MMGY Travel Intelligence

Illinois and Chicago Leisure Visitor Profile

2025

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Executive Summary

ILLINOIS

Illinois remains a predominantly regional leisure destination, with visitation concentrated in the East North Central division and strong travel from Illinois and neighboring Midwestern states. In 2025, the top origin DMAs were led by Chicago, St. Louis, Milwaukee, Champaign, Indianapolis, and Rockford, reinforcing the state's drive-in and nearby-market strength.

Purpose of Visit:

- Illinois attracts leisure travelers for both vacation and non-vacation purposes, but non-vacation travel continues to define the market. Visits to friends and relatives remain the leading trip purpose, followed by special events and shorter vacation trips, indicating strong demand for local experiences, social connections, and purpose-driven travel.

Seasonal Trends:

- Fall remained the most visited season for leisure travelers to Illinois, with one third of visitors arriving between September and November. Although travel was relatively well distributed throughout the year, visitation increased during the summer and fall seasons, supported by favorable weather and seasonal events that encourage outdoor and leisure activities. In contrast, winter and spring continued to record comparatively lower travel preference, particularly between February and April.
- Both spring and fall recorded declines in share of visits compared to the previous year.

Arrival Patterns:

- Travel patterns increasingly favor shorter stays and weekend-oriented trips. Friday and Saturday remain the primary arrival days for Illinois leisure travelers, with Saturday arrivals increasing in recent years.

Source: *2025 PERFORMANCE/Monitor[SM]*

Spending Habits:

- Average daily per capita spending increased by 3% in 2025 compared to previous year, driven by higher spending on food & beverages, shopping, and entertainment categories, while transportation and lodging expenditures declined. The increase in traveler spending underscores the influence of rising travel costs, broader economic pressures, and tighter personal budgets on consumer behavior.

Mode of Transportation:

- Illinois remains a primarily drive-in leisure destination, with almost 70% of leisure travelers arriving by personal car. While air travel saw a modest uptick in 2025, overall auto travel experienced a decline. Traditional combustion engine vehicles continued to dominate as the main mode of transport to and within the state, but non-electric hybrids or fully electric vehicles show a slight growth.
- Rideshare services, car rentals, and localized transport options such as trains, buses, and motorcoaches played a complementary role in supporting the broader transportation network and meeting the diverse mobility needs of leisure travelers.

Travel Planning:

- Trip planning and booking continue to skew closer to departure, with 1 to 3 weeks emerging as the dominant booking window. At the same time, same day bookings have steadily declined across recent periods, signaling a shift away from last minute travel behavior. Overall, travelers appear to be seeking greater flexibility while still maintaining a modest level of advance planning.

Source: *2025 PERFORMANCE/Monitor*[SM]

Activity Participation:

- Activity participation during visits to Illinois remained notably high in 2025, with 96% of travelers engaging in at least one activity, an increase of 2.5 percentage points compared to 2024. Popular activities continued to include family-focused events, cultural experiences, visits to attractions, and culinary exploration. However, participation in attractions-based activities, family/life events, and general activities (shopping, spa, volunteering) experienced marginal decreases, hinting at subtle shifts in traveler interests and preferences.
- Activities continued to be a primary motivator for travel, with 93 percent of visitors citing them as a key reason for their trip. This underscores the importance of immersive and engaging experiences in destination selection and travel planning. Additionally, 18% of the travelers identified visiting friends or relatives as their main purpose for traveling to Illinois.

Satisfaction and Loyalty:

- Illinois continued to receive strong ratings across several visitor experience attributes, particularly overall satisfaction, dining quality, quality of attractions, and feeling of safety. However, ratings across many attributes remained below the U.S. average.
- The lowest-rated destination attributes included the quality of attractions and the availability of transportation options. The “value for money” rating increased significantly in 2025; however, it remained below the national average.
- The “likelihood to recommend” rating continued to decline and remained below both the national and Chicago averages. In contrast, “loyalty to the destination” recorded substantial growth and exceeded the national average, indicating that while travelers may be less likely to actively recommend Illinois, repeat visitation and destination familiarity remain strong.

Source: *2025 PERFORMANCE/Monitor*^{SM}

Demographics:

- Illinois' Leisure traveler base in 2025 reflected a well-distributed demographic profile, with Millennials, Gen X, and Boomers representing a substantial share of visitation, highlighting the continued influence of younger and older cohorts on travel trends.
- A majority of Illinois leisure travelers came from affluent households, supported by relatively high median and average household incomes. The strongest growth occurred among the "Maturing & Free" segment, highlighting the continued importance of discretionary income in driving leisure travel behavior across life stages.
- The "Young Family" segment also recorded growth, indicating increasing appeal among younger family households with children, and suggesting broader demographic reach within the Illinois leisure travel market.

Source: *2025 PERFORMANCE/Monitor*[SM]

Conclusions:

The 2025 Visitor Profile of Illinois leisure travelers reflects a stronger and resilient tourism industry, supported primarily by a local visitor base engaged in family-oriented activities. Key contributing segments to the state's tourism economy include Millennials and Gen X travelers, those on vacation, overnight or weekend getaways, visitors staying with shorter length of stays, guests staying at high-end accommodations, and both couples and families.

While visitor satisfaction remained relatively strong across major experience dimensions, the data highlighted several areas for improvement. These include enhancing the quality of attractions, expanding dining options, and improving perceptions of value for money.

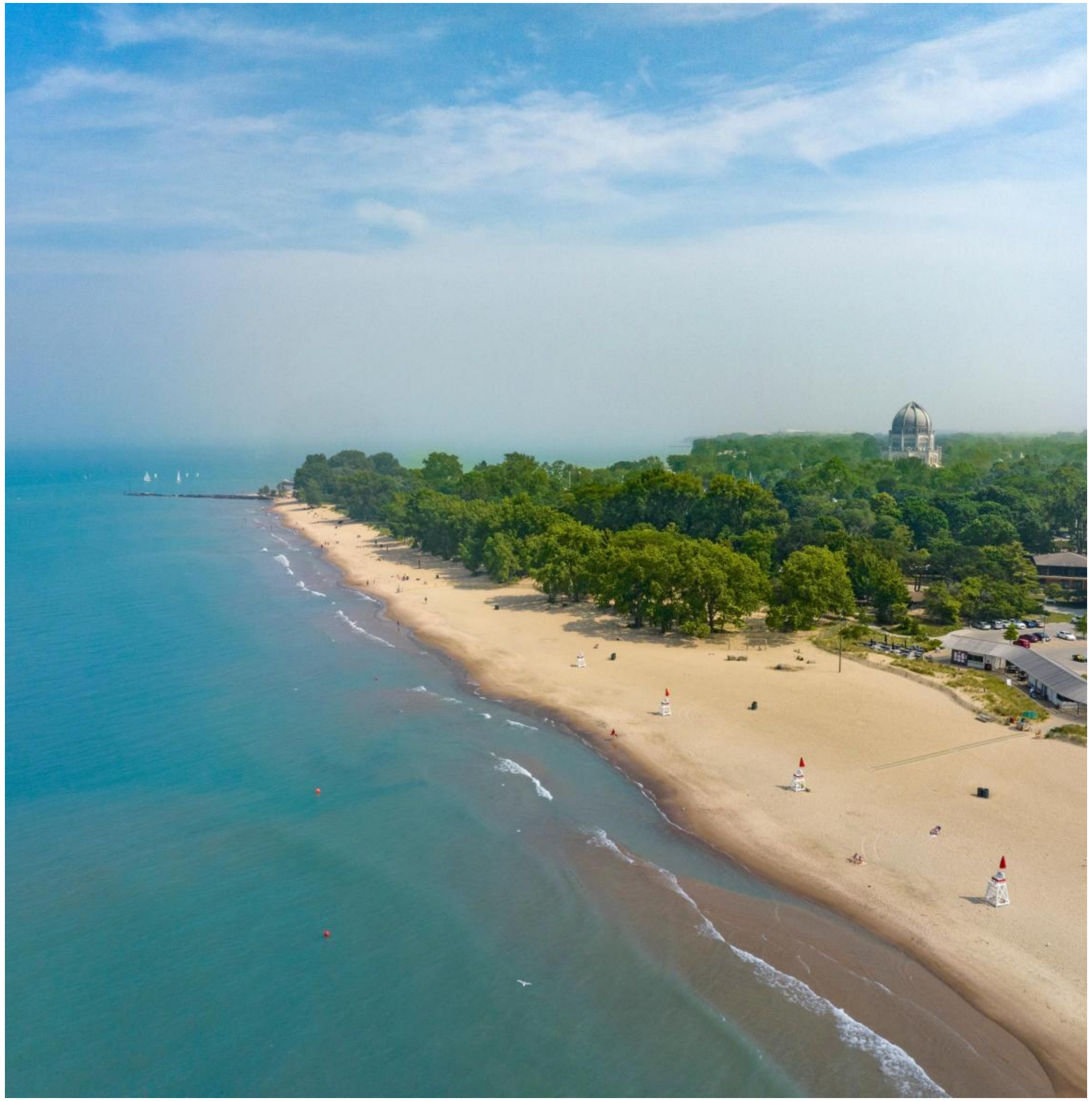
Illinois maintained year-round appeal, drawing travelers for both vacation and non-vacation leisure experiences. Growth potential remains strong in nearby markets such as Chicago, Indianapolis, and Rockford. However, the rising cost of goods and services in 2025 heightened visitor expectations around value and service quality. As travel becomes increasingly accessible to more affluent consumers, competition among destinations targeting high-value traveler segments is intensifying.

Strategic Recommendations:

Target High-Value Repeat Travelers with Personalized and Loyalty-Focused Marketing Strategies

Illinois benefits from a strong base of repeat visitors and high intent to return. Personalized marketing campaigns, loyalty-focused messaging, and tailored travel recommendations can help encourage more frequent travel and higher visitor spending among existing travelers. Using visitor behavior and travel preference insights to deliver customized offers, event recommendations, and seasonal experiences can strengthen long-term visitor engagement and retention.

Source: *2025 PERFORMANCE/Monitor*[SM]



Strategic Recommendations (cont'd):

Increase Overnight Visitation by Promoting Regional Touring and Extended Stay Itineraries
Many leisure travelers remain concentrated within a single destination or short-duration trip. Developing multi-destination itineraries that connect cities, small towns, outdoor recreation, cultural attractions, dining experiences, and scenic routes can encourage travelers to extend their stay and increase in-state spending. Positioning Illinois as a collection of connected experiences rather than isolated destinations can help drive broader regional exploration and overnight visitation.

