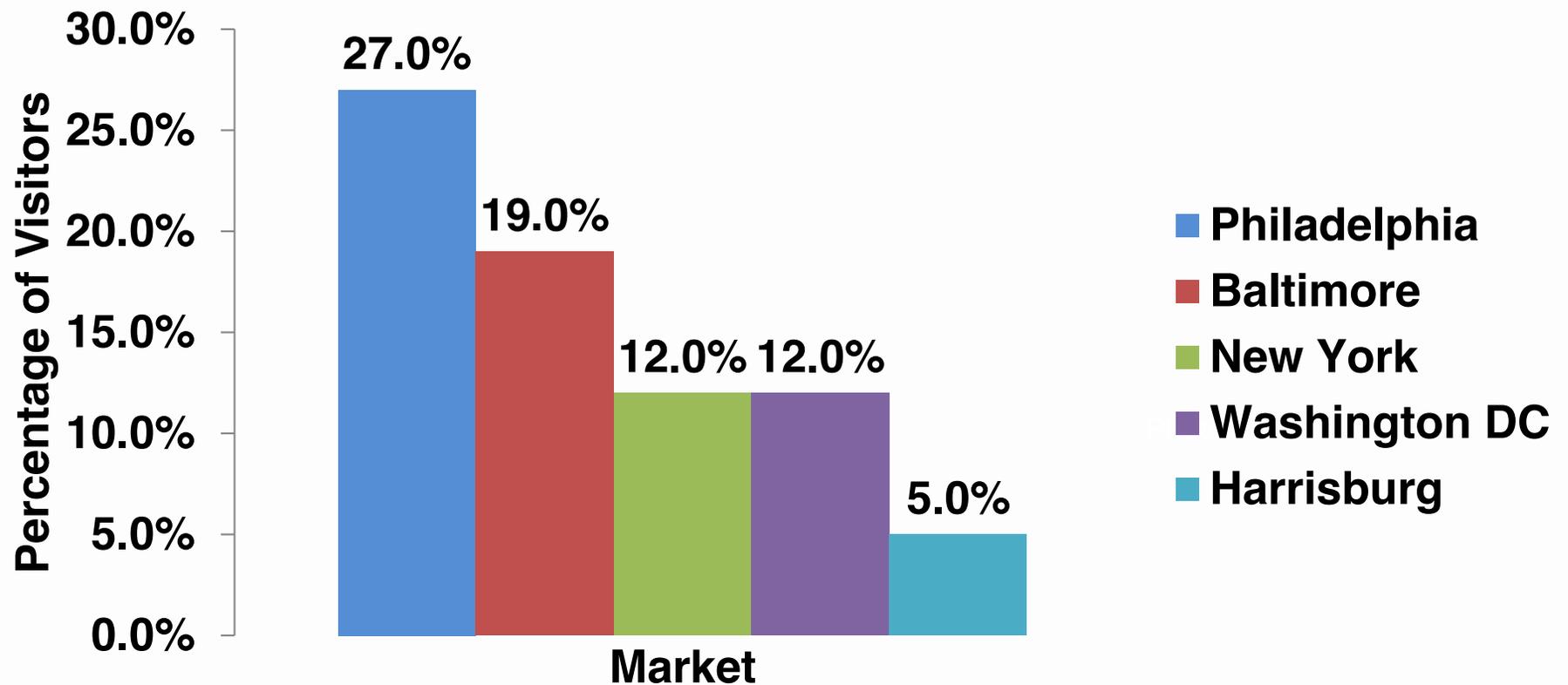
Delaware Visitor Demographics		
Category	Avg. to DE	Avg. across US
Age	47	47
Household Income	\$86,472	\$85,723
Average Party Size	2.10	2.04
Average trip length (nights)	1.97	2.10
Average Daily Spending (per person)	\$105	\$111

## Top States of Origin



- Delaware is a “drive-to” state
- 97% of visitors used a car to get to the state
- 75% of visitors came from 200 miles or less

