Illinois and Chicago Leisure Visitor Profile 2022
INSIGHTS THAT TAKE YOU PLACES

Year-End 2022 Visitor Profile.

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An Inside Look at the Leisure Travel Market in Illinois and Chicago

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VP, Travel Performance Data

July 2023
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This visitor report was prepared for the Illinois Office of Tourism and Choose Chicago by MMGY Travel Intelligence. For the purpose of this study, the current reporting time frame includes the 2022 travel year with comparison to five prior time periods (where applicable).

The report provides intelligence on Illinois and Chicago Leisure travel trends with comparison to the average US Leisure destination. Information is also presented for two additional regional territories. These include:

- Leisure Downstate: travelers who visit destinations in Illinois but outside of Chicago for any leisure purpose
- Leisure Comp Set: travelers who visit Ohio, Michigan, Indiana, Missouri, Minnesota, Iowa, and Kentucky for any leisure purpose.

Understanding the Data
Some charts include values in parentheses which represent averages. For example,

<table>
<thead>
<tr>
<th>Distance Range</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 miles or less</td>
<td>11%</td>
</tr>
<tr>
<td>301-700 miles</td>
<td>22%</td>
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<td>701-1,000 miles</td>
<td>20%</td>
</tr>
<tr>
<td>1,000 miles or more</td>
<td>47%</td>
</tr>
</tbody>
</table>

The travel trend information presented in this report was obtained from surveys of 54,826 U.S. households during January 2022 through December 2022. The Illinois Leisure Visitor Profile is based on a sample of 2,225 households for all Leisure travel to Illinois. The Chicago Leisure Visitor Profile is based on a sample of 1,322 households for all Leisure travel to Chicago.

The sample has been balanced by statistical weighting to ensure the data is representative of all travelers in America.
SNAPSHOTS
**Visitor Profile / U.S. Leisure Visitors**

### Season of Trip
- Spring: 23%
- Summer: 29%
- Fall: 30%
- Winter: 18%

### Transportation Used to Travel
- 86% Car
- 10% Bus
- 4% Airplane

### Main Activities
- 95% Shopping
- 23% Dining
- 20% Visit Friends/Relatives
- 11% Beach/Waterfront
- 11% Birthday Celebration

### Demographic Information
- **Average Visitor Age**: 49 years old
- **Gender Distribution**: 90% Female, 3% Male
- **Marital Status**: 82% Married
- **Household Income**: Mean $104,429

### Trip Purpose
- **Non-Vacation**: 68%
- **Vacation**: 32%

### Trip Characteristics
- **Average Length of Stay**: 2.03 days
- **Average Party Size**: 2.30 persons
- **Top Trip Planning Resources**
  - Past Experience
  - Family & Friend Recommendations
  - Internet Search
  - Mapping Website
- **Trip Planning Timeframe**
  - Same Day: 13%
  - <1 Week: 20%
  - 2-3 Weeks: 13%
  - 1 Month: 15%
  - 2-3 Months: 14%
  - >3 Months: 4%

### Average Expenditure
- **Person Per Day**: $196

### Satisfaction
- **Value-for-the-Money**: 8.31
- **Likely to Recommend**: 8.45

### Source
- 2022 PERFORMANCE/Monitor
Visitor Profile / Illinois Leisure

Season of Trip
- Spring: 21%
- Summer: 26%
- Fall: 31%
- Winter: 22%

Demographic Information
- Average Visitor Age: 48 Years Old
- Gender: 91% Female, 2% Male

Transportation Used to Travel
- 82% Car
- 7% Plane
- 11% Bus
- 11% Spend

Main Activities
- 94% Visit Friends/Family
- 25% Visit Museums
- 20% Shopping
- 18% Dining
- 12% Birthday
- 7% With Children in Household

Average Expenditure
- $181 Person Per Day

Trip Origin
- 52% Illinois
- 9% Wisconsin
- 7% Indiana
- 4% Michigan
- 3% Missouri

Trip Purpose
- 78% Non-Vacation
- 22% Vacation

Trip Characteristics
- Average Length of Stay: 1.92 Days
- Average Party Size: 1.90 Persons

Top Trip Planning Resources
- 33% Past Experience
- 19% Family & Friend Recommendations
- 12% Internet Search
- 8% Attraction Website

One Trip in Past 3 Months
- 36% One Trip in Past 3 Months
- 8% Frequent Traveler (5+ Times in Past 3 Months)

Satisfaction
- Average Satisfaction: 8.56
- Value-for-the-Money: 8.18
- Likely to Recommend: 8.27

Source: 2022 PERFORMANCE/Monitor
Visitor Profile / Chicago Leisure

### Season of Trip
- Spring: 21%
- Summer: 33%
- Fall: 31%
- Winter: 15%

### Demographic Information
- AVERAGE VISITOR AGE: 46 YEARS OLD
- Male: 89%
- Female: 2%
- Mean Household Income: $113,649
- Millennial/Gen Z: 48%
- Gen X: 22%
- Boomers: 36%
- Silent/GI: 3%
- Married: 82%
- 40% with children in household

### Transportation Used to Travel
- 69% Car
- 20% Airplane
- 11% Train

### Main Activities
- 96% Food
- 23% Dining
- 21% Visit Friends/Family
- 20% Shopping
- 15% Birthday
- 13% Museums

### Average Expenditure
- $237 PERSON PER DAY

### Trip Origin
- 28% Illinois
- 11% Indiana
- 10% Wisconsin
- 9% Michigan
- 4% Missouri

### Trip Purpose
- 28% Vacation
- 72% Non-Vacation
- 78% Travel alone
- 39% Travel together
- 7% Travel in groups of 3+ adults
- 13% Travel with children

### Average Length of Stay
- 2.21 DAYS

### Trip Planning Timeframe
- 16% < 1 Week
- 16% 2-3 Weeks
- 16% 1 Month
- 17% 2-3 Months
- 5% > 3 Months

### Top Trip Planning Resources
- Past Experience: 30%
- Family & Friend Recommendations: 18%
- Internet Search: 18%
- Attraction Website/App: 10%

### One Trip in Past 3 Months
- 35%
- Frequent Traveler (5+ Times in Past 3 Months)

### Satisfaction
- Value-for-the-Money: 7.77
- Likely to Recommend: 8.31
- Overall Satisfaction: 8.35

Source: 2022 PERFORMANCE/Monitor
Visitor Profile / Illinois Leisure Downstate

**Season of Trip**
- Spring: 21%
- Summer: 22%
- Fall: 31%
- Winter: 26%

**Demographic Information**
- Average Visitor Age: 50 years old
- Gender: 92% female, 2% male
- Mean Household Income: $101,828
- Milennial/Gen Z: 36%
- Gen X: 25%
- Boomers: 36%
- Silent/GI: 3%
- Married: 81%
- With children in household: 39%

**Transportation Used to Travel**
- 91% car
- 4% public transportation

**Main Activities**
- 92% visit friends/family
- 29% shopping
- 20% dining
- 15% birthday celebration
- 8% holiday celebration

**Average Expenditure**
- $131 person per day

**Trip Origin**
- 68% Illinois
- 7% Wisconsin
- 5% Indiana
- 2% Missouri
- 2% Iowa

**Trip Purpose**
- Non-vacation: 83%
- Vacation: 17%

**Trip Characteristics**
- Average Length of Stay: 1.72 days
- Party Size: 1.88 persons
- Average Planning Timeline: 50%
- <1 week: 24%
- 2-3 weeks: 21%
- 1 month: 12%
- 2-3 months: 8%
- >3 months: 2%

**Top Trip Planning Resources**
- Past Experience/Friend Recommendations: 35%
- Family and Internet Searches: 20%
- Mapping Websites: 9%
- Destination Websites/Apps: 7%