Strengthen Seasonal Demand through Event-Led and Experience-Driven Travel Campaigns
Winter and spring continue to lag behind peak travel periods. Expanding seasonal festivals, culinary programming, indoor entertainment, and themed travel campaigns can help stabilize visitation throughout the year.

Improve Perceived Accessibility and Convenience Across Visitor Touchpoints
Transportation availability continues to rank among the weaker destination attributes. Clearer visitor navigation, improved transportation communication, and simplified travel planning resources can strengthen overall satisfaction and ease of travel across Illinois.

Position Illinois Around Authentic Local Culture, Culinary Experiences, and Community Connections
Leisure travel to Illinois is strongly influenced by social connections, local experiences, and community-oriented travel behavior. Marketing efforts should emphasize authentic neighborhood culture, local food scenes, regional traditions, music, festivals, and unique community experiences that differentiate Illinois from competing destinations. Highlighting local identity and emotional connection can strengthen destination appeal, particularly among repeat and regional travelers.

Source: *2025 PERFORMANCE/Monitor*[SM]

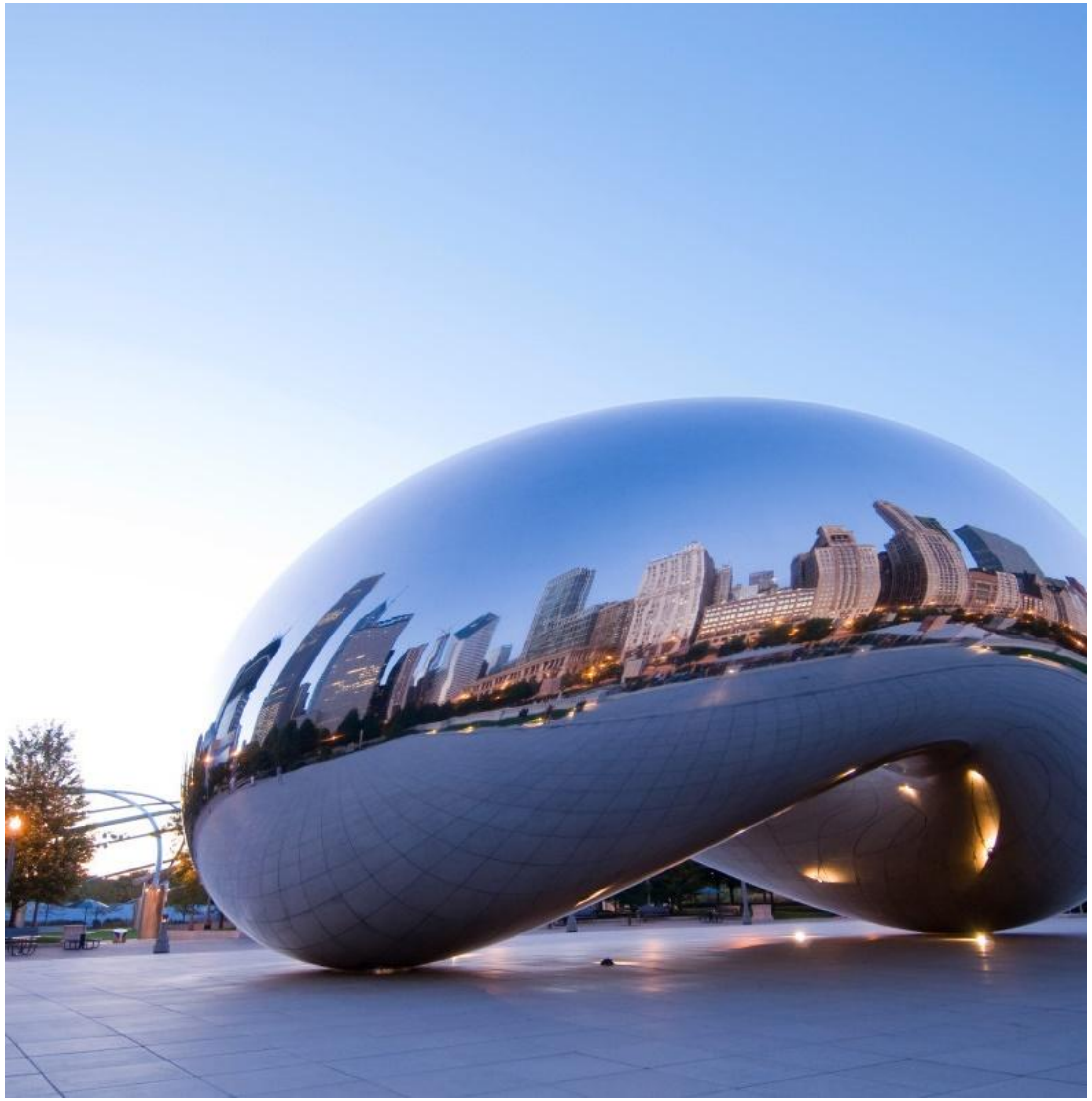
CHICAGO

In 2025, Chicago continued to strengthen its position as a leading urban leisure destination, attracting visitors from both nearby regional markets and major national cities. Strong visitation from Indianapolis, Milwaukee, and St. Louis reinforced Chicago's role as a regional weekend travel hub, while travelers from markets such as Los Angeles, New York, Atlanta, and Florida highlighted the city's broader national appeal. Visitors from Illinois, Indiana, and Michigan also contributed significantly to overall leisure demand, supported by Chicago's accessibility and concentration of entertainment, cultural, dining, and urban experiences.

Chicago's diverse mix of cultural attractions, sports, live entertainment, festivals, and urban experiences remained key drivers of visitation in 2025. Major conventions, sporting events, concerts, and seasonal festivals continued to support travel demand throughout the year, while attractions such as Millennium Park, Navy Pier, and the Art Institute remained central to the visitor experience. Continued neighborhood development and investment across the city further reinforced Chicago's evolving tourism landscape and destination appeal.

The city also maintained strong international visitation, particularly from Canada, Mexico, India, the United Kingdom, and China. Chicago's combination of global connectivity, cultural diversity, and established tourism infrastructure continues to position the city as both a gateway destination and a major urban tourism center for domestic and international travelers.

Source: *2025 PERFORMANCE/Monitor*[SM]



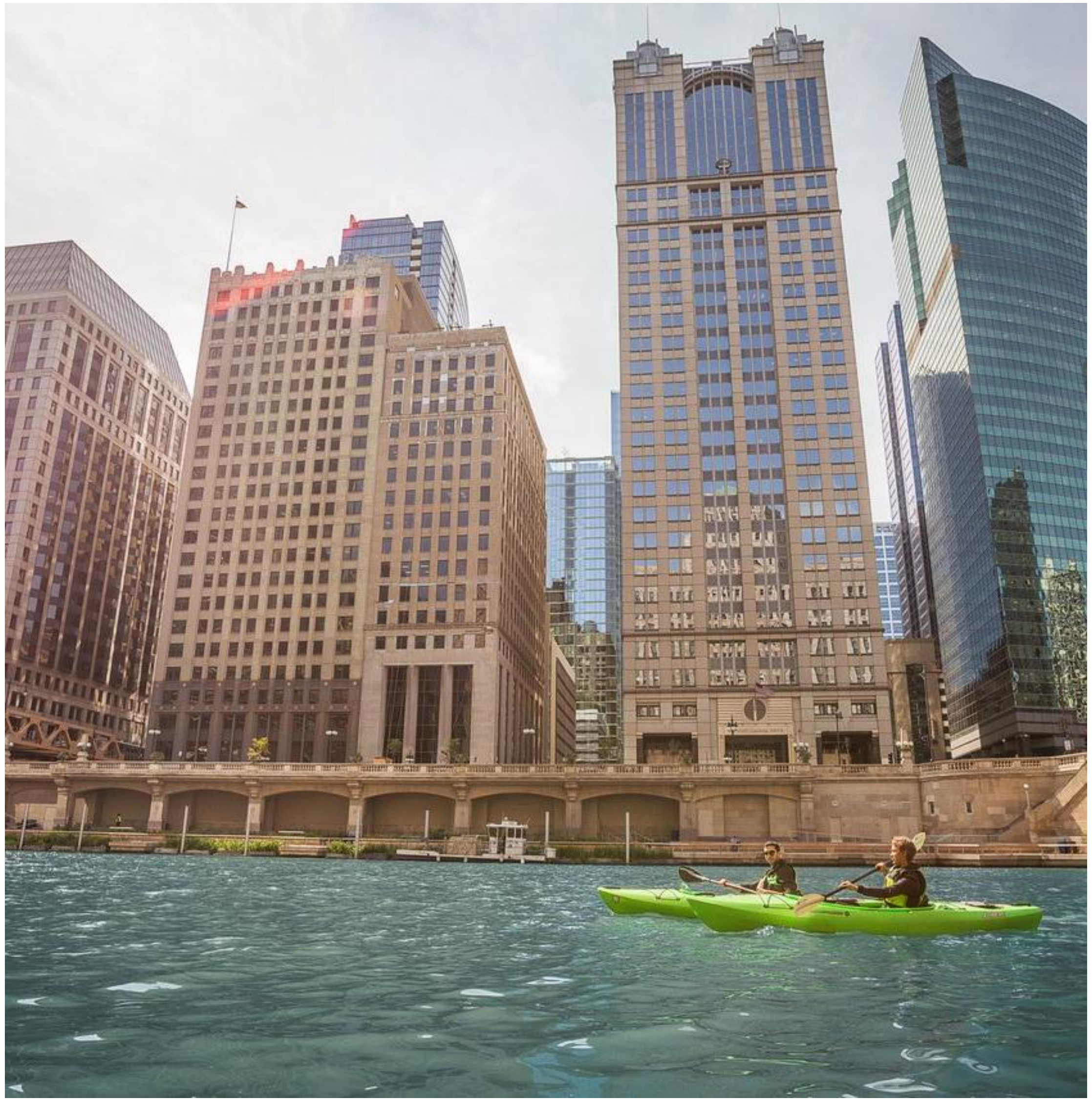
Purpose of Visit:

- Leisure travelers visited Chicago for both vacation and non-vacation purposes in 2025. While the overall leisure market share remained relatively stable, non-vacation travel recorded slight growth during the year. At the same time, vacation-related stays, particularly non-weekend trips lasting one to three nights, continued to show steady increases, reflecting sustained demand for short urban leisure getaways.
- Non-vacation leisure travel remained a significant segment, with visitors coming for special events, and to visit friends or relatives. Within the non-vacation category, participation in special events and leisure seminars/training grew in 2025. However, the share of visitors traveling to attend leisure conventions declined slightly during the year.
- In 2025, more than one-third of travelers combined leisure with business travel, a trend that has continues to grow since the post-COVID period. This ongoing preference to integrate work and leisure may be driven by rising travel costs, limited time availability, desire for work-life balance, and a range of personal and financial considerations.