## Top Markets of Origin



## Average Visitor Spending

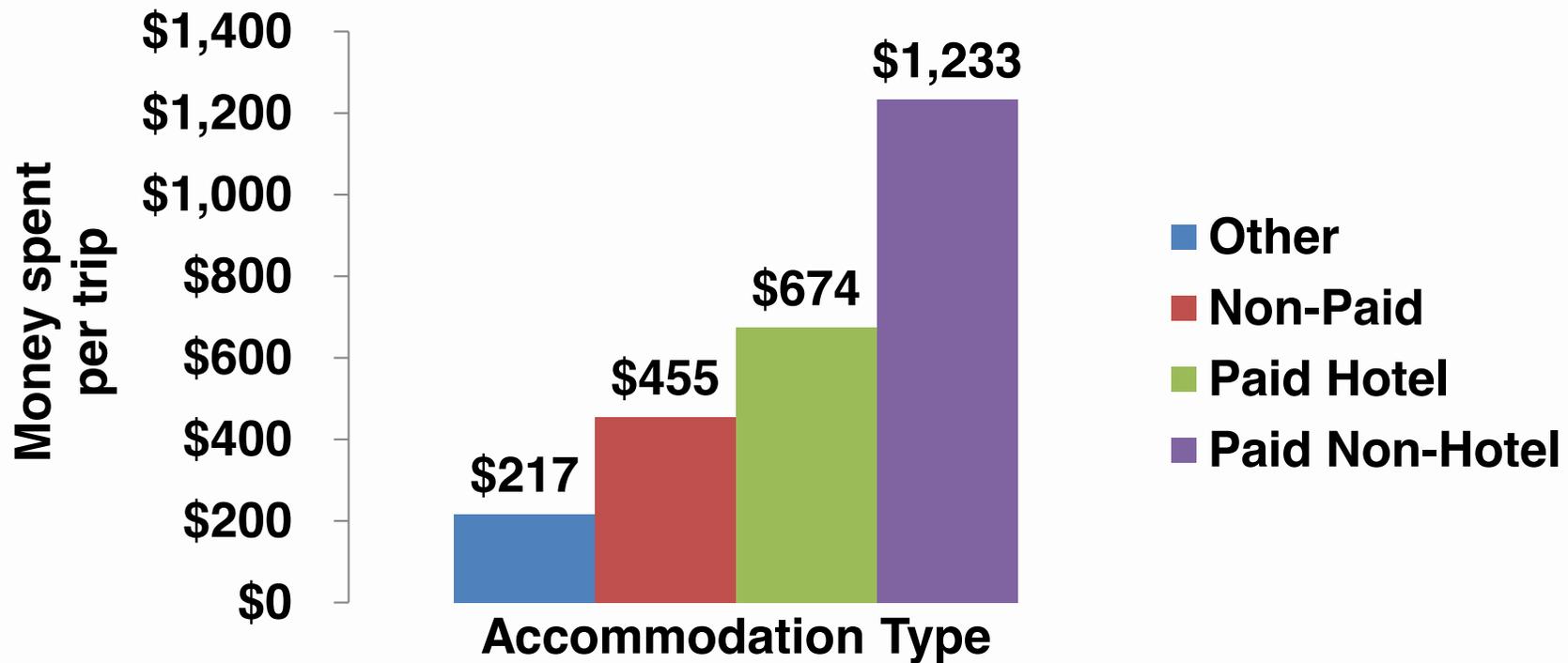
**Per trip = \$566**

**Per day = \$105**

