

Bethany/Fenwick Area Chamber of Commerce Information Center

Visitor Profile

Summer 1986



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November 1987

Delaware Sea Grant College Program
College of Marine Studies
University of Delaware

**BETHANY/FENWICK AREA CHAMBER OF COMMERCE
INFORMATION CENTER**

VISITOR PROFILE

SUMMER 1986

by

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INTRODUCTION

The Bethany/Fenwick Area Chamber of Commerce Visitor Information Center was dedicated May 9, 1986, and serves as the focal point for tourist information about the area. The primary objective of this study is to describe and profile visitors who visited the Bethany/Fenwick Area Chamber of Commerce Visitor Information Center during the summer of 1986. Information that was collected characterized visitors' activities during their stay in the area, their reasons for visiting, amounts of money spent during their stay, as well as demographic information that profiled the visitors. The facility is open on a year-round basis and continues to serve the needs of visitors and chamber members.

METHODS

In mid-April, 1986, the University of Delaware Sea Grant Marine Advisory Service suggested to the executive director of the Bethany/Fenwick Area Chamber of Commerce that a survey of visitors to the new information center could provide useful information to chamber members. Since the center was scheduled to open for the summer of 1986, a survey conducted of visitors during this first summer of operation would provide valuable documentation on visitors who used the facility.

During conversations with the chamber's executive director, a two-page survey questionnaire was designed. (See Appendix.) The questions on the survey were written to obtain information that could assist the chamber and its members to better identify their visitor base and offer suggestions to meet the needs of summer visitors.

As visitors stopped by the center, they were encouraged to sign a guest register placed in the lobby and provide their names and complete mailing addresses. Surveying of visitors began in earnest in early June 1986 and continued through September, when the final mailing took place (Table 1).

 Table 1. Week-by-week results of mailed survey questionnaire.

<u>Initial Mailing Date</u>	<u>Number of Questionnaires Mailed</u>	<u>% Response</u>
June 11, 1986	49	61.2
June 25, 1986	52	48.1
July 15, 1986	71	53.5
July 31, 1986	102	56.8
Sept. 3, 1986	101	51.5

Approximately every two to three weeks, through the course of the summer, names and addresses were randomly selected from the total names and addresses on the guest register. Throughout the summer months, five separate mailings took place. If completed questionnaires were not returned after three weeks, a second questionnaire was mailed to each identified visitor.

More than 1,250 guests signed the register over the course of the survey period. A random sample of 375 visitors was selected to receive the survey questionnaire. Seventeen questionnaires were returned undeliverable by the U.S. Postal Service or returned incomplete by recipients. This reduced the effective sample size to 358. Of this number, 203 usable questionnaires were received from visitors for a 57 percent response rate (Table 2).

 Table 2. Questionnaire response.

	<u>Number</u>	<u>%</u>
Total Visitors Signing Guest Register (May 21-Aug. 26, 1986)	1,279	
Random Sample Receiving Questionnaire	375	
Incomplete Questionnaires Returned or Undelivered by U.S. Postal Service	17	
Effective Sample Size	358	100.0
Usable Questionnaires Received	203	56.7

RESULTS

General Visitor Characteristics

Of the visitors responding to the survey questionnaire, 30 percent were residents of Maryland. Approximately 27 percent resided in Pennsylvania. Virginia, New York, and New Jersey were represented by 6.9 percent, 6.9 percent, and 6.4 percent of the visitors respectively (Figure 1). Even though only 4.4 percent of the respondents reported coming from Washington D.C., a large percentage of the Virginia and Maryland respondents were residents of the Washington, D.C. metropolitan area. This is more evident when the mileage estimates of visitors to the area are examined.

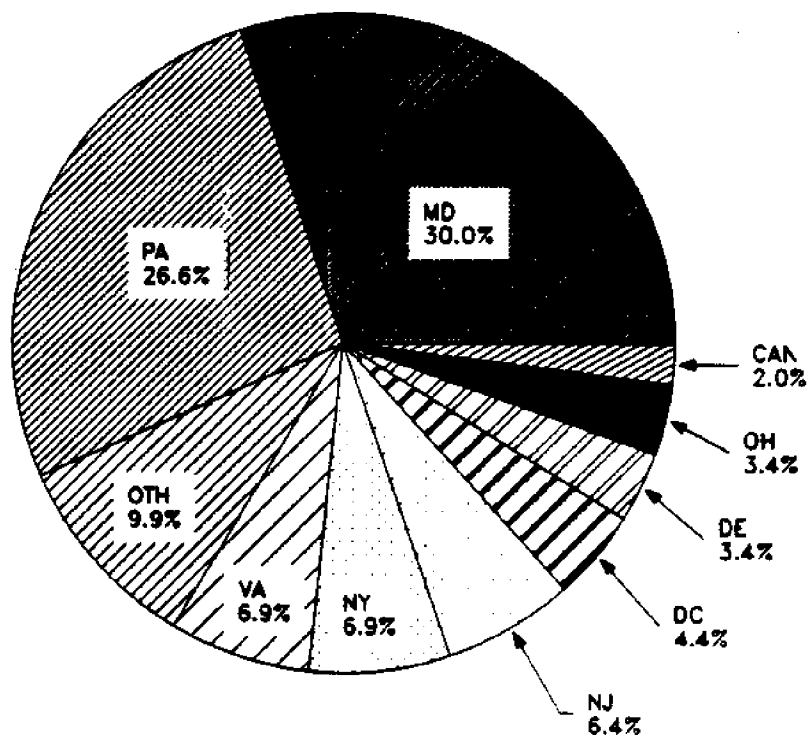


Figure 1. Residence of visitors.

Fifty-two percent of the visitors reside within a 100-200 mile radius of the Bethany/Fenwick area. This area encompasses major metropolitan areas of New York City, Philadelphia, Baltimore and Washington, D.C. Another 30 percent of the respondents reside within a 200-500 mile radius of the area. This area covers mid- and western Pennsylvania, West Virginia, upper New York state, Connecticut, and Ohio. Approximately 89 percent of the area's current market resides within 500 miles of the area (Figure 2).