Seasonal Trends:

- Travel to Chicago peaked during the summer and fall months, with summer recording the highest visitation levels. The extended summer-to-fall period continued to represent Chicago's primary tourism season, supported by festivals, outdoor events, concerts, sporting events, and holiday-related travel. Conventions and business events scheduled throughout these seasons also contributed to increased visitation, attracting both leisure and business travelers.
- Although summer and fall remained the dominant travel periods, spring and winter continued to capture a meaningful share of visitation, with winter travel showing modest growth in 2025.

Source: *2025 PERFORMANCE/Monitor*[SM]



Spending Habits:

- Average daily per capita spending excluding transportation grew slightly by 1% in 2025 compared to 2024, driven by notable reductions in spending on food and beverages, entertainment, and other expenses. Lower spending on paid accommodations and shopping also contributed to softer overall visitor expenditures.

Mode of Transportation:

- Chicago's leisure travelers predominantly used personal vehicles to visit the city, while more than one in four arrived by air. Air travel experienced a slight increase in 2025. Auto travel declined in 2025, following substantial gains during the post-pandemic period and stable trend.
- Among travelers using a personal or rental vehicle, traditional combustion engine vehicles remained the dominant mode of transportation. Although Electric and Plug-in Hybrid vehicles represented a relatively small share of total vehicle usage, modest growth in adoption suggests increasing interest in more environmentally conscious travel options.
- Rideshare services and localized transit options such as trains and subways played a complementary role in supporting the broader transportation network and meeting the diverse mobility needs of leisure travelers within the destination.

Source: *2025 PERFORMANCE/Monitor*SM

Activity Participation:

- Activity participation during visits to Chicago remained exceptionally high in 2025, with nearly all leisure travelers engaging in at least one activity during their trip. Family and life events, including birthday celebrations, ranked among the most popular activities, followed by sightseeing, museums and art exhibits, and visits to attractions associated with dining, nightlife, and shopping.
- Participation in nature-related activities, including beach and waterfront visits and trips to parks, recorded modest declines, suggesting slight shifts in visitor preferences and travel behavior. In contrast, participation in outdoor sports activities such as boating and sailing, fishing, and bicycling increased in 2025, reflecting continued interest in active outdoor recreation experiences.
- Activities were the primary reason for travel for 92% of Chicago leisure visitors, highlighting the importance of experience-driven travel in shaping visitation patterns. Visiting friends and relatives, attending birthdays and other celebrations, sightseeing, exploring culinary offerings, and shopping ranked among the leading motivations for visiting the city.

Source: *2025 PERFORMANCE/Monitor*[SM]

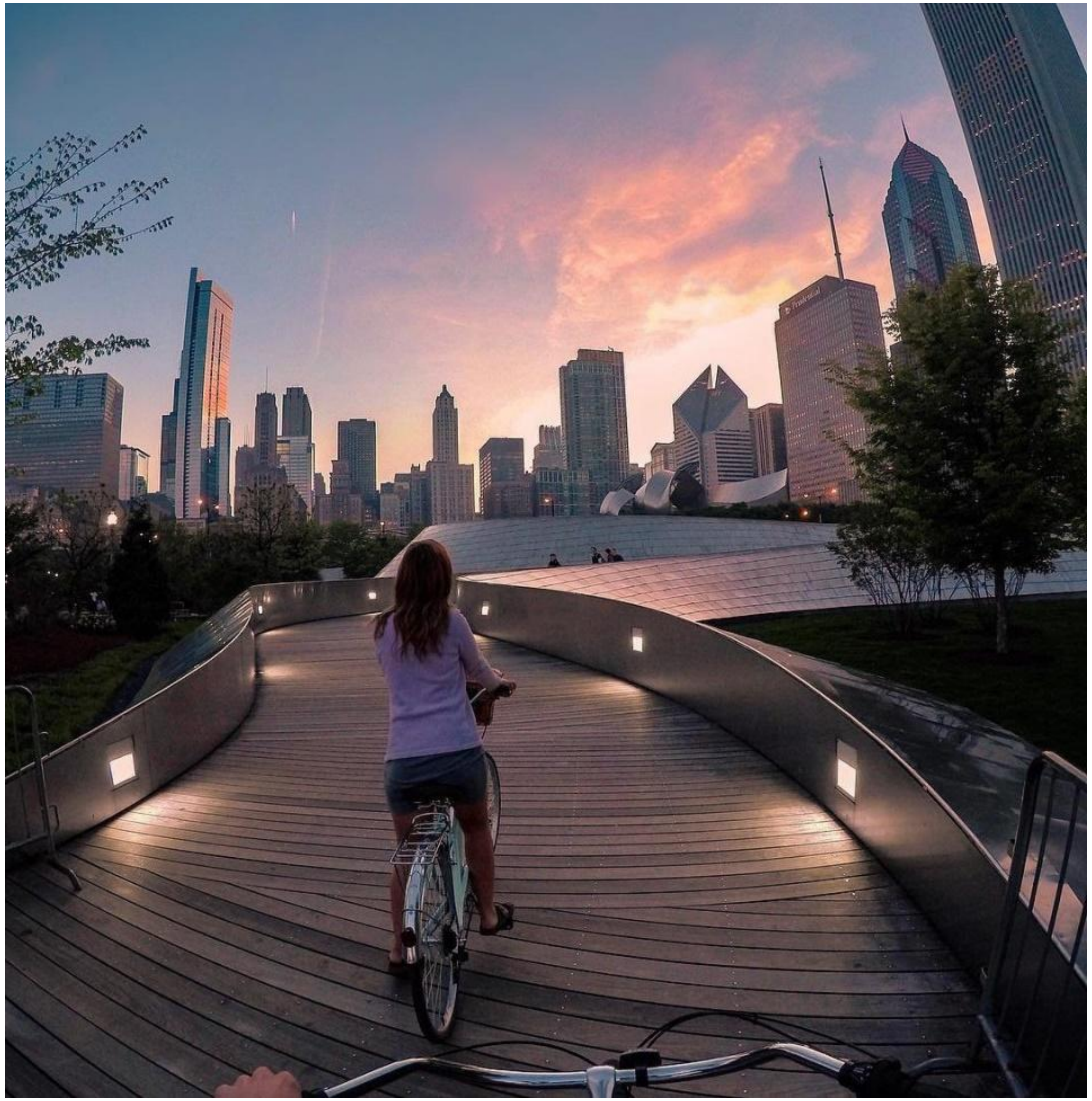
Demographics:

- The demographic profile featured a balanced representation across different age groups, with Millennials and Gen Xers comprising a significant portion of travelers. This reflects the sustained engagement of both younger and mid-life cohorts in shaping travel trends.
- A majority of travelers reported annual incomes above $100,000, with the most notable growth seen among segments categorized as “Maturing & Free” and “Young Family.” This shift presents a valuable opportunity for destinations to tailor offerings that resonate with experience-seeking, higher-income travelers across generational lines. Rather than viewing affluence as a barrier, this trend suggests that appealing to evolving lifestyle preference such as convenience, enrichment, and personalization will be key to capturing interest and driving repeat visitation.

Satisfaction and Loyalty:

- Chicago continued to receive strong ratings across several visitor experience attributes, particularly destination loyalty, overall satisfaction, accommodations, dining options, transportation, and attractions. However, ratings for safety, friendliness, and cleanliness remained below the U.S. average.
- The lowest-rated destination attributes included perceived safety, value for money, and destination cleanliness. Although the “value for money” rating improved modestly in 2024 and remained relatively stable in 2025, it continued to trail the national average.
- While Chicago outperformed the national average in overall satisfaction and destination loyalty, value perceptions suggest that visitors may hold higher expectations relative to travel costs. As visitation continues to grow, opportunities remain to strengthen visitor perceptions through improvements in public-facing services, cleanliness, and overall destination experience.

Source: *2025 PERFORMANCE/Monitor*[SM]



Conclusions:

Chicago's 2025 leisure visitor profile highlights a mature and resilient urban tourism market driven by diverse traveler segments, strong repeat visitation, and broad participation across cultural, entertainment, dining, and event experiences. Millennials and Gen X travelers, couples, weekend visitors, and overnight travelers staying multiple nights continued to play a central role in supporting the city's tourism economy and hospitality sector.

The findings also reinforce Chicago's position as an experience-driven destination where visitors actively engage across multiple activities during a single trip. Strong performance across satisfaction, loyalty, dining, attractions, and entertainment reflects the city's continued appeal as a leading urban leisure destination. At the same time, opportunities remain to strengthen perceptions of value, cleanliness, safety, and overall visitor friendliness to further enhance the travel experience.

Chicago's growth potential remains strong across both regional and long-haul feeder markets, particularly among nearby drive markets and major metropolitan areas. However, rising travel costs and broader economic pressures continue to shape traveler expectations around service quality and value for money. As competition among major urban destinations intensifies, maintaining a balance between premium experiences, accessibility, and perceived value will remain increasingly important for sustaining long-term visitor growth and destination competitiveness.

Source: *2025 PERFORMANCE/Monitor*^{SM}

Strategic Recommendations:

Turn Chicago into the Gateway to Illinois

Chicago visitors often remain concentrated within the city during their trip, creating opportunities to expand travel beyond the urban core. Strengthening partnerships between Chicago and regional Illinois destinations can encourage multi-stop itineraries, longer stays, and broader visitor spending across the state. Curated road trips, themed travel trails, and destination bundles can help connect city experiences with Downstate attractions, outdoor recreation, and cultural destinations.

Position Chicago's Indoor Experiences as a Seasonal Advantage

While summer and fall remain Chicago's strongest tourism seasons, the city's museums, theater, culinary scene, live entertainment, and indoor attractions provide strong year-round appeal. Targeted winter and spring campaigns can reposition Chicago as a leading cold-weather urban destination focused on culture, food, wellness, and entertainment. Promoting seasonal indoor experiences can help stabilize visitation during lower-demand periods.

Empower Residents to Shape the Visitor Experience

Visitor perceptions around friendliness, cleanliness, and local atmosphere continue to influence overall destination satisfaction. Encouraging community participation through neighborhood events, local ambassador programs, and resident-driven storytelling can strengthen Chicago's image as a welcoming and authentic destination. Residents play an important role in shaping the emotional and social experience that visitors associate with the city.

