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*Wilmington & the Brandywine Valley*

# MEDIA KIT



MOONLOOP PHOTOGRAPHY

**GREATER WILMINGTON  
CONVENTION & VISITORS BUREAU**

**JENNIFER BOES**  
*Executive Director*

302.295.2212

[jenboes@VisitWilmingtonDE.com](mailto:jenboes@VisitWilmingtonDE.com)



Wilmington  
and the  
Brandywine  
Valley

History • Culture • Gardens

# ABOUT US

EXPECT THE UNEXPECTED



LESLIE KIPP

**The story of Greater Wilmington and the Brandywine Valley is a riveting tale of the past, the present and the future. It is a destination marked by sharp contrasts: town and garden, historic and hip, refined yet relaxed.**



JON CASPAR

## HISTORY MEETS DIVERSITY

Settled by the Swedes in 1638, the region is nestled at the confluence of three rivers: the Delaware, the Christina, and the Brandywine. Today, these waterways provide a scenic setting for its colorful communities, each with its own distinct personality. The region's rich diversity is celebrated through its festivals and its food. African, Asian, Caribbean, German, Greek, Hispanic, Italian, Irish, Peruvian, and Polish cultures are all represented here.

The City of Wilmington, with a population of just over 70,000, is the urban hub. With more than 66 percent of all Fortune 500 corporations incorporated in Delaware, it is known as the Corporate Capital of the World.



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# ABOUT US

**A FAIRY-TALE INSPIRED GARDEN,  
A MINI-VERSAILLES, AND FIRE-BREATHING  
FOUNTAINS ARE SOME OF THE WONDERS THAT AWAIT.**

## TOWN AND GARDEN

In the heart of the Mid-Atlantic region and less than a two-hour drive from both New York City and Washington D.C., this northernmost region of Delaware's most defining feature is the town and garden experience.

Wilmington's downtown is buzzing with a revival that's redefining the city. Nationally-acclaimed restaurants and a thriving arts and cultural scene — including the oldest continually operating theater on the Broadway circuit — share space with a diverse mix of retail. On and just off Market Street, the city's main thoroughfare, you'll find bespoke clothing, handmade leather goods, urban street wear, an award-winning boutique hotel, and more.

A walkable distance from the heart of downtown, the city's riverfront district is a recreational mecca with arts and entertainment offerings, three hotels, more than 15 restaurants — most of which offer waterfront dining — Underground Railroad history, and a mile-and-a-half riverwalk. Its distinctive red-bricked Amtrak station, designed by Frank Furness, is named for Wilmington's own

Joe Biden, the 46th President of the U.S. Currently in the development phase, the east side of the river will include a continuation of the riverwalk connected to the west side by a footbridge as well as more shopping and dining options.

As you head northwest from the city into the Brandywine Valley, the landscape transforms, transporting you to a different time and place. Here, elegant mansions and glorious gardens are a testament to the wealth and cultural influence of the du Pont family. Reminiscent of a "Downton Abbey" episode, each estate has its own story to tell: the gunpowder mill that started a dynasty, a fairy-tale inspired garden, a mini-Versailles, and fire-breathing fountains are some of the wonders that await.

## MORE TO DISCOVER

Just down the Delaware River and connected to the City of Wilmington by the J.A.M. recreational trail, Historic New Castle is home to perfectly preserved Colonial-era homes and cobblestone-lined streets. Fort Delaware, a former Confederate prison, towers over Pea Patch Island. The charming neighborhood



HAGLEY MUSEUM AND LIBRARY



HISTORIC NEW CASTLE

of Trolley Square; historic hamlets of Middletown, Odessa, Centreville, and Greenville; and the college town of Newark are all filled with iconic restaurants and quaint shops.

Locally-owned craft breweries can be found throughout the region, and innovative artists and artisans push the envelope with thought-provoking pieces, continuing the Brandywine Valley's long tradition of creative innovation. Their works can be found in galleries and studios throughout the region.

The surrounding countryside remains pristine. These lands, studded with fieldstone fences, are crisscrossed with trails for hiking and biking. They also served as the inspiration for many artists, including several generations of the Wyeth family and the Brandywine School.