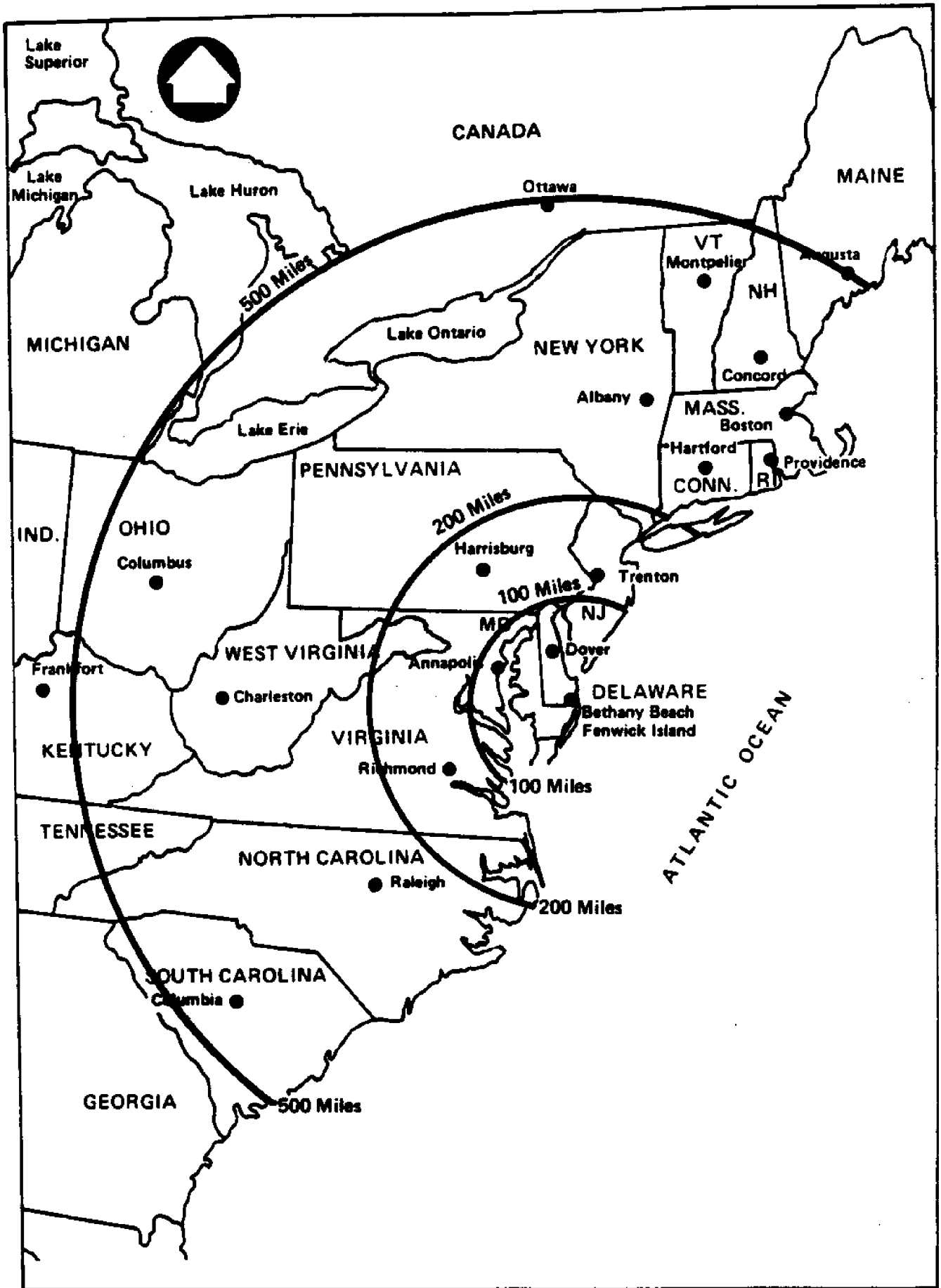


Figure 2. Concentric residence zones of Bethany/Fenwick visitors.

When visitors were asked if this was their first visit to the Bethany/Fenwick area, 40 percent responded that they were first-time visitors. This percentage might appear high, but first-time visitors to the area might be more inclined to visit an information center than visitors who have been in the area before.

When visitors were asked their reasons for visiting the information center, the primary response was to obtain information on attractions or activities in the area. Sixty-eight percent of the respondents mentioned that this was a main reason for visiting the facility. Other responses included seeking information on lodgings (38 percent) and obtaining information on attractions and lodgings outside the immediate Bethany/Fenwick area (32 percent) (Table 3).

Table 3. Reasons for visiting information center.

<u>Reason</u>	<u>% Responding</u>
Information on attractions/ activities in area	68
Information on lodgings	38
Information on attractions/ activities outside the area	32
Needed directions	19
Curiosity; wanted to see the new building	19
Pick up map of Delaware/Sussex County	9
Stopped for rest	7
Interested in real estate purchase	3

(For other reasons for visiting information center, see Appendix.)

When visitors were questioned as to how they first heard about the Bethany/Fenwick area as a place to visit, most responded from "friends" (39.0 percent) and "family members and relatives" (30.0 percent). Other responses include "visited there before" (8.0 percent) and "passing by" (7.4 percent) (Table 4).

Table 4. Hear of Bethany/Fenwick area as place to visit.

<u>Source</u>	<u>% Responding</u>
Friends	39.0
Family/Relatives	30.0
Visited Before	8.0
Passing By	7.4
Magazine	3.2
Newspaper	3.2
Sent for Information	3.2
Map	1.6
Live in Delaware	1.0
AAA Guide	*
Outdoor/Travel Show	*
Real Estate Guide	*

*Less than 1 percent responding

Respondents were also asked to provide information on their visiting groups (adult/children composition and ages). For this study, individuals 13 years of age and older were considered adults. A majority of the groups (51 percent) included two adults in the traveling party (Figure 3). The average was 2.9 adults per group.

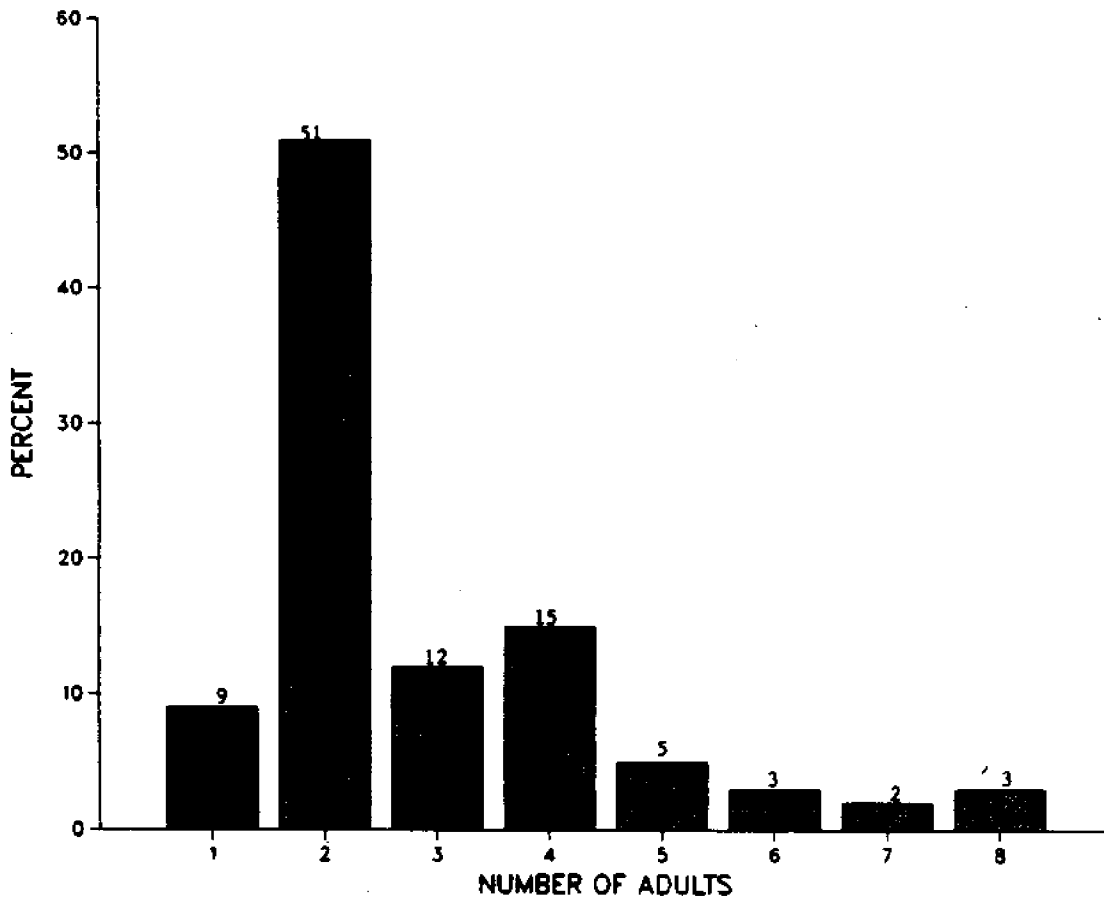


Figure 3. Number of adults in group (over 12 years of age).

