



D.K. Shifflet & Associates Ltd.

Excellence in Travel Intelligence®

2016

**LEISURE VISITOR PROFILE
FOR THE STATE OF ILLINOIS
AND THE CITY OF CHICAGO**

Year-End 2016 Visitor Profile.

*An Inside Look at the Overnight Leisure
Travel Market in Illinois, Chicago, and
Downstate*

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**This Visitor Profile Report will focus on the U.S.–originated
Leisure travel segment visiting Illinois, Chicago, and Downstate**

This profile was prepared for the Illinois Office of Tourism by D. K. Shifflet & Associates. For the purposes of this study, the current reporting time frame includes the 2016 travel year, and comparisons by interval will always consider the like timeframe (2-year to 2-year, 3-year to 3-year, etc.). Travel volume is always reported as a single year. The 2016 Illinois Visitor Profile is based on a sample of 3,001 households for Illinois Leisure travel and 1,841 households for Chicago Leisure travel.

Appendix A contains specific details on study methodology and a glossary of terms referenced throughout the report. Volume and profile data are from D. K. Shifflet & Associate's *PERFORMANCE/Monitor*SM Travel Intelligence SystemSM — the largest travel-tracking system in the U.S.

Total Visitor Volume: State of Illinois

Record-high Illinois visitation in 2016

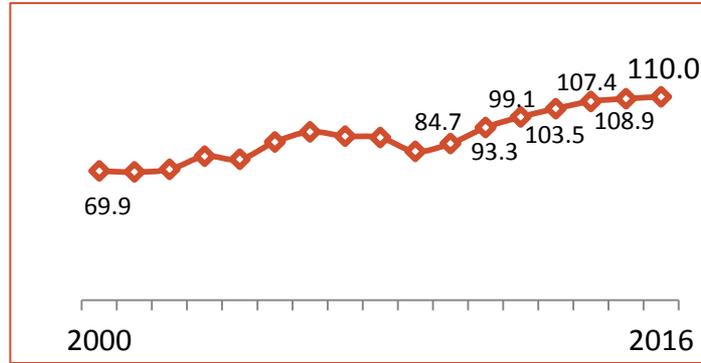
The state has been increasing visitation steadily since the drop-off in 2009. This year marks another record-high for Illinois, which hosts nearly 110 million Business and Leisure travelers. Year over year, Illinois gains posts a 1.0% increase in Person-Stays, slightly lower than the overall U.S. volume growth in this measure, up 2.4% for 2016. The 109.95 million visitor count includes all travelers, including day trippers and overnight visitors, business and leisure, in-state and out-of state.

Leisure Travel drives Illinois volume gains

Illinois' Leisure increased while Business visitations decreased in 2016, although Leisure grew at a slower pace than previous years. Illinois Leisure is up about 1.4% for the year, which is slightly lower than the U.S Leisure growth of 2.9%. Illinois Business Person-Stays went down 1.3% in 2016, the average U.S. destination is down about 0.2% for the year.

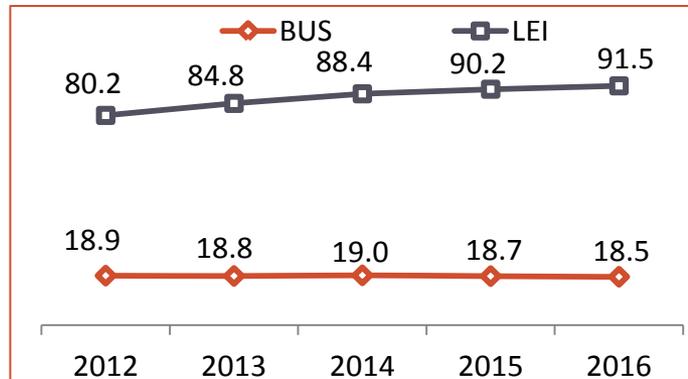
Total Visitation (Business + Leisure)

ILLINOIS PERSON-STAYS (MILLIONS) 2000-2016



5-Year Visitation by Travel Segment

ILLINOIS PERSON-STAYS (MILLIONS)



Traveler volume continues to grow in 2016

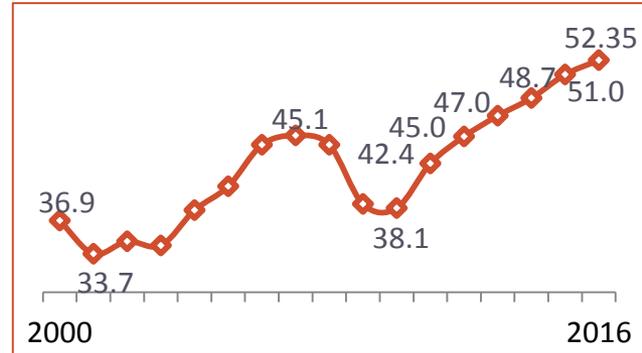
Total Visitor Volume: State of Illinois

Record-high Chicago visitation in 2016

Chicago continues to climb out of the economic downturn, making gains in total visitation for the sixth straight year. In 2016, the city continues its record growth bringing in over 52 million visitors.

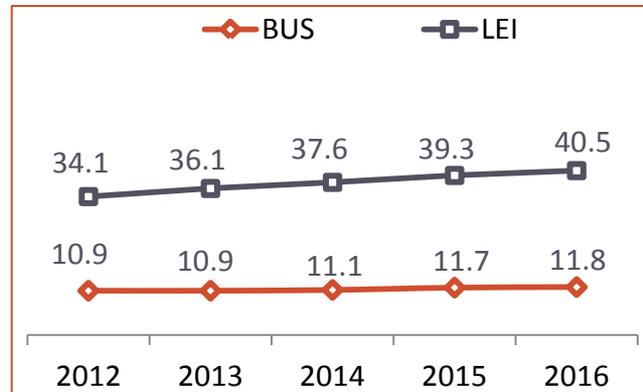
Total Visitation (Business + Leisure)

CHICAGO PERSON-STAYS (MILLIONS) 2000-2014



5-Year Visitation by Travel Segment

FIVE-YEAR CHICAGO PERSON-STAYS (MILLIONS)



Leisure Travel drives Chicago volume gains

The majority of Chicago's visitation gains are in the Leisure segment this year. Leisure travel increased 3.1% from 2015, bringing in 40.5 million Person-Stays per year while Business visitations grew 1.5% from 2015, bringing in 11.8 million visitors.

Chicago's volume continues to grow in 2016

What are the visitor characteristics?

Statewide, the average age for Illinois Leisure travelers is similar to the typical destination, noting that the younger average age for Chicago is offset by the Downstate Leisure visitors. The average household income for Illinois Leisure visitors is slightly lower than the U.S. average and above the states in the aggregated competitive set.

On the whole, about 52% of Illinois Leisure is generated by households reporting income of less than \$75,000, which nearly mirrors the U.S. average in this dimension (50%).

Thirty-six percent of the state’s Leisure visitors come from households earning more than \$100,000; in Chicago, about 40% come from these high-income households.

Illinois and Chicago both attract a greater share of African American visitation compared to the typical U.S. destination and a slightly lower share of travelers who self-identify as being of Hispanic origin.

Leisure traveler characteristics

2016 LEISURE PERSON-STAYS

	U.S.	Illinois	Chicago	Downstate	Comp Set
Average Age	49	48	44	50	49
Average HH Income (000)	\$92.5	\$92.9	\$99.9	\$87.3	\$90.1
Retired	23%	22%	15%	28%	23%
Dominant Generation	Boomer	Boomer	Millennial	Boomer	Boomer
Hispanic Origin	13%	7%	9%	6%	4%
African American	11%	15%	19%	13%	8%

Travelers 18-34 provide 26% of Chicago’s direct spending – above the typical Leisure destination

Person-Stays : the total number of people who visited your destination, regardless of how long they stayed

The Illinois Leisure Competitive Set: MO,MI,IA,IN,OH,MN,K.Y

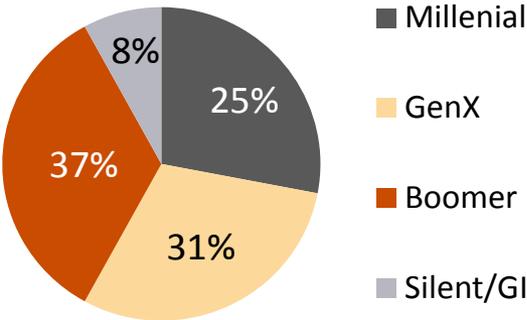
Demographics: Generations

Boomers lead Leisure in Illinois as well as the U.S., Downstate and among the Competitive Set, while Millennials are dominant in Chicago. GenXers provide the highest average spending by generation for the state, with an average party-per-stay spend of \$410 while Silent/GI Travel Parties spend the most in Chicago at \$680. Generationally, the GenX and Boomer visitors are the most profitable statewide in Illinois as well as Chicago specifically.

Generation	Birth Years
Millennial	1981 and after
Gen X	1965-1980
Boomer	1946-1964
Silent	1930-1945
G.I.	1929 and earlier

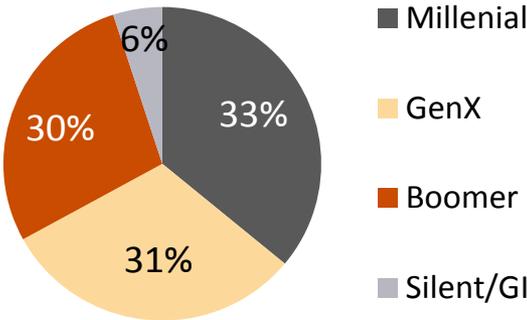
Illinois Leisure by Generation

LEISURE PERSON-STAYS % SHARE



Chicago Leisure by Generation

LEISURE PERSON-STAYS % SHARE



Millennials contribute a much higher share of Chicago Leisure compared to Illinois, the U.S., Downstate and Competitive Set

GLOSSARY

Person-Stays : the total number of people who visited your destination, regardless of how long they stayed
The Illinois Leisure Competitive Set: MO,MI,IA,IN,OH,MN,K.Y

Lifestage Segmentation

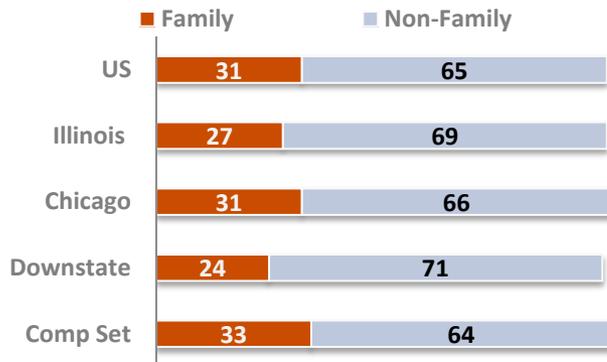
DKSA combines the three variables most likely to differentiate between travelers to create seven Lifestages. Generally, Illinois, Chicago, and Downstate all host less “Family” travelers, or travelers that have children their households, than the typical U.S. leisure destination. Affluent Matures and Affluent Family contribute the greatest share of Illinois Leisure travel, while Young & Frees and Maturing & Frees represent Chicago’s greatest share of Leisure by Lifestage. Affluent Family travelers represent the largest Party-per-Stay spending of any Lifestage throughout Illinois and Chicago.

DKSA Lifestage Definitions

Lifestage	Age of HoH	HH Income	Children <18 in HH
Young & Free	18-34	Any	No
Young Family	18-34	Any	Yes
Mature & Free	35-54	Any	No
Moderate Family	35-54	Under \$75K	Yes
Affluent Family	35-54	\$75K+	Yes
Moderate Mature	55+	Under \$60K	No
Affluent Mature	55+	\$60K+	No

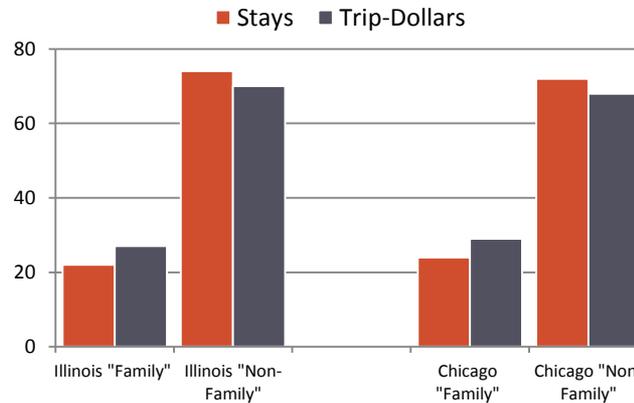
Lifestage Share

2016 LEISURE PERSON-STAYS



Lifestage Stays and Trip Dollars

LEISURE (2014-2016)



The Affluent Lifestages account for more than one-third of the Leisure spending in Chicago and in Illinois

GLOSSARY

Person-Stays: the total number of people who visited your destination, regardless of how long they stayed

Stays: represent the number of distinct groups of travelers (travel parties) and the number of destinations they visited on a trip, regardless of the number of people within the travel group.

Trip-Dollars (Direct Spending) 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

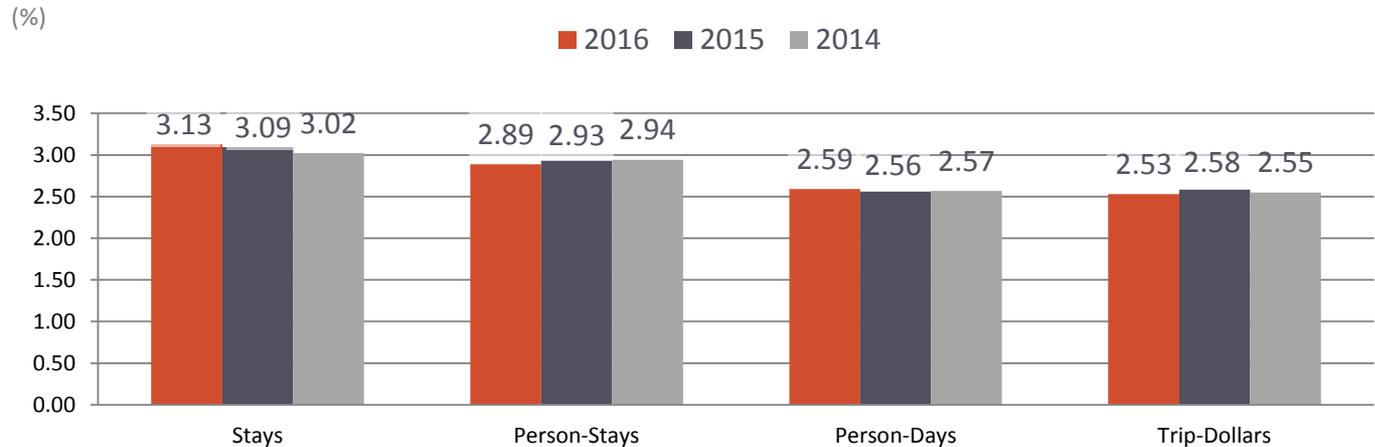
Illinois Market Share

Leisure Market Share

Illinois sits at 11th leisure destination state in 2016 Person-Stays, with a relatively strong hold on its Leisure travel market share. The state captures slightly less U.S. visitation compared to last year. The share of Leisure Travel Parties has increased slightly from 2015. The share of days Leisure visitors spend in Illinois increased slightly after four years of consecutive declines.

About \$2.53 of every \$100 spent in the U.S. on domestic Leisure travel occurs in Illinois; this is a slight decrease from 2015..

Share of U.S. Leisure Travel (Three-Year View)



GLOSSARY

Person-Stays : the total number of people who visited your destination, regardless of how long they stayed

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

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Chicago Market Share

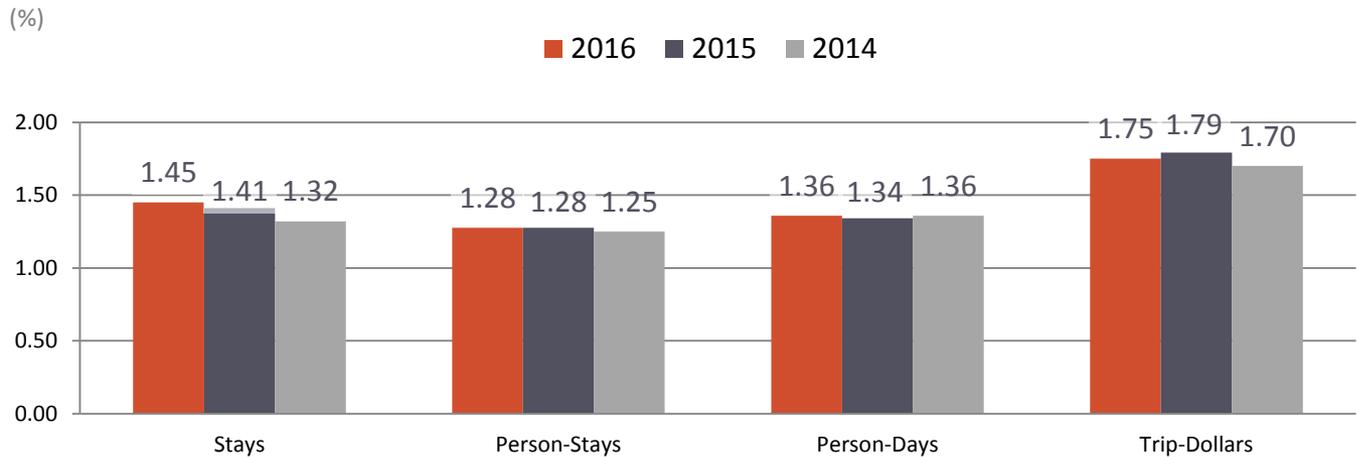
Leisure Market Share

By and large, Chicago holds on to its market share of available domestic Leisure. Share of Stays, or Travel parties, to Chicago for Leisure are up from 2015. The city captures about 1.28% of all U.S.-generated Leisure visitors, which steady from, last year.

The share of leisure days travelers spend in Chicago has begun to increase after four years of decreases.

Lastly, the Trip-Dollars share decreased slightly over 2014. About \$1.75 of every \$100 spent in the U.S. on domestic Leisure travel in 2016 is spent in Chicago.

Share of U.S. Leisure Travel (Three-Year View)



GLOSSARY

Person-Stays : the total number of people who visited your destination, regardless of how long they stayed

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

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Trip-Dollars (Direct Spending) 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

Where do Illinois' visitors come from?

About 56% of Illinois Leisure Person-Stays originated from within the state this year, exactly the same as last year. Nearly one-quarter of Illinois visitors travel from a neighboring or nearby state. The average one-way distance traveled for Leisure to Illinois is 246 miles in 2016, up over last year's average of 229. Only about 15% of Illinois Leisure visitors travel more than 500 miles.

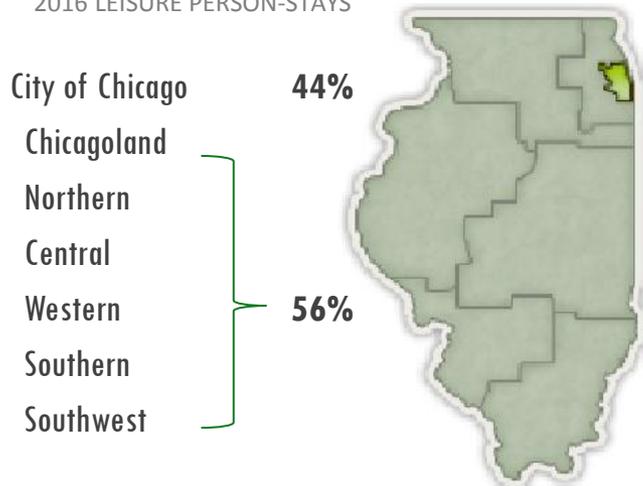
Illinois Origin States

2016 LEISURE PERSON-STAYS

Illinois	56.0%
Wisconsin	6.4%
Indiana	5.4%
Michigan	4.9%
Missouri	4.5%
Iowa	2.5%

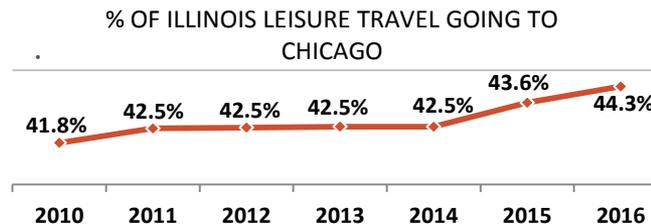
Illinois: Chicago & Downstate

2016 LEISURE PERSON-STAYS



Where do visitors go in Illinois?

In 2016, Chicago share increased to slightly more than 44% of Illinois Leisure travel. Downstate leads in Leisure Day Trips while Chicago continues to draw the majority of ONL Person-Stays.



Illinoisans provide about 35% of Chicago Leisure this year, down only slightly from last year's five-year high.

Party Composition

Who makes up the average Travel Party?

Leisure Party size is down in 2016 throughout Illinois due to decreases in larger leisure travel parties and increases in solo travel throughout the state. In Chicago, solo travel (37%) has overtaken M/F couples (34%) as the dominant travel party composition. The city draws more one-adult Leisure Travel Parties, than the average U.S. destination.

One Male+One Female Travel Parties continue to contribute the largest share (38%) of Illinois Leisure Stays for the year ahead of solo travel,

however the gap is slowly closing. M/F parties also represent the highest 3-year average spend per stay at \$464. The state's "family" Travel Parties, or parties with children present decreased to 14%, it has been slowly decreasing over the last four years from 20%.

Illinois Travel Party Composition

LEISURE STAYS



Solo Travelers make up 34% of Illinois Leisure Stays and an average spend per stay of \$234



Two-Adult Parties are 44% of Illinois Leisure. These are predominantly (38%) One Man + One Woman parties



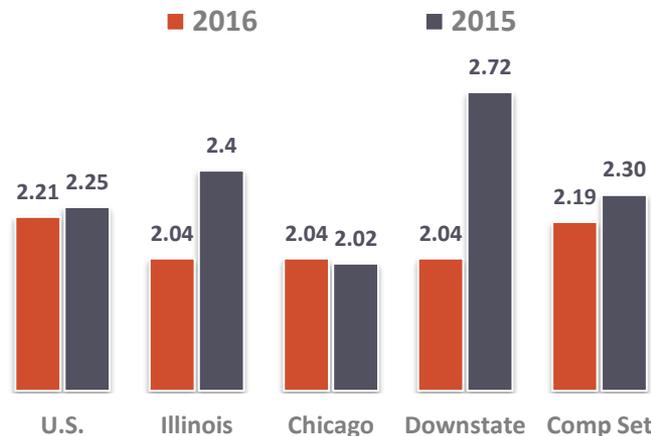
Three+ Adult Groups account for 7% of Illinois Leisure Stays



About 14% of Illinois' Travel Parties include children. These parties spend an average of \$382 per stay

Average Illinois Party Size

LEISURE STAYS



One Male+One Female Parties are the most profitable Leisure visitors by Party Composition throughout Illinois. In Chicago, these represent an average spend of \$737 per stay Three or More Adult Parties represent an average spend of \$771.

Stays: represent the number of distinct groups of travelers (travel parties) and the number of destinations they visited on a trip, regardless of the number of people within the travel group.

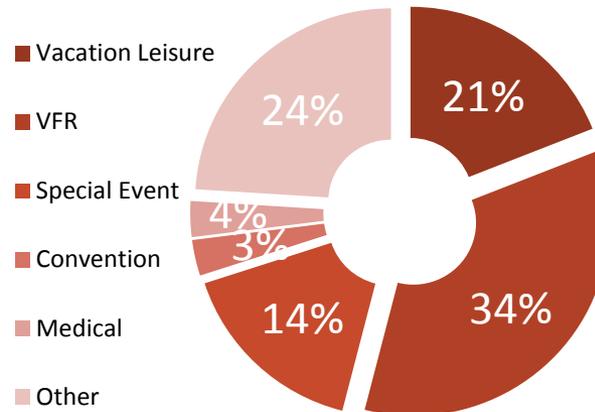
The Illinois Leisure Competitive Set: MO,MI,IA,IN,OH,MN,K,Y

Why do travelers visit Illinois?

Approximately 81% of the state's Leisure visitors travel for a non-vacation purpose, predominantly to Visit a Friend or Relative (VFR). At 35%, Illinois is just ahead of the U.S. average. Getaway Weekends and General Vacations are the most profitable trip purpose in Illinois, and taken together, the Vacation Leisure brings in 33% of the state's direct spending on leisure travel and reliably provides about one-fifth of the visitation year after year.

Illinois Travel Purpose

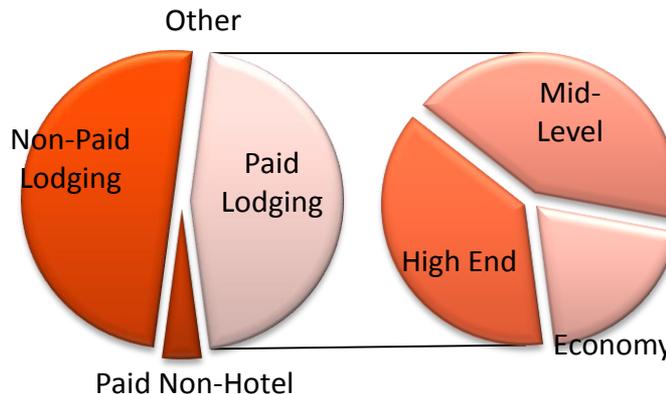
SHARE OF 2016 LEISURE PERSON-STAYS



Where do Illinois visitors stay?

2016 OVERNIGHT LEISURE PERSON-STAYS

Hotel travel decreased slightly this year, accounting for about 47% of Illinois' Overnight Leisure (ONL) Person-Stays. Paid accommodations not in a hotel are increased from a steady 3% to 4% among ONL visitors in 2016. About 45% of Illinois ONL visitors stay with friends/relatives, well above the U.S. average at 35%.



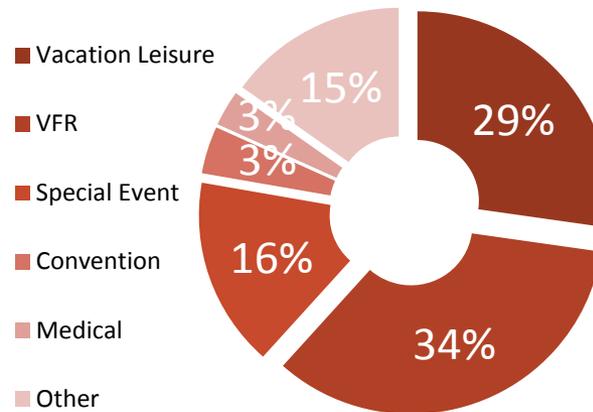
Illinois visitors staying in hotel have an average party-per-stay spending of \$1,003

Why do travelers visit Chicago?

Chicago's Leisure Trip Purpose dedicated to vacation travel decreased slightly to 27% this year. Visiting a Friend or Relative (VFR) continues to hold the largest share of Leisure travel for the city, with the parties traveling for VFR providing about 31% of the Leisure direct spending. General Vacation visitors post the largest average stay spending of \$1,319 per Travel Party, but Getaway Weekend visitors are Chicago's most profitable visitor by purpose; representing almost 10% more spending than visitation.

Chicago Travel Purpose

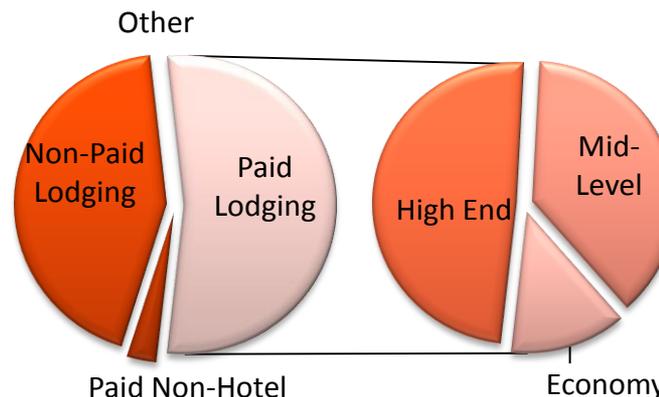
SHARE OF 2016 LEISURE PERSON-STAYS



Where do Chicago visitors stay?

2016 OVERNIGHT LEISURE PERSON-STAYS

Leisure visitors staying in any sort of paid accommodation in Chicago remained steady at 57%. About 54% of Overnight Leisure (ONL) visitors choose to stay in a hotel when in Chicago with most (26%) selecting a high-end hotel. Paid accommodations not in a hotel increased from 2% to 3% among the city's ONL visitors this year. About 40% of Chicago's visitors stay with friends/relatives, consistent with last year.



Chicago Overnight Leisure parties who choose to stay in hotels have an average party-per-stay spending of \$1,211

Traveler Activities

Top 5 Activities of Illinois Leisure Parties:

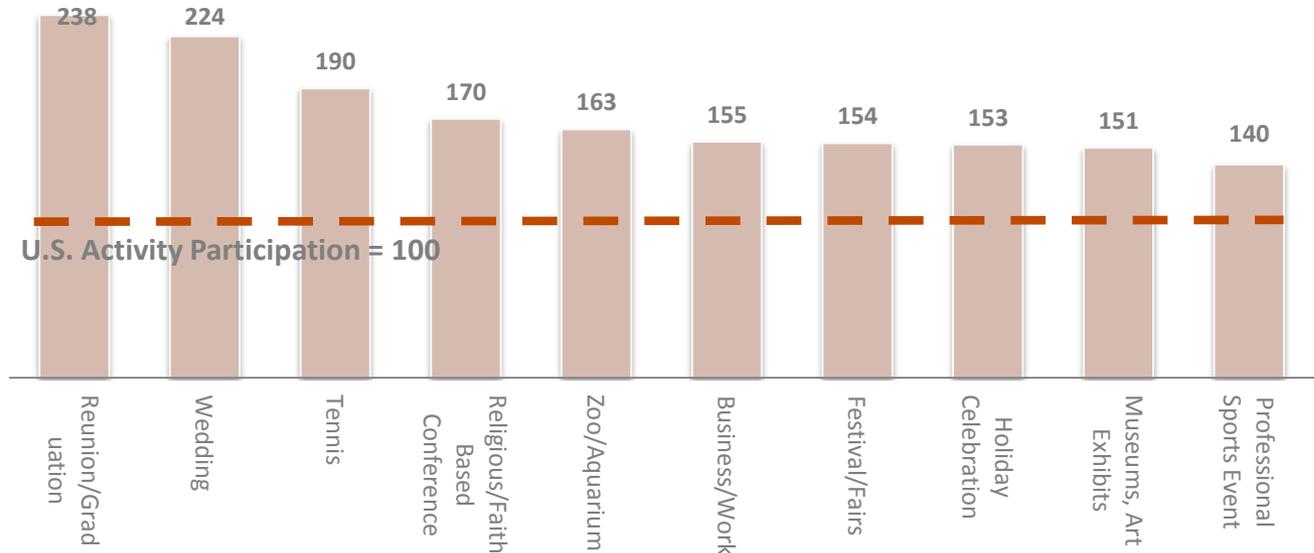
1. VFR (38% of Leisure Stays)
2. Culinary (30% of Leisure Stays)
3. Shopping (27% of Leisure Stays)
4. Museums (12% of Leisure Stays)
5. Touring/Sightseeing (12% of Leisure Stays)

What are Illinois' standout activities?

Illinois travelers historically show a strong preference for cultural activities such as culinary/dining, attending museums, and touring/sightseeing. In Illinois, Travel Parties that participate in Museum Visits have an average party-per-stay spending of \$705 and account for 24% of the state's Trip-Dollar spending. Similarly, the parties that engage in touring/sightseeing activities during their stays drive 21% of the Illinois Leisure Trip-Dollars and have an average party-per-stay spending of \$731.

The Activity Index

2016 LEISURE STAYS



Not only is visiting Museums a top 4 activity in Illinois, it is 51% more likely in Illinois than in the average U.S. destination

Traveler Activities

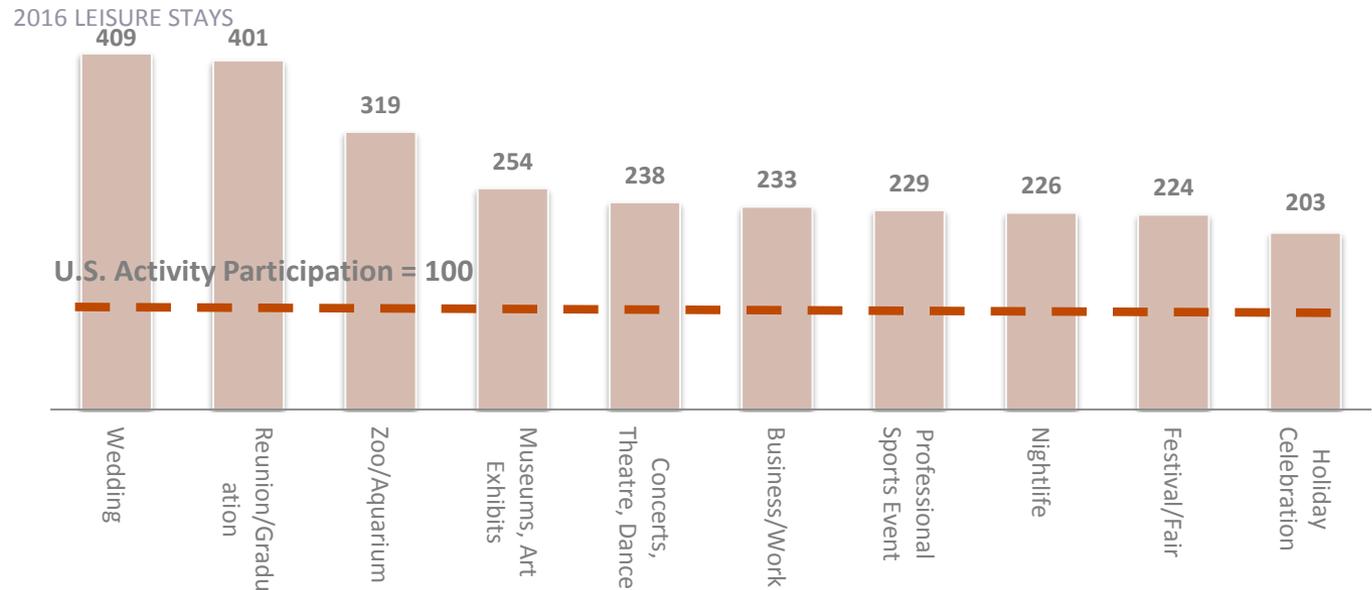
Top 5 Activities of Chicago Leisure Parties:

1. VFR (42% of Leisure Stays)
2. Culinary Dining (37% of Leisure Stays)
3. Shopping (31% of Leisure Stays)
4. Museum Visits (20% of Leisure Stays)
5. Parks (national/state) (18% of Leisure Stays)

What are Chicago's standout activities?

Chicago visitors focus on going out. Excluding VFR, culinary/dining, shopping, museums, parks, nightlife, and concerts round out the top activities in the city. Parks (national/state) saw a significant increase from 7% to 18%. Shopping remains a mainstay of travel activities in the city. Museums are an important and standout activity in Chicago every year, with an average party-per-trip spending of \$811 and accounting for 31% of Leisure travel parties in 2016.

The Activity Index



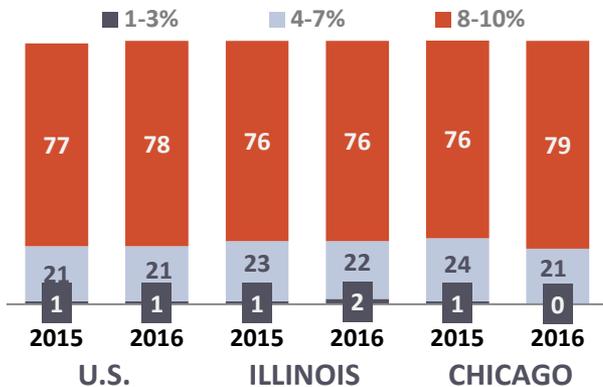
Chicago is a museum-oriented destination, occurring at 2.5 times the U.S. incidence

How do Visitors Rate their Experience?

Respondents are asked to rate their experience in two key domains: Satisfaction and Value. Ratings are on a 10-point scale, where 1 is low or 'poor' and 10 is 'excellent'. Both Illinois and Chicago track well on visitor satisfaction, with little change year over year in this dimension. The state's average satisfaction score is 8.43 and it is 8.57 for Chicago this year.

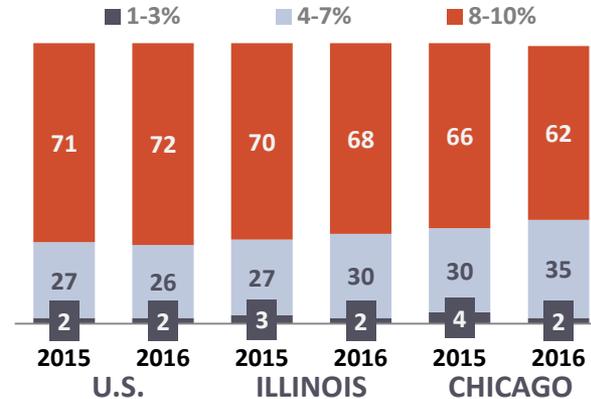
Satisfaction Ratings

LEISURE PERSON-STAYS (%)



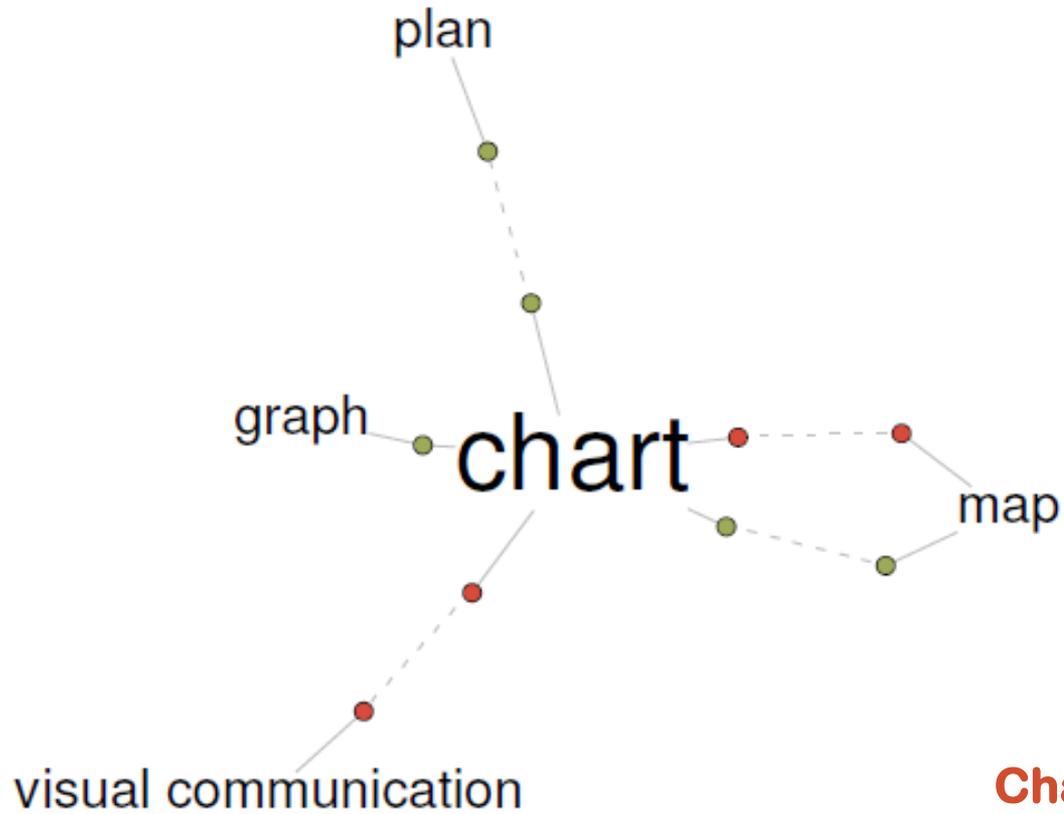
Value Ratings

LEISURE PERSON-STAYS (%)



Value ratings in Illinois and Chicago fell slightly in 2016. The visitor value ratings increased slightly in the U.S. and Comp set but decreased in the Illinois state, Chicago, and Downstate geographies. About 74% of visitors in Downstate provide a top-box score in the Value dimension for 2016, compared to a 62% rating in high value for the city; down from 66% in 2015.