All of these experiences are close to each other, giving visitors a wealth of options for exploration and discovery. Come and experience the many facets of this region. It will surprise you. 🍷



NEMOURS ESTATE





# STORY IDEAS

## FIT FOR A FOODIE

Wilmington and the Brandywine Valley's culinary scene is quickly becoming as diverse as the destination itself. The region is witnessing an influx of new culinary talent and gastronomic innovation. Hotspots like **BARDEA STEAK**, **LA FETE AND BAR REVERIE**, **THE HOUSE OF WILLIAM & MERRY**, **LE CAVALIER** and **SNUFF MILL** have foodies talking. On any given night, you can dine at a "meat kingdom," an upscale French bistro, a cozy farmhouse, a hip hop-themed vegan joint or the southern outpost of an uber famous Philly cheesesteak joint. Explore authentic global fare including Asian, Indian, Italian, Jamaican, Mediterranean, Mexican, Puerto Rican and SWANA. The region's restaurants celebrate a diverse population (and palate!). Don't skip our food hall . . . or, should we say, food halls? **DE.CO** and the **CHANCERY MARKET** offer quick, gourmet bites that won't break the bank. So, what are you waiting for? Dig in!

## THE AFRICAN AMERICAN EXPERIENCE

Greater Wilmington & the Brandywine Valley is home to sites that chronicle the struggles and many contributions of African Americans to our nation's history.



TUBMAN-GARRETT PARK

LESLIE KIPP



WILMA'S

Locations throughout the region bring significant stories to light, allowing visitors to reflect on an inspiring journey of hope and perseverance, including the **CORBIT-SHARP HOUSE**, the **HOCKESSIN COLORED SCHOOL #107**, the **MITCHELL CENTER FOR AFRICAN AMERICAN HERITAGE**, **NEW CASTLE COURT HOUSE MUSEUM** and the **TUBMAN-GARRETT RIVERFRONT PARK**.

While it's important to honor the impact of African Americans in the past, we're proud to celebrate the present, too. From shopping and dining to the arts, minority-owned businesses such as the **BRIDGE GALLERY**, **ZOLLIE'S**, **MORGAN'S OF DELAWARE**, **LAFATE GALLERY**, **PUSH**



AUGUST QUARTERLY FESTIVAL

WILMINGTON NEWS JOURNAL

**TATTOO STUDIO** (as seen on Ink Master), **THE SOLD FIRM** and **TOWN & SHORE HANDCRAFTED** are creating quite a buzz in the city. And that's just scratching the surface. . . .

## ONE-OF-A-KIND FESTIVALS

Festivals are a big deal in Greater Wilmington & the Brandywine Valley. The region produces more than 100 of them each year. So, whether you're looking for family-friendly festivals, unique music fests, or artisan markets with a beautiful landscape as a backdrop, Wilmington has it all. Wilmington comes alive each year with the



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**INTERNATIONAL FILM FESTIVAL**, showcasing bold stories from around the globe. Experience world-class cinema just minutes from home, where creativity knows no borders. The **CLIFFORD BROWN JAZZ FESTIVAL**, the largest free jazz



# STORY IDEAS

WITH A MIX OF PARKS, MUSEUMS, AND HISTORY, FAMILY-FUN ACTIVITIES ARE ALWAYS AVAILABLE.

festival on the entire East Coast, takes over Rodney Square in downtown Wilmington each June. Also held in June is the **OLD-FASHIONED ICE CREAM FESTIVAL**. It's a sweet day filled with the best local ice cream, family entertainment, carnival rides and fireworks. Each November, the **WINTERTHUR ARTISAN MARKET** showcases one-of-a-kind handmade treasures. Experience the **AUGUST QUARTERLY FESTIVAL**, the oldest African American religious festival in the nation. That's just a sampling of our unique festival culture!

## RICH IN DU PONT HISTORY

Part of what makes Greater Wilmington such a great travel destination is its many historic sites. Generations of the du Pont family helped to shape Delaware, neighboring Pennsylvania, and the nation, and over the decades their former estates have been transformed into museums, gardens and parks. Step into history at the **HAGLEY MUSEUM AND LIBRARY**, where the du Pont's story begins on this continent. Marvel at the 90,000-piece collection of American decorative arts at **WINTERTHUR MUSEUM, GARDEN AND LIBRARY**. Or admire one of the world's most spectacular horticultural displays at **LONGWOOD GARDENS**. Meanwhile,

**MT. CUBA CENTER** is a botanical garden unlike any other. And **NEMOURS ESTATE** transports visitors to Europe with the largest and finest example of a formal French garden in North America.