Convert Repeat Visitors into Regional Explorers

Chicago benefits from exceptionally strong repeat visitation and high intent to return. The next opportunity lies in encouraging repeat travelers to explore beyond familiar neighborhoods and attractions through rotating itineraries, neighborhood-focused campaigns, and regional extensions across Illinois. Expanding visitor discovery can increase repeat trip frequency while diversifying tourism spending.

Source: *2025 PERFORMANCE/Monitor*[SM]

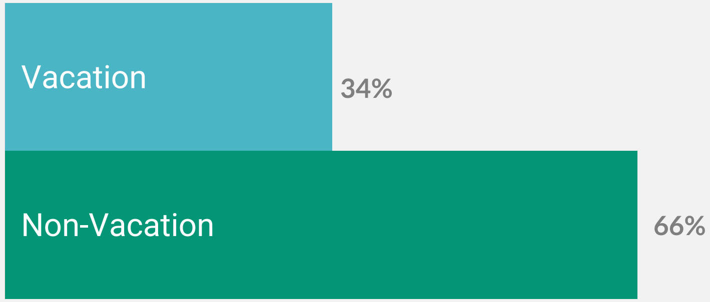
Snapshots

Welcome to the snapshot section of the 2025 Illinois and Chicago Visitor Profile Report where insights into visitation patterns are provided in form of dashboards for each of Illinois' distinct tourism segments. These snapshots offer a comprehensive view of travel pattern, demographics, and trip characteristics within each region. Explore the charts and graphs to uncover key insights that shape the tourism landscape of Illinois.

U.S. Leisure Visitors

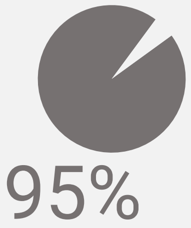
MMGY Travel Intelligence

Trip Purpose



Transportation Used to Travel

Top Activities



20% Shopping

20% Dining

18% Visit Friends/Relatives

11% Sightseeing

10% Beach/Waterfront

Average Expenditure

$211

PERSON PER DAY

Average Length of Stay

1.96

DAYS

Travel Party (Overnight)

29% travel alone

44% travel together

10% travel in groups of 3+ adults

17% travel with children

AVERAGE PARTY SIZE **2.35** **PERSONS**

Hotel Ratings		Destination Ratings
8.39	Satisfaction	8.61
8.07	Value for the Money	8.31
8.20	Likelihood to Recommend	8.41

45 Net Promotor Score

Source: *2025 PERFORMANCE/Monitor*[SM]

U.S. Leisure Visitors

Mean Household Income

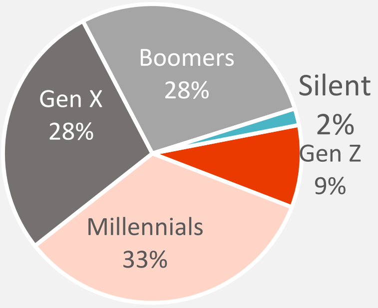
$127,427

AVERAGE VISITOR AGE **50** YEARS OLD

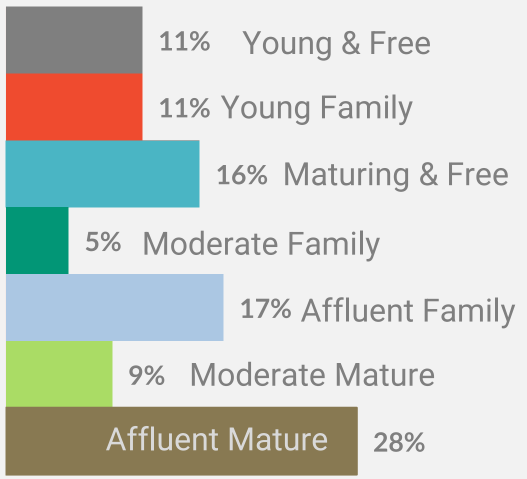
63% Married/Living with Partner

36% with children in household

Generations



Lifestage



Season of Trip

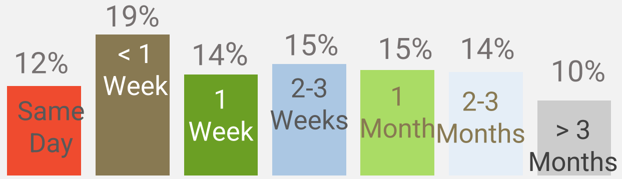
Spring	Summer	Fall	Winter
22%	30%	29%	19%

Top Trip Planning Resources

27% Used No Resources

33%	19%	13%	9%	7%
PAST EXPERIENCE	FAMILY & FRIEND RECOMMEN-DATIONS	INTERNET SEARCH	MAPPING WEBSITES	ATTRACTION WEBSITES/ APPS

Trip Planning Timeframe

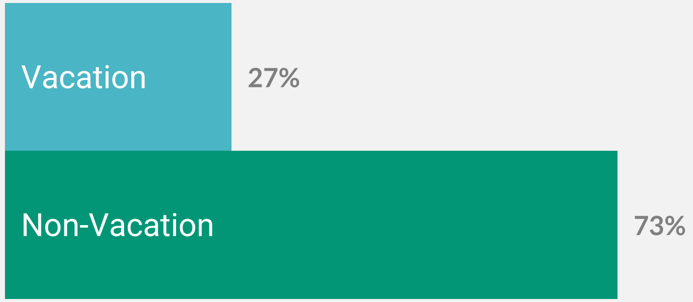


Source: *2025 PERFORMANCE/Monitor*[SM]

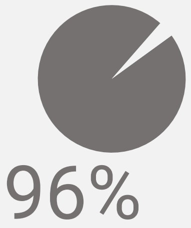
Illinois Leisure Visitors

MMGY Travel Intelligence

Trip Purpose



Top Activities



24% Visit Friends/Relatives

22% Shopping

20% Dining

9% Birthday Celebration

9% Sightseeing

Travel Party (Overnight)

39% travel alone

39% travel together

7% travel in groups of 3+ adults

15% travel with children

AVERAGE PARTY SIZE **2.04** **PERSONS**

Transportation Used to Travel

Average Expenditure

$192

PERSON PER DAY

Average Length of Stay

1.96

DAYS

Hotel Ratings		Destination Ratings
8.38	Satisfaction	8.62
7.94	Value for the Money	8.11
8.12	Likelihood to Recommend	8.29

39 Net Promotor Score

Source: *2025 PERFORMANCE/Monitor[SM]*

Illinois Leisure Visitors

MMGY Travel Intelligence

Mean Household Income

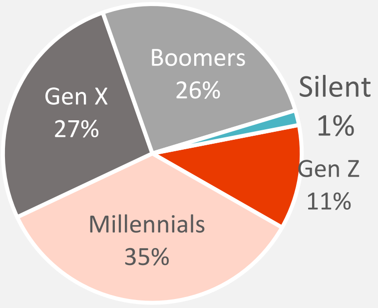
$144,514

AVERAGE VISITOR AGE **48** **YEARS OLD**

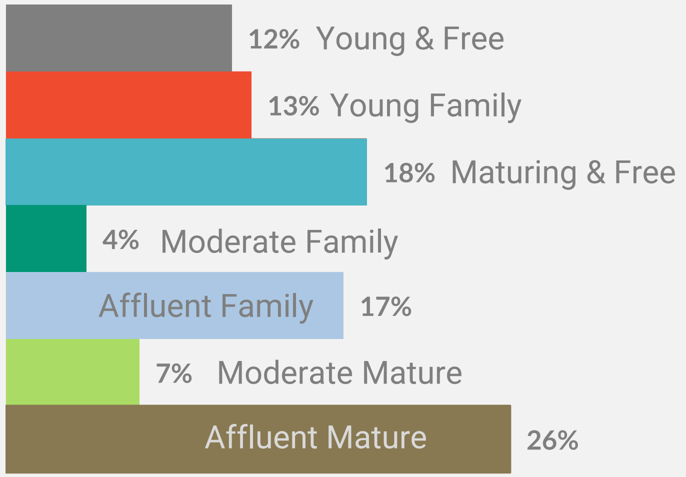
61% Married/Living with Partner

37% with children in household

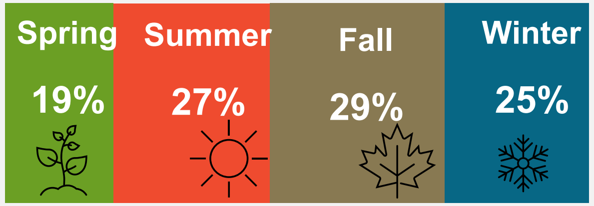
Generations



Lifestage



Season of Trip



Top Trip Planning Resources

26% Used No Resources

34% PAST EXPERIENCE

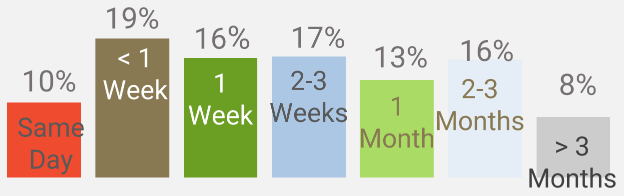
20% FAMILY & FRIEND RECOMMEN-DATIONS

12% INTERNET SEARCH

9% MAPPING WEBSITES/ APPS

6% ATTRACTION WEBSITES/ APPS

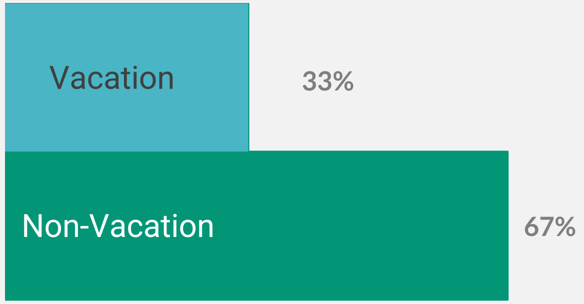
Trip Planning Timeframe



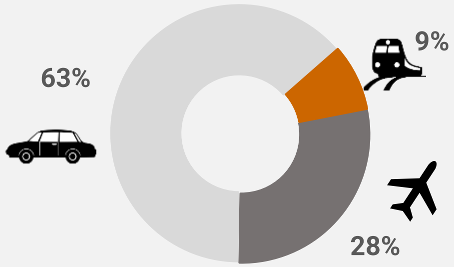
Chicago Leisure Visitors

MMGY Travel Intelligence

Trip Purpose



Transportation Used to Travel



Top Activities

25% Dining

23% Visit Friends/ Relatives

21% Shopping

14% Sightseeing

12% Museums/Art Exhibits

12% Birthday Celebration

Average Expenditure

$248

PERSON PER DAY

Average Length of Stay

2.44

DAYS

Travel Party (Overnight)