Chicago is slightly above the U.S. average in Satisfaction and lags behind the typical destination in Value



Charts and Graphs

Illinois and Chicago Year-End 2016 Visitor Profile

U.S. Travel Segments

VOLUME

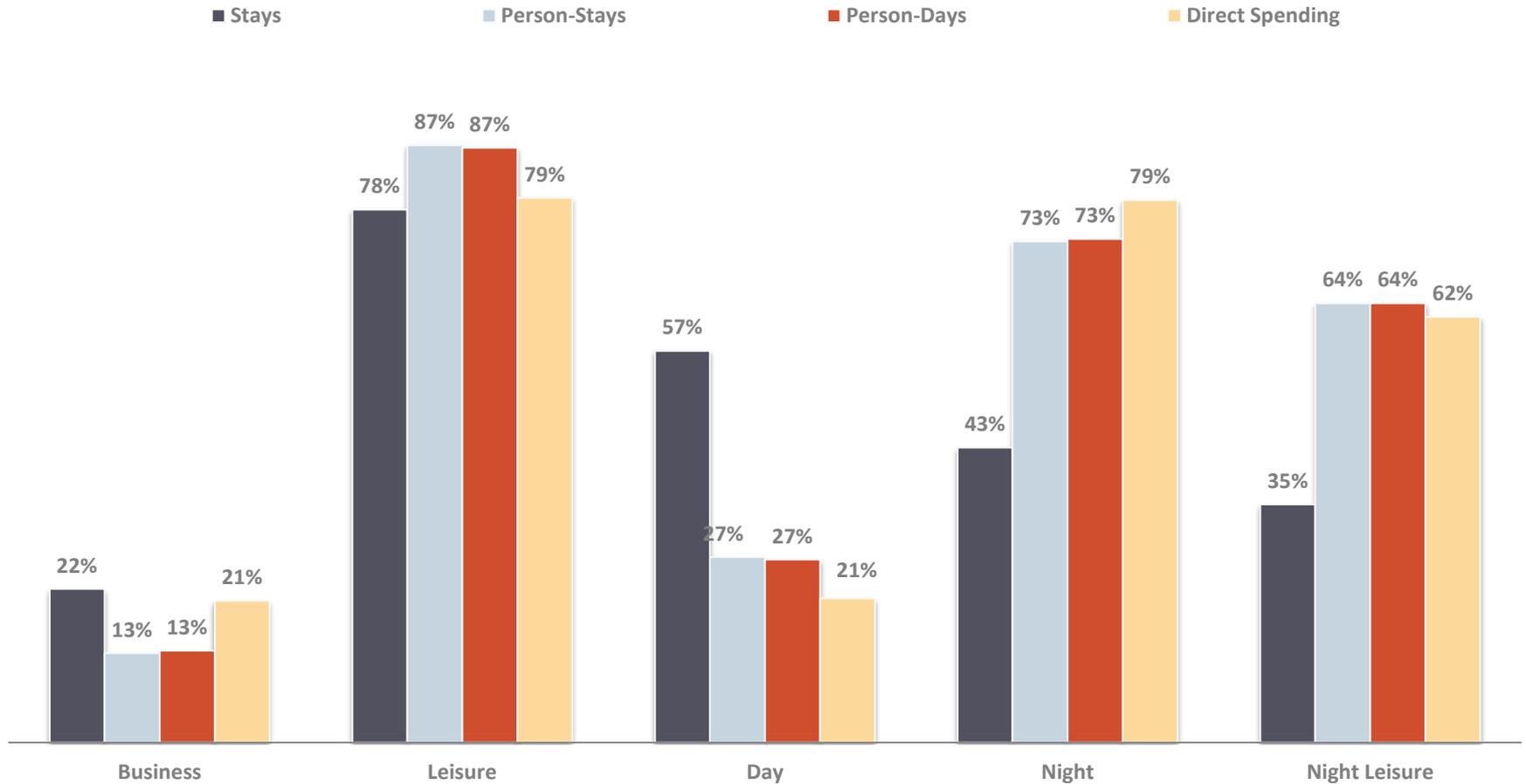


Chart 1 • Segment: 2016 Total Volume (%)

Illinois Person-Stays Volume

VOLUME

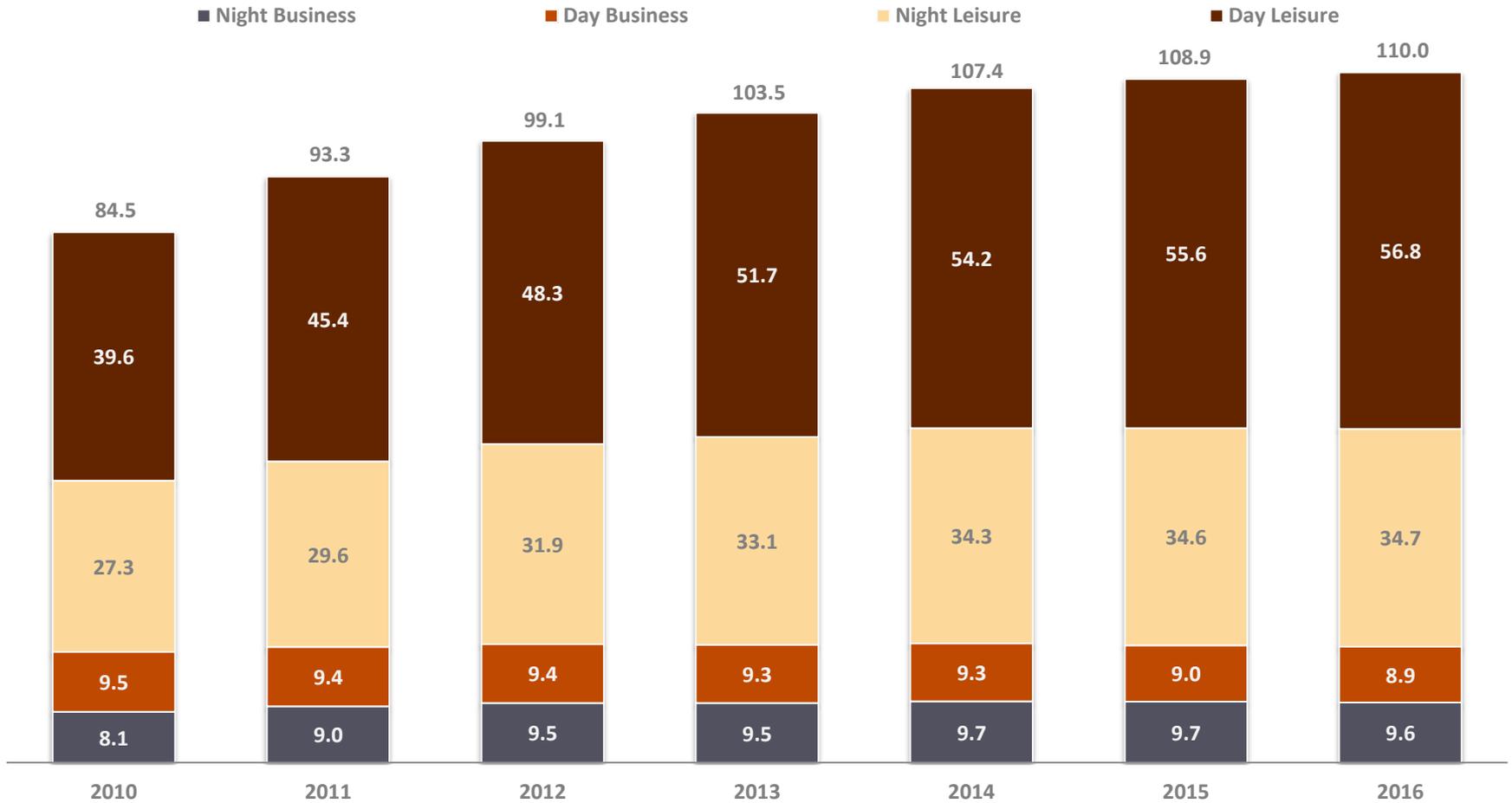


Chart 3 • in Millions

Chicago Person-Stays Volume

VOLUME

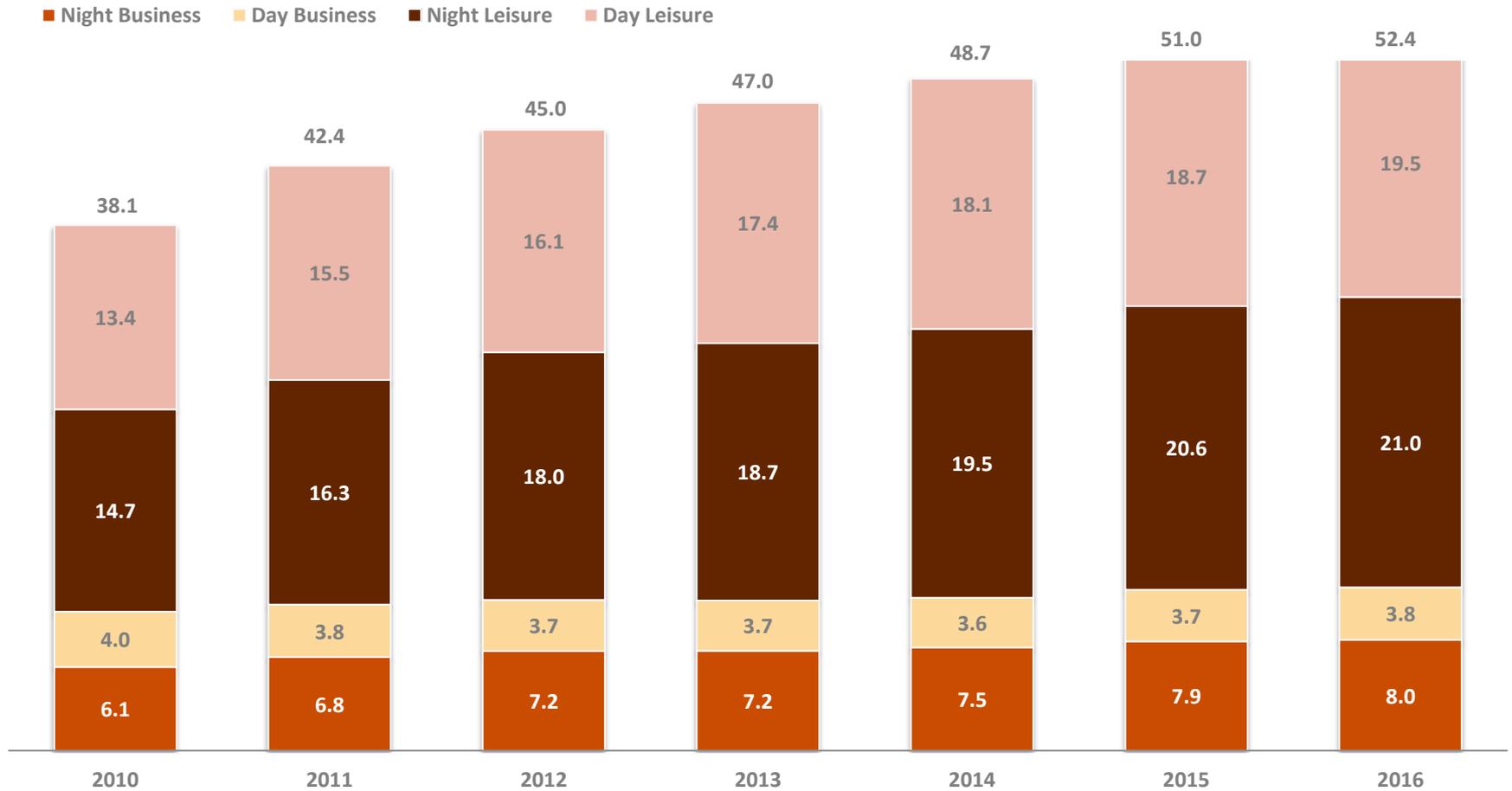


Chart 4 • in Millions

Illinois Person-Stays Volume

VOLUME

	State of Illinois						U.S.
	11/10	12/11	13/12	14/13	15/14	16/15	16/15
Total	10.2%	6.1%	4.5%	3.8%	1.4%	1.0%	2.4%
Business	4.4%	2.6%	-0.6%	1.3%	-1.6%	-1.3%	-0.2%
Leisure	11.8%	7.0%	5.7%	4.3%	2.0%	1.4%	2.9%
Day	11.6%	5.2%	5.7%	4.1%	1.9%	1.6%	2.3%
Night	8.8%	7.4%	2.9%	3.3%	0.6%	0.0%	2.6%
Day Business	-1.0%	-0.6%	-1.0%	-0.2%	-2.9%	-1.2%	-1.0%
Day Leisure	14.6%	6.4%	7.0%	4.9%	2.7%	2.1%	3.0%
Night Business	10.7%	5.9%	-0.3%	2.8%	-0.3%	-1.5%	1.1%
Night Leisure	8.3%	7.8%	3.9%	3.5%	0.9%	0.4%	2.8%

Chart 5 • % change

Chicago Person-Stays Volume

VOLUME

City of Chicago							U.S.
	11/10	12/11	13/12	14/13	15/14	16/15	16/15
Total	11.2%	6.2%	4.3%	3.7%	4.6%	2.7%	2.4%
Business	5.1%	3.3%	-0.3%	1.8%	5.1%	1.5%	-0.2%
Leisure	13.5%	7.1%	5.8%	4.3%	4.5%	3.1%	2.9%
Day	11.3%	2.5%	6.4%	3.2%	3.4%	3.6%	2.3%
Night	11.3%	9.2%	2.7%	4.2%	5.7%	2.0%	2.6%
Day Business	-5.1%	-2.8%	-0.9%	-1.4%	3.5%	1.6%	-1.0%
Day Leisure	16.2%	3.9%	8.1%	4.1%	3.3%	4.0%	3.0%
Night Business	11.8%	6.7%	0.1%	3.4%	5.8%	1.4%	1.1%
Night Leisure	11.1%	10.2%	3.8%	4.5%	5.6%	2.2%	2.8%

Chart 6 • % change

Illinois Travel Segments

MARKET SHARE

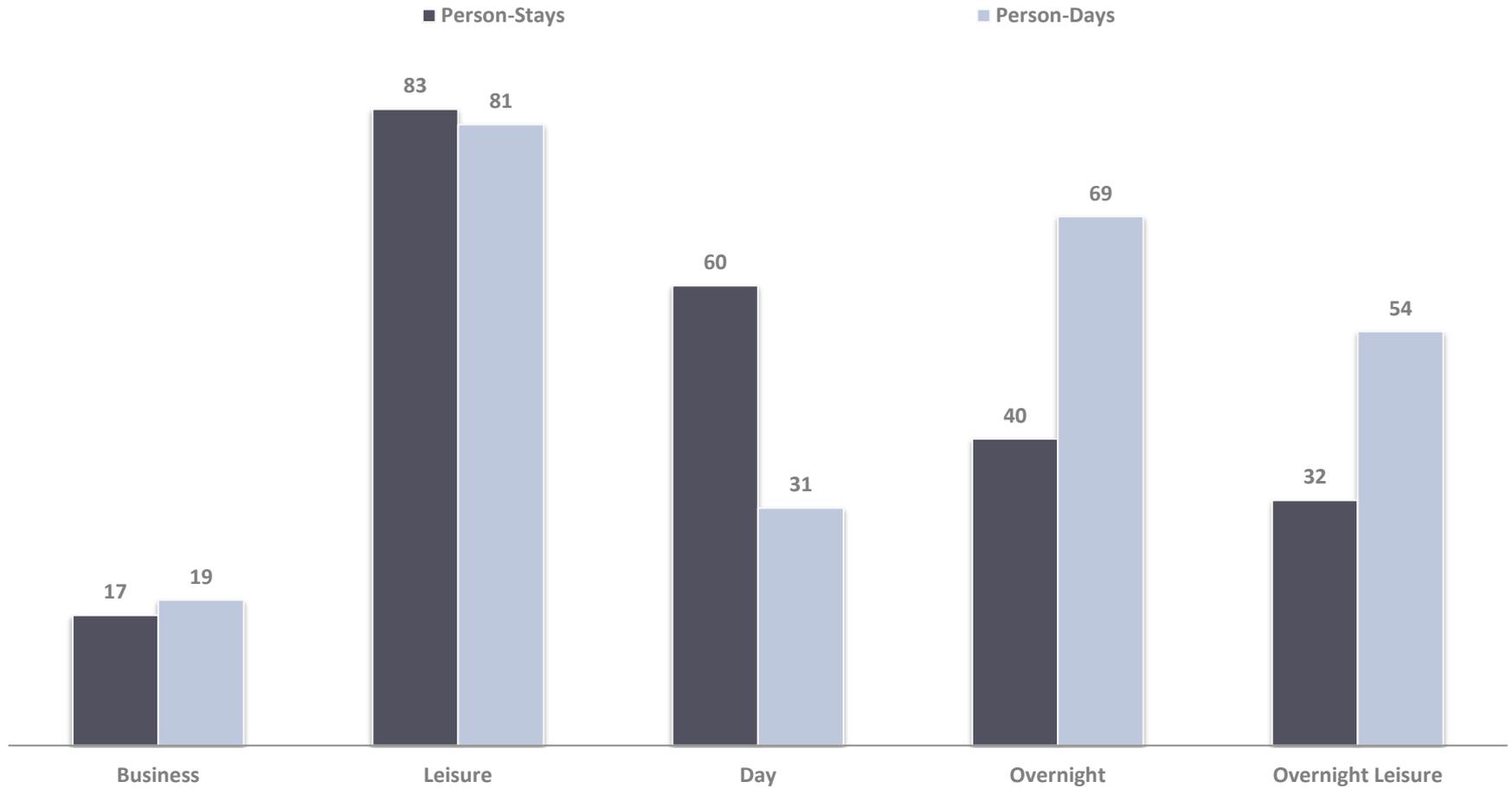


Chart 7 • Segment: 2016 Total Volume (%)

Chicago Travel Segments

MARKET SHARE

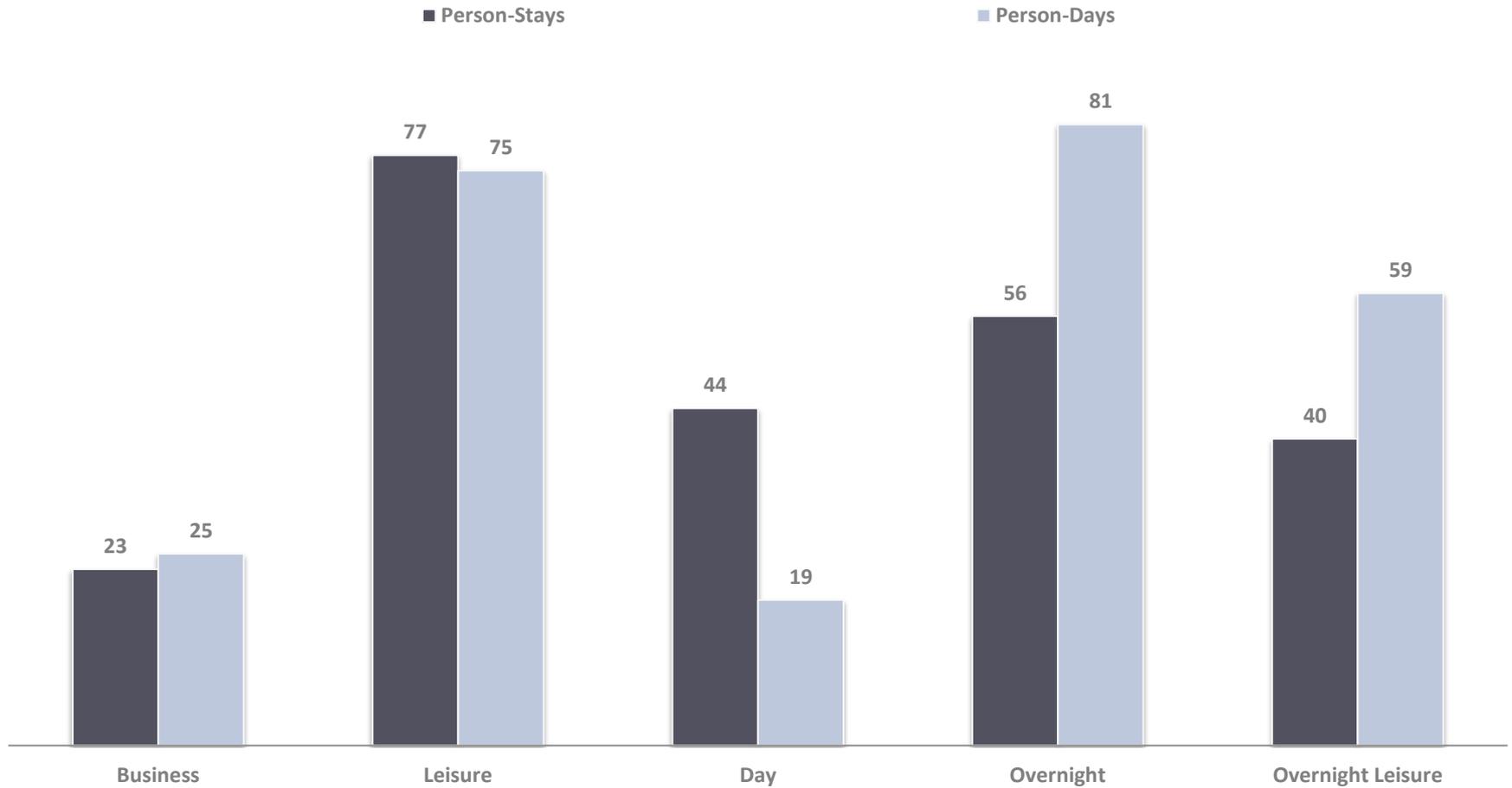


Chart 8 • Segment: 2016 Total Volume (%)

Illinois: Five-Year Share of Total U.S. Leisure Travel

MARKET SHARE

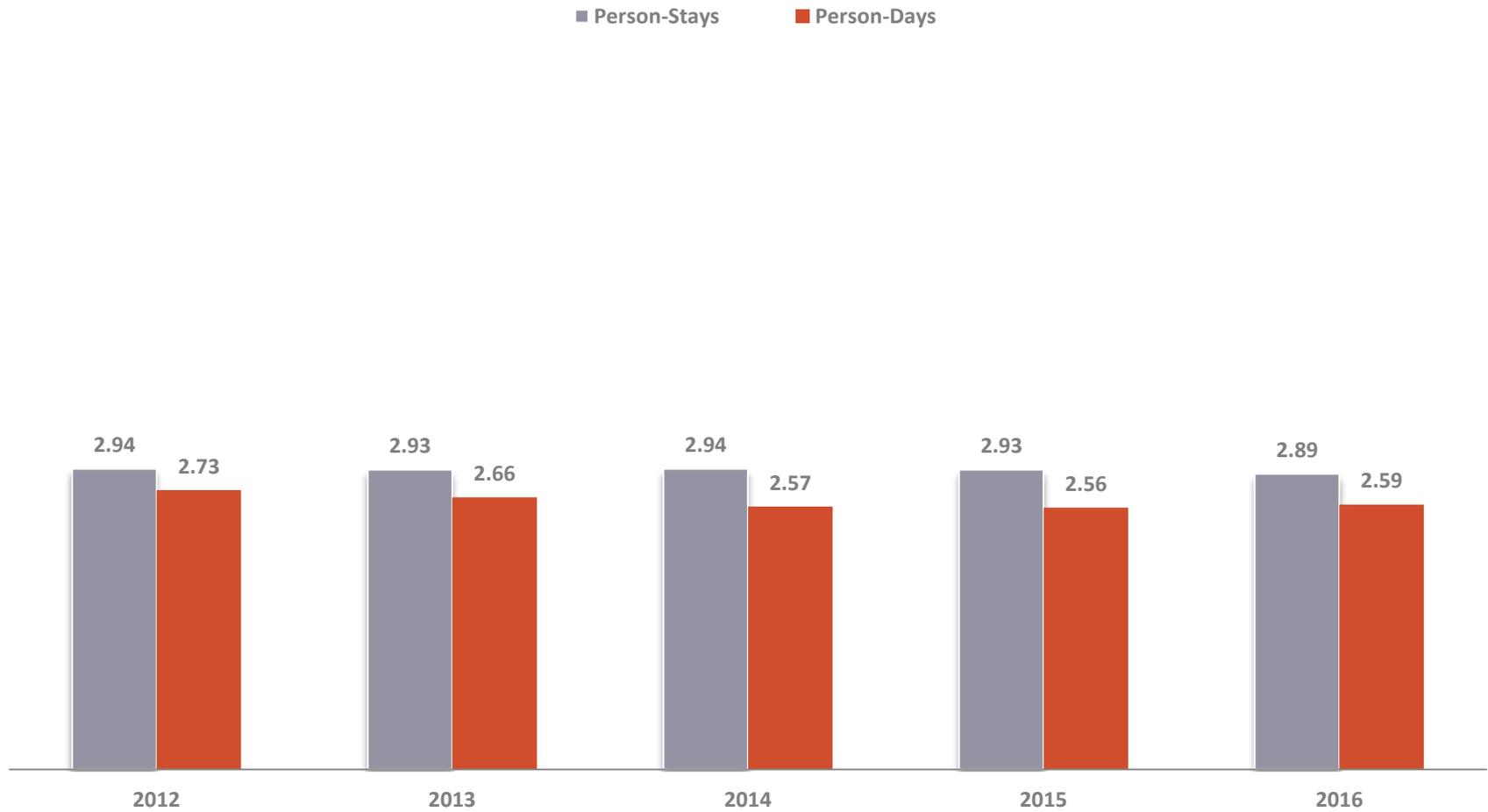


Chart 9 • Segment: 2016 Leisure (%) • Illinois N=3,001 household count

Chicago: Five-Year Share of Total U.S. Leisure Travel

MARKET SHARE

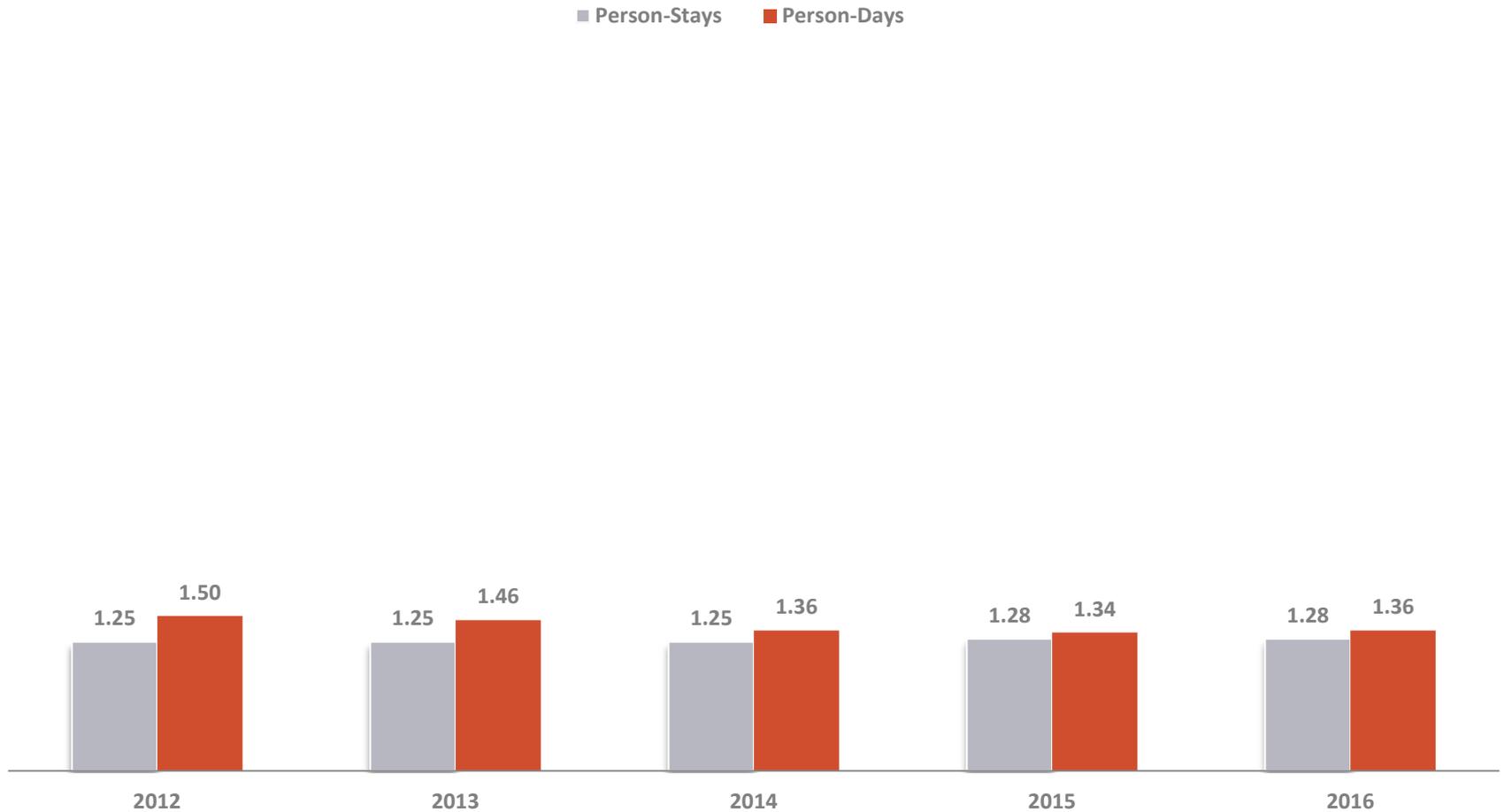


Chart 10 • Segment: 2016 Leisure (%) • Chicago N=1,841 household count

Age Distribution: U.S., Illinois, Chicago, Downstate, and Comp Set

DEMOGRAPHICS

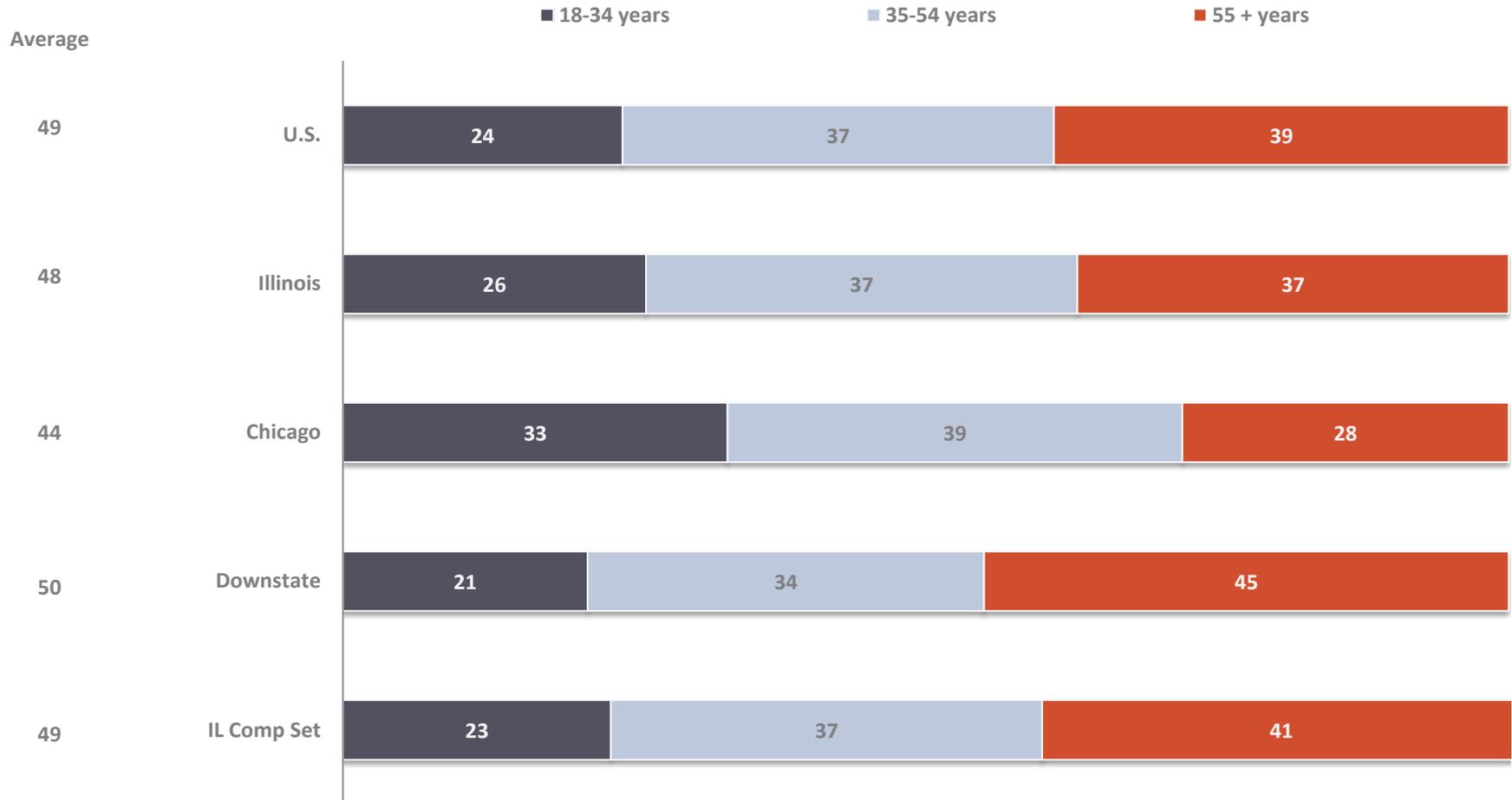


Chart 11 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

Illinois Avg. Party per Stay Spending by Age

DEMOGRAPHICS

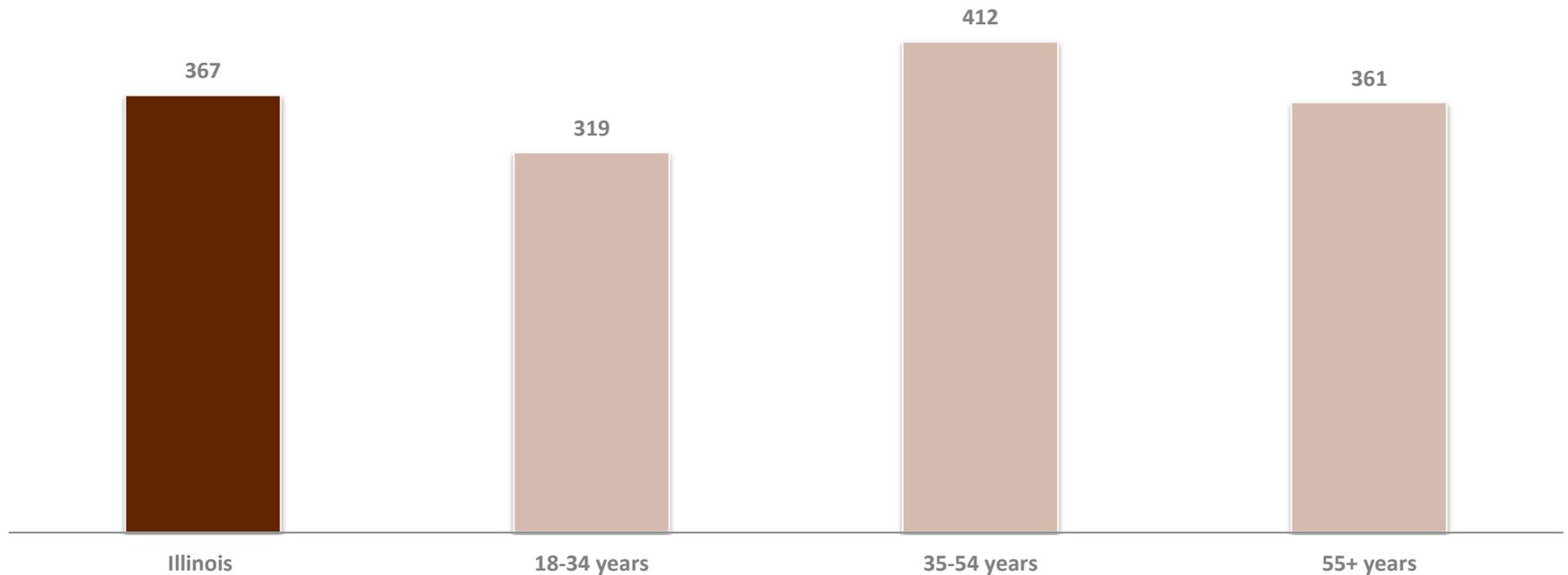


Chart 12 • Segment: 2014-2016 Leisure Stays (\$) • Illinois N=9,230 household count

GLOSSARY

Average Party per Trip 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 trip spending for a destination because the travelers' spending is included only in those subgroups of variables to which the respondent replied.

Illinois Age Comparison

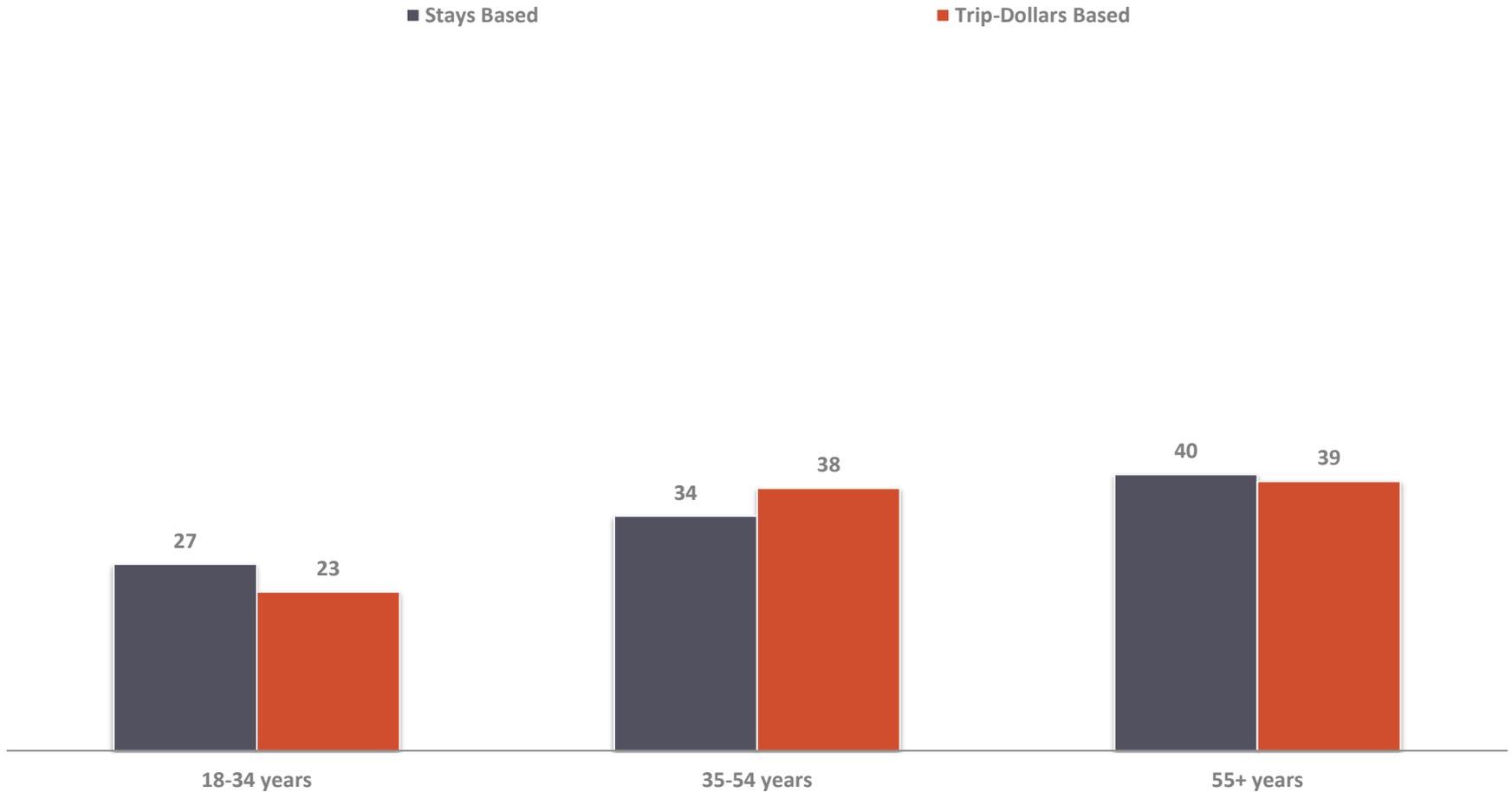


Chart 13 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count

Chicago Avg. Party per Stay Spending by Age

DEMOGRAPHICS

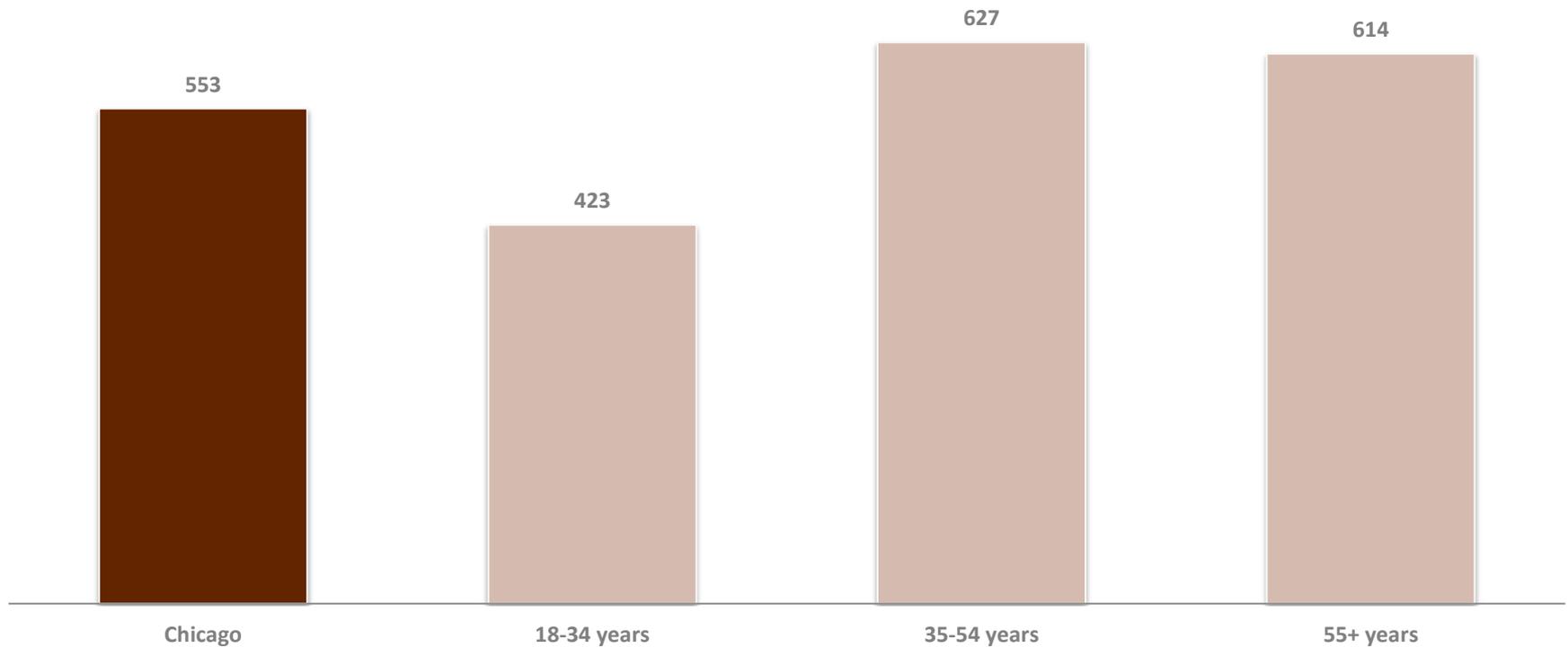


Chart 14 • Segment: 2014-2016 Leisure Stays (\$) • Chicago N=5,518 household count

GLOSSARY

Average Party per Trip 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 trip spending for a destination because the travelers' spending is included only in those subgroups of variables to which the respondent replied.