Fifteen percent of the adults were still in their teenage years (13-19), while 44 percent were between 30-49 years old. Additionally, 12 percent of the adults were 60 or older (Table 5).

Table 5. Ages of adults.

<u>Ages</u>	<u>%</u>
13-19	15
20-29	14
30-39	24
40-49	20
50-59	15
60+	12

Twenty-four percent of the traveling parties had two or more children under the age of 13. Fourteen percent of the groups had one child in their family and, surprisingly, 63 percent of the groups had no children under 13 years of age (Figure 4).

Children's ages were fairly evenly distributed. Most of the children were 6-9 years old (40 percent). Children aged 1-5 years comprised 35 percent of the total and the remaining 25 percent were between 10-12.

Table 6. Ages of children.

<u>Ages</u>	<u>%</u>
1- 5	35
6- 9	40
10-12	25

Respondents appeared to be predominantly in the upper-middle class when income levels were analyzed. More than 80 percent of the visitors reported family incomes of \$30,000 or greater. Just over 1 percent of the respondents reported earning less than \$10,000 (Figure 5).

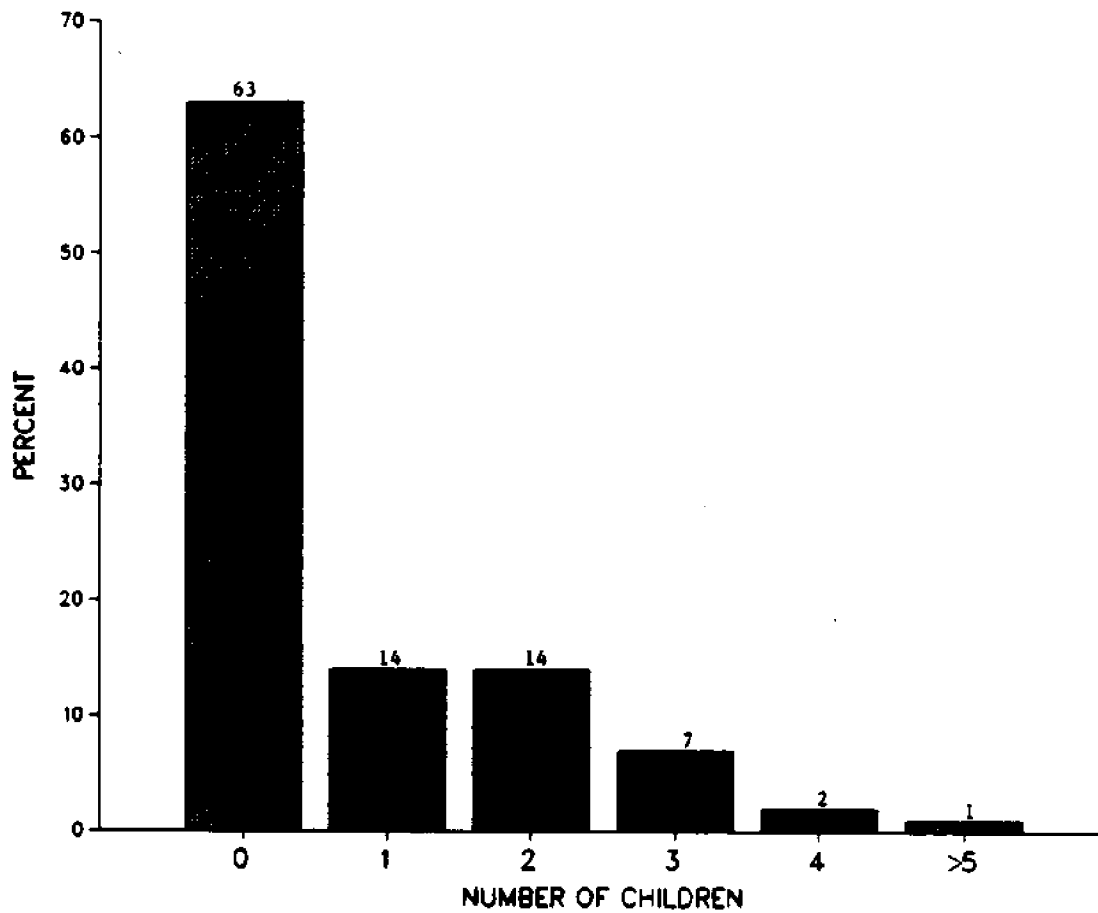


Figure 4. Number of children in group (13 years of age and under).

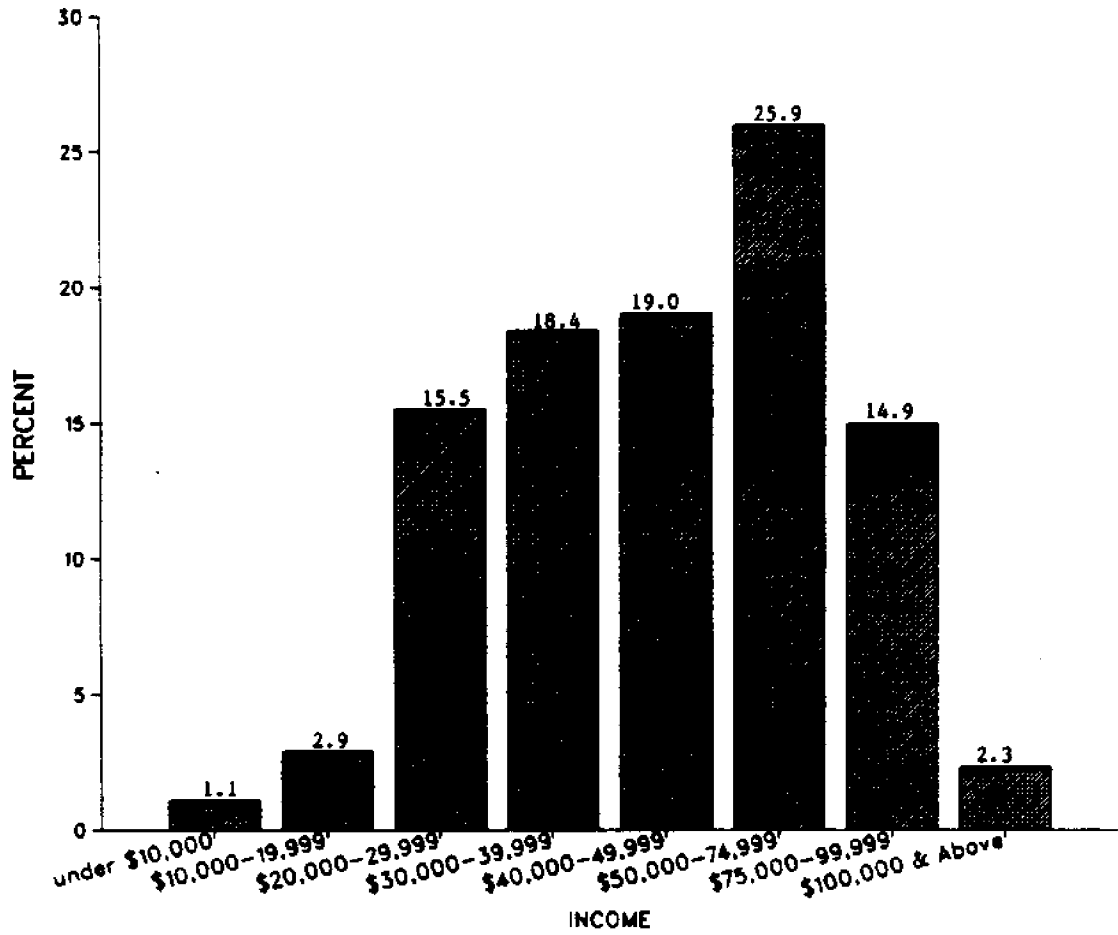


Figure 5. Income levels of respondents.