39% travel alone

41% travel together

7% travel in groups of 3+ adults

13% travel with children

AVERAGE PARTY SIZE **2.0** PERSONS

Hotel Ratings		Destination Ratings
8.41	Satisfaction	8.73
7.89	Value for the Money	8.22
8.19	Likelihood to Recommend	8.56

49 Net Promotor Score

Source: *2025 PERFORMANCE/Monitor*SM

Chicago Leisure Visitors

MMGY Travel Intelligence

Mean Household Income

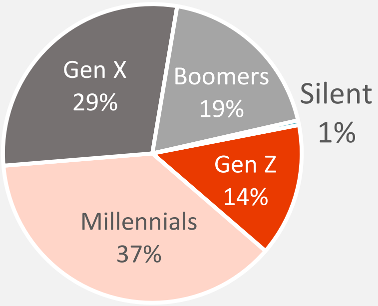
$162,397

AVERAGE VISITOR AGE **45** YEARS OLD

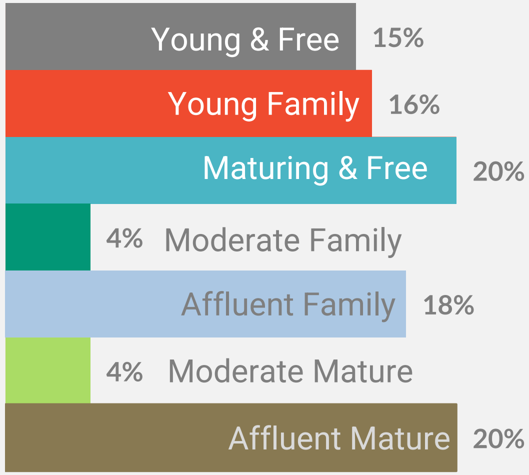
60% Married/Living with Partner

41% with children in household

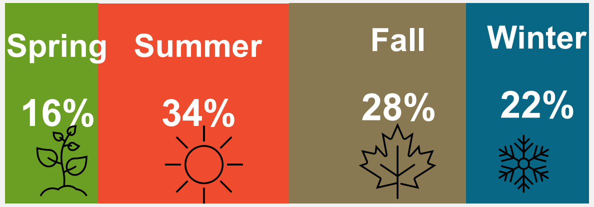
Generations



Lifestage



Season of Trip

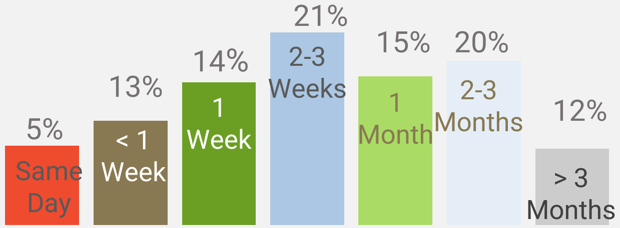


Top Trip Planning Resources

18% Used No Resources

32%	22%	16%	9%	9%
PAST EXPERIENCE	FAMILY & FRIEND RECOMMEN-DATIONS	INTERNET SEARCH	SOCIAL NETWORKING SITES	MAPPING WEBSITES/ APPS

Trip Planning Timeframe

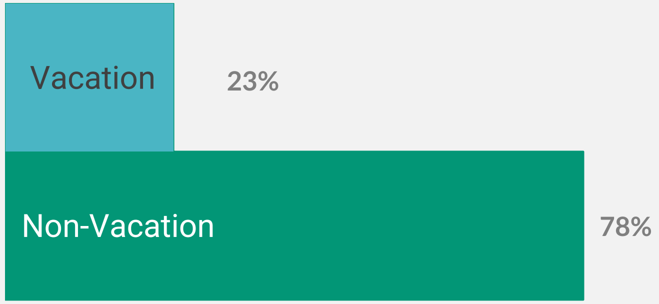


Source: *2025 PERFORMANCE/Monitor*SM

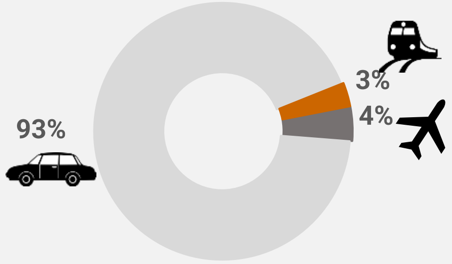
Downstate Leisure Visitors

MMGY Travel Intelligence

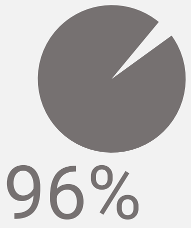
Trip Purpose



Transportation Used to Travel



Top Activities



24% Visit Friends/Relatives

19% Shopping

19% Dining

8% Holiday Celebration

7% Birthday Celebration

Average Expenditure

$125

PERSON PER DAY

Average Length of Stay

1.58

DAYS

Travel Party (Overnight)

40% travel alone

35% travel together

6% travel in groups of 3+ adults

19% travel with children

AVERAGE PARTY SIZE **2.05** **PERSONS**

Hotel Ratings		Destination Ratings
8.33	Satisfaction	8.53
8.03	Value for the Money	8.34
7.96	Likelihood to Recommend	8.07

31 Net Promotor Score

Source: *2025 PERFORMANCE/Monitor[SM]*

Downstate Leisure Visitors

Mean Household Income

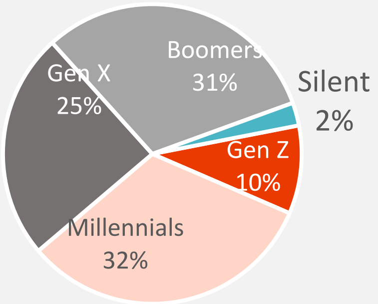
$129,617

AVERAGE VISITOR AGE **51** **YEARS OLD**

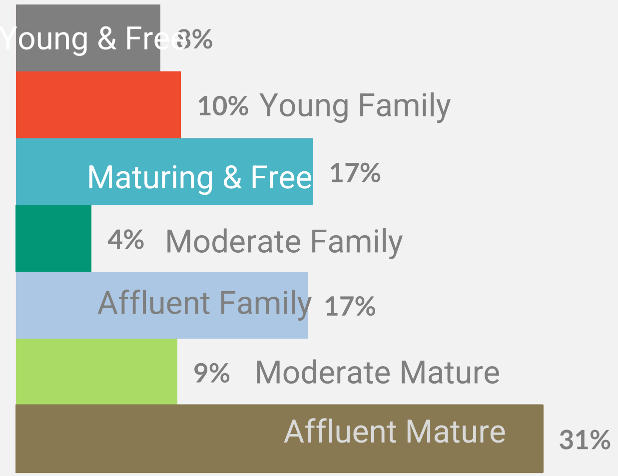
61% Married/Living with Partner

33% with children in household

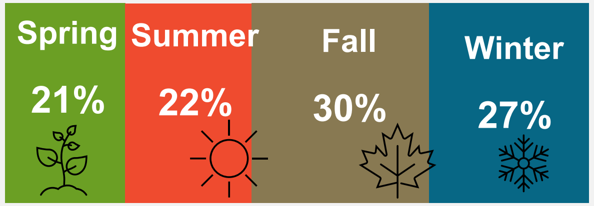
Generations



Lifestage



Season of Trip

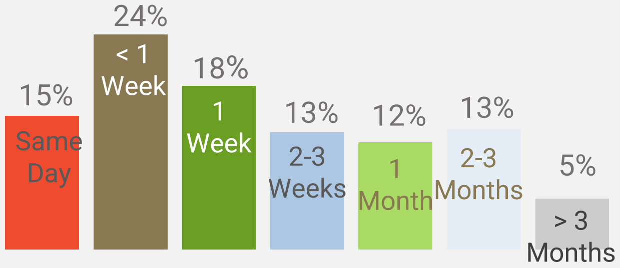


Top Trip Planning Resources

33% Used No Resources

- **35%** PAST EXPERIENCE
- **18%** FAMILY & FRIEND RECOMMENDATIONS
- **10%** INTERNET SEARCH
- **8%** MAPPING WEBSITES/ APPS
- **6%** ATTRACTION WEBSITES/ APPS

Trip Planning Timeframe

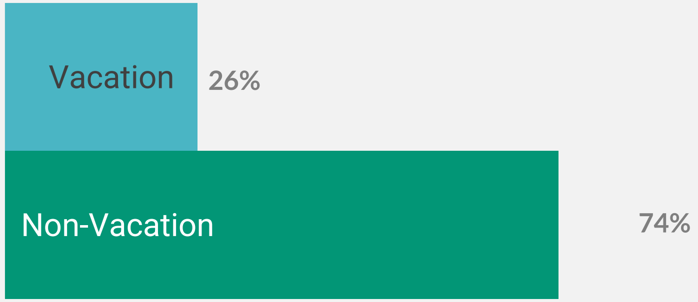


Source: *2025 PERFORMANCE/Monitor*[SM]

Comp Set Leisure Visitors

MMGY Travel Intelligence

Trip Purpose



Transportation Used to Travel

Top Activities

95%

19% Shopping

19% Visit Friends/ Relatives

18% Dining

9% Birthday Celebration

8% Road Trip (2025+)

Average Expenditure

$165

PERSON PER DAY

Average Length of Stay

1.64

DAYS

Travel Party (Overnight)

28% travel alone

45% travel together

9% travel in groups of 3+ adults

17% travel with children

AVERAGE PARTY SIZE **2.46** **PERSONS**

Hotel Ratings		Destination Ratings
8.25	Satisfaction	8.55
7.96	Value for the Money	8.34
8.01	Likelihood to Recommend	8.31

