- Market Sussex County as a destination
- Collection of Chambers focused on local tourism
- To promote year-round tourism in Southern Delaware that contributes to economic growth and improves the quality of life
- Promote and highlight accommodations, attractions and events in Sussex County
- Work in conjunction with the CVBs from Kent and New Castle Counties and the Delaware Tourism Office

www.VisitSouthernDelaware.com
Sussex County Tourism
A Few Myths & Facts

- Myth: Only businesses that directly cater to visitors benefit from tourism.
- Fact: The $750 million dollars left in Sussex County by visitors expands to $1.65 billion throughout the local economy through indirect spending.
- Myth: Visitors are only interested in going to the beach.
- Fact: Cultural and culinary attractions continue to rise in visitor activity rankings.
- Myth: Tourism exists in a vacuum.
- Fact: Tourism revenue spreads over multiple industry sectors and has unlimited potential.
“In-Reaching” Before Outreaching

- Chamber of Commerce Forums
- Tourism Partners Meetings
- Site visits and tours
- Advisory Groups
- Monthly Breakfast Clubs
- Packaging
- Ongoing
- Authentic and Compelling

www.VisitSouthernDelaware.com
Expanding Reach

Travel Media Outreach and FAM Tours

Social Media

Monthly E-Scapes

Advertising

Trade Shows and Road Shows

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