



OPERATIONAL HIGHLIGHTS



Dear Tourism Partners,

FY2025 was a productive and momentum-building year for us.

Our meetings and conventions efforts were impactful, helping to generate more than 17K room nights and an estimated economic impact of more than \$4.5M.

Website traffic has steadily increased over the last several years — a clear sign that awareness of Greater Wilmington as a visitor destination is growing. In FY25, it increased by an impressive 12 percent. More than 1.1K Brandywine Treasure Trail Passports were also purchased — a strong sign that visitors are engaging with and exploring our region.

Travel media coverage remained a major win for the destination, with features in *U.S. News & World Report*, *USA Today*, and *Lonely Planet*, among others. We continued to grow our network as well. In FY25, our membership base grew to nearly 440 tourism partners.

We were also proud to partner with the Delaware Tourism Office on *Travels with Darley: Revolutionary Road*, a PBS series highlighting Revolutionary War sites across the country. The Delaware episode is estimated to have reached more than 250M viewers.

None of this would be possible without our team. Their collaboration, talent, and passion for their work drives everything we accomplish. I also want to thank our Board of Directors for their strong engagement in our work — their support strengthens our efforts and makes our team feel truly valued.

As we move through 2026, we're continuing to build on this progress and preparing for major opportunities ahead — including America 250 and the FIFA World Cup. We look forward to working with you to make the most of the visibility and visitation these events will bring.

Thanks for your continued partnership.

Kind Regards,

Jennifer Boes | Executive Director



GUIDING PRINCIPLES:

Who we are and where we are going

OUR MISSION

To stimulate economic growth for New Castle County and elevate Greater Wilmington as a tourism destination by attracting visitors for leisure travel, events and conferences.

STRATEGIC PRIORITIES

> Promoter

Elevate the awareness of Greater Wilmington as a competitive choice of destination for Mid-Atlantic getaways, events and conferences

> Convener

Create a forum for moving our tourism industry forward and stimulating connections

> Advocate

Serve as a respected and valued champion of the tourism industry, regionally and statewide

NEW CASTLE COUNTY TOURISM BY THE NUMBERS



Delaware City

PHOTOGRAPHY

3.5M Overnight Trips in 2024
(3.4M in 2023)

13M Total Trips in 2024
(12.6M in 2023)

TOP ACTIVITIES

SOURCE: Longwoods International, 2024 Delaware Overnight Visitation Report – New Castle County Section; compared with previous study done in 2023

66%
Entertainment

53%
Outdoor

43%
Cultural

39%
Sports

27%
Business

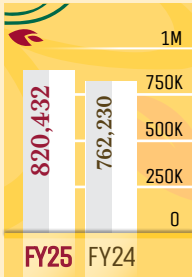


FY2025 RESULTS

LEISURE MARKETING

> WEBSITE

Traffic to **VisitWilmingtonDE.com** reached an all-time high with 820,432 user sessions, a growth of 7.6% YoY (726,230 FY24).



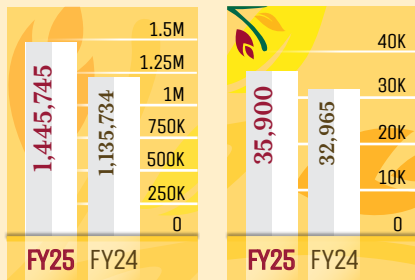
Unique users to **VisitWilmingtonDE.com** reached 657,451, representing a 12% increase over FY24.

> TOP DOMESTIC MARKETS

- New York
- Philadelphia
- Ashburn, VA
- Boston
- Washington, D.C.

> PAID SEARCH RESULTS

Paid search and Google Performance Max campaigns generated a 79% engagement rate.



Impressions increased 27.3% to 1,445,745 (FY25: 1,135,734).

Over 35,900 referrals to tourism partners, an increase of 8.9% YoY (FY25: 32,965)

> 2024 FALL MARKETING CAMPAIGN: *Twice as Nice*

The Fall 2024 *Twice as Nice* campaign incentivized overnight stays by offering visitors two complimentary tickets to Winterthur Museum and Nemours Estate when booking two nights at participating hotels. The promotion drove fall travel demand, delivered added value to visitors, and strengthened partnerships with local hotels and attractions.

