

# 2018 Delaware Tourism Satellite Account

Tourism Performance By County



Tourism Metric	Kent County	New Castle County	Sussex County	DE Total
2018 in millions of dollars except employment				
Tourism Expenditures*	\$624.2	\$2,397.3	\$2,207.0	<b>\$5,230.8</b>
Visitor Volume** (in millions of Person-Stays)	3.0	4.1	6.5	14.3
Visitor Spending	\$580.4	\$2,260.3	\$2,150.8	<b>\$4,991.5</b>
Core Tourism GDP (Value-Added)	\$291.4	\$1,160.6	\$1,275.4	<b>\$2,727.3</b>
Core Tourism Employment	5,150	20,100	18,780	<b>44,030</b>
Core Tourism Wages	\$174.0	\$720.1	\$383.5	<b>\$1,277.6</b>
Tourism-Initiated Taxes				
Federal	\$40.1	\$218.0	\$139.9	<b>\$398.0</b>
State & Local	\$67.6	\$260.1	\$217.5	<b>\$545.1</b>

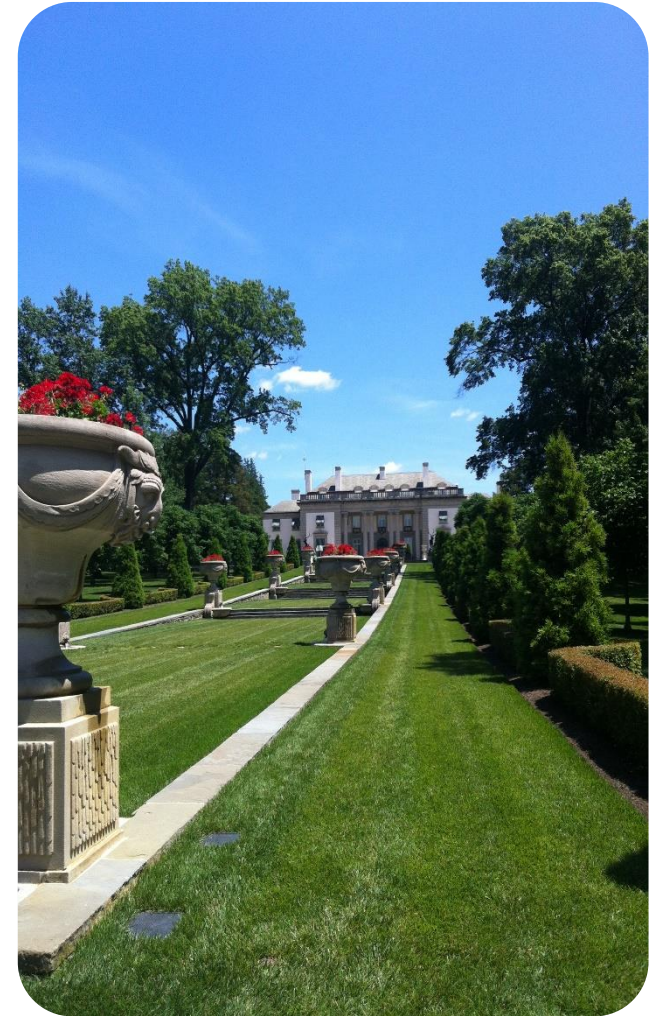
\* Excluding tourism construction & investment

\*\* Counties do not sum to state due to some survey respondents who identify only "DE" as their destination. Unweighted estimates.

Source: Rockport Analytics, IMPLAN, Bureau of Economic Analysis, DK Shifflet, DE Department of Revenue

2018	Tourism Expenditures*	18-v-'17 %	Share of State
	(millions of \$)	%	%
Kent	\$580.4	-0.5%	11.6%
New Castle	\$2,260.3	5.5%	45.3%
Sussex	\$2,150.8	4.4%	43.1%
<b>Delaware Total</b>	<b>\$4,991.5</b>	<b>4.3%</b>	<b>100.0%</b>

\*Excludes construction & investment spending. Includes resident spending on outbound trips



2018	Kent	New Castle	Sussex	Total DE	Yr/Yr %
Accommodation	<i>in millions of \$</i>				
Hotel & Other	\$90.6	\$256.4	\$208.6	\$555.6	5.5%
Rental Homes	\$9.7	\$18.6	\$1,255.3	\$1,283.6	3.3%
Entertainment	\$118.2	\$333.0	\$90.7	\$541.9	2.5%
Food & Beverage	\$163.3	\$639.7	\$330.1	\$1,133.1	6.8%
Shopping	\$149.2	\$569.7	\$227.2	\$946.1	1.6%
Transportation*	\$49.3	\$442.9	\$38.9	\$531.1	6.8%
<b>Total</b>	<b>\$580.4</b>	<b>\$2,260.3</b>	<b>\$2,150.8</b>	<b>\$4,991.5</b>	<b>4.3%</b>
Yr/Yr %	-0.5%	5.5%	4.4%	4.3%	

\* Transportation excludes trip spending that took place outside of Delaware (e.g. air fare)

Core Tourism Jobs by County	2017	% Change	2018	% of Total County Jobs	% Change
Kent	5,210	0.8%	5,150	5.6%	-1.1%
New Castle	19,720	0.7%	20,100	5.2%	1.9%
Sussex	18,350	2.0%	18,780	16.1%	2.3%
<b>Total DE Tourism</b>	<b>43,280</b>	<b>1.2%</b>	<b>44,030</b>	<b>7.5%</b>	<b>1.7%</b>

- Core Tourism refers to jobs with firms that directly touch Delaware visitors. This definition is consistent with reported employment in other industries across the state.

