

ARE YOU UP FOR
Amazing?

Economic Impact of Illinois Domestic Tourism

2016

we welcomed

110 MIL domestic visitors

17% business 83% leisure



1 MILLION Increase
from 2015

+19 million in the last 10 years

CHI vs **US**
traveler growth traveler growth

+2.7%

+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



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

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



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Illinois
Department of Commerce
& Economic Opportunity
OFFICE OF TOURISM
Bruce Rauner, Governor

2016 Domestic Economic Impact Overview

- > 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.
 - > Visitors 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%.
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