

## Illinois Tourism Fast Facts

### New Data (2008) to be released the first week of June, 2009

#### *2007 Illinois Tourism Visitor Information*

- Domestic and international travelers directly spent more than \$29.9 billion in Illinois during 2007, a 5.8 percent increase from 2006. Domestic travelers in Illinois spent \$27.9 billion while international travelers spent about \$2 billion.
- Traveler expenditures directly generated 305,460 jobs within Illinois in 2007, an increase of 3,940 new jobs. Travel-generated jobs in Illinois comprised 5.1 percent of total non-farm employment in the state during 2007. On average, every \$97,916 spent in Illinois by domestic and international travelers generated one job in 2007.
- Twenty of Illinois' 102 counties received over \$100 million in domestic travel expenditures in 2007. 17 counties indicated 1,000 or more jobs directly supported by domestic travelers' expenditures.
- Travel spending in Illinois in 2007 generated over \$5.4 billion in tax revenues for federal, state and local governments, a 4.1 percent increase from 2006. These additional taxes save an average Illinois household over \$1,100 in taxes each year.
- In 2007, Illinois welcomed nearly 89 million domestic visitors, 20.5 million for business and nearly 68.2 million for leisure purposes. The top five states providing visitors to Illinois were Illinois, Indiana, Wisconsin, Michigan and Missouri.
- More than 1.1 million overseas visitors traveled to Illinois in 2007 ranking Illinois tied for 6th most popular U.S. state. The top five markets for international visitors to Illinois were Canada, the United Kingdom, Mexico, Germany and Japan.
- Illinois ranked 9th in the U.S. in its share of total domestic travel and 6th in traveler spending.
- The average age of Illinois leisure visitors was 45; the majority were married and they had an average annual household income of \$73,000.
- Primary activities for leisure travelers to Illinois included shopping, dining, entertainment, touring/sightseeing, and visiting a museum/art exhibit.
- On average, leisure visitors to Illinois spent \$129 per person per day. The total average amount spent daily in Illinois businesses is nearly \$82 million.
- Illinois' hotel-motel tax revenues for FY 08 were more than \$220 million, a 7.6 percent increase over FY 07 receipts.
- Consumer inquiries for FY 08 were nearly 3.2 million, a 29 percent increase over FY 07 inquiries.