

## 2011 ILLINOIS TOURISM INDUSTRY BY-THE-NUMBERS

*Sources: D.K. Shifflet & Associates; U.S. Department of Commerce, Office of Tourism Industries; U.S. Travel Association*

### Statewide Impact

- Illinois hosted more than 93.3 million visitors in 2011, a 10.2 percent increase from 2010 and the highest level on record, surpassing the previous record of 91 million visitors in 2006.
- Leisure travel in Illinois was up 11.8 percent and business travel was up 4.4 percent.
- Illinois' tourism industry generated nearly \$31.8 billion in revenue in 2011, an increase of 8.4 percent, or nearly \$2.5 billion.
- State and local tax revenues from tourism totaled more than \$2.3 billion in 2011, an increase of more than \$300 million.
- The total tourism tax revenue (federal, state and local) saves the average Illinois household more than \$1,100 in taxes each year.
- Illinois' tourism industry created an additional 4,490 jobs. Tourism industry jobs increased 1.6 percent to 291,990.
- The number of overseas visitors to Illinois rose 6 percent to 1,255,000, the highest level since 2008.
- Visitor volume outside the City of Chicago was up 9.4 percent, with leisure travel leading the way with an increase of 10.6 percent.

### City of Chicago

- City of Chicago domestic volume was up 11.2 percent, drawing 42.4 million visitors. Business travel was up 5.1 percent while leisure travel was up 13.5 percent.
- The City of Chicago hosted 1,199,000 overseas visitors in 2011, a 6 percent increase over 2010 arrivals.