

Visitation Formula & Statistics – updated 2024

Grand Total Visitation – (May 1 – September 30)

- 2010 (May 1 - Sept 30) – 6,998,700 (Formula A)
 - 2012 (May 1 - Sept 30) – 7,724,200 (Formula A)
 - 2016 (May 1 - Sept 30) – 7,985,995 (Formula A)
 - 2019 (May 1 - Sept 30) – 7,757,100 (Formula A)
 - 2021 (May 1 - Sept 30) – 10,039,766 (Formula A)
 - 2022 – Not Available
 - 2023 (Jan 1 – Dec 31) - 7,060,082 (Formula B)
- **Visitation Formula A:** Take the Average Daily Traffic Count of Vehicles Times 153 days (May 1 – September 30); times 1.2 persons per vehicle; minus 35%, which represents those who work locally or may be traveling through. (Per DelDot)

Visitation Formula B: Take the Total South-bound Count* from each month; minus 35%, representing those who work locally or may be traveling through; times 1.2 persons per vehicle. *Note: Formula B was determined with exact-number counts on an hourly basis from DelDot. Previous years (Formula A) were used with averages given.*

*RT 1 at the Rt 24 intersection

- On a regular basis, the Chamber of Commerce reviews DelDOT’s traffic count on Route 1 and 1A specifically. Without a demoflush system in place, this has proven to be the best source of consistent information over the years. The formula used includes the very conservative count of 1.2 persons per vehicle. Individual visitation counts are often confused with passenger vehicles – in other words, counting the vehicle only with no formula for how many individuals may be riding in the vehicle.

Traffic Counts - DELDOT

Route 1	1999 (May 1 - Sept 30)	Avg. Vehicles Per Day	46,065
Route 1	2002 (May 1 - Sept 30)	Avg. Vehicles Per Day	50,159
Route 1	2010 (May 1 - Sept 30)	Avg. Vehicles Per Day	57,053
Route 1	2015 (May 1 - Sept 30)	Avg. Vehicles Per Day	64,372
Route 1	2019 (May 1 - Sept 30)	Avg. Vehicles Per Day	65,000
Route 1	2021 (May 1 - Sept 30)	Avg. Vehicles Per Day	86,969
Route 1	2023 (Jan 1 – Sept 28)	Avg. Vehicles Per Day	Not available; In progress

- Delaware Dept. of Transportation statistics show that the average daily traffic count at Route 1 and Rehoboth Avenue has climbed from 57,053 vehicles in 2010 to 64,372 in 2015 and that at Routes 1 and 1A (or Rehoboth Ave.), the daily traffic count averages 64,372 vehicles. The average daily count for the same intersection in 2010 was 57,053.

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- Compare: Visitor Profile State Records which indicate that 12 to 13 million visit the State annually and the State Beach Report indicates over 5 million (5,096,908) visit Beaches. Destination/Overnight

visitor volume to Delaware was 5.96 million in 2003. (Delaware Travel Barometer, 2003 Travel Trends).

Visitors to Sussex County - 2007

- 44% have household income over \$75,000
- 41% have college diploma or higher
- 32% spend money on shopping
- 39% spend money dining out
- 53% stay two or more nights

Source: Travel Industry Association of America, TIA TravelScope; 4/2007