

Demographics: Frequently Asked Questions

1. There are 30 miles of oceanfront in Delaware (25 of the miles are from Lewes to Fenwick Island)
2. The (1-mile square) Downtown Rehoboth population in 2000 was 1,495
3. Number of restaurants/eateries in Downtown Rehoboth – 100+/about half have liquor license
4. Since it began operations in 1964, ferry service has carried more than 11 million vehicles and 34 million passengers. Sussex County Profile, 2012. The Cape May-Lewes Ferry offers an 85 minute boat ride over 17 miles of water linking the coasts of Delaware and New Jersey. (Sussex County Profile – 2012)
5. Visitors spend more than \$573 million in beach-trip related expenditures each year – Jack Faucett Assoc. Report (1998) via DNREC
6. Trip-related expenditures create jobs, profits and state and local receipts within the beach communities and the State - Jack Faucett Assoc. Report (1998) via DNREC
7. The average annual erosion rate in the beach communities varies from 2 to 4 feet per year - Jack Faucett Assoc. Report (1998) via DNREC
8. Beach replenishment: current policies provide beach nourishment to the ocean beaches at a cost of approximately \$1.8 million per year, thereby mitigating the effects of long term erosion and sustaining the ability to attract and accommodate beach visitors - Jack Faucett Assoc. Report (1998) via DNREC
9. Beach replenishment in Rehoboth/Dewey Beach was performed in 1998, 2005, and 2012.
10. Beach replenishment (June 2005) - \$18 million project which involves moving/transporting more than 1 million cubic yards of sand from the Indian River Inlet to Rehoboth and Dewey Beaches
11. Average Temperatures:

| | |
|--------------------|---------------|
| April Air.....52° | |
| May Air.....62° | |
| June Air.....71° | Water.....59° |
| July Air.....75° | Water.....68° |
| August Air.....75° | Water.....73° |
| Sept. Air73° | Water.....71° |
| Oct. Air70° | Water.....69° |
12. 69¢ of each dollar spent by visitors is kept within Delaware. Delaware Tourism Report, 2010.
13. 84% of all visitors travel by car – PKF Consulting
14. Tourism generated \$400 million in state and local government taxes/fees in 2010. Delaware Tourism Report, 2010.
15. Sussex County 2005-2006 annual budget - \$140,134,857
16. Delaware’s tourism business is worth about \$2.1 billion to the State; 3rd largest employer in the State. Delaware Tourism Report, 2010.
17. Overnight visitors are drawn from a 26 million base within 4-5 hour driving radius; day visitors are drawn from a radius of approximately 90 miles with a 6 million base – Market Feasibility Study/PKF Consulting – 3/04
18. On average, the typical 2010 visitor to Delaware was 47 years of age with a household income of \$94,322 which was higher than the national average. D.K. Shifflet & Assoc. Ltd. & Vantage Strategy, 2010.
19. 37% of overnight visitors to Delaware are parents; 19% of which are under age 45, suggesting that children within these families are most likely school age - Market Feasibility Study/PKF Consulting – 3/04