Source: BEA, BLS, Rockport Analytics

		A	B	C	D
R	Sussex Industry (2-digit NAICS Definition)	2018 Tourism- Initiated Employment	2018 Reported Employment	2018 Employment Tourism- Removed	2018-v-2017 % Change
1	<b>Core Tourism Industry</b>	<b>18,778</b>	-	<b>18,778</b>	<b>2.3%</b>
2	44-45 Retail Trade	1,764	15,339	13,575	1.6%
3	62 Health & Social Services	-	13,344	13,344	-1.2%
4	23 Construction	-	9,063	9,063	5.2%
5	56 Administrative Services	525	7,872	7,347	7.8%
6	81 Other Services	-	6,519	6,519	0.9%
7	72 Accommodation & Food Svc	7,933	13,856	5,923	5.7%
8	52 Finance & Insurance	-	4,650	4,650	1.4%
9	48-49 Transportation & Warehousing	236	3,175	2,939	12.9%
10	42 Wholesale Trade	-	2,254	2,254	-1.1%
11	53 Real Estate & Rental	6,692	8,525	1,833	3.4%
12	71 Arts, Entertainment & Recreation	1,618	2,977	1,359	4.8%
13	51 Information	9	909	900	1.7%
14	61 Educational Services	-	880	880	2.1%
15	22 Utilities	-	324	324	0.0%
	<b>Total Sussex County</b>		<b>118,768</b>	<b>118,768</b>	<b>3.0%</b>

### Column Definitions:

- A. Tourism's contribution to each industry
- B. Reported employment from the Bureau of Economic Analysis
- C. For a more accurate ranking, we have removed tourism's contribution to each industry and placed it in "Core Tourism Industry"
- D. Employment growth

Rows do not sum to Total due to additional industries not listed

Source: BEA, BLS, Rockport Analytics

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R	Kent Industry (2-digit NAICS Definition)	2018 Tourism- Initiated Employment	2018 Reported Employment	2018 Employment Tourism- Removed	2018-v- 2017 % Change
1	62 Health & social services	-	11,176	11,176	4.6%
2	44-45 Retail trade	781	11,167	10,386	-0.9%
<b>3</b>	<b>Core Tourism Industry</b>	<b>5,151</b>	<b>-</b>	<b>5,151</b>	<b>-1.1%</b>
4	23 Construction	-	4,459	4,459	2.2%
5	81 Other services	-	4,414	4,414	2.1%
6	72 Accommodation & food	2,723	6,982	4,259	18.3%
7	52 Finance & insurance	-	4,168	4,168	2.5%
8	56 Administrative & services	259	3,978	3,719	2.9%
9	48-49 Transportation & Warehousing	187	3,848	3,661	9.5%
10	53 Real estate & rental	71	3,495	3,424	3.1%
11	42 Wholesale Trade	-	1,349	1,349	-1.3%
12	71 Arts, Entertainment & Recreation	1,122	2,324	1,202	-33.4%
13	61 Educational svcs	-	937	937	-0.8%
14	51 Information	8	588	580	-5.0%
15	11 Ag, Forestry, Fish & Hunting	D	D	D	D
	<b>Total Kent County</b>		<b>93,124</b>	<b>93,124</b>	<b>1.1%</b>

Rows do not sum to Total due to additional industries not listed

(D) Indicates disclosure restrictions on reporting employment

Source: BEA, BLS, Rockport Analytics

		A	B	C	D
R	New Castle Industry (2-digit NAICS Definition)	2018 Tourism- Initiated Employment	2018 Reported Employment	2018 Employment Tourism- Removed	2018-v-2017 % Change
1	62 Health & Social Services	-	52,856	52,856	2.8%
2	52 Finance & Insurance	-	51,359	51,359	-0.2%
3	44-45 Retail Trade	3,467	36,285	32,818	-1.1%
4	56 Administrative Services	754	24,194	23,440	2.7%
<b>5</b>	<b>Core Tourism Industry</b>	<b>20,098</b>	<b>-</b>	<b>20,098</b>	<b>1.9%</b>
6	23 Construction	-	18,861	18,861	2.0%
7	53 Real Estate & Rental	498	17,968	17,470	2.2%
8	81 Other Services	-	16,265	16,265	0.7%
9	72 Accommodation & Food	10,247	24,776	14,529	2.8%
10	48-49 Transportation & Warehousing	1,790	15,689	13,899	5.2%
11	31-33 Manufacturing	-	12,539	12,539	5.8%
12	55 Management of companies	-	8,780	8,780	-5.0%
13	42 Wholesale Trade	-	8,544	8,544	-1.0%
14	61 Educational Services	-	8,079	8,079	0.2%
15	71 Arts, Entertainment & Recreation	3,316	9,712	6,396	4.3%
	<b>Total New Castle County</b>		<b>383,634</b>	<b>383,634</b>	<b>1.3%</b>

Source: BEA, BLS, Rockport Analytics

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