Activities of Visitors to the Bethany/Fenwick Area

Two questions were asked to ascertain how many days and nights the visitors stayed in the Bethany/Fenwick area. The average number of days spent by visitors in the area was 6.5. Thirty-six percent spent 2-5 days in the Bethany/Fenwick area, and 34 percent spent 6-10 days in the area (Table 7).

Table 7. Number of days spent in the Bethany/Fenwick area.

<u>No. of Days</u>	<u>% Responding</u>
1	21
2- 5	36
6-10	34
11-15	6
Greater than 15	3

The average number of nights spent by visitors was 5.8. Nineteen percent of the respondents were day-visitors spending no nights in the area, 38 percent spent 1-5 nights, and 34 percent spent between 6-10 nights (Table 8).

Table 8. Number of nights spent in the Bethany/Fenwick area.

<u>No. of Nights</u>	<u>% Responding</u>
0	19
1- 5	38
6-10	34
11-15	6
Greater than 15	3

Overnight visitors to the Bethany/Fenwick area used a variety of lodging types. Of those respondents staying at least one night in the area, 23 percent stayed in hotels/motels, 20 percent stayed in townhouses or condos, and 19 percent rented a house or cottage. Private campgrounds attracted 13 percent of the overnight visitors and state campgrounds attracted another 6 percent. Eleven percent stayed with friends or relatives and 8 percent mentioned that they had other accommodations, such as owning their own home (Table 9).

Table 9. Type of lodgings used while in Bethany/Fenwick area.

<u>Lodging Type</u>	<u>% Responding</u>
Hotel/Motel	23
Townhouse/Condo	20
Rental House/Cottage	19
Private Campground	13
Friends/Relatives	11
Other (e.g. own home)	8
State Campground	6

Visitors to Bethany/Fenwick go there for a variety of reasons. In an attempt to ascertain the reasons why respondents visited the area, a series of 14 variables were provided on the questionnaire for ranking. Respondents were requested to rank the variables on a scale of from 1 to 5, with 1 being not at all important and 5 being extremely important. The rankings provided in Table 10 represent averages based on respondents' answers.

The highest ranking variable by respondents was that they visited the area during the summer of 1986 because "the beaches are scenic and well-maintained" (4.4). The next two highest ranking variables were "local area is clean and attractive" and "the Bethany/Fenwick area is less crowded than other coastal resorts." Both of these variables had rankings of 4.3. The lowest ranked variable of the 14 listed was "there is good nightlife activity" (2.0).

Table 10. Reasons for visiting Bethany/Fenwick area during the summer, 1986.

<u>Reason</u>	<u>Average Ranking</u>
Beaches are scenic and well-maintained	4.4
Local area is clean and attractive	4.3
Bethany/Fenwick area is less crowded than other coastal resorts	4.3
It is a quiet family resort	3.9
Beaches are well protected by lifeguards	3.9
There is plenty of parking in the area	3.6
Employees are courteous and helpful	3.3
Beach rules and regulations are kept to a minimum	3.2
Good variety of restaurants and eating places	3.1
Plenty of activities and events to participate in	2.8
Plenty of overnight accommodations	2.8
It is close to home	2.8
Fishing in the area is enjoyable	2.3
There is good nightlife activity	2.0

(For other reasons mentioned, see Appendix.)

Visitors were also asked to identify all of the activities that their group participated in while visiting the area. Ten specific activities were listed on the survey questionnaire. Additionally, respondents could add other activities that they participated in if it was not included in the list of ten. The most popular activity mentioned was swimming/sunbathing (82 percent), while the second most-mentioned was relaxation (70 percent). Two activities were mentioned by 67 percent of the respondents--sightseeing and shopping (Table 11).

Table 11. Activities that groups participated in while in the Bethany/Fenwick area.

<u>Activity</u>	<u>% Who Participate</u>
Swimming/Sunbathing	82
Relaxation	70
Sightseeing	67
Shopping	67
Fishing	22
Boating	18
Passing Through	18
Camping	14
Special Events (Springfest/Artfest)	8
Business	4
Golf	3

(For other activities mentioned, see Appendix.)

In addition to engaging in certain activities while in the Bethany/Fenwick area, respondents also reported visiting other nearby towns during their stay. Ninety-seven percent of the respondents mentioned that they visited another town. Ocean City, Maryland and Rehoboth Beach, Delaware were reported as the most popular towns visited by 32 percent of the respondents (Table 12).

Table 12. Other areas visited by Bethany/Fenwick area visitors.

<u>Areas Visited</u>	<u>% Visiting</u>
Ocean City, MD	32
Rehoboth Beach, DE	32
Lewes, DE	14
Dewey Beach, DE	13
Other Delaware Towns	8
Other Areas (e.g. Assateague Island, Smith Island, etc.)	2

While visiting Bethany/Fenwick, respondents kept themselves informed through a variety of media sources. The most popular form of media used by respondents was the free beach weekly newspapers (82 percent) printed by various publishers. Radio was listened to by 56 percent of the visitors. Fifty-one percent of the respondents viewed television and 43 percent read local newspapers.

To determine whether visitors were satisfied with their stay in the area, respondents were asked if they would visit the area again during any of the four seasons. Not surprising, 97 percent of the visitors responded "yes" or "maybe" for the summer. Another 94 percent noted "yes" or "maybe" for the fall months, and 91 percent responded "yes" or "maybe" for the springtime. Winter was the least popular season to visit the area; only 54 percent mentioned "yes" or "maybe."

Table 13. Response of visitors as to when they would visit Bethany/Fenwick area again.

<u>Season</u>	<u>% Responding "Yes"</u>	<u>% Responding "Maybe"</u>
Spring	61	30
Summer	91	6
Fall	66	28
Winter	30	24

Visitor Spending Patterns

Visitors were asked to estimate how much they spent on various purchases while in the Bethany/Fenwick area. The five categories for expenditure information were lodging, food (beverages, snacks, grocery items), restaurant meals, transportation, and other expenditures related to their visit.

Lodging expenses ranged from no dollars spent by day-visitors or those who received free accommodations to \$2,000 by groups visiting the area for extended periods. About 28 percent of the respondents reported no dollars spent on lodging. The average lodging expenses were \$288 for the various lengths of stay in the area for each visiting group. This average figure includes both camping fees which were only a few dollars a night to charges for hotel stays which were significantly higher. It must also be noted that some visitors spent only one night in the area and others spent longer periods. This accounts for some of the wide range of lodging expenditures by visitors. The remaining spending patterns for lodging are listed in Figure 6.