20. According to the 2000 Travel Barometer, 56% of overnight visitors to Delaware have a college degree; 24% have a post-graduate degree - Market Feasibility Study/PKF Consulting – 3/04
21. According to the 2000 census, 40.9% of the Sussex County population has attended college or has a college degree; 6.5% have a graduate or professional degree - Market Feasibility Study/PKF Consulting – 3/04
22. Sussex County is 979 square miles. (Market Feasibility Study/PKF Consulting - 3/04)
23. Opened in 1989, the Tanger Outlet Mall (formerly Rehoboth Outlets) averages over 6+ million visitors a year.
24. Sussex County population in 2000 was 156,638. Actual for 2010 was 197,145. U.S. Census Bureau.
25. Seasonal population is projected to increase as much as 18%. (Sussex County Convention and Tourism Commission via Sussex County Council - 5/05)
26. U.S. Census Bureau reported that for 2004, value of new construction in Sussex County exceeded that of the other two counties - Kent and New Castle. approximately 50.3% of new construction is in Sussex County. (Sussex County Council - 5/05) Seasonal homes increased 40% from 2000 – 2010 and account for over 28.3% of all housing units in Sussex County. (Value of Tourism in Delaware 2010)
27. Tax rate for Sussex County 2012 budget is 44.5¢ per \$100.00 of assessment. This will be the 24th consecutive year that this rate has been set at 44.5¢ per \$100.00 of assessment. (Sussex County Council)
28. Tourism revenues in the State of Delaware have increased 34% since 1998. (Global Insight - 5/03). Each Delaware visitor spends about \$545 at businesses around the State. U.S. Dept. of Education & Value of Tourism in Delaware 2010.
29. There are 8 public beaches in coastal Delaware between Delaware Bay and the Maryland border (DE Beach Life, 11/05)
30. Delaware tourism has grown to a \$2.1 billion industry that employs 39,000 people and attracts over 7 million visitors to the First State each year. Alan Levin, Director, De. Economic Development Office – 01/25/12.
31. 50 million international guests spend \$105 billion traveling in the U.S. each year
32. Without tourism in Delaware, each Delaware household would pay \$114 more in taxes to maintain current levels of State and local taxes. Value of Tourism, 2010.
33. Rehoboth Beach tax rate was \$1.40 until July 2006 – raised to \$1.77 per \$100 value (based on 1968 appraisal value. Average tax bill is \$375.00, per Greg Ferrese, City Manager, City of Rehoboth Beach, Delaware Coast Press, 2/8/2012.
34. Per diem rates – 2002 last increase from off-peak rate of \$55/night and peak season of \$73/night to \$150 year round
35. Average Home Price: Nov-2011, New Castle County \$195,000; Kent County \$170,000; Sussex County, \$313,000. The News Journal.
36. Statehood: December 7, 1787
37. State Capital: Dover
38. Area: 1,982 square miles (49th smallest in nation), 96 miles long, 9 to 35 miles wide
39. Time Zone: Eastern – Daylight Saving Time
40. Taxes: No sales on products purchased in State; accommodations tax of 8%
41. State Colors: Colonial Blue and Buff
42. State Slogan: “It’s Good Being First”
43. State Nicknames: “First State” refers to Delaware’s status as the first state to ratify the federal Constitution. “Diamond State” relates to Thomas Jefferson’s comment that Delaware is a “jewel among

- the states”. “Blue Hen State” because it is said that, while marching into the Revolutionary War, Delaware’s First Continental Regiment was joined by blue hens.
44. State Flag: A buff-colored diamond against a colonial-blue background (representing colors worn by General George Washington) and containing Delaware’s coat of arms. The date “December 7, 1787” is when Delaware ratified the U.S. Constitution.
 45. State Song: “Our Delaware”
 46. State Flower: Peach blossom, as a reference to the state’s leading role as a peach producer in the 1800s
 47. State Bird: Blue Hen, mascot of Delaware’s Revolutionary War soldiers
 48. State Tree: American Holly (also called Christmas/evergreen holly), of which Sussex County was a major producer for many years
 49. State Bug: Lady bug
 50. State Butterfly: Tiger Swallowtail
 51. State Fish: Weakfish (also called sea trout), a popular sport fish
 52. State Beverage: Milk
 53. State Dessert: Peach Pie
 54. State Mineral: Sillimanite, found in northwest areas such as Brandywine Springs and Hoopes Reservoir
 55. State Herb: Sweet Golden Rod
 56. State Fossil: Belemnite
 57. State Soil: Greenwich Loam
 58. State Star: Delaware Diamond
 59. State Marine Animal: Horseshoe Crab
 60. State Macroinvertebrate: Stonefly, it is an indicator of the excellent water quality in the State
 61. How many metered spaces in downtown Rehoboth? Downtown Rehoboth has 2,168 metered spaces.
 62. How big is Dewey Beach? 1 mile or 22 blocks long and 3 blocks wide at the widest point.
 63. What is the current (2008) commercial height limit in Dewey Beach? 35 foot three story limit.
 64. In Delaware, where tourism is among the largest private-sector employers, the beaches are an important part of the economy, representing a \$2.2 billion industry. Tourism ranked as Delaware’s No. 4 private employer in 2012, with more than 38,800 employees, according to the Delaware Tourism Office’s “The Value of Tourism” report, prepared by D.K. Shifflet & Rockport Analytics. Source: 5/25/2014, Nichole Dobo, DelawareOnline.com.
 65. In Delaware’s 16 State parks, in fiscal year 2016, out-of-state visitors generated nearly \$400 million in economic activity, or about \$245 in spending per visitor. Governor Carney said “The economic impact of our State parks on our economy is tremendous. Our State parks provide Delawareans and visitors with fun things to do but also support nearly 6,700 full and part-time jobs across the State and make a significant contribution to State and local taxes.” Other results include: *Every tax dollar supporting State Parks generated \$40 in economic activity, more than double the return on investment of surrounding states. *Without the State parks system, Delaware households would need to pay an average of \$151 more to maintain current tax revenues. *In 2016, nearly \$53 million in State and local taxes were generated by the parks system, including \$12 million in hotel taxes, \$47 million in income taxes and \$9.5 million in property taxes. The full economic impact study is available here: <http://www.dnrec.delaware.gov/Admin/Documents/DSP-System-Wide-Economic-Impact-Statement.pdf>. Source: www.delawarebusinesstimes.com – 2/13/18

