



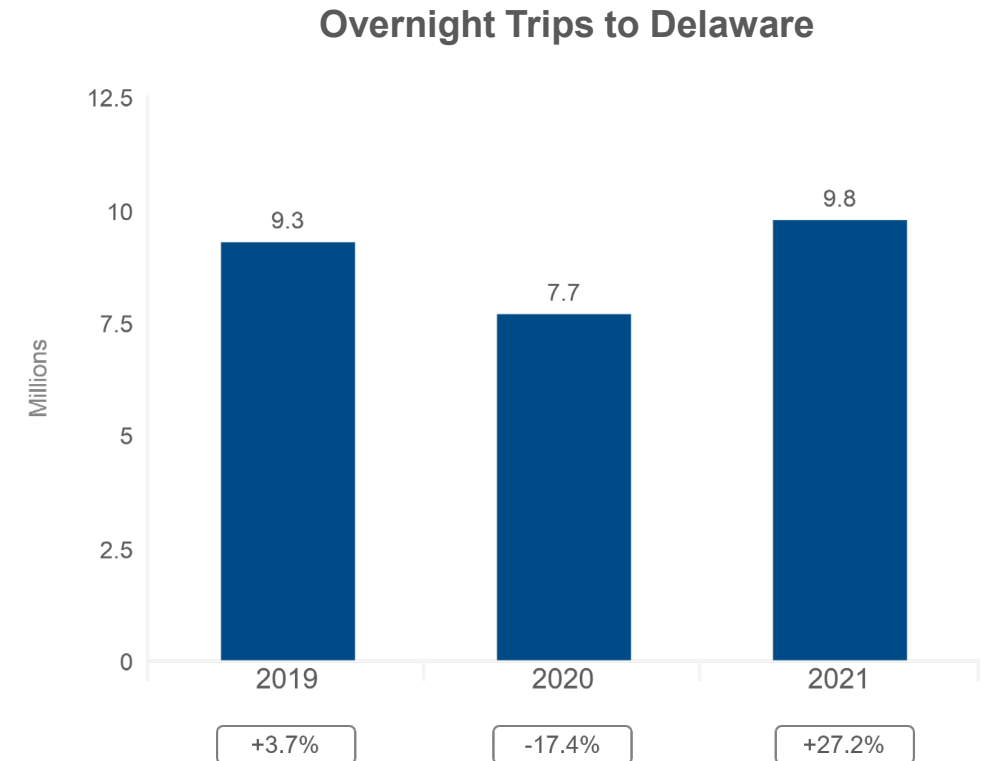
Delaware  
*Endless Discoveries™*

VisitDelaware.com

**THE VALUE OF TOURISM  
2021**



- **28.3 million visitors (includes day, overnight, business, and leisure travelers) – a new Delaware record.**
- **Total visitation increased by 17% above 2020 levels.**
- **9.8 million overnight visitors – exceeding 2019 levels.**
- **Overnight visitation increased by 27% vs 2020.**



