

Visitation Formula & Statistics – updated 2016

- **Downtown Rehoboth Only** Estimated Annual Visitation3,519,475
- **Route One Only** Estimated Annual Visitation3,547,480
- **Dewey Beach Only** Estimated Annual Visitation.....919,040
- **TOTAL Estimated Annual Visitation Entire Resort Area**7,985,995
- Visitation Formula: Take Average Daily Traffic Count Times 365 days per yr; times 1.2 persons per vehicle; minus 35%, which represents those who work here or may be traveling through. 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.
- Note: 1% average increase from 2012-2015.
- Compare: Visitor Profile State Records which indicate that 12 to 13 million visit the State annually and 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).

DOWNTOWN REHOBOTH PROPER – 1 MILE SQUARE – 2016

Visitor Information Guestimates as of 2016

Estimated visitor population is based on spot checks and highway traffic counts in comparison with State Reports as noted:

*Festivals & Events increase counts by 35.50% or more

Month	Downtown	Average	Weekday		Downtown	Average	Weekend
	# of days	Count/Day	# of Days		# of Days	Count/Day	Count/Month
January	22	1,000	22,000		8	3,000	24,000
February	21	1,000	21,000		8	3,000	24,000
March	22	1,000	22,000		8	3,000	24,000
April	22	1,250	27,500		8	5,400	43,200
May	22	2,000	44,000		8	14,000	112,000
June	22	5,000	110,000		8	21,600	172,800
July	22	10,000	220,000		8	65,000	520,000
August	22	16,000	352,000		8	70,000	560,000
September	22	3,050	67,100		8	55,000	*440,000
October	22	4,270	93,940		8	59,400	*475,200
November	22	1,500	33,000		8	5,000	40,000
December	22	1,220	28,535		8	5,400	43,200
Total Downtown Weekday			1,041,075		Total Downtown Weekend		2,478,400
Grand Total Downtown Rehoboth							3,519,475
<i>Grand Total Comparison: 2012-3,420,000; 2016- 3,519,475</i>							

VISITOR COUNT - DEWEY BEACH- 2016

Note: Dewey Beach is 22 blocks long and 2 blocks wide

*Festivals & Events increase counts by 35.50% or more

Month	Downtown	Average	Weekday	Downtown	Average	Weekend
	# of days	Count/Day	# of Days	# of Days	Count/Day	Count/Month
January	22	100	2,200	8	100	800
February	21	100	2,100	8	100	800
March	22	100	2,200	8	325	2,600
April	22	200	4,400	8	865	6,920
May	22	325	7,150	8	2,200	17,600
June	22	325	7,150	8	5,600	*44,800
July	22	4,000	88,000	8	20,000	*160,000
August	22	8,000	176,000	8	25,000	200,000
September	22	500	11,000	8	11,100	88,800
October	22	500	11,000	8	8,640	*69,120
November	22	100	2,200	8	1,000	8,000
December	22	100	2,200	8	500	4,000
Total Dewey Beach Weekday			315,600	Total Dewey Beach Weekend		603,440
Grand Total Dewey Beach						919,040
<i>Grand Total Comparison: 2012-912,400; 2016- 919,040</i>						

VISITOR COUNT - ROUTE ONE – TANGER OUTLET CENTER AREA - 2016

Month	Downtown	Average	Weekday	Downtown	Average	Weekend
	# of days	Count/Day	# of Days	# of Days	Count/Day	Count/Month
January	22	3,000	66,000	8	16,000	128,000
February	21	3,000	63,000	8	9,000	72,000
March	22	4,880	107,360	8	17,150	137,200
April	22	6,100	134,200	8	19,150	153,200
May	22	6,000	132,000	8	23,000	184,000
June	22	8,000	176,000	8	25,000	200,000
July	22	8,300	182,600	8	31,000	248,000
August	22	6,900	151,800	8	30,000	240,000
September	22	2,440	53,680	8	35,650	285,200
October	22	2,440	53,680	8	30,025	240,200
November	22	2,440	53,680	8	27,000	216,000
December	22	2,440	53,680	8	27,000	216,000
Total Route 1 Weekday			1,227,680	Total Route 1 Weekend		2,319,800
Grand Total Route 1-Tanger Outlet Center						3,547,480
<i>Grand Total Comparison: 2012-3,391,800; 2016-3,547,480</i>						

GRAND TOTAL VISITATION

	2010	2012	2016
Total Downtown Rehoboth.....	3,479,000.....	3,420,000.....	3,519,475
Total Dewey Beach.....	1,190,700.....	912,400.....	919,040
Total Route 1.....	2,329,000.....	3,391,800.....	3,547,480
	6,998,700.....	7,724,200.....	7,985,995

Special Note: Reduced visitation due to Hurricane Irene

Traffic Counts - DELDOT

Route 1	January – September 1999	Avg. 46,065
Route 1	Annual – 2002	Avg. 50,159
Route 1	Annual – 2015	Avg. 64,372

Additional Traffic Information (*Source: Delaware Beach Life July 2016 – Lynn R. Parks*):

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.

The Delaware Dept. of Transportation completed a \$10 million project to add sidewalks and crosswalks along Route 1 from the Nassau Bridge north of Five Points to the Canal bridge in an effort to give pedestrians safer options for crossing the Highway. In addition, a traffic signal just south of this area was installed that pedestrians can activate to cross the Highway.

Average daily traffic counts at selected coastal Delaware intersections, compiled by the Delaware Department of Transportation:

	Route 1 at Five Points	Route 24 at Route 1	Old Landing Road at Route 1	Bay Vista Road at Route 1	Route 26 at Millville town limit
2001	22,775	11,387	9,275	357	10,105
2013	48,329	19,008	13,701	4,491	22,856

Visitors to Sussex County

- 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