42 Net Promotor Score

Source: *2025 PERFORMANCE/Monitor*SM

Comp Set Leisure Visitors

MMGY Travel Intelligence

Mean Household Income

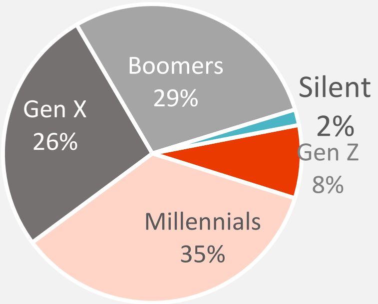
$115,601

AVERAGE VISITOR AGE **51** YEARS OLD

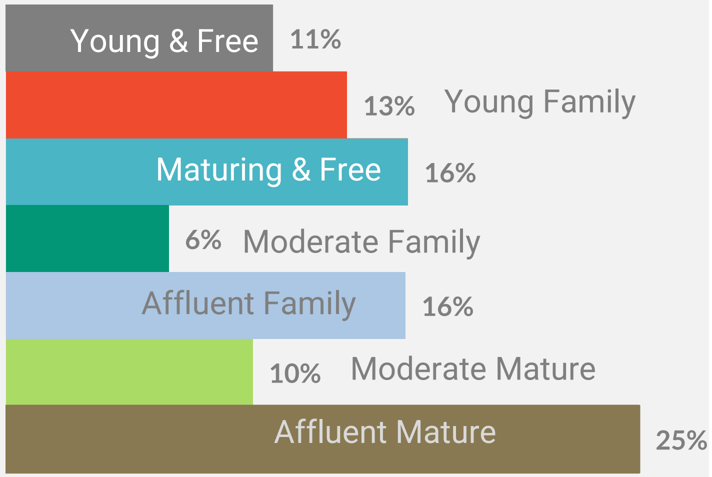
63% Married/Living with Partner

34% with children in household

Generations



Lifestage



Season of Trip

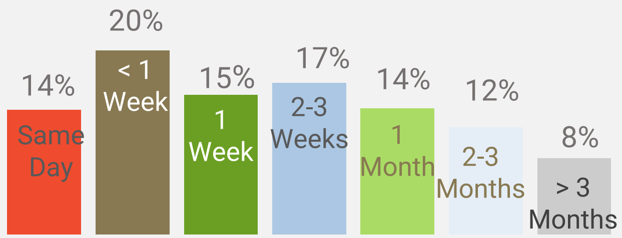
Spring	Summer	Fall	Winter
24%	30%	29%	18%

Top Trip Planning Resources

32% Used No Resources

- **34%** PAST EXPERIENCE
- **20%** FAMILY & FRIEND RECOMMENDATIONS
- **10%** INTERNET SEARCH
- **8%** MAPPING WEBSITES/ APPS
- **7%** ATTRACTION WEBSITES/ APPS

Trip Planning Timeframe

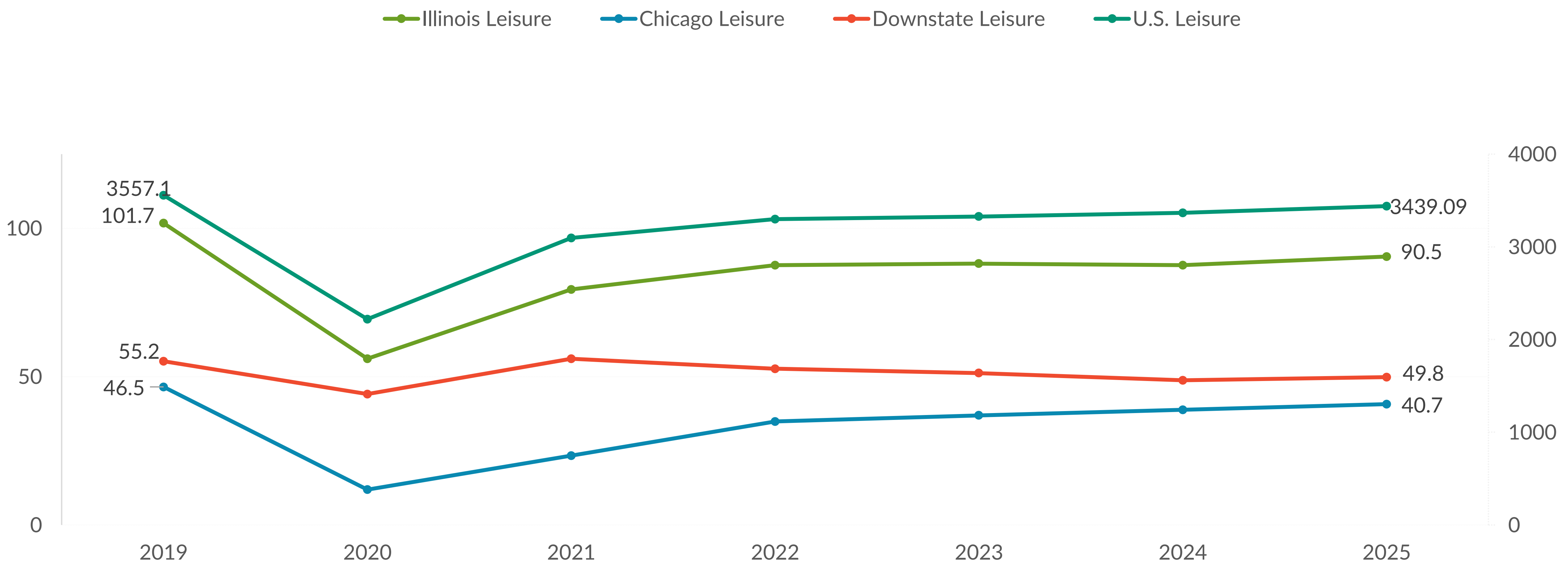


Source: *2025 PERFORMANCE/Monitor[SM]*

Charts & Graphs

The "Charts & Graphs" section of the 2025 Illinois and Chicago Visitor Profile Report delves into detailed visitation data for Illinois’ and Chicago's primary tourism segments. Each chart and graph offers a comparative analysis with equivalent segments across the United States, providing valuable insights into visitor trends, trip characteristics, and traveler behaviors. Where relevant, data is compared across different geographic regions of Illinois to offer a comprehensive understanding of the state's tourism dynamics. Explore the visuals to uncover key trends that shape Illinois' tourism industry and its position in the broader national context.

Visitor Volume (Person-Stays in millions)

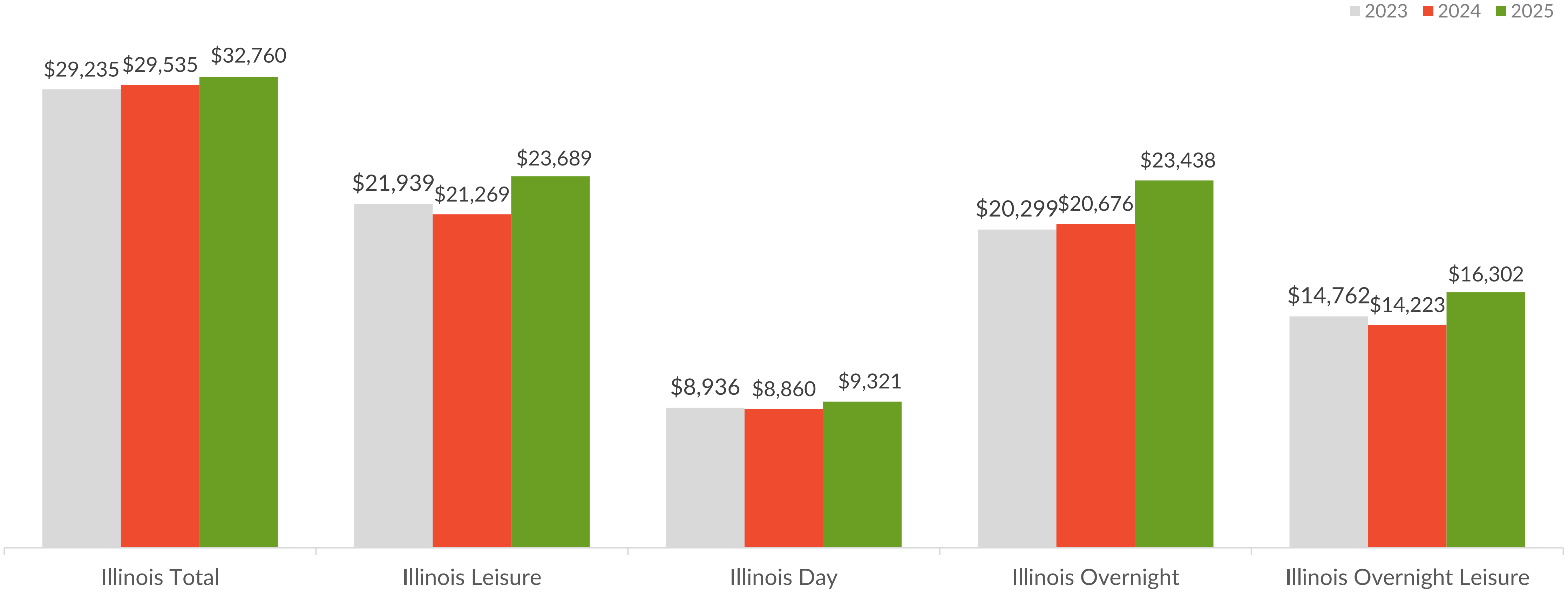


2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

- **Question/** For your overnight travel in the past 3 months, please provide the main US City or location visited.

Illinois - Total Domestic Visitor Spend (in millions)

Without Transportation

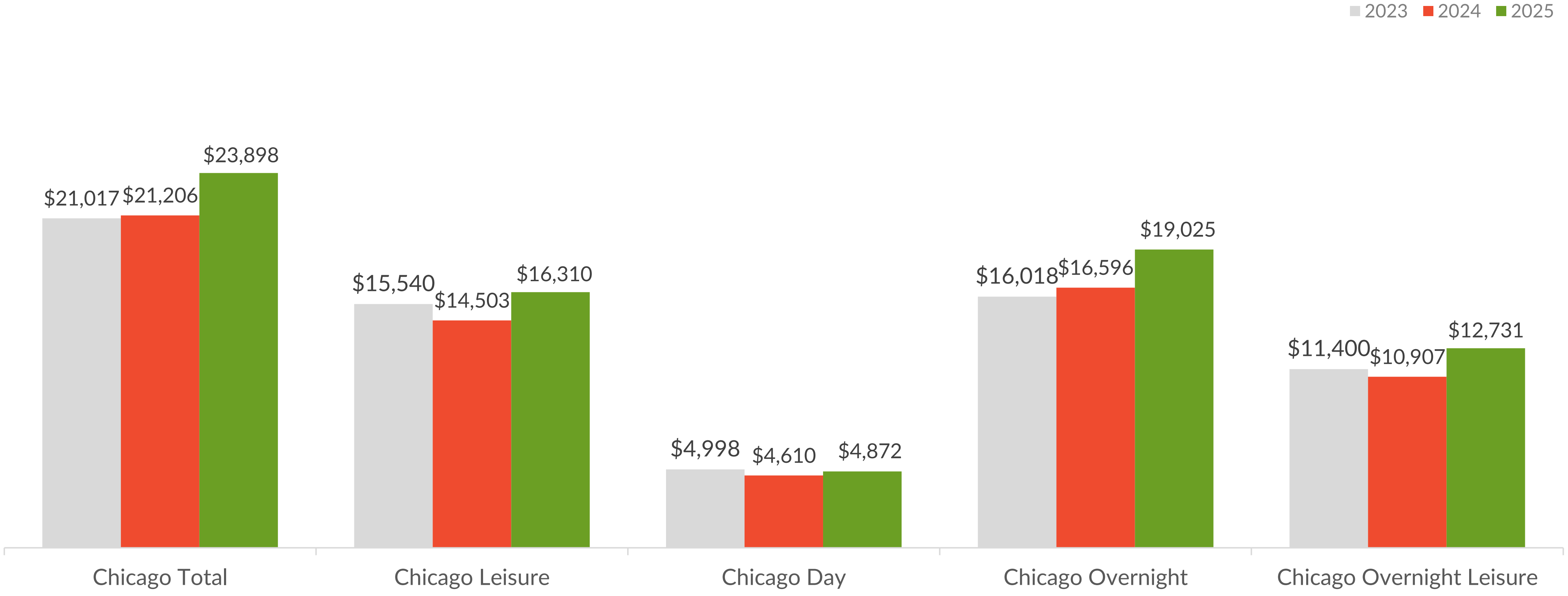


2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

Chicago -Total Domestic Visitor Spend (in millions)