Chicago Age Comparison

DEMOGRAPHICS

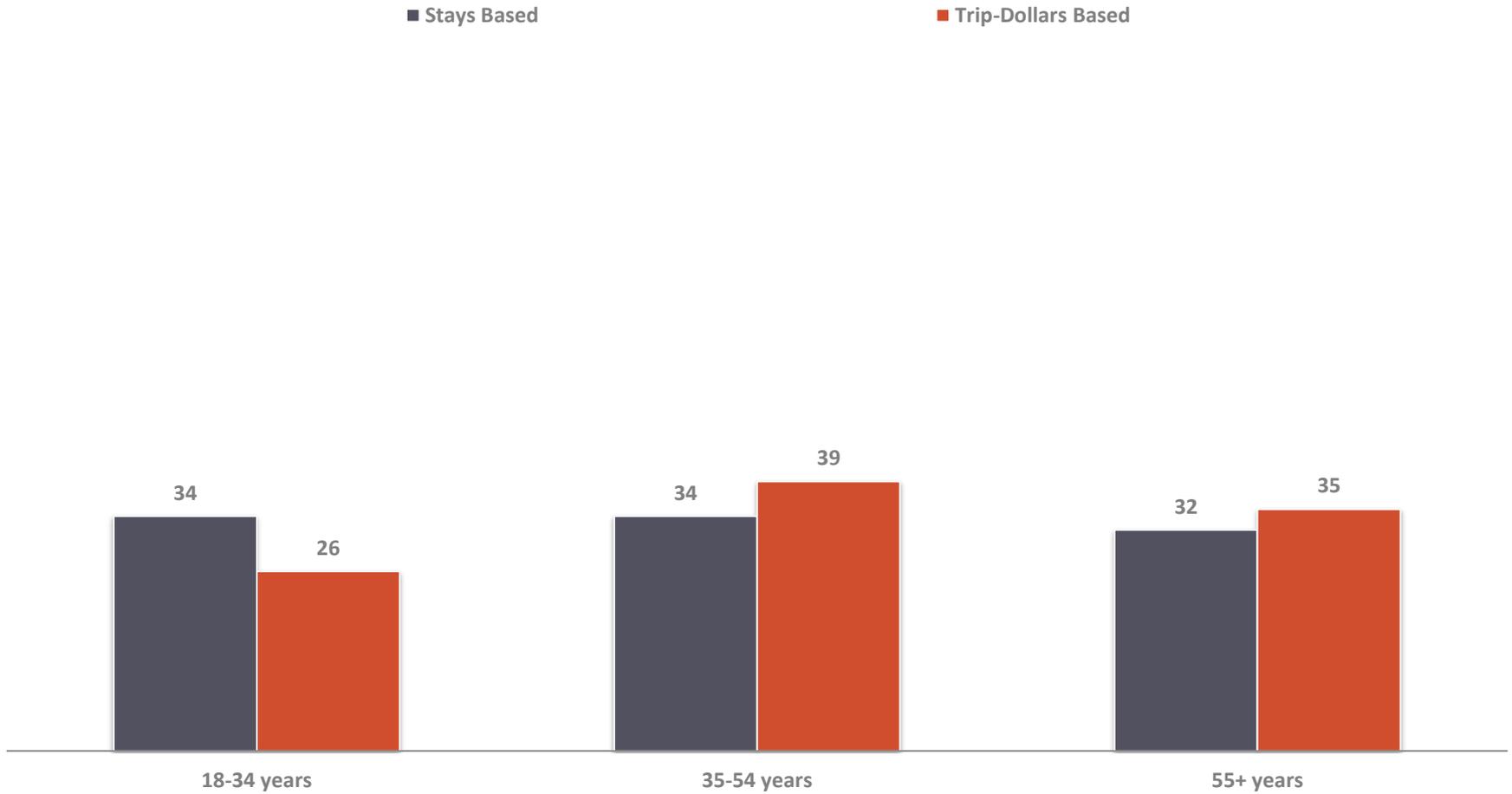


Chart 15 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count

Racial Distribution: U.S., Illinois, Chicago, Downstate, and Comp Set

DEMOGRAPHICS



Chart 16 • Segment: 2016 Leisure Person-Stayers (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

Hispanic Ethnicity: U.S., Illinois, Chicago, Downstate, and Comp Set

DEMOGRAPHICS

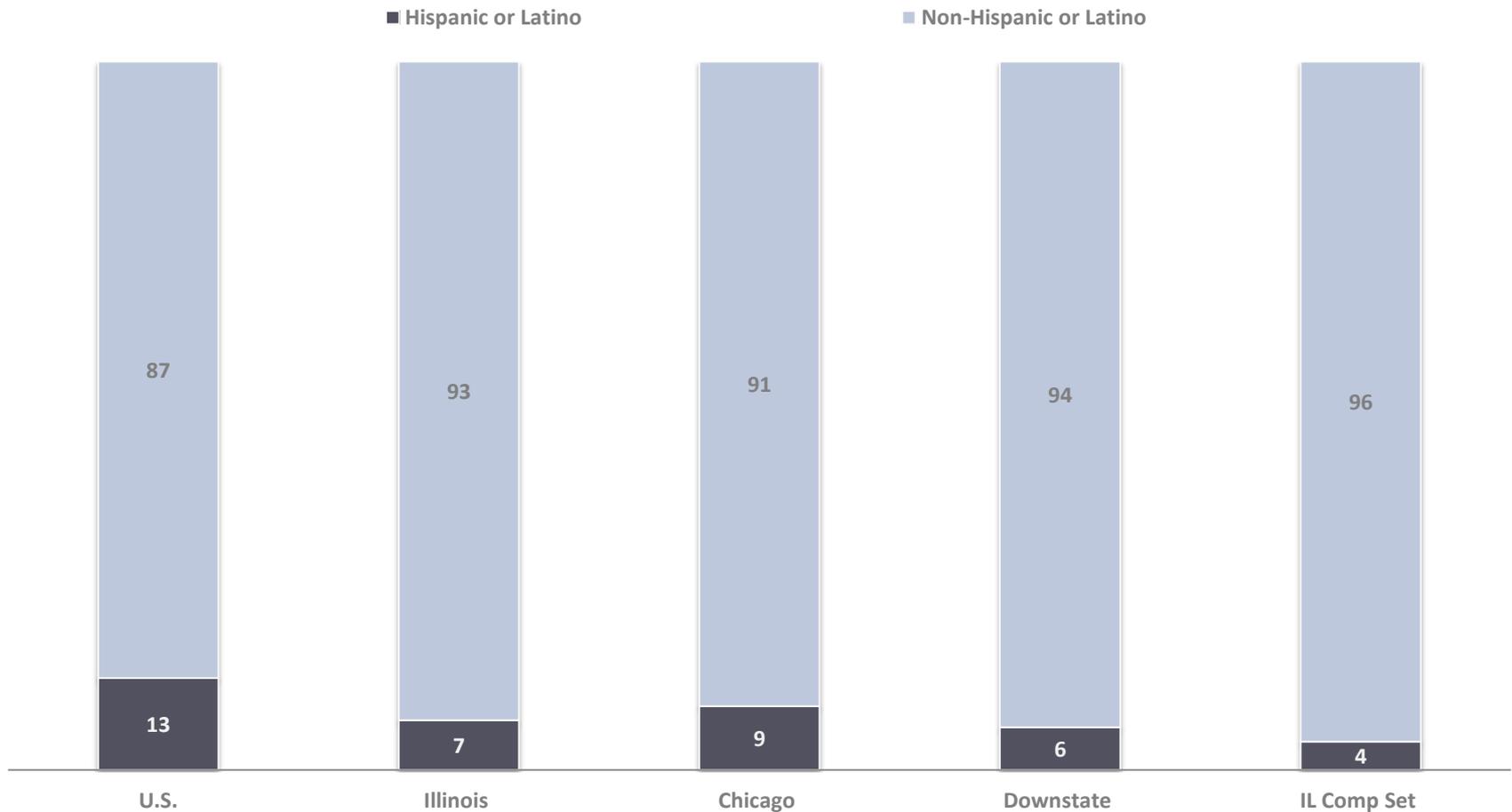


Chart 17 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

Sexual Orientation: U.S., Illinois, Chicago, Downstate, and Comp Set

DEMOGRAPHICS

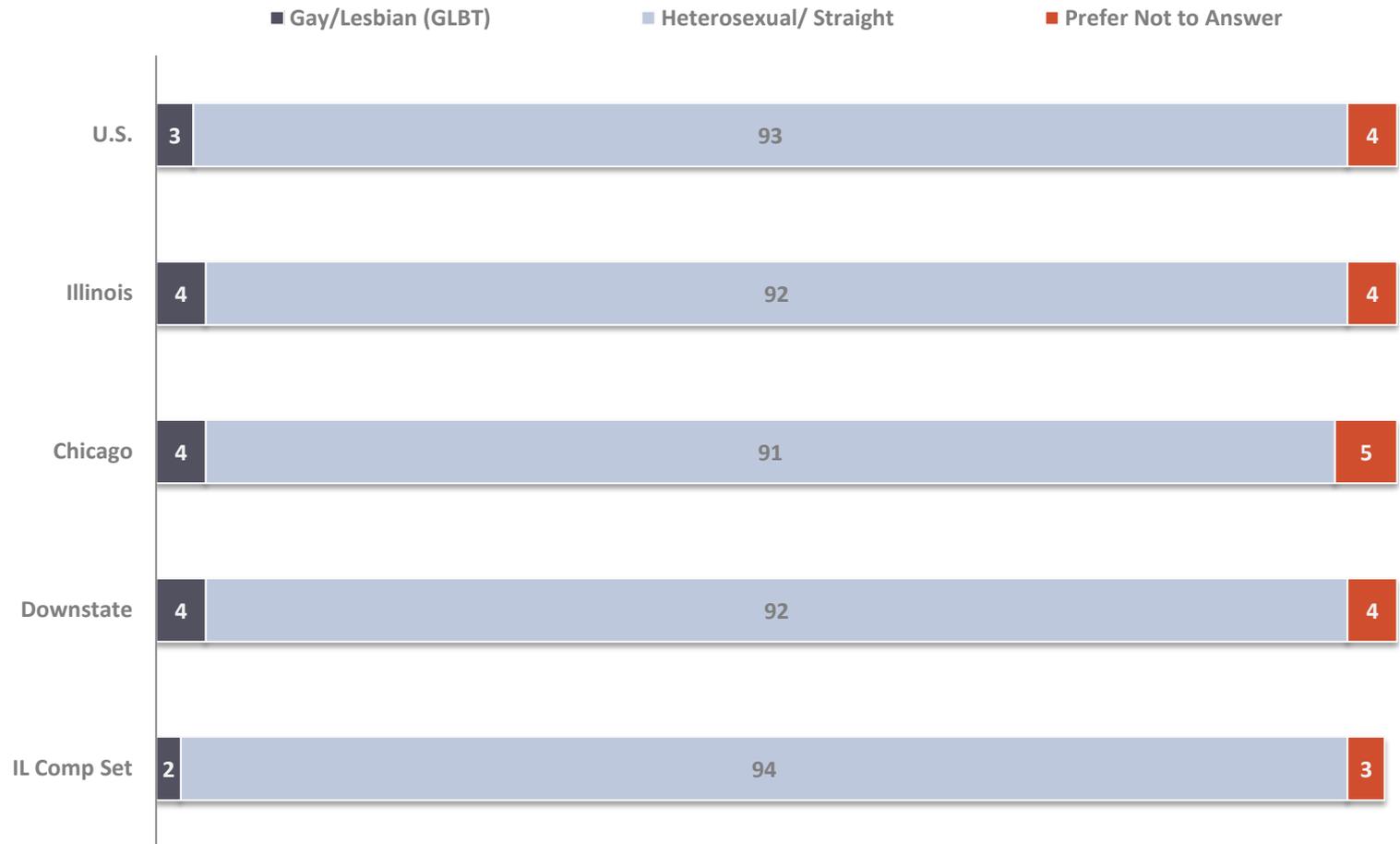


Chart 18 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

Distribution of Children in Household: U.S., Illinois, Chicago, Downstate, and Comp Set

DEMOGRAPHICS

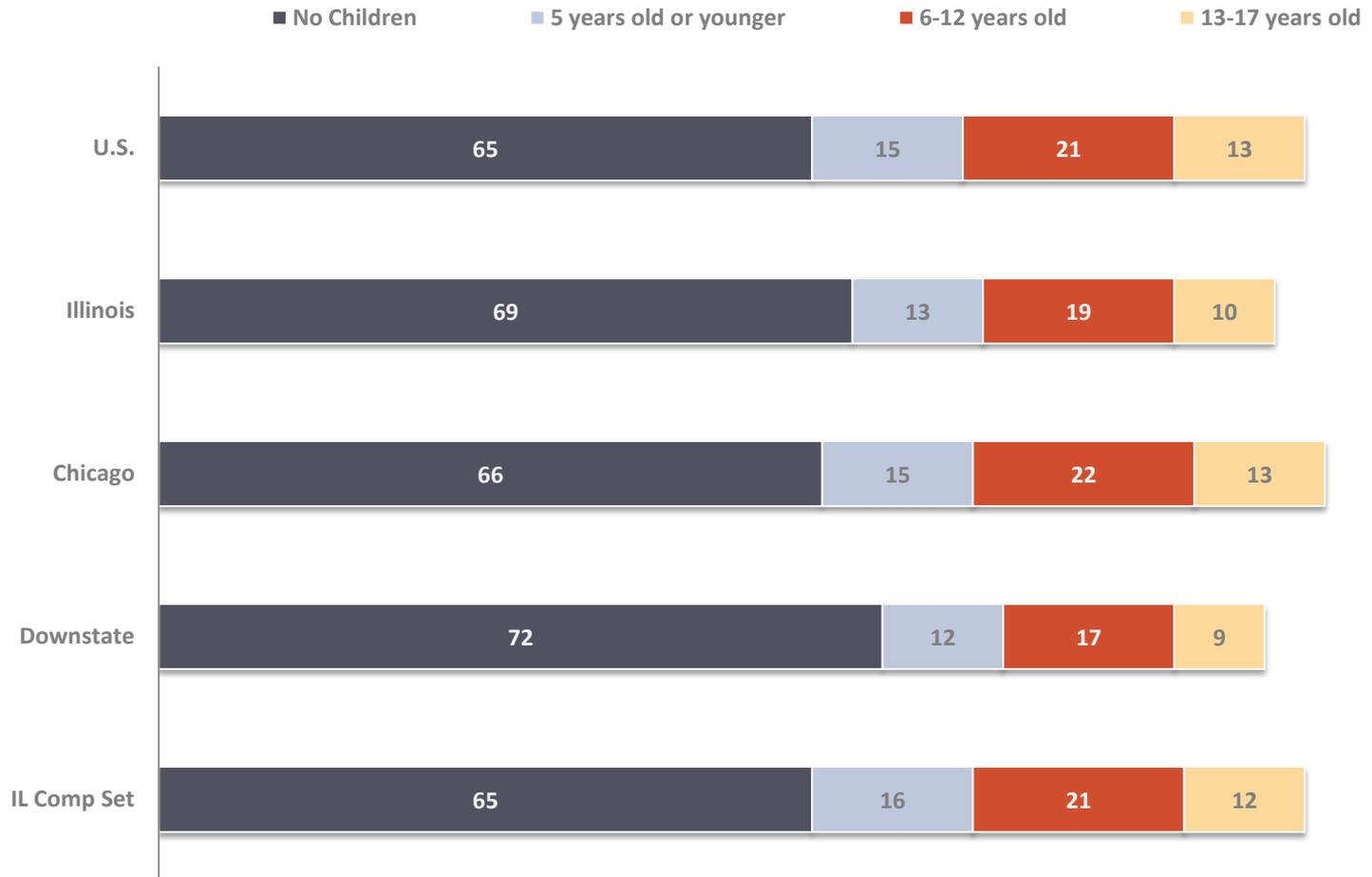


Chart 19 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

GLOSSARY

Sum exceeds 100% due to multiple-children households.

Household Income Distribution: U.S., Illinois, Chicago, Downstate, and Comp Set

DEMOGRAPHICS

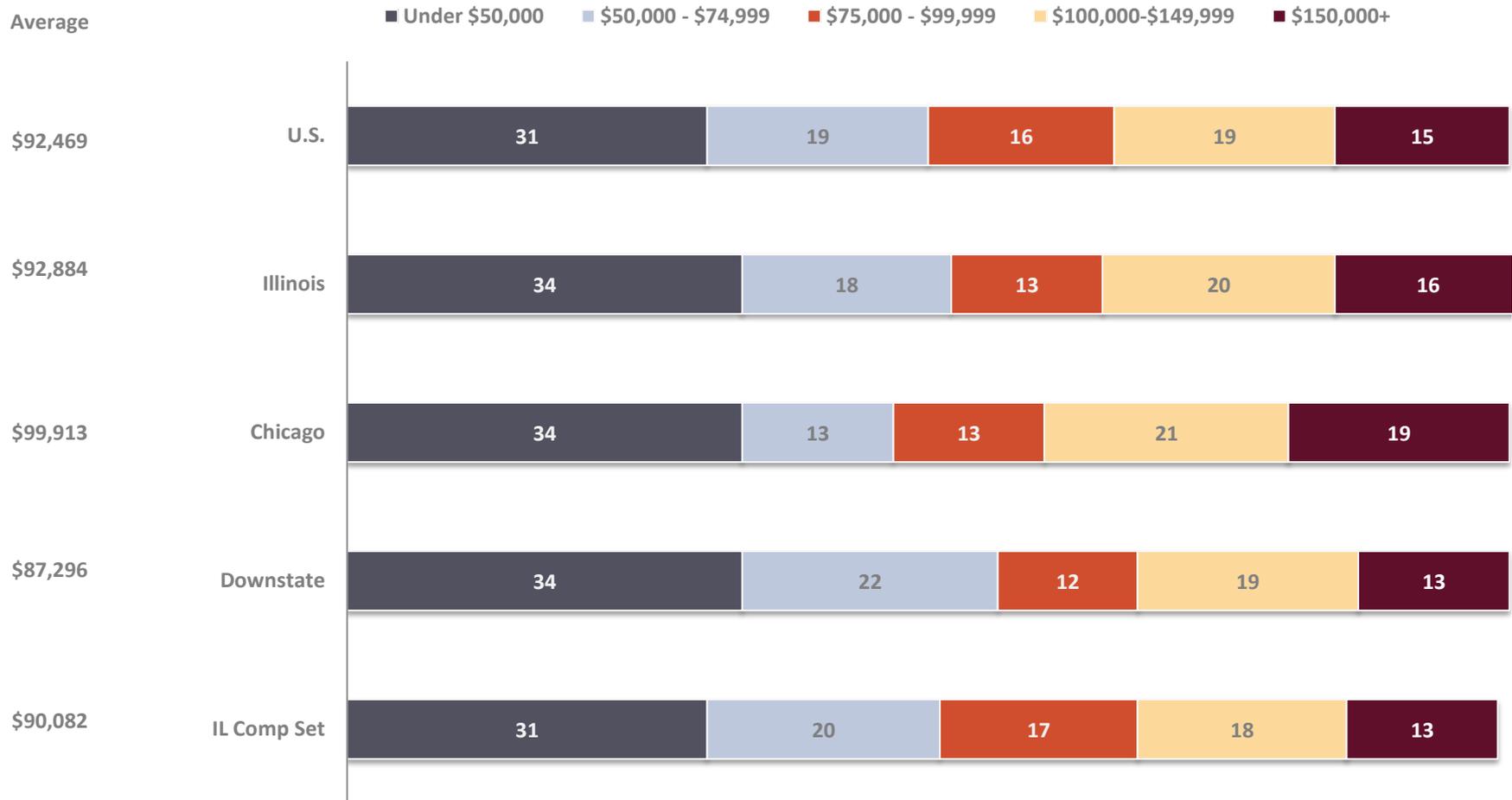


Chart 20 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

Lifestage Distribution: U.S., Illinois, Chicago, Downstate, and Comp Set

DEMOGRAPHICS

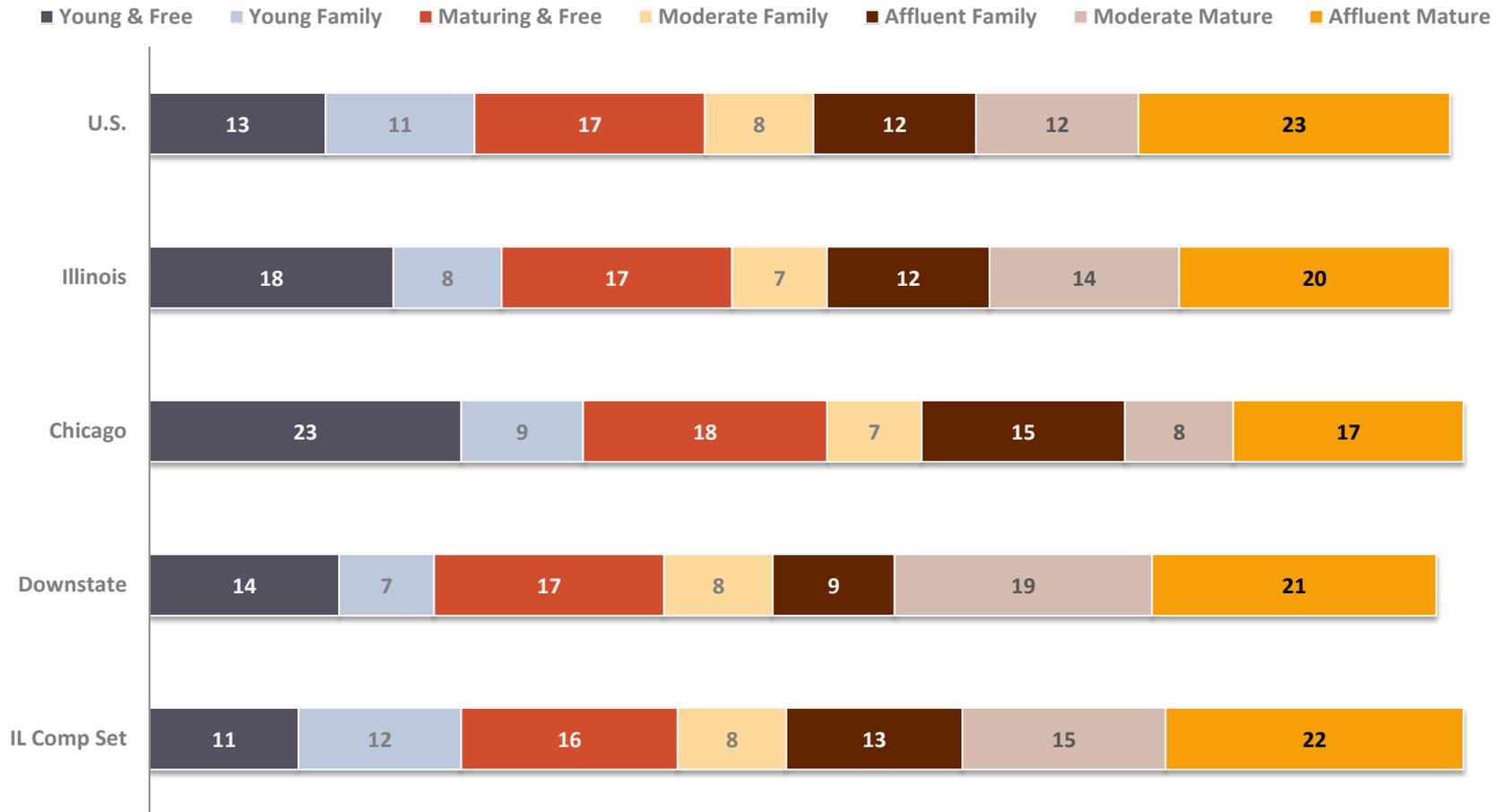


Chart 21 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

Illinois Avg. Party per Stay Spending by Lifestage

DEMOGRAPHICS



Chart 22 • Segment: 2014-2016 Leisure Stays (\$) • Illinois N=9,230 household count

Illinois Lifestage Comparison

DEMOGRAPHICS

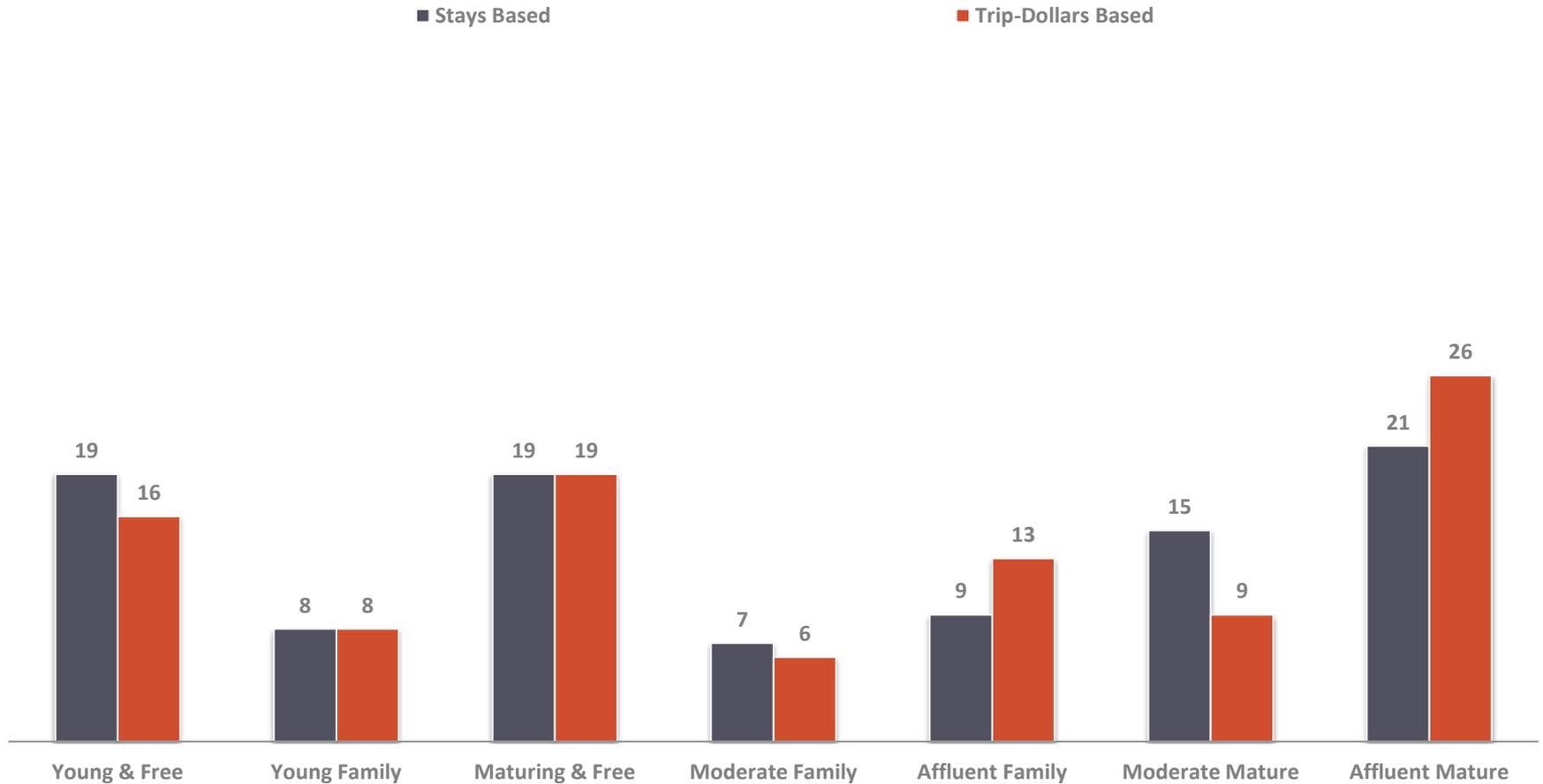


Chart 23 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count

Chicago Avg. Party per Stay Spending by Lifestage

DEMOGRAPHICS

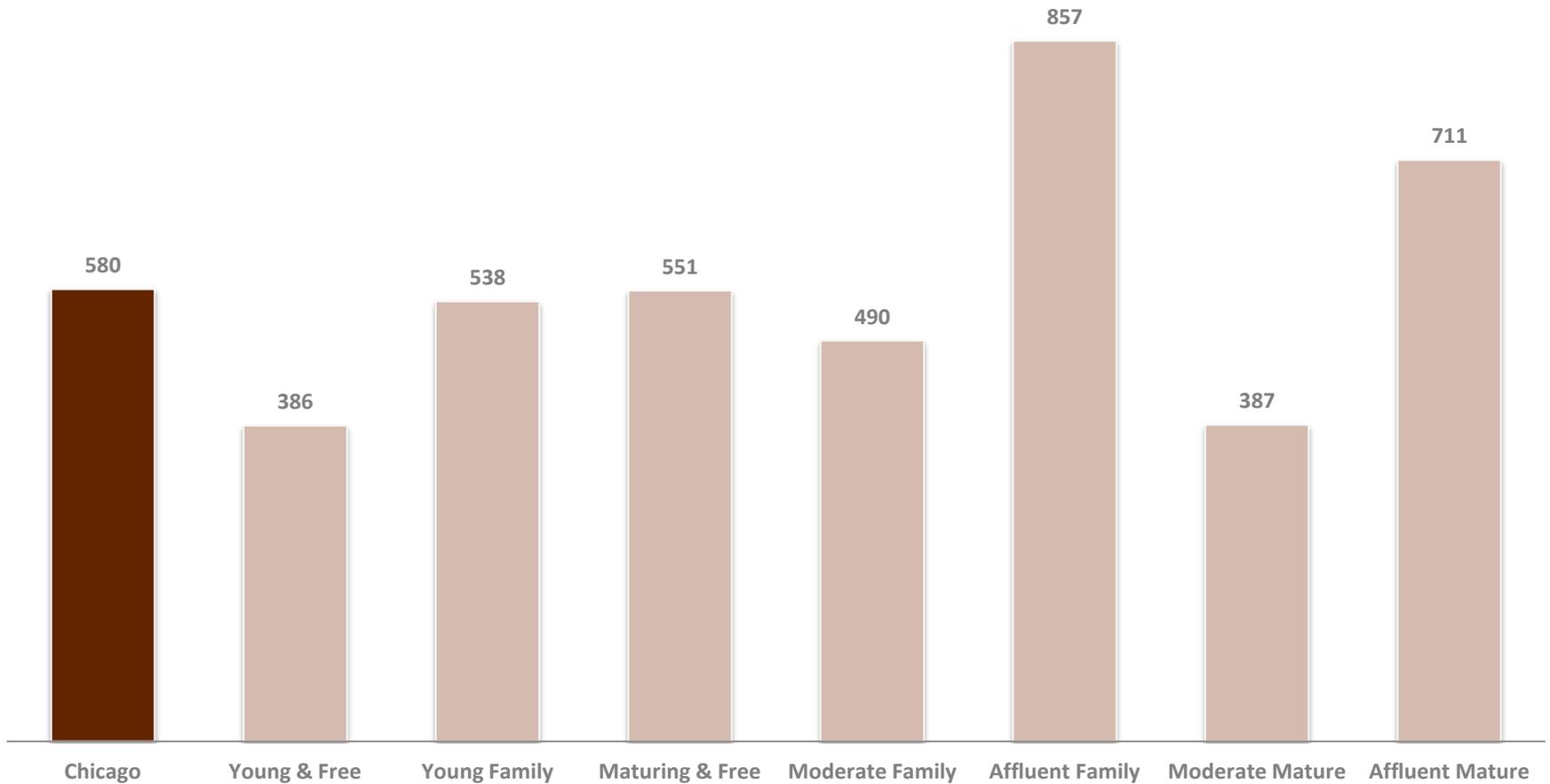


Chart 24 • Segment: 2014-2016 Leisure Stays (\$) • Chicago N=5,518 household count

Chicago Lifestage Comparison

DEMOGRAPHICS

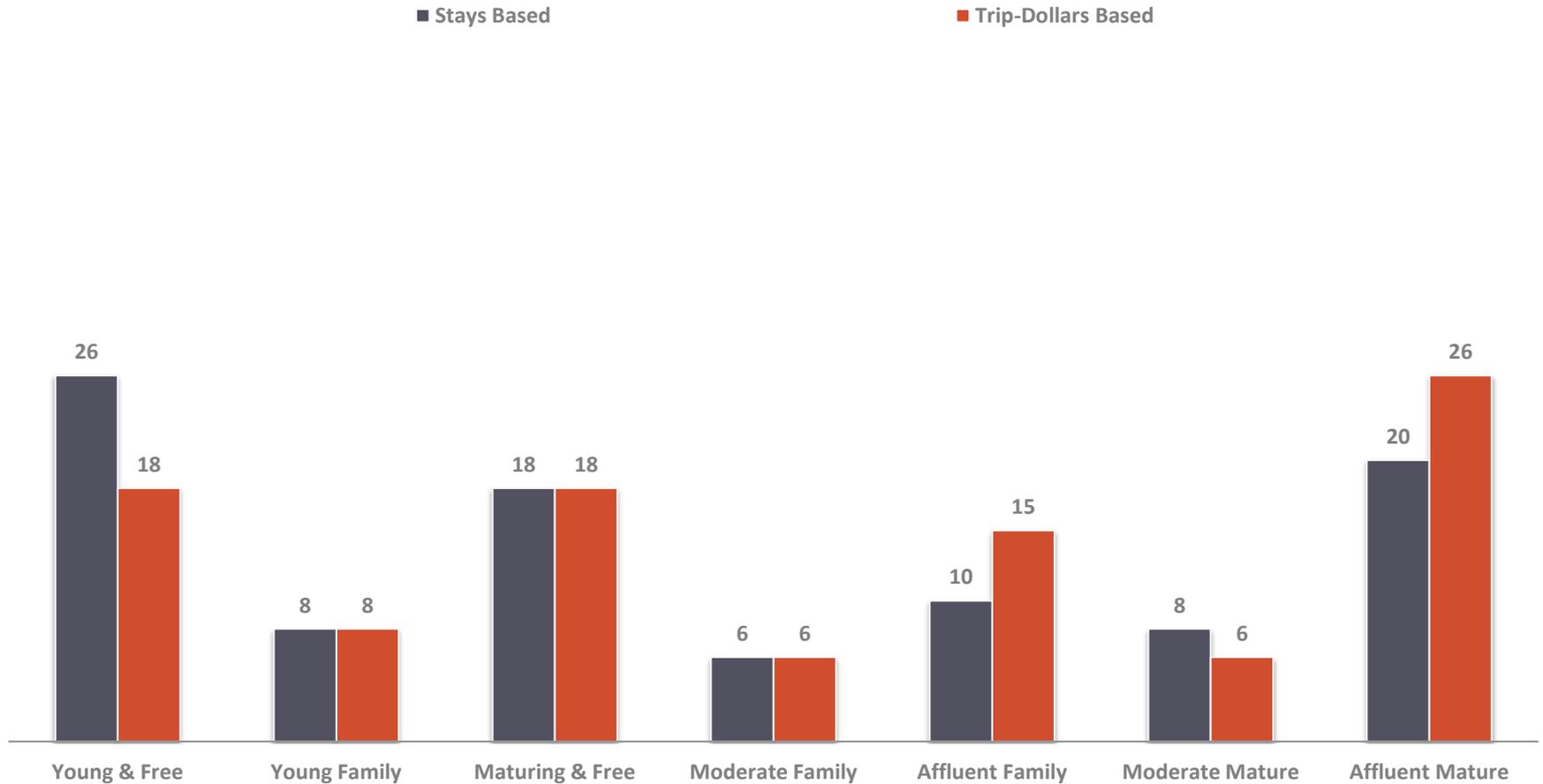


Chart 25 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count

Traveler Generation Distribution: U.S., Illinois, Chicago, Downstate, and Comp Set

DEMOGRAPHICS

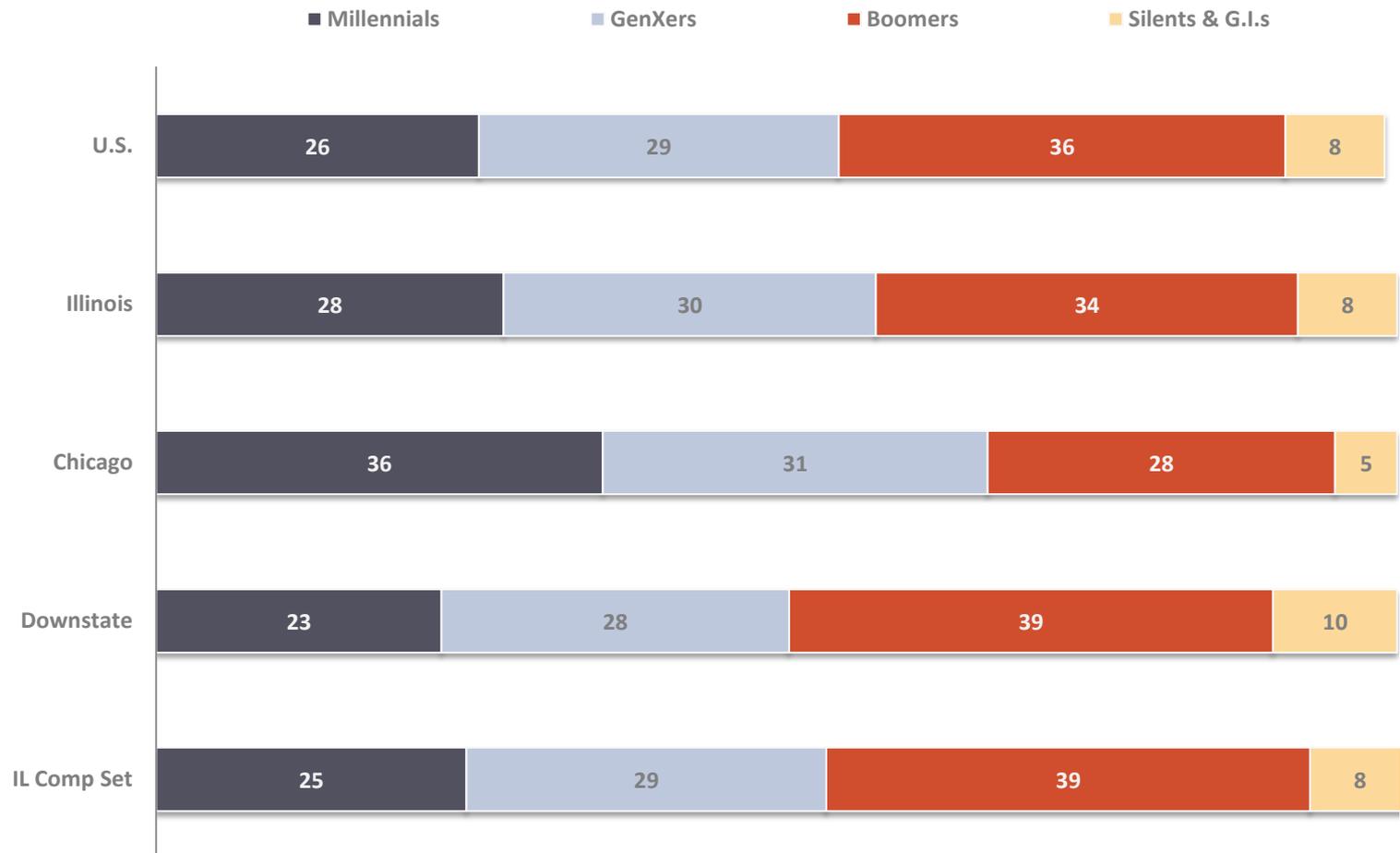


Chart 26 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

Illinois Avg. Party per Stay Spending by Generation

DEMOGRAPHICS

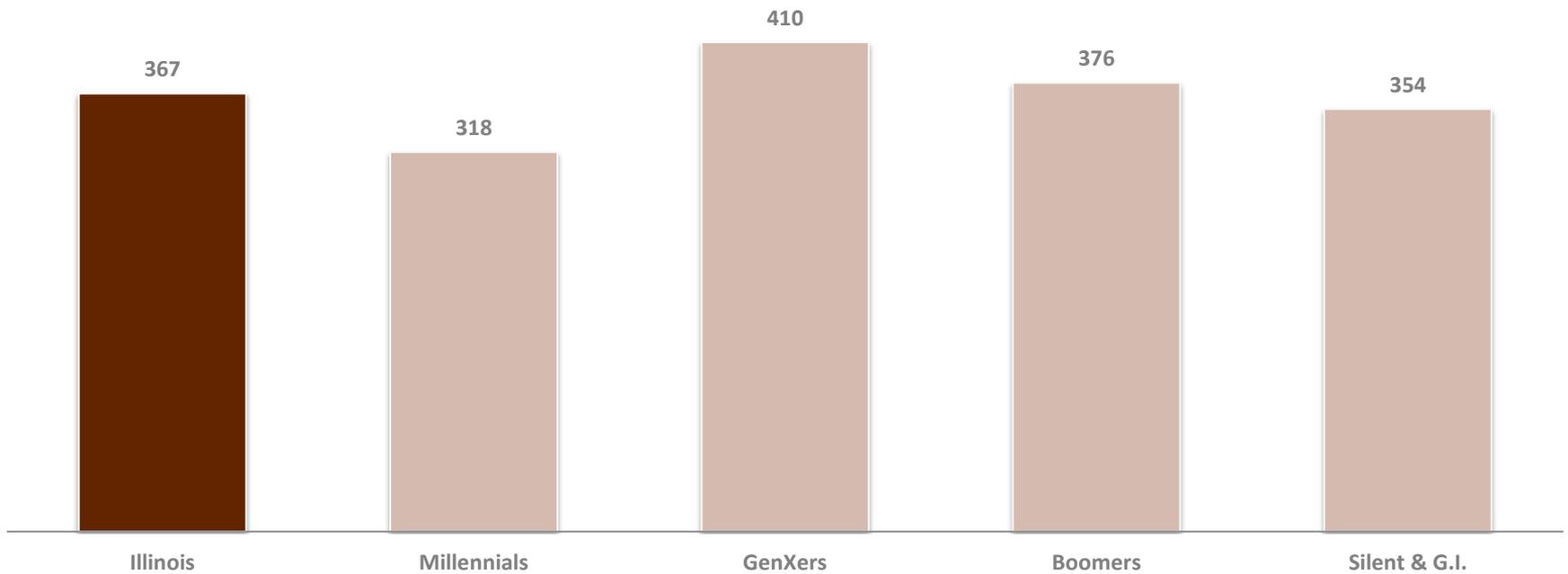


Chart 27 • Segment: 2014-2016 Leisure Stays (\$) • Illinois N=9,230 household count