- Nine participating hotels
- 145 hotel bookings
- 207 hotel night stays

> 2024 HOLIDAY MARKETING CAMPAIGN: *Passport Holiday Sales*

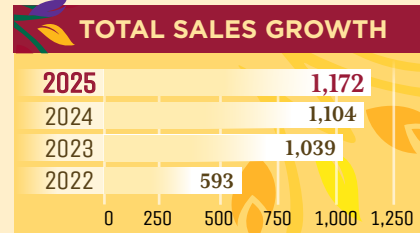
The 2024 *Passport Holiday Sales* campaign promoted the 2025 Brandywine Treasure Trail Passport as a giftable experience, driving seasonal sales through targeted digital marketing and radio promotion. The campaign capitalized on holiday gift-giving to generate revenue, attract new visitors, and extend engagement into the upcoming travel season.

- Delivered over 4.5M impressions
- Generated over \$20K in sales



> 2025 SPRING MARKETING CAMPAIGN: *Brandywine Treasure Trail Passport*

The Brandywine Treasure Trail Passport is an attraction pass that provides one-time admission to 12 premier museums, gardens, and historic sites across Greater Wilmington and the Brandywine Valley for one bundled price. The program drives repeat visitation, encourages overnight stays, and delivers measurable economic impact while offering visitors a value-driven way to explore the region.



- Sales reached an all-time high in FY25, climbing to \$85,728.
- 1,172 total Passports sold or +6.2% YoY
- Purchasers from 34 states, D.C., Canada, and the United Kingdom

Observed visitor spending within New Castle County by Passport purchasers for the campaign period was \$3,599,735.

- Generated \$281K in incremental visitor spending or 8.5% more than audiences not exposed to the Passport campaign

> TRAVELS WITH DARLEY: REVOLUTIONARY ROAD

- A partnership with the Delaware Tourism Office.
- Series is hosted by Emmy Award winning travel host Darley Newman
- Featured Revolutionary War related sites in New Castle County and throughout the state
- Aired on PBS stations across the U.S. and Canada plus 11 streaming services
- Episode has been broadcast 1,041 times
- 99 prime-time airings
- Includes the top five PBS markets: New York City, Los Angeles, Chicago, Dallas, and Philadelphia
- Total estimated audience: 250M

New Castle County Filming Locations

- Amstel House
- Cooch's Bridge
- Deer Park Tavern
- Hagley Museum
- Hale-Byrnes House
- Historic Houses of Odessa
- Liquid Alchemy Beverages
- New Castle Court House Museum
- The Grand Opera House
- The University of Delaware
- White Clay Creek State Park

> GREATER WILMINGTON FAMILY FUN TRAIL

The Greater Wilmington Family Fun Trail, a free mobile app featuring over 30 attractions, premiered in FY25. This gamified experience encourages families to explore and discover while earning points toward fun prizes.



TRAVELS WITH DARLEY

> WSTW TOP THREE AT THREE

- New on-air partnership with WSTW highlights three can't-miss weekend events during the afternoon drive-time
- Segment is estimated to receive over 20K impressions each month
- Reach: Southeastern Pennsylvania and South Jersey to Eastern Maryland

> NEW YORK TRAVEL & ADVENTURE SHOW

- One of the premier consumer travel events in the United States
- More than 23K attendees, 600 destinations represented
- The Bureau interacted with thousands of travel-ready consumers, providing a prime opportunity to raise awareness of Greater Wilmington as a travel destination.

> DINING SCENE VIDEO

- Produced video showcasing Greater Wilmington's amazing dining scene
- Filmed at locally-owned New Castle County restaurants
- Brings the personalities of local chefs to life, reveals the passion and skill behind everything they create in the kitchen
- Campaign featuring the new video launched in FY26

> SPORTS TOURISM VIDEO

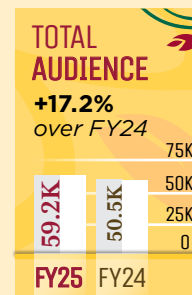
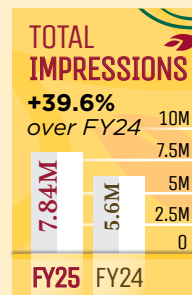
- Funded through a 2024 ARPA grant awarded by the County Executive's Office
- Included partnership with the Delaware Tourism Office
- Positions Greater Wilmington as a premier sports tournament destination through one family's sports tourism experience
- Highlights New Castle County's sports venues and options for downtime fun, family-friendly dining, tax-free shopping and entertainment
- Campaign, launched in FY26, is projected to reach more than 2M tournament decision-makers and participants

