2019 Economic Impact of Tourism on Illinois

Visitor expenditures hit $41.7 billion, up $2 billion YOY, 5.1% increase in visitor spending, higher than the national visitor growth rate of 4.5%

We welcomed more than 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, 16% business, 84% leisure

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

Up 3 million from 2017

Great River Road
Introduced a fresh take on Amazing with a spring/summer campaign that spoke to the wonder and awe of traveling, and the feeling you get from experiencing a new place. With breathtaking visuals, the new spring/summer ads captured amazing moments across broadcast, digital, social, out of home, cinema and streaming audio.

- **4** broadcast spots
- **19** Midwest media markets
- **$265** million in hotel revenue
- **62.4%** lift in arrivals to Illinois
- **$26:$1** ROI

Sources: Arrivalist, Adara
Domestic Fall
ADVERTISING CAMPAIGN

Building on the Amazing summer campaign, the fall campaign tapped into the anticipation for the season and positioned Illinois as a statewide fall fairground.

“Fall hard in Illinois” featured two new broadcast spots – one for Chicago and one for Greater Illinois – as well as ads across digital, print, social, out of home and online video.

2 broadcast spots
18 Midwest media markets
$133.5 million in hotel revenue
40% lift in arrivals to Illinois
$52: $1 ROI

Sources: Arrivalist, Adara
Domestic Holiday
ADVERTISING CAMPAIGN

Capturing the magic of the holiday season, the campaign focused on shopping, food and drink and family activities in Chicago and beyond. The digital campaign included social, display, video, banner and native ads with multiple content hubs.

18 Midwest media markets

$8.1 million in hotel revenue

44% lift in arrivals to Illinois

$68:$1 ROI

Sources: Arrivalist, Adara

PREPARE TO BE AMAZED AT ENJOYILLINOIS.COM
Illinois Made

Added new makers to continue growing the program with a sharp eye on diversity, from products and services to geographic locations and visitor experiences.

- **21** new makers added in 2019, bringing the total number to 150
- **23** new videos
- **80** social cutdown videos

### EARNED MEDIA

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

- **645** placements
- **2.2 billion** impressions
- **$7.6 million** in publicity value

### Key Achievements

- **FEAST**
  - After a Decade, Grafton Winery & Brewhaus Continues to Grow

- **Living**
  - The Best Places to See Fall Foliage in the United States

- **Chicago Tribune**
  - Big Things Happening in Casey: Guinness World Records Certifies More Oversized Objects in Illinois Town

- **Forbes**
  - A Historic Highway Leads to Hidden Illinois Craft Breweries

- **WGN9**
  - Midday Fix: Instagram Worthy Trip Ideas in Illinois
Connected with travelers on social channels around the globe with original and curated content.

### Social Media

**US Social Performance (all platforms)**

- **15.3k** new followers
- **248k** website referrals
- **28 million** organic reach
- **407k** engagements

<table>
<thead>
<tr>
<th><strong>Metric</strong></th>
<th><strong>Value</strong></th>
</tr>
</thead>
<tbody>
<tr>
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</table>

**International Social Performance (all platforms)**

- **44k** new followers
- **84k** engagements
- **1.9 million** reach
- **473** engagements
- **460** post clicks

**Held 15 CVB and Attraction Takeovers**

- **1 million** reached
- **28.8k** post clicks
- **10.3k** engagements

**ENJOYILLINOIS.COM**

When L.M. Montgomery said, “I’m so glad I live in a world where there are Octobers,” we’re pretty sure she was talking about Chicago.

When she was young, she said, “This is the city I would most like to work in Chicago, here are a few things that made her love Chicago:

- **Held 15 CVB and Attraction Takeovers**
- **1 million reached**
- **28.8k** post clicks
- **10.3k** engagements

**Enjoy Illinois US**

- **44k** new followers
- **84k** engagements
- **1.9 million** reach

**Enjoy Illinois UK**

**Enjoy Illinois DE**

**Enjoy Illinois JP**

**Enjoy Illinois MX**

**Instagram US**

**Twitter US**

**Weibo CN**

**WeChatCN**

**Enjoy Illinois CN**

**Enjoy Illinois IN**

**Enjoy Illinois JP**

**Enjoy Illinois MX**

**Enjoy Illinois ROW**

**Enjoy Illinois DE**

**Enjoy Illinois UK**

**When L.M. Montgomery said, “I’m so glad I live in a world where there are Octobers,” we’re pretty sure she was talking about Chicago.**
EnjoyIllinois.com elevated inspirational travel ideas throughout Illinois with easy-to-navigate, timely content and captivating imagery.

EnjoyIllinois.com Newsletters

- 5.9k newsletter signups on the website
- 2.9 million users
- 6.3 million page views

Newsletters

Delivered targeted trip suggestions, themed getaway, and essential information for thousands of subscribers around the world.