Illinois Traveler Generation Comparison

DEMOGRAPHICS

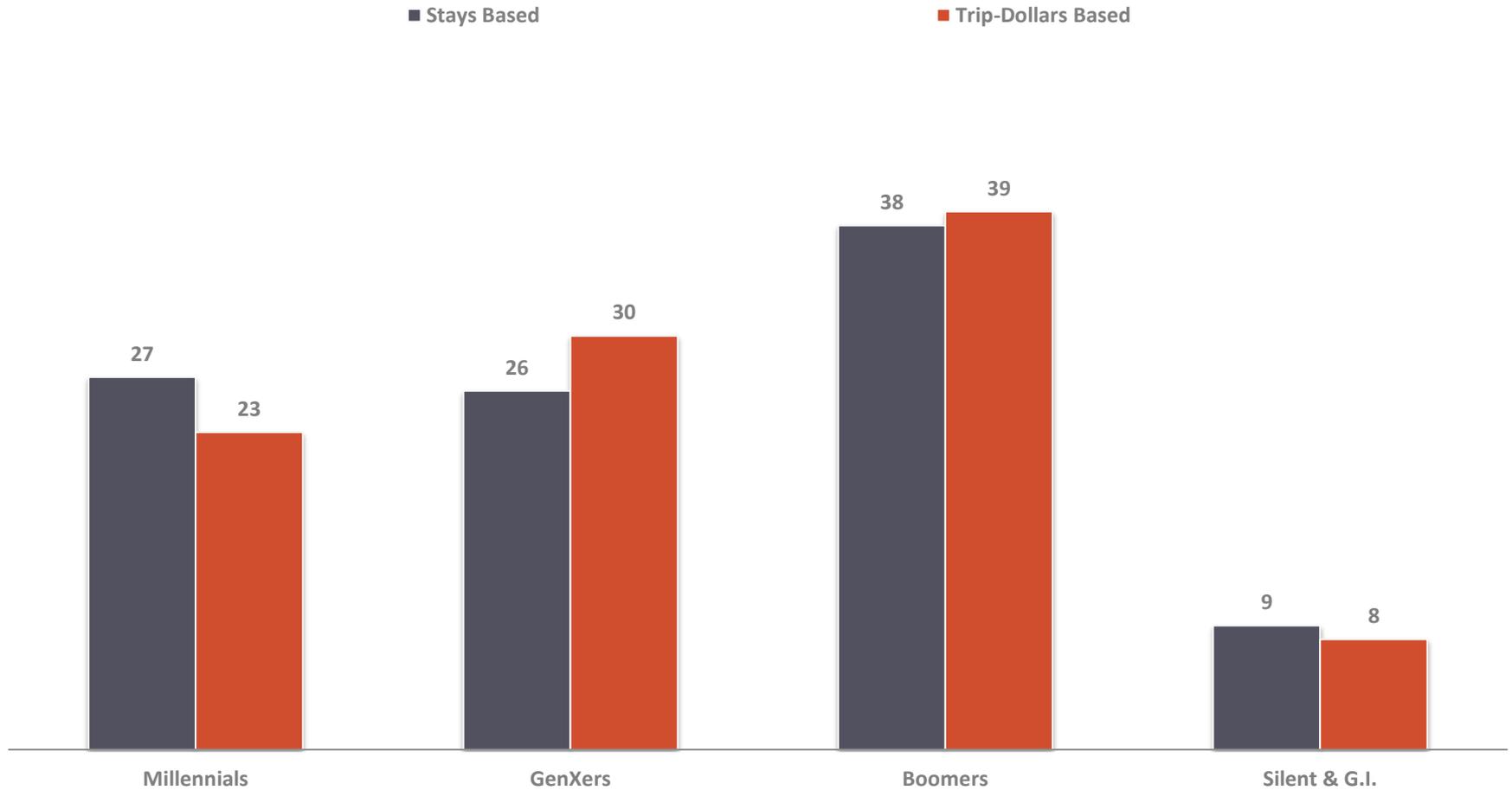


Chart 28 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count

Chicago Avg. Party per Stay Spending by Generation

DEMOGRAPHICS

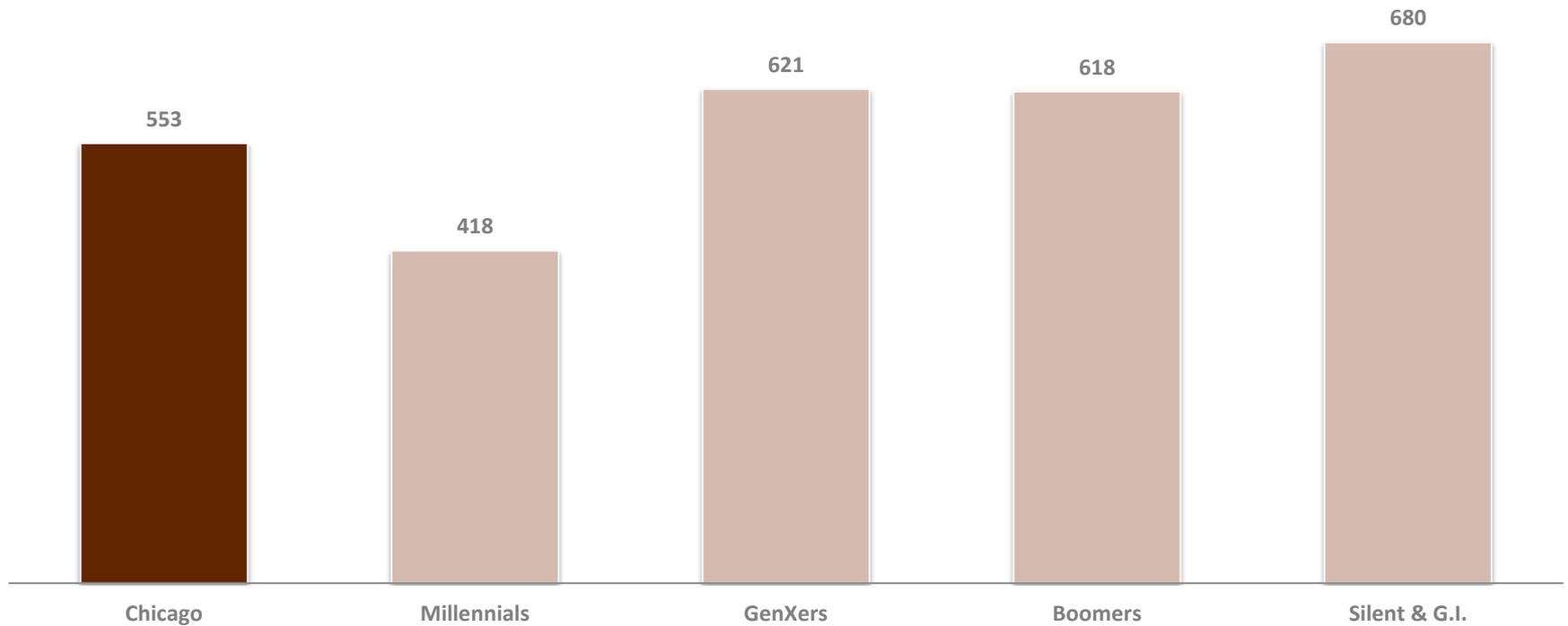


Chart 29 • Segment: 2014-2016 Leisure Stays (\$) • Chicago N=5,518 household count

Chicago Traveler Generation Comparison

DEMOGRAPHICS

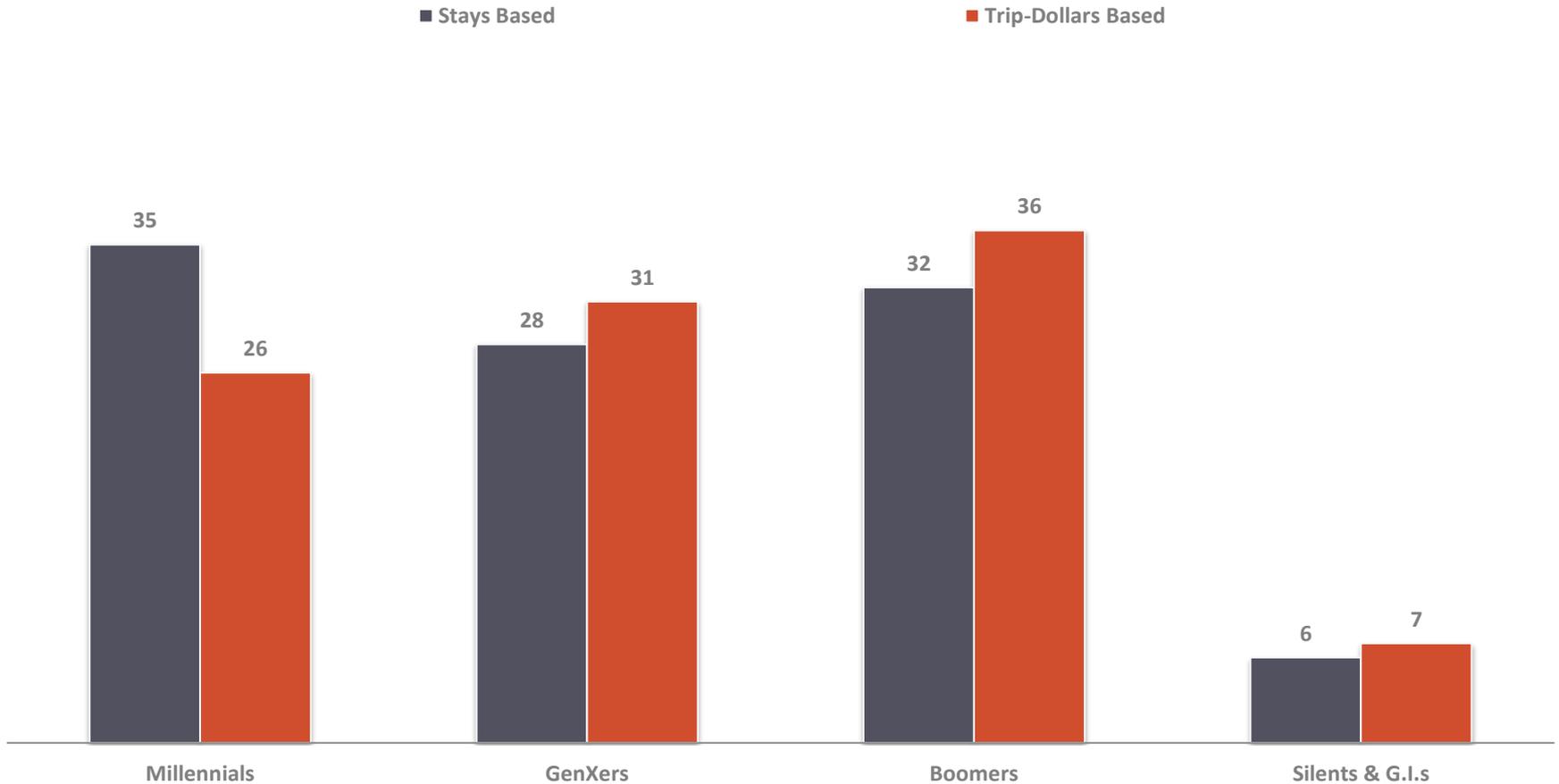
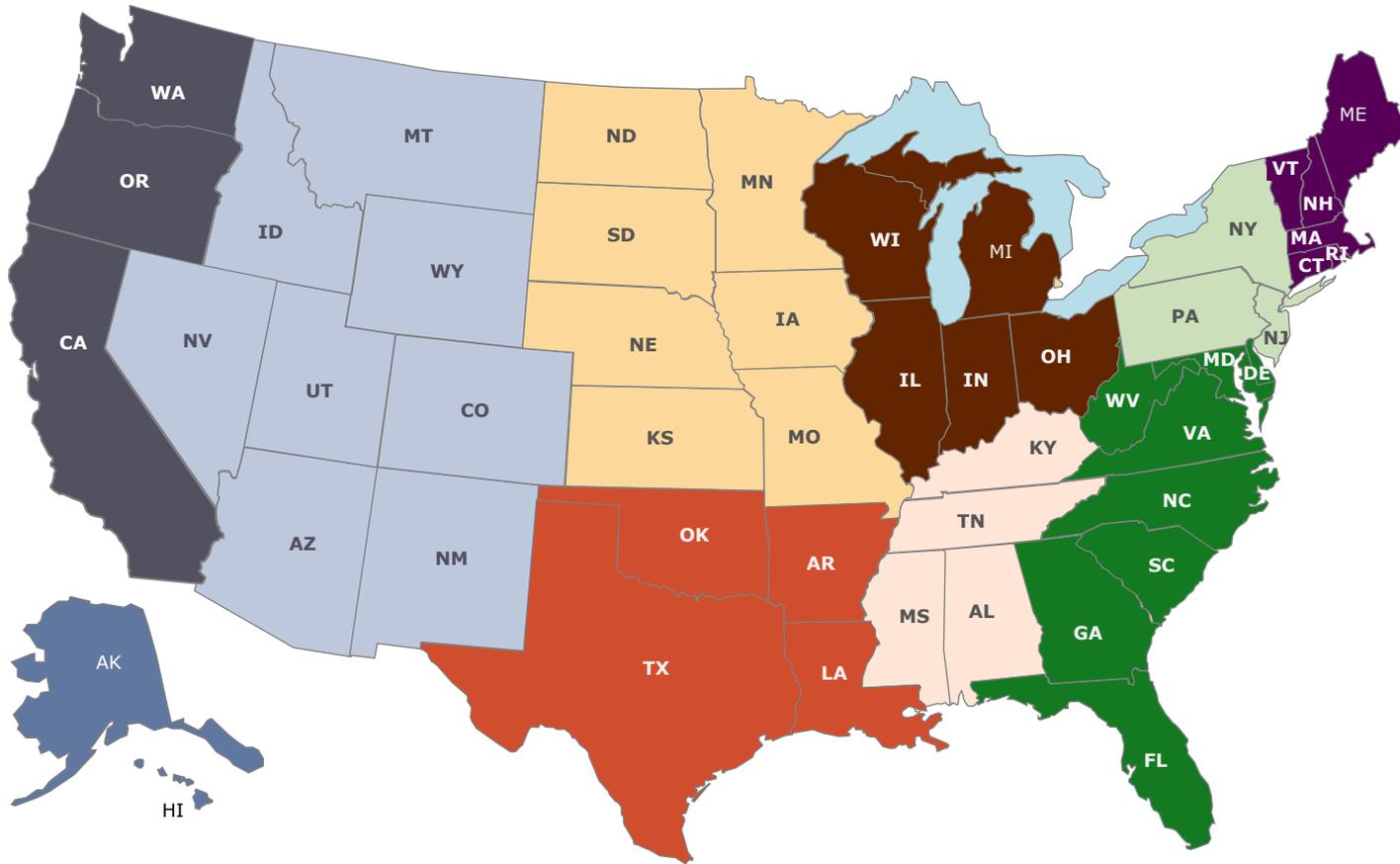


Chart 30 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count

Origin Divisions for Travel to Illinois

TRIP ORIGIN



LEGEND

Pacific	4.4%
Mountain	1.7%
West North Central	9.1%
West South Central	2.3%
East North Central	74.4%
East South Central	1.0%
New England	1.0%
Middle Atlantic	1.7%
South Atlantic	4.3%

Chart 31 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count

Top Origin States to Illinois

TRIP ORIGIN

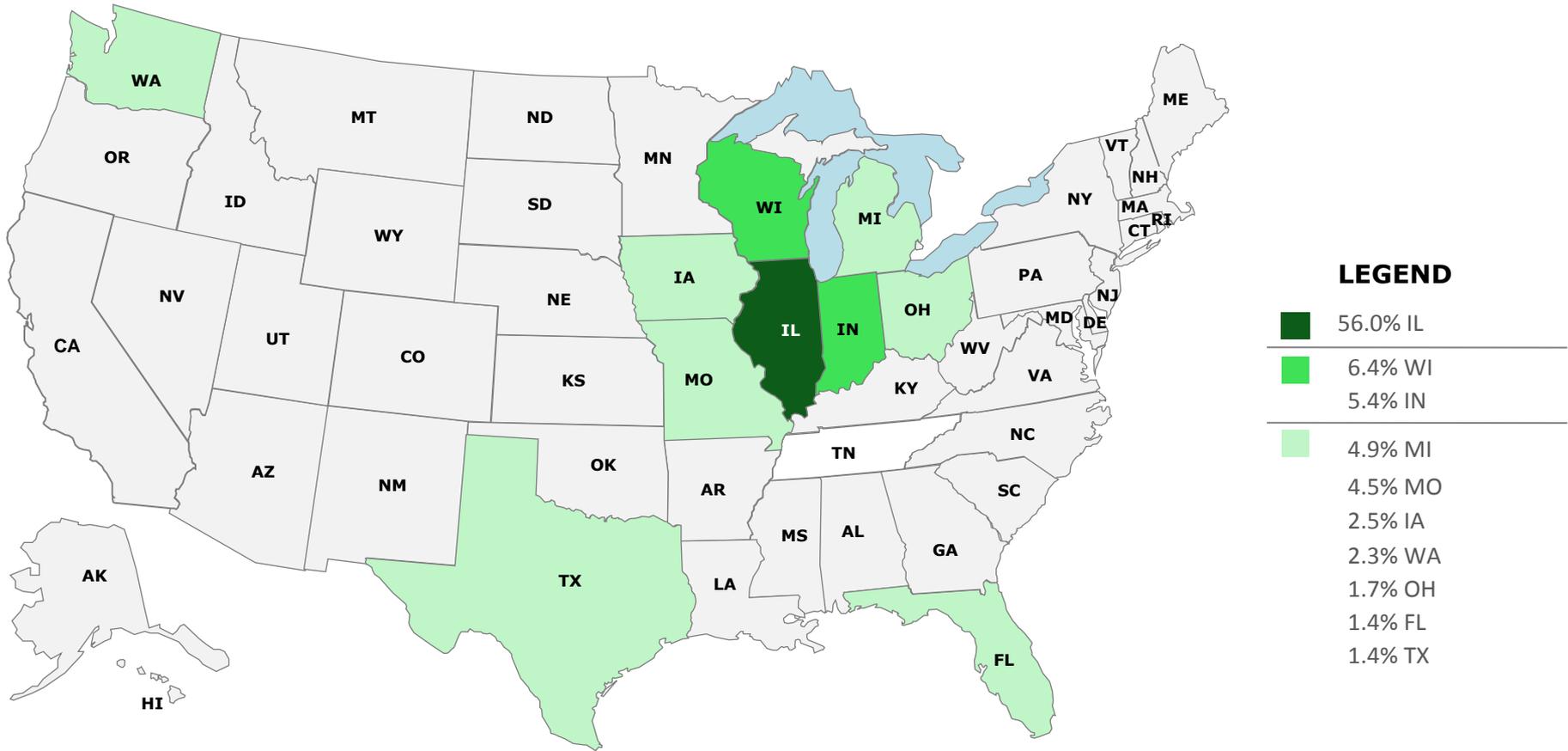


Chart 32 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count

Origin Divisions for Travel to Chicago

TRIP ORIGIN

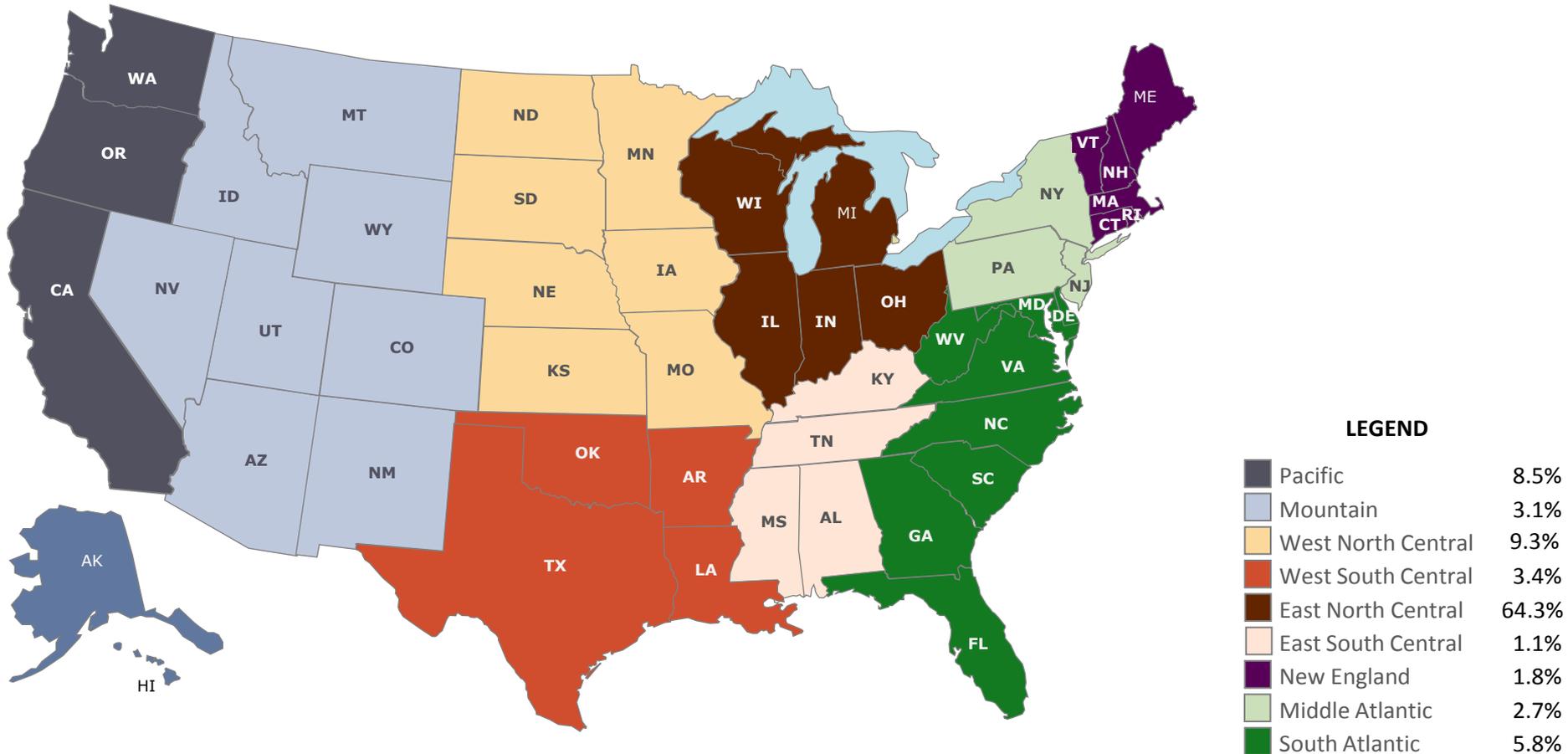


Chart 33 • Segment: 2016 Leisure Person-Stays (%) • Chicago N=1,841 household count

Top Origin States to Chicago

TRIP ORIGIN

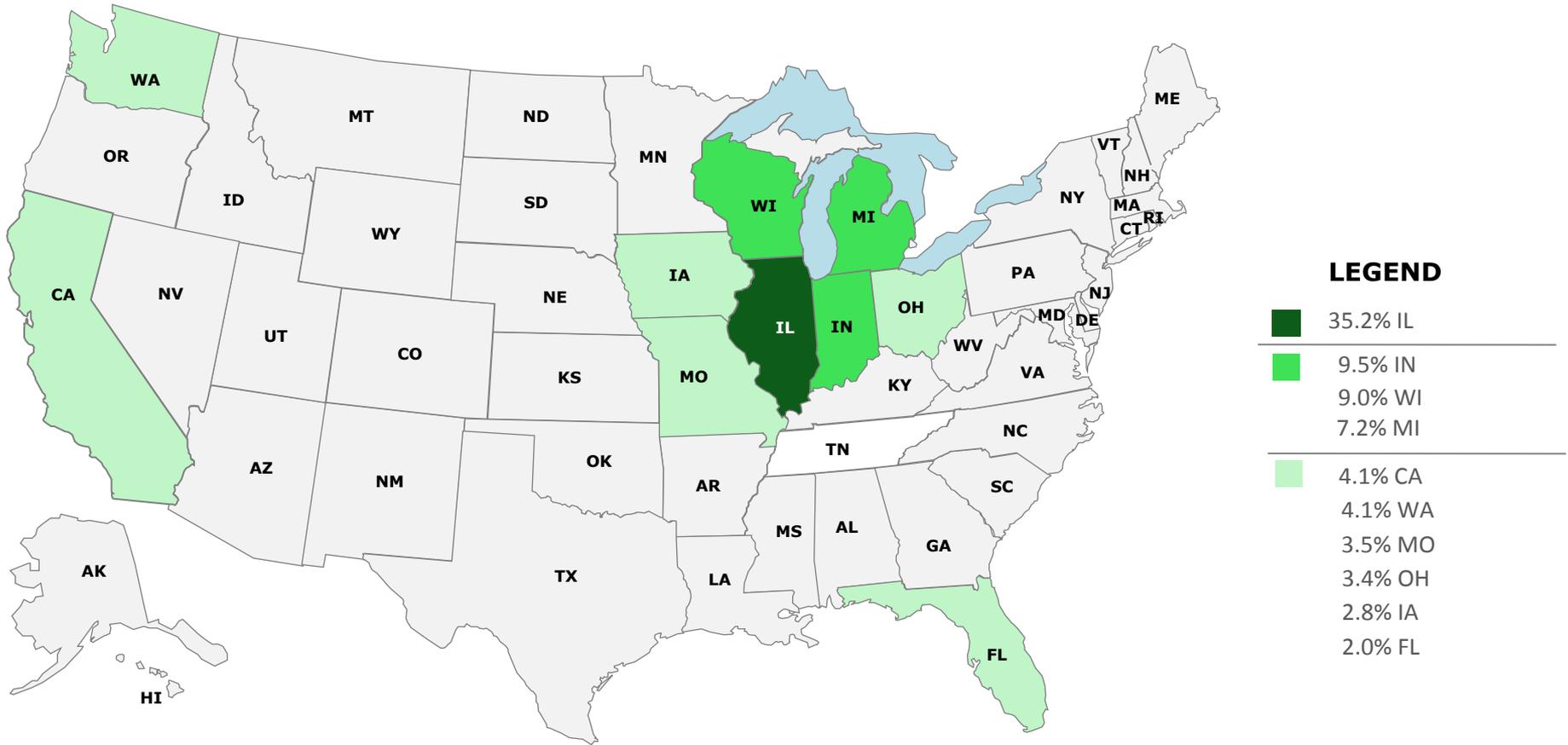


Chart 34 • Segment: 2016 Leisure Person-Stays (%) • Chicago N=1,841 household count

Top Origin DMAs for Leisure Travel

(Rank Order by Illinois Person-Stays)

TRIP ORIGIN

	U.S.	ILLINOIS	CHICAGO	DOWNSTATE	COMP SET
Chicago, IL	2.8%	40.4%	32.1%	47.1%	5.5%
St. Louis, MO	1.0%	6.7%	2.8%	9.8%	2.9%
Champaign & Springfield- Decatur, IL	0.3%	5.8%	1.1%	9.5%	0.3%
Milwaukee, WI	0.9%	4.4%	6.2%	3.0%	3.6%
Peoria-Bloomington, IL	0.2%	3.0%	1.8%	3.8%	0.2%
Detroit, MI	1.6%	2.9%	4.0%	2.4%	7.3%
Rockford, IL	0.1%	2.4%	1.2%	3.3%	0.3%
Indianapolis, IN	1.0%	2.3%	3.8%	1.1%	4.4%
Davenport-Rock Island-Moline, IL	0.3%	2.2%	2.5%	2.0%	1.4%
Yakima-Pasco-Richland- Kennewick, WA	0.2%	1.5%	3.4%	2.0%	1.4%
Top 10 Sum	8.4%	71.6%	58.9%	84.0%	27.3%

Chart 35 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count

Top Origin DMAs for Chicago Leisure Travel

TRIP ORIGIN

	U.S.	CHICAGO
Chicago, IL	2.8%	32.1%
Milwaukee, WI	0.9%	6.2%
Indianapolis, IN	1.0%	4.1%
Detroit, MI	1.6%	3.6%
Yakima-Pasco-Richland-Kennewick, WA	0.2%	3.4%
St. Louis, MO	1.0%	2.8%
Los Angeles, CA	5.1%	2.6%
Davenport-Rock Island-Moline, IL	0.3%	2.5%
Grand Rapids-Kalamazoo-Battle Creek, MI	0.7%	2.4%
Peoria-Bloomington, IL	0.2%	1.8%
Top 10 Sum	13.8%	61.5%

Chart 36 • Segment: 2016 Leisure Person-Stays (%) • Chicago N=1,841 household count

Illinois Avg. Party per Stay Spending Top 10 Origin DMAs by Spend

TRIP ORIGIN

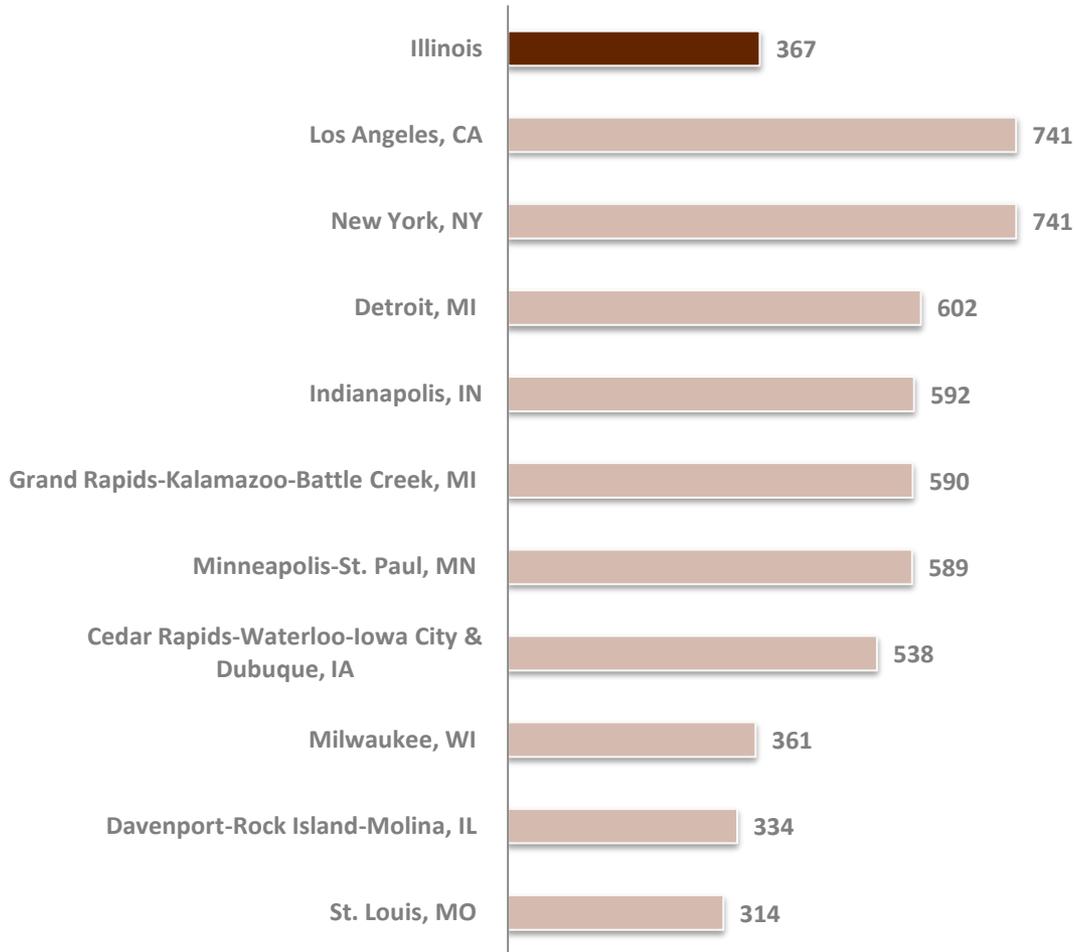


Chart 37 • Segment: 2014-2016 Leisure Stays (\$) • Illinois N=9,230 household count

Chicago Avg. Party per Stay Spending Top 10 Origin DMAs by Spend

TRIP ORIGIN

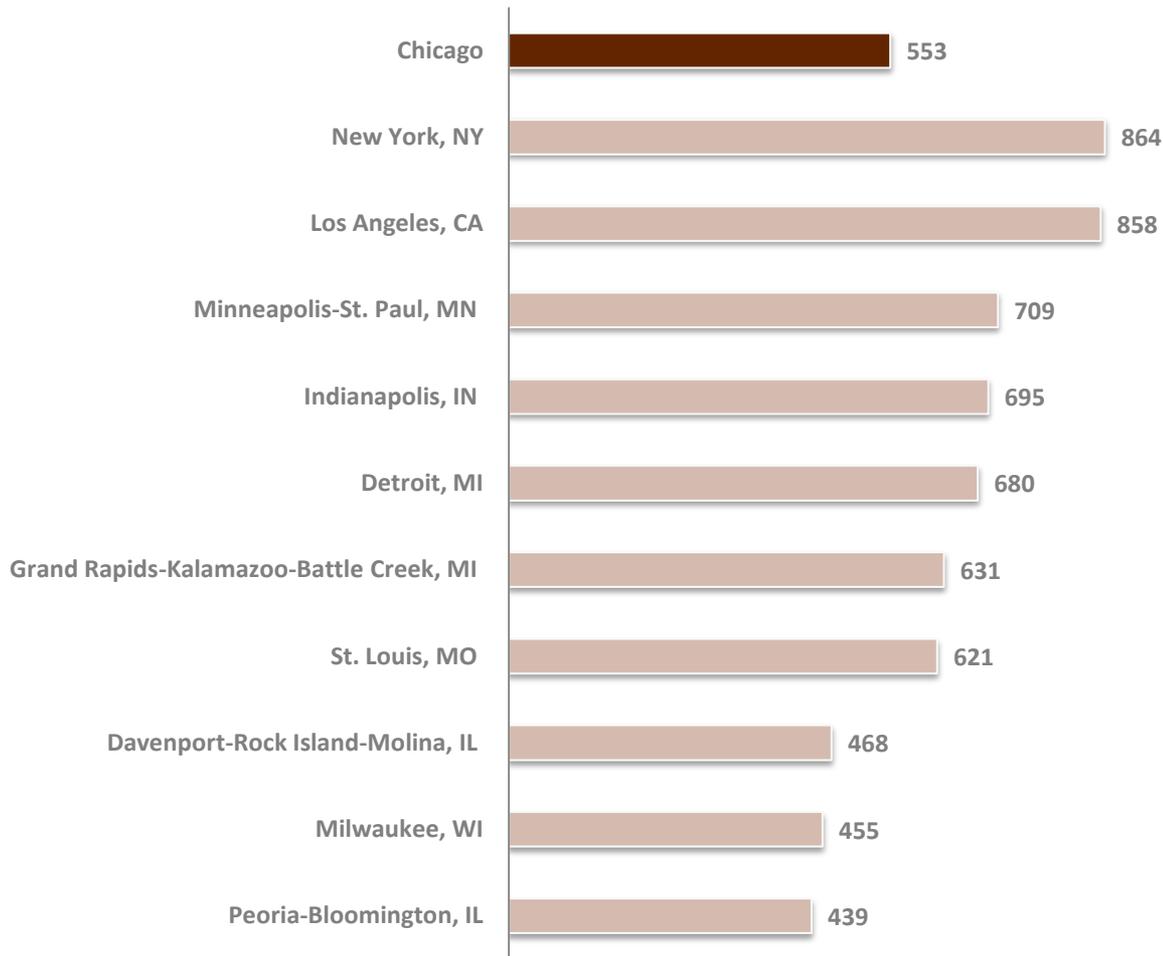


Chart 38 • Segment: 2014-2016 Leisure Stays (\$) • Chicago N=5,518 household count

Illinois Origin DMA Comparison

TRIP ORIGIN

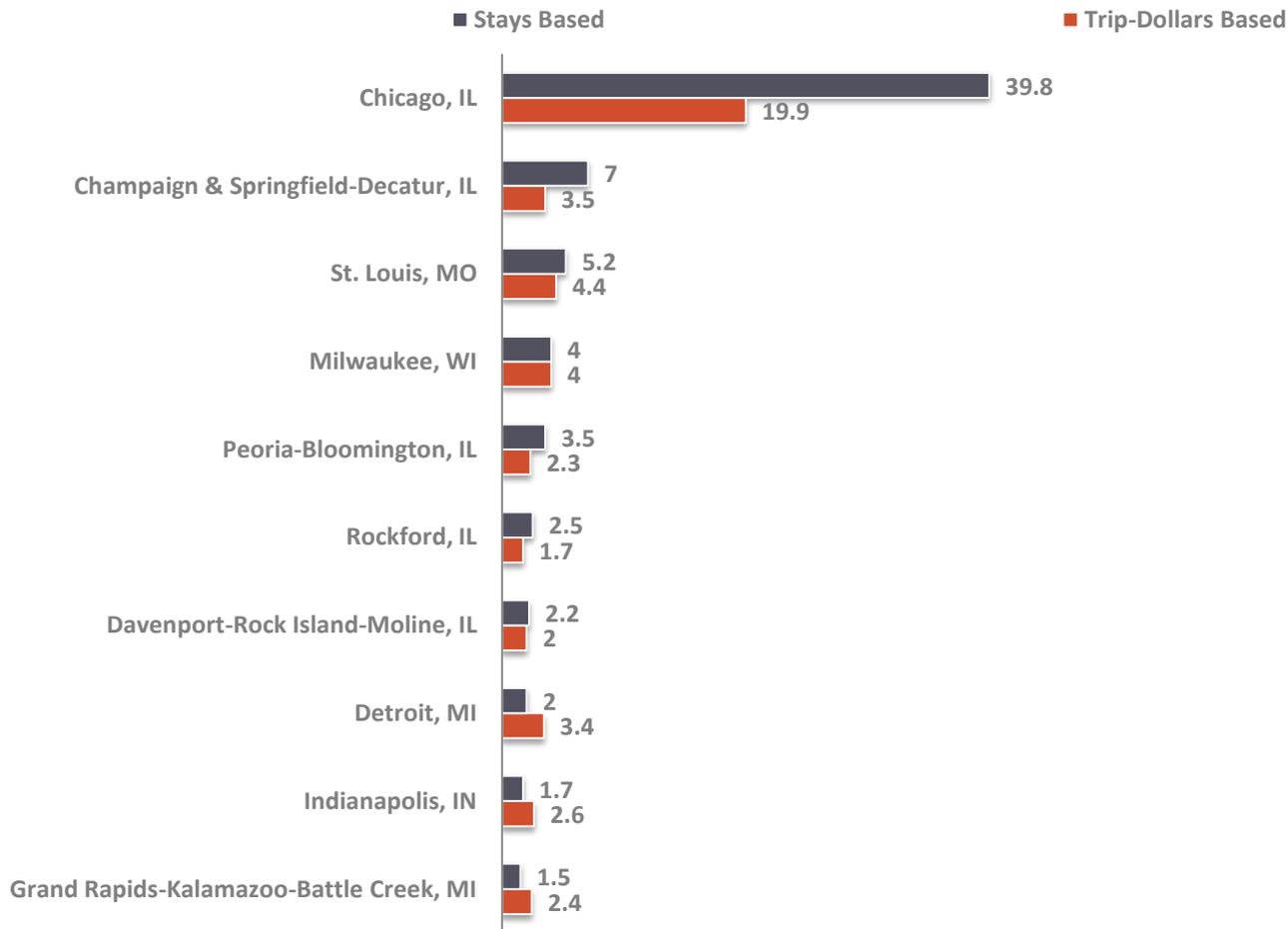


Chart 39 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count

Chicago Origin DMA Comparison

TRIP ORIGIN

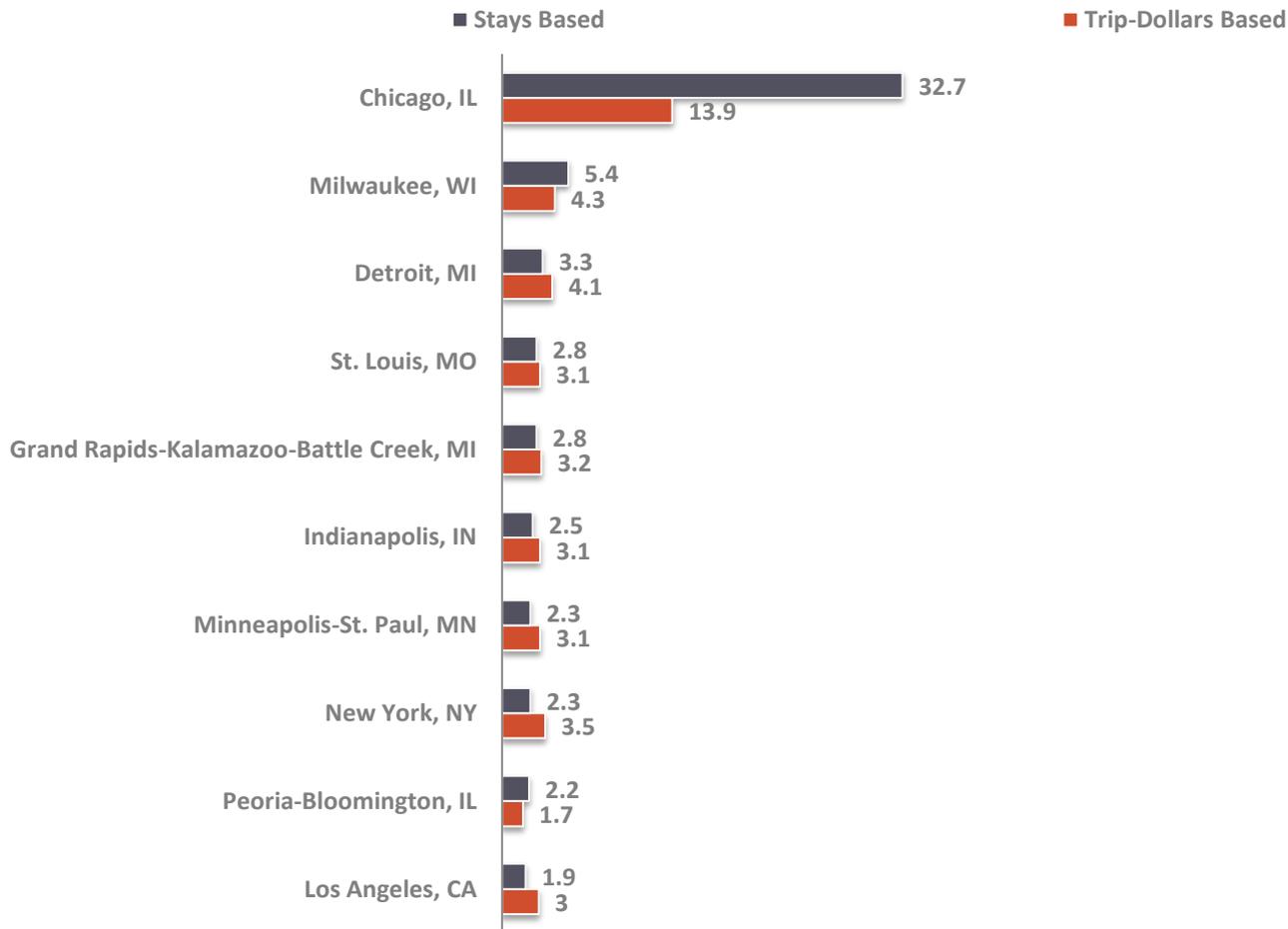


Chart 40 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count

Main Mode of Transportation: To Destination U.S., Illinois, Chicago, Downstate, and Comp Set