Census Stats at a Glance

Source for Item #'s 65-106 – *The Delaware Business Ledger, July 2009.*

66. Population, March 2011 - 897,934
67. Population, percent change, 2000 to 2010, 14.6%, Nation 9.7%
68. Persons under 5 years old, 2010 6.2%, Nation 6.5%
69. Persons under 18 years old, 2010 22.9%, Nation 24.0%
70. Persons 65 years old and over. 2010 14.4%, Nation 13.0 %
71. Female persons, 2010 51.6%, Nation 50.8%
72. White persons, 2010 68.9%, Nation 72.4%
73. Black persons, percent, 2010 21.4%, Nation 12.6%
74. American Indian and Alaska Native persons, 2010 .5%, Nation .9%
75. Asian persons, percent, 2010 3.2%, Nation 4.8%
76. Persons reporting two or more races, 2010 2.7%, Nation 2.9%
77. Persons of Hispanic or Latino origin. 2010 8.2%, Nation 16.3%
78. White persons not Hispanic, 2010 65.3%, Nation 63.7%
79. Foreign born persons. 2006-2010 8.2%, Nation 12.7%
80. High school graduates, persons age 25+. 2006-2010 87%, Nation 85%
81. Bachelor's degree or higher, pct of persons age 25+. 2006-2010 27.7%, Nation 27.9%
82. Veterans. 2006-2010 78,195 Nation 22,652,490
83. Mean travel time to work (minutes), workers age 16+. 2006-2010 24.1%, Nation 25.2%
84. Homeownership rate. 2006-2010 73.6%, Nation 66.6%
85. Housing units in multi-unit structures. 2006-2010 17.7%, Nation 25.9%
86. Median value of owner-occupied housing units. 2006-2010 \$242,300, Nation \$188,400
87. Households. 2006-2010 331,639, Nation 114,235,996
88. Persons per household. 2006-2010 2.58, Nation 2.59
89. Median household income. 2006-2010 \$57,599, Nation \$51,914
90. Per capita money income. In past 12 mos. (2010 dollars) 2006-2010 29,007, Nation 27,334
91. Persons below poverty, percent. 2006-2010 11%, Nation 13.8%
92. Private nonfarm business establishments, 2009 24,523, Nation 7,433,465
93. Private nonfarm employment. 2009 310,846, Nation 114,509,626
94. Private nonfarm employment, percent change. 2000-2009 1.7%, Nation 0.4%
95. Non-employer establishments. 2009 51,305, Nation 21,090,761
96. Total number of firms. 2007 74,573, Nation 27,092,908
97. Black-owned firms. 2007 8.7%, Nation 7.1%
98. Asian-owned firms. 2007 4.0%, Nation 5.7%
99. Native Hawaiian and Other Pacific Islander owned firms. 2007 0.0%, Nation 0.1%
100. Hispanic-owned firms. 2007 2.1%, Nation 8.3%
101. Women-owned firms. 2007 26.1%, Nation 28.8%
102. Manufacturers shipments. 2007 (\$1000) 25,79,930, Nation 5,338,306,500
103. Wholesale trade sales. 2007 (\$1000) \$5,727,401, Nation \$4,174,286,516
104. Retail sales, 2007 (\$1000). \$14,202,083, Nation \$3,197,663,456
105. Retail sales per capita. 2007 \$16,421, Nation \$12,990
106. Accommodation and foodservices sales. 2007 (\$1000). \$1,910,770, Nation \$613,795,732
107. Building permits. 2010 3,072, Nation 604,610

Dart Ridership

The DART 2010 season broke all records for ridership on both the Resort Transit and Route 305. Resort Transit transported 393,976 people, up almost 20% from the previous year; Route 305 transported 4,716 passengers, up more than 9% from 2009. Steven Kingsbury, Exec. Director of DE Transit Corp, 5/13/2011.

