ILLINOIS OFFICE OF TOURISM

year in review

2023

Grandview Drive
Peoria
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2023 : SUCCESSES

Saving each Illinois household $1,263 in taxes

Visitor expenditures hit $44 billion
Up $12 billion from 2021

Total economic impact of tourism in Illinois in 2022 $78 billion
(Source: Tourism Economics)

Tourism & hospitality jobs generated in 2022 270,600
An increase of 38,300 jobs over the previous year

Hotel tax revenue surpassed pre-pandemic records, reaching its highest-ever record at $308m revenue in FY23

The total economic impact of visitor spending generated $4.3 billion in state and local tax revenue

Illinois’ Middle of Everything campaign generated 2 million incremental visitor trips
Contributed an additional $1 billion in revenue

Every $1 spent on Middle of Everything marketing equated $91 in visitor spending, generating $10 in state and local tax revenue for each $1
(Source: Longwoods International)
PAID CAMPAIGNS

spring/summer

We kick-started the travel season by capitalizing on growing traveler behaviors that prioritized outdoor and recreational experiences. Leveraging Enjoy Illinois’ Middle of Everything campaign, the domestic marketing efforts in spring and summer showcased beautiful, unique outdoor attractions and state parks throughout Illinois.

12 broadcast spots
22 media markets

$110.4m in hotel tax revenue
38% lift in arrivals to Illinois

$18:$1 return on investment

Sources: Arrivalist, Adara
(ROI based on total spend and digital revenue)
Awakening travelers to the endless opportunities Illinois has to offer as the weather cools down, the fall campaign highlighted the state's beautiful foliage, seasonal flavors, and authentic Midwestern activities. With travelers eager to take advantage of short weekend getaways and unforgettable fall experiences, we designed trip ideas to leave visitors feeling revitalized and relaxed.

6 broadcast spots
22 media markets

$96.5m in hotel tax revenue
$24:$1 return on investment

Sources: Arrivalist, Adara (ROI based on total spend and digital revenue)
2023 : SUCCESSES

PAID CAMPAIGNS

holiday & illinois made with love

With couples and families longing to create a space for shared memories and traditions, the Holiday and Illinois Made campaigns helped create the “perfect holiday experience” through a tapestry of traditions, enchanting arts and entertainment, and feasts for the senses.

13 broadcast spots  22 media markets

$62.8m in hotel tax revenue

$19:$1 return on investment

Sources: Arrivalist, Adara (ROI based on total spend and digital revenue)
2023 : SUCCESSES

Bright Endeavors

IT'S HANDMADE, HOMEMADE, & LOCALLY MADE.

IT'S ILLINOIS MADE, WITH LOVE.

GIFT LOCAL

Bright Endeavors

IT'S HANDMADE, HOMEMADE, & LOCALLY MADE.

IT'S ILLINOIS MADE, WITH LOVE.

GIFT LOCAL

Obed and Isaac's

IT'S HANDMADE, HOMEMADE, & LOCALLY MADE.

IT'S ILLINOIS MADE, WITH LOVE.

GIFT LOCAL

GIFT LOCAL

I'lliley's Vegan Sweets & Eats

IT'S HANDMADE, HOMEMADE, & LOCALLY MADE.

IT'S ILLINOIS MADE, WITH LOVE.

GIFT LOCAL
The winter campaign embraced the thrill (and chill) of Illinois! The campaign featured outdoor adventures like skiing, ice skating, and snowshoeing; accommodations from budget-friendly cabins to luxurious wellness retreats; and delicious cuisine comforts that emphasized Illinois’ rich culinary scene.

Sources: Arrivalist, Adara

*Campaign ran in early 2024
This dedicated winter campaign positioned Chicago as the heart of world-class luxury by sharing getaway ideas to put visitors in the middle of it all with a focus on hotels, dining, culture, shopping, entertainment, and health and wellness.

*Campaign ran in early 2024
The Illinois Made program champions small businesses around Illinois, highlighting one-of-a-kind destinations with authentic visitor experiences in every corner of the state. We were able to spotlight these businesses with a wide variety of strategic tactics throughout the year, including holiday gift guides, media interviews, campaign spots, giveaways, and more. This past November, we were thrilled to announce the induction of 48 new makers — our largest class to date — showcasing just how receptive our small businesses are to collaboration and engagement.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Number</th>
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<tbody>
<tr>
<td>New Makers</td>
<td>48</td>
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<tr>
<td>Total Makers</td>
<td>275+</td>
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<tr>
<td>Holiday Gift Guide generated</td>
<td>22 stories, 83.6m impressions, $93k publicity value</td>
</tr>
<tr>
<td>Videos</td>
<td>15</td>
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</table>
Forbes
These Destinations And Venues Are Creating Their Own Holiday Gift Guides