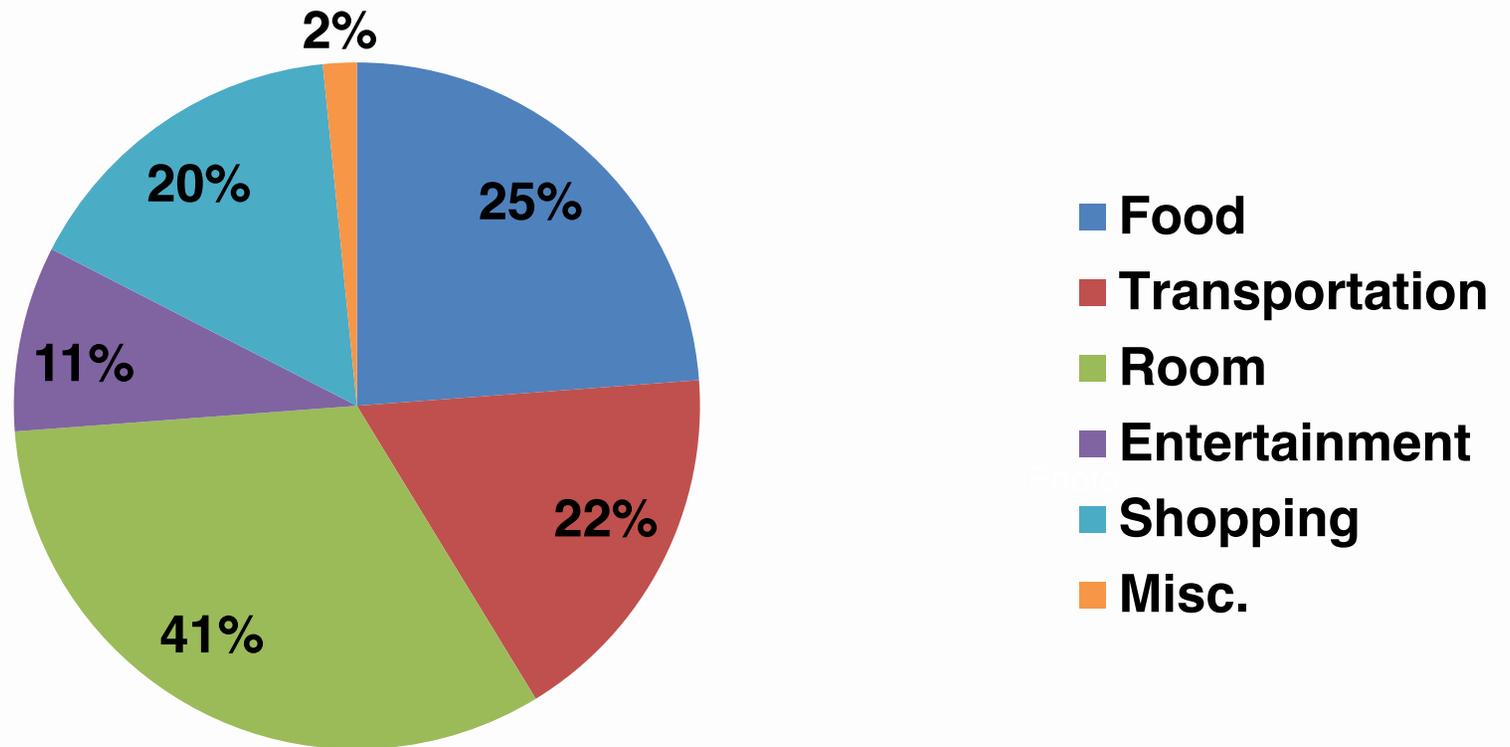
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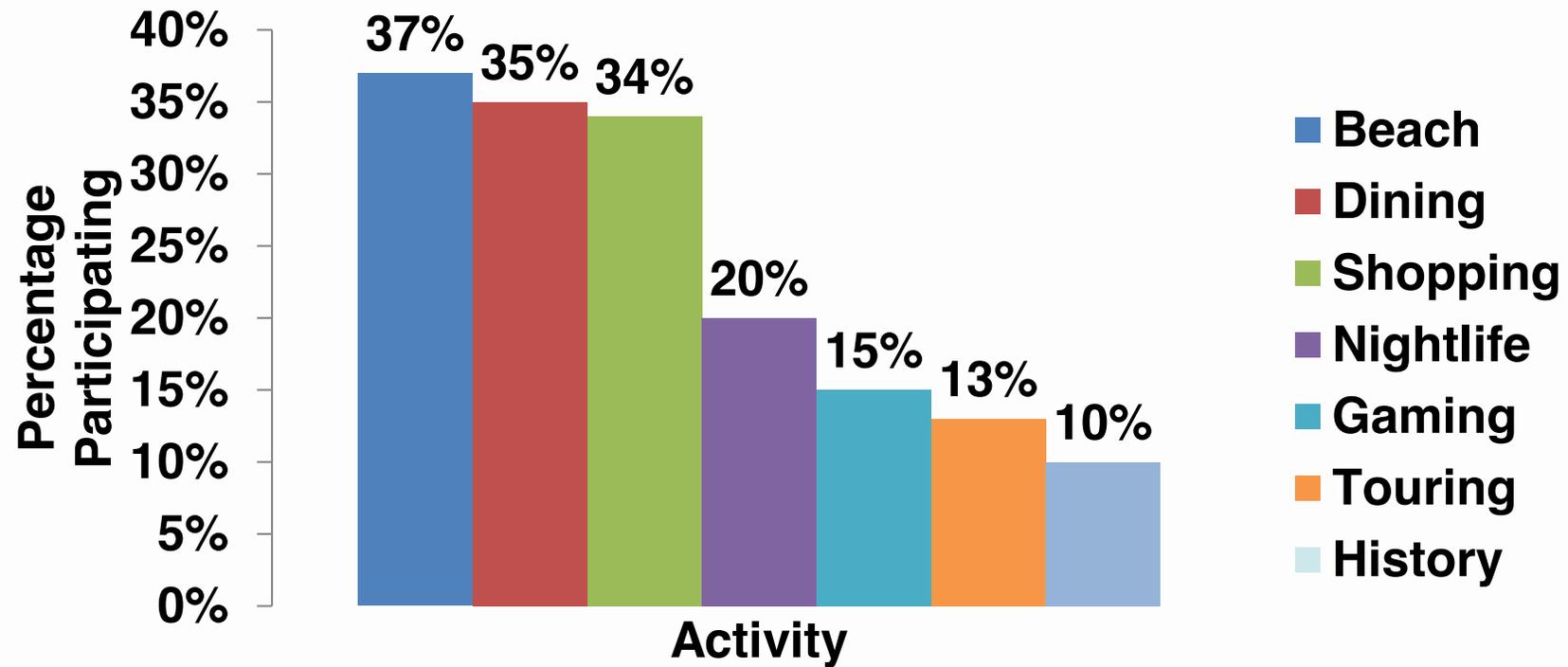
## Spending by Accommodation



