

2018



Economic Impact of Illinois Tourism



We welcomed more than

117
MILLION
visitors

Up 3 million
from 2017
16% business,
84% leisure

Every \$1
invested in
tourism
marketing
generates

\$9 in return

Sources: U.S. Travel Association, DK
Shifflet, Tourism Economics

Visitor
expenditures hit

\$41.7 billion

UP \$2 BILLION YOY

5.1% increase in visitor spending,
higher than the national visitor
growth rate of 4.9%

342,300
JOBS GENERATED

an increase of 5,200 jobs
over the previous year

\$3.3 billion



in state and local tax
revenue was generated
from visitor spending

Created an additional
\$220.8 million for the
state and local communities

up
7.1%

Visitor expenditure saves the
average IL household over
\$1,300 in taxes per year



Illinois
Department of Commerce
& Economic Opportunity
OFFICE OF TOURISM
JB Pritzker, Governor

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Economic Impact Overview

- > More than 117 million visitors traveled to Illinois in 2018, setting a new record number of visitors for the state.
- > The Illinois travel and tourism industry supported 342,300 jobs in 2018, an increase of 5,200 jobs from 2017.
- > Domestic travelers came to Illinois for business (16 percent) and pleasure (84 percent).
- > Over the last 10 years, the number of visitors to Illinois has increased by more than 26 million, with tourism becoming one of the state's leading industries. This marks the 8th consecutive year of record tourism growth in Illinois.
- > Illinois ranks 6th in the US for visitor expenditures.
- > Top international feeder markets to Illinois: Canada, China, UK, Mexico and Japan.
- > Top domestic origin markets to Illinois: Illinois, Wisconsin, Indiana, Michigan and Missouri.



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