

Here are some facts about the state's tourism industry in 2012:

- ▶ Domestic and international travelers directly spent nearly \$33.5 billion in Illinois during 2012, up 5.7 percent. Domestic travelers spent nearly \$30.9 billion while international travelers spent nearly \$2.6 billion.
- ▶ Traveler spending on public transportation was the largest expenditure category, totaling over \$7.8 billion, 23.4 percent of the state total, followed closely by auto transportation at \$7.8 billion.
- ▶ Twenty-one of Illinois' 102 counties received over \$100 million in domestic traveler expenditures in 2012.
- ▶ Traveler expenditures directly supported 298,700 jobs within Illinois in 2012. One in 10 jobs in Illinois is directly or indirectly supported by travel expenditures.
- ▶ Traveler spending in Illinois in 2012 generated close to \$6.1 billion for federal, state and local governments. These additional taxes save an average Illinois household over \$1,100 in taxes each year.
- ▶ In 2012, Illinois welcomed over 99 million domestic visitors.
- ▶ The top five states providing visitors to Illinois in 2012 were Illinois, Indiana, Wisconsin, Michigan and Missouri. The top international markets to Illinois include Canada, United Kingdom, Mexico, Japan and the People's Republic of China.
- ▶ Primary activities for leisure travelers to Illinois include Visiting Friends/Relatives; Culinary/Dining Experiences; Shopping; Visiting a Museum/Art Exhibit; Attending Concert/Dance/Theatre; and Touring/Sightseeing.
- ▶ The average age of Illinois leisure visitors was between 44-48; the average household income outside Chicago was \$83,307 while inside Chicago was \$96,976.
- ▶ Domestic and international travelers spent \$5.8 billion on lodging during 2012, up 9.6 percent from 2011, the largest growth sector in 2012.