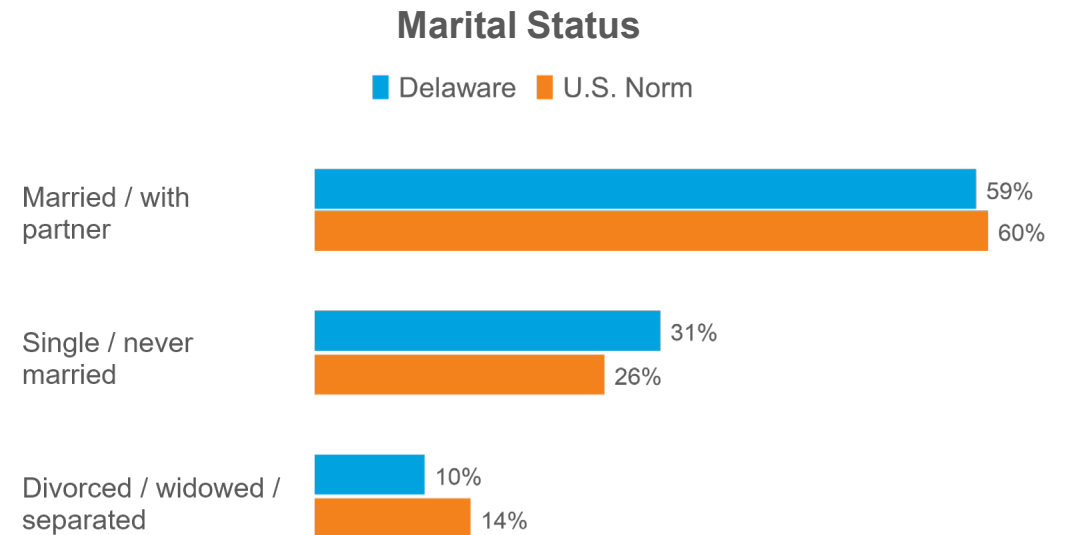
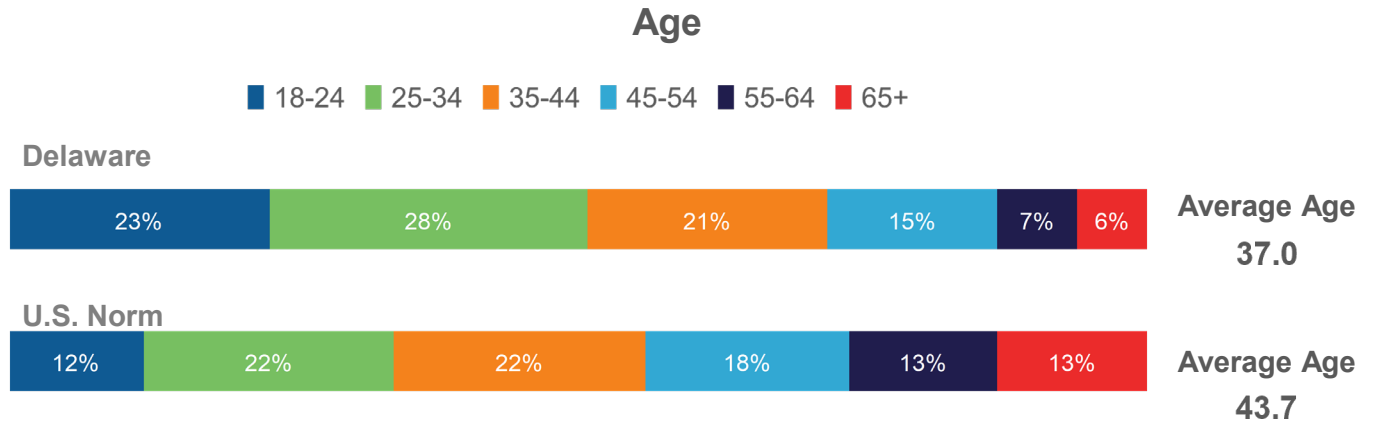
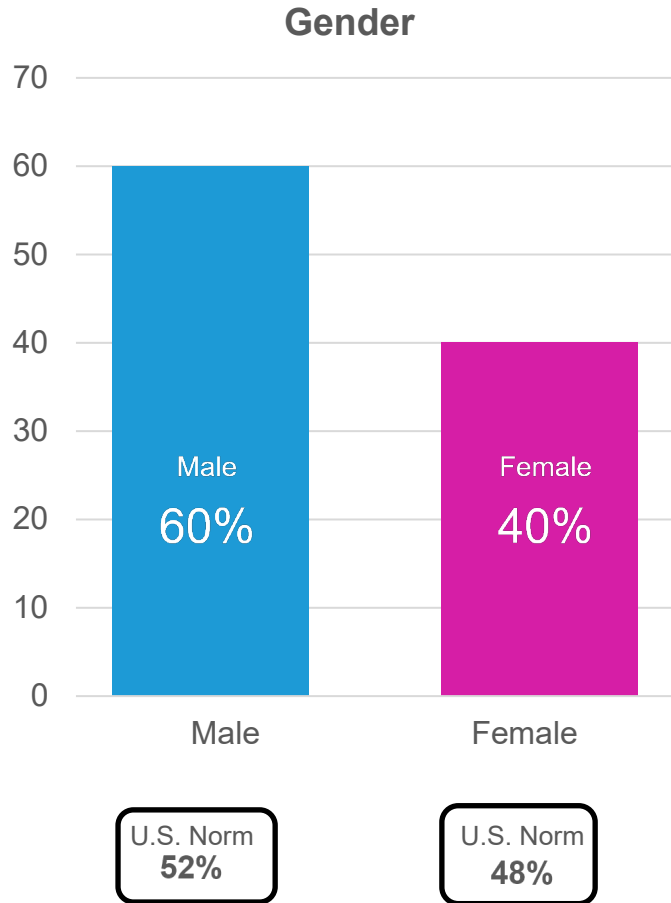
- **\$4 billion contributed to the state Gross Domestic Product (GDP).**
- **Tourism accounts for more than 5% of the state GDP.**
- **\$620 million in state and local taxes/fees.**
- **Without tourism, each Delaware household would pay an additional \$1,608 in taxes.**

