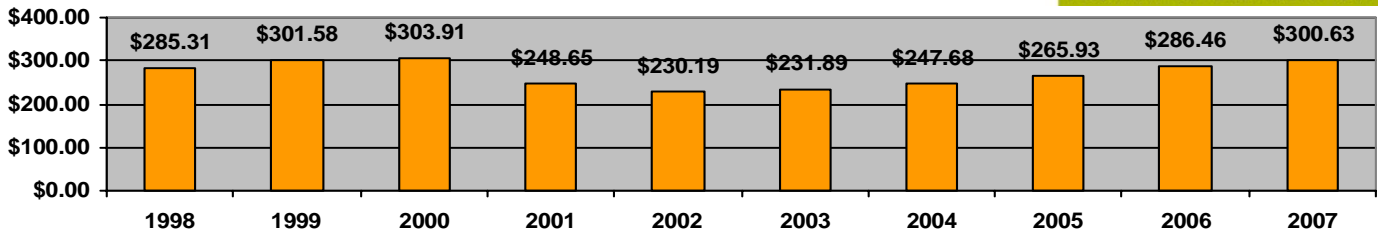
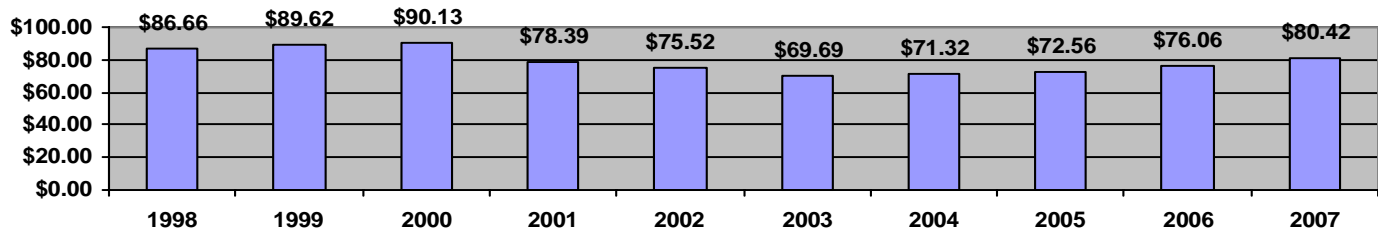


# Winnebago County Tourism Statistics

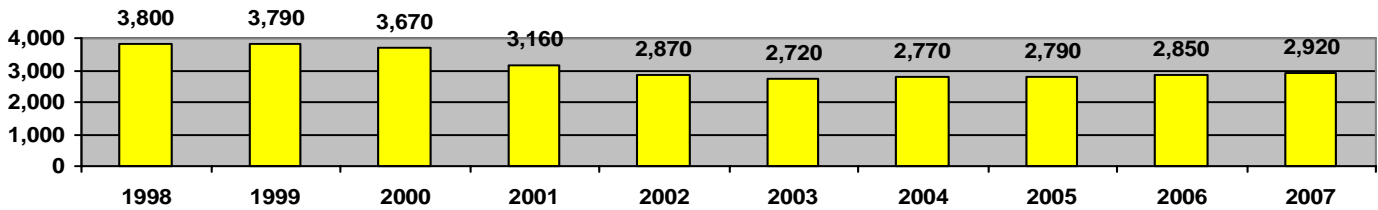
## 10 Year History



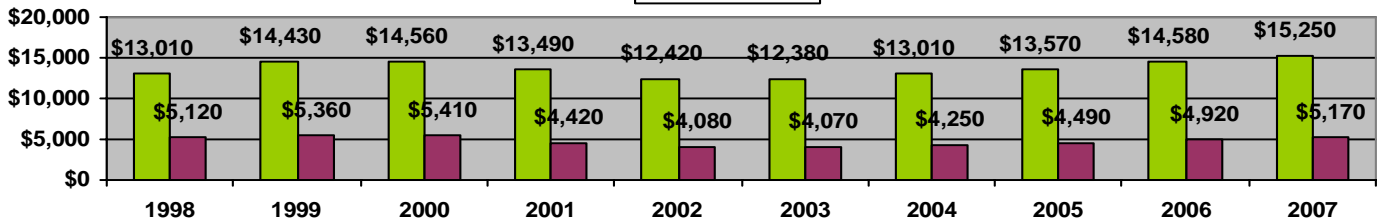
Travel Expenditures (in millions)