Comparing Delaware Gas Prices

- Amount of Delaware gas tax proceeds transferred to Delaware Transportation Trust Fund in fiscal year 2007 - \$116.2 million
- Amount of Delaware gas tax proceeds transferred to Delaware Transportation Trust Fund in fiscal year 2006 - \$120.1 million
- Spending on Gas: \$4,155 for the typical American household in 2011. This represents 8.4% percent of median family income, the highest share since 1981. Source: delawaregasprices.com.
- National average gas prices reached a record high of \$3.47 per gallon on 2/2/2012. The annual average gas prices for regular unleaded gas in Delaware are:

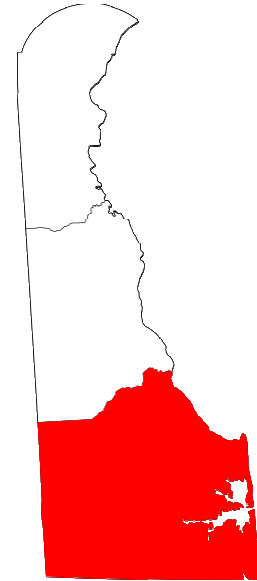
| | |
|---------------|-------------------|
| 2002 - \$1.32 | 2006 - \$2.56 |
| 2003 - \$1.54 | 2007 - \$2.69 |
| 2004 - \$1.83 | 2008 - \$4.00 +/- |
| 2005 - \$2.24 | 2009 - \$2.00 +/- |

For more information, visit www.AAA.com

Sussex County, Delaware – General Information

- Sussex County is a county located in the southern part of the U.S. state of Delaware. As of 2010 the population was 197,145. The county seat is Georgetown. In 2005, the population of the county was estimated to be 176,548, an increase of 12.7%.
- **Geography:** According to the U.S. Census Bureau, the county has a total area of 1,196 square miles (3,097 km²), of which, 938 square miles (2,428 km²) of it is land and 258 square miles (668 km²) of it (21.58%) is water.
- **Adjacent Counties:**
 - Kent County, Delaware - north
 - Cape May County, New Jersey - northeast¹
 - Worcester County, Maryland - south
 - Dorchester County, Maryland - southwest
 - Wicomico County, Maryland - southwest
 - Caroline County, Maryland - northwest

¹ across Delaware Bay; no land border
- **Statistics:**
 - Founded: 1683
 - Seat: Georgetown
 - Area:
 - Total - 1,196 sq mi (3,098 km²)
 - Land - 938 sq mi (2,429 km²)
 - Water - 258 sq mi (668 km²), 21.58%
 - Population (2010): 197,145
 - Density: 167/sq mi (64.4/km²)
- **Website:** www.sussexcountyde.gov



Demographics

As of the census of 2010, there were 197,145 people, 75,744 households, and 43,866 families residing in the county. The population density was 210 people per square mile (64/km²). There were 93,070 housing units at an average density of 99 per square mile (38/km²). The racial makeup of the county was 80.35% White, 14.89% Black or African American, 0.60% Native American, 0.75% Asian, 0.04% Pacific Islander, 2.02% from other races, and 1.35% from two or more races. 4.41% of the population were Hispanic or Latino of any race. 14.9% were of English, 14.3% United States or American, 12.9% Irish, 12.5% German and 5.6% Italian ancestry according to Census 2000. 93.3% spoke English and 4.3% Spanish as their first language.

There were 62,577 households out of which 27.10% had children under the age of 18 living with them, 54.90% were married couples living together, 11.30% had a female householder with no husband present, and 29.90% were non-families. 24.30% of all households were made up of individuals and 11.10% had someone living alone who was 65 years of age or older. The average household size was 2.45 and the average family size was 2.88.

In the county the population was spread out with 20.4% under the age of 18, 7.00% from 18 to 24, 26.30% from 25 to 44, 25.60% from 45 to 64, and 20.8% who were 65 years of age or older. The median age was 41 years. For every 100 females there were 95.50 males. For every 100 females age 18 and over, there were 92.80 males. See Population Information Section for more data.

The median income for a household in the county was \$51,046 (2006-2010) and the median income for a family was \$45,203. Males had a median income of \$30,811 versus \$23,625 for females. The per capita income for the county was \$26,779 (2010 dollars). About 7.70% of families and 11.7% of the population were below the poverty line, including 15.00% of those under age 18 and 8.40% of those age 65 or over.