Without Transportation

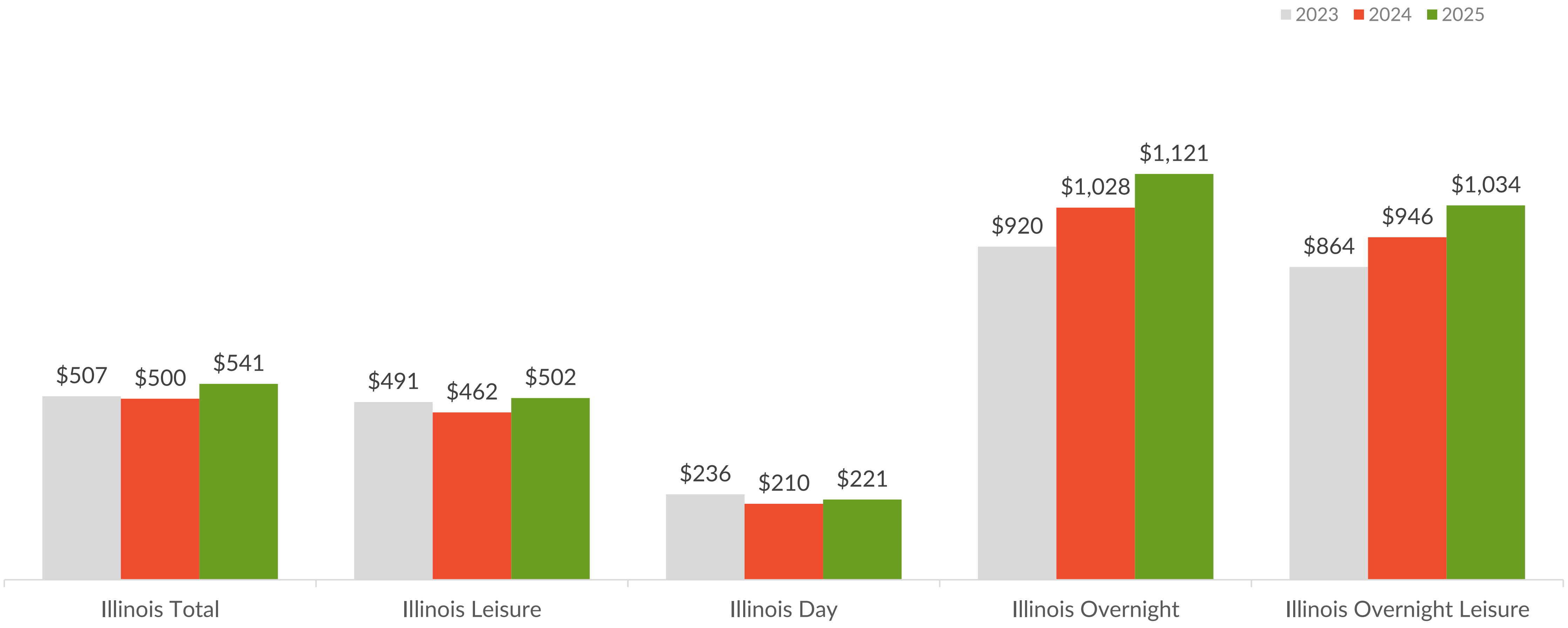


2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

Illinois: Average Expenditure Per Travel Party Per Stay

Without Transportation

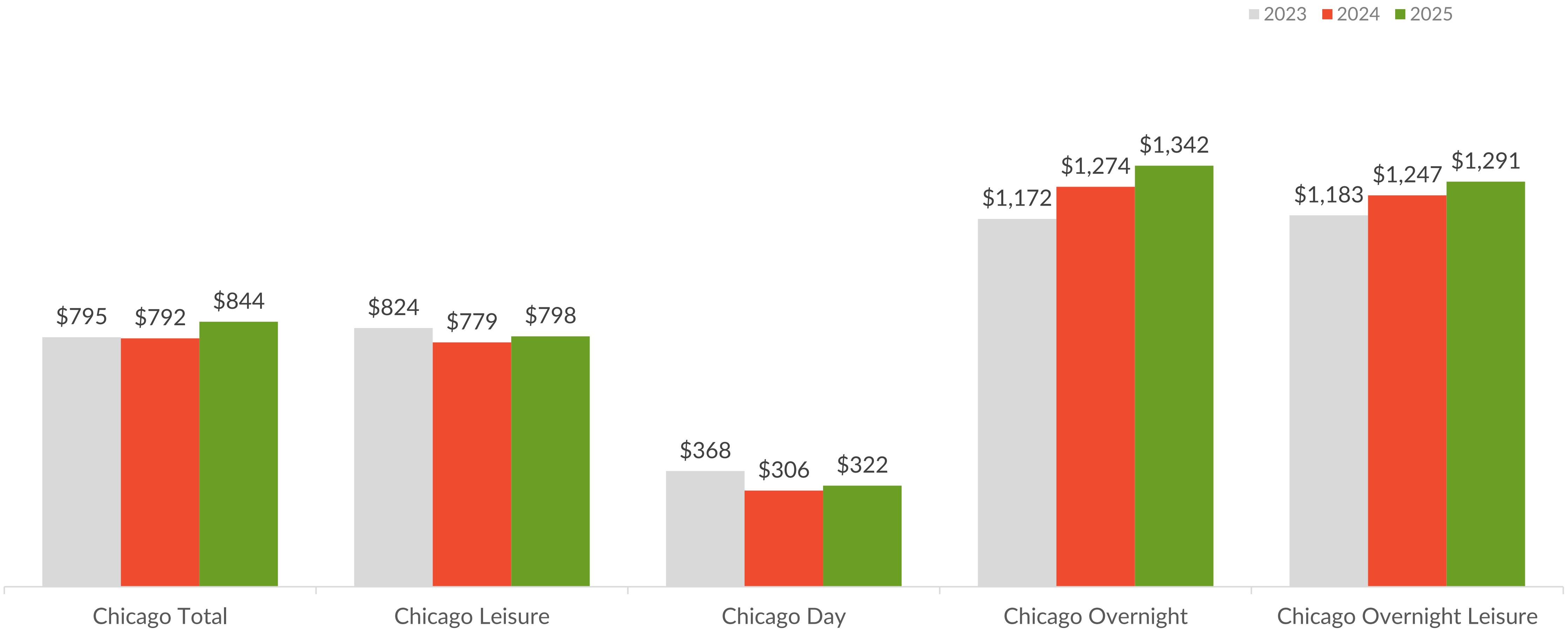


2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

Chicago: Average Expenditure Per Travel Party Per Stay

Without Transportation



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

Illinois Market Share of the US

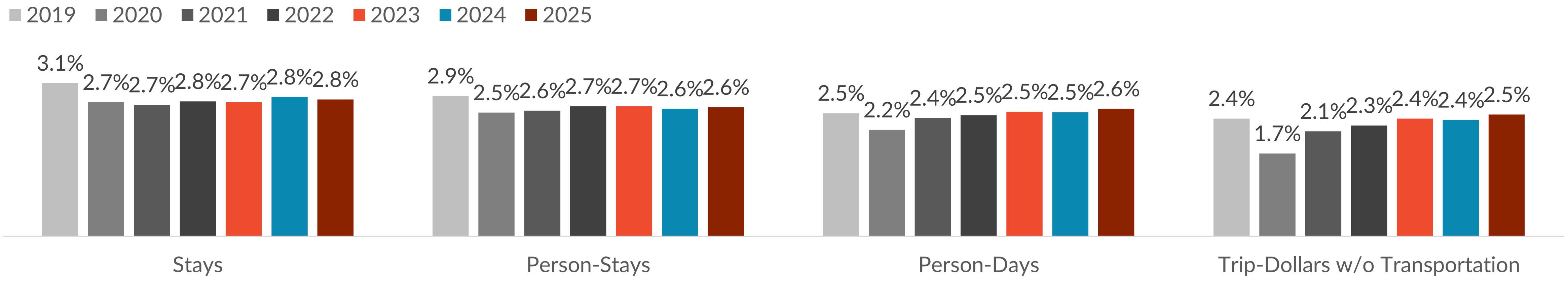
The impact of Illinois Leisure visitation and spending as a share of the US travel market remained stable in 2025.

Illinois travel parties (or **Stays**) represent 2.79% of the US Leisure travel market, slightly decline from 2024 (2.84%). The stays metric takes into account how many distinct groups of travelers came to the destination.

In contrast, the number of **Person-Stays** in a destination, the main focus of this report, indicates how many people visited your destination, but not how long they stayed**.** Illinois Leisure travelers (or Person-Stays) represent 2.63% of the US Leisure travel market, stable in the past two years.

The **Person-Days** metric is simply the total number of days that visitors contributed to the State. Illinois Leisure travelers represent 2.6% of the US market share, slightly higher relative to 2024.

Illinois received about $2.48 of every $100.00 spent on leisure travel in the U.S. during 2025. This monetary worth of travelers increased in 2025. Changes in **Direct Spending** can not only be influenced by ALL other travel measures including number of travel parties, number of persons, number of days, number of people in the Stays, length of stay, and individual traveler spending but also be related to changes in travel party composition, purpose of trip, activity participation levels, or accommodation choice.



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

- **Question/** For your overnight travel in the past 3 months, please provide the main US City or location visited.