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

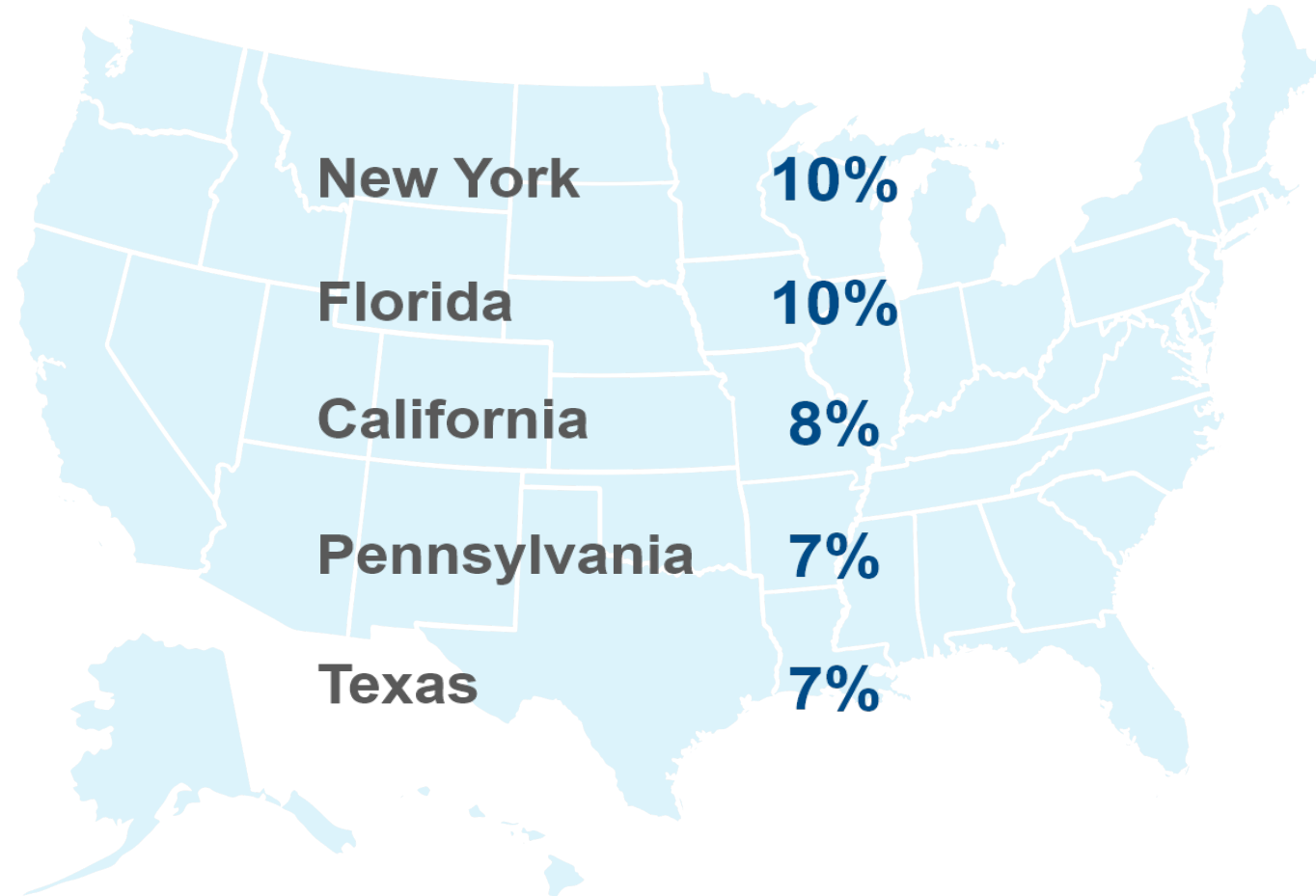
<i>(in full-time equivalents)</i>	2021	2021-vs-2020 % Change
Kent	5,440	27.3%
New Castle	18,770	23.9%
Sussex	23,550	35.1%
<b>Total DE Tourism</b>	<b>47,760</b>	<b>29.6%</b>

- **Tourism employment rose to a record 47,760 full and part-time jobs in 2021.**
- **64% of all new jobs created in 2021 in Delaware came from tourism.**
- **4th largest private employer (9% of all private sector jobs).**
- **\$2 billion in paid wages.**