**One Trip in Past 3 Months**
- 37% frequent traveler
- 10% same day

**Satisfaction**
- Value-for-the-Money: 8.45
- Likely to Recommend: 8.25

**Source:** 2022 PERFORMANCE/Monitor
**Visitor Profile / Illinois Leisure Comp Set**

### Season of Trip

- Spring: 23%
- Summer: 30%
- Fall: 28%
- Winter: 20%

### Demographic Information

- **AVERAGE VISITOR AGE**: 50 YEARS OLD
- **Gender Distribution**: 90% Female, 3% Male, 7% Non-Binary
- **Mean Household Income**: $97,661

### Transportation Used to Travel

- **95% Car**
- **4% Train**
- **1% Airplane**
- **1% Other**

### Main Activities

- **95% Shopping**
- **24% Visit Friends/Family**
- **20% Dining**
- **19% Birthday**
- **7% Touring/Sightseeing**

### Average Expenditure

- **$156 PERSON PER DAY**

### Trip Origin

- 18% Michigan
- 15% Ohio
- 11% Indiana
- 7% Missouri
- 6% Illinois

### Trip Purpose

- **Non-Vacation**: 75%
- **Vacation**: 25%

### Trip Characteristics

- **AVERAGE LENGTH OF STAY**: 1.68 DAYS
- **AVERAGE Party Size**: 2.30 PERSONS
- **TOP TRIP PLANNING RESOURCES**
  - 36% Past Experience
  - 18% Family/Friend Recommendation
  - 11% Internet Search
  - 8% Attraction Website/App

### Trip Planning Timeframe

- 15% <1 Week
- 21% 2-3 Weeks
- 16% 1 Month
- 14% 2-3 Months
- 12% >3 Months

### One Trip in Past 3 Months

- Frequent Traveler (5+ Times in Past 3 Months): 39%

### Satisfaction

- **Value-For-The-Money**: (8.36)
- **Likely To Recommend**: (8.39)
- **Satisfaction**: (8.59)

Source: 2022 PERFORMANCE/Monitor
CHARTS & GRAPHS
After welcoming a growing share in Leisure travel parties during COVID, the share of Leisure travel parties in Illinois normalized in 2021 and is again on the path to recovery in 2022.

COVID-19 Impact: The pandemic has opened the door for growth opportunities, as lockdown rules have heightened residents and non-residents’ appreciation for local parks and green spaces.

* 2018-2022 Illinois Leisure (Base n=2,225)
Source: Performance/Monitor®

**Question** For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month].
After a year of compression during COVID, the share of Leisure travelers to Chicago are well on path to recovery in 2022.

**COVID-19 Impact:** Citywide lockdowns in response to the virus led to decreasing U.S. share of travel parties, visitors, visitor days, and visitor spending after Quarter 1.

* 2018-2022 Chicago Leisure (Base n=1,322)
* Source: PerformanceMonitor®

**Question:** For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]
**Intra-Census Region (within):** Illinois attracts three-quarter of all leisure visitors from within the East North Central Census region, a similar share to pre-COVID times.

Two-thirds of leisure travelers reside in the State of Illinois (intra-state/intra-region) and another one-third in the surrounding states of the East North Central region (inter-state/intra-region).

**Inter-Census Regions (between):** One quarter of Illinois’ leisure visitors come from other US census regions – mainly the West North Central and South Atlantic regions.

* 2022 Illinois Leisure Person-Stays (Base n=2,225)
Source: PerformanceMonitor®

**Question:** For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]
Origin states to Illinois recovered in 2022 after shifts amidst the COVID-19 era
Slightly more than half of Illinois’ leisure travelers in 2022 are residents – a share that dropped by 8 percentage points over 2020 and to the lowest level in the past five years.

The share of leisure travelers from neighboring states such as Wisconsin, Indiana and Michigan recovered and mimic pre-pandemic levels.

The top 10 origin states of non-residents made up 34% of leisure travel to Illinois in 2022, similar to 2019, yet dropped to 26% during COVID-19.

**Top 10 Origin States**

- Illinois: 52.4%
- Wisconsin: 8.5%
- Indiana: 7.3%
- Michigan: 4.2%
- Missouri: 3.1%
- California: 2.2%
- Texas: 1.8%
- Iowa: 1.8%
- Florida: 1.7%
- Ohio: 1.5%

* 2022 Illinois Leisure Person-Stays (Base n=2,225)
Source: PerformanceMonitor®
## Visitor Profile / Trip Origin

<table>
<thead>
<tr>
<th>Top 10 Origin DMAs to Illinois</th>
<th>US</th>
<th>Illinois</th>
<th>Chicago</th>
<th>Downstate</th>
<th>IL Comp Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago, IL</td>
<td>2.8%</td>
<td>37.1%</td>
<td>24.8%</td>
<td>45.2%</td>
<td>4.1%</td>
</tr>
<tr>
<td>St. Louis, MO</td>
<td>0.7%</td>
<td>4.9%</td>
<td>3.0%</td>
<td>6.2%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Champaign &amp; Springfield-Decatur, IL</td>
<td>0.3%</td>
<td>4.6%</td>
<td>1.8%</td>
<td>6.4%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Milwaukee, WI</td>
<td>1.0%</td>
<td>4.3%</td>
<td>6.5%</td>
<td>2.9%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Peoria-Bloomington, IL</td>
<td>0.2%</td>
<td>3.0%</td>
<td>2.1%</td>
<td>3.6%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Indianapolis, IN</td>
<td>1.0%</td>
<td>3.0%</td>
<td>4.7%</td>
<td>1.9%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Davenport-Rock Island-Moline, IL</td>
<td>0.3%</td>
<td>2.7%</td>
<td>1.0%</td>
<td>3.9%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Rockford, IL</td>
<td>0.1%</td>
<td>2.6%</td>
<td>0.4%</td>
<td>4.1%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Madison, WI</td>
<td>0.5%</td>
<td>2.0%</td>
<td>1.0%</td>
<td>2.7%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Detroit, MI</td>
<td>1.4%</td>
<td>1.8%</td>
<td>3.9%</td>
<td>0.4%</td>
<td>7.3%</td>
</tr>
<tr>
<td><strong>Top 10 Sum</strong></td>
<td><strong>8.3%</strong></td>
<td><strong>66.0%</strong></td>
<td><strong>49.2%</strong></td>
<td><strong>77.3%</strong></td>
<td><strong>22.5%</strong></td>
</tr>
</tbody>
</table>

* 2022 Leisure Person-Stays (Base Illinois=2,225)
Source: Performance/Monitor®

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**Question:** For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month].
* 2022 Chicago Leisure Person-Stays (Base n=1,322)
Source: Performance/ Monitor™

During the times of the pandemic, Chicago experienced an increase in travelers from the West North Central but also Mountain regions at the expense of the East North Central region.

**Intra-Census Region (within):** In 2022, Chicago increased the share among leisure travelers from the East North Central region again by almost 8 percentage points and attracts now two-thirds of all its leisure visitors from within the census region.

A little less than half of the leisure travelers reside within the State of Illinois (intra-state/intra-region) and another half in the surrounding states of the East North Central region (inter-state/intra-region).

**Inter-Census Regions (between):** A little more than the state itself, one-third of Chicago’s leisure visitors come from other US census regions – mainly the West North Central and South Atlantic regions.
Reviving Triumph: Chicago roars back to the throne for leisure travelers among its top origin states after COVID recovery

In 2022, Chicago welcomes back three-quarter of leisure travelers from the top 10 origin states — a share that has dropped by 16 percentage points in 2020.

In the post-COVID travel landscape, Chicago continues to attract visitors from its top origin state of Illinois while witnessing a remarkable surge in leisure visitors from Indiana, Wisconsin, and Michigan, while opening doors to new travelers from Tennessee.