## Category Spending Per Person



## Visitor Activities



## Kinds of Travel

- **Business v. Leisure**
  - **Business – 1.69 million visitors**
  - **Leisure – 6.81 million visitors**
- **Day Trip v. Overnight**
  - **Day Trip – 4.63 million visitors**
  - **Overnight – 3.87 million visitors**

## County Spending

2015	Tourism Expenditures*	15-v-14 %	Share of State
	(millions of \$)	%	%
<b>Kent</b>	\$537.3	-0.4%	12%
<b>New Castle</b>	\$2,066.1	5.2%	47%
<b>Sussex</b>	\$1,791.6	4.2%	41%
<b>Delaware Total</b>	<b>\$4,394.9</b>	<b>4.1%</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

2015 in Millions \$	Accommodation		Entertainment	Food & Beverage	Shopping	Transportation	Total
	Hotel & Other	Rental Homes					
Kent	\$73.2	\$20.8	\$147.7	\$121.2	\$133.7	\$40.7	\$537.3
New Castle	\$224.6	\$19.6	\$293.6	\$582.6	\$548.2	\$397.4	\$2,066.0
Sussex	\$171.7	\$1,056.3	\$65.9	\$261.5	\$207.2	\$28.9	\$1,791.6
Total Visitor Spending	\$469.6	\$1,096.7	\$507.3	\$965.3	\$889.1	\$467.0	\$4,394.9
vs. 2014	8.4%	1.9%	0.5%	7.7%	2.1%	5.8%	4.1%