TRANSPORTATION

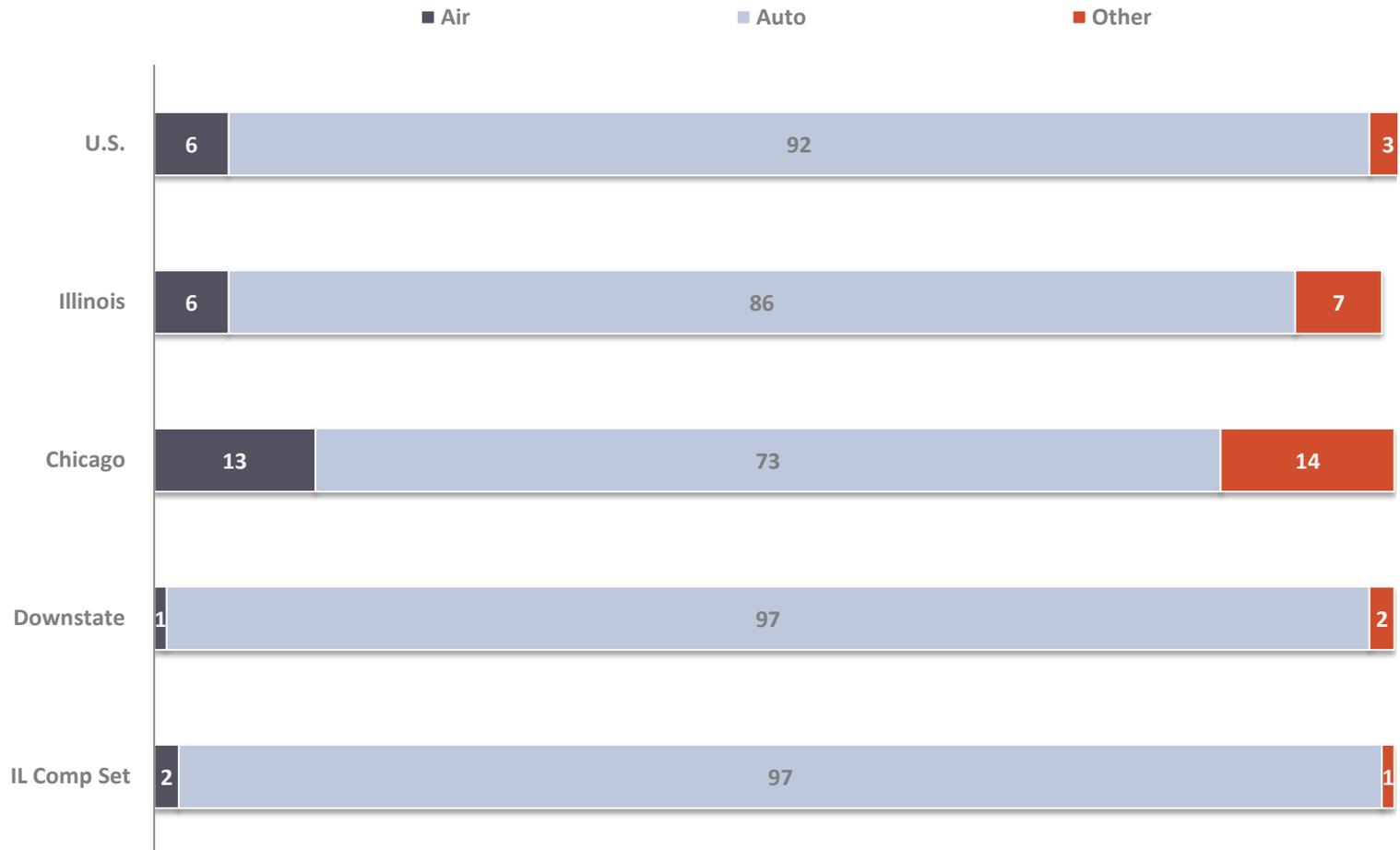


Chart 41 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

Main Mode of Transportation: Within Destination U.S., Illinois, Chicago

TRANSPORTATION

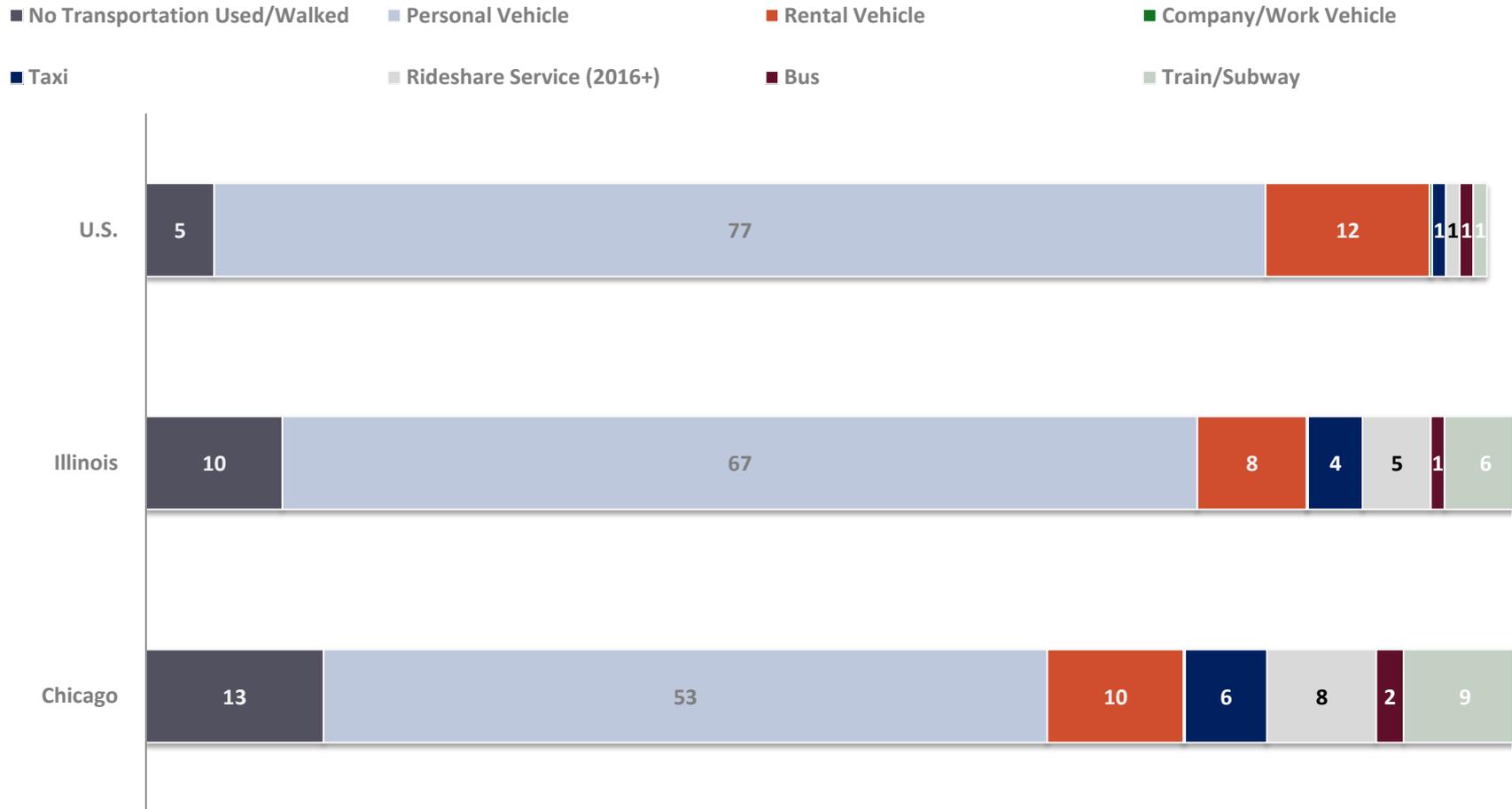


Chart 42 • Segment: 2016 Leisure Person-Stays(%) • Illinois N = 3,001 household count • Chicago N= 1,841 household count

Travel Distance One-Way by Auto: U.S., Illinois, Chicago, Downstate, and Comp Set

TRANSPORTATION

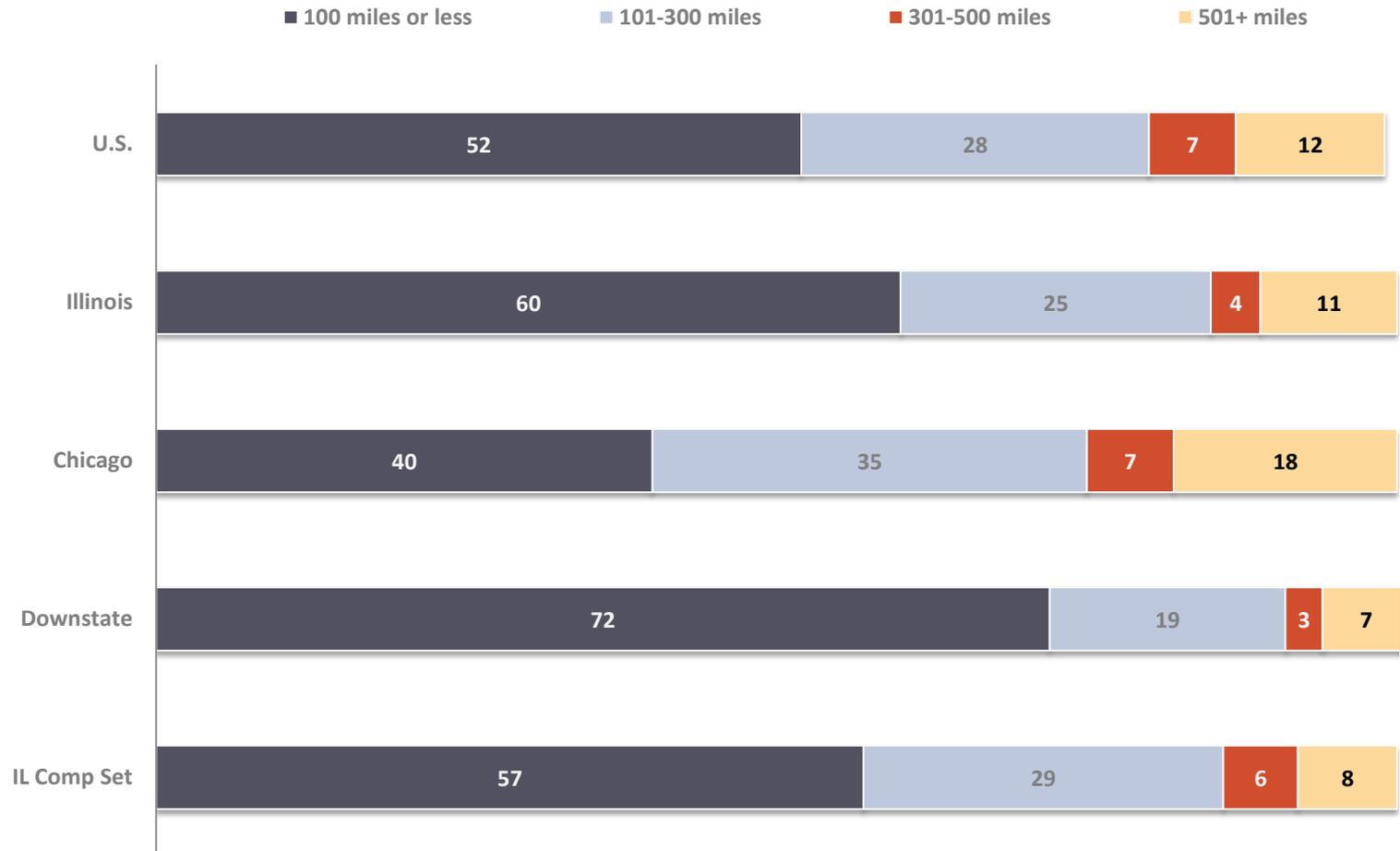


Chart 43 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

Travel Distance One-Way by Air: U.S., Illinois, Chicago, Downstate, and Comp Set

TRANSPORTATION

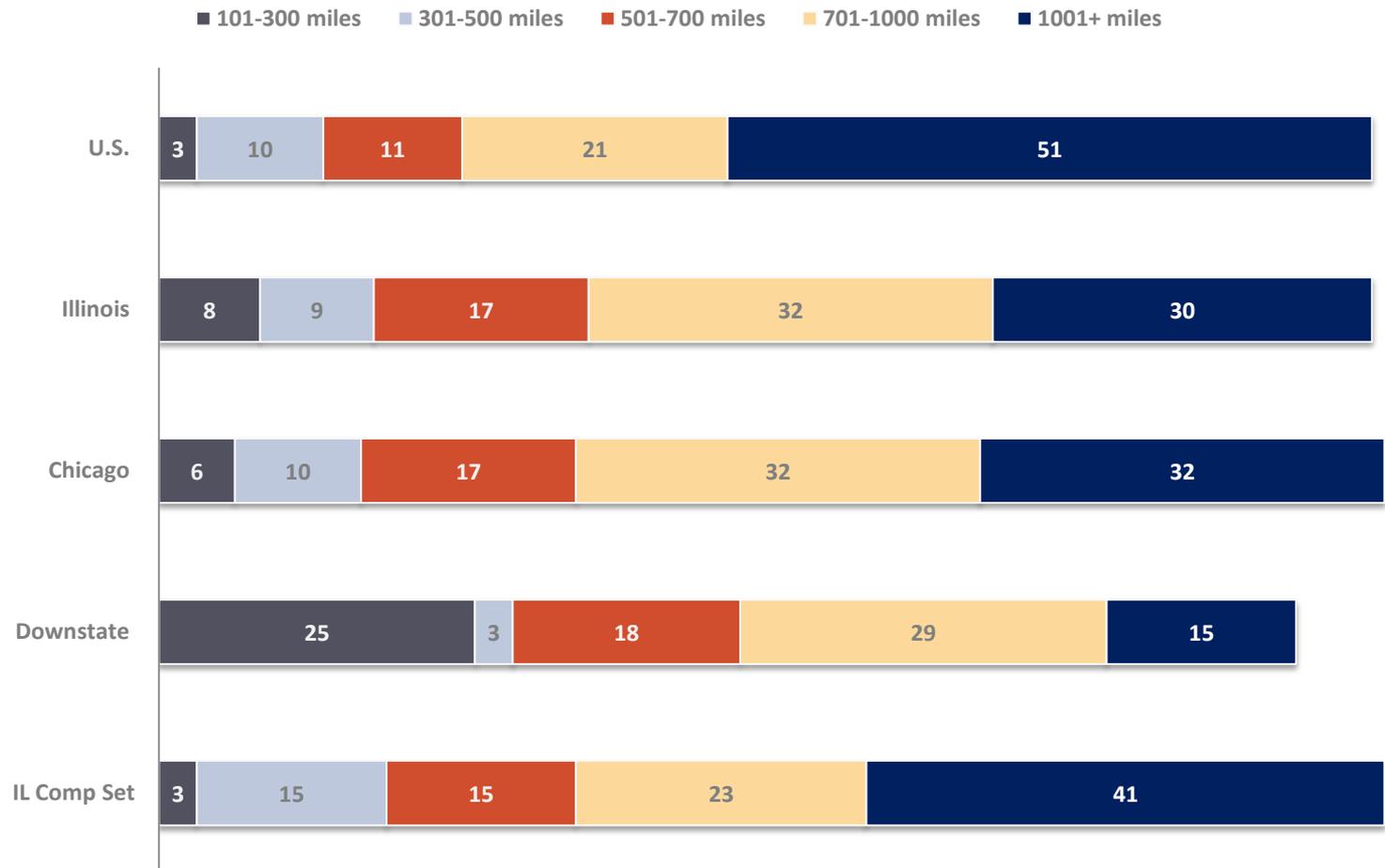


Chart 44 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

Illinois Month Trip Started

TRIP TIMING

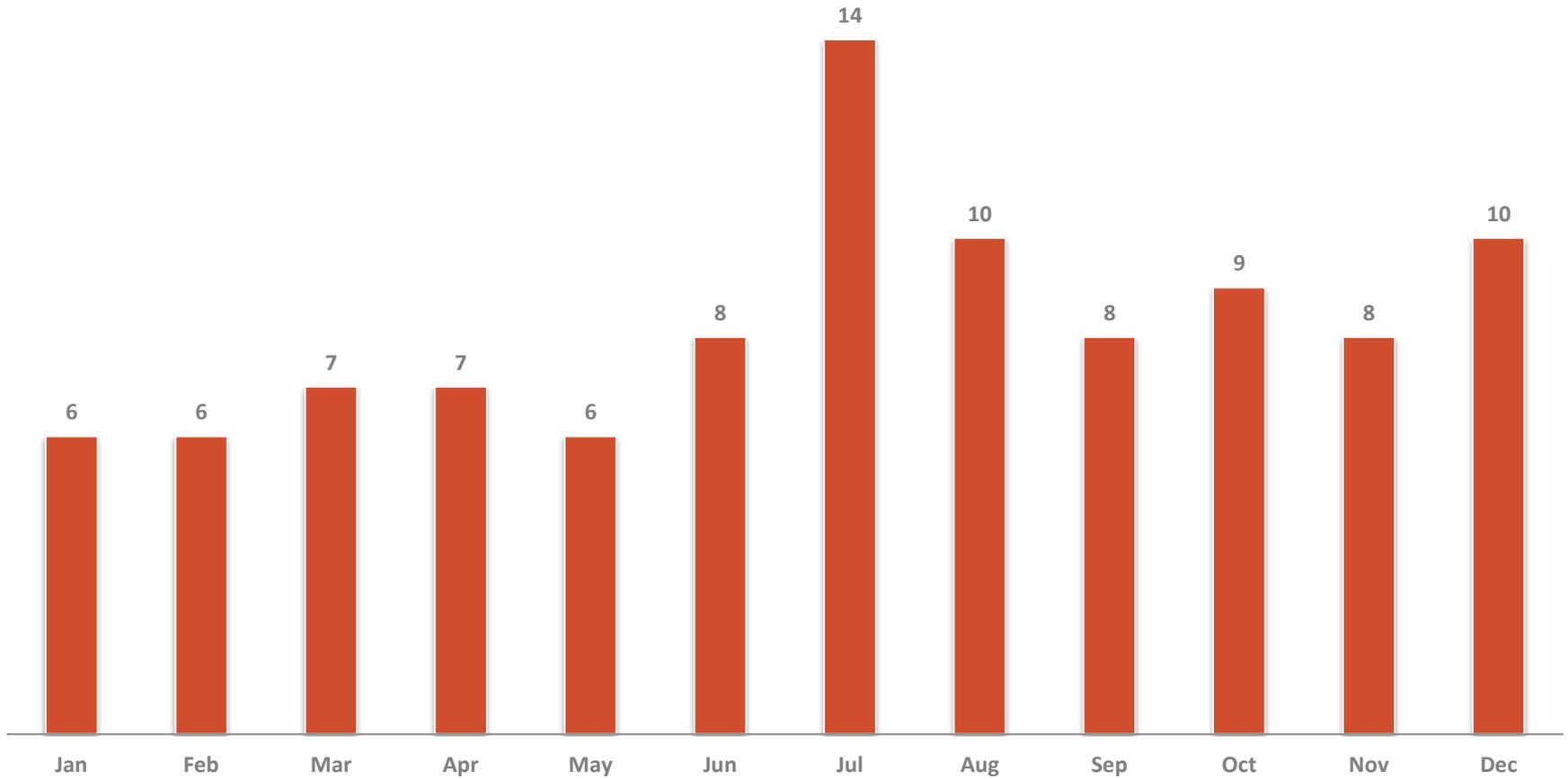


Chart 45 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count

Illinois Day of the Week Stay Started

TRIP TIMING

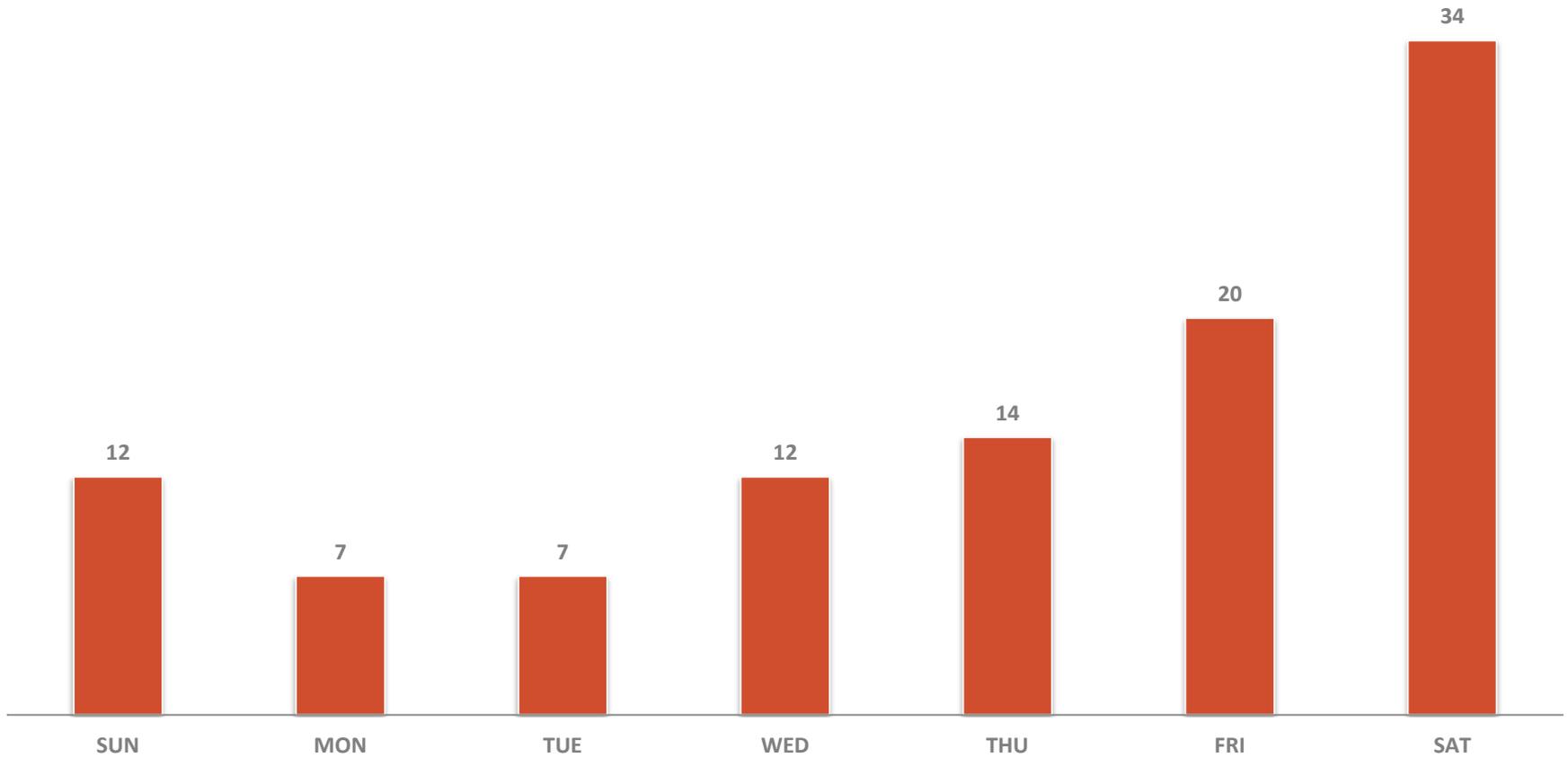


Chart 46 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count

Chicago Month Trip Started

TRIP TIMING

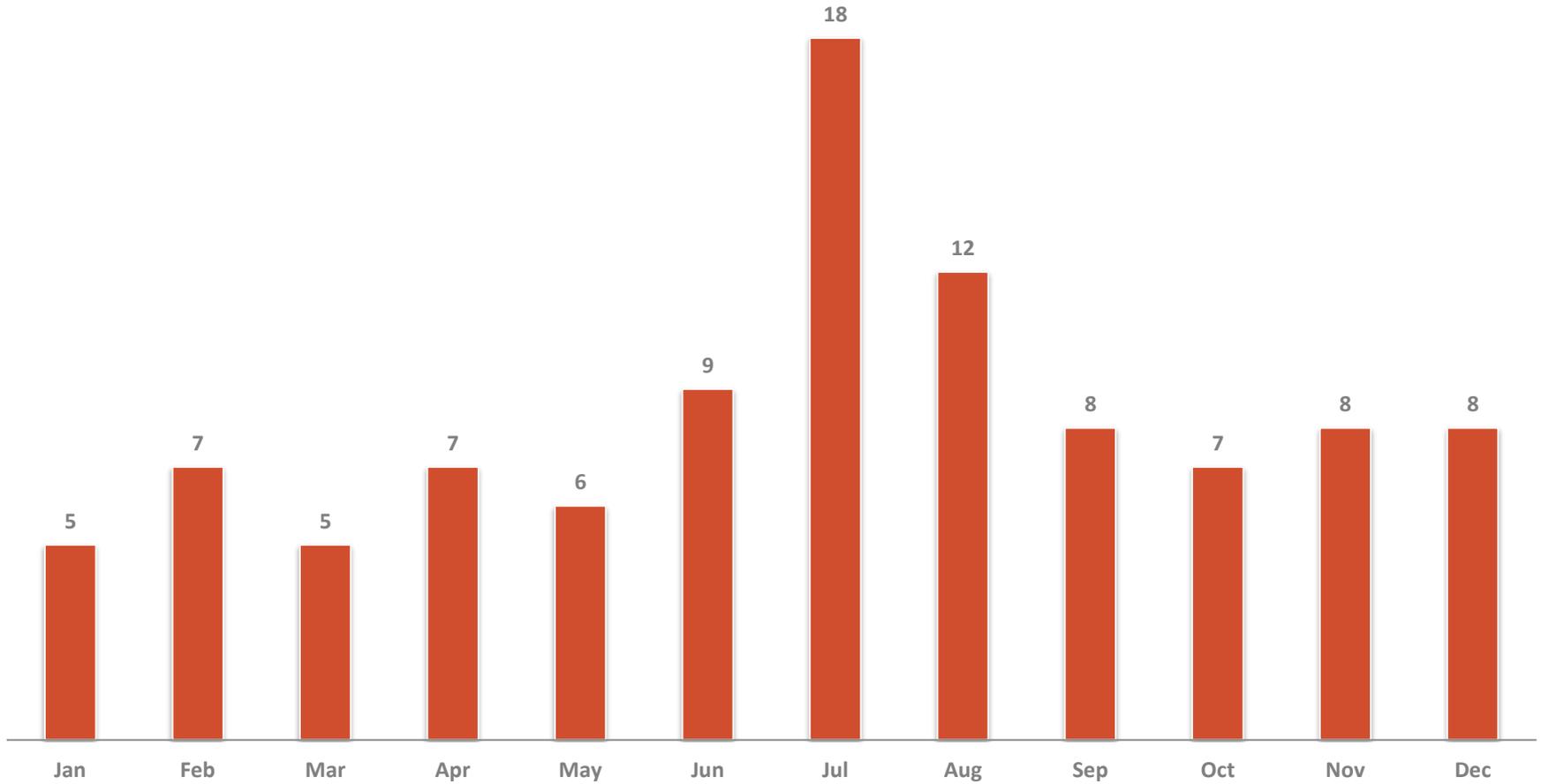


Chart 47 • Segment: 2016 Leisure Person-Stays (%) • Chicago N=1,841 household count

Chicago: Day of the Week Stay Started

TRIP TIMING

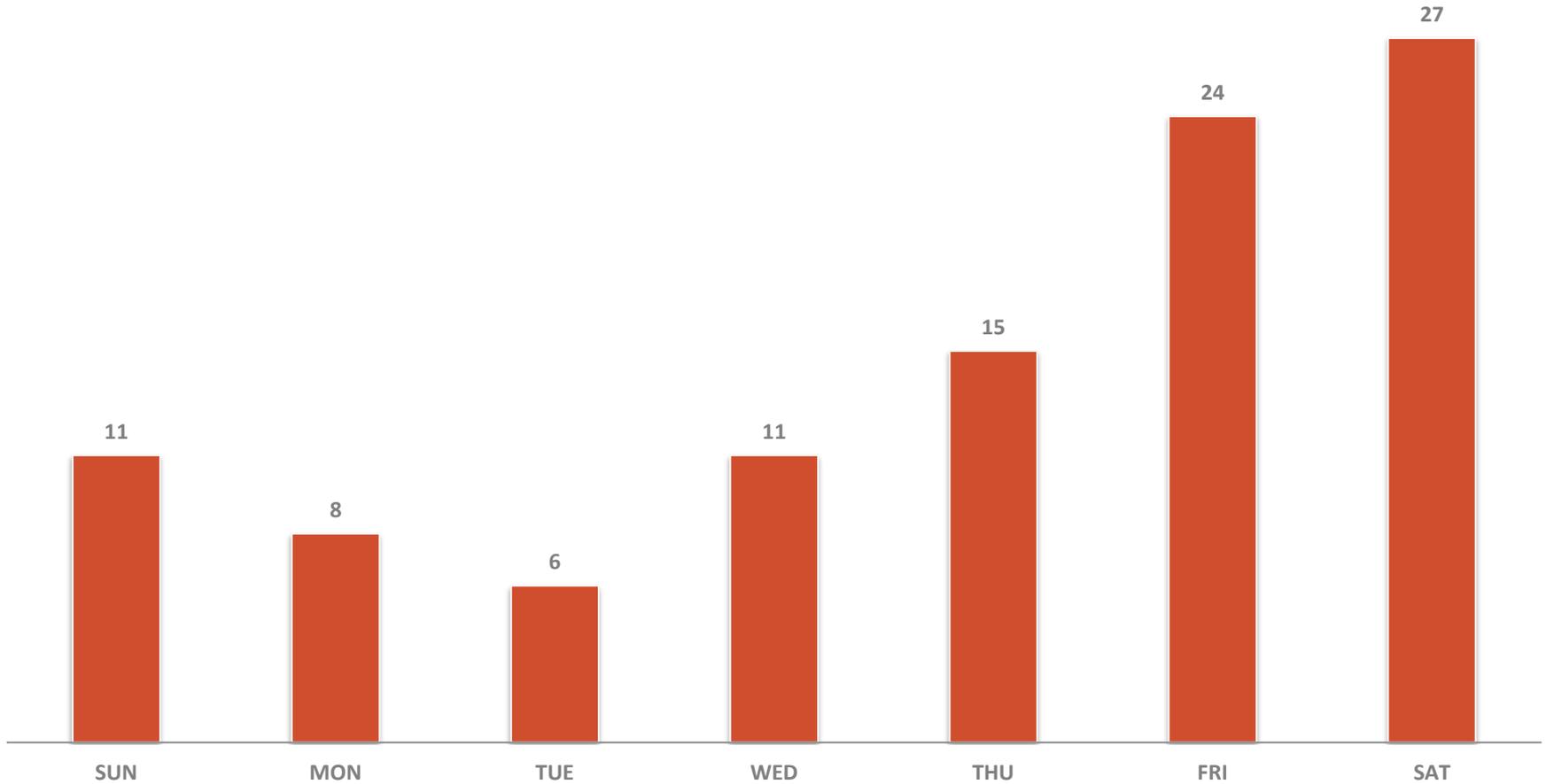


Chart 48 • Segment: 2016 Leisure Person-Stays (%) • Chicago N= 1,841 household count

Trip Timing by Quarter: U.S., Illinois, Chicago, Downstate, and Comp Set

TRIP TIMING

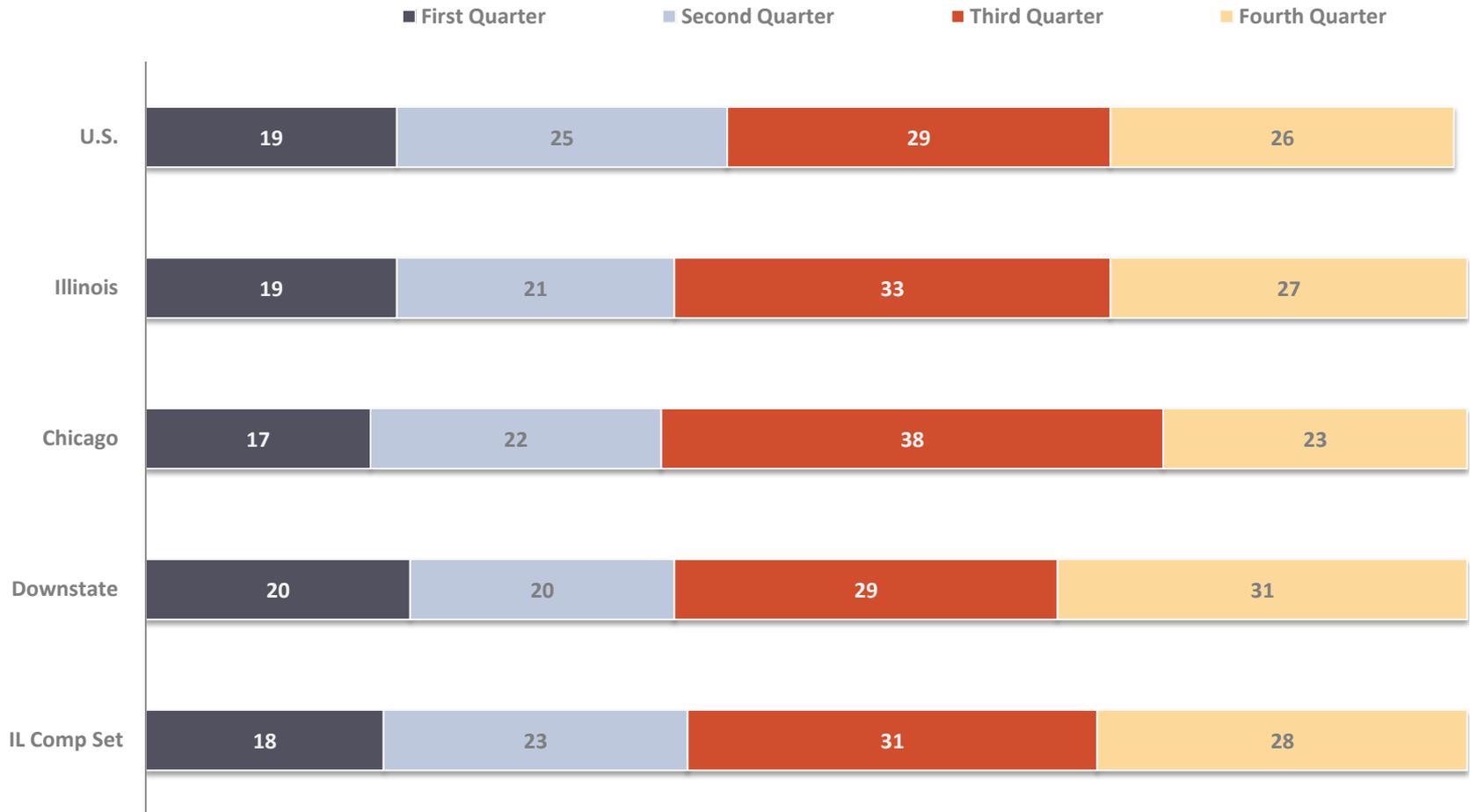


Chart 49 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

Illinois Avg. Party per Stay Spending by Quarter

TRIP TIMING

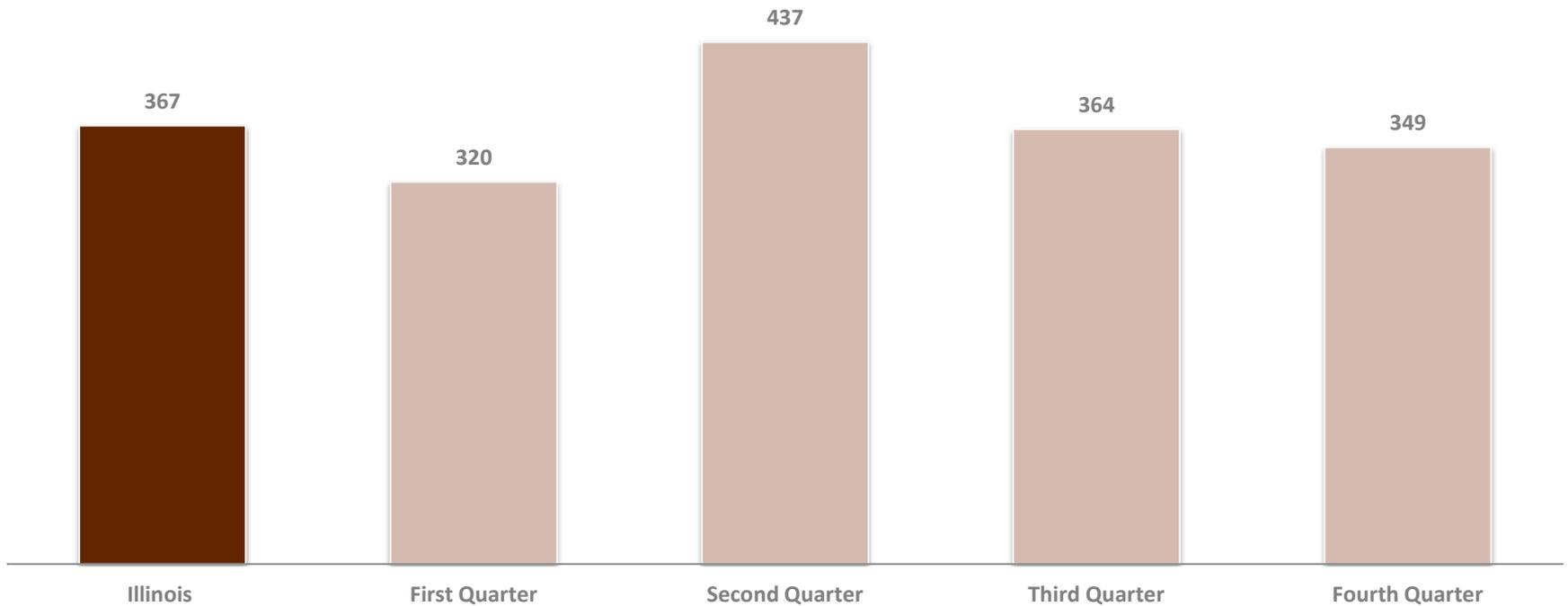


Chart 50 • Segment: 2014-2016 Leisure Stays (\$) • Illinois N=9,230 household count

Illinois Trip Timing Comparison by Quarter

TRIP TIMING

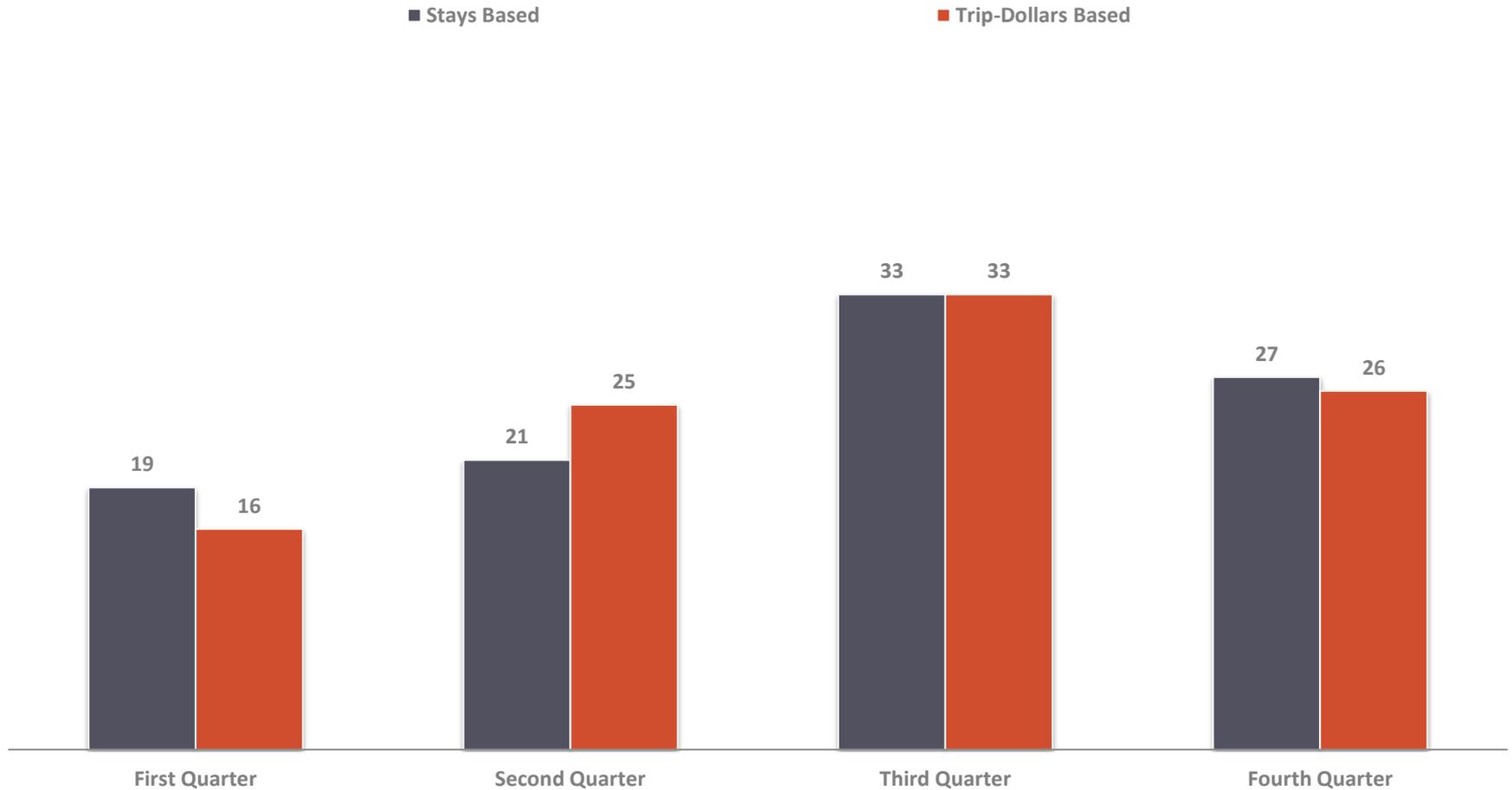


Chart 51 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count

Chicago Avg. Party per Stay Spending by Quarter

TRIP TIMING

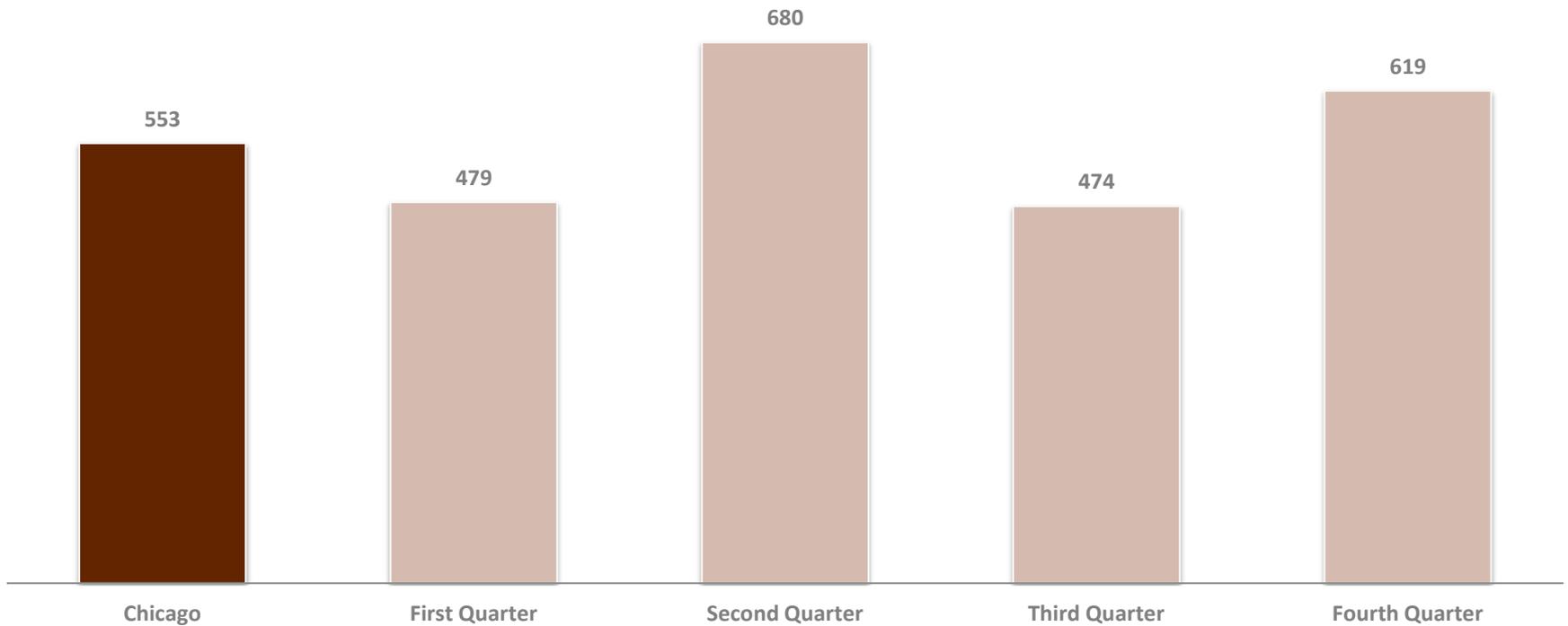


Chart 52 • Segment: 2014-2016 Leisure Stays (\$) • Chicago N=5,518 household count

