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# 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 vs 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 **\$106 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 \$106 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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