Economic Impact of Illinois Domestic Tourism

2016

we welcomed
110MIL domestic visitors
17% business 83% leisure

1 MILLION Increase from 2015
+19 million in the last 10 years

CHI traveler growth
+2.7%

US traveler growth
+2.4%

supported
302,000 jobs
+3.3% Growth

robust marketing helps drive visitors
+2.1% BH compared to -0.6% FH
+4% hotel revenue in Q1 2017, +7% in Chicago area

$2.6 BIL in tax revenues, up $122 MIL
Visitor expenditure saves the average IL household over $1,300 in taxes per year

visitors are staying in Illinois longer, increasing faster than the US average
+3%

every $1 invested in tourism marketing, generates $9 in return

Source: US Travel Association; D.K. Shifflet & Associates; Office of Tourism Industries; Illinois Dept. of Revenue

www.enjoyillinois.com
In 2016, Illinois welcomed nearly 110 million domestic visitors, an increase of more than one million visitors. Of those 110 million domestic visitors, 17% of visitors were for business and 83% for leisure purposes.

- Robust marketing is driving visitors. Domestic visitors to Illinois in 2016 was a tale of two halves - the front half experienced a -0.6% decline while the back half was up 2.1% from 2015.
- In the past 10 years, domestic travelers visiting Illinois increased by 19 million.
- Chicago experienced stronger year-over-year domestic traveler growth (2.7%) than total U.S. domestic traveler growth (2.4%). There’s an opportunity to keep visitors longer and experience other parts of Illinois.

Domestic travelers spent nearly $35.1 billion in Illinois during 2016, a 1.8% increase from 2015.

In 2016, domestic travelers to Illinois generated $2.6 billion in state and local tax revenue, an increase of $122 million from 2015.

Domestic traveler expenditures directly supported 302,100 jobs within Illinois in 2016, an increase of 9,600 jobs from 2015 on top of the 10,000 jobs created the previous year.

Visitor are staying longer. In 2016, person days, a measurement of visitor’s length of stay, increased by 3%, higher than the US average of 2.4%.