

2023-2024 Economic Impact of Illinois Tourism


Garden of the Gods,
Shawnee National Forest



**We
welcomed:**



Made
up of



110.2
million
Domestic
visitors



2.2
million
International
visitors



**Visitor
spend:**



\$47.2 billion in Illinois
Up 7% from 2022



The visitor expenditures have
surpassed 2019 levels by 4%

278,200
jobs generated
by visitor spend



\$4.58 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
governments in 2023



\$82.6 billion
Total economic impact

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

\$322 million

↑ Up 4.5% from FY 23 hotel tax collections



the
middle
of
everything™

2023
Campaign
Highlights



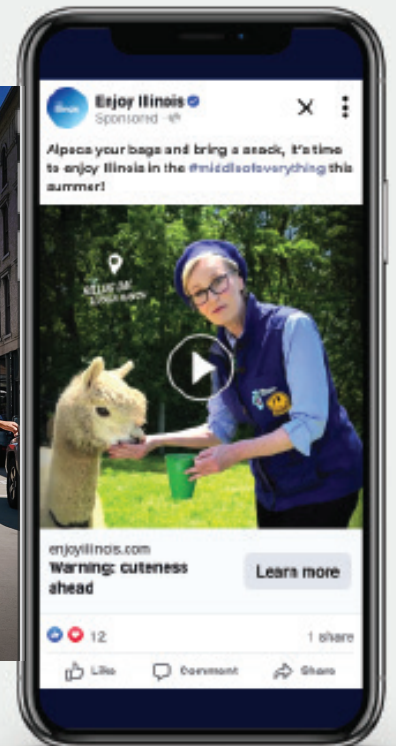
2.4 million

incremental trips generating over **\$1 billion** incremental visitor spending



\$1 = \$75

Every \$1 invested in the campaign generated \$75 in direct visitor spending and **\$7 back in taxes in the state**



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