> MOBILE DISCOUNT PASS

- Offers savings at a variety of attractions, restaurants and local businesses
- FY25 sign-ups exceeded 1.3K
- Used by visitors from more than 30 states and four countries

> PAID SOCIAL AND CONTENT MARKETING

- A critical channel for destination storytelling
- Performance gains driven by short-form video and increased engagement
- Total impressions reached 7.84M, a 39.6% gain over FY24 (5,616,046)
- Total followers across social platforms 59.2K, a 17.2% increase over FY24 (50,512)





> ALWAYS ON META CAMPAIGN

- Served as a major driver of traffic and visibility
- Delivered 2.2M impressions
- Generated 103.5K link clicks with a 2.8% Click Through Rate

> CONTENT CREATOR CAMPAIGN

- Spotlights the region through content created by influential travel and food creators
- Generated outstanding results; achieving a total of 1.2M impressions, 119K engagements, and 1.8M views

> LOCAL'S PERSPECTIVE

Partnered with Jaymi of JaymiKnowsFun, a local influencer, to increase tourism and encourage visitors to visit the area, sharing foodie finds and fun things to do via social media videos and posts



Jaymi Carnazza

- Over 1M reached through collaborated videos and reels on Instagram and Tiktok
- Mushroom Festival: 1.49m views, 49K likes
- Hispanic Heritage Festival: 47,084 views, 879 likes
- Overall: 1,017,698 impressions, 1,608,343 views, 108,017 engagements.

“*Seriously, I had such a great time with @visitwilmingtonde exploring my own backyard.*” —Pustika Samaddar

Partnership with regional content creator Pustika Samaddar



Pustika Samaddar

- Offers followers a firsthand look at the destination through the lens of a local
- Generated 88.1K impressions, 108.6K views, and 3.6K total engagements

> 12 DAYS OF GIVEAWAYS

Every other day from December 1 through 24, a new themed giveaway (e.g. garden passes, hotel stays, restaurant gift cards) was featured on the GWCVB social media channels with instructions on how to enter. For the program's sophomore year, engagement, reach, and

impressions all significantly outperformed, FY24.

- Highest engagement: 773, a 209% YoY increase (250 in FY24)
- Highest reach: 2,623, a 48% YoY increase (1,770 in FY24)
- Highest impressions: 3,776, a 83% YoY increase (2,058 in FY24)

 MEDIA RELATIONS

- Generated strong national, regional, print, digital, and broadcast coverage
- Audience: 4.95B, 3,540% YoY increase (136M in FY24)
- Pieces of coverage 71: 11% YoY increase (64 in FY24)
- Estimated Views: 6.67M, 451% YoY Increase (1.21M in FY24)
- Engagements: 9.29K, 306% YoY increase (2.29K in FY24)

> COVERAGE HIGHLIGHTS

Wilmington, Delaware: Where Gardens and History Bloom 

Glorious Gardens; USA Today Northeast Escapes

Here are 13 of my favorite restaurants around the world; Business Insider

10 Easy Weekend Getaways from NYC 

Winter in Wilmington; Christmas Cottage

16 Best Things to Do in Delaware 

The 5 Best Mid-Atlantic Fall Getaways for Families with Kids; MSN

A Foodie Girl's Weekend in Wilmington 

The 14 Best Things to Do in Delaware 

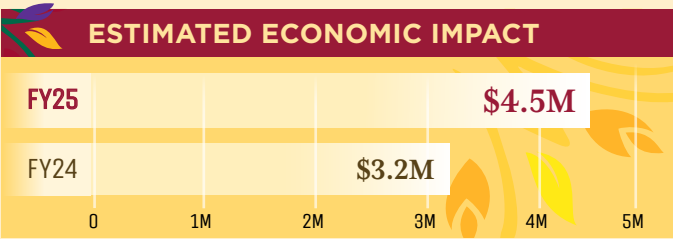
4 Romantic Couples' Getaways That Are a Short Drive or Train Ride from Northern Virginia; Northern Virginia Magazine

> INTERNATIONAL MEDIA MARKETPLACE NORTH AMERICA, NEW YORK

January 2025: Met one-on-one with more than 70 domestic travel writers; IMM is the most significant travel media marketplace in the U.S.