KFVS
5 Heartland small businesses inducted into “Illinois Made” program

Journal Star
These 6 Peoria-area businesses are honored for craftsmanship, innovation

WGEM
Gov. Pritzker honors 48 ‘Illinois Made’ unique small businesses

WCIA
Illinois Office of Tourism releases annual Illinois Made Holiday Gift Guide

13
Pritzker announces largest class of small businesses inducted into the Illinois Made Program
EARNED MEDIA
pitched & secured coverage

Illinois made big headlines in 2023. Earned media coverage spotlighted destinations across the state with impressive local, regional, and national stories. From EV-friendly travel on Route 66, to a fall road trip guide, to seasonal getaways in charming Illinois towns, Illinois’ story is always giving consumers new reasons to discover our great state.

2.7b
impressions

$21.5m
in publicity value

975
stories

20 Most Beautiful Small Towns in the U.S.

Take The Long Way:
Our Route 66 Fall Roadtrip Guide From Chicago To St. Louis

TRAVEL+ LEISURE
Parents

5 Family-Friendly Road Trips in the US to Take With an Electric Vehicle

St. Louis

Five fall getaways in the Midwest
Where you can enjoy the colors of autumn without traveling far

When and where you can experience Illinois' best fall colors
Experiential activations are a powerful tactic to reach a highly engaged audience in a fun and creative way. Each time Enjoy Illinois sponsored an activation, we brought our A-game — whether it was a float featuring 30,000 flowers and a live performance from an Illinois-native “American Idol” finalist at the Rose Bowl parade, or a life-size Illinois-themed remote controlled race car track at the Enjoy Illinois 300. We showed up in a big way to inspire travel to Illinois.

10.6m earned media impressions
10.5m organic social impressions
92k+ organic social engagements
The biannual 2023 editions of the Enjoy Illinois inspiration guide were two of our best yet. Each turn of the page revealed a new Illinois adventure waiting to be explored. The guides highlighted a mix of seasonal getaway ideas, one-of-a-kind lodging, incredible products and experiences from Illinois Made businesses, vibrant events and much more.

42k subscribers
500k printed in spring/summer
200k printed in fall/winter
2023 was all about instigating large scale growth on social media. Our ‘always on’ social media approach was elevated with the inclusion of TikTok in our platform mix, and the launch of strategic collaborations with local and national influencers. By maximizing our optimized owned content and weaving in authentic, everyday perspectives of travelers from across the country, we ignited our performance momentum while showcasing stories and experiences that were uniquely Illinois.

**64m+ impressions**

**862k+ engagements**

**18k new followers**

**3.3m+ video views**

**Launched TikTok!**
Illinois was more visible than ever in search results with travelers learning about festivals, events, and road trips across the state. Our goal has always been to help connect visitors to unique experiences and local businesses in Illinois, and this year we have seen local businesses and Illinois makers get more visibility than ever.

179m+
impressions

3.2m+
sessions

5.1m+
pageviews

2.1m+
business listing pageviews
From a global perspective, Illinois has bounced back in a big way — reopening markets in the United Kingdom, Germany and Mexico with more to come. With an increasing number of direct flights, Chicago has become not only the gateway to Illinois, but also to the rest of America, giving us the chance to share the incredible stories of our destination with the world, and inspire international travelers to place Illinois at the top of their list.

- 3 international offices in the UK, Germany and Mexico
- 6 travel trade and PR events in the US, UK and Canada
- 1 mega global trade and media FAM trip
TRAVEL DATA

travelers to illinois

Trip Origin

USA

Michigan 4%
Indiana 7%
Illinois 52%
Wisconsin 9%
Missouri 3%

Overseas

963,000 arrivals

Canada* 425,000
Mexico* 164,000
France 54,000
UK 117,000
Germany 73,000
India 111,000

Average length of stay (nights)

Domestic 1.92
Overseas 7.76
Canada* 5.53
Mexico* 8.16

Average travel party size

Domestic 1.90 persons
Overseas 1.68 persons
Canada* 1.36 persons
Mexico* 1.60 persons
Travel party composition