## THE GREAT OUTDOORS

Our seven state parks, scenic trails, and charming riverfront provide a wealth of amazing opportunities to cater to every kind of outdoor adventurer. Stand in three states at one time at **WHITE CLAY CREEK STATE PARK**, where you can also hike 37 miles of trails. And who says road trips require a car? With a landscape that includes the colonial streets of New Castle and the beautiful Riverfront Wilmington, biking the 7.9-mile **JACK A. MARKELL TRAIL** is an invigorating way to explore the area. Paddle at **LUMS POND STATE PARK**, home to Delaware's largest freshwater pond. Here you can find an unforgettable excursion in nature, which includes kayaking, paddleboarding and canoeing. You can even zipline at **GO APE**, recently named one of the top five aerial adventure parks in the U.S. If you're ready to take your love for rock climbing on the road, get harnessed up and climb **ALAPOCAS RUN STATE PARK**'s Blue Rock Cliff, the only natural rock-climbing wall in the state.



WILMINGTON AND WESTERN RAILROAD



WINTERTHUR MUSEUM, GARDEN AND LIBRARY



LONGWOOD GARDENS

## TRAVEL WITH YOUR TRIBE

With a mix of parks, museums, and history, family-fun activities are always available. At **DELAWARE CHILDREN'S MUSEUM**, Kokoun is a vibrant, hand woven indoor climbing structure where kids can climb, explore, slide and play their way through a colorful, creative adventure. Discover unusual animals like the pudu — the second smallest deer species in the world — or the rare lemurs at the **BRANDYWINE ZOO**. The **DELAWARE MUSEUM OF NATURE & SCIENCE** has a collection of more than 2 million mollusks and bird eggs — one of the largest such collections in North America. The museum features interactive galleries and the only permanent dinosaur exhibit in the state. After exploring on foot, hop aboard the **WILMINGTON AND WESTERN RAILROAD** for one of its popular themed rides offered throughout the year, including the Princess Express, Superhero Express, Holiday Lights, and Santa Express. For families looking to get out on the water, sail the replica tall ship **KALMAR NYCKEL**, which doubles as a pirate-themed cruise (note: pirate tours are only offered during the summer). It's named for the ship that brought the first European settlers to the Delaware Valley in 1638. 🚢



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# BY THE NUMBERS



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## zero

**SALES TAX** on shopping, dining and entertainment

MORGAN'S OF DELAWARE

**2**  
Tubman Garrett Riverfront Park is **STOP NUMBER TWO** on the National Park Service Tour of **HARRIETT TUBMAN SITES**

**3**  
**GENERATIONS** of Wyeth family artwork displayed at the **BRANDYWINE MUSEUM OF ART**

**7**  
**STATE PARKS** in and around the city  
**23**  
**MILES** of Interstate 95 that travel through Delaware



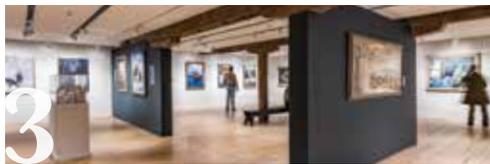
**36**  
**RESTAURANTS** in a five-block radius on Wilmington's growing Market Street

**67**  
**PERCENT** of Fortune 500 companies that are incorporated in Delaware

COURTESY OF BARDEA FOOD + DRINK



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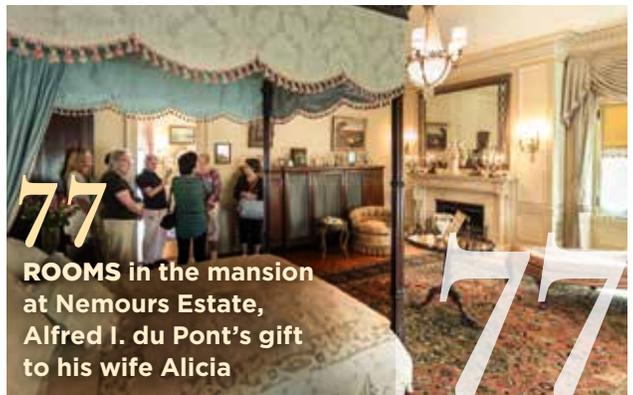
BRANDYWINE MUSEUM OF ART

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BRANDYWINE CREEK STATE PARK

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**77**  
**ROOMS** in the mansion at Nemours Estate, Alfred I. du Pont's gift to his wife Alicia

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# BY THE NUMBERS

MORE THAN **70,000 PEOPLE** LIVE IN WILMINGTON.  
WHAT ARE YOU WAITING FOR? COME JOIN US!