MEETINGS & CONVENTIONS

- Continued to be a major driver of midweek visitation and economic impact
- Facilitated or assisted in generating:
 - more than 17,039 room nights
 - more than \$4.5M in estimated economic impact — 40.6% YoY increase (compared to approximately \$3.2M in estimated economic impact in FY24)



> TOP BOOKINGS

- Amgen Regeneron Antitrust Trial: 551 room nights, \$146,655 EEI
- Amgen: 416 room nights, \$110,656 EEI
- Best in Class Summer Showcase 2025: 885 room nights, \$235,410 EEI
- East Coast Softball 2025 Summer Showcase: 520 room nights, \$138,320 EEI
- Frosch Travel Crew: 598 room nights, \$159,068 EEI
- Garden Club of America 2027: 1433 room nights, \$381,178 EEI
- Gaufest: 1298 room nights, \$345,268 EEI
- Genentech: 401 room nights, \$106,666 EEI
- Kirkland RWA Wealth Partners: 380 room nights, \$101,080 EEI
- Opera America 2026: 600 room nights, \$159,600 EEI
- TA Instruments: 570 room nights, \$151,620 EEI



Homewood Suites by Hilton, Wilmington Downtown



HOTEL DU PONT

Estimated Economic Impact Multiplier:
\$266 per room night

> INCENTIVE PAYOUTS

Funding supports competitive bookings and encourages additional room nights

- Best in Class Summer LAX 2024 \$5,000
- 2024 Softball Block \$1,000
- Frosch Travel / Pine Box \$5,000
- Mid-Atlantic ADA Conference \$600
- 2024 Equity in Measurement \$1,000
- ECS Fall Tournament \$2,000
- City of Praise Ministries \$1,000
- Best in Class Holiday Tournament \$500
- 2025 TA Global Kick-Off \$5,000
- Delmarva Power Meeting \$1,000
- USA Muaythai 2025 Grand Nationals \$2,500
- Blue Coats Season 24-25 Home Games ... \$4,500
- Pinochle Bugs Social Group \$500
- DuPont A&PC Quick Start Meeting \$1,250
- DuPont FE & SC Global Annual Development \$2,500

> TOTAL INCENTIVE FUNDS PAID: **\$33,350**



> OTHER ENDEAVORS

- Connect Specialty Marketplace, Milwaukee *August 2024*
- Northstar Events “Destination East,” Niagara Falls *October 2024*
- Venue Showcase for Planners, Greater Wilmington *November 2024*
Included visits to area event spaces and hotels
- American Bus Association (ABA) Marketplace, Philadelphia *February 2025*
- ABA Familiarization Tour with Chester County Tourism *February 2025*
- Northeast CVB Representative Luncheon, New York *February 2025*
- MPI Meets Conference, Atlantic City *March 2025*
- Global Meetings Industry Day, Philadelphia *April 2025*
- Fraternity Executives Association Conference and Trade Show, Denver, CO *May 2025*

 MEMBERSHIP

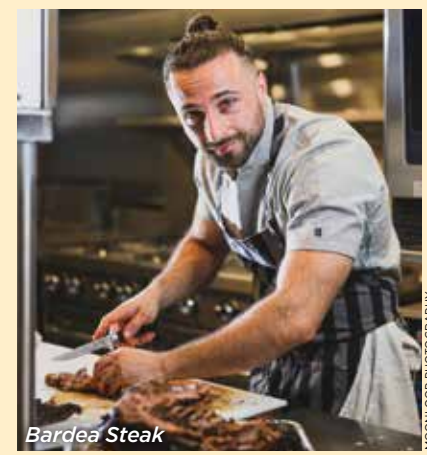
- Membership engagement remained a critical component of the Bureau’s mission
- Continued outreach, value-driven programming, and targeted recruitment
- Expanded the membership base and strengthened tourism relationships

> OVERVIEW

- Member Dues Collected: \$61,754.31, 2.92% increase YoY (\$60K in FY24)
- Total Members: 439, 6.5% YoY increase (412 in FY24)
- New Members: 58, 241% YoY Increase (17 in FY24)