Chicago Trip Timing Comparison by Quarter

TRIP TIMING

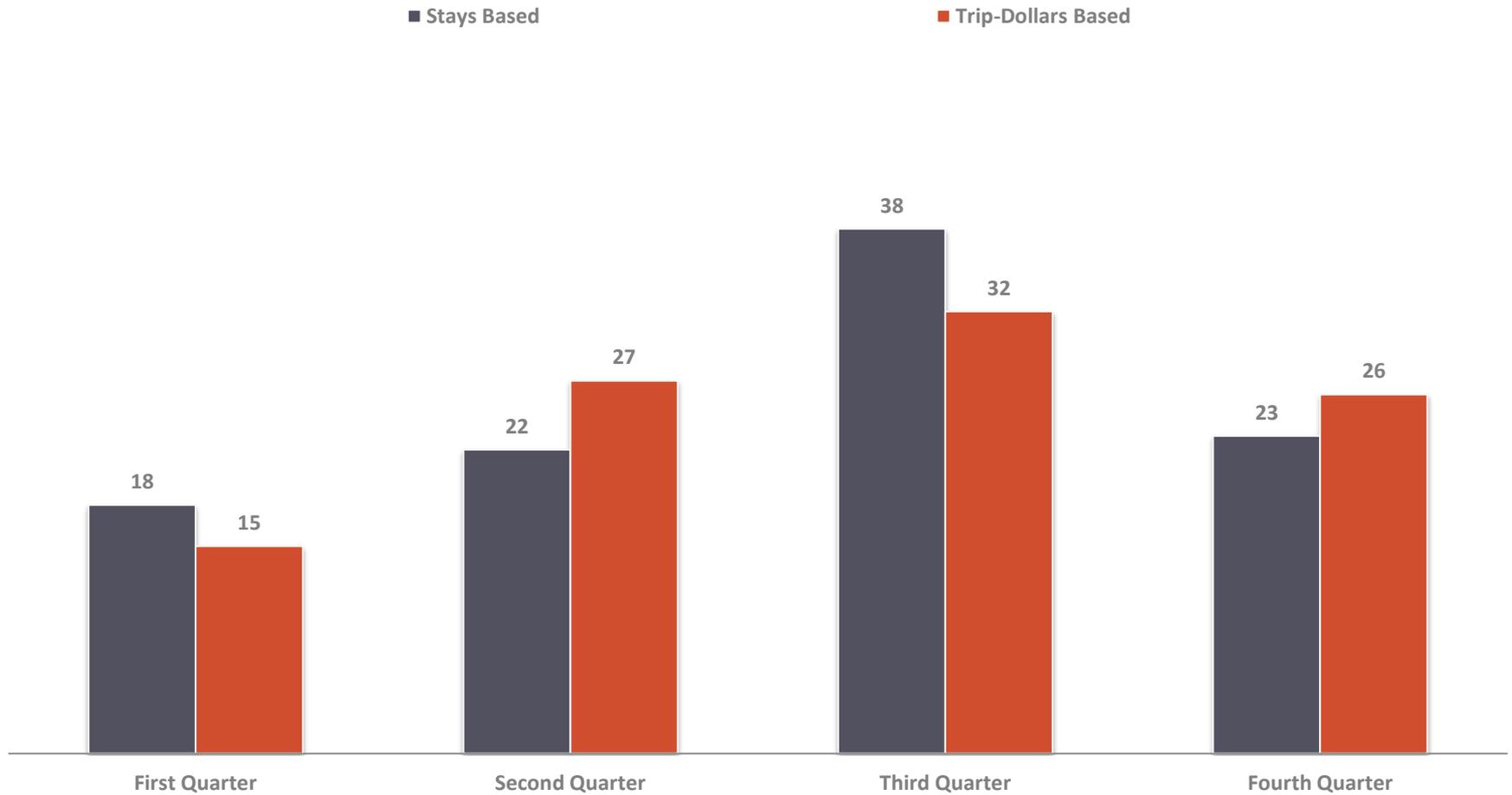


Chart 53 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count

Purpose of Stay Distribution: U.S., Illinois, Chicago, Downstate, and Comp Set

TRIP CHARACTERISTICS

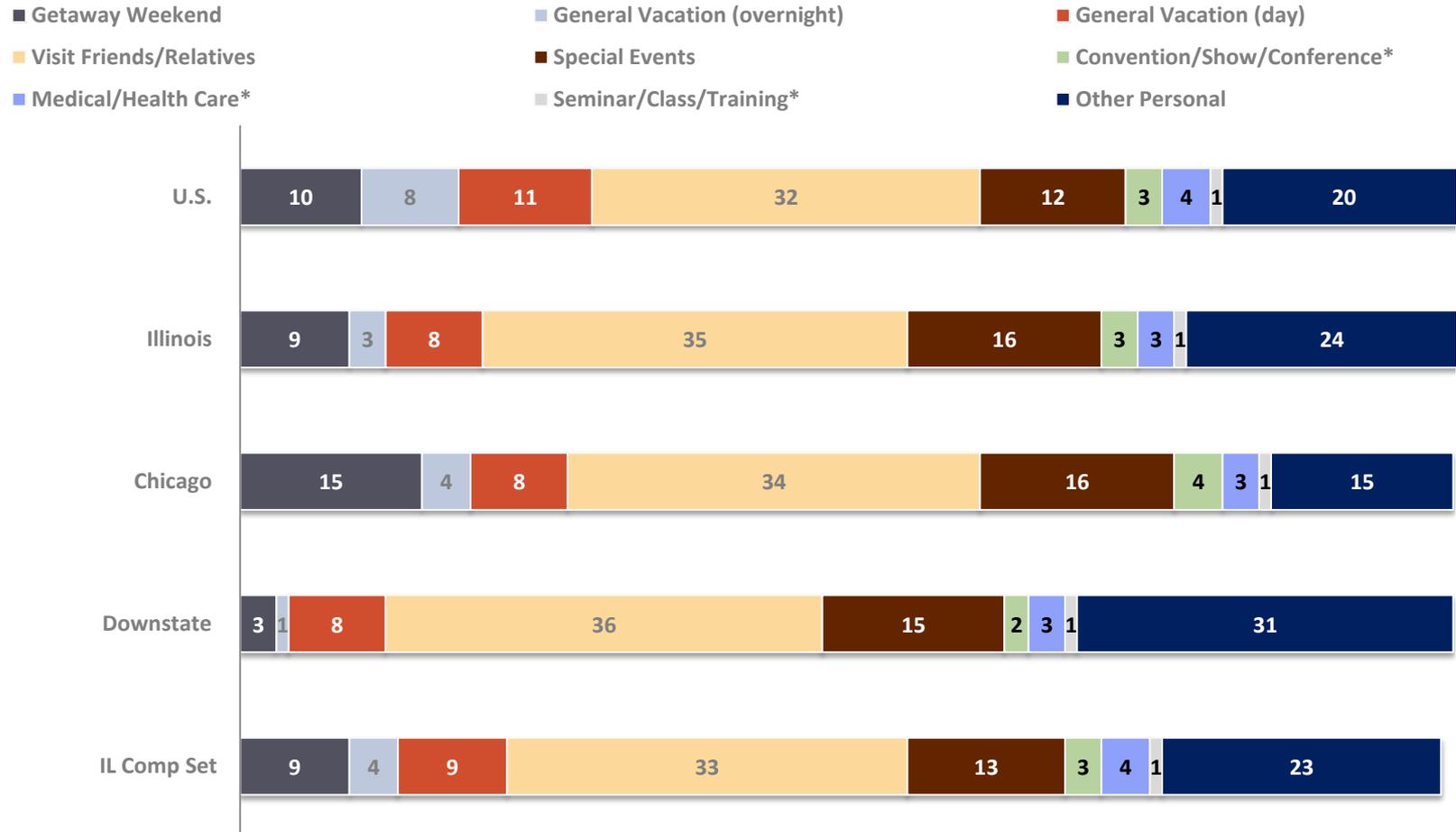


Chart 54 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

Illinois Avg. Party per Stay Spending by Purpose of Stay

TRIP CHARACTERISTICS

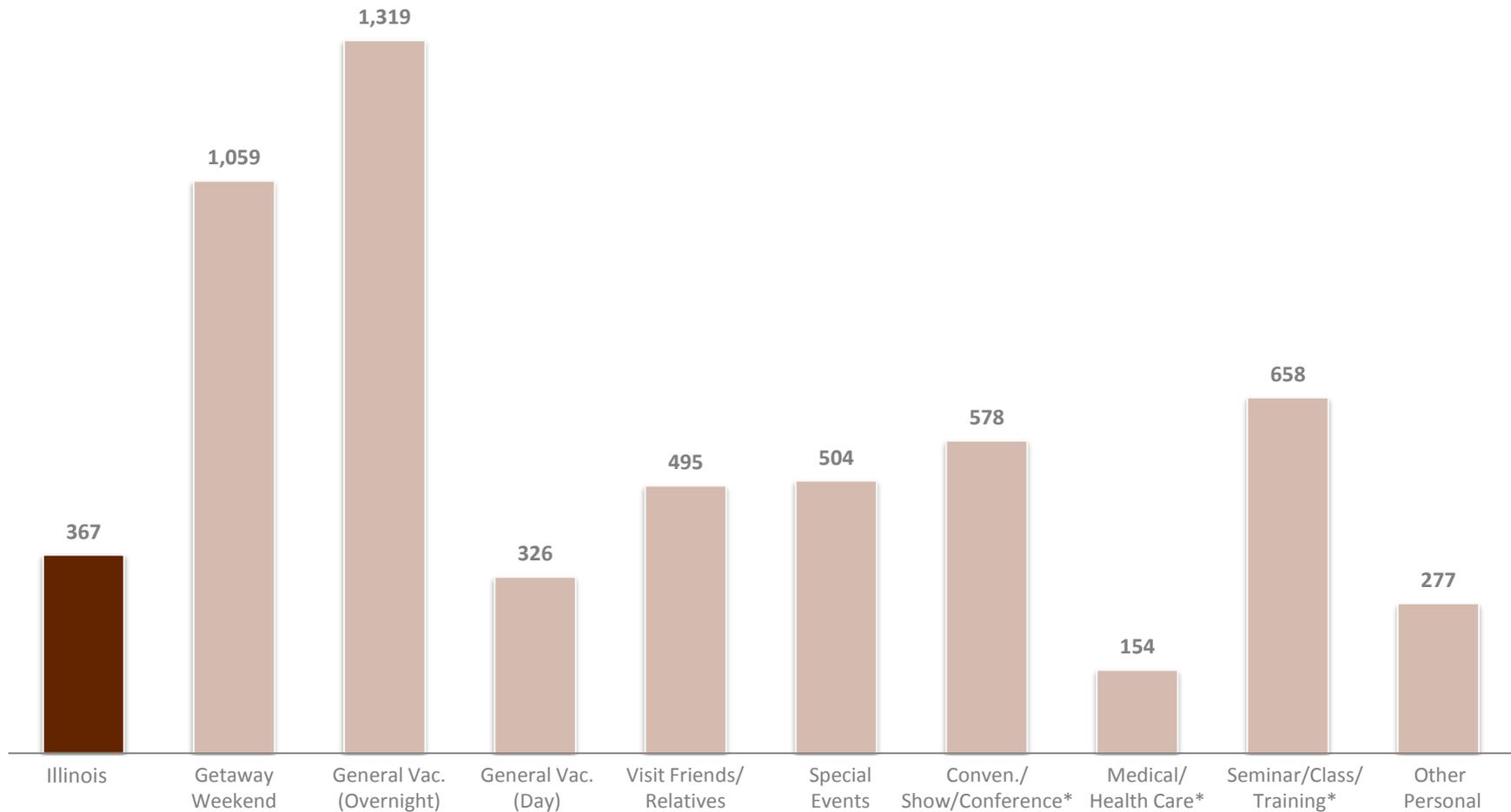


Chart 55 • Segment: 2014-2016 Leisure Stays (\$) • Illinois N=9,230 household count

Illinois Purpose of Stay Comparison

TRIP CHARACTERISTICS

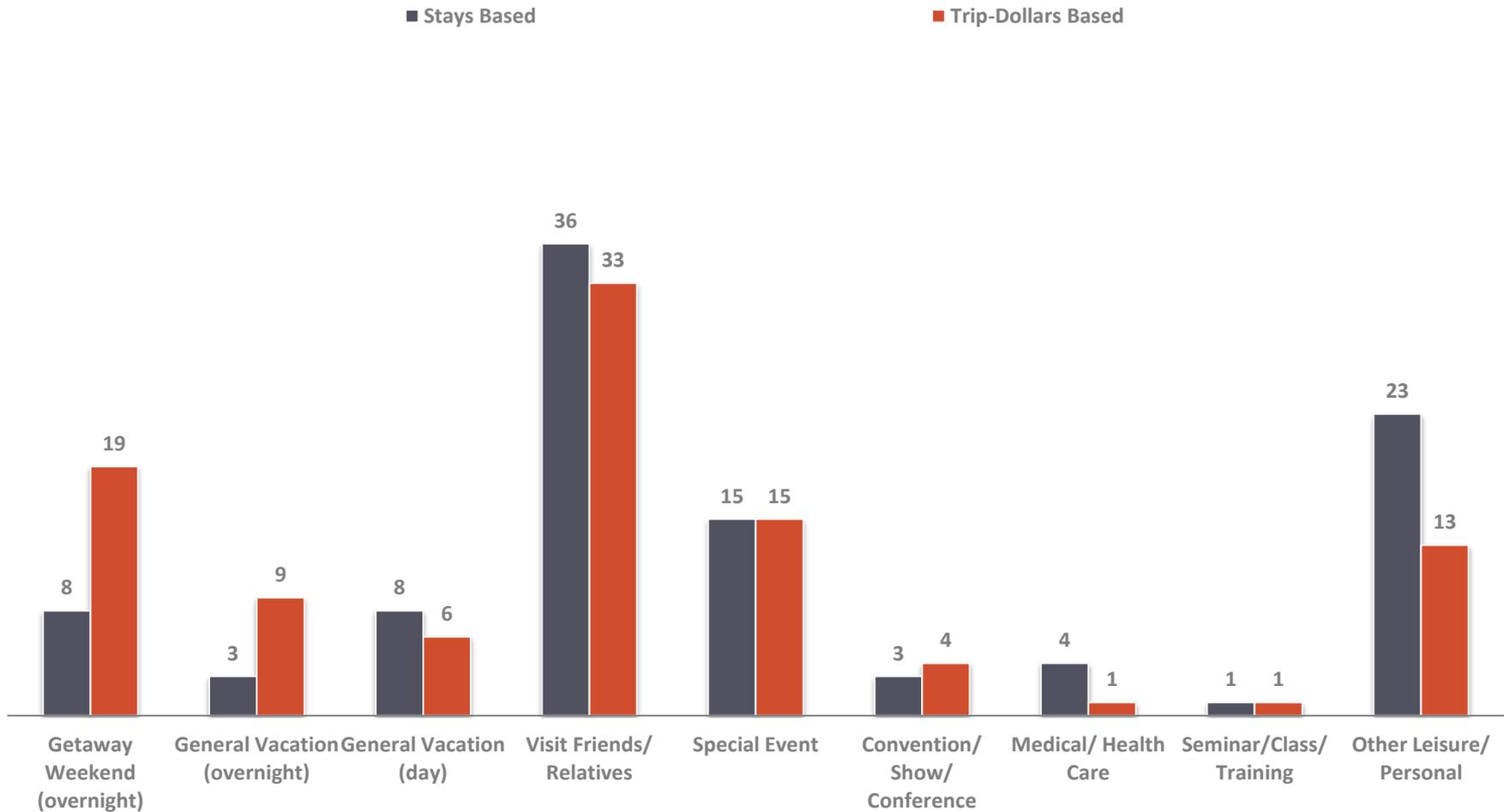


Chart 56 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count

Chicago Avg. Party per Stay Spending by Purpose of Stay

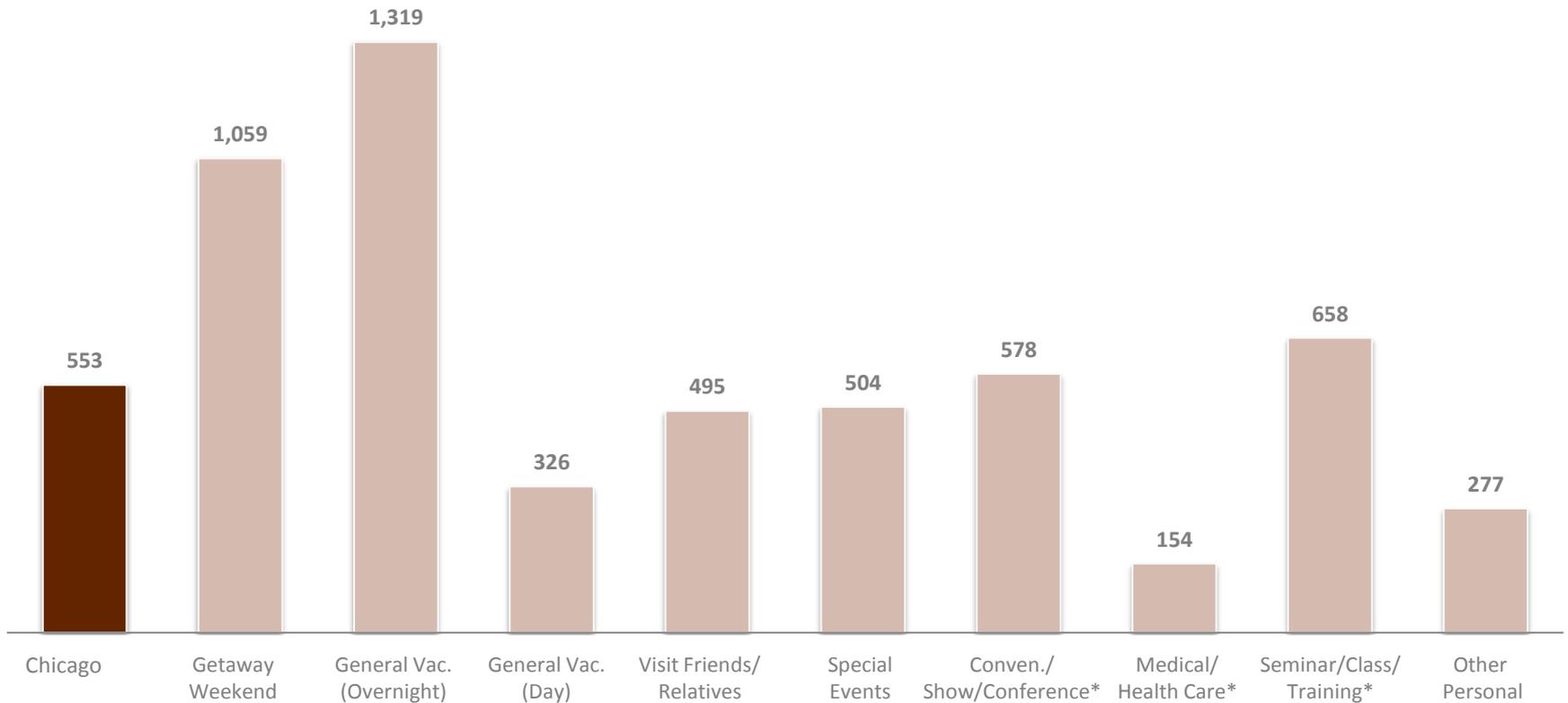


Chart 57 • Segment: 2014-2016 Leisure Stays (\$) • Chicago N=5,518 household count

Chicago Purpose of Stay Comparison

TRIP CHARACTERISTICS

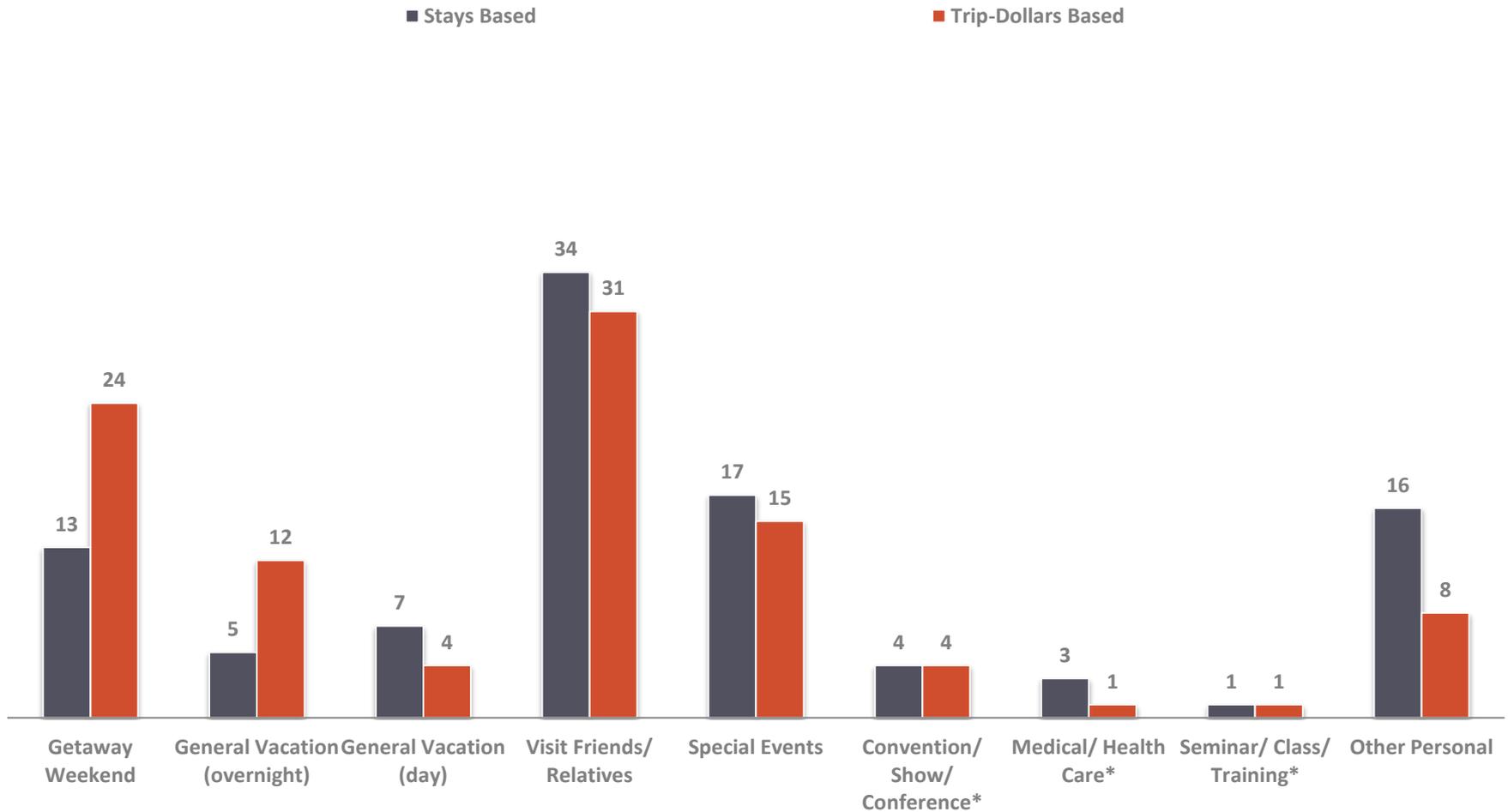


Chart 58 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count

Travel Party Composition: U.S., Illinois, Chicago, Downstate, and Comp Set

TRIP CHARACTERISTICS

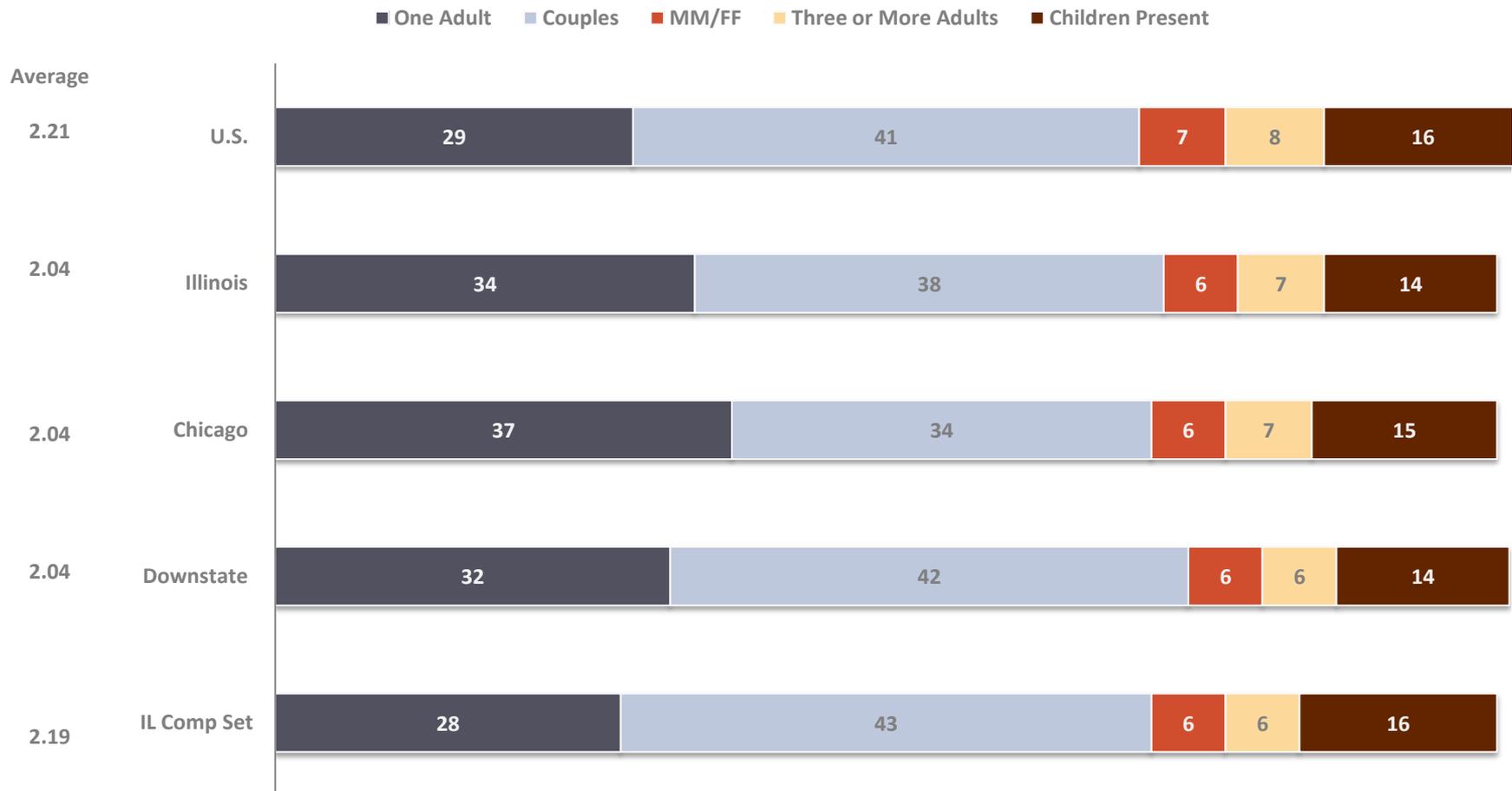


Chart 59 • Segment: 2016 Leisure Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

GLOSSARY

Children Present

Is defined as one or more adults accompanied by one or more persons under age 18. The child does not necessarily live in the household.

MM/FF

Includes either two females or two males traveling together.

Average Travel Party Size Overview: U.S., Illinois, Chicago, Downstate, and Comp Set

TRIP CHARACTERISTICS

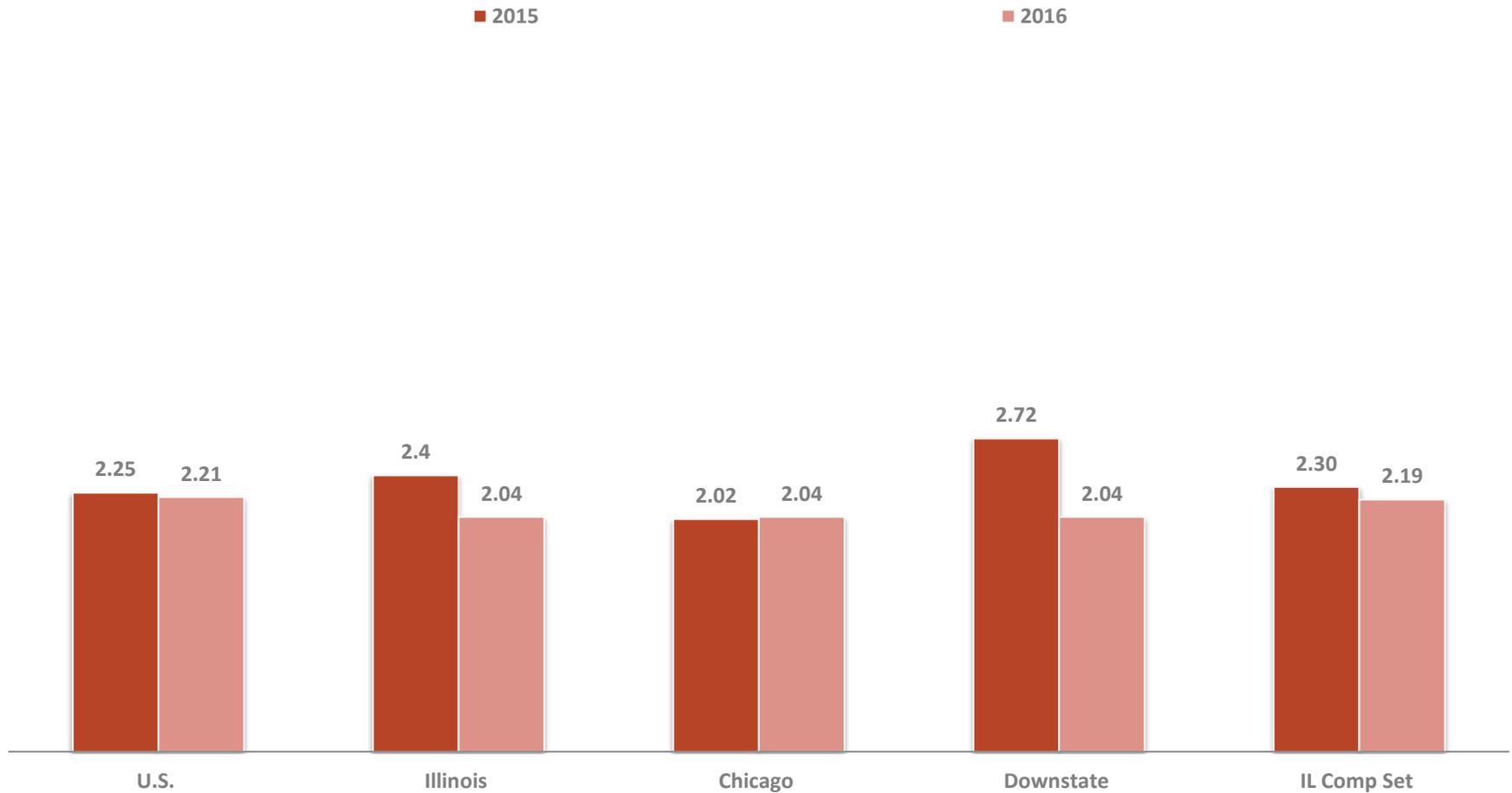


Chart 60 • Segment: 2015/2016 Leisure Stays • Illinois N=3,001 household count • Chicago N=1,841 household count

Illinois Avg. Party per Stay Spending by Travel Party Composition

TRIP CHARACTERISTICS

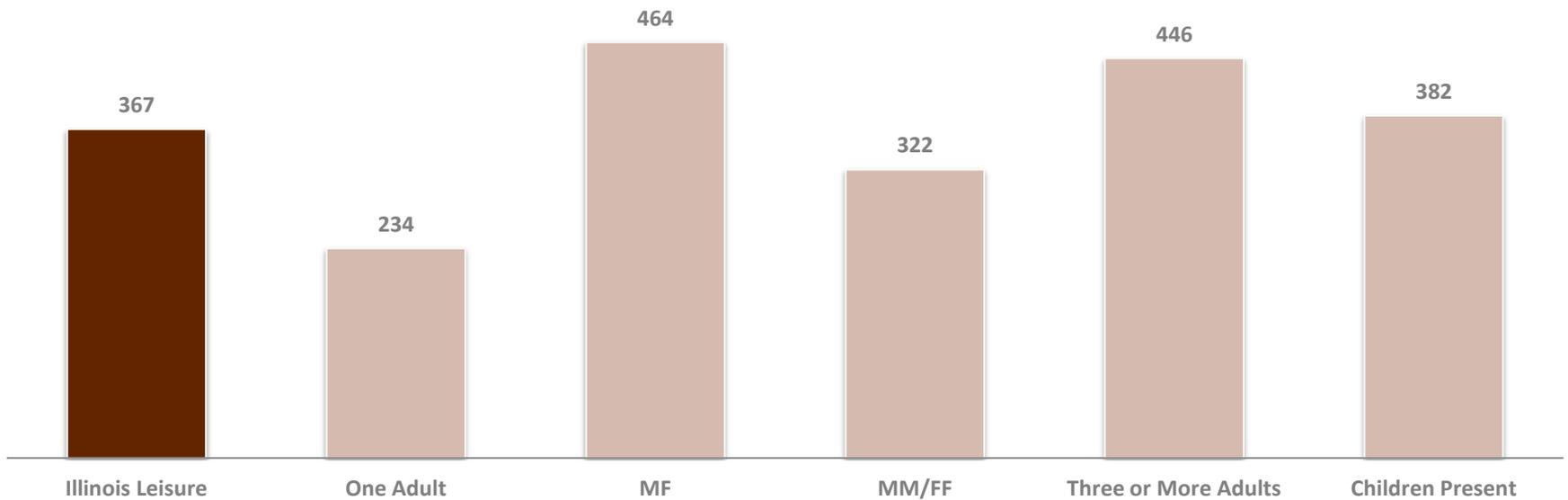


Chart 61 • Segment: 2014-2016 Leisure Stays (\$) • Illinois N=9,230 household count

Illinois Travel Party Comparison

TRIP CHARACTERISTICS

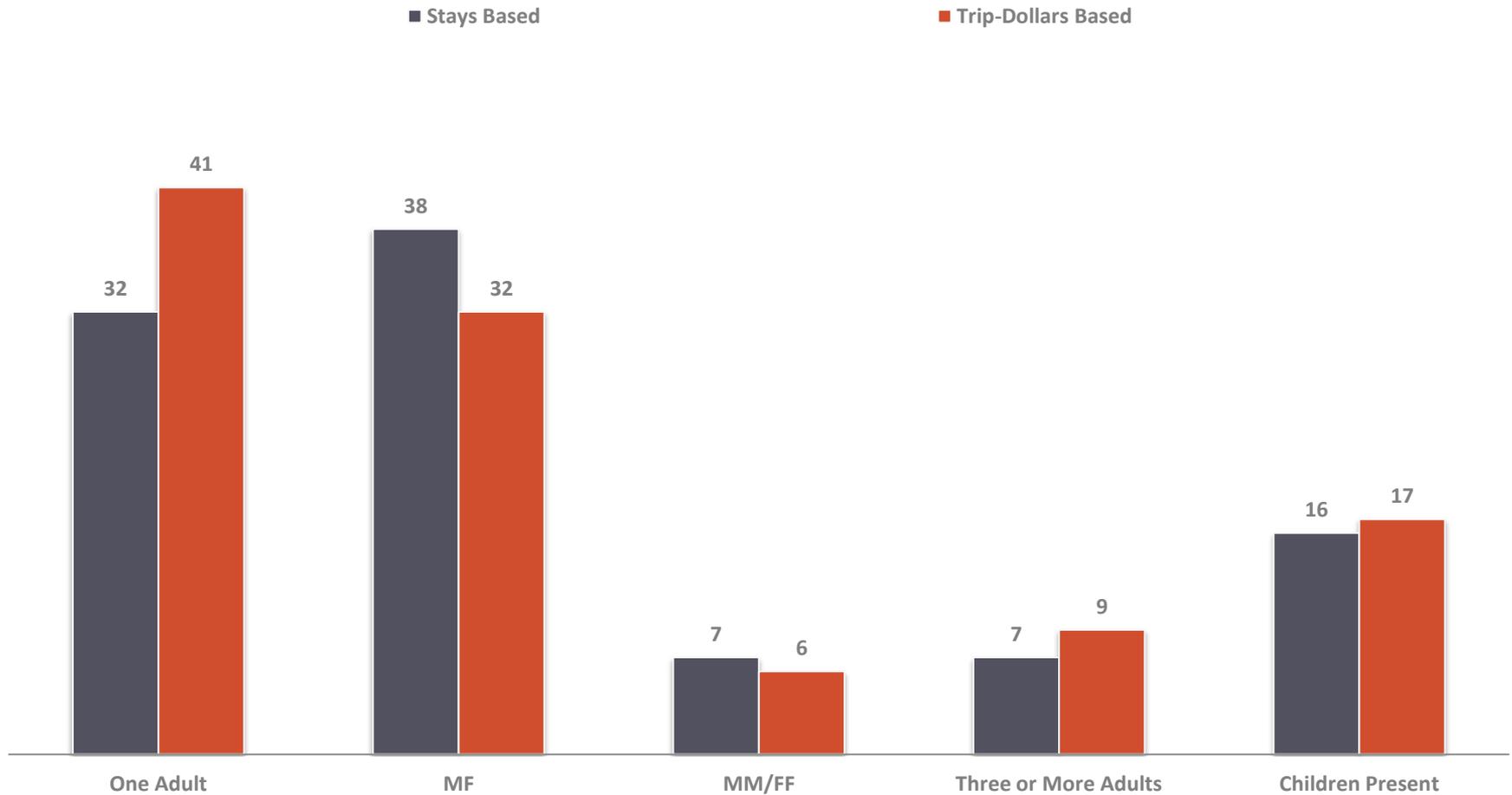


Chart 62 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count

Chicago Avg. Party per Stay Spending by Travel Party Composition

TRIP CHARACTERISTICS

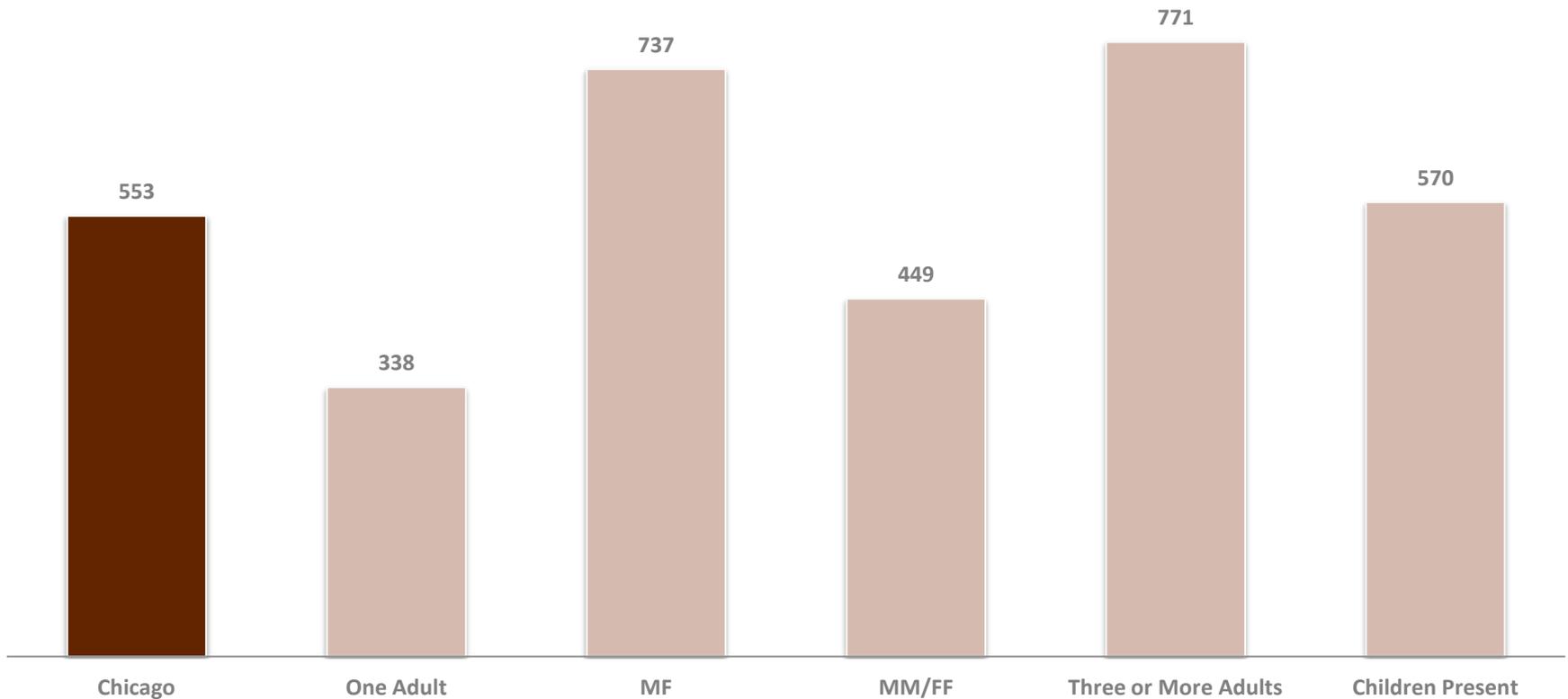


Chart 63 • Segment: 2014-2016 Leisure Stays (\$) • Chicago N=5,518 household count

Chicago Travel Party Comparison

TRIP CHARACTERISTICS

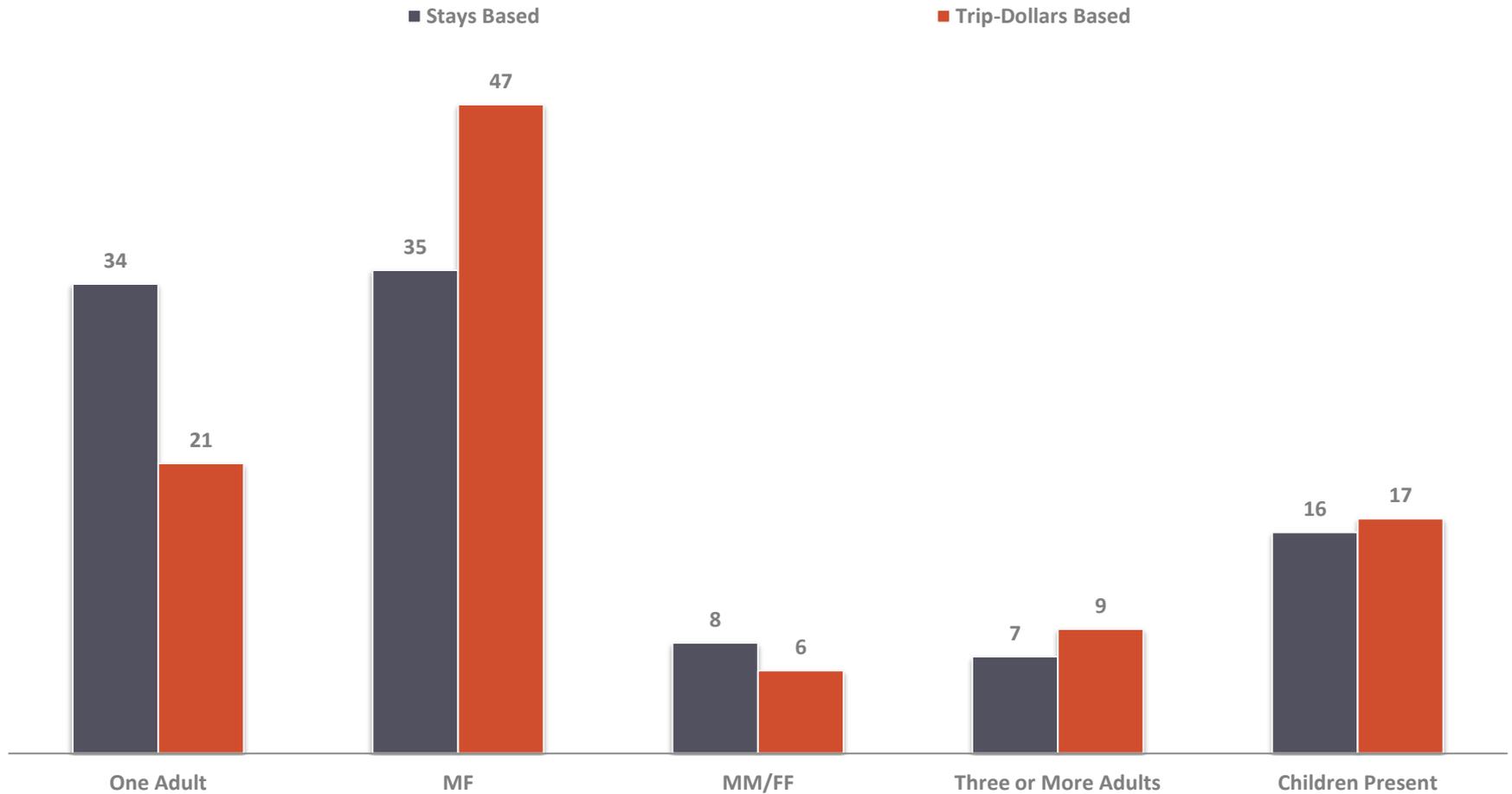


Chart 64 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count

Stay Length Distribution: U.S., Illinois, Chicago, Downstate, and Comp Set

TRIP CHARACTERISTICS

Average Nights
(ONL only – excludes Day)