- Consumer Newsletter
  - 108k opens
- Media Moments
  - Showcasing Illinois Tourism media coverage
  - 24% average open rate
- Illinois Made
  - Most engaged newsletter
- Tourism Monthly
  - Started in 2019 to share industry news and state successes
  - 24% open rate
International

**OFFICES**

Took Illinois’ message across the globe in five key international markets with 18 consumer and trade shows, four sales and media missions, 40 agent trainings and much more.

**United Kingdom:** Trained 300+ sales agents across four events during Aer Lingus Roadshow; sponsored the 2019 Regent Street Motor Show; and gave 10 radio interviews in one day for a total reach of nearly 2 million listeners.

**China:** Met with 20 trade representatives at Active America China and 50+ at ITB China; opened the Illinois Ctrip store in Beijing; and held Weibo and WeChat campaigns that resulted in 4.5k new followers.

**Mexico:** Conducted 25+ sales calls with wholesalers, retailers and airlines; trained more than 550 travel agents; and participated in Expomayoristas and Pricetravel trade shows.

**Germany:** Ran a campaign with America Unlimited that included wrapping a tram in Hanover for one year; and distributed a German newspaper article on Route 66 that was picked up 33 times for an audience reach of 3 million.

**Japan:** Ran native advertising campaigns with Travelzoo and Joshi Tabi targeting experienced female travelers; and developed new tour products showcasing Frank Lloyd Wright Trails with leading tour operator Jalpak.

**Australia:** Emerging market

**New Zealand:** Emerging market

**Ctrip Store**

In partnership with Brand USA, opened an Illinois Tourism-branded Ctrip store in Beijing.

- Approximately 1.2 million customers per year expected
- The grand opening event generated 47 media placements and 126.5 million impressions
- Conducted staff trainings prior to the store opening and held sales calls in Beijing and Shanghai

*Approximately 1.2 million customers per year expected
The grand opening event generated 47 media placements and 126.5 million impressions
Conducted staff trainings prior to the store opening and held sales calls in Beijing and Shanghai*
## International Advertising

Made a splash across the globe with advertising campaigns in key markets for Illinois Tourism and in partnership with Brand USA.

Hotel revenue booked from persons seeing our digital ads

<table>
<thead>
<tr>
<th>Country</th>
<th>Revenue ($ million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>$3</td>
</tr>
<tr>
<td>UK</td>
<td>$9</td>
</tr>
<tr>
<td>Mexico</td>
<td>$5.3</td>
</tr>
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<td>Japan</td>
<td>$3</td>
</tr>
<tr>
<td>Australia</td>
<td>$369k</td>
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* Capella, Adara  ** Adara

ROI:

- UK: $22:1

WENN DER WEG DAS ZIEL IST.

STEPPING OUT AND TAKING

1,404,000
882,000

Comments 26 25

ENJOYILLINOIS.CO.UK

PAUL BUNYAN

ROUTE 66

WORLD’S LARGEST

ROUTE 66 HALL

LARGER-THAN-LIFE LOCALS.
Regent Street Motor Show
Seved as headline sponsor of the Regent Street Motor Show in London for the third time.

- 478,480 show attendance
- Hosted 10 media at VIP breakfast at Automobile Club
- 35 earned media placements with 23 million impressions

Sales Missions
Brought Illinois to life in international markets with several sales missions including office visits, trainings and special events.

- **London and Dublin**
  - Partners: Choose Chicago, Rockford Area CVB, Great Rivers Country, Visit Springfield, Heritage Corridor

- **Great Lakes USA China Sales Mission - BEIJING, CHENGDU AND SHANGHAI**
  - Partners: Visit Springfield, Great Rivers & Routes, Rockford Area CVB

- **MRC Japan Sales Mission - TOKYO**
  - Partners: Great Rivers Country, Visit Springfield, Rockford Area CVB

- **RTO Sales Mission - ORLANDO**
  - Partners: Field Museum, ILLINOISouth, Heritage Corridor, Great Rivers & Routes, Quad Cities CVB
International

EARNED MEDIA

Pitched and secured earned media coverage promoting Illinois Tourism in UK/Ireland, Germany/Austria/Switzerland, China, Mexico and Japan.

Welcomed trade groups, journalists and influencers from across the globe to Illinois for a memorable experience to take home.

1,671 placements
3.47 billion impressions
$13.1 million in publicity value

The most historical city - Springfield

Go (Mid) West

Illinois destination feature

Guide to Chicago

Art in Chicago

Staved Rock State Park

156 Media, Influencer and Trade FAM Visits

8 COUNTRIES: Germany, UK, China, Japan, Mexico, Austria, New Zealand, USA

Partnered with Great Lakes USA, Champaign County, Chicago’s North Shore, Choose Chicago, DuPage, Galena, Great Rivers Country, Great Rivers and Routes, Heritage Corridor, ILLINOISouth, Rockford, Springfield, Oak Park and Quad Cities CVBs

FAMs

ILLINOIS FAMILIARIZATION TRIPS