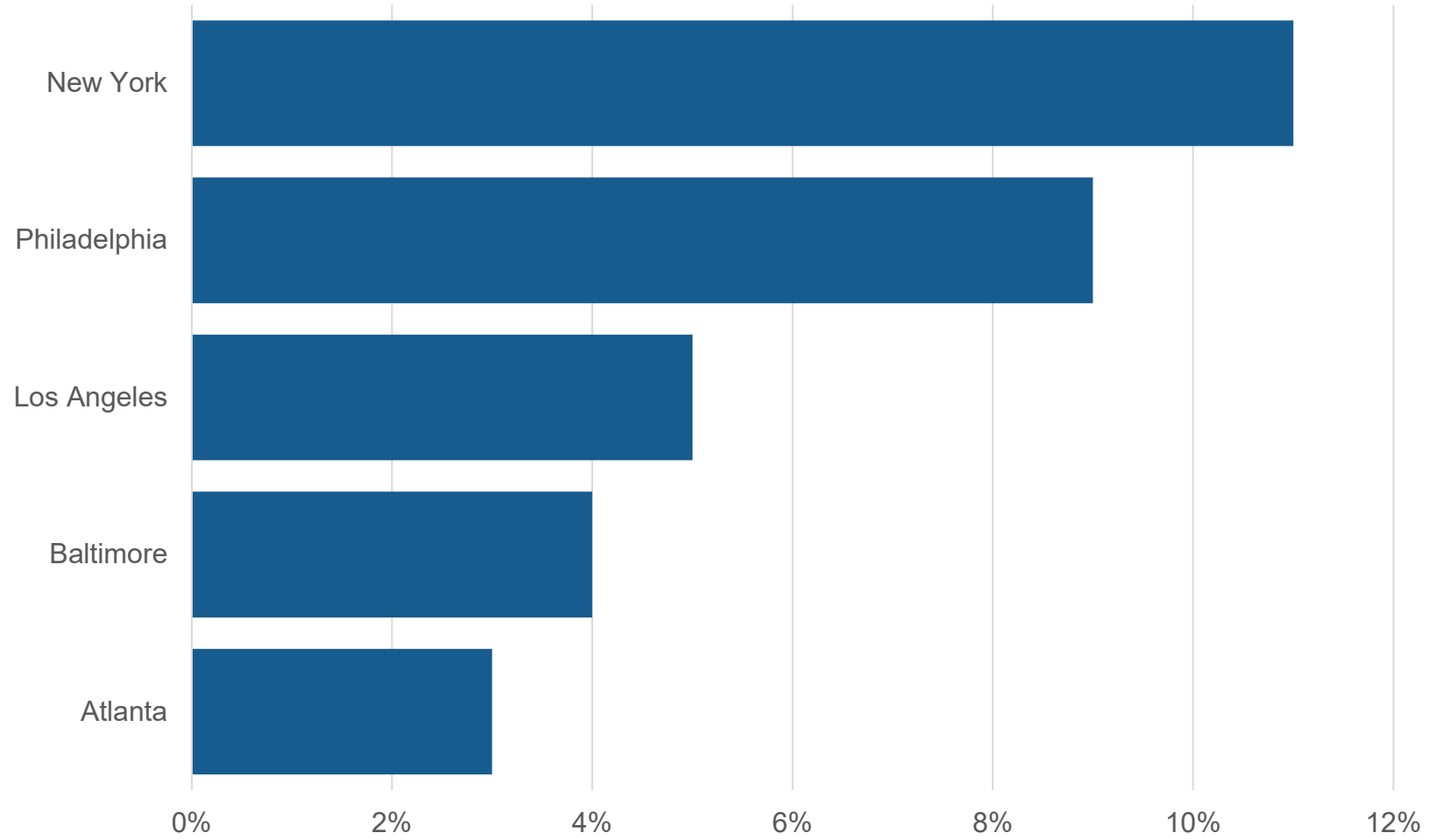
# Overnight Visitor Demographics



# Top States of Origin



# Top Markets of Origin



# Purpose of Trip to Delaware

## Main Purpose of Trip



30%

Visiting friends/ relatives



12% Touring



12% Outdoors



8% Special event



8% City trip



6% Resort



4% Casino



4% Cruise



2%

Conference/  
Convention



2%

Other business trip

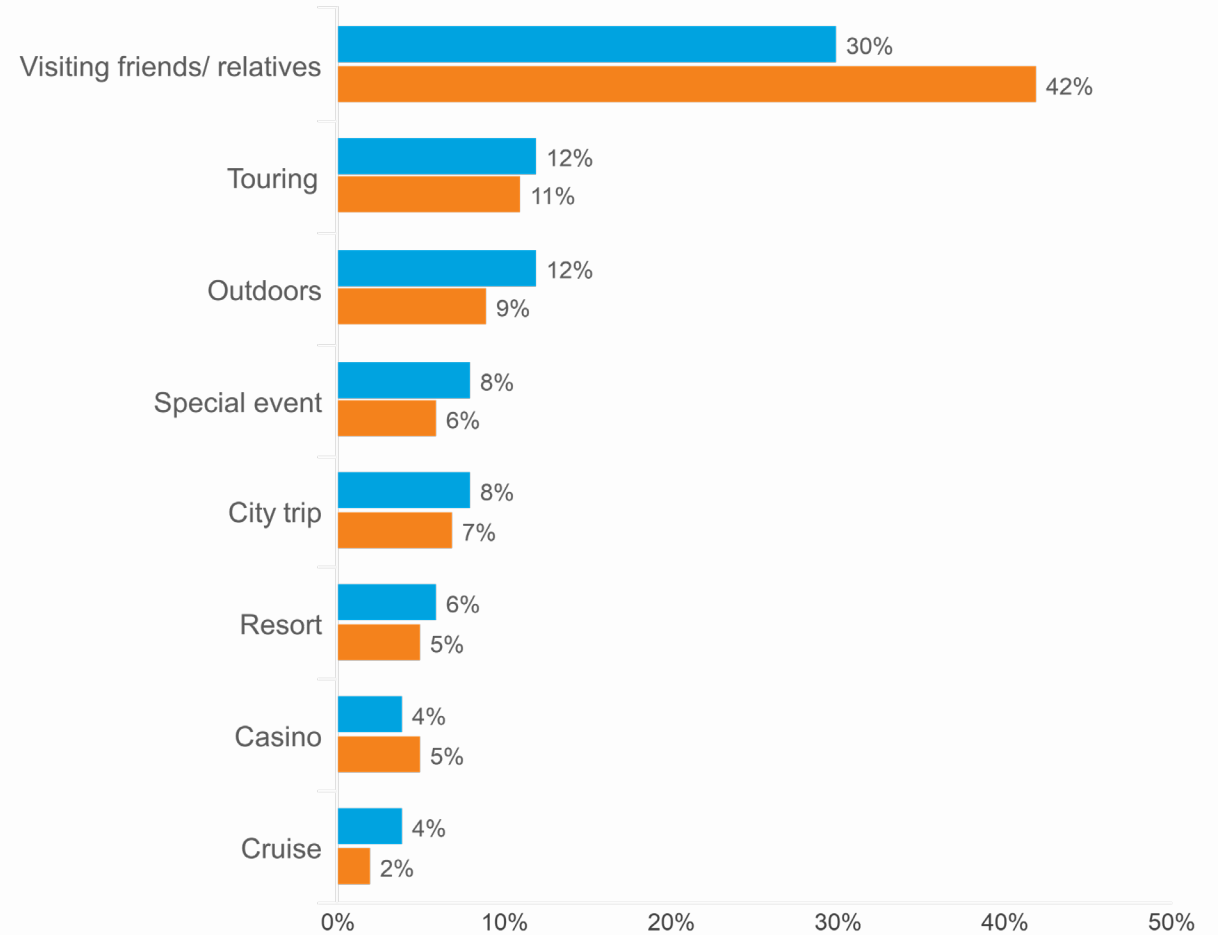


3%

Business-Leisure

