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

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

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

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

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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.


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