**Top 10 Origin States**

- Illinois: 28.4%
- Indiana: 11.4%
- Wisconsin: 10.3%
- Michigan: 9.1%
- Missouri: 4.1%
- Ohio: 3.3%
- Texas: 3.2%
- California: 3.2%
- Tennessee: 2.5%
- Minnesota: 2.4%

*Question* For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]
<table>
<thead>
<tr>
<th>Top 10 Origin DMAs to Chicago</th>
<th>US</th>
<th>Illinois</th>
<th>Chicago</th>
<th>Downstate</th>
<th>IL Comp Set</th>
</tr>
</thead>
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</tr>
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<td>4.4%</td>
<td>6.5%</td>
<td>2.9%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Indianapolis, IN</td>
<td>1.0%</td>
<td>3.0%</td>
<td>4.7%</td>
<td>1.9%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Detroit, MI</td>
<td>1.4%</td>
<td>1.8%</td>
<td>3.9%</td>
<td>0.4%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Grand Rapids-Kalamazoo-Battle Creek, MI</td>
<td>0.7%</td>
<td>1.6%</td>
<td>3.4%</td>
<td>0.4%</td>
<td>3.9%</td>
</tr>
</tbody>
</table>

| St. Louis, MO                       | 0.7%| 4.9%     | 3.0%    | 6.2%      | 2.4%        |
| Green Bay-Appleton, WI              | 0.4%| 1.2%     | 2.6%    | 0.3%      | 0.3%        |
| South Bend-Elkhart, IN              | 0.3%| 1.4%     | 2.5%    | 0.6%      | 1.6%        |
| Peoria-Bloomington, IL              | 0.2%| 3.0%     | 2.1%    | 3.6%      | 0.6%        |
| Los Angeles, CA                     | 4.5%| 1.5%     | 1.8%    | 1.3%      | 0.5%        |

**Top 10 Sum**  
13.0% | 59.9% | 55.3% | 62.8% | 26.8%  

* 2022 Leisure Person-Stays (Base Chicago=1,322)  
Source: Performance/Monitor®

**Question:** For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]
Embracing new opportunities: Leisure travelers from Phoenix, Detroit, and Grand Rapids played a significant role in boosting the economy of Illinois. While Leisure travelers from major cities within Illinois, but also from St. Louis and Milwaukee contributed to Illinois’ spending, the leisure travelers from Phoenix, Detroit, and Grand Rapid contributed more in trip-dollars than in travel party shares which makes them particularly valuable segments to target.

* 2020-2022 Illinois Leisure (Base n=6,050)
Source: PerformanceMonitor™
Embracing new opportunities: Leisure travelers from Grand Rapids, Los Angeles, and Dallas-Fort Worth played a significant role in boosting the economy of Chicago.

While Leisure travelers from major cities within Illinois, Wisconsin, Indiana, and Michigan contributed to Chicago’s tourism economy, the leisure travelers from Grand Rapids, Los Angeles, and Dallas-Fort Worth contributed more in trip-dollars than in travel party shares which makes them particularly valuable segments to target.

Question: For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month].

* 2020-2022 Chicago Leisure (Base n=2,806)
Source: PerformanceMonitor®
### Mode of Transportation to the Destination

<table>
<thead>
<tr>
<th>Region</th>
<th>Air</th>
<th>Auto</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>10%</td>
<td>86%</td>
<td>4%</td>
</tr>
<tr>
<td>Illinois</td>
<td>11%</td>
<td>82%</td>
<td>7%</td>
</tr>
<tr>
<td>Chicago</td>
<td>20%</td>
<td>70%</td>
<td>11%</td>
</tr>
<tr>
<td>Downstate</td>
<td>5%</td>
<td>91%</td>
<td>4%</td>
</tr>
<tr>
<td>IL Comp Set</td>
<td>4%</td>
<td>95%</td>
<td>1%</td>
</tr>
</tbody>
</table>

* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/Monitor®

**Question:** Please provide the main transportation you used traveling to [City/Location] for your overnight trip or past month day trip.
Mode of Transportation within the Destination

<table>
<thead>
<tr>
<th></th>
<th>No Transportation Used/Walked</th>
<th>Personal Vehicle</th>
<th>Rental Vehicle</th>
<th>Taxi</th>
<th>Rideshare Service</th>
<th>Bus</th>
<th>Train/Subway</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>U.S.</strong></td>
<td>5%</td>
<td>70%</td>
<td></td>
<td></td>
<td>16%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Illinois</strong></td>
<td>5%</td>
<td>69%</td>
<td></td>
<td></td>
<td>13%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Chicago</strong></td>
<td>7%</td>
<td>57%</td>
<td></td>
<td></td>
<td>15%</td>
<td>5%</td>
<td>8%</td>
</tr>
</tbody>
</table>

* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/Monitor®

**Question**/Please provide the main transportation you used traveling within [City/Location]
## One-Way Distance Traveled by Car

<table>
<thead>
<tr>
<th>Distance Range</th>
<th>U.S. (212 miles)</th>
<th>Illinois (186 miles)</th>
<th>Chicago (236 miles)</th>
<th>Downstate (161 miles)</th>
<th>IL Comp Set (158 miles)</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 miles or less</td>
<td>53%</td>
<td>56%</td>
<td>40%</td>
<td>65%</td>
<td>56%</td>
</tr>
<tr>
<td>101-200 miles</td>
<td>19%</td>
<td>19%</td>
<td>25%</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>201-300 miles</td>
<td>9%</td>
<td>10%</td>
<td>15%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>301-500 miles</td>
<td>8%</td>
<td>5%</td>
<td>8%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>501 miles or more</td>
<td>11%</td>
<td>10%</td>
<td>12%</td>
<td>9%</td>
<td>6%</td>
</tr>
</tbody>
</table>

* 2022 Leisure Person-Stays (Base Illinois=1,904, Chicago=717)
Source: Performance/Monitor®

**Question**/Please provide the main transportation you used traveling to [City/Location] for your overnight trip or past month day trip.
Visitor Profile / Transportation

One-Way Distance Traveled by Air

<table>
<thead>
<tr>
<th>Region</th>
<th>300 miles or less</th>
<th>301-700 miles</th>
<th>701-1,000 miles</th>
<th>1,000 miles or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. (1,101 miles)</td>
<td>11%</td>
<td>22%</td>
<td>20%</td>
<td>47%</td>
</tr>
<tr>
<td>Illinois (779 miles)</td>
<td>19%</td>
<td>26%</td>
<td>27%</td>
<td>28%</td>
</tr>
<tr>
<td>Chicago (814 miles)</td>
<td>15%</td>
<td>30%</td>
<td>25%</td>
<td>30%</td>
</tr>
<tr>
<td>Downstate (692 miles)</td>
<td>30%</td>
<td>16%</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>IL Comp Set (877 miles)</td>
<td>13%</td>
<td>34%</td>
<td>19%</td>
<td>34%</td>
</tr>
</tbody>
</table>

* 2022 Leisure Person-Stays (Base Illinois=2,837, Chicago=1,448)
Source: Performance/MonitorSM

Question: Please provide the main transportation you used traveling to [City/Location] for your overnight trip or past month day trip.
Trip Planning and Booking timeframes have changed since the impact of COVID lockdown in Illinois.

In 2022, about 1 in 10 leisure visitors plan their trip to Illinois the same day while 2 in 10 book the same day they travel.
## Visitor Profile / Trip Planning

### Chicago’s Trip Planning vs. Booking Time Frame

In 2022, the trip planning and booking windows are somewhat evenly distributed between a few days and three months out before their departure to Chicago. During COVID times, the planning timeframes concentrated around a few days, 2-3 weeks, and 2-3 months.