■ Day ■ 1 Night ■ 2 Nights ■ 3 Nights ■ 4-7 Nights ■ 8+ Nights

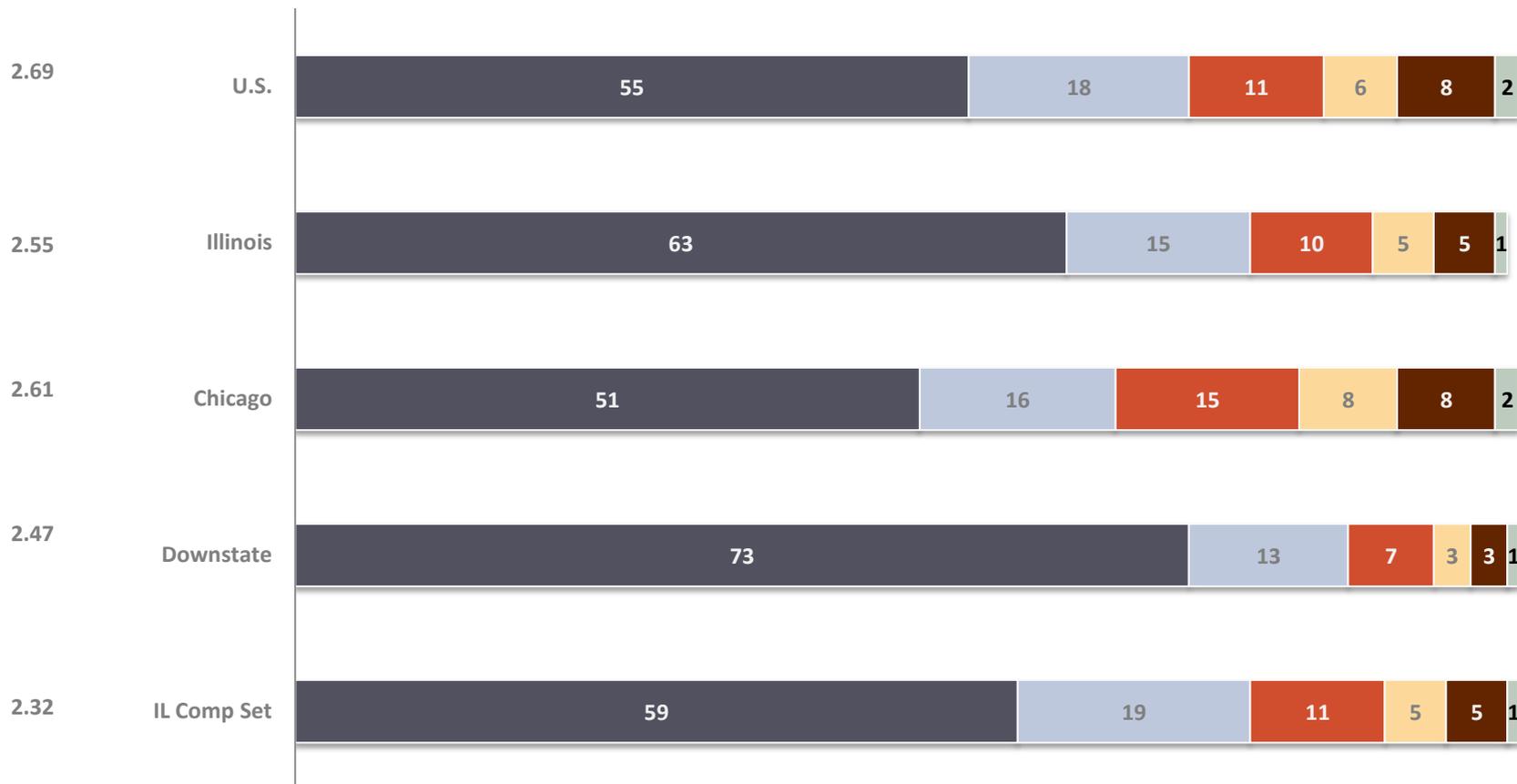


Chart 65 • Segment: 2016 Leisure Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

Average Overnight Length of Stay Overview: U.S., Illinois, Chicago, Downstate, and Comp Set

TRIP CHARACTERISTICS

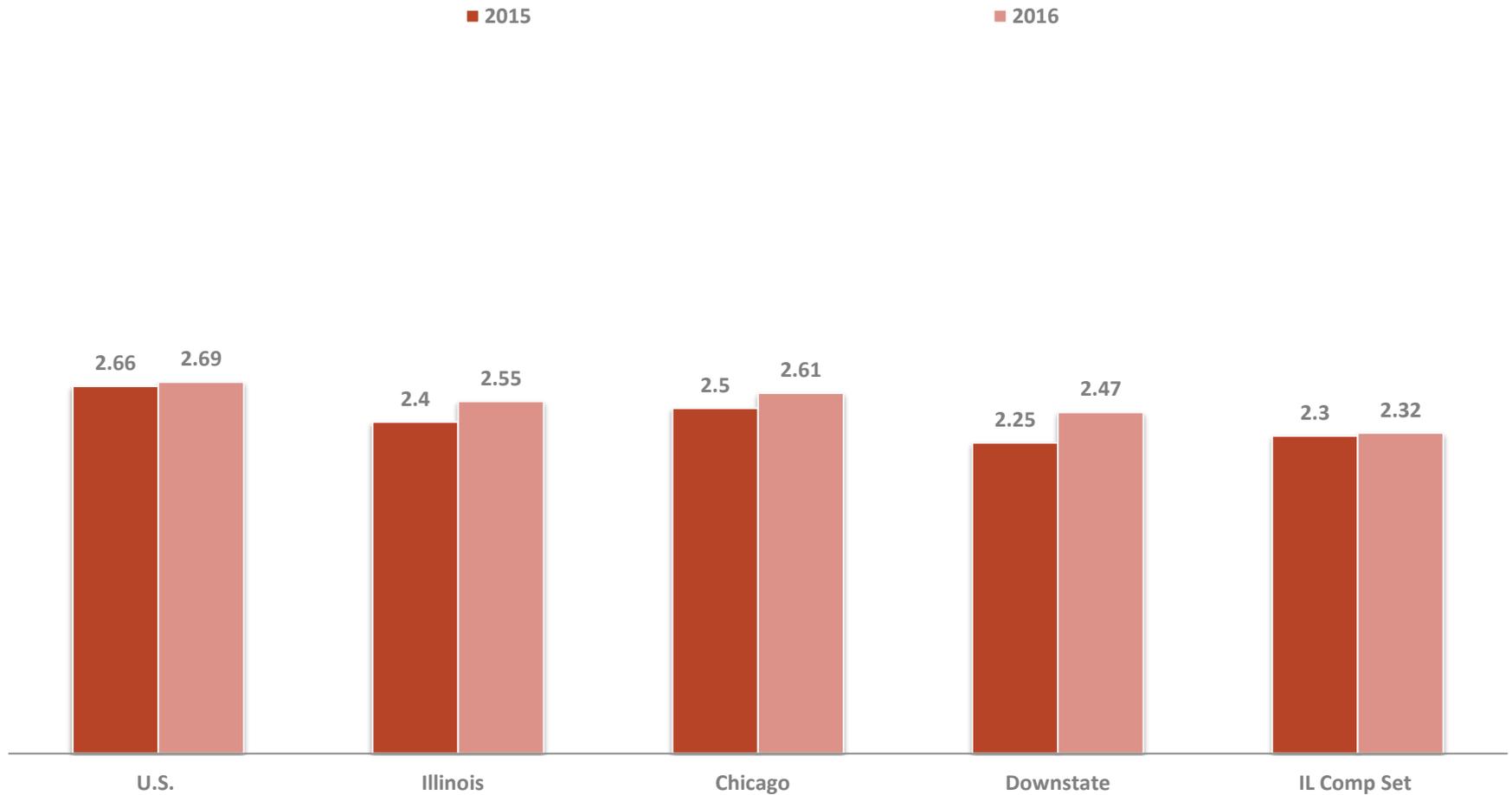


Chart 66 • Segment: 2015/2016 Leisure Stays • Illinois N=3,001 household count • Chicago N=1,841 household count

Illinois Avg. Party per Stay Spending by Stay Length

TRIP CHARACTERISTICS

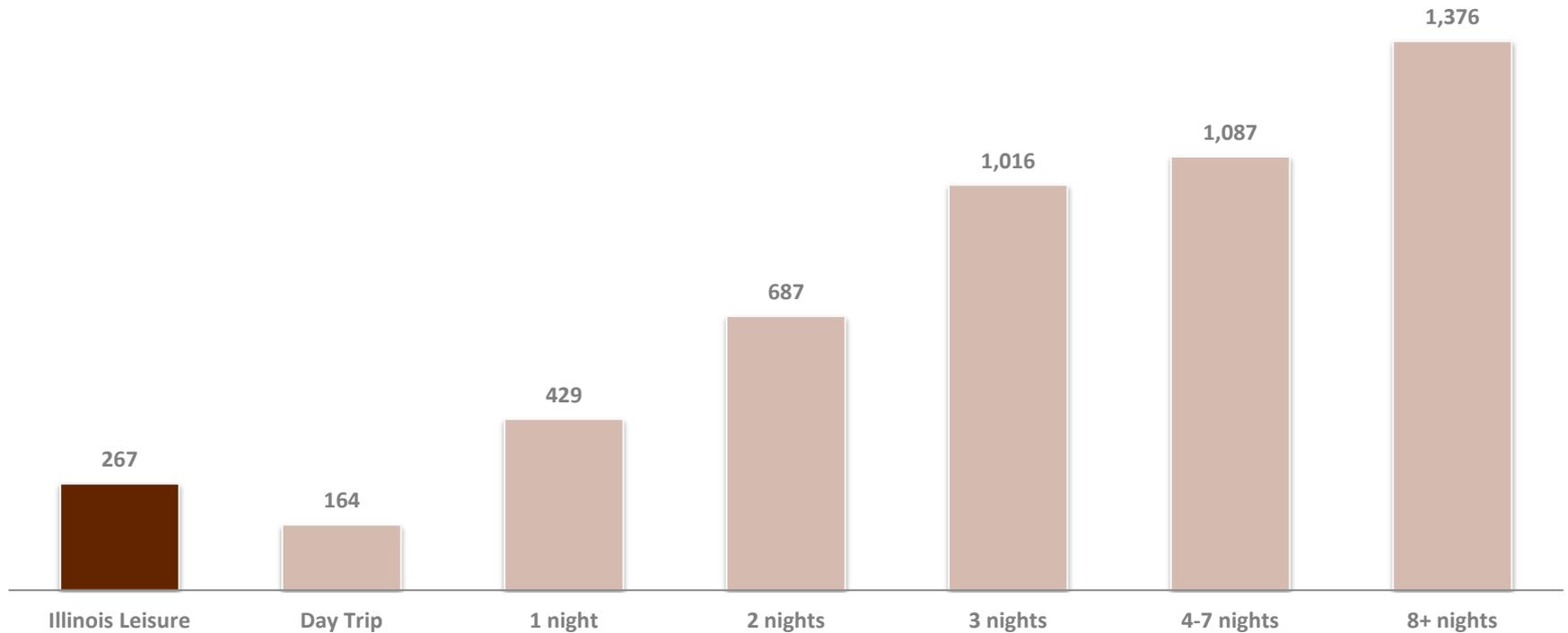


Chart 67 • Segment: 2014-2016 Leisure Stays (\$) • Illinois N=9,230 household count

Illinois Stay Length Comparison

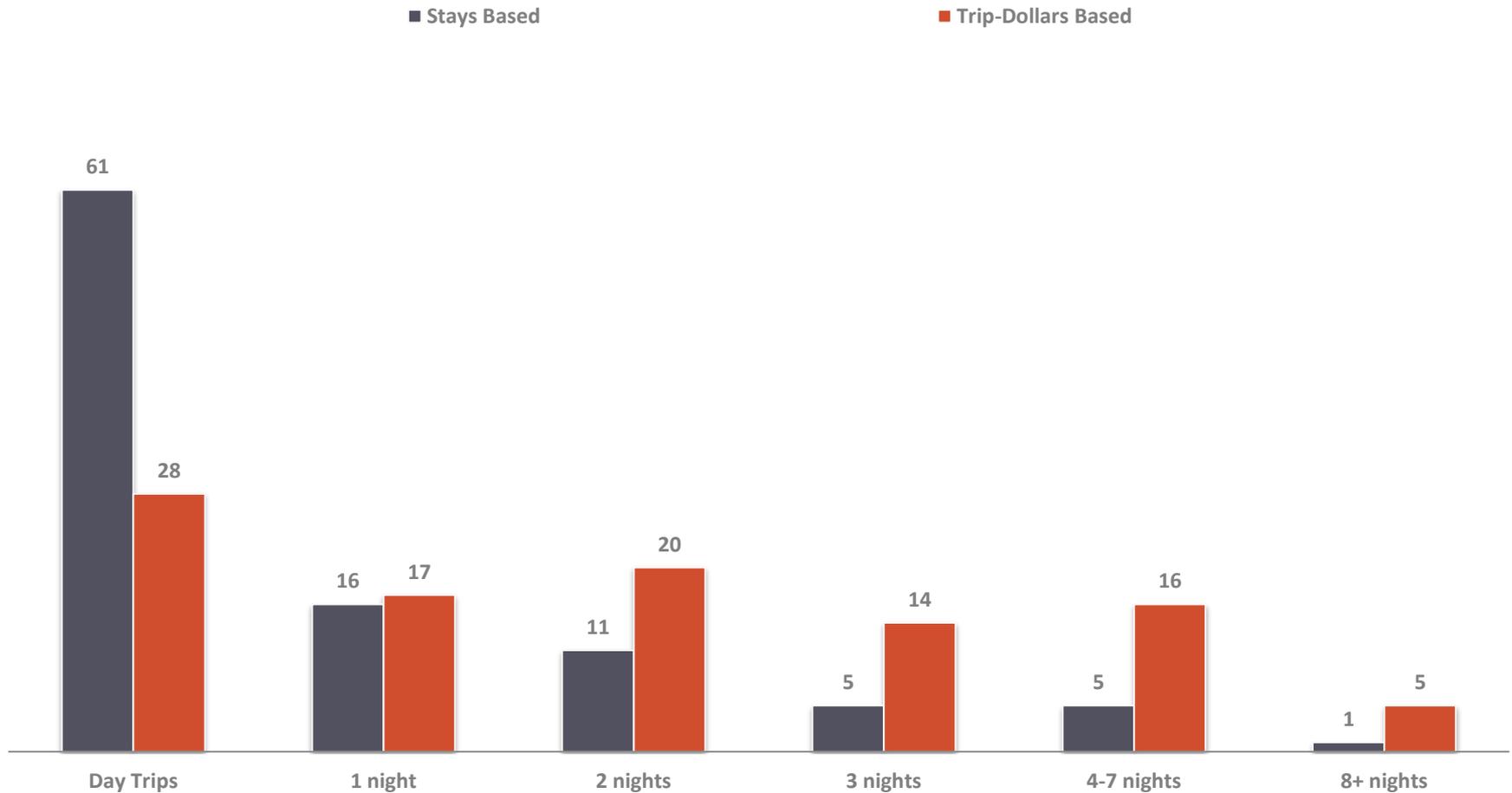


Chart 68 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count

Chicago Avg. Party per Stay Spending by Stay Length

TRIP CHARACTERISTICS

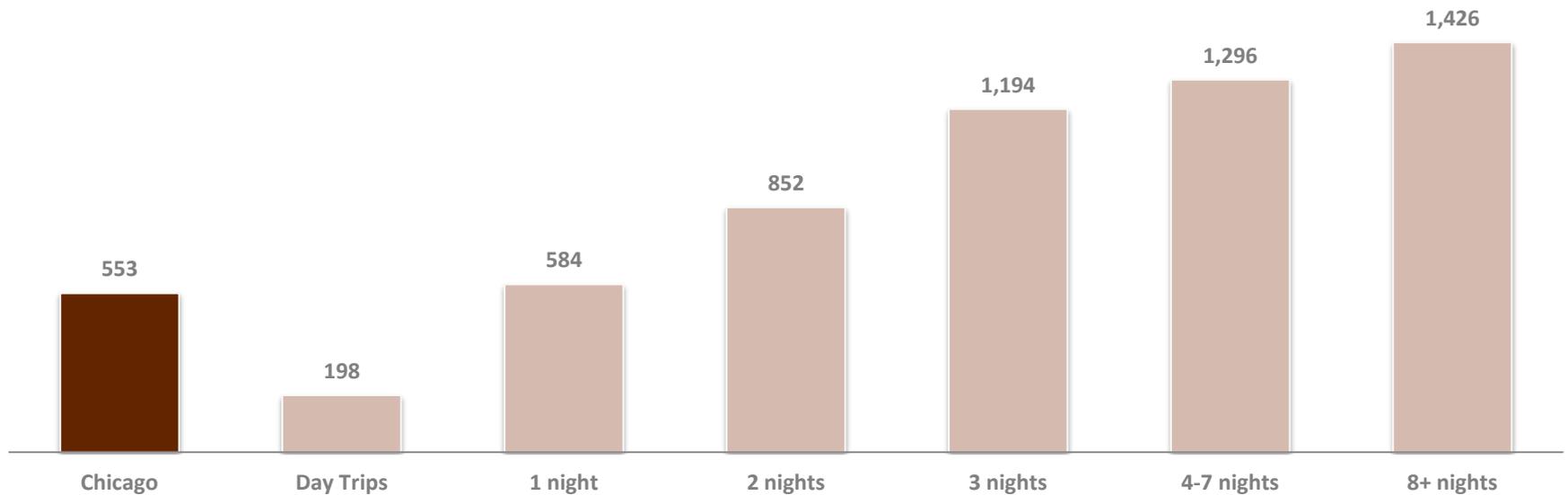


Chart 69 • Segment: 2014-2016 Leisure Stays (\$) • Chicago N=5,518 household count

Chicago Stay Length Comparison

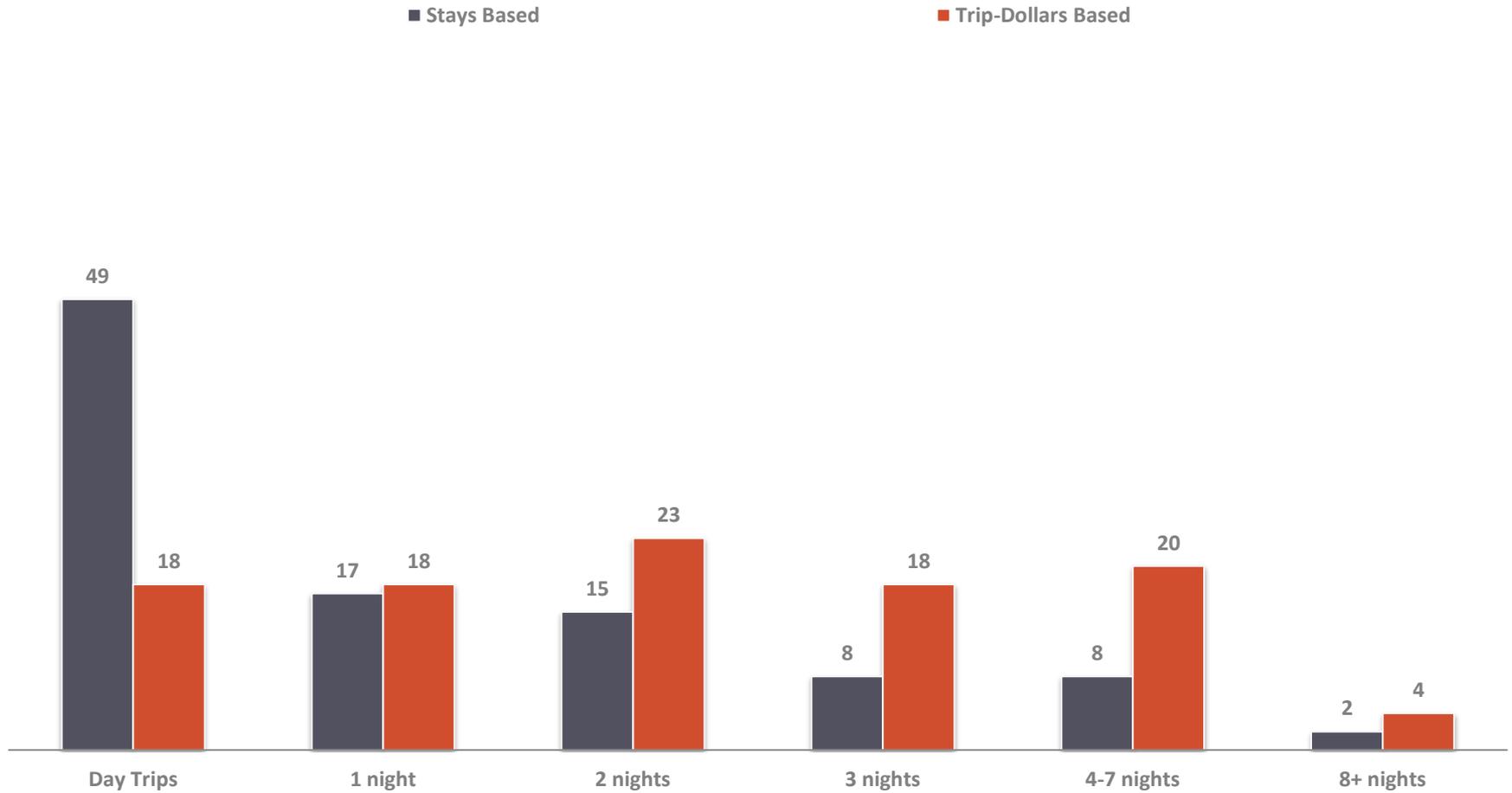


Chart 70 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count

Daily Spending Per Person by Category: U.S., Illinois, Chicago, Downstate, and Comp Set

TRIP CHARACTERISTICS

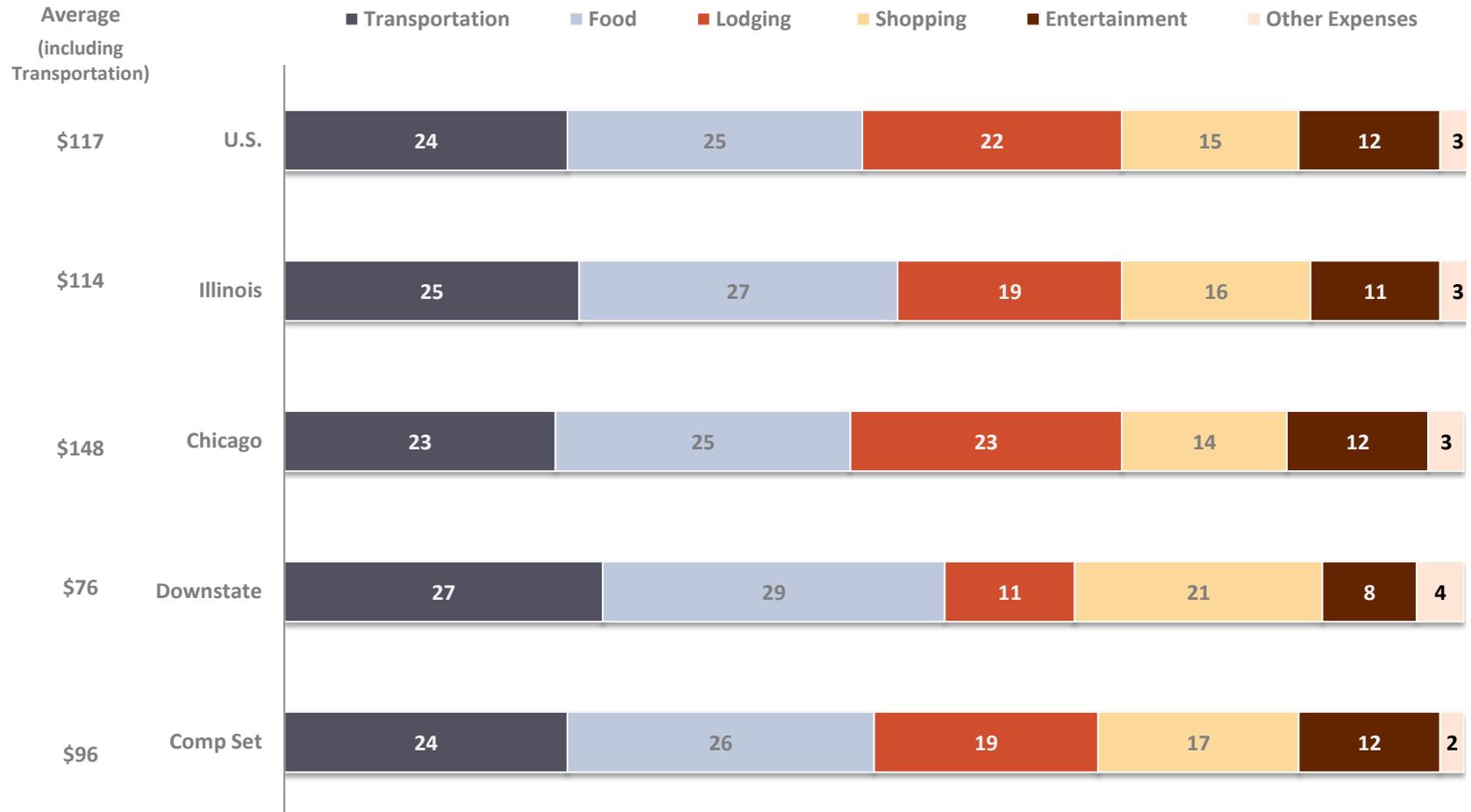


Chart 71 • Segment: 2016 Leisure Person-Days (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

List of All DKSA Activities

ACTIVITY PARTICIPATION

DKSA 2016 ACTIVITIES

ATTRACTIONS

Amateur Sports

Professional Sports Event

Gambling

Night Life

Show: Boat, Car, Home

Theme/Amusement/Water Park

Zoo/Aquarium

Holiday Celebration

Reunion/Graduation

Wedding

Funeral/Memorial

Other Personal Celebration

LIBATION AND CULINARY

Culinary/Dining Experience

Winery/Distillery/Brewery

Hunting

Fishing

Hiking

Biking

Tennis

Water Sports

Extreme Adventure Sports

Snow/Winter Sports

CULTURE

Concert, Theater, Dance

Festival/Fairs

Historic Sites

Museum, Art Exhibits, etc.

Movies

Touring/Sightseeing

NATURE

Beach/Waterfront

Camping

Eco/Sustainable Travel

Wildlife Viewing

Parks (National/State)

OUTDOOR SPORTS

Boating/Sailing

Golfing

GENERAL

Shopping

Real Estate (buy/sell)

Medical/Health/Doctor Visit

Service/Volunteerism/Charity

Religious/Faith Based Event

Spa

FAMILY/LIFE EVENTS

Visit Friends/Relatives

Other Activities (any)

Business/Work

Illinois Activity Participation

ACTIVITY PARTICIPATION

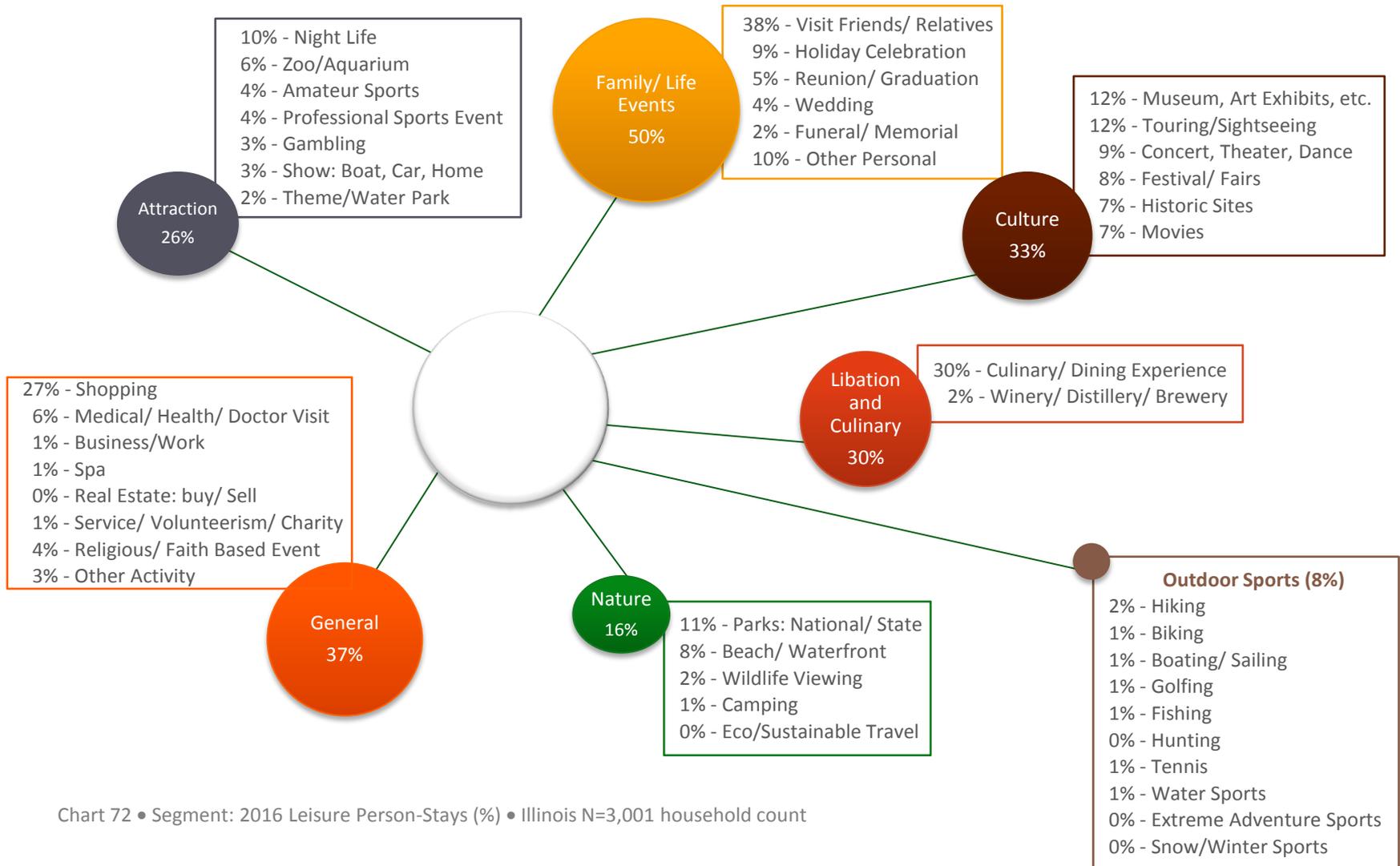


Chart 72 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count

Chicago Activity Participation

ACTIVITY PARTICIPATION

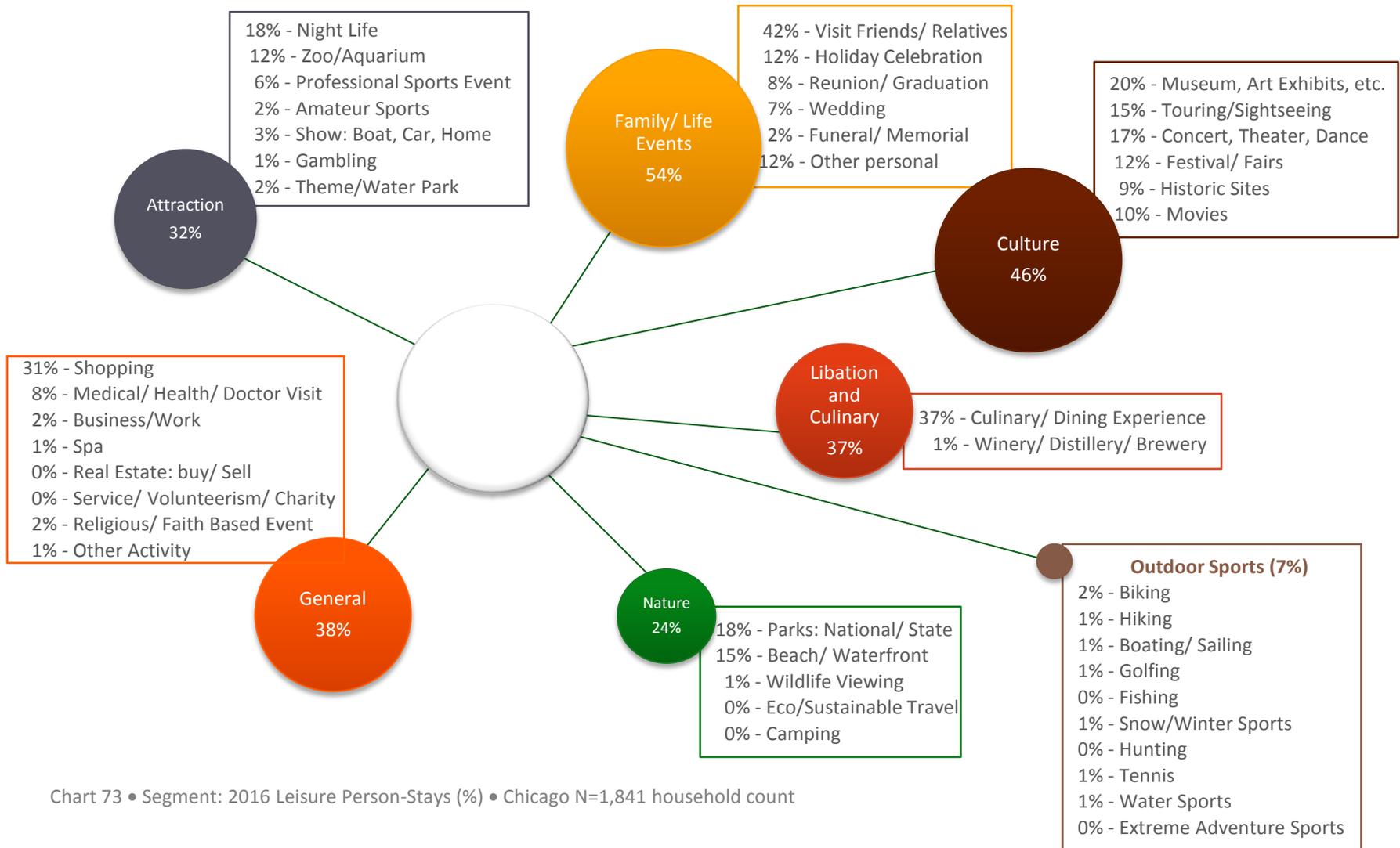


Chart 73 • Segment: 2016 Leisure Person-Stays (%) • Chicago N=1,841 household count

Top Leisure Visitor Activities at the Destination

(Rank Order by Illinois – gray percentage indicates not in Top 10)

ACTIVITY PARTICIPATION

	U.S.	ILLINOIS	CHICAGO	DOWNSTATE	COMP SET
Visit Friends/Relatives (general visit)	32%	38%	42%	34%	32%
Culinary/Dining Experience	27%	31%	37%	24%	24%
Shopping	26%	27%	31%	24%	26%
Museums, Art Exhibits etc.	8%	12%	20%	5%	7%
Touring/Sightseeing	11%	12%	15%	8%	8%
Parks (national/state, etc.)	10%	11%	18%	5%	7%
Nightlife (bar, nightclub, etc.)	8%	10%	18%	4%	6%
Other Personal Celebrations	7%	10%	12%	8%	7%
Holiday Celebration	6%	9%	12%	7%	6%
Concerts, Theatre, Dance, etc.	7%	9%	17%	3%	6%
Beach/Waterfront	13%	8%	15%	3%	7%
Festival/Fairs (state, craft, etc.)	5%	8%	12%	5%	5%
Historic Sites	9%	7%	9%	5%	6%
Movies	5%	7%	20%	4%	4%
Zoo/Aquarium	4%	6%	12%	1%	4%

Chart 74 • Segment: 2016 Leisure Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

Illinois Activity Index

ACTIVITY PARTICIPATION

The activity index uses the U.S. to determine the average of 100 and anything above is an activity that travelers in Illinois are more likely to do than visitors to the U.S. 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 U.S. destinations.

