Economic Impact of Tourism on Illinois

We welcomed 114 MILLION visitors to Illinois. International visitor expenditure grew by 5.2% to nearly $3.4 BILLION.

In visitor expenditures, up 3.5%, $39.7 BILLION were generated. In state and local hotel tax revenue generated by visitor expenditures, saving average Illinois households more than $1,300 in annual taxes.

337,100 travel industry jobs generated by visitor expenditures.
Spring/Summer Advertising

Promoted authentic Illinois experiences with inspiring ads designed to encourage visitors to travel and explore the state

5 pillars
15 domestic markets
$271 returned for every $1 spent in paid media

390 Mile Blind Date Road Trip

Two people who had never met went on one epic Illinois road trip together — with a video crew in tow. Supporting ads gave long-haul and local travelers more road trip ideas and encouraged them to take off on their own Illinois adventure.
Weekend Getaway

Juxtaposing the ordinary with the amazing, time-starved travelers were challenged to make the most of their weekends. Highlighting activities all around the state, these ads reminded travelers that amazing can happen every weekend in Illinois.
Light Up the Night

For the cosmopolitan traveler seeking culture, nightlife and culinary experiences, Light Up The Night showcased Chicago after dark, illustrating everything an evening in the city has to offer.

Up For Amazing

The popular Up For Amazing ads continued to inspire travel to authentic destinations throughout the state.
Amazing For All

This LGBTQ promotion presented unique experiences, sites, attractions and destinations through the eyes of our amazing LGBTQ community in a portrait and video series brought to life at Northalsted Market Days.

AMAZING FOR ALL AT NORTHALSTED MARKET DAYS

6' x 23' wooden #AmazingForAll art installation

8 influencers

28.4 million earned media impressions
Fall/Winter Advertising

From fall colors to the magic of the holidays, Illinois was in market with ads in the fall and winter months.

Get Away From Your Everyday

Inspiring people to take an Illinois road trip, the ads featured fall getaways from around the state.

Digital campaign generated

$16.5 million
In hotel revenue

$10.52 returned for every dollar
Embracing the magic of the holidays, the ads promoted memorable experiences from light festivals to Christmas markets and one-of-a-kind Illinois Made gifts.
Continued the successful Illinois Made ads to complement the fall getaway campaign as many makers are the perfect stop on a scenic road trip.

59 new Makers added in 2018, bringing the total number to 163

20 new videos
Domestic Earned Media

Pitched and secured earned media coverage promoting Illinois tourism in local, regional and national news outlets

- New Frank Lloyd Wright Trail Features 13 Illinois Sites
- 10 Fall Festivals Worth a Road Trip
- Illinois Governor’s Conference on Travel & Tourism
- Beyond Chicago: 5 Other Illinois Cities to Visit
- 6 U.S. Scenic Byways You Must Discover

*Earned media generated*

- 965 placements
- 2+ billion impressions
- $9.5 million in publicity value
Illinois Bicentennial Celebration

Commemorated Illinois’ Bicentennial with a yearlong celebration honoring the people, places and history that make Illinois amazing
300-lb. Bicentennial birthday cake from Eli’s Cheesecake shared with the people of Springfield

7 cities hosted Bicentennial birthday cake celebrations

17 Bicentennial-themed corn mazes and activities

56 historical locations featured in the Bicentennial Passport from the I&M Canal National Heritage Area and Looking for Lincoln National Heritage Area

80 historical sites and museums participated in Doors Open Illinois
In 2018, Illinois turned 200 years old and we told 200 stories on enjoyillinois.com/illinois-200
Illinois’ Bicentennial: People, Places and Things to Celebrate

Bicentennial Earned Media

Best ways to experience Illinois corn mazes

Bicentennial & Big Lincoln

Hayes home on display for Illinois Bicentennial

Free admissions to Bicentennial exhibit at state museum

Chicago Tribune Bicentennial Bucket List

Illinois’ Bicentennial: People, Places and Things to Celebrate

166 news stories

162.2 million impressions

$1.4 million earned media value
Social Media

Connected with travelers on social channels around the globe with original and curated content