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Same Day</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Less than 1 week</td>
<td>21%</td>
<td>16%</td>
</tr>
<tr>
<td>1 week</td>
<td>9%</td>
<td>19%</td>
</tr>
<tr>
<td>2-3 weeks</td>
<td>21%</td>
<td>16%</td>
</tr>
<tr>
<td>1 month</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>2-3 months</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>&gt; 4 months</td>
<td>11%</td>
<td>11%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Same Day</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>Less than 1 week</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>1 week</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>2-3 weeks</td>
<td>21%</td>
<td>14%</td>
</tr>
<tr>
<td>1 month</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>2-3 months</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>&gt; 4 months</td>
<td>12%</td>
<td>9%</td>
</tr>
</tbody>
</table>

* 2022 Leisure Chicago Person-Stays (Base Illinois=1,322)  
Source: Performance/MonitorSM

### Trip Planning and Booking timeframes have changed since the impact of COVID lockdown in Chicago

Leisure travelers condensed their trip plans into shorter and more compressed time periods during COVID. While 45% of travelers booked their trip within one week of departure in 2022, only 37% booked during the pandemic.

---

**Question:** About how far in advance did you plan your trip to [City/Location]? About how far in advance did you book your trip to [City/Location]?
Visitor Profile / Trip Planning

Travel Planning Resources

Most Trip Planning Resources Used: Chicago’s travelers lead

Overall, Chicago’s leisure travelers use more online resources than Illinois’ travelers. Illinois travelers rely more on their past experience and slightly more on family & friend recommendations.

Some of the attractions, destinations, and mapping websites or apps enjoyed greater frequency during the pandemic than post-COVID.

About 1 in 4 travelers do not rely on any resource to plan their trip.

* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: PerformanceMonitor®M

Question: Which of the following information sources did you use to plan your trip to [City/Location]?
Unveiling the Seasonal Preference of Illinois Travelers: Fall Fervor

Travel to and within Illinois is somewhat evenly distributed across the months with a slight preference for the months of November, August, and September.

<table>
<thead>
<tr>
<th>Month</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>21%</td>
</tr>
<tr>
<td>Summer</td>
<td>26%</td>
</tr>
<tr>
<td>Fall</td>
<td>32%</td>
</tr>
<tr>
<td>Winter</td>
<td>22%</td>
</tr>
</tbody>
</table>

* 2022 Leisure Person-Stays (Base Illinois=2,225)
Source: PerformanceMonitor®

**Question:** For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]
Leisure travelers embrace the warmth as November, July, August, and September are favorite months of leisure travelers to visit Chicago.

Leisure travelers are sensible to the cold and avoid visiting the windy city in the winter months.

* 2022 Leisure Person-Stays (Base Chicago=1,322)
Source: Performance/Monitor™

Question: For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]
In 2022, Leisure travelers arrived mainly on a Saturday and Friday in Illinois.

During the pandemic, arrival times were more evenly distributed across the week, except Tuesdays.

* 2022 Leisure Person-Stays (Base Illinois=2,225)
Source: PerformanceMonitor®

**Question:** For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]
Convenient Weekend Timeframe for Exploring the City

In 2022, Leisure travelers arrived mainly on a Friday and Saturday in Chicago.

During the pandemic, arrival times were more fluid, and Chicago welcomed an even share of leisure travelers midweek - from Wednesday through Friday.

* 2022 Leisure Person-Stays (Base Chicago=1,322)
Source: Performance/Monitor®

Question/For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]
Visitor Profile / Trip Timing

Quarter Trip Started

<table>
<thead>
<tr>
<th></th>
<th>First Quarter (Jan-Mar)</th>
<th>Second Quarter (Apr-Jun)</th>
<th>Third Quarter (Jul-Sep)</th>
<th>Fourth Quarter (Oct-Dec)</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>15%</td>
<td>27%</td>
<td>30%</td>
<td>28%</td>
</tr>
<tr>
<td>Illinois</td>
<td>21%</td>
<td>20%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Chicago</td>
<td>15%</td>
<td>23%</td>
<td>36%</td>
<td>27%</td>
</tr>
<tr>
<td>Downstate</td>
<td>25%</td>
<td>19%</td>
<td>25%</td>
<td>32%</td>
</tr>
<tr>
<td>IL Comp Set</td>
<td>17%</td>
<td>28%</td>
<td>30%</td>
<td>25%</td>
</tr>
</tbody>
</table>

* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/Monitor®

Question: For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]
Illinois and Chicago are popular destinations for family gatherings and reconnecting with loved ones.

One in every five Leisure traveler visits Illinois for a vacation purpose.

Three in every five Leisure traveler visits Chicago for a vacation purpose.

The majority come to Visit Friends/Relatives – a slightly larger share than for the average US destination.

* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorRM

**Question**: Please tell us your main purpose of visiting [City/Location]
Most Profitable: Vacation Travelers

Those who visit Illinois for a Getaway Weekend or General Vacation make up 11% of Illinois travel party base. These travel parties contribute 29% to Illinois trip-dollars volume which makes them very profitable segments.

Illinois’ primary Leisure segment who visit Friends/Relatives in Illinois generate a lower share in trip-dollars than they represent in travel parties.

The trip-dollars spending data have been adjusted for the influence of locals or long-hauls visitors by removing spending for all means of transportation.

* 2020–2022 Leisure Illinois (Base=6,086) 
Source: Performance/MonitorSM

**Question**/Please tell us your main purpose of visiting [City/Location]
Chicago’s Opportunity by Purpose

Most Profitable: Vacation Travelers

Those who visit Chicago for a Getaway Weekend or General Vacation make up 18% of the city’s travel party base. These travel parties contribute 37% to Chicago’s trip-dollars volume which makes them very profitable segments.

Chicago’s primary Leisure segment who visit Friends/Relatives in Chicago generate a lower share in trip-dollars than they represent in travel parties.

The trip-dollars spending data have been adjusted for the influence of locals or long-hauls visitors by removing spending for all means of transportation.
About half of all Leisure travelers visit Chicago for a day trip whereas two-thirds of leisure travelers visit Illinois for a day trip.

Chicago welcomes slightly more leisure travelers between two nights to one week than Illinois.

About half of all Leisure travelers visited more than one location for a day while on the main trip to Illinois and Chicago in 2022.

* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/Monitor®

Question/For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited and Please provide the number of times you visited this month for a day trip.
Visitor Profile / Trip Characteristics

Average Length of Stay (in days)

<table>
<thead>
<tr>
<th>Region</th>
<th>2021</th>
<th>2022</th>
<th>2021</th>
<th>2022</th>
<th>2021</th>
<th>2022</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>2.10</td>
<td>2.03</td>
<td>1.96</td>
<td>1.92</td>
<td>2.39</td>
<td>2.21</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illinois</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downstate</td>
<td>1.78</td>
<td>1.72</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IL Comp Set</td>
<td>1.73</td>
<td>1.68</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/Monitor®

Question/For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited and Please provide the number of times you visited this month for a day trip.
Visitor Profile / Trip Characteristics

Illinois' Opportunity by Length of Stay

Most Profitable: Travel Parties Staying Longer Than a Single Night

Those who visit Illinois for more than one night make up 25% of the State's travel party base. These travel parties contribute 55% to Illinois' trip-dollars volume which makes them very profitable segments.

Stays Based on Trip-Dollars based w/o Transportation

Day Trip: 60%
1 night: 33%
2 nights: 14%
3 nights: 13%
4-7 nights: 11%
8+ nights: 7%

* 2020-2022 Leisure (Base Illinois=6,086)
Source: Performance/Monitor RM

Question: For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited and Please provide the number of times you visited this month for a day trip.
Chicago’s Opportunity by Length of Stay

**Most Profitable: Travel Parties Staying Longer Than a Two Nights**

Those who visit Chicago for more than two nights make up 40% of the City’s travel party base. These travel parties contribute 65% to Chicago’s trip-dollars volume which makes them very profitable segments.