**327**  
**YEARS OLD**  
**SWEDES**  
**CHURCH** has been standing and used as a place of worship

**3,054**  
**ACRES**  
of **PUBLIC**  
**GARDENS** in the region

**3,500**  
**FEET** of frontage at Wilmington's **RIVERFRONT**, a vibrant scene of attractions, dining, entertainment and outdoor recreation

**5,000**  
**PATENT MODELS** at **HAGLEY MUSEUM & LIBRARY**, the largest private collection in the world



**100**  
**FESTIVALS** hosted in **Greater Wilmington & the Brandywine Valley** each year

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OLD SWEDES CHURCH

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RIVERFRONT WILMINGTON

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HOTEL DU PONT

HOTEL DU PONT



LONGWOOD GARDENS

HAROLD HANK LONGWOOD VOLUNTEER



HAGLEY MUSEUM & LIBRARY

HAGLEY MUSEUM & LIBRARY

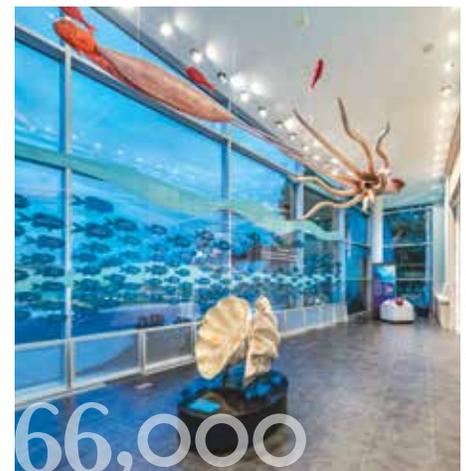
**6,650**  
**HOTEL ROOMS** in the region

**66,000**  
**STUDY SKINS** in the bird collection of the **DELAWARE MUSEUM OF NATURE & SCIENCE**



**90,000**  
**PIECES** in the collection of American decorative arts at **Winterthur Museum, Garden and Library**

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JAY GREEN ARCHITECTURAL PHOTOGRAPHY



# GETTING HERE, GETTING AROUND, GETTING TO KNOW US

## POPULATION

Wilmington is Delaware's largest city. Based on the 2020 United States Census estimates, it has a population of 70,898.



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## CLIMATE

Warmest month: *July (85°F)*  
Coldest month: *January (40°F)*  
Annual precipitation: *43 inches*  
Annual snowfall: *19 inches*

## BY TRAIN

The **JOSEPH R. BIDEN, JR. RAILROAD STATION**, also known as Wilmington Station, is one of the busiest in the country and offers dozens of options into Wilmington, including the NextGen Acela. Amtrak is the preferred and quickest option to the region from several locations including New York, Philadelphia and Washington, D.C.



JOSEPH R. BIDEN, JR. RAILROAD STATION

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## BY PLANE

Downtown Wilmington is about 30 minutes from Philadelphia International Airport (PHL) and 90 minutes from Baltimore/Washington International Airport (BWI). Fly directly into Wilmington via Avelo from Chicago, Florida, Puerto Rico and other select southern locations.

## BY CAR

Conveniently located along the Interstate 95 corridor, Wilmington and the Brandywine Valley are just a short distance from all points in the Mid-Atlantic region. Here's the approximate traveling time from several major markets:

- **DOWNTOWN PHILADELPHIA**  
*30 to 45 minutes*
- **LANCASTER, PENNSYLVANIA**  
*1 hour, 15 minutes*
- **DOWNTOWN BALTIMORE**  
*1 hour, 15 minutes*
- **ATLANTIC CITY**  
*1 hour, 30 minutes*
- **WASHINGTON**  
*1 hour, 45 minutes*
- **MIDTOWN MANHATTAN**  
*2 hours, 15 minutes*

## TRANSPORTATION IN AND AROUND GREATER WILMINGTON

Lyft, Uber, cabs, car rental agencies, DART public transportation system, and Zip Car are all available to transport individuals and groups of all sizes around the region.



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