## Main Purpose of Leisure Trip

■ Delaware ■ U.S. Norm



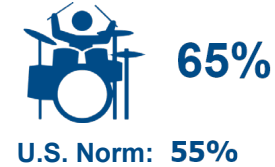


## Activity Groupings

### Outdoor Activities



### Entertainment Activities



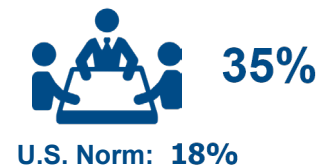
### Cultural Activities



### Sporting Activities



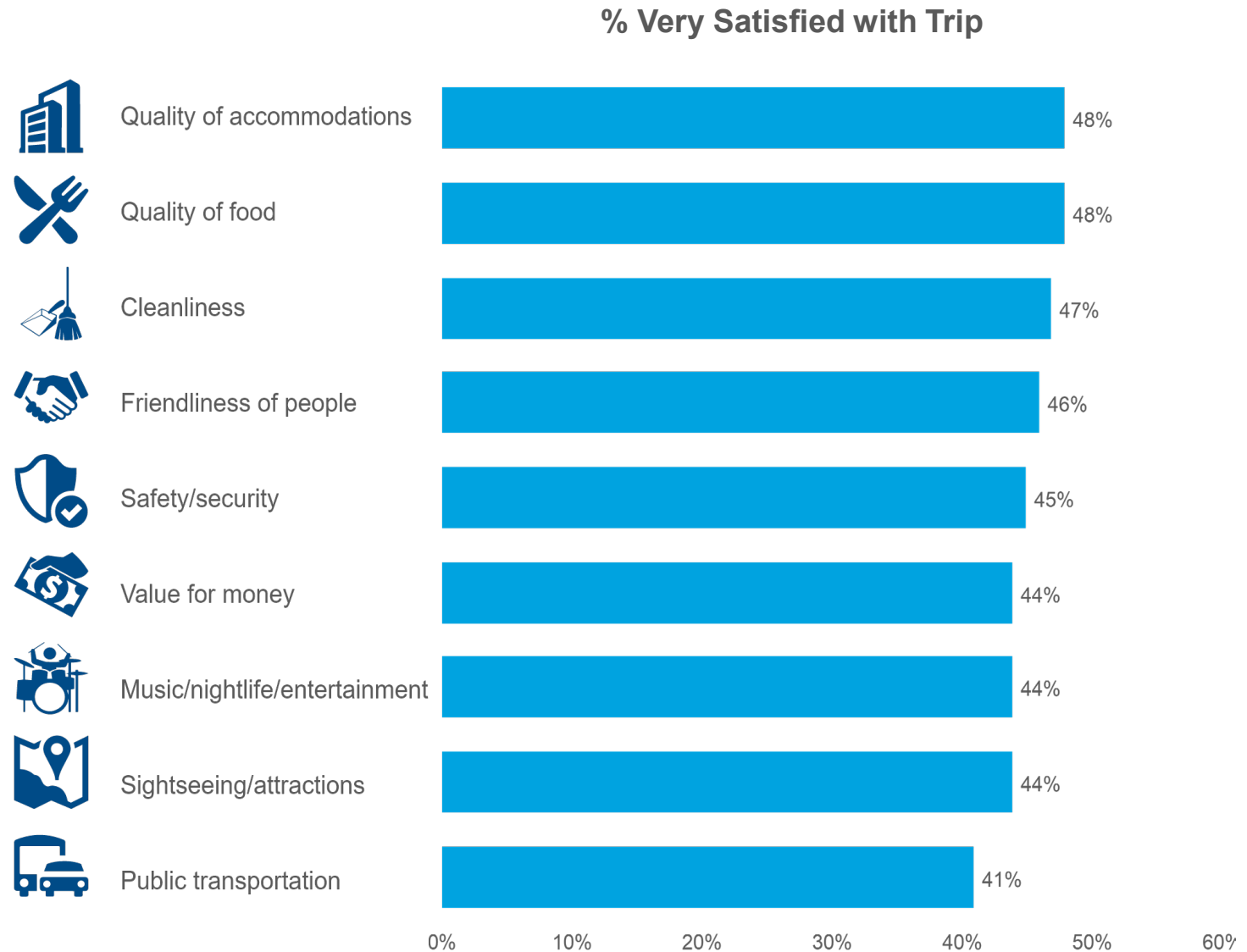
### Business Activities



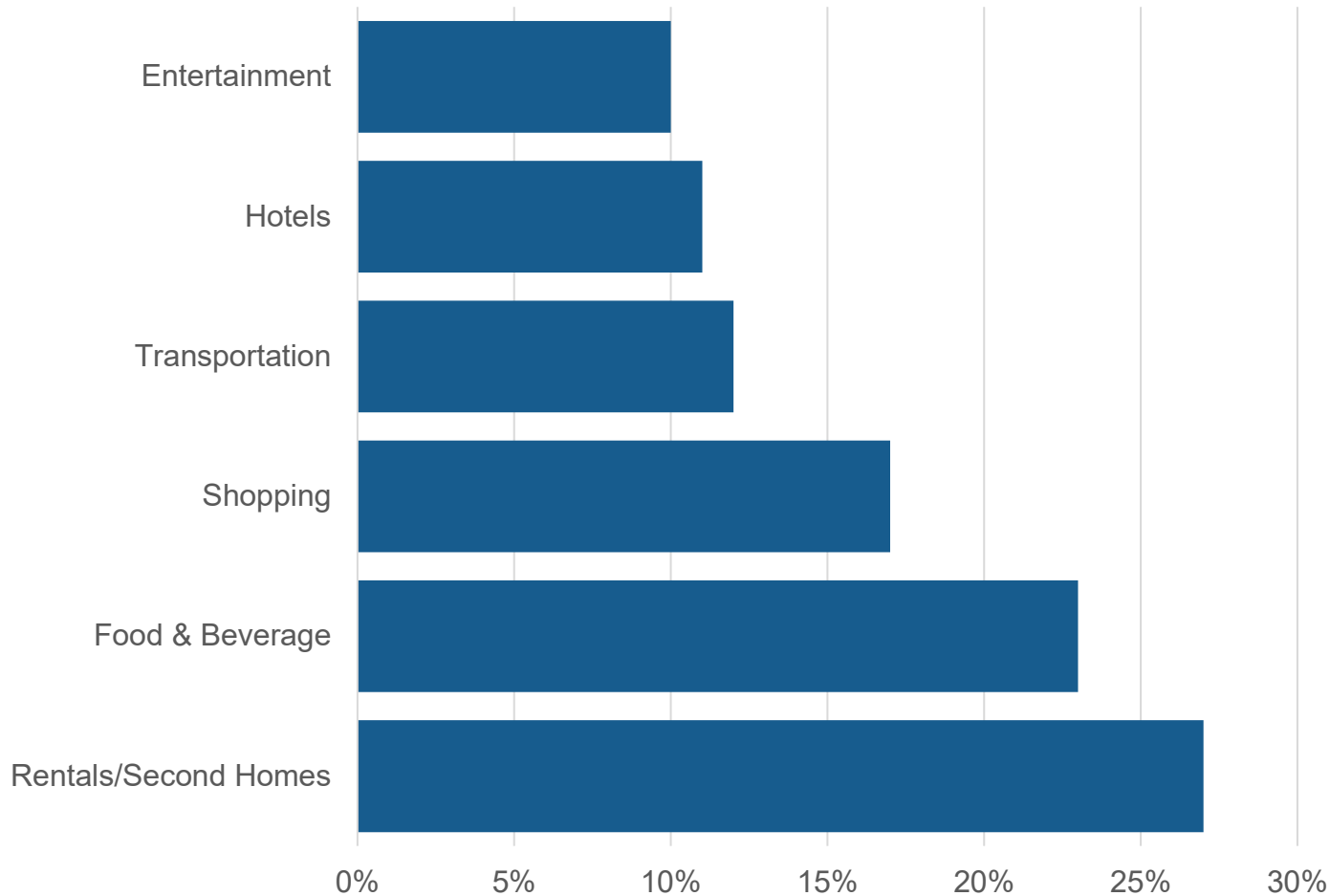
## Activities and Experiences (Top 10)

	Delaware	U.S. Norm