82,000
new US followers

7+
million
organic reach on Facebook US, up 363%

685,269
Facebook US link clicks, up 173%

547,926
engagements on Facebook, Instagram and Twitter, up 191%
Turning over the keys to Enjoy Illinois' social channels to CVBs

- 10 one-day CVB and attraction takeovers
- 685,491 organic reach
- 20,602 post clicks
- 5,556 engaged users

Launched WeChat channel in China

冬日盛会
WonderFest

如果想趁元旦假期带家人出游，可以前往芝加哥海军码头参加伊州冬季Wonder Fest，这是当地非常受欢迎的冬季传统活动，绝对是不容错过的一场盛宴。170,000平方英尺的嘉年华游乐设施，拥有巨型滑梯，将主题活动和室内溜冰场等融合。和数千万当地家庭一起，带上孩子来体验这座城市最大、最好的室内冬季游乐场！同时，芝加哥植物园的年度庆典包括节日颂歌、冰雕和假日集市。在这里，你可以看到精心设计的火车穿越微型芝加哥地标和闪闪发光的室内雪景。
Travel Illinois

Inspired travel with rich content and beautiful imagery that immerses readers in Illinois destinations

- 700,000 copies distributed in key travel markets
- 386,500 copies polybagged in 9 Midwest city magazines
- Broadcast vignettes

FOLLOW the RIVERS

Three short waterside drives (90 miles or less) in northern Illinois lead to historic landmarks, camera-ready views and river-centric fun. Come for the fall colors and find adventures and experiences in towns along the routes.

Readers, meet acclaimed photographers Bob Stefko and Alyssa Schukar, travel writer Beth Eslinger, and enjoy all the stories and images that make Travel Illinois a travel must-read.

Travel Illinois

FALL/WINTER 2018–19

TRAVEL ILLINOIS

Just Go!

CRAFT A PERFECT FALL GETAWAY

EAGLES • A TREE HOUSE • BLUES LEGENDS • AFTERNOON TEA • A FROZEN WATERFALL • ONE-OF-A-KIND WINE • A FLAME-COOKED MEAL

WHERE TO FIND...

Just Go!

CRAFT A PERFECT FALL GETAWAY

10 FAVE NEIGHBORHOODS & THE NEW RIVERWALK

REGIONAL ROUNDUP

42 TOP SPOTS TO VISIT

HAVE DOG, WILL TRAVEL PET-FRIENDLY PLACES

ANDERSON JAPANESE GARDENS, ROCKFORD'S SWEET RETREAT

WORLD-RECORD TOWN: CASEY'S BIG STORY

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Partnerships

High-impact partnerships were leveraged to promote Illinois tourism in domestic and international markets

THE MAGNIFICENT MILE®

Influencer FAM
» 20 influencers
» 6 domestic markets
» 5 international markets

Nearly 3 million social media impressions

1 million people attended Mag Mile Lights Fest Parade featuring an Enjoy Illinois custom-wrapped double-decker bus

5 Illinois Made Makers at Illinois Made Fall Market Day

JAMES BEARD FOUNDATION

We partnered with the James Beard Foundation for the annual star-studded James Beard Award event:
» Presented Best Chef: Great Lakes at Awards Gala
» Media room and social video interviews

Image: NWI.com
EnjoyIllinois.com continued to be the go-to destination for travel inspiration across Illinois with vibrant images, engaging content and a user-friendly experience.

2.6 million users, up 43%

6.2 million page views, up 46%

9,295 newsletter signups on the website, up 55%
International Offices

Took Illinois’ message across the globe in 5 key international markets while assessing opportunities in 2 emerging markets.

In the **United Kingdom and Ireland**, Illinois representatives met with more than 30 trade and 17 media at World Travel Market; sponsored the 2018 Regent Street Motor Show; and held a sales and media mission across the UK and Ireland.

