

2010 Economic Impact of Illinois Tourism

Impact	Direct Impact	Tax Revenues	Total
Expenditures (Millions)	\$29,286.7	Federal (Millions)	\$3,240.3
Employment (Jobs)	287,500	State (Millions)	\$1,372.2
Payroll (Millions)	\$ 8,108.5	Local (Millions)	\$ 671.5

Industry Sector	Domestic	International	Total	% of Total
Public Transportation	\$ 6,779.8	\$ 283.9	\$ 7,063.7	24.1%
Auto Transportation	\$ 6,468.9	\$ 28.6	\$ 6,497.6	22.2%
Lodging	\$ 4,346.8	\$ 537.0	\$ 4,883.8	16.7%
Foodservice	\$ 6,590.8	\$ 354.5	\$ 6,945.3	23.7%
Entertainment & Recreation	\$ 1,505.7	\$ 165.4	\$ 1,671.1	5.7%
General Retail Trade	<u>\$ 1,565.1</u>	<u>\$ 660.0</u>	<u>\$ 2,225.2</u>	<u>7.6%</u>
Total	\$27,257.3	\$2,029.4	\$29,286.7	100.0%

Source: U.S. Travel Association, OTTI/ITA

- Domestic and international travelers directly spent nearly \$29.3 billion in Illinois during 2010. Domestic travelers spent over \$27 billion while international travelers spent over \$2 billion.
- Traveler spending on public transportation was the largest expenditure category, totaling over \$7 billion, 24 percent of the state total.
- Twenty-one of Illinois' 102 counties received over \$100 million in domestic traveler expenditures in 2010.
- Traveler expenditures directly generated 287,500 jobs within Illinois during 2010. One in 10 jobs in Illinois is directly or indirectly supported by travel expenditures.
- Travel spending in Illinois in 2010 generated nearly \$5.3 billion for federal, state and local governments. These additional taxes save an average Illinois household over \$1000 in taxes each year.
- In 2010, Illinois welcomed nearly 86.4 million visitors, 84.7 million domestic visitors and 1.7 million international visitors. Of the 84.7 million domestic visitors, 67 million were leisure visitors and 17.7 million were business visitors.
- The top five states providing visitors to Illinois in 2010 were Illinois, Indiana, Wisconsin, Iowa and Michigan. The top 5 international markets to Illinois were Canada, the United Kingdom, Mexico, Germany and Japan.
- Illinois ranked 10th in the U.S. in its share of total domestic visitors and sixth in traveler spending. Illinois ranks 7th in its share of overseas visitors to the U.S.
- The average age of Illinois' domestic leisure visitors was 46; the majority were married and have an average household income of \$84,267.
- Primary activities for leisure travelers to Illinois include Dining, Shopping, Entertainment, Touring/Sightseeing, Visit Museum/Art Exhibit and Attend Sports Event.
- On average, leisure visitors to Illinois spent \$106 per person per day. The total spent daily on average in Illinois businesses is \$80 million.
- Illinois hotel-motel tax revenues for FY 11 were \$191,110,827.
- Consumer inquiries for FY 11 were 1.3 million.

Source: U.S. Travel Association; D.K. Shifflet & Associates; U.S. Dept. of Commerce, International Trade Administration, Office of Tourism Industries; Illinois Dept. of Revenue.