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# CREATE Plan Tourism

Learn more about the CREATE Plan and read the report at:  
[DELAWAREARTSALLIANCE.ORG/CREATIVEECONOMY](https://delawareartsalliance.org/creativeeconomy)



Tourism plays a crucial role in Delaware's economy, contributing significantly to economic growth through spending on accommodations, dining, entertainment, transportation, and retail. Beyond its financial contributions, it also fosters job creation across various sectors that cater to visitor needs. Even so, there are opportunities to further develop this sector in Delaware. By 2033, the global cultural tourism market is projected to exceed \$22.772 billion, underscoring significant potential for economic expansion.

## Delaware's Tourism Challenges



### Underexplored Cultural Attractions

While Delaware's scenic coastal areas attract a steady influx of visitors throughout the year, many of its rich cultural and historical attractions remain underexplored, hampering its recognition as a premier cultural tourism destination.



### Low Dependence on Tourism Income

The CREATE Plan survey revealed that 78% of creatives and 75% of cultural organizations rated their reliance on tourism income between 1 and 3 (out of 5), indicating a low dependence on tourism for income.



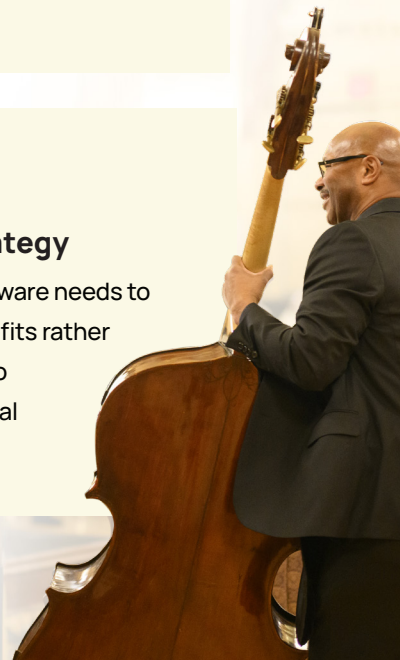
### State Perception

Survey respondents indicated that Delaware is not perceived as a cultural tourism destination and expressed a desire to change the perception that residents need to leave Delaware in order to find cultural activities rather than engage locally.



### Opportunity for New Strategy

The promotion of tourism in Delaware needs to highlight the state's unique benefits rather than its geographical proximity to others. The arts have the potential to drive this reconsideration.



## Opportunities for Expanding Delaware's Tourism Sector

The good news is that Delaware has the potential to transform its tourism sector and amplify its contributions to the creative economy. The CREATE Plan has identified the following as opportunities to leverage tourism as a driver of economic development:

- **Geographic Advantages:** Mapping data suggests great potential for creating integrated cultural tourism experiences. The majority of tourism assets are located in Sussex County, where a number of performing arts and natural & cultural heritage sites are in close proximity to one another.
- **Strategic Location:** Delaware's location, supported by accessible train services— connecting major cities like Philadelphia and New York City—presents an advantage. This proximity can enhance visitor inflow from neighboring states while distinguishing Delaware's unique creative economy assets.
- **Visitor Engagement:** The 2022 Value of Tourism report found that 47% of overnight visitors to Delaware participated in cultural activities and 62% participated in entertainment activities, higher than the U.S. average for cultural activities (29%) and entertainment activities (54%.) Additionally, the Arts & Economic Prosperity 6 report from Americans for the Arts indicates that 25.3% of event attendees in Delaware in 2022 were from outside the state, with each visitor spending an average of \$67.47.

## The CREATE Plan's Recommendations Include:

### Develop a Statewide Cultural Economy Brand

- **Targeted Outreach:** Create a distinctive image and identity that highlights Delaware's cultural, artistic, and creative assets.
- **Unified Campaigns:** Establish a unified voice to promote Delaware both nationally and internationally as a destination with a vibrant arts and cultural scene.

### Increase Cultural Tourism Offerings

- **Transportation Enhancements:** Invest in transportation infrastructure to improve connectivity between key attractions.
- **Facility Upgrades:** Enhance facilities at cultural and historical sites, such as public art installations, art fairs, open studio days, cultural pop-up shops, and curated cultural travel packages to provide a better visitor experience.

### Emphasize Arts & Culture in Delaware's Tourism Communications

- **Enhanced Online and Physical Presence:** Incorporate cultural content into tourism websites, develop an interactive cultural inventory, and increase physical advertising in tourist areas.
- **Partnership Development:** Create partnerships to boost cultural tourism.

By focusing on its unique cultural offerings and integrating tourism with the creative economy, Delaware can redefine its tourism strategy and position itself as a leading cultural destination.

## Turning Vision Into Action With The CREATE Plan

The CREATE Plan is more than just an analysis – it's a powerful call to action. This roadmap equips all stakeholders, from community members to government officials, with actionable recommendations for unlocking the full potential of Delaware's creative economy.

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