* 2020-2022 Leisure (Base Chicago=2,823)
* Source: Performance/Monitor®

**Stays Based on Trip-Dollars based w/o Transportation**

**Question:** For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited and please provide the number of times you visited this month for a day trip.
**Visitor Profile / Accommodation**

## Accommodation Type

<table>
<thead>
<tr>
<th>Region</th>
<th>Hotel/Motel</th>
<th>Other Paid</th>
<th>Non-Paid Accommodation</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>53%</td>
<td>15%</td>
<td>32%</td>
</tr>
<tr>
<td>Illinois</td>
<td>45%</td>
<td>6%</td>
<td>49%</td>
</tr>
<tr>
<td>Chicago</td>
<td>52%</td>
<td>4%</td>
<td>44%</td>
</tr>
<tr>
<td>Downstate</td>
<td>38%</td>
<td>8%</td>
<td>55%</td>
</tr>
<tr>
<td>IL Comp Set</td>
<td>60%</td>
<td>10%</td>
<td>31%</td>
</tr>
</tbody>
</table>

**Invest in Resident Ambassador Programs**

For Illinois, **Non-Paid Accommodations** was the lodging of choice among Illinois leisure travelers whereas slightly more than half of Chicago's leisure visitors stayed in Paid Hotel/Motels in 2022.

Overall, roughly 45% of leisure travelers stay with Friends/Relatives.

This leaves significant opportunity to turn residents into ambassadors for Chicago and Illinois.

* 2022 Overnight Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/Monitor™

**Question**/Thinking about your overnight trip to [city/location], please provide the type of place stayed at.
Most Profitable: High-End and Mid-Level Hotel Stayers

Leisure travelers who stay with Friends/Relatives make up 49% of Illinois traveler base but contribute only 28% to Illinois’ tourism economy.

Those staying in high-end and mid-level hotels contribute more in trip-dollars than in travel party shares to Illinois, respectively 54% vs. 32%.

Stays Based | Trip-Dollars based w/o Transportation

<table>
<thead>
<tr>
<th>Type</th>
<th>Traveler Base</th>
<th>Trip-Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>High-End Hotel</td>
<td>11%</td>
<td>26%</td>
</tr>
<tr>
<td>Mid-Level Hotel</td>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td>Economy Hotel</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Other Hotel</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>Other Paid Non-Hotel</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Non-Paid</td>
<td>53%</td>
<td>32%</td>
</tr>
</tbody>
</table>

* 2020-2022 Leisure (Base Illinois=6,086)

Source: Performance/MonitorSM

Question/ Thinking about your overnight trip to [city/location], please provide the type of place stayed at.
Chicago’s Opportunity by Accommodation Type

**Most Profitable: High-End and Mid-Level Hotel Stayers**

Leisure travelers who stay with Friends/Relatives make up 43% of Illinois traveler base but contribute only 22% to Chicago’s tourism economy.

Those staying in high-end and mid-level hotels contribute more in trip-dollars than in travel party shares to Chicago, respectively 60% vs. 39%.

---

**Stays Based | Trip-Dollars based w/o Transportation**

- High-End Hotel: 36%
- Mid-Level Hotel: 24%
- Economy Hotel: 9%
- Other Hotel: 2%
- Other Paid Non-Hotel: 5%
- Non-Paid: 26%

* 2020-2022 Leisure (Base Chicago=2,823)

Source: Performance/Monitor®

**Question**/Thinking about your overnight trip to [city/location], please provide the type of place stayed at.
### Illinois’ Average Hotel Ratings

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness</td>
<td>8.35</td>
</tr>
<tr>
<td>Feeling of Safety</td>
<td>8.34</td>
</tr>
<tr>
<td>Overall Satisfaction</td>
<td>8.33</td>
</tr>
<tr>
<td>Friendly/ Helpful People</td>
<td>8.28</td>
</tr>
<tr>
<td>Room &amp; Building</td>
<td>8.22</td>
</tr>
<tr>
<td>Room Amenities/Services</td>
<td>8.10</td>
</tr>
<tr>
<td>Likelihood to Recommend</td>
<td>8.09</td>
</tr>
<tr>
<td>Value for the Money</td>
<td>8.01</td>
</tr>
<tr>
<td>Food Options</td>
<td>7.70</td>
</tr>
</tbody>
</table>

*2021-2022 Leisure Person-Stays
Source: Performance/Monitor®

**Question:** Please rate your lodging using the scale below.
Visitor Profile / Accommodation

Chicago's Average Hotel Ratings

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness</td>
<td>8.49</td>
</tr>
<tr>
<td>Overall Satisfaction</td>
<td>8.46</td>
</tr>
<tr>
<td>Feeling of Safety</td>
<td>8.39</td>
</tr>
<tr>
<td>Friendly/ Helpful People</td>
<td>8.41</td>
</tr>
<tr>
<td>Room &amp; Building</td>
<td>8.32</td>
</tr>
<tr>
<td>Likelihood to Recommend</td>
<td>8.24</td>
</tr>
<tr>
<td>Room Amenities/Services</td>
<td>8.14</td>
</tr>
<tr>
<td>Value for the Money</td>
<td>7.94</td>
</tr>
<tr>
<td>Food Options</td>
<td>7.87</td>
</tr>
</tbody>
</table>

* 2021-2022 Leisure Person-Stays
Source: Performance/Monitor®M

Question: Please rate your lodging using the scale below.
Visitor Profile / Trip Characteristics

Average Expenditure per Travel Party per Stay – w/o Transportation

* 2022 Leisure Stays (Base Illinois=2,225)
Source: Performance/Monitor®

Question: About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?
Average Daily Expenditure per Traveler (excluding Transportation)

**COVID-19 accelerated spending per person per day, leaving a lasting impact on economic behavior**

Illinois leisure travelers’ daily spending was $77 per person in 2020 and increased during the pandemic by 58% to $122 in 2021. In 2022, notable daily spending increases were observed in Transportation, Food & Beverages, and Lodging.

Chicago leisure travelers’ daily spending was $106 per person in 2020 and increased during the pandemic by 74% to $184 in 2021. In 2022, notable daily spending decreases were observed in Entertainment and Miscellaneous.

* 2021/2022 Leisure Person-Days (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Question/About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?
When taking the transportation expenditure into consideration, Leisure travelers spent $237 on average in Chicago but slightly less, $181 on average, when visiting the State of Illinois. Most of the expenses were directed towards transportation and food & beverage costs.

Question: About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?
Visitor Profile / Trip Characteristics

Travel Party Composition

<table>
<thead>
<tr>
<th></th>
<th>One Adult</th>
<th>Couples</th>
<th>Two Males/Two Females</th>
<th>Three or more Adults</th>
<th>Children Present</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. (2.30 people)</td>
<td>29%</td>
<td></td>
<td>40%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>Illinois (1.90 people)</td>
<td>40%</td>
<td></td>
<td>38%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Chicago (1.92 people)</td>
<td>41%</td>
<td></td>
<td>35%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Downstate (1.88 people)</td>
<td>39%</td>
<td></td>
<td>41%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>IL Comp Set (2.30 people)</td>
<td>27%</td>
<td></td>
<td>44%</td>
<td>7%</td>
<td>9%</td>
</tr>
</tbody>
</table>

* 2022 Leisure Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/monitor®

Question/ Including yourself, how many adults and children were with you on your trip?
Illinois and Chicago attract similar travel party compositions - mostly leisure travel parties with one adult or couples which results in an average travel party size of 1.90 people and 1.92 people respectively in 2022...a lower travel party average than the US of 2.30 people due to fewer families and traveling groups.

Historically, US travel parties were always larger on average. All travel parties grew during and after COVID.

