

2025

ECONOMIC IMPACT OF ILLINOIS TOURISM

↑ Up 2% in 2025

Enjoyed
Illinois:



Made
up of



112.8
million
Domestic
visitors



2.2
million
International
visitors



**Visitors Spent
More in 2025:**



\$50.2 billion in Illinois
Up 3% from 2024



\$88 billion
Total economic impact



286,620

jobs generated by visitor spend



\$4.9 billion

generated in state & local tax revenue



\$1 = \$81

Every \$1 invested in the campaign
generated \$81 in direct visitor spending
and \$9 back in taxes in the state

2025 Campaign Highlights

2.8 million incremental trips generating over
\$904 million incremental visitor spending



**2025 hotel tax revenue
reached its highest
on record at nearly:**

\$372 million



Up 7.04% from CY24
hotel tax collections

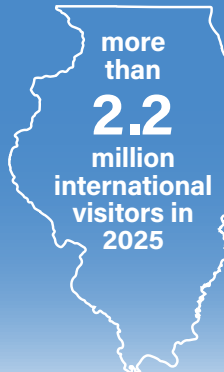


Each household in Illinois would need to be taxed an additional **\$1,403** to replace the visitor-generated taxes received by state and local governments in 2025.

2025

ILLINOIS INTERNATIONAL VISITATION & SPEND

We welcomed:



Down 6% in 2025



Overseas
1,507,900
↓ Down 3.5%



Canada
497,000
↓ Down 18%



Mexico
230,200
↑ Up 7%



Top 10 Markets (in thousands)



Top 10 Markets for Spending (\$ in millions)

1	Canada	\$329
2	Mexico	\$77
3	China	\$342
4	India	\$292
5	UK	\$244
6	Brazil	\$157
7	Germany	\$156
8	Australia	\$98
9	South Korea	\$94
10	France	\$85

International
visitors spent over:

\$3.3 Billion
in Illinois in 2025



Down 4%