**Team Mexico** hosted their first media mission in Mexico City and Guadalajara; held training seminars in Mexico City, Guadalajara, Monterrey, Aguascalientes and León; and attended the Travel Impressions trade show in Guadalajara.

Germany, Austria and Switzerland hosted a media mission in Frankfurt; launched an Indian Motorcycle campaign in cooperation with CRD; and met with 28 trade and 20 media at ITB.

Our partners in **China** launched the Enjoy Illinois WeChat account; attended CITM; and trained 70 travel agents in the capital city of Xi’an.

Emerging Markets: **New Zealand and Australia**

**Japan** launched a native advertising campaign with Line Travel, Air Trip and ForTravel; attended Tourism Expo Japan 2018; and secured coverage in the Globetrotter Chicago ’18-19 Guide, including Chicago, Oak Park, Evanston, Galena, Route 66, Springfield, Alton and Rockford.

**Germany, Austria and Switzerland**

**Japan**
Pitched and secured earned media coverage promoting Illinois tourism in UK/Ireland, Germany/Austria/Switzerland, China, Mexico and Japan
Offices
Japan / China / UK / Germany / Mexico

2,672 placements
2.3 billion impressions
$175 million publicity value

Where is Galena, one of the top most charming U.S. cities?

German heritage in Illinois
Blues, Ice Hockey and Magnificent Mile Festival, the Winter Feast of Illinois

Winter in Chicago
Frank Lloyd Wright's Illinois
International

EVENTS

We took Illinois to the world through sales missions, trade partner trainings, trade shows and consumer events

19 CONSUMER AND TRADE SHOWS

3 SALES MISSIONS IN GERMANY, UK/IRELAND AND MEXICO

3 MEDIA MISSIONS IN MEXICO, UK/IRELAND, GERMANY

39 AGENT TRAININGS FROM ALL GLOBAL OFFICES IN COUNTRY
Headline sponsor of the Regent Street Motor Show in London for the second time

- 526,000 show attendance
- 40,000 official programs distributed
- 645 contacts collected during consumer giveaway
- Hosted VIP breakfast at Automobile Club
- 33 earned media placements and 2.3 million impressions
FAMs

ILLINOIS FAMILIARIZATION TRIPS

Introduced journalists, influencers and trade groups to Illinois for unique and memorable experiences to share in their home countries

170 MEDIA, INFLUENCER AND TRADE FAM VISITS

11 COUNTRIES:
AUSTRALIA, AUSTRIA, BRAZIL, CHINA, FRANCE, GERMANY, JAPAN, MEXICO, NEW ZEALAND, UNITED KINGDOM, UNITED STATES

PARTNERED WITH CVBs AS WELL AS CHOOSE CHICAGO, GREAT LAKES USA, GREAT RIVERS COUNTRY
Inspired worldwide travel to Illinois through innovative programming in all key markets with Brand USA

Multi-channel campaigns generated nearly $1 million in bookings in Mexico and $1.2 million in the UK

First ever out of home placements in Ireland

Partnership with influencer Jessica Beinecke in China

Sponsored America’s Musical Journey premiere in London

Expedia and Sojern ad campaigns in Mexico, UK, Japan and Germany delivered double-digit ROI

Singles Day promotion with Fliggy in China

America Journal ads in Germany with Illinois Frank Lloyd Wright Trail inserts

Essentially America print ads in UK, Germany, China, Mexico

Marketing campaign with Ctrip in China resulted in a 23% increase in passengers booked to Illinois during campaign period

Travesias insert in Mexico

LGBTQ campaigns in UK, Ireland, Germany

ENJOYILLINOIS.DE

IN DER STADT, DIE DER FLUSS NICHT TRENNT, SONDERN VEREINT,


VERLIEB DICH IN DEN FLUSS, DER DURCHS HERZ DER STADT FLEIST

IN chicago
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