

2024 ILLINOIS INTERNATIONAL VISITATION

We welcomed:



more than
2.3
million
international
visitors in
2024



Up 9% in 2024



Made up of



Overseas
1,562,900
↑ Up 16%



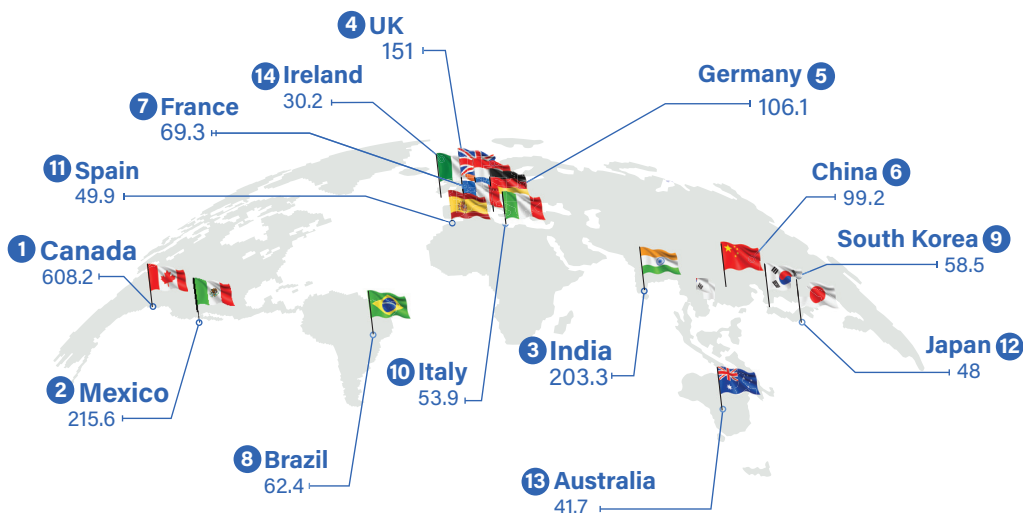
Canada
608,200
↓ Down 2%



Mexico
215,600
↑ Up 17%



Top Markets for Visitation to Illinois (in thousands)



Top Growth in Visitation from Top Illinois Markets (2023 - 2024)



China
43%



India
31%



Japan
22%



Mexico
17%



Italy
16%

International visitors spent over: **\$3.4 Billion** in Illinois in 2024 **↑ Up 21%**










Top Markets for Spending (\$ in millions)

1	Canada	\$413.4
2	India	\$328.7
3	China	\$328.2
4	UK	\$234.1
5	Germany	\$166.4
6	Brazil	\$149.8
7	Australia	\$122.5
8	France	\$92.5
9	South Korea	\$84.9
10	Italy	\$76.4
11	Mexico	\$71.4
12	Spain	\$70
13	Japan	\$66.9
14	Ireland	\$58.5



Top Growth in Spending from Top Illinois Markets (2023 - 2024)

1		2	
	China 121 %		India 32 %
3		4	
	Brazil 27 %		Japan 25 %
5		6	
	Australia 23 %		Mexico 22 %
7			
	Ireland 16 %		