## Tourism Industry Jobs

<i>(in full-time equivalents)</i>	2015	2015 % of Total County Employment	% Change	2014	2014 % of Total County Employment	% Change	2013	2013 % of Total County Employment	% Change
Kent	5,100	5.8%	-2.2%	5,220	5.9%	-2.0%	5,120	5.8%	-2.7%
New Castle	19,620	5.3%	3.4%	18,890	5.2%	2.0%	18,600	5.2%	1.4%
Sussex	17,010	15.7%	2.3%	16,630	16.7%	5.9%	15,710	16.2%	3.3%
<b>Total DE Tourism</b>	<b>41,730</b>	<b>7.3%</b>	<b>2.2%</b>	<b>40,830</b>	<b>7.4%</b>	<b>3.6%</b>	<b>39,430</b>	<b>7.3%</b>	<b>1.6%</b>

Source: BEA, BLS, Rockport Analytics

## Seasonal Second Home Rental

County	2015 Estimated # of Seasonal 2nd Homes	2015 vs 2014 %	2015 Estimated Rental Value* (in mils\$)	% of State	2015 vs 2014 %
Kent	530	4.5%	\$20.8	1.9%	4.5%
Newcastle	749	1.8%	\$19.6	1.8%	2.1%
Sussex	37,851	1.8%	\$1,056.3	96.3%	1.8%
<b>Total</b>	<b>39,130</b>	<b>1.8%</b>	<b>\$1,096.7</b>	<b>100.0%</b>	<b>1.9%</b>

\* Includes the imputed rental value of owner-occupied homes

Source: U.S. Census Bureau , Bureau of Economic Analysis, Rockport Analytics



- **Rental revenue rose 1.8% in 2015**
- **DE's effective tourism tax rate is 19% - far below the rate in states like NJ, MD, PA, NY**

# Value of Tourism 2015

Tourism has grown significantly in Delaware over the past 8 years.

Efforts to increase awareness of the state are working.

The industry's contribution to Delaware's economy is bigger.

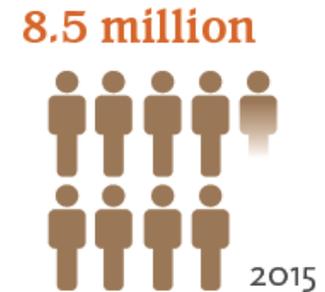
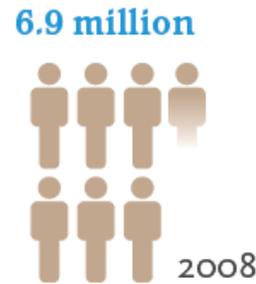
More people are visiting, and more people have jobs.

**Growth 2008-2015**

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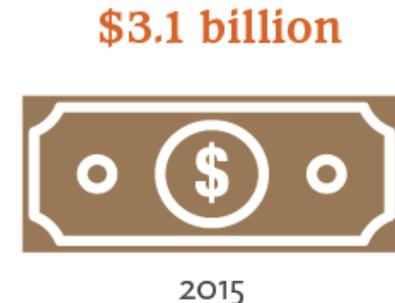
VisitDelaware.com

**1.6 million**  
more visitors

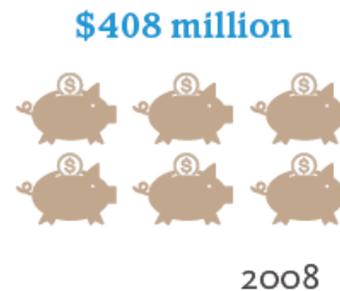


Contribution  
to state  
GDP up

**\$1.2 billion**



**\$79 million**  
more in  
tax revenue



**11 thousand**  
additional jobs



# Delaware Tourism Office

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**99 Kings Highway**

**Dover, DE 19901**

**[visitdelaware.com](http://visitdelaware.com)**

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