

2012 Economic Impact of Illinois International Tourism

The International Tourism Program is responsible for promoting Chicago and Illinois as a travel destination to international leisure travelers.

2012 ILLINOIS ARRIVAL FIGURES

- Illinois welcomed over 2 million international visitors to Illinois in 2012.
- Illinois welcomed 1,399,000 overseas visitors, ranking Illinois the 6th most popular U.S. state for overseas visitors, with a 4.7 percent market share.
- Chicago welcomed 1,369,000 overseas visitors, and is the 9th most popular U.S. city for overseas visitors, with a 4.6 percent market share.
- In 2012, the top markets for international visitors to Illinois were: Canada, United Kingdom, Mexico, Japan, the People's Republic of China, and Germany.
- Travel expenditures of international visitors reached nearly \$2.6 billion in 2012.
- International travel expenditures in Illinois directly generated 23,300 jobs in 2012.
- Direct payroll for international travel generated jobs reached over \$621 million.
- Tax revenue generated from international travelers (federal, state and local) reached \$468.9 million.

2012 Top overseas inbound travelers to Illinois	2012 Top International inbound travelers to Illinois
1. UK	1. Canada
2. Japan	2. UK
3. People's Republic of China	3. Mexico
4. Germany	4. Japan
5. India	5. People's Republic of China
6. Australia	6. Germany
7. France	7. India
8. Brazil	8. Australia
9. South Korea	9. France
10. Italy	10. Brazil

Source: The Economic Impact of Travel on Illinois Counties, 2012, U. S. Travel Association; Overseas Travelers to Illinois – 2012; CIC Research and U.S. Department of Commerce, International Trade Administration, Office of Travel and Tourism Industries



2012 International Profile Fast Facts

UNITED KINGDOM

Profile

- 158,000 UK visitors to Illinois in 2012
- Spent an average of 6.4 nights in Illinois
- On average visitors made trip decision 126.7 days out for leisure trips
- Only 6.9% indicated this was first trip to the U.S.
- The average number of states visited was 2.2 and 2.6 destinations on average
- 75% used Chicago as port of entry
- Average expenditure was \$81 per person per day
- 58.4% were males and 41.6% were females.
- Average age for males was 46 and 43 for females
- Average household income was \$138,366

Top information sources:

- 43.7% Airlines
- 20.9% Travel agency office
- 19.8% Online travel agency
- 17.6% Personal recommendation
- 10.4% Travel guide

Top activities by UK Leisure Visitors to Illinois:

- Shopping – 89.2%
- Sightseeing – 74.8%
- Experience Fine Dining – 44.8%
- Small Towns/Countryside – 44.7%
- Visiting Small Towns – 41.1%
- Visiting Art Gallery/Museum – 40.5%

Main Purpose of trip:

- 35.5% Vacation/Holiday
- 30.1% Visit Friends/Relatives
- 18.7% Business
- 8.4% Convention/Conference/Trade Show

GERMANY

Profile

- 105,000 German visitors to Illinois in 2012
- Stayed an average of 8.1 nights in Illinois
- On average visitors made trip decision 123.2 days out for leisure trips
- 26.2% of the visitors indicated they were on their first trip to the U.S.
- The average number of states visited was 2.7 and 3.2 destinations on average
- 58.4% used Chicago as port of entry
- Average expenditure was \$66 per person per day
- 61.1% were males and 38.9% were females
- Average age for males was 42 and 31 for females
- Average household income was \$99,510

Top information sources:

- 34.5% Travel agency office
- 30.0% Airline
- 25.8% Personal recommendation.
- 22.2% Travel guide
- 16.6% National/State/City Travel Office

Top activities by German Leisure Visitors to Illinois:

- Shopping – 85.6%
- Sightseeing in Cities – 66.8%
- Sightseeing – 43.8%
- Visiting Art Gallery/Museum – 29.3%
- Guided Tours – 26.5%
- Small Towns/Countryside – 26.1%

Main Purpose of trip:

- 30.2% Vacation/Holiday
- 29.9% Business
- 21.9% Visit Friends/Relatives
- 12.1% Convention/Conference/Trade Show

JAPAN

Profile

- 137,000 visitors to Illinois from Japan in 2012
- Stayed an average of 5.2 nights in Illinois
- On average visitors made trip decision 64 days out
- 17.4 percent were on a first time trip to the U.S.
- The average number of states visited was 2.2 and 2.4 destinations
- 30.7% used Chicago as port of entry
- Average expenditure was \$74 per person per day
- 70.2% were males and 29.8% were females
- Average age for males was 44 and 37 for females
- Average household income was \$126,816

Top information sources:

- 44.3% Travel Agency office
- 37.1% Airlines
- 17.3% Online travel agency
- 13.4% Corporate Travel Dept.
- 10.7% Travel guide

Top activities by Japanese Leisure Visitors to Illinois:

- Shopping – 81.7%
- Sightseeing – 80.9%
- Experience Fine Dining – 46.9%
- Visiting Art Gallery/Museum – 35.7%
- Guided Tours – 24.3%
- Small Towns/Countryside – 22.6%

Main Purpose of trip:

- 42.2% Vacation/Holiday
- 29.6% Business
- 11.2% Convention/Conference/Trade Show
- 7.6% Education



Illinois
Department of Commerce
& Economic Opportunity

Pat Quinn, Governor