Attending celebration	21%	13%
Shopping	20%	22%
Attended/participated in a sports event for teenagers	18%	6%
Convention for personal interest	18%	6%
Civil Rights/African-American heritage sights/experiences	18%	6%
Business convention/conference	17%	8%
Attended/participated in a sports event for kids	17%	6%
Sightseeing	17%	16%
Attended/participated in an amateur sports event	17%	6%
Business meeting	15%	8%

- **83% of overnight travelers to Delaware are repeat visitors.**
- **64% of overnight travelers to Delaware had visited in the past 12 months.**
- **62% of overnight travelers were very satisfied with their overall trip experience.**



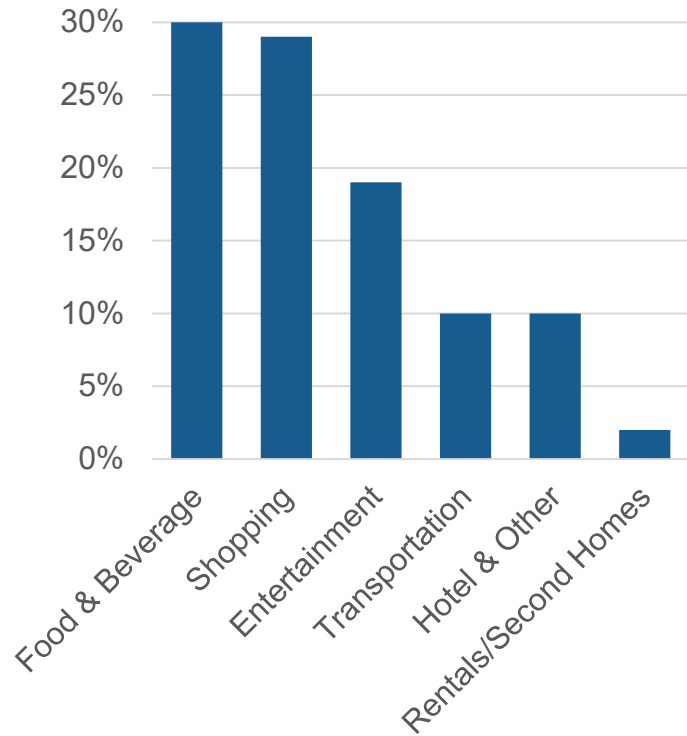
Overnight Trip Spending in Delaware



- **Visitor spending topped \$5.9 billion, a 30% increase from 2020.**
- **Delaware's economy was able to keep 66 cents of each tourism dollar spent in the state.**
- **Average trip spend: \$207**