> MEMBER NETWORKING EVENTS

- **Summer Meet Up**
Hyatt Place Newark, July 2024
- **Director of Sales Co-Op Meeting**
Bar Reverie, September 2024
- **Director of Sales Co-Op Meeting**
Delaware Park, November 2024
- **Annual Holiday Party**
Chase Center on the Riverfront, December 2024
- **Director of Sales Co-Op Meeting**
Riverfront Market, January 2025
- **Delaware Black Chamber of Commerce Joint Mixer**
Jamaican Café, February 2025
- **DHLA Bowling FUNdraiser**
Main Event Newark, March 2025
- **Director of Sales Co-Op Meeting**
Mt. Cuba, April 2025
- **National Travel and Tourism Week Mixer**
Wilmington Brew Works, May 2025



MOONLOOP PHOTOGRAPHY

> VIRTUAL WORKSHOPS & EDUCATION EVENTS

- **Transform Your Tourism Business with AI**
Winterthur, September 2024
- **Meet the Bureau’s New Membership Director**
Virtual, October 2024
- **Maximizing AI with Alex Hannah, Delaware State Parks**
Virtual, November 2024
- **Visual Branding with Dallas Shaw**
Virtual, June 2025

> TOURISM IMPACT PROGRAM (TIP)

The Bureau rebranded and relaunched its diversity initiative to focus on supporting small, underrepresented tourism-related businesses. The new program involves securing corporate sponsors to cover the annual memberships of 4 small businesses in New Castle County.

RIVERFRONT VISITOR CENTER 

- Continued to serve as an important frontline touchpoint
- Provided trip planning support and personalized travel information to more than 1.7K visitors
- 2.3K visitor guide requests fulfilled (up 16%, 1,983 in FY24)



MOONLOOP PHOTOGRAPHY

BOARD OF DIRECTORS

> Executive Committee

William Sullivan, Chair
Operations Management and Adjunct Faculty, University of Delaware

Celeste Mozeik, First Vice Chair
Business Faculty, Del Tech Community College

Italo Carrieri-Russo, Second Vice Chair
General Manager and Family Owner, V&M Bistro

Brad Wenger, Treasurer
General Manager, Christiana Hilton

John Sarro, Secretary
Adjunct Assistant Professor, Coordinator of Music Management Studies, University of Delaware

Jeremy Costa
Managing Director, HOTEL DU PONT

Jerry DuPhily
President, TSN Publishing/Event Allies

Jim Lardear
Public and Government Affairs Director, AAA Mid-Atlantic, Inc.

Jennifer Oberle-Howard
Deputy Director of Communications and Marketing, Delaware River and Bay Authority

> Directors

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Director of Cultural Affairs, City of Wilmington

Debbie Buckson
Executive Director, Historic Odessa Foundation

Jeff Buhrman
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India Colon-Diaz
Chief Operating Officer, NRDE Inc.

Dee Durham
New Castle County Councilperson, Second District

Laura Jury
Marketing Manager, Hagley Museum & Library

Francis Kwansa, Ph.D.
Associate Professor, Lerner College of Business and Economics, University of Delaware

Tara Lattomus
Member, Eckert Seamans Cherin & Mellott LLC

The Honorable Elizabeth Lockman
Delaware State Senator

Nicholas Merlino
Principal Deputy Chief of Staff, Office of the Governor

Canon Patel
President and Founder, Canon Hospitality Management

Vicky Pettinaro Martelli
Director of Client Services, Pettinaro Relocation

Mandy C. Santiago
Executive Director, Delaware Museum of Nature and Science

Scott Stein
Co-Owner, Bardea Restaurant Group

Christopher Strand
Charles F. Montgomery Director and CEO, Winterthur Museum, Garden & Library

Quincy Watkins
Owner, Milk & Honey

Jessica Welch
(Ex Officio), Director, Delaware Tourism Office

James C. Williams
Small and Minority Business Development Manager, Mayor's Office of Economic Development

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Executive Director

Scott B. Ciancio
Deputy Director

Jessica Bittmann, CMP
Director of Sales

Brent Ferguson
Director of Membership

Jessica Horstmann
Digital Marketing Manager

Carl Martin
Operations Specialist

Kristin Mohr
Sales Administrator

> VISITOR CENTER ADVISORS

Jennett Harper

Pam Takata

Keshia Trusty