**Domestic**
- 40% Travel alone
- 42% Travel together
- 6% Travel in groups of 3+ adults
- 12% Travel with children

**Overseas**
- 53% Travel alone
- 28.6% Spouse/Partner
- 17.6% Family/relatives

**Canada**
- 75.3% Travel alone
- 9.2% Family/relatives
- 8.7% Spouse/partner
- 3.4% Friends

**Mexico**
- 63.8% Travel alone
- 17.4% Family/relatives
- 15.6% Spouse/partner
- 4.4% Friends

Average Age

**Domestic** 48 years old
**Overseas** 40 years old
**Canada** 41 years old
**Mexico** 39 years old

Average HHI

**Domestic** $106,516
**Overseas** $88,813
**Canada** $139,264
**Mexico** $51,162

Sources: 2022 PERFORMANCE/Monitor; US Dept of Commerce, National Travel and Tourism Office; DK Shifflet
*Air travel only.
TRAVEL DATA

travelers to illinois

Trip Planning Timeframe

<table>
<thead>
<tr>
<th>Domestic</th>
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<tbody>
<tr>
<td>11% Same day</td>
<td></td>
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<tr>
<td>21% &lt; 1 Week</td>
<td></td>
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<tr>
<td>19% 2-3 Weeks</td>
<td></td>
</tr>
<tr>
<td>19% 1 Month</td>
<td></td>
</tr>
<tr>
<td>11% 2-3 Months</td>
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<tr>
<td>3% &gt; 3 Months</td>
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</table>

<table>
<thead>
<tr>
<th>Overseas</th>
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<tbody>
<tr>
<td>22.3% 15-30 days</td>
<td></td>
</tr>
<tr>
<td>20.2% 31-60 days</td>
<td></td>
</tr>
<tr>
<td>17% 61-90 days</td>
<td></td>
</tr>
<tr>
<td>9.4% 91-120 days</td>
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<table>
<thead>
<tr>
<th>Canada*</th>
<th></th>
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<tbody>
<tr>
<td>14.2% 8-14 days</td>
<td></td>
</tr>
<tr>
<td>35% 15-30 days</td>
<td></td>
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<tr>
<td>18.2% 31-60 days</td>
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<tr>
<th>Mexico*</th>
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<tbody>
<tr>
<td>29.5% 15-30 days</td>
<td></td>
</tr>
<tr>
<td>21.2% 31-60 days</td>
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<tr>
<td>13% 61-90 days</td>
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Top Trip Planning Resources

<table>
<thead>
<tr>
<th>Domestic</th>
<th></th>
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<tbody>
<tr>
<td>33% Past experience</td>
<td></td>
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<tr>
<td>19% Family &amp; friend recommendations</td>
<td></td>
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<tr>
<td>12% Internet search</td>
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<tr>
<td>8% Mapping websites</td>
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<tr>
<td>7% Attractions on website</td>
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<table>
<thead>
<tr>
<th>Overseas</th>
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<tbody>
<tr>
<td>62% Airlines</td>
<td></td>
</tr>
<tr>
<td>30% Online travel agency</td>
<td></td>
</tr>
<tr>
<td>26.4% Personal recommendation</td>
<td></td>
</tr>
<tr>
<td>15.3% Travel agency office</td>
<td></td>
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<tr>
<td>13.2% National/State/City Travel Office</td>
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</table>

<table>
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<tr>
<th>Canada*</th>
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<tbody>
<tr>
<td>67.1% Airlines</td>
<td></td>
</tr>
<tr>
<td>30.1% Online travel agency</td>
<td></td>
</tr>
<tr>
<td>21.3% Corp. travel dept</td>
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<tr>
<td>17.3% Personal recommendation</td>
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<tr>
<td>6.4% Travel agency office</td>
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<table>
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<th>Mexico*</th>
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<tr>
<td>66.2% Airlines</td>
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<td>26.9% Online travel agency</td>
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<td>6.9% Travel agency office</td>
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Average Expenditure

Per Person Per Day

Domestic
$181
person per day

Overseas
$1804
per trip or
$103 per day

Canada*
$969
per trip or
$140 per day

Mexico*
$1100
per trip or
$96 per day

Top Trip Activities

Domestic
- 25% Visit friends & family
- 20% Shopping
- 18% Dining
- 12% Birthday
- 7% Museums

Overseas
- 88.4% Shopping
- 87.6% Sightseeing
- 55.7% National Parks/Monuments
- 48.2% Art Galleries/Museums
- 45.9% Small Towns/Countryside

Canada*
- 64.5% Sightseeing
- 56.6% Shopping
- 34.8% Experience Fine Dining
- 34.8% National Parks/Monuments
- 24.1% Art Galleries/Museums

Mexico*
- 83.3% Shopping
- 69.6% Sightseeing
- 39.3% National Parks/Monuments
- 35.8% Art Galleries/Museums
- 25.7% Experience Fine Dining

Sources: 2022 PERFORMANCE/Monitor; US Dept of Commerce, National Travel and Tourism Office; DK Shifflet

*Air travel only.
enjoy
illinois