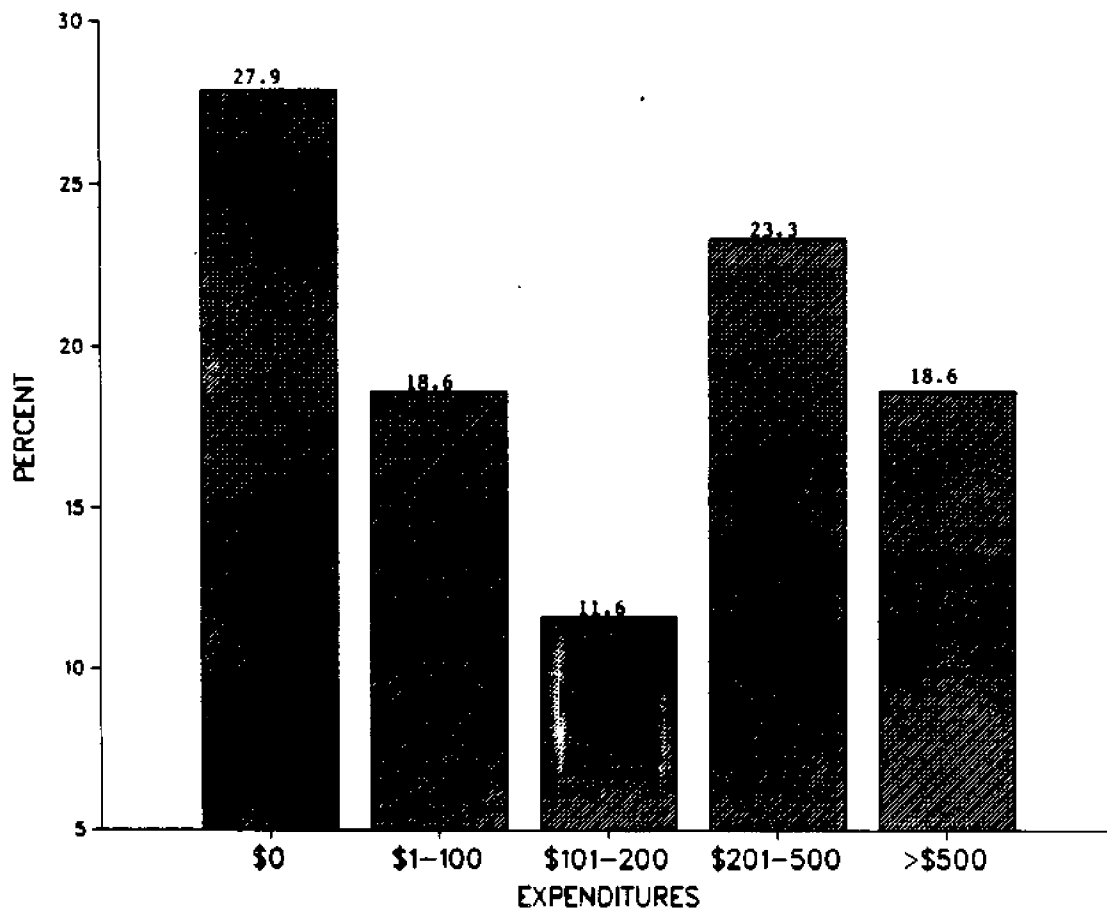


Figure 6. Lodging expenditures by visitors to the Bethany/Fenwick area.

Spending for food items averaged \$100 per respondent. This expenditure could include food purchased in local grocery stores or food markets as well as food stands. Approximately 16 percent of the respondents reported no food purchases during their stay in the area. Thirty-seven percent of the visitors spent \$1-50 for food items; 22 percent spent \$51-100 and 14 and 10 percent of the respondents spent \$101-200 and \$201-500 respectively (Figure 7).

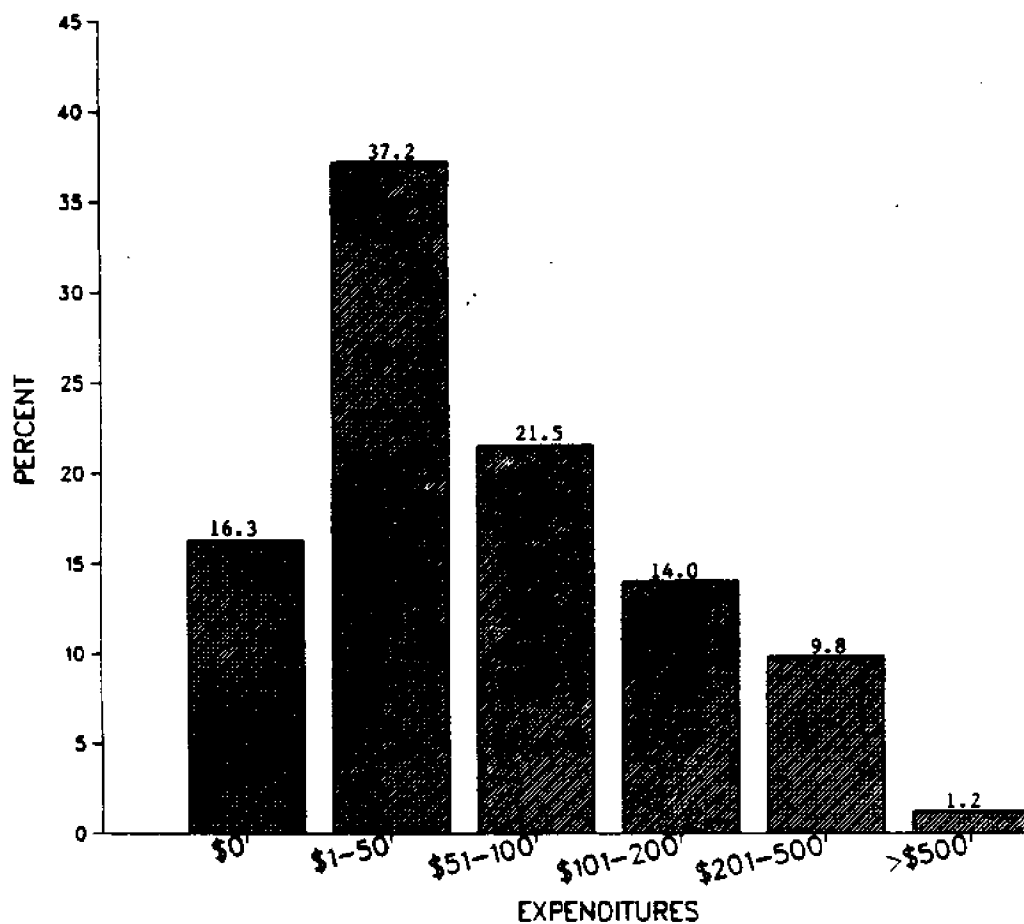


Figure 7. Food expenditures by visitors to the Bethany/Fenwick area.

While in the area, each respondent averaged \$123 in local restaurants. Twenty-two percent of the respondents indicated no restaurant spending. Twenty-one percent reported spending \$1-50, one-quarter of the visitors spent \$51-100, and 20 percent indicated that they spent \$101-200 on restaurant meals. About 12 percent of the visitors reported spending more than \$200 in restaurants during their visit (Figure 8).