Payroll (in millions)



Employment



State Tax Receipts (in thousands) Local Tax Receipts (in thousands)

**Travel Expenditures**- Money spent by travelers on such things as public transportation, food service, auto transportation, lodging, retail, and entertainment/recreation.

**Payroll**- Wages and salaries paid directly to employees directly serving the traveler, in such areas as: public transportation, food service, lodging, entertainment/recreation, travel planning, retail, and auto transportation.

**Employment**- The actual number of jobs supported by Illinois Tourism. Jobs vary from executive/management to service oriented occupations.

**Tax Receipts**- Travel tax receipts are the taxes generated from revenues attributed to travel spending in Illinois. Travel-generated tax revenues are a significant economic benefit as governments use these funds to support the travel infrastructure and other public programs.

Information compiled by Northern Illinois Tourism Development Office.

Information contained in ten (10) studies prepared for the Illinois Bureau of Tourism by the US Travel Data Center, Travel Industry of America which reviewed the Economic Impact of Travel on Illinois Counties for 1998 through 2007.



## 2007 Travel Statistics

### State of Illinois, Northern Region & Winnebago County

Category	** State of Illinois	* Northern Illinois Tourism Development Office Region	Winnebago County
<b>Travel Expenditures:</b>	<b>\$29.9 (billion)</b>	<b>\$1,238.91 (million)</b>	<b>\$300.63 (million)</b>
Money spent by travelers on such things as public transportation, food service, auto transportation, lodging, retail, and entertainment / recreation.			
<b>Payroll:</b>	<b>\$8.5 (billion)</b>	<b>\$264.18 (million)</b>	<b>\$ 80.42 (million)</b>
Wages and salaries paid directly to employees directly serving the traveler, in such areas as: public transportation, food service, lodging, entertainment / recreation, travel planning, retail, and auto transportation.			
<b>Employment:</b>	<b>305,460</b>	<b>10,980</b>	<b>2,920</b>
The actual number of jobs supported by Illinois tourism. Jobs vary from executive / management to service-oriented occupations.			
<b>Tax Receipts:</b>			
Travel tax receipts are the taxes generated from revenues attributed to travel spending in Illinois. Travel-generated tax revenues are a significant economic benefit as governments use these funds to support the travel infrastructure and other public programs.			
<b>Total Tax Receipts</b>	<b>\$ 2,105.30 (million)</b>	<b>\$94.75 (million)</b>	<b>\$20.42 (million)</b>
<b>State Tax Receipts</b>	<b>\$ 1397.20 (million)</b>	<b>\$66.69 (million)</b>	<b>\$15.25 (million)</b>
<b>Local Tax Receipts</b>	<b>\$ 708.10 (million)</b>	<b>\$28.06 (million)</b>	<b>\$ 5.17 (million)</b>

\* Northern Illinois Tourism Development Office Region encompasses 14 Northern Counties of Boone, Carroll, DeKalb, Grundy, Jo Daviess, Kankakee, Kendall, LaSalle, Lee, McHenry, Ogle, Stephenson, Whiteside, and Winnebago.

\*\* Statewide numbers reflect both Domestic & International from D.K. Shifflet & Associates data, 2007. Numbers for individual counties and those included in the 14-county Northern Region reflect only Domestic expenditures.

Information compiled by Northern Illinois Tourism Development Office.

Information contained in fourteen (14) studies prepared for the Illinois Bureau of Tourism by the US Travel Data Center, Travel Industry of America which reviewed the Economic Impact of Travel on Illinois Counties for 1994 through 2007.