Cities and Towns

- Bethany Beach
- Bethel
- Blades
- Bridgeville
- Dagsboro
- Delmar (part of Delmar is in Maryland)
- Dewey Beach
- Ellendale
- Fenwick Island
- Frankford
- Georgetown
- Greenwood
- Henlopen Acres
- Laurel
- Lewes
- Milford (part of Milford is in Kent County)
- Millsboro
- Millville
- Milton
- Ocean View
- Rehoboth Beach
- Seaford
- Selbyville
- Slaughter Beach
- South Bethany

Source: Wikipedia.com

Sussex County, Delaware — Tax Rates

- The tax rate in Sussex County has not increased since the George H.W. Bush administration. The average single-family home pays \$99.93 annually for the County government's portion of the property tax. That example of low taxes helped put the Rehoboth Beach area on AARP Magazine's summer 2006 list of the "Best Places to Retire". Meanwhile, Sussex County has finished with a surplus every year for the last 16 audited years.
- Southern Delaware's economy has enjoyed a 25.9% growth in the past 10 years --- faster than the state and national averages.
- The Sussex County Recorder of Deeds Office collected an average of \$1 million a week in realty transfer tax for the State of Delaware during budget years FY 2005 and FY 2006. In FY 2007, the weekly average was down, to \$768,000, but was still higher than the weekly averages for any fiscal year from 1998 through 2004.

Source: Sussex County Today and Tomorrow Conference, 2007

*Julie Wheatley, Director, Sussex County Economic Development
Sussex County Profile - 2012*

Sussex County, Delaware - Traffic

SUSSEX – TRAFFIC - Delaware CEDS Committee Notebook - 2006

- Net commuting for Sussex County is -7.291.¹⁹ This reflects the commuting patterns wherein more Sussex residents leave the county for their work than non-Sussex residents enter the county for work. This figure is expected to increase over time. Per capita personal income is \$26,832 (BEA 2003), compared to \$34,199 for the state and \$31,472 for the nation.

Accommodation Information

As a general policy, many accommodations adhere to the following guidelines regarding cancellations/refunds, etc.; however, cancellation/refund policies are determined at each individual owner's discretion:

1. Under **WATCH CONDITIONS** – No Refunds provided
2. Under **WARNING CONDITIONS** – Guests can transfer booking to another date.
3. Under **EVACUATION CONDITIONS** – Deposit is refunded and any unused, remaining day/night reservation balance is refunded.

2007-2008 Top Travel & Tourism Trends

(via Randall Travel Marketing)

Continued Growth in 2007

- Tourism is big business. In 2005, travel and tourism contributed \$650 billion to the U.S. economy. Travel and tourism is the third largest retail industry in the U.S. behind automotive dealers and food stores. Travel and tourism directly employs more than 8

million people and creates a payroll income of \$171.4 billion and tax revenues of \$104.9 billion for federal, state and local governments. (Source: Travel and Tourism Works for America, September 2006; Travel Industry Association).

Time Poverty = More To Do + Less Time To Do It — Number One Trend Driver — Affects Every Travel Segment

- Expedia research shows that Americans, with an average of 12 vacation days per year, leave a total of 421 million vacation days unused. Nearly 1/3 of respondents to Expedia’s 2005 survey reported that they did not take all their vacation days.
- Only 14% of Americans plan to take a two-week vacation in 2007, down from 16% in 2006, according to a new study by Harris Interactive for Expedia. One-third of workers do not always use all their vacation days. (Source: Harris Interactive online survey of 12,494 employees 16 and older).
- YPB&R/Y reported that in 2005, nearly half of Americans suffer from “time poverty” – the generalized sense that people do not have enough time to do what they want. In travel, they report the desire to simplify their lives by buying all-inclusive events.
- A recent study by Orbitz found a drop in the number of people taking three week or two week vacations and an increase in those taking a week or less. One-third of respondents said they took five or fewer days of vacation in the past year. Many Americans now seem to be foregoing their annual vacations – a trend that has some experts worried that workers are not getting away from their jobs to relax and recharge, both physically and mentally. The reasons vary, from having too few vacation days available to lacking money for travel. But in some cases, it seems, many people just aren’t into the habit of getting away.
- While people have less free time, there is greater competition for those rare leisure hours. For instance, museums and attractions continue to expand and multiply while attendance is shrinking. Additionally, the last decade has seen a major proliferation of new professional sports teams in first, second and third tier cities, including a Stanley Cup winning team in the south! Cruise lines continue expanding with new and larger ships and new cruises to far reaching exotic ports announced steadily. All this results in “more to do and less time in which to do it”. RTM sees this as one of the top trends underpinning the entire travel industry.