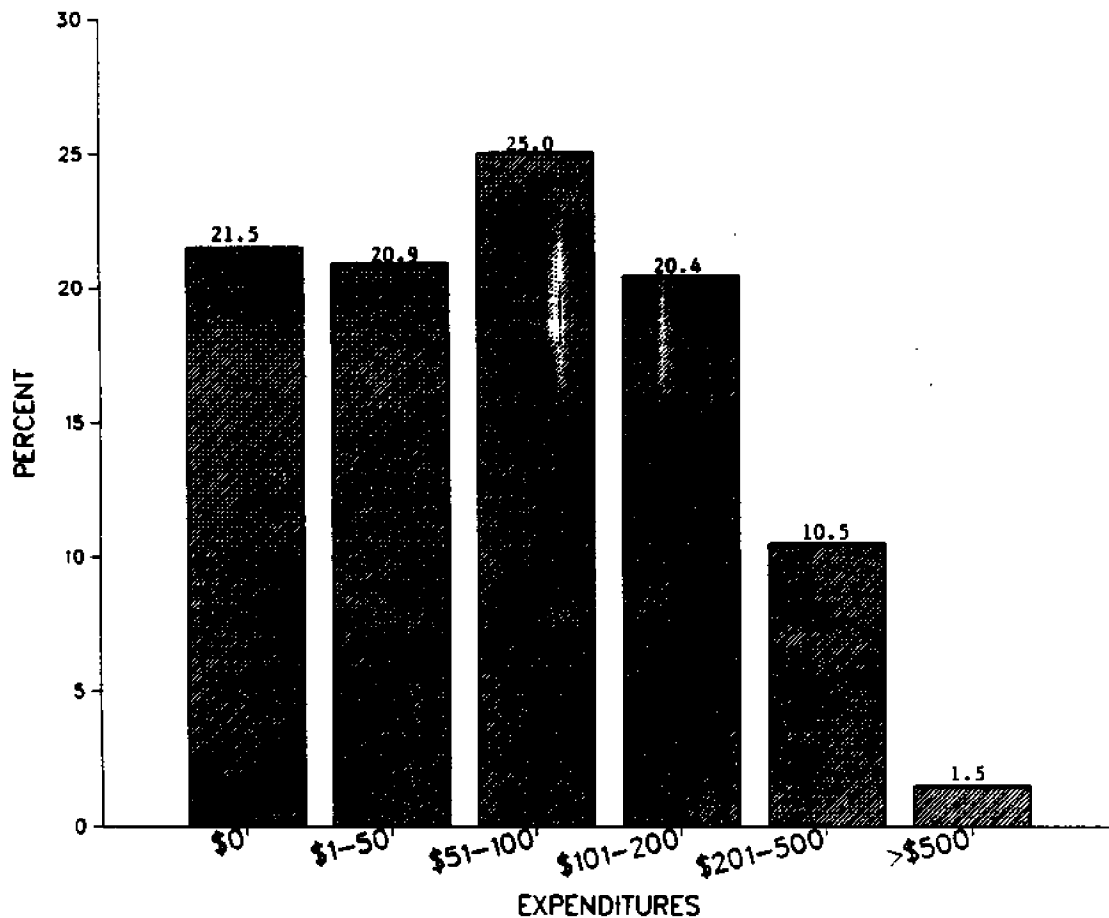


Figure 8. Restaurant expenditures by visitors to the Bethany/Fenwick area.

Transportation costs for visitors primarily included gasoline expenditures for automobiles. Depending on the duration of stay and the distance traveled, these expenses varied. The average spending for transportation amounted to \$24. More than 47 percent responded that they spent nothing for travel, suggesting that they were able to drive to the area and back home without having to purchase fuel in the local area (Figure 9).

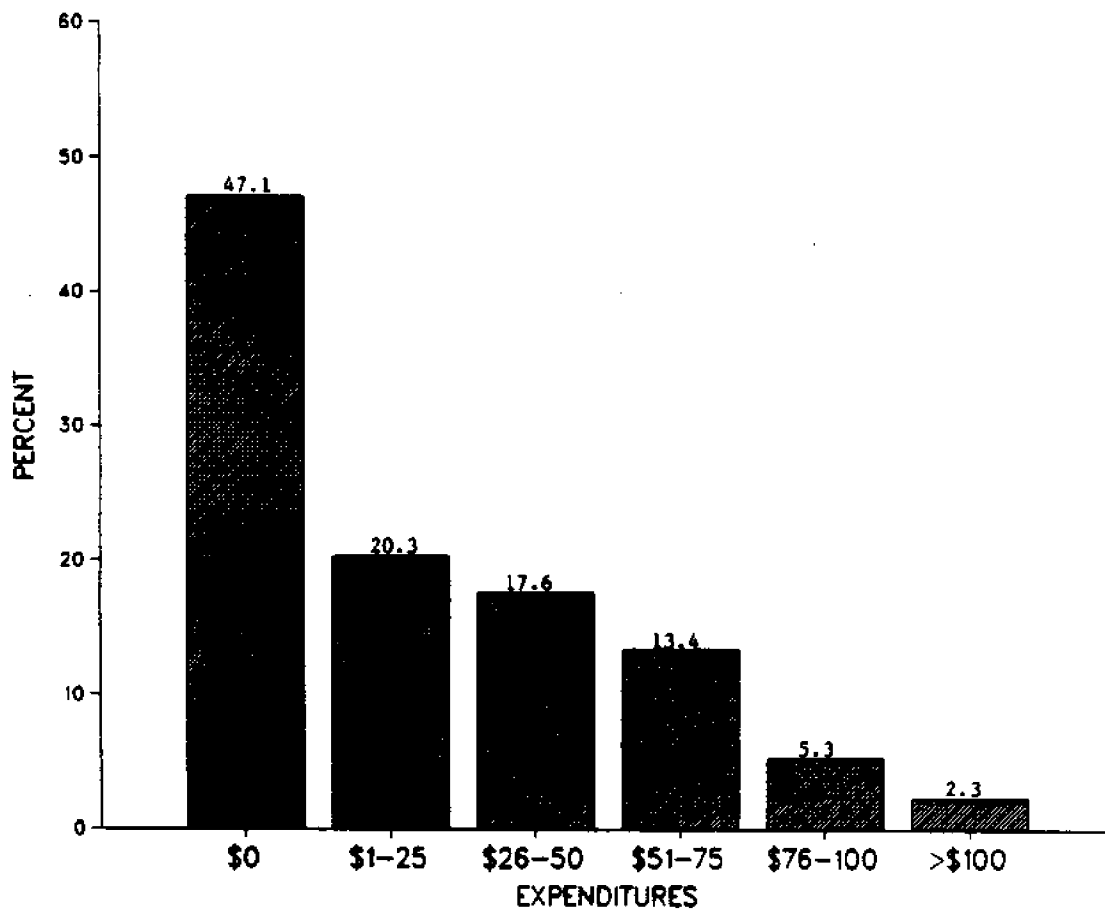


Figure 9. Transportation expenditures by visitors to the Bethany/Fenwick area.

Visitors also spent additional dollars on miscellaneous items such as entertainment, gifts, and clothing. The average expenditure in this category was \$81. More than 32 percent of the visiting parties estimated that they spent no money and 30 percent estimated spending \$1-50 on miscellaneous items. Approximately 20 percent of the groups reported spending more than \$100 on miscellaneous items during their stay (Figure 10).