* 2020-2022 Leisure Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/Monitor™

**Question**: Including yourself, how many adults and children were with you on your trip?
Visitor Profile / Trip Characteristics

Illinois’ Opportunity by Travel Party:
Families and Couples are most valuable Leisure segments to target

Stays Based | Trip-Dollars based w/o Transportation

<table>
<thead>
<tr>
<th>Segment</th>
<th>One Adult</th>
<th>Couples</th>
<th>Two Males/Two Females</th>
<th>Three or More Adults</th>
<th>Children Present</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults Only</td>
<td>42%</td>
<td>26%</td>
<td>5%</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Couples</td>
<td>39%</td>
<td>46%</td>
<td>6%</td>
<td>6%</td>
<td>16%</td>
</tr>
</tbody>
</table>

*2020-2022 Leisure (Base Illinois=6,086)
Source: Performance/Monitor®

Question / Including yourself, how many adults and children were with you on your trip?
Chicago’s Opportunity by Travel Party:
Families and Couples are most valuable Leisure segments to target

* 2020-2022 Leisure (Base Chicago=1,322)
Source: PerformanceMonitor®M

Question / Including yourself, how many adults and children were with you on your trip?
Activity Participation (NET): travel parties participate in slightly more different activities while for Leisure in Chicago than in Illinois

<table>
<thead>
<tr>
<th></th>
<th>General</th>
<th>Outdoor Sports</th>
<th>Nature</th>
<th>Family/Life Events</th>
<th>Libation &amp; Culinary</th>
<th>Attractions</th>
<th>Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>33%</td>
<td>16%</td>
<td>19%</td>
<td>38%</td>
<td>22%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Illinois</td>
<td>30%</td>
<td>12%</td>
<td>10%</td>
<td>50%</td>
<td>19%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Chicago</td>
<td>30%</td>
<td>12%</td>
<td>13%</td>
<td>47%</td>
<td>10%</td>
<td>24%</td>
<td>34%</td>
</tr>
<tr>
<td>Downstate</td>
<td>29%</td>
<td>29%</td>
<td>10%</td>
<td>51%</td>
<td>16%</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>Comp Set</td>
<td>34%</td>
<td>11%</td>
<td>11%</td>
<td>38%</td>
<td>22%</td>
<td>22%</td>
<td>21%</td>
</tr>
</tbody>
</table>

*2022 Leisure Stays (Base Illinois=2,225, Chicago=1,322)*

Source: PerformanceMonitor®

**Question** / Including yourself, how many adults and children were with you on your trip?
<table>
<thead>
<tr>
<th>Activities</th>
<th>US</th>
<th>Illinois</th>
<th>Chicago</th>
<th>Downstate</th>
<th>IL Comp Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit Friends/Relatives</td>
<td>20%</td>
<td>25%</td>
<td>21%</td>
<td>29%</td>
<td>20%</td>
</tr>
<tr>
<td>Culinary/Dining Experience</td>
<td>21%</td>
<td>18%</td>
<td>23%</td>
<td>15%</td>
<td>19%</td>
</tr>
<tr>
<td>Shopping</td>
<td>23%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>24%</td>
</tr>
<tr>
<td>Historic Sites</td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Movies</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Festival/Fairs</td>
<td>4%</td>
<td>6%</td>
<td>7%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Museums, Art Exhibits</td>
<td>6%</td>
<td>7%</td>
<td>13%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Touring/Sightseeing</td>
<td>9%</td>
<td>6%</td>
<td>8%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Nightlife</td>
<td>6%</td>
<td>6%</td>
<td>10%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Medical/Health/Doctor Visit</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Holiday Celebration</td>
<td>5%</td>
<td>7%</td>
<td>6%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Anniversary</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Birthday</td>
<td>11%</td>
<td>12%</td>
<td>15%</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Other Personal Celebrations</td>
<td>3%</td>
<td>6%</td>
<td>4%</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td>Live Music</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Parks (national/state etc.)</td>
<td>7%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>5%</td>
</tr>
</tbody>
</table>

*2022 Stays (Base Illinois=2,225, Chicago=1,322)  
Source: Performance/MonitorSM

Illinois and Chicago can position themselves as destinations for Family/Life events and Culture.

About 94 out of every 100 Leisure travel parties participate in an activity when visiting Illinois, a similar participation rate to Chicago (96) and the U.S (95).

Question: Did you do any of the following activities on your trip in [City/location]?
<table>
<thead>
<tr>
<th>Activities</th>
<th>US</th>
<th>Illinois</th>
<th>Chicago</th>
<th>Downstate</th>
<th>IL Comp Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beach/Waterfront</td>
<td>11%</td>
<td>6%</td>
<td>9%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Golfing</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Show: Boat, Car, Home</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Amateur Sports</td>
<td>4%</td>
<td>5%</td>
<td>3%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Theater/Dance Performance</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Gambling</td>
<td>6%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Water Sports</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Winery/Distillery/Brewery Tours</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Wedding</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Professional Sports Event</td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Zoo/Aquarium</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Hiking</td>
<td>6%</td>
<td>3%</td>
<td>1%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Reunion/Graduation</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Business/Work</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Religious/Faith Based Conference</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Boating/Sailing</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

*2022 Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/Monitor®

Question/ Did you do any of the following activities on your trip in [City/location]?
Illinois Activity Index: Illinois Leisure travel parties have a much higher propensity to participate in the following activities than travel parties to the average US destination.

- The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an activity, relative to the propensity for average US destinations.
- For example, Illinois' leisure travel parties are 2.4 times more likely to participate in personal celebrations.

* 2022 Leisure Stays (Base Illinois=2,225)
Source: PerformanceMonitorSM
Chicago Activity Index: Chicago Leisure travel parties have a much higher propensity to participate in the following activities than travel parties to the average US destination.

* The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an activity, relative to the propensity for average US destinations.
* For example, Chicago's leisure travel parties are 3.6 times more likely to participate in professional sports event than leisure travel parties in average US destinations.

* 2022 Leisure Stays (Base Chicago=1,322)
Source: PerformanceMonitor®

**Question**/Did you do any of the following activities on your trip in [City/location]?
Visitor Profile / Destination Performance Rating

Illinois and Chicago Destination Ratings

- Satisfaction and Value ratings may be combined into a matrix which places each destination in the location where Satisfaction and Value intersect.
- Destinations or segments fall into one of four quadrants. Those that are in the High Satisfaction, High Value quadrant have the most loyal visitors. Those visitors are most likely not only to return, but they are likely to spend more, as well as provide invaluable word-of-mouth recommendations. The graph to the left shows these data for Illinois and Chicago, as well as the US average.

*2021/2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: PerformanceMonitor®

Question: Please rate [City/location] using the scale below.
Illinois’ Average Destination Ratings

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendly/ Helpful People</td>
<td>8.38</td>
</tr>
<tr>
<td>Quality of Dining Options</td>
<td>8.30</td>
</tr>
<tr>
<td>Likelihood to Recommend</td>
<td>8.27</td>
</tr>
<tr>
<td>Feeling of Safety</td>
<td>8.23</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>8.22</td>
</tr>
<tr>
<td>Value for the Money</td>
<td>8.18</td>
</tr>
<tr>
<td>Overall Satisfaction</td>
<td>8.17</td>
</tr>
<tr>
<td>Quality of Attractions</td>
<td>8.13</td>
</tr>
<tr>
<td>Transportation Options in the Destination</td>
<td>8.02</td>
</tr>
</tbody>
</table>

* 2022 Leisure Person-Stays (Base Illinois=2,225)
Source: Performance/Monitor®

Question: Please rate [City/location] using the scale below.
Chicago’s Average Destination Ratings

<table>
<thead>
<tr>
<th>Category</th>
<th>Poor</th>
<th>Fair</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of Dining Options</td>
<td>8.51</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall Satisfaction</td>
<td>8.35</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Likelihood to Recommend</td>
<td>8.31</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of Attractions</td>
<td>8.20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friendly/ Helpful People</td>
<td>8.10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transportation Options in the Destination</td>
<td>8.09</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanliness</td>
<td>7.94</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value for the Money</td>
<td>7.77</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feeling of Safety</td>
<td>7.67</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 2022 Leisure Person-Stays (Base Chicago=1,322)
Source: Performance/Monitor®

Question/ Please rate [City/location] using the scale below.
### Repeat Visitation in the Past 3 Years

<table>
<thead>
<tr>
<th></th>
<th>1 time</th>
<th>2-3 times</th>
<th>4-9 times</th>
<th>10-19 times</th>
<th>20+ times</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>36%</td>
<td>30%</td>
<td>21%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Illinois</td>
<td>30%</td>
<td>24%</td>
<td>27%</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Chicago</td>
<td>34%</td>
<td>23%</td>
<td>25%</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>Downstate</td>
<td>26%</td>
<td>26%</td>
<td>29%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>IL Comp Set</td>
<td>34%</td>
<td>27%</td>
<td>23%</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>

3 out of 10 Leisure travelers visited Illinois and Chicago, respectively, for the first time in the past three years. A share that grew by about 10ppt over pre-pandemic times.