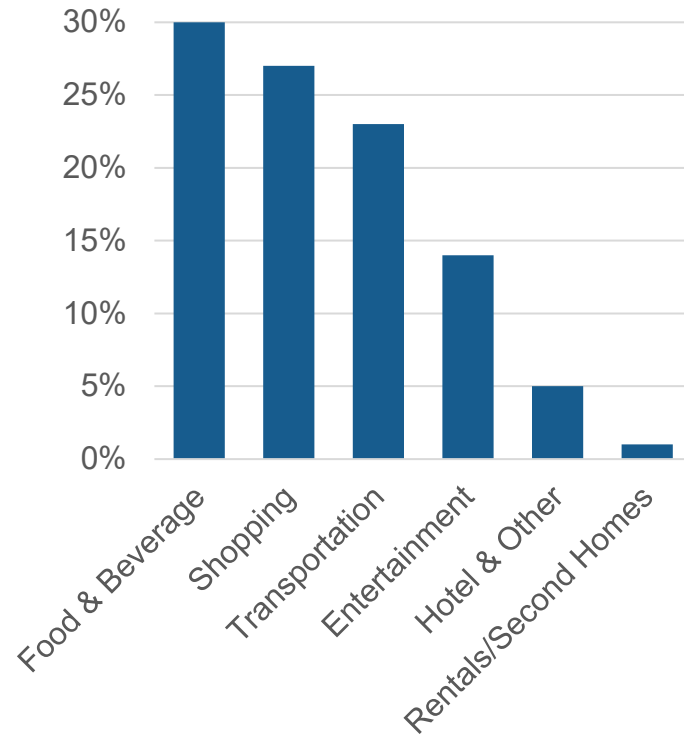
# Visitor Spending By County

## Kent



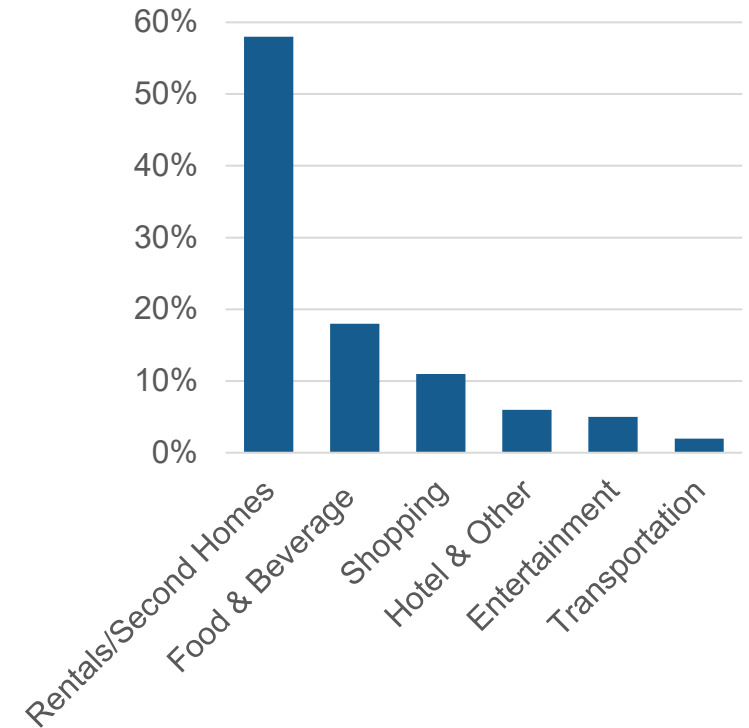
**Kent Visitor Spending:**  
**\$678M**  
**+27% vs. 2020**

## New Castle



**NCC Visitor Spending:**  
**\$2,520B**  
**+26% vs. 2020**

## Sussex



**Sussex Visitor Spending:**  
**\$2,664B**  
**+23% vs. 2020**



# Delaware Tourism Office

[VisitDelaware.com](https://www.visitdelaware.com)

Sources: Rockport Analytics &  
Longwoods International