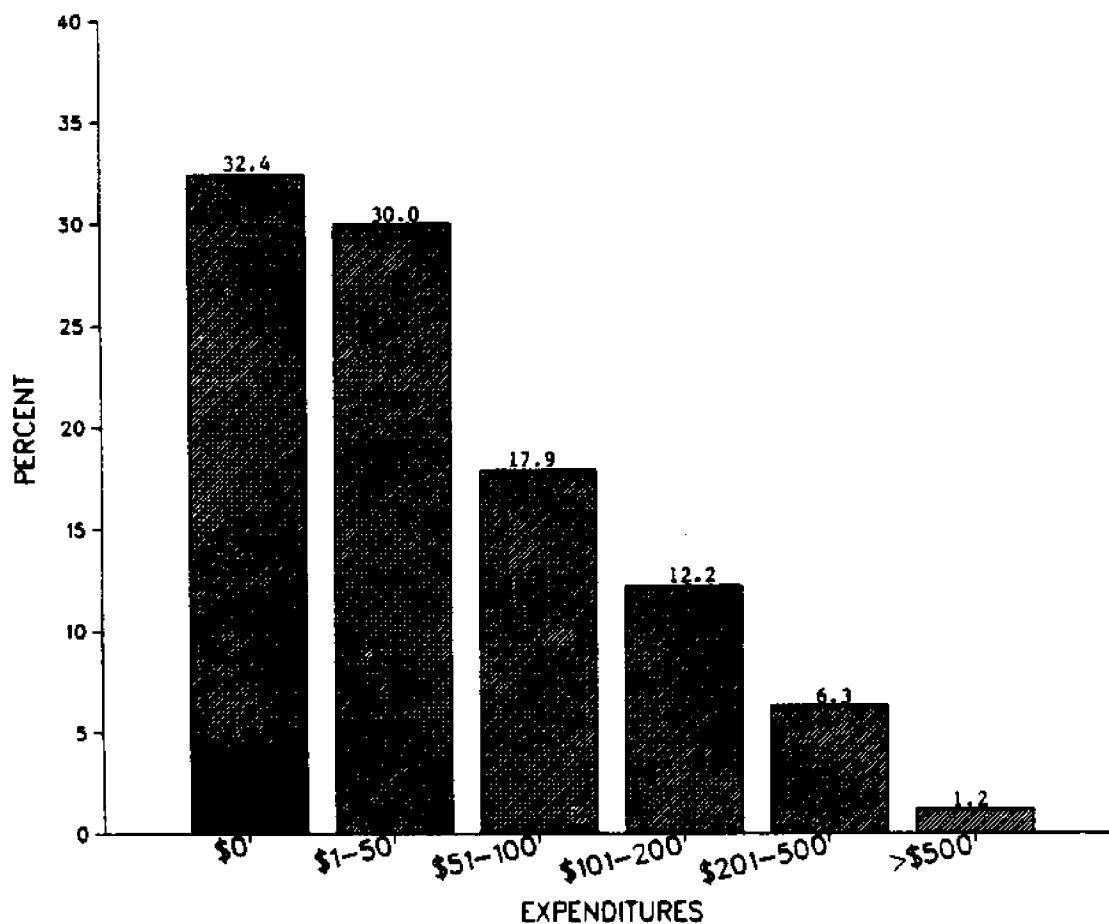


Figure 10. Other expenditures by visitors to the Bethany/Fenwick area.

CONCLUSIONS

This study of a small segment of visitors to the Bethany/Fenwick area during the summer of 1986 provides useful information to local Chamber of Commerce officials and member businesses. It was not meant to be an exhaustive examination of visitors to the Bethany/Fenwick community during the summer months. It was, however, intended to provide important baseline data on those visitors who visited the Chamber of Commerce's newly opened information center.

Chamber of Commerce officials can benefit from the information in a number of ways. Initially, the survey results confirm the origin of visitors to the area. Chamber officials can use this information to assist in marketing the Bethany/Fenwick area. Additionally, information on how visitors heard about the area as a place to visit can aid in advertising and promotional efforts.

Individual businesses can profit from the survey results also. Information on lodging, activities, and visitor expenditures provides important facts to judge customer demand and preference and help businesses assess growth plans.

A series of open-ended responses in the survey questionnaire provide added information for Chamber of Commerce officials and business owners. Comments in response to the question, "what additional services, facilities, or attractions could be added in the Bethany/Fenwick area that would make future visits more enjoyable," may encourage the development of needed facilities and services as determined by visitors. (See Appendix.)

Finally, the results of this study should be carefully interpreted. It is difficult to directly apply these results to the entire population of summer visitors to the Bethany/Fenwick area. Even though the methodological approach employed was thorough and precise, the segment of visitors sampled (information center guests) may be significantly different than a truly random sample of total visitors to the area.

A P P E N D I X

- **Study Questionnaire**
- **Initial Cover Letter**
- **Follow-Up Cover Letter**
- **Respondents Other Reasons for Visiting
Bethany/Fenwick Area Chamber of Commerce
Information Center**
- **Respondents Other Reasons for Visiting
Bethany/Fenwick Area**
- **Other Activities Mentioned by Respondents
who Visited the Bethany/Fenwick Area**
- **Additional Services/Facilities/Attractions
Mentioned by Bethany/Fenwick Area Visitors**



UNIVERSITY OF DELAWARE
SEA GRANT MARINE ADVISORY SERVICE

BETHANY/FENWICK CHAMBER OF COMMERCE
VISITOR CENTER SURVEY
SUMMER 1986

1. Was this your first visit to the Bethany/Fenwick area? Yes No
2. What was the approximate 1-way distance from your home to the Bethany/Fenwick area? _____ miles
3. How many were in your party? Adults Children (12 and under)
4. What were their ages?
 _____ Adults
 _____ Children
5. How long did you stay in the Bethany/Fenwick area? Days Nights
6. What type of lodging did you use while in the Bethany/Fenwick area?
 Motels/Hotels Private Campground State Campground
 Townhouse/Condo Friends/Relatives Rented House
 Did not stay overnight in the Bethany/Fenwick area Other (Specify) _____
7. Below are several possible reasons why you visited the Bethany/Fenwick area during the summer of 1986. Please indicate how important each of the following reasons were in your decision to visit the area by circling the appropriate number for each reason.

<u>Not at All</u> <u>Important</u>	<u>Slightly</u> <u>Important</u>	<u>Moderately</u> <u>Important</u>	<u>Very</u> <u>Important</u>	<u>Extremely</u> <u>Important</u>
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Reasons for visiting in 1986:

It is a quiet family resort	1	2	3	4	5
It has plenty of overnight accommodations . . .	1	2	3	4	5
It has a good variety of restaurants and eating places	1	2	3	4	5
<hr/>					
There are plenty of activities/events to participate in	1	2	3	4	5
The employees are courteous and helpful	1	2	3	4	5
There is good night life activity	1	2	3	4	5
<hr/>					
The beaches are scenic and well maintained. . .	1	2	3	4	5
The beaches are well protected by lifeguards. . .	1	2	3	4	5
There is plenty of parking in the area.	1	2	3	4	5
<hr/>					
The fishing in the area is enjoyable.	1	2	3	4	5
The local area is clean and attractive.	1	2	3	4	5
Bethany/Fenwick is less crowded than other coastal resorts	1	2	3	4	5
<hr/>					
Beach rules/regulations are kept to a minimum .	1	2	3	4	5
It is close to home	1	2	3	4	5
Other (specify) _____	1	2	3	4	5

8. What additional services/facilities/attractions could be added in the Bethany/Ferwick area that would make future visits more enjoyable? _____

9. Did you visit any other towns in the area during your stay in the Bethany/Ferwick area? Yes No
If yes, which towns? Ocean City, MD. Rehoboth Beach Lewes Dewey Beach
 Other Delaware Towns Other (Specify) _____

10. What were your reasons for visiting the Bethany/Ferwick Chamber of Commerce Visitor Center (check all that apply)?

- wanted information on lodgings
- wanted information on attractions/activities in the area
- wanted information on attractions/activities outside the area
- Curiosity; wanted to see the new building
- Stopped for a rest
- Needed directions
- Other (specify) _____

11. Please estimate total expenditures during your visit?

\$ _____ Lodging \$ _____ Food/Beverage/Snacks \$ _____ Restaurant Meals
\$ _____ Transportation \$ _____ Other (Entertainment/Gifts/Recreation/Clothing etc)

12. What is your approximate annual household income before taxes?

under \$10,000 \$30,000 to \$39,999 \$75,000 to \$99,999
 \$10,000 to \$19,999 \$40,000 to \$49,999 \$100,000 and above
 \$20,000 to \$29,999 \$50,000 to \$74,999

13. What activities did you and your group participate in during your visit to the Bethany/Ferwick area? (Check all that apply.)