Another one-fourth of travelers were infrequent (2-3 times) visitors and about 4 out of 10 travelers were frequent (4 times or more) visitors.

About 1 in 10 Leisure travelers who visited Illinois or Chicago considered another destination before deciding on their trip in 2022.

* 2022 Leisure Overnight Person-Stays (Base Illinois=2,225, Chicago=1,322)

Source: Performance/Monitor™

**Question:** Number of times [city/location] visited in past 3 years (type in number including this visit).
### Plan to Visit in Next 3 Years

<table>
<thead>
<tr>
<th></th>
<th>None</th>
<th>1 time</th>
<th>2 times</th>
<th>3 times</th>
<th>4-9 times</th>
<th>10+ times</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. (5.7 times)</td>
<td>17%</td>
<td>19%</td>
<td>13%</td>
<td>18%</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td>Illinois (6.7 times)</td>
<td>13%</td>
<td>16%</td>
<td>13%</td>
<td>13%</td>
<td>26%</td>
<td>19%</td>
</tr>
<tr>
<td>Chicago (4.5 times)</td>
<td>13%</td>
<td>21%</td>
<td>12%</td>
<td>14%</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>Downstate (7.4 times)</td>
<td>14%</td>
<td>11%</td>
<td>15%</td>
<td>13%</td>
<td>28%</td>
<td>20%</td>
</tr>
<tr>
<td>IL Comp Set (6.5 times)</td>
<td>18%</td>
<td>18%</td>
<td>10%</td>
<td>16%</td>
<td>20%</td>
<td>18%</td>
</tr>
</tbody>
</table>

87% of each respectively, Illinois and Chicago, Leisure travelers plan to visit again in next three years.

On average, Leisure travelers plan to visit Illinois 6.7 times and Chicago 4.5 times in the next 3 years. The difference can be attributed to the fact that Chicago’s Leisure travelers plan to visit more one-time and fewer 4 or more times than Illinois Leisure travelers in the next 3 years.

---

*2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)*

Source: PerformanceMonitor℠

**Question**/Number of time do you plan to visit [city/location] in the next 3 years (Type in number. Do not include this visit.)
**Visitor Profile / Demographics**

**Age of Respondent**

<table>
<thead>
<tr>
<th>Region</th>
<th>18-34 years</th>
<th>35-54 years</th>
<th>55 years and older</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. (49 years)</td>
<td>24%</td>
<td>35%</td>
<td>41%</td>
</tr>
<tr>
<td>Illinois (48 years)</td>
<td>28%</td>
<td>32%</td>
<td>40%</td>
</tr>
<tr>
<td>Chicago (46 years)</td>
<td>31%</td>
<td>34%</td>
<td>34%</td>
</tr>
<tr>
<td>Downstate (50 years)</td>
<td>26%</td>
<td>31%</td>
<td>43%</td>
</tr>
<tr>
<td>IL Comp Set (50 years)</td>
<td>22%</td>
<td>36%</td>
<td>43%</td>
</tr>
</tbody>
</table>

* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/monitor®
### Race of Respondent

<table>
<thead>
<tr>
<th>Region</th>
<th>White</th>
<th>Black</th>
<th>Asian</th>
<th>Native American/Alaska Native</th>
<th>Hispanic, Latino, or Spanish Origin</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>80%</td>
<td>10%</td>
<td>5%</td>
<td>3%</td>
<td>14%</td>
<td>5%</td>
</tr>
<tr>
<td>Illinois</td>
<td>82%</td>
<td>9%</td>
<td>6%</td>
<td>1%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Chicago</td>
<td>73%</td>
<td>14%</td>
<td>8%</td>
<td>2%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Downstate</td>
<td>87%</td>
<td>6%</td>
<td>4%</td>
<td>1%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>IL Comp Set</td>
<td>88%</td>
<td>7%</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
<td>2%</td>
</tr>
</tbody>
</table>

* 2022 Leisure Person-Stays (Base Illinois= 2,225, Chicago= 1,322)

Source: Performance/Monitor®
Visitor Profile / Demographics

Sexual Orientation of Respondent

<table>
<thead>
<tr>
<th>Location</th>
<th>Gay/Lesbian (GLBT)</th>
<th>Heterosexual/Straight</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>3%</td>
<td>90%</td>
<td>1%</td>
</tr>
<tr>
<td>Illinois</td>
<td>2%</td>
<td>91%</td>
<td>1%</td>
</tr>
<tr>
<td>Chicago</td>
<td>2%</td>
<td>89%</td>
<td>2%</td>
</tr>
<tr>
<td>Downstate</td>
<td>2%</td>
<td>92%</td>
<td>1%</td>
</tr>
<tr>
<td>IL Comp Set</td>
<td>3%</td>
<td>90%</td>
<td>1%</td>
</tr>
</tbody>
</table>

* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/monitor®
## Visitor Profile / Demographics

### Children in Household of Respondent

<table>
<thead>
<tr>
<th></th>
<th>No Children</th>
<th>5 years or younger</th>
<th>6-12 years</th>
<th>13-17 years</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>U.S.</strong></td>
<td>64%</td>
<td>15%</td>
<td>22%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Illinois</strong></td>
<td>61%</td>
<td>14%</td>
<td>25%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>Chicago</strong></td>
<td>60%</td>
<td>15%</td>
<td>22%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Downstate</strong></td>
<td>61%</td>
<td>13%</td>
<td>26%</td>
<td>18%</td>
</tr>
<tr>
<td><strong>IL Comp Set</strong></td>
<td>66%</td>
<td>12%</td>
<td>21%</td>
<td>15%</td>
</tr>
</tbody>
</table>

*2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/Monitor™
### Visitor Profile / Demographics

#### Household Income of Respondent

<table>
<thead>
<tr>
<th></th>
<th>$50,000 or less</th>
<th>$50,000-$74,999</th>
<th>$75,000-$99,999</th>
<th>$100,000-$149,999</th>
<th>$150,000 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. ($104,429)</td>
<td>26%</td>
<td>18%</td>
<td>15%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Illinois ($106,516)</td>
<td>25%</td>
<td>18%</td>
<td>17%</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>Chicago ($113,649)</td>
<td>24%</td>
<td>18%</td>
<td>14%</td>
<td>19%</td>
<td>25%</td>
</tr>
<tr>
<td>Downstate ($101,828)</td>
<td>26%</td>
<td>19%</td>
<td>19%</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>IL Comp Set ($97,661)</td>
<td>28%</td>
<td>19%</td>
<td>16%</td>
<td>22%</td>
<td>17%</td>
</tr>
</tbody>
</table>

* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)