Attractions: Thriving On Change Or Languishing In The Status Quo

- Attractions: Nationwide attendance at the 20 largest theme parks increased 1.5% to 120 million in 2006. This marked a third straight year of attendance increases. Worldwide amusement park attendance was also up 2.2% in 2006. (Source: Amusement Business, Economics Research Associates Theme Park Insider).
- According to the American Association of Museums (AAM) there are approximately 17,500 museums in the United States. AAM’s 2006 Museum Financial Information survey found that the median annual attendance for different types of museums is as follows:

| | |
|--------------------------------|---------|
| Zoo | 440,502 |
| Science/Technology Museum..... | 244,589 |
| Arboretum/Botanic Garden..... | 106,235 |

| | |
|------------------------------------|--------|
| Children's/Youth Museum..... | 78,500 |
| Natural History/Anthropology | 62,803 |
| Art Museum | 59,822 |
| Nature Center | 52,850 |
| General Museum..... | 43,500 |
| Specialized Museum | 20,000 |
| Historic House/Site | 16,000 |
| History Museum..... | 10,750 |

Fragile Consumer Confidence Will Affect Travel Decisions

- Roger Dow, President/CEO of TIA stated: “Based on our surveys, renewed enthusiasm for summer travel is going to trump high gas prices, travelers are going to keep an eye on gas prices, but there’s nothing to indicate that prices will significantly alter their plans”, he said. Leisure travelers are planning to take slightly more trips this summer than last, according to a recent TIA survey.

Travel Frustration With Hassles, Inconvenience And Poor Service

- The American Customer Satisfaction Index shows the hotel business at its lowest industry wide rating since 2002 (Source: University of Michigan).

Other Trends to Watch & Noteworthy News

- **RV Travel** – U.S. ownership of RV’s has reached record levels. Nearly 8 million American households own at least one RV – a 15% increase over the past five years. Although retail sales of RV’s were down 3.5% in the first 8 months of the year, 2005 is expected to be the second best year ever for RV sales. The typical RV owner is 49 years old, married, owns a home and has an annual household income of \$68,000. (Source: RV Travel.com, RVIA)
- **Pet Travel** – According to a TIA survey, 14% of all adults (29.1 million) say they have traveled with a pet on a trip of 50 miles or more, one-way in the past three years. Dogs are the most common type of pet to take (78%).
- **Youth Sports Travel** – Parents who travel to attend games represent a growing sub-segment of the sports travel segment. According to TIA, more than 52 million Americans attended an organized sports event, competition, or tournament as either a spectator or participant while traveling.
- **Family Reunion Travel** – According to the Gale Group, there are more than 200,000 family reunions in the U.S. each year, attended by 8 million people. Reunions Magazine reports 73% of reunions have 50 or more attendees and 35% have more than 100. 6% have more than 200 attendees. 85% of reunions occur in June, July and August and 64% of families expect to use a hotel or resort for their next reunion. (Source: Reunions Magazine).

- **Potential Threat – Avian Flu** –Airports and airlines are on high alert as they gear up for an outbreak of the avian flu among humans, a much-feared event that would put travelers and travel industry workers on the frontlines of the fight against the disease. Many of the industry’s new pandemic-prevention programs were spawned by the spread of SARS, which emptied hotels and forced flight cancellations in East Asia and North America in late 2002 and 2003. Airlines, airports and hotels are working to stop a bird flu pandemic before it starts. (Source: San Francisco Chronicle).
- **The Ideal American Vacation Trip Report** – Travel Industry Association (TIA) and American Express released results of a landmark report profiling what Americans actually do on vacation trips versus what they “want” to do. Some tidbits from the report include: Traveling by car is still the top form of transportation for a vacation trip; however, at least one trip per year is by plane. Generally, vacation travelers take at least two vacation trips that include hotel stays, but the most common accommodations are friends’ or relatives’ homes (24%) and moderately priced hotels or motels (19%). Americans most often take a vacation trip with their spouse or significant other (62%). The most popular trip destinations are cities and urban areas (39%), followed by small towns and rural areas (26%) and ocean beaches (23%). The most popular activities are sightseeing (51%) and shopping (51%).