

2024 ILLINOIS INTERNATIONAL VISITATION & SPEND

We
welcomed:



more
than
2.3
million
international
visitors in
2024



Up 9% in 2024



Made
up of



Overseas
1,562,900
↑ Up 16%



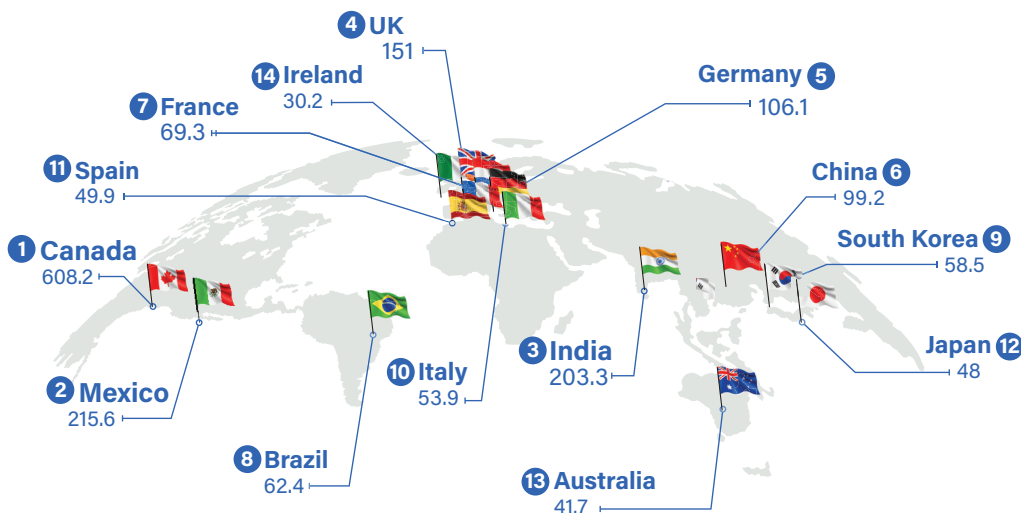
Canada
608,200
↓ Down 2%



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%



Brazil
12%

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	Poland	\$59.6
15	Ireland	\$58.5



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

1	 China 121 %	2	 India 32 %
3	 Poland 30 %	4	 Brazil 27 %
5	 Japan 25 %	6	 Australia 23 %
7	 Mexico 22 %	8	 Ireland 16 %
9	 Italy 14 %	10	 Germany 12 %