Source: Performance/Monitor™
### Lifestage of Respondent

<table>
<thead>
<tr>
<th></th>
<th>Young &amp; Free</th>
<th>Young Family</th>
<th>Maturing &amp; Free</th>
<th>Moderate Family</th>
<th>Affluent Family</th>
<th>Moderate Mature</th>
<th>Affluent Mature</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>U.S.</strong></td>
<td>11%</td>
<td>13%</td>
<td>15%</td>
<td>7%</td>
<td>13%</td>
<td>11%</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Illinois</strong></td>
<td>12%</td>
<td>16%</td>
<td>11%</td>
<td>7%</td>
<td>14%</td>
<td>9%</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Chicago</strong></td>
<td>16%</td>
<td>15%</td>
<td>13%</td>
<td>8%</td>
<td>13%</td>
<td>7%</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Downstate</strong></td>
<td>10%</td>
<td>16%</td>
<td>10%</td>
<td>7%</td>
<td>14%</td>
<td>11%</td>
<td>29%</td>
</tr>
<tr>
<td><strong>IL Comp Set</strong></td>
<td>11%</td>
<td>10%</td>
<td>15%</td>
<td>8%</td>
<td>13%</td>
<td>13%</td>
<td>27%</td>
</tr>
</tbody>
</table>

*2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)*

Source: Performance/Monitor®
Visitor Profile / Demographics

Generation of Respondent

<table>
<thead>
<tr>
<th>Region</th>
<th>Millennials/GenZ</th>
<th>GenX</th>
<th>Boomers</th>
<th>Silent/GI</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>39%</td>
<td>25%</td>
<td>32%</td>
<td>4%</td>
</tr>
<tr>
<td>Illinois</td>
<td>41%</td>
<td>24%</td>
<td>32%</td>
<td>3%</td>
</tr>
<tr>
<td>Chicago</td>
<td>48%</td>
<td>22%</td>
<td>27%</td>
<td>3%</td>
</tr>
<tr>
<td>Downstate</td>
<td>36%</td>
<td>25%</td>
<td>36%</td>
<td>3%</td>
</tr>
<tr>
<td>IL Comp Set</td>
<td>36%</td>
<td>26%</td>
<td>34%</td>
<td>4%</td>
</tr>
</tbody>
</table>

*2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM
Illinois’ Opportunity by Generation

Stays Based | Trip-Dollars based w/o Transportation

- **Millennials/ Gen Z**: 29% (Dark Blue), 36% (Light Blue)
- **GenX**: 18% (Dark Blue), 22% (Light Blue)
- **Boomers**: 48% (Dark Blue), 38% (Light Blue)
- **Silent/GI**: 5% (Dark Blue), 4% (Light Blue)

* 2020-2022 Leisure (Base Illinois=6,086)
Source: PerformanceMonitor™
**Visitor Profile / Demographics**

Chicago's Opportunity by Generation

<table>
<thead>
<tr>
<th>Generation</th>
<th>Stays Based</th>
<th>Trip-Dollars based w/o Transportation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials/Gen Z</td>
<td>40%</td>
<td>42%</td>
</tr>
<tr>
<td>GenX</td>
<td>22%</td>
<td>26%</td>
</tr>
<tr>
<td>Boomers</td>
<td>35%</td>
<td>30%</td>
</tr>
<tr>
<td>Silent/GI</td>
<td>4%</td>
<td>2%</td>
</tr>
</tbody>
</table>

*2020-2022 Leisure (Base Chicago=2,823)*

Source: PerformanceMonitor℠
APPENDIX
Visitor Profile / Glossary

Household Count
The number of unique respondents responding to the survey who visited the destination during the travel year.

Stays
Stays represent the number of distinct groups of travelers (travel parties or groups) visiting a destination on a trip, regardless of the number of people within the travel group.

Person-Stays
The total number of people or visitors that traveled to your destination, regardless of the length of their stay.

Person-Days
The total number of days that all visitors contributed to your destination.

Trip-Dollars
Using the Trip-Dollars weight shows the monetary worth/contribution of travelers to a destination's economy as opposed to the contribution of number of trips or number of days spent at the destination.

Room-Nights
The number of nights spent in a room, regardless of the number of people staying in the room.

Stay Expenditures
Combines per-person spending with Person-Days to calculate the money spent on each stay to your destination.

Average Party Per Stay Spending
Includes reported expenditures of all travelers (including transportation expenditure) who spend more than $1 on their trip to or within the destination. Individual averages for subgroups of variables, such as accommodation types or activities might be higher than the total average party per stay spending for a destination because the travelers’ spending is included only in those subgroups of variables to which the respondent replied.

Traveling Party
Children Present: Is defined as one or more adults accompanied by one or more persons under age 18. The child necessarily has to live in the household.

MM/FF: Include either two females or two males from different households traveling together.

Generations

Lifestage Definitions

<table>
<thead>
<tr>
<th>Lifestage</th>
<th>Head of HH Age</th>
<th>HH Income</th>
<th>Children &lt;18 in HH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young &amp; Free</td>
<td>18-34 years</td>
<td>Any</td>
<td>No</td>
</tr>
<tr>
<td>Young Family</td>
<td>18-34 years</td>
<td>Any</td>
<td>Yes</td>
</tr>
<tr>
<td>Mature &amp; Free</td>
<td>35-54 years</td>
<td>Any</td>
<td>No</td>
</tr>
<tr>
<td>Moderate Family</td>
<td>35-54 years</td>
<td>Under $75K</td>
<td>Yes</td>
</tr>
<tr>
<td>Affluent Family</td>
<td>35-54 years</td>
<td>$75K+</td>
<td>Yes</td>
</tr>
<tr>
<td>Moderate Mature</td>
<td>55+ years</td>
<td>Under $60K</td>
<td>No</td>
</tr>
<tr>
<td>Affluent Mature</td>
<td>55+ years</td>
<td>$60K+</td>
<td>No</td>
</tr>
</tbody>
</table>

Source: PerformanceMonitorSM
Examples

- If the car (personal vehicle) travel finding for Illinois Leisure is 78% and the sample size is 2,225, using the chart to the right, we can say that at the 90% level of confidence the proportion ranges between 76.7% and 79.3%.

- If the Personal Vehicle finding for Illinois’ Leisure travelers is 78% in 2022 and was 79% in 2021, using the chart, we can say that the actual proportion change is statistically insignificant since the resulting Z score 0.75 is smaller than the table Z score [+/- 1.64].

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

<table>
<thead>
<tr>
<th></th>
<th>Sample Size for 2022</th>
<th>At or near 2% or 98%</th>
<th>At or near 5% or 95%</th>
<th>At or near 10% or 90%</th>
<th>At or near 25% or 75%</th>
<th>At or near 50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Leisure</td>
<td>50,246</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.2%</td>
<td>0.3%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Illinois Leisure</td>
<td>2,225</td>
<td>0.3%</td>
<td>0.6%</td>
<td>0.9%</td>
<td>1.3%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Chicago Leisure</td>
<td>1,322</td>
<td>0.4%</td>
<td>0.8%</td>
<td>1.2%</td>
<td>1.7%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Downstate Leisure</td>
<td>1,107</td>
<td>0.5%</td>
<td>0.9%</td>
<td>1.4%</td>
<td>2.0%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Comp Set Leisure</td>
<td>7,784</td>
<td>0.2%</td>
<td>0.3%</td>
<td>0.5%</td>
<td>0.7%</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

Significance Testing

The chart below compares two proportions from different samples for statistical significance.

Instructions: Enter the proportion for each sample and sample size in the appropriate cells in the data input section, using the Z Score Table, compare the resulting Z score with the Z score corresponding to your desired confidence level. If the resulting Z score is greater than the table Z score, the difference between the two proportions is statistically significant. If the resulting Z score is lower, there is no significant difference.

<table>
<thead>
<tr>
<th>Data Input</th>
<th>2021</th>
<th>2022</th>
<th>Resulting Z Score</th>
<th>Z score</th>
<th>Confidence Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proportion</td>
<td>79%</td>
<td>78%</td>
<td>(+/-) 1.96</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td>Sample Size (n)</td>
<td>1,658</td>
<td>2,225</td>
<td>0.75</td>
<td>(+/-) 1.64</td>
<td>90%</td>
</tr>
</tbody>
</table>

Source: PerformanceMonitorSM