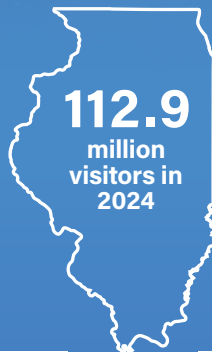


2024-25

ECONOMIC IMPACT OF ILLINOIS TOURISM



Enjoyed
Illinois:



Made
up of



110.5
million
Domestic
visitors



2.4
million
International
visitors



Visitors Spent
More in 2024:



\$48.5 billion in Illinois
Up 3% from 2023



\$82.6 billion
Total economic impact



282,165
jobs generated
by visitor spend



\$4.74 billion
generated in
state & local
tax revenue



\$1,300
Each household in Illinois
would need to be taxed an
additional \$1,300 to replace
the visitor-generated taxes
received by state & local

the
middle
of
everything™



Fiscal Year 24 hotel tax
revenue reached its highest
on record at nearly:

\$367 million



Up 14% from FY23
hotel tax collections

2024 Campaign Highlights

2.0 million incremental trips
generating over **\$675 million**
incremental visitor spending



\$1 = \$74

Every \$1 invested in the campaign
generated \$74 in direct visitor spending and
\$7 back in taxes in the state