



Greater Wilmington Convention and Visitors Bureau

OPERATIONAL HIGHLIGHTS

JULY 1, 2022–JUNE 30, 2023

FY 2023



Greater
Wilmington
Convention & Visitors Bureau

VISITWILMINGTONDE.COM

**GREATER WILMINGTON
CONVENTION & VISITORS BUREAU**

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WHAT WE DO

Serving as New Castle County's only destination marketing organization, **THE BUREAU GENERATES ECONOMIC GROWTH THROUGH TOURISM** by promoting Greater Wilmington and the Brandywine Valley as a premier destination for leisure travel, meetings, conventions, and group tours.

TOURISM IN NEW CASTLE COUNTY: BY THE NUMBERS



Data from 2021 Delaware Tourism Satellite Account study prepared by Rockport Analytics for the Delaware Tourism Office.

» **\$2.5 B** in visitor spending » **18,770** tourism jobs » **\$285 M** in state and local taxes

» **New Castle County public accommodations tax (PAT) collections, at \$15 million** in 2021, grew 49% compared to an 83% growth state-wide. This growth, while significant, lags behind state-wide growth because New Castle County is more dependent upon business travel, a component of visitation that has not rebounded.



VISITOR SPENDING BY CATEGORY

30% Food and Beverage	27% Shopping	23% Transportation	14% Entertainment	6% Accommodations
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FY2023 RESULTS

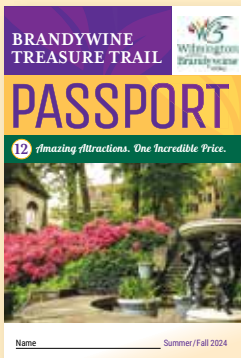
> MARKETING

- More than 765K website visits, a 27.5% increase and an all-time record wfor VisitWilmingtonDE.com
- Visitor guide requests grew by 893%
- E-news sign ups grew by 11%
- Top visiting markets:
 - Philadelphia
 - New York
 - Auburn, VA
 - Washington, D.C.
 - Baltimore

> KEY MARKETING INITIATIVES

EDA-Funded Advertising Campaign

- \$950K campaign, the largest in the Bureau's history
- \$751,262 in EDA funds awarded through the State of Delaware, the remainder drawn from the Bureau's FY2022 and FY2023 marketing budgets
- 17M impressions
- 45K visits driven to VisitWilmingtonDE.com
- 157 hotel room bookings with an average length of stay of 1.55 days (exclusive of the digital component of campaign, the only aspect where conversions can be measured)



Brandywine Treasure Trail Passport

- Over 1,000 Brandywine Treasure Trail Passports were sold, a 73% YoY increase

- Purchasers from 27 states, plus England, Canada and Washington D.C.



Travels with Darley

- 776+ total broadcasts (February–May)
- 10 broadcasts in NYC, the #1 PBS market
- Estimated total broadcast and digital impressions: 393M+



Mobile Discount Pass

- Introduced in spring 2022
- 1783 downloads

Threshold 360

- 33 member videos completed
- 744,403 engagements
- More than 2.2M total views

“THE 23 Best Places TO GO IN THE U.S. IN 2023 (WILMINGTON, DELAWARE)”

—Condé Nast Traveler

MEDIA RELATIONS*

> FY23 Coverage

- 95 pieces of coverage
 - 78 online pieces
 - 17 print pieces
- 1.19B audience (592 percent increase)

FY22 Coverage

- 69 pieces of coverage
 - 56 online pieces
 - 13 print pieces
- 172M audience

Major Placements

- Boston Globe
- Condé Nast Traveler
- Fodor's Travel Guide
- Forbes
- Martha Stewart
- MSN.com
- Southern Living
- Today.com
- USA Today



*The exponential increase in the audience this year is primarily due to the Condé Nast Traveler coverage.



> SOCIAL MEDIA

Platforms

- Total audience of nearly 48K, a 14% increase
- More than 8.2M impressions, a 336% increase
- Traffic driven to the website:
 - From Facebook: 40% increase
 - From Instagram: 181% increase
 - From LinkedIn: 483% increase

Influencer Visits

- 12 influencer visits
- 2.2M views
- 87.7K engagements

> MEETINGS AND CONVENTIONS

FY23

- 51 groups
- 16,284 room nights
- \$4,331,544 EEI
(303% increase)

FY22

- 40 groups
- 11,563 room nights
- \$1,075,172 EEI

Top Bookings

- East Coast Softball
(October 2022, June 2023, October 2023)
1,908 room nights
- National High School Mock Trial
Championship
(May 2024) 1,434 room nights
- Atlantic 10 Women's Basketball Conference
(March 2023) 1,336 room nights
- Matthew Walt Party, Pine Box affiliate
(February 2023) 820 room nights
- Northeast Association of State
Transportation Officials
(July 2023) 616 room nights
- Eastern Assn. Student Financial Aid
Administrators
(May 2024) 610 room nights

Market Segment Breakdown

- Corporate: 29 groups
- Association: 28 groups
- Social, Military, Education, Religious and Fraternal (SMERF): 23 groups
- Sports: 11 groups
- Government: 9 groups

> GROUP TOUR

FY23

- 2 definite bookings,
160 room nights (EEI \$42,560)
- 1 assisted group,
15 room nights (EEI \$3,990)

FY22

- 0 definite bookings
- 3 assisted bookings,
50 room nights
(EEI \$13,300)

> MEMBERSHIP AND COMMUNITY OUTREACH

FY23

- 32 new members
 - 10 new minority members
- Member Retention**
- FY22 was 89%
 - FY23 was 94%
5.6% increase YoY

Member Dues... \$53,126.25
Trade \$1,020.00
In-Kind \$6,087.70

> **TOTAL \$60,233.95**

FY22

- 11 new members
- 1 new minority member

Member Dues... \$50,896.25
Trade \$2,900.00
In-Kind \$8,150.00

> **TOTAL \$61,946.25**



> KEY INITIATIVES

Corporate Diversity Program



Enables more small and minority-owned businesses to benefit from membership by offering larger businesses the opportunity to sponsor the membership fee of a smaller business. The first partnership, forged in spring 2023, is between Amazon and Breakfast at Blume.

New Riverfront Visitor Center

Our new visitor center, opened in June 2023, saw more than 400 people utilize its services in its first two months of operation.

Ambassador Program

The program, a partnership with Downtown Visions, was launched in February 2023. Both organizations visit the front line staff of downtown hotels to encourage positive communication to visitors about Wilmington and to ensure hotels are aware of all the Bureau/Downtown Visions resources available to them to enhance the visitor experience.