Swimming/Sunbathing Sightseeing Passing Through Fishing Camping Shopping
 Boating Relaxation Business Special Events (Spring Fest, Arts Festival)
 Other (specify) _____

14. How did you first hear about the Bethany/Ferwick area as a place to visit?

Magazine Newspaper Outdoor/Travel Show Family/Relatives Friends Television
 Radio Travel Agent Sent for Information Spring Fest Ad Arts Festival Ad
 Other (specify) _____

15. Would you visit the Bethany/Ferwick area again?

Spring Yes No Maybe Summer Yes No Maybe
Fall Yes No Maybe Winter Yes No Maybe

16. While in the Bethany/Ferwick area, did you:

- Watch local television stations; Yes No List top 3: _____
- Listen to local radio stations; Yes No List top 3: _____
- Read local newspapers; Yes No List top 3: _____
- Read free weekly beach guides; Yes No List top 3: _____

17. Please provide any other general comments you may have about your visit to the Bethany/Ferwick area.



University of Delaware

SEA GRANT COLLEGE PROGRAM

Summer 1986

Dear Friend:

We hope you have enjoyed your visit to the Bethany/Fenwick area.

In order to better plan for visitors, this survey is being conducted by the University of Delaware Sea Grant Marine Advisory Service, with the cooperation of the Bethany/Fenwick Chamber of Commerce. We ask that you complete the brief questionnaire that is enclosed. Please note the postage-paid envelope that is provided for your convenience. Any information you provide will be held in strict confidence and will be used only in aggregate form with other survey respondents.

Thank you for your assistance. We hope that you will visit the Bethany/Fenwick area again soon.

Sincerely,

A handwritten signature in cursive script that reads "James M. Falk".

James M. Falk

Marine Recreation and Tourism Specialist

/ab



University of Delaware

COLLEGE OF MARINE STUDIES
LEWES COMPLEX
LEWES, DELAWARE 19958

(302) 645-4235

Summer 1986

Dear Friend:

About three weeks ago you were sent a questionnaire which is part of a study of visitors to the Bethany/Fenwick area. If you have already returned the questionnaire, we thank you for your prompt reply. If you have not completed the questionnaire, would you please take the time to do so today.

The information you provide helps to increase the accuracy of the study. It will also help local businesses and tourist officials better respond to your needs. Remember, all responses will be summarized and handled in strict confidentiality.

A questionnaire and prepaid return envelope are enclosed in case you did not receive one or no longer have the first one we sent you.

Thank you for your interest and cooperation.

Sincerely,

A handwritten signature in cursive script that reads "J. M. Falk".

James M. Falk
Marine Recreation/Tourism Specialist

Enclosure

Other reasons mentioned by respondents for visiting the
Bethany/Fenwick Area Chamber of Commerce Information Center:

- Information on camping
- To use restroom
- Fishing information
- 10K race
- Windsurfing information
- Information about parking in state park parking lot
- Needed directions to Cape May/Lewes Ferry (shows in
Atlantic City)
- Looking for public phone
- Restaurant information
- Telephone directory
- Pick up various brochures
- Information on clamming areas
- Looking for a pharmacy
- Information on Williamstown on Rt. 54
- Looking for retirement property
- Directions to a large grocery store
- To get good publications on beach erosion
- Information on Delaware state park beaches
- Information on golf courses
- Directions to hardware and other stores
- Wanted information on coming to the area in the future
- Looking for a mobile home park
- Wanted to know if dogs allowed

Other reasons mentioned by respondents for visiting the Bethany/Fenwick area during the summer of 1986:

- Shopping for second home
- Other areas restrict dogs on beaches
- Cleaner water than New Jersey
- Good crabbing
- Closer to Pittsburgh than Nags Head, NC, where we used to go
- Nice honeymoon location
- Sands Hotel allows pets
- We were invited by friends
- We bought a place here
- To visit the wildlife preserve
- Less expensive than New Jersey shore
- Relatives own a home there
- Family beach; not too crowded
- State park land is well maintained
- Family place; great
- Numerous diversions within 20 miles

Other activities mentioned by respondents who visited the Bethany/Fenwick area during the summer of 1986:

- 10K race
- Looked at property
- Walking on beach
- Crabbing
- Miniature golf
- Visit Assateague and Chincoteague
- Bike riding
- Running/Jogging
- Take kids to Ocean City every night
- Hiking
- Clamming
- Concerts at bandstand
- Cape May/Lewes Ferry
- Boat ride to Smith Island
- Waterslide
- Windsurf
- Socialize/party
- Get auto repaired
- Visit friends
- Play tennis
- Skateboarding
- Visit Rehoboth Beach boardwalk
- Children's theatre

Additional services/facilities/attractions mentioned by respondents that could be added in the Bethany/Fenwick area that would make future visits more enjoyable:

- More restaurants
- More good restaurants in Bethany
- More family/casual restaurants with good food
- More fast food restaurants
- Supermarket
- Bike paths
- Bike rentals
- Public golf course
- Laundromat
- Movie theatre
- More tennis courts
- More lodgings (with pool)
- Bath house at state park (that's what was needed)
- Dredge bay of sand; mark channels with buoys; clean water draining into bay
- Fishing pier into ocean
- Could be more informed about attractions/activities outside the area
- Pay telephone on new Chamber of Commerce building
- Get rid of ducks and their mess
- Cleaner public water system
- Historic tours of area
- More on boardwalk
- Longer boardwalk
- Better TV reception and more stations
- More variety of entertainment (e.g. movies, bowling, tennis, pool, etc.)
- More lifeguards
- Lifeguards until September 30
- Lifeguards on the 8 blocks south of tower in Fenwick (before someone drowns)
- Additional trash cans to cut down on litter
- Banks that have MAC or Cashstream
- More campgrounds
- Campground on beach
- More camping facilities with large sites on the beach
- Public beach or seaside garden/arboretum
- Better state campground facilities
- Parking meters offensive; need parking lots
- Lower cost rooming houses
- Community theatre (live programs)
- Enlarge beach between Sea Colony and state park
- Restroom/freshwater facilities would make the Bethany/Fenwick area better
- Sightseeing sailboat trips (like charter fishing)
- Small amusements
- No amusement parks
- Night spot for young folks under 20
- Free access to beach outside of town
- More places for crabbing and small-scale fishing
- Advertise more ocean front/side accommodations

- Additional miles of 4-lane highways from the bay bridge
- Miniature golf
- Family-gearred attractions
- More parking
- Moderate houses to live in year-round
- More for kids
- More children's attractions
- Control prices on accommodations and eating places
- Slightly more shopping
- Large indoor pool
- Keep development to a minimum
- Keep as is
- None; don't spoil a thing