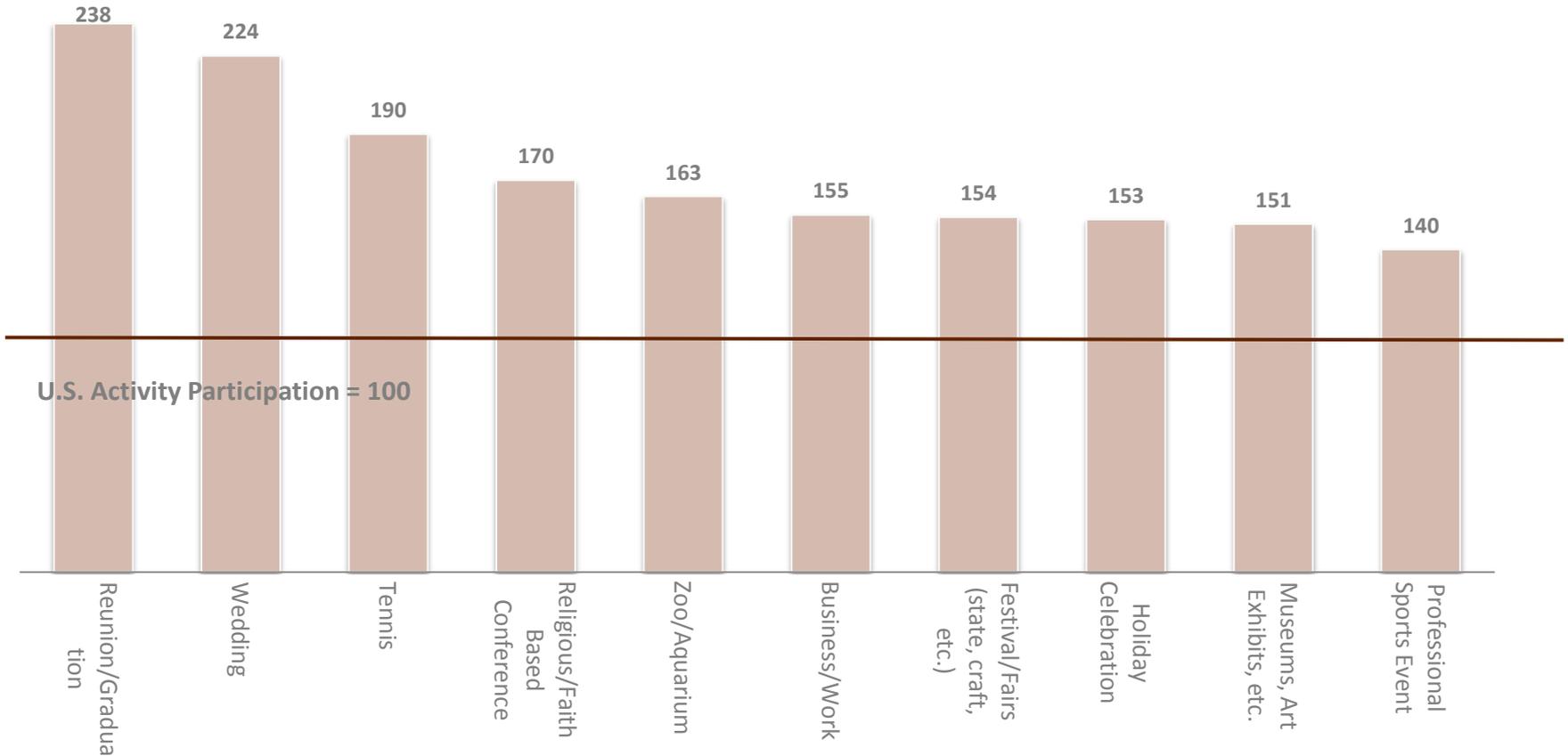


Chart 75 • Segment: 2016 Leisure Stays • Illinois N=3,001 household count

Illinois Avg. Party per Stay Spending by Activities

ACTIVITY PARTICIPATION

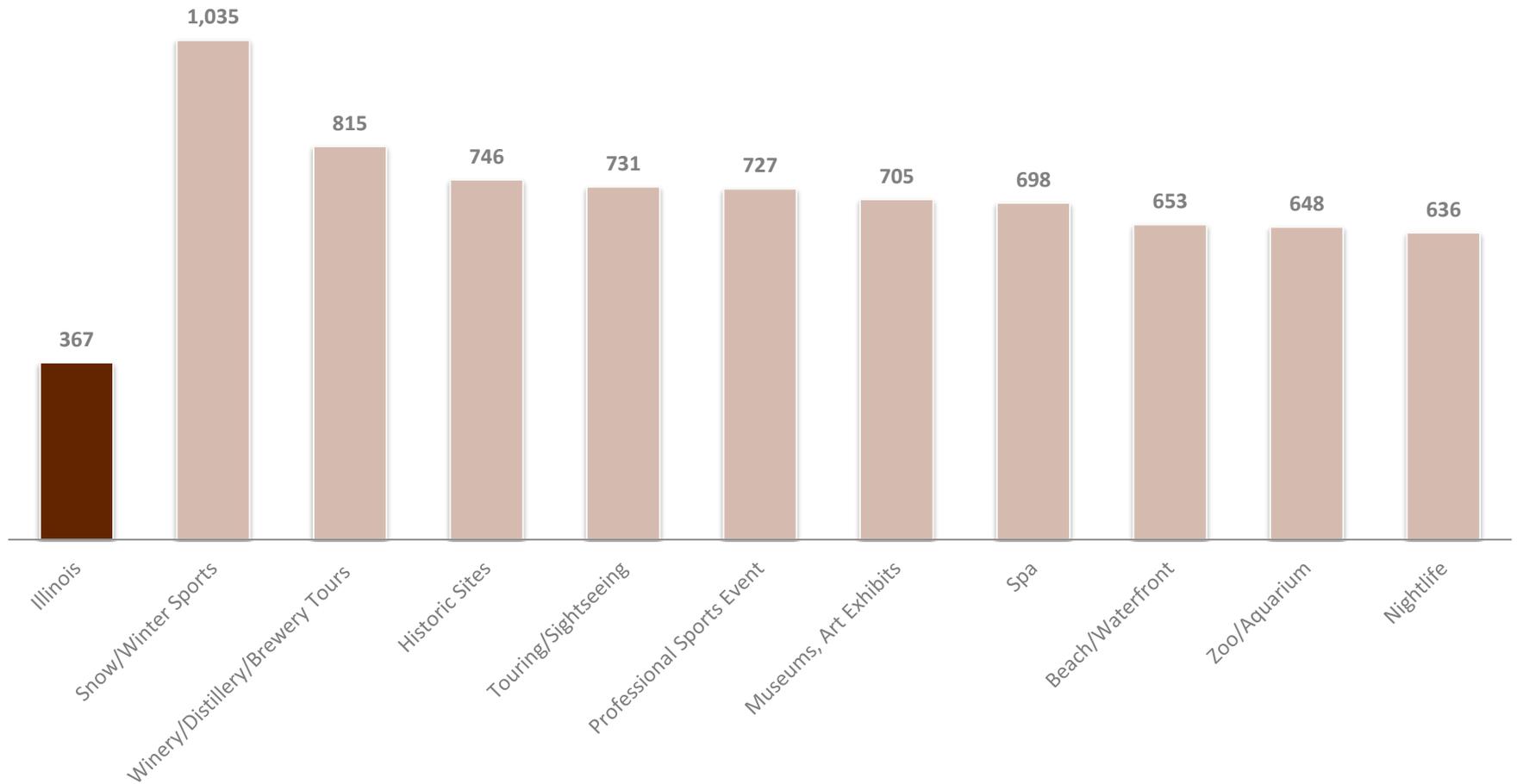


Chart 76 • Segment: 2014-2016 Leisure Stays (\$) • Illinois N=9,230 household count

Illinois Activity Comparison

ACTIVITY PARTICIPATION

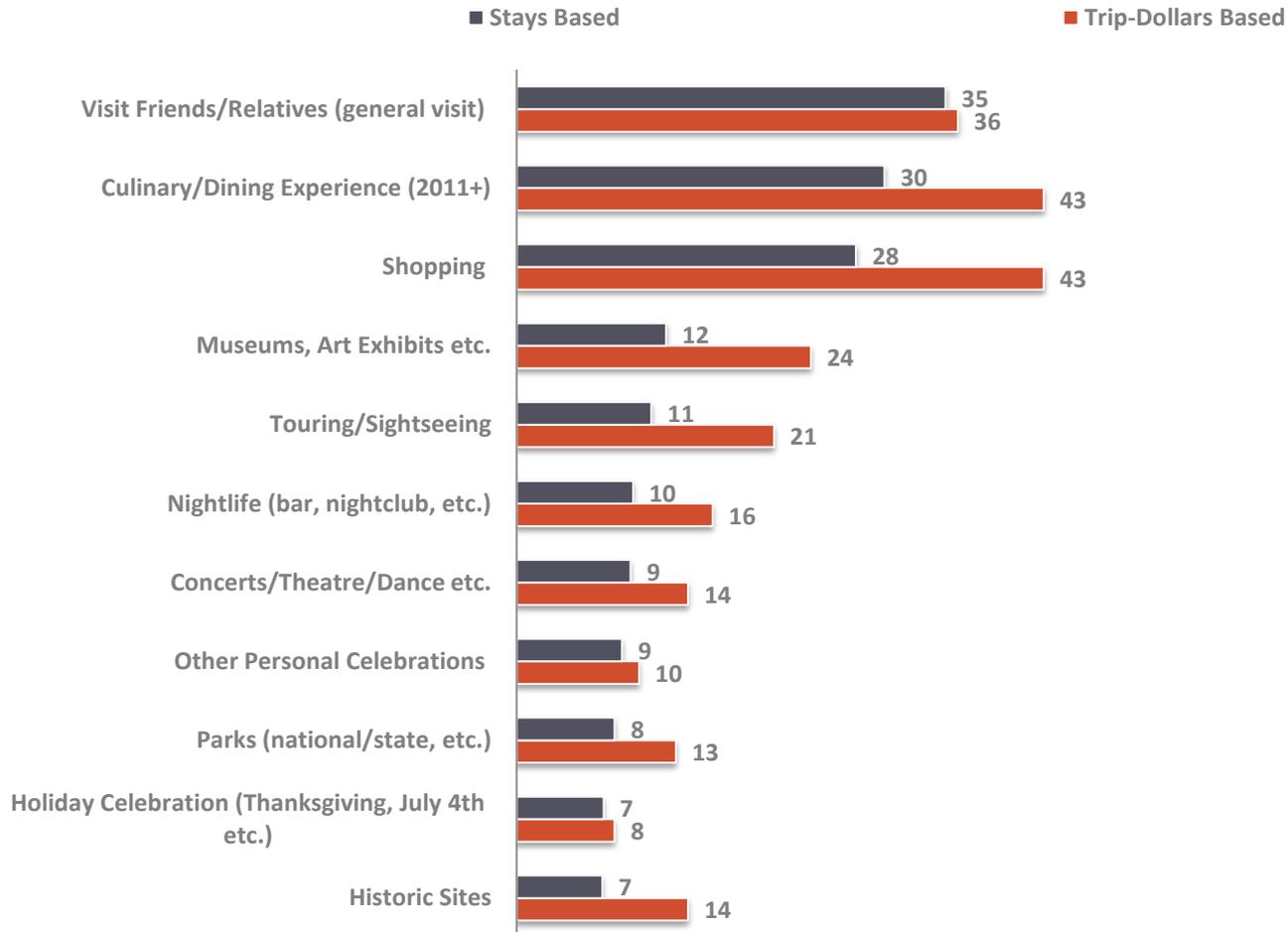


Chart 77 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count

Chicago Activity Index

ACTIVITY PARTICIPATION

The activity index uses the U.S. to determine the average of 100 and anything above is an activity that travelers in Chicago are more likely to do than visitors to the U.S. 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 U.S. destinations.

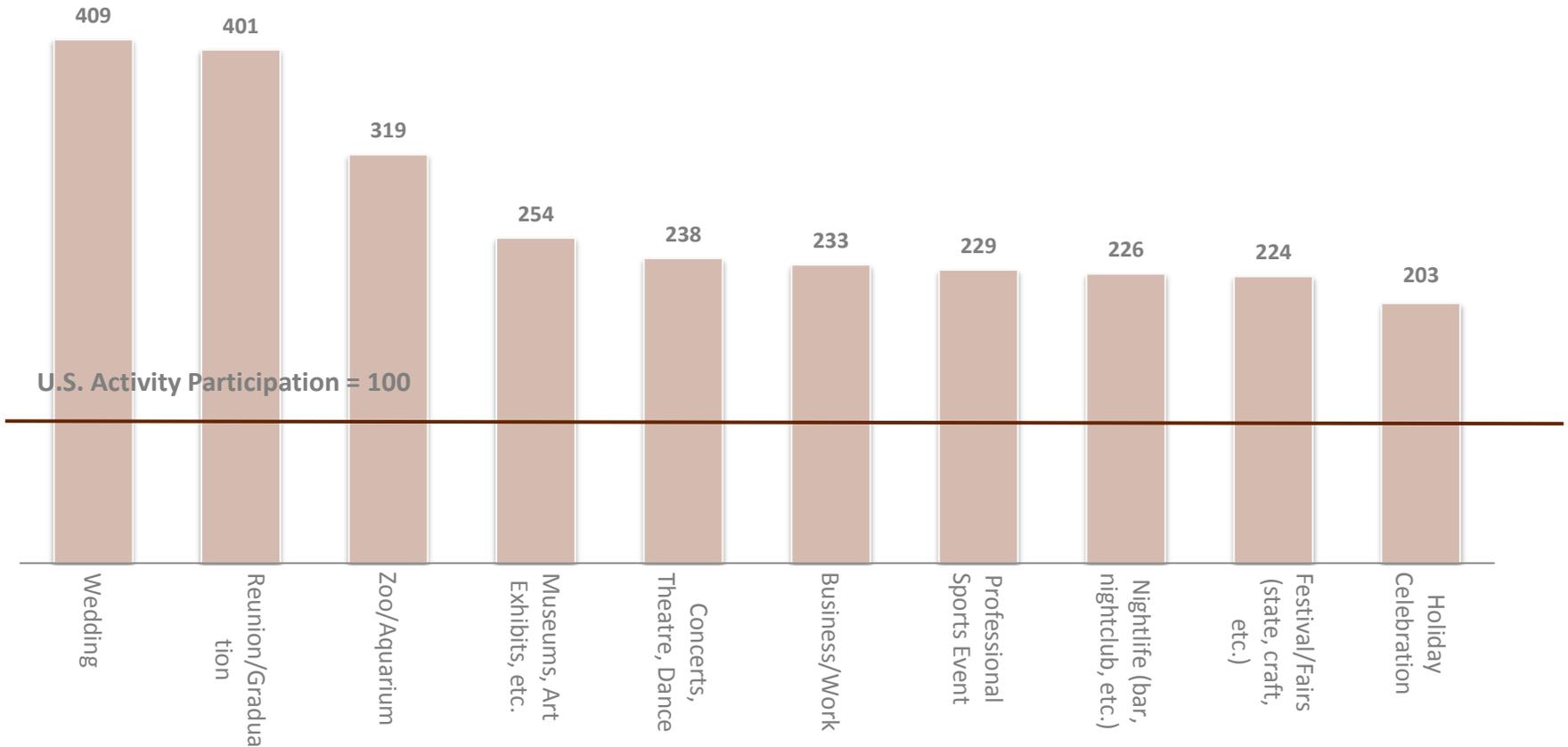


Chart 78 • Segment: 2016 Leisure Stays • Chicago N=1,841 household count

Chicago Avg. Party per Stay Spending by Activities

ACTIVITY PARTICIPATION

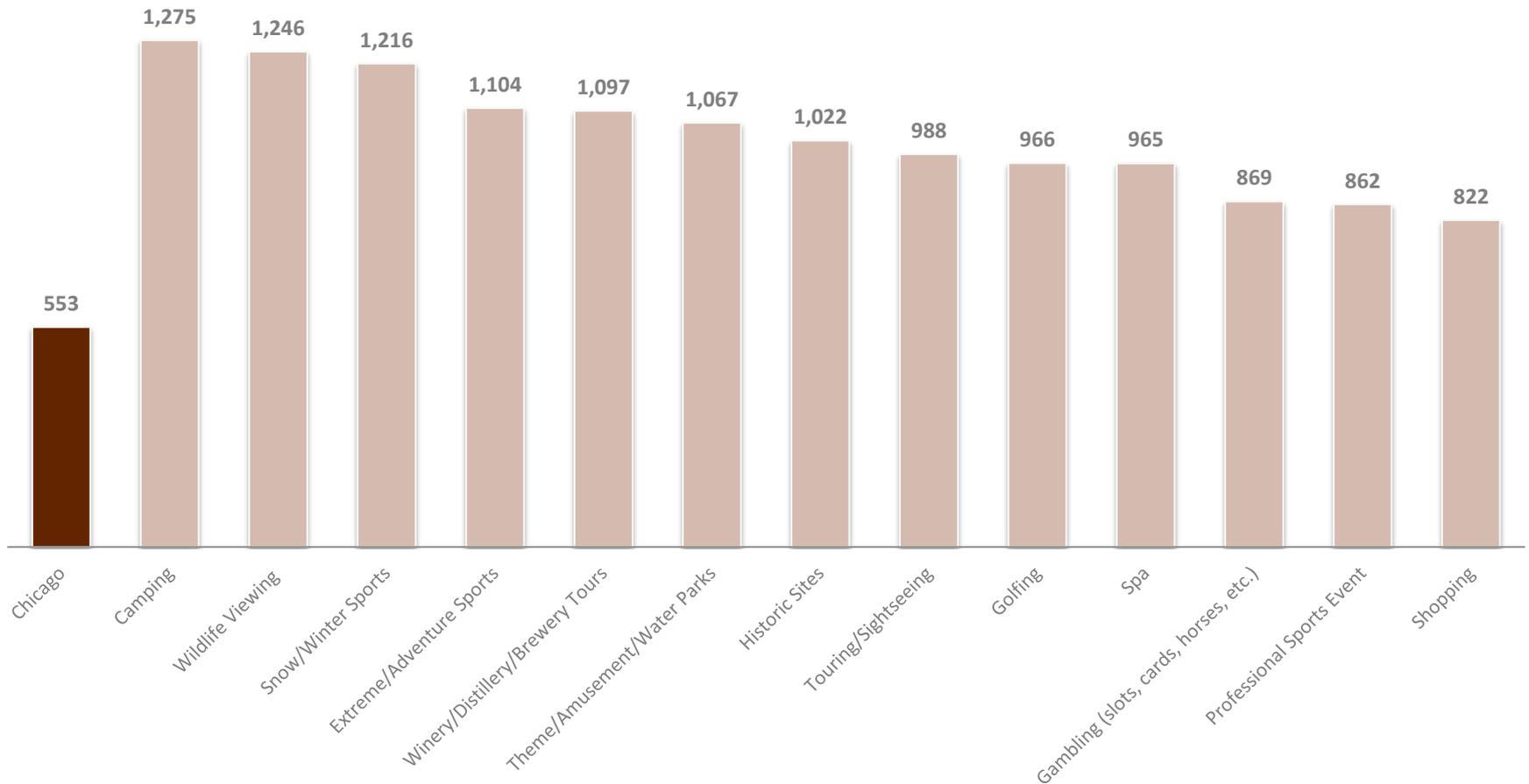


Chart 79 • Segment: 2014-2016 Leisure Stays (\$) • Chicago N=5,518 household count

Chicago Activity Comparison

ACTIVITY PARTICIPATION

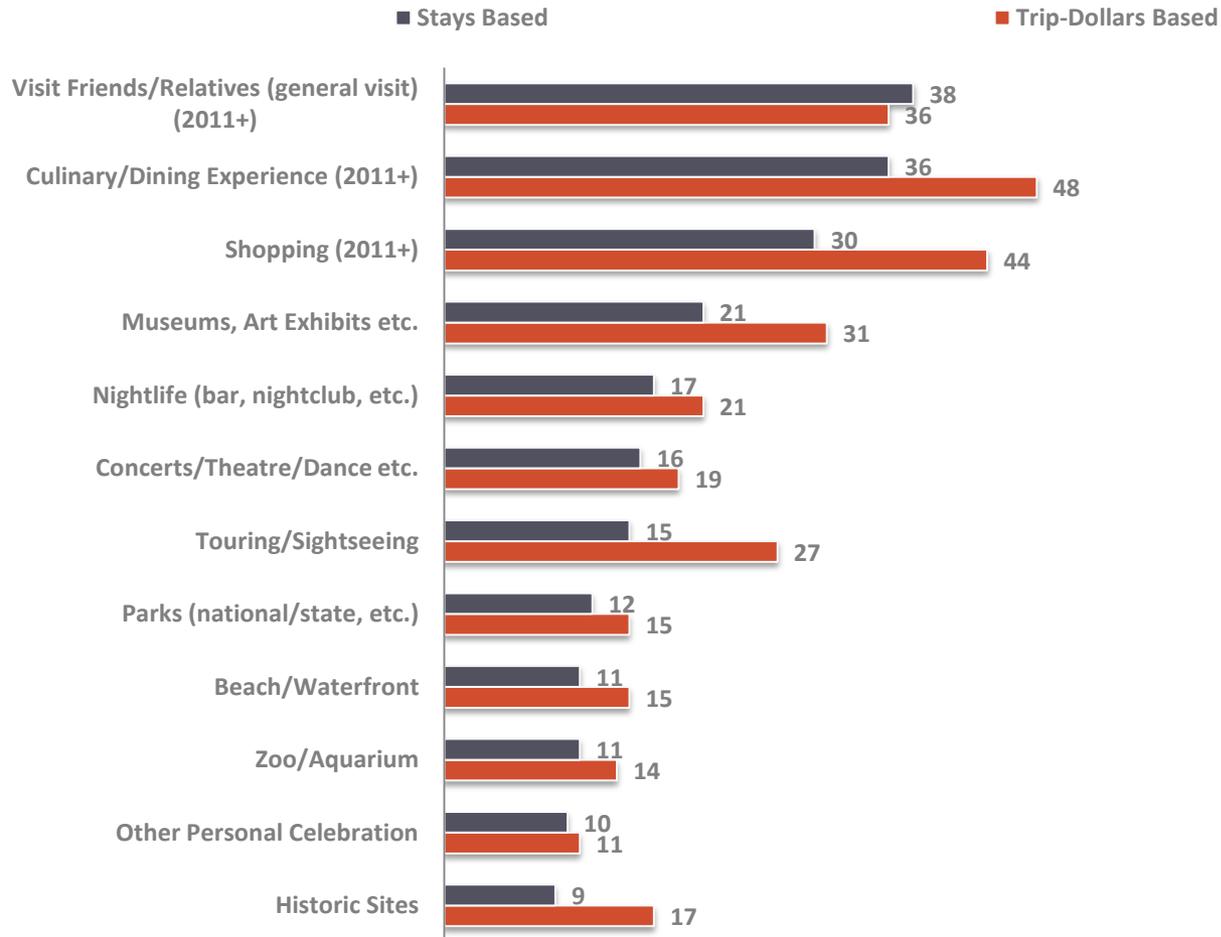


Chart 80 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count

Accommodation Type: U.S., Illinois, Chicago, Downstate, and Comp Set

ACCOMMODATION

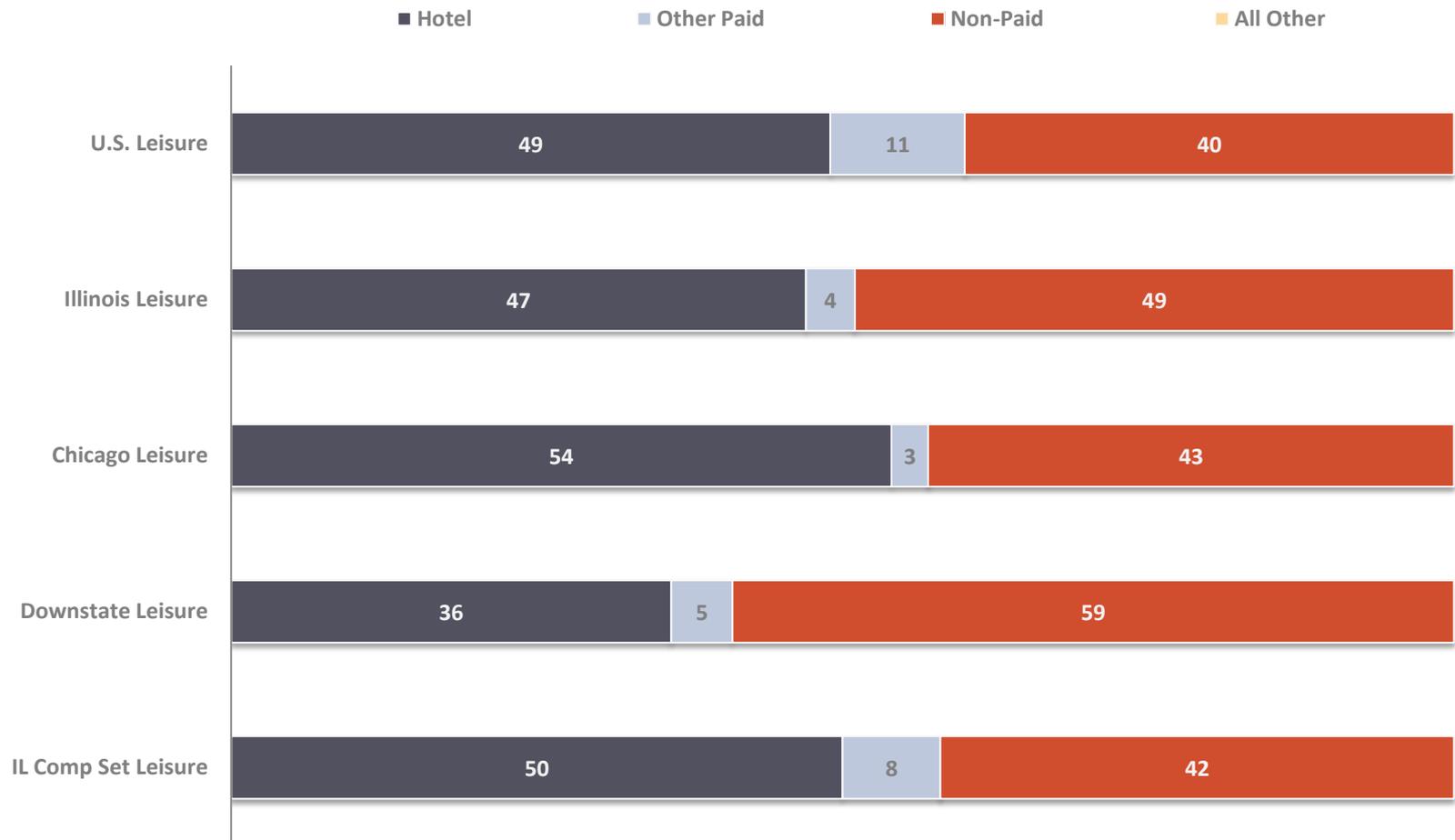


Chart 81 • Segment: 2016 Overnight Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

Illinois Avg. Party per Stay Spending by Accommodation Type

ACCOMMODATION

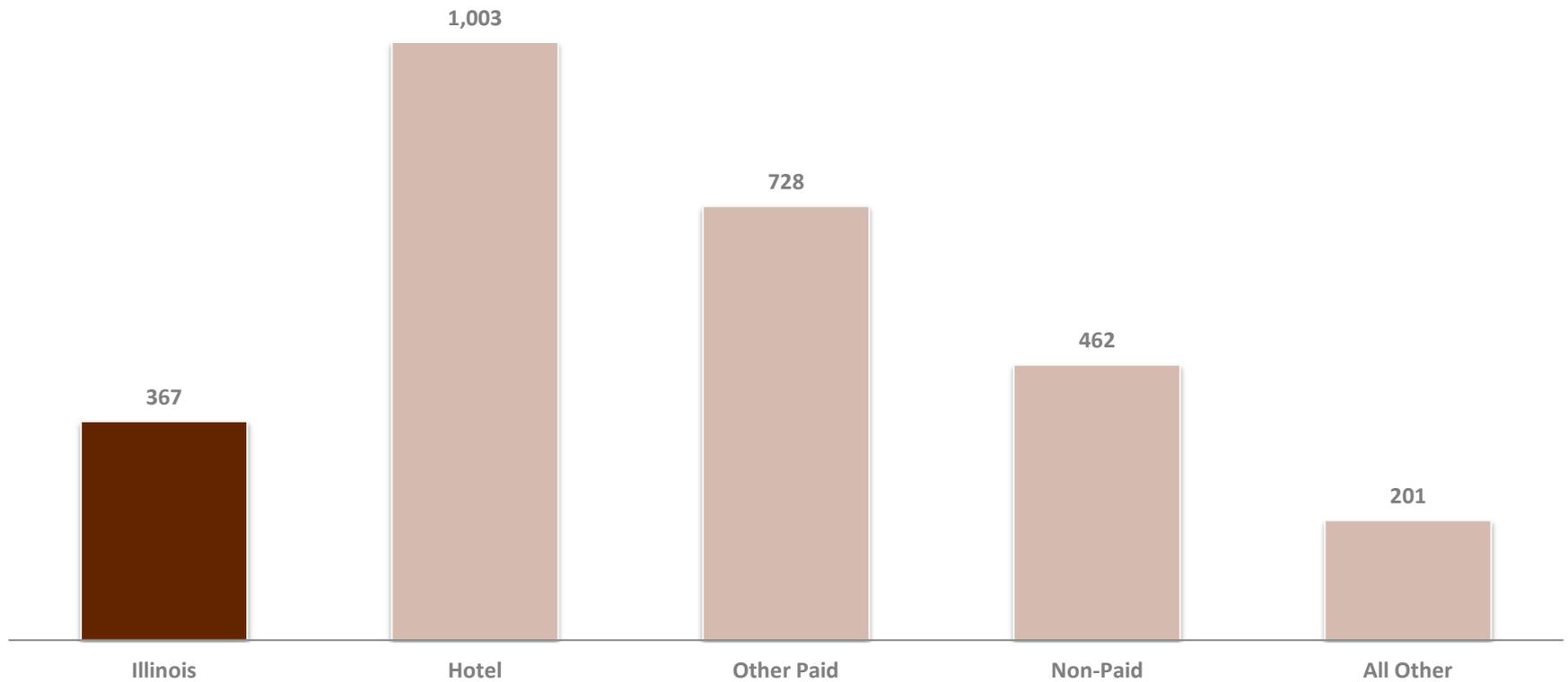


Chart 82 • Segment: 2014-2016 Overnight Leisure Stays (\$) • Illinois N=9,230 household count

Illinois Accommodation Type Comparison

ACCOMMODATION

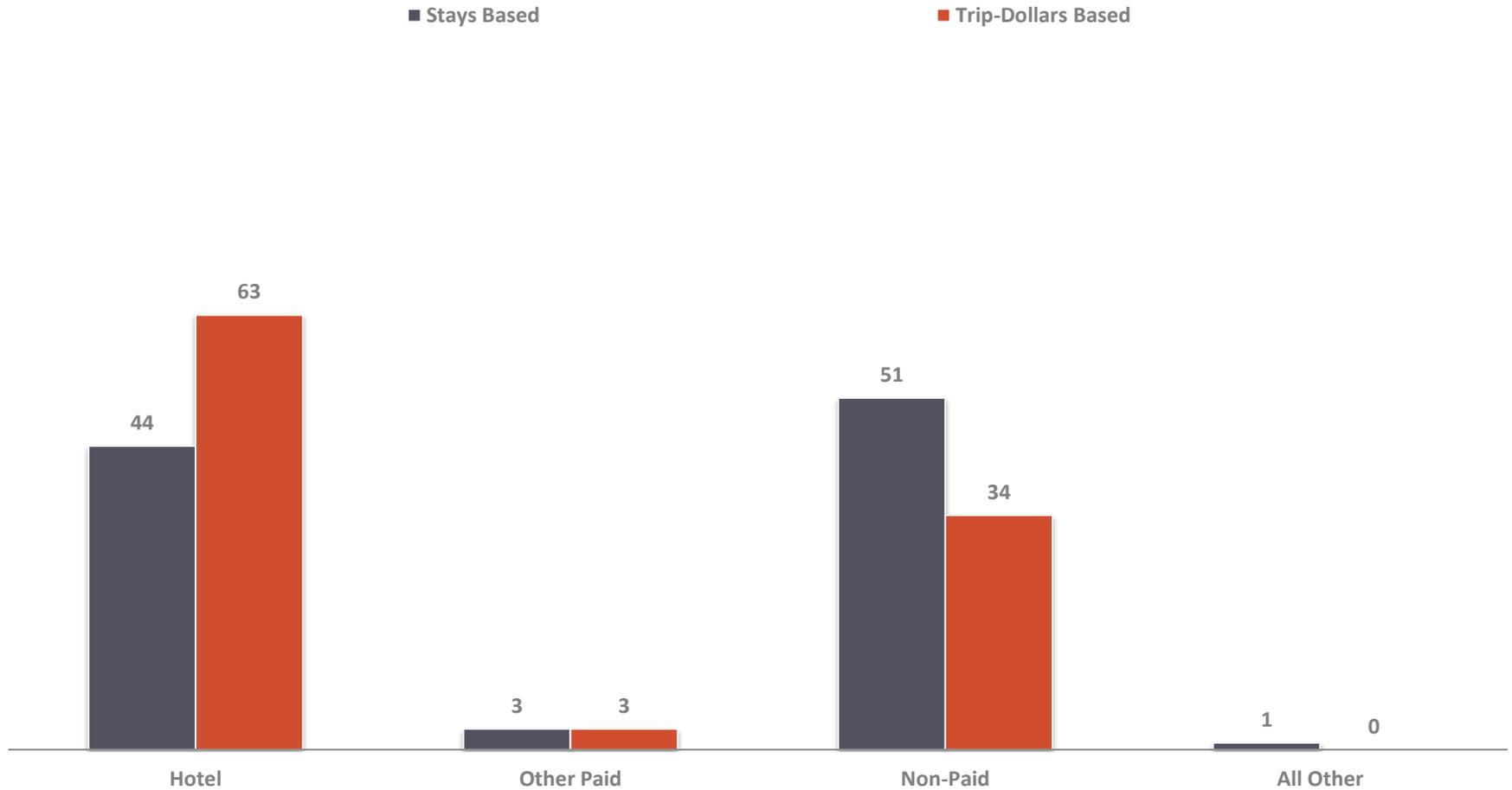


Chart 83 • Segment: 2014-2016 Overnight Leisure (\$) • Illinois N = 9,230 household count

Chicago Avg. Party per Stay Spending by Accommodation Type

ACCOMMODATION

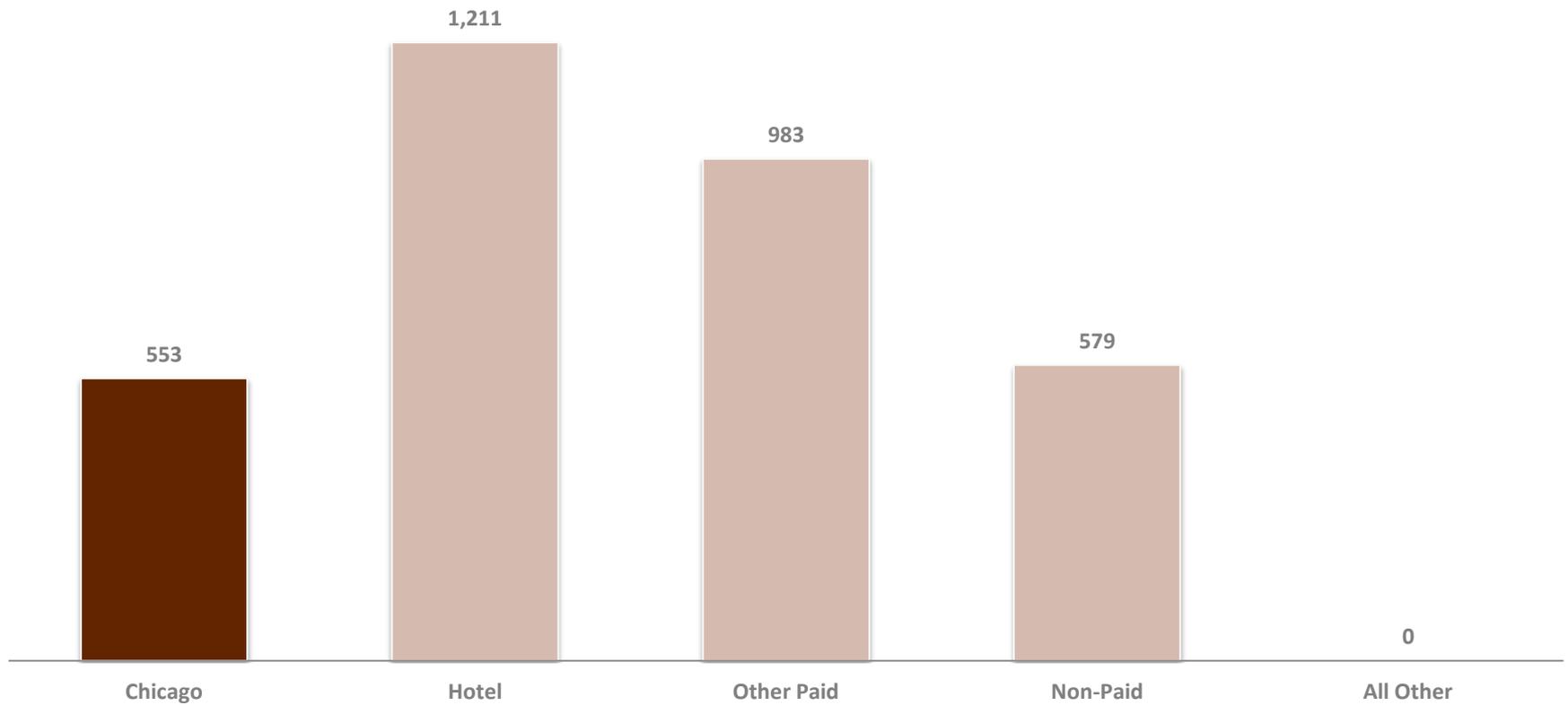


Chart 84 • Segment: 2014-2016 Overnight Leisure Stays (\$) • Chicago N=5,518 household count

Chicago Accommodation Type Comparison

ACCOMMODATION

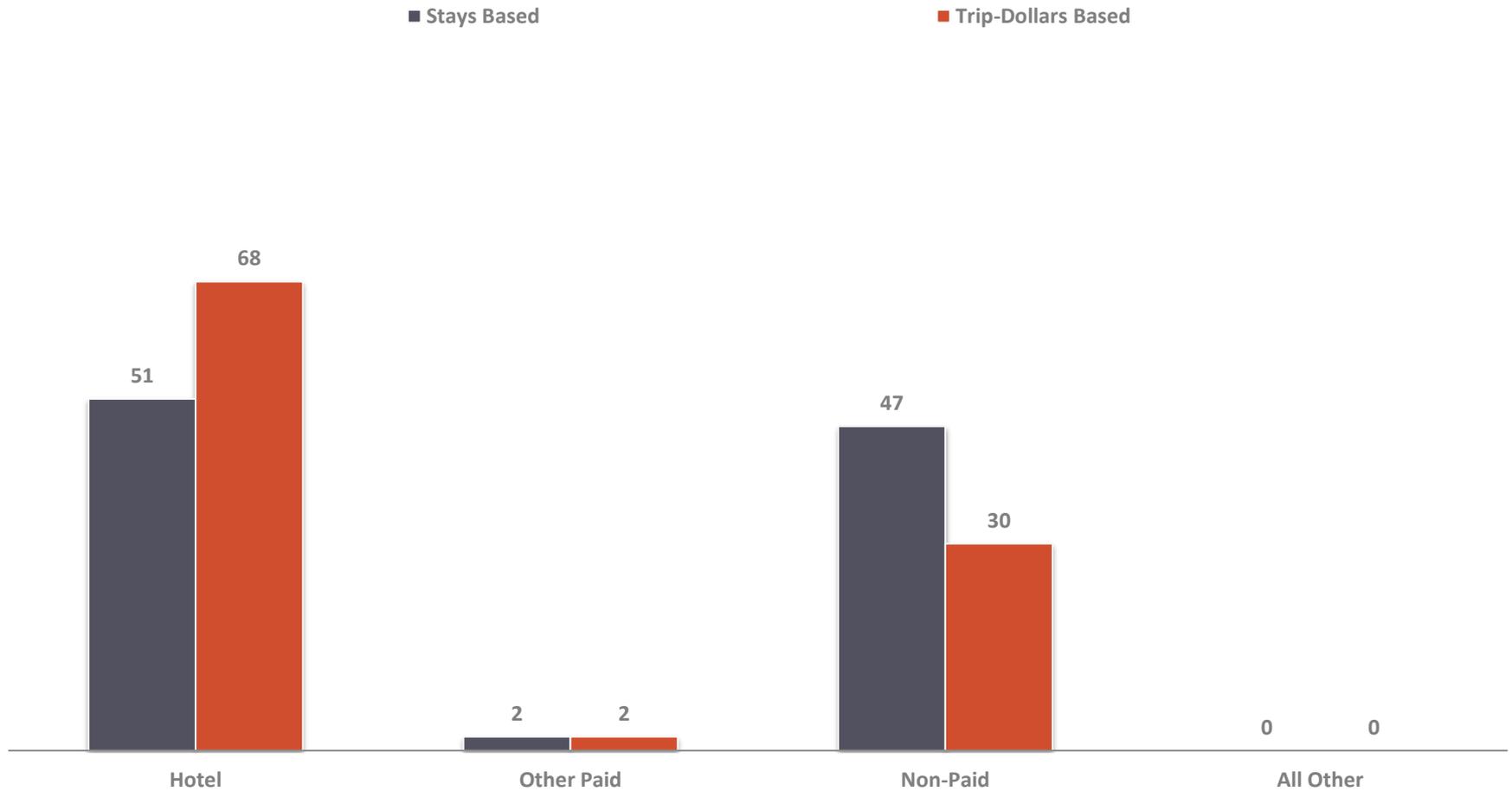


Chart 85 • Segment: 2014-2016 Overnight Leisure (\$) • Chicago N=5,518 household count

Visitor Ratings

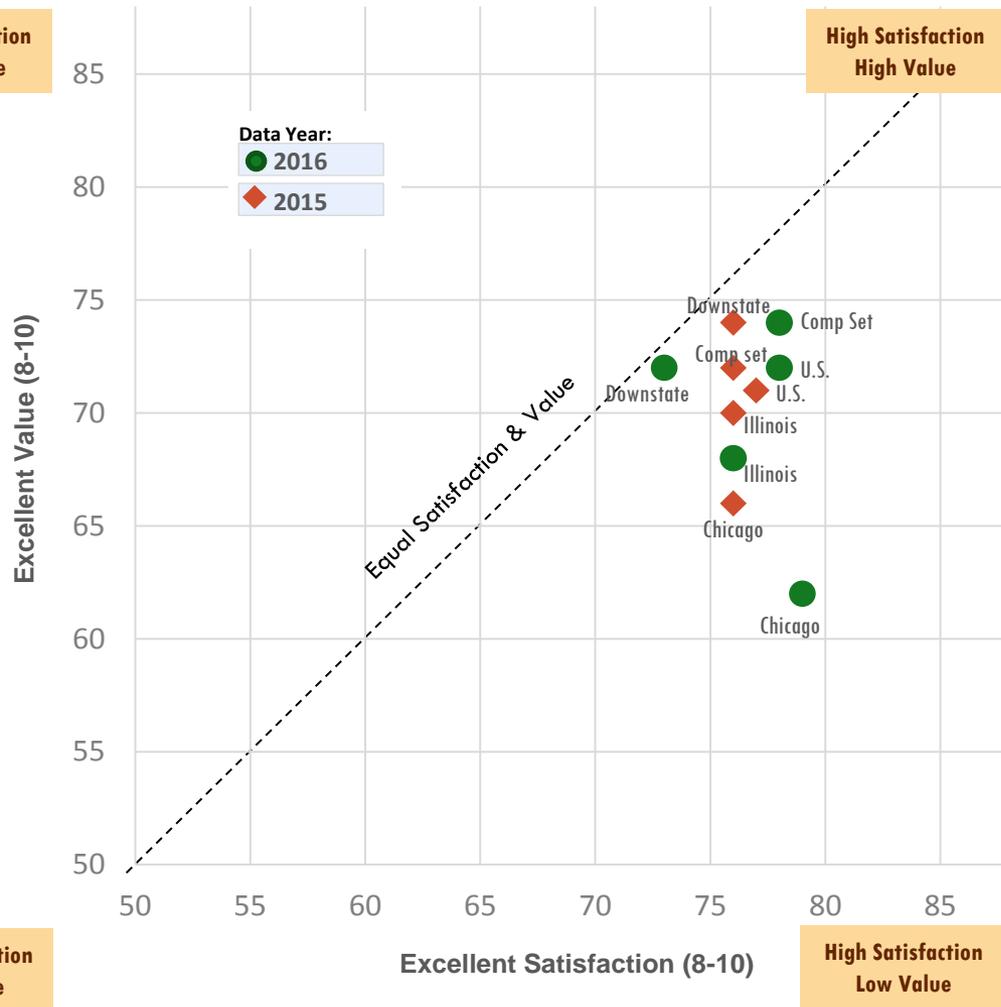


Chart 86 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

Statistical References

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:

Leisure Travel	Sample Size for 2016	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
U.S.	57,177	0.1%	0.1%	0.2%	0.3%	0.3%
Illinois	3,001	0.3%	0.6%	0.8%	1.1%	1.5%
Chicago	1,841	0.4%	0.7%	1.0%	1.5%	1.9%
Downstate	1,351	0.4%	0.8%	1.2%	1.7%	2.2%
Comp Set	11,571	0.1%	0.3%	0.4%	0.6%	0.7%

Example:

If the car travel finding for the U.S. is 92% and the sample size is 58,071, using the chart, we can say that at the 90% level of confidence the proportion ranges between 91.8% and 92.2%.

Example:

If the Auto travel (NET) finding for Illinois is 87% in previous time period and 85% in current time period, using the chart, we can say that the actual proportion change is statistically significant since the resulting Z score (-2.28) is larger than the table Z score (1.64).

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.

$$Z = \frac{(P_1 - P_2)}{\sqrt{(P * ((1-P) / N_1)) + (P * ((1-P) / N_2))}}$$

Data Input	Sample 1	Sample 2	Resulting Z Score	Z score	Confidence Level
Proportion	85.0%	87.0%		(+/-) 1.96	95%
Sample Size (n)	3,001	3231	-2.28	(+/-) 1.64	90%

Research Methodology

DKSA's **TRAVEL PERFORMANCE/MonitorSM** is a comprehensive study measuring the travel behavior of US residents. An average of 50,000 distinct U.S. households monthly and has done so since 1991. DKSA is able to provide current behavior and long term trended analyses on a wide range of travel.

DKSA data are collected using an online methodology employing KnowledgePanel®, an address based sample panel offered by GfK. The sample is drawn as a national probability sample and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. Census. Key factors used for balancing are Origin State, Age, Income, Education, Gender, Ethnicity/race and return rates. The Knowledge Networks sample is used to create benchmark weights which are applied to surveys returned from other managed panels used by DKSA.

Both traveling and non-traveling households are surveyed each month enabling DKSA to generate the best estimate of travel incidence (volume) within the total U.S. population. Among those who have traveled (overnight in the past three months, and daytrips in the past month) details of their trip(s) are recorded for each month. This overlapping, repeating monthly approach boosts the observed number of trips for each travel month and controls for seasonality and telescoping biases.

"Travel" is defined as either an overnight trip defined as going someplace, staying overnight and then returning home or as a day trip defined as a place away from home and back in the same day. Respondents report travel behavior for each stay of each trip; an approach that enhances reporting for specific travel events, activities and spending.

A wide variety of general travel information is collected including travel to destinations at a city level, hotel stayed in, purpose of stay and activities, expenditures, mode of transportation, party composition, length of stay, travel agent and group tour usage, satisfaction and value ratings, and demographics, including origin markets.

Several questions are asked as open-ends to ensure that the responses are not influenced by a pre-listed set of response categories. Each respondent identifies the actual destination visited with an open-end response. This is particularly significant for obtaining accurate data for smaller cities and counties and representing total travel. This increases time and expense to accurately capture these responses but quality requires it.

Extensive coding lists are updated regularly to ensure that all data is recorded accurately. DKSA's Quality control committee conducts bi-monthly meetings to review survey results and examine methods to maintain and improve quality control.

About DKSA

D.K. Shifflet & Associates Ltd. is the leading U.S. consumer travel research firm. DKSA is located in McLean, VA providing the industry's most complete consumer based travel data on U.S. residents and their travel worldwide. Our clients include destination marketing organizations, theme parks, credit cards, auto clubs, hotel chains and more.