Chicago Market Share of the US

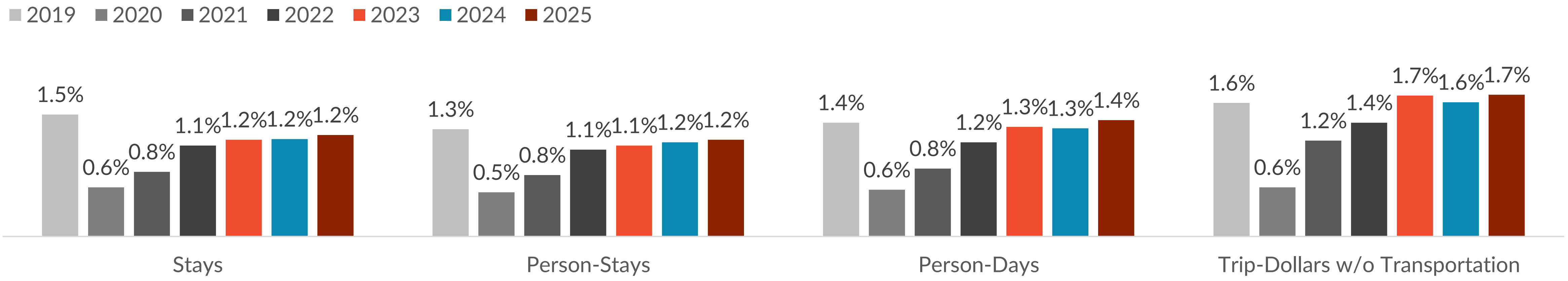
The impact of Chicago Leisure visitation and spending as a share of the US travel market showed positive growth in 2025.

Chicago leisure travel parties (or **Stays**) represent 1.24% of the US Leisure travel market, increase from 1.19% in 2024. The stays metric takes into account how many distinct groups of travelers came to the destination.

In contrast, the number of **Person-Stays** in a destination, the main focus of this report, indicates how many people visited your destination, but (or Person-Stays) represent 1.18% of the U.S. Leisure travel market.

The **Person-Days** metric is simply the total number of days that visitors contributed to the city. Chicago Leisure travelers represent 1.42% of the US market share, a positive growth over 2024.

Chicago receives about $1.73 of every $100.00 spent leisure travel in the U.S. during 2025, an increase over 2024. Changes in **Direct Spending** can not only be influenced by ALL other travel measures including number of travel parties, number of persons, number of days, number of people in the Stays, length of stay, and individual traveler spending but also be related to changes in travel party composition, purpose of trip, activity participation levels, or accommodation choice.



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

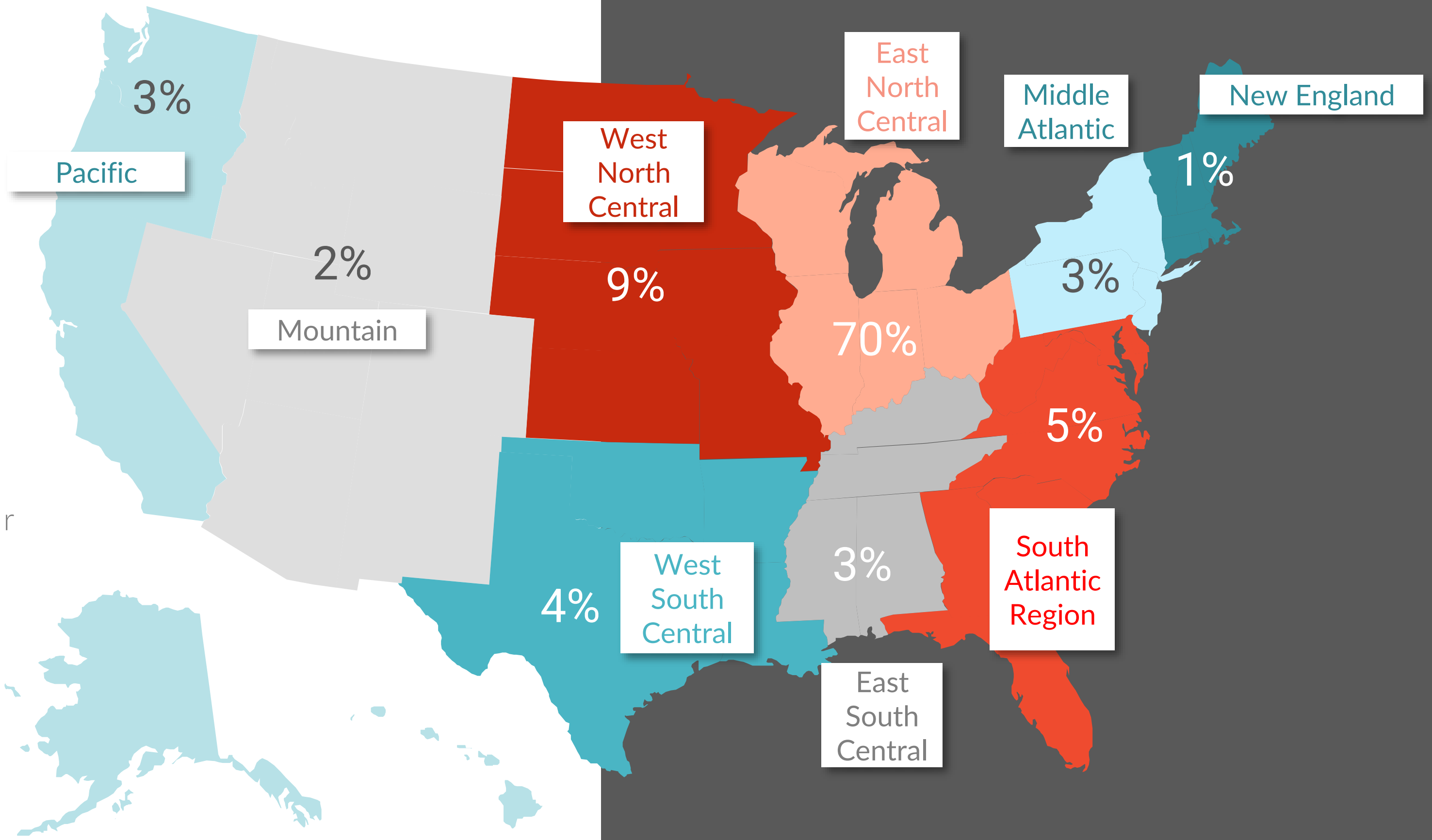
- **Question/** For your overnight travel in the past 3 months, please provide the main US City or location visited.

Leisure Trip Origin

Illinois –
Origin US Divisions

70% Intra-Census Division
(within East North Central Region)

30% Inter-Census Division
(between East North Central Region and other US Census Regions)



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

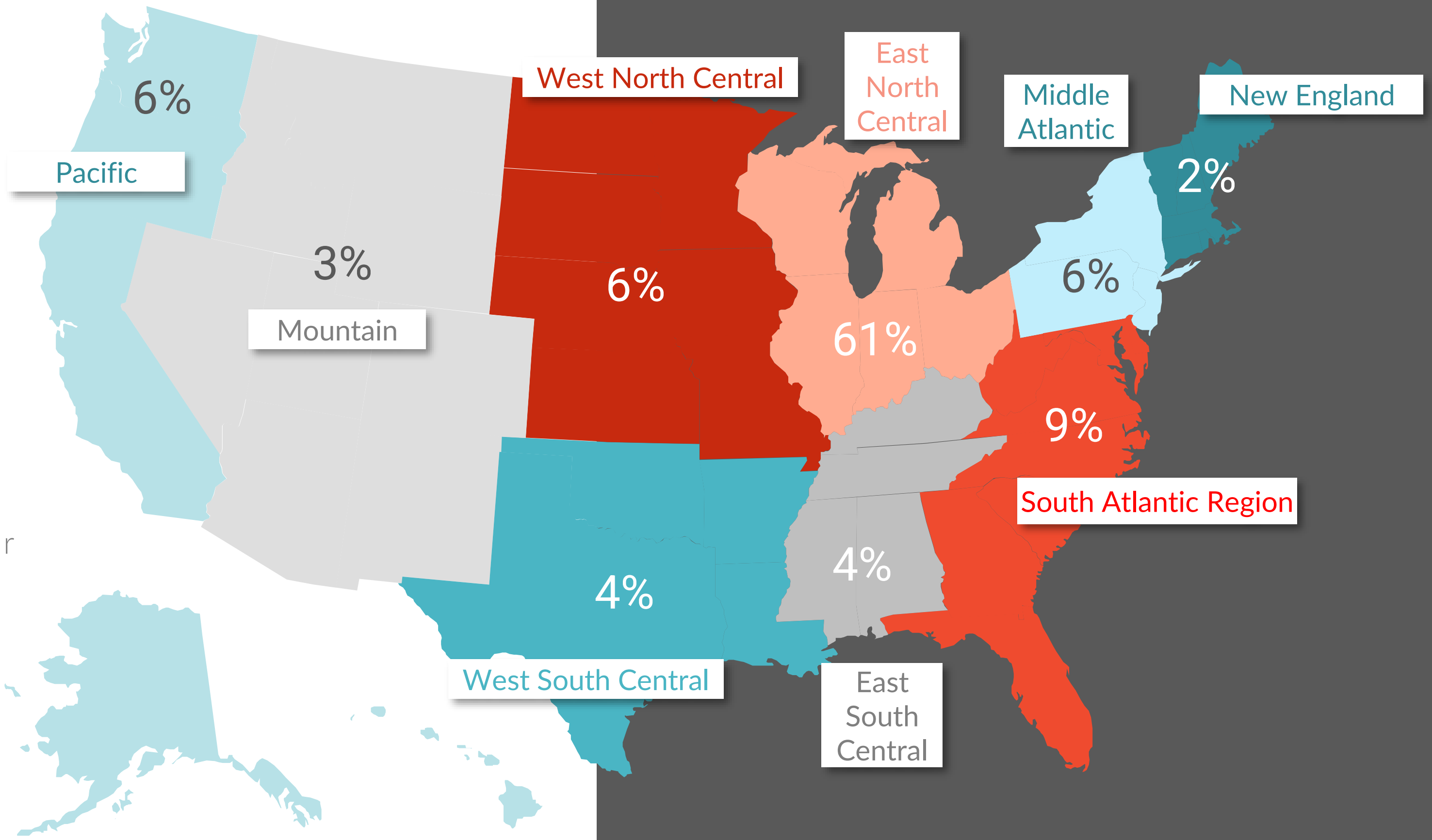
Question/ For your overnight travel in the past 3 months, please provide he main US City or location visited.

Leisure Trip Origin

Chicago – Origin US Divisions

61% Intra-Census Division (within East North Central Region

39% Inter-Census Division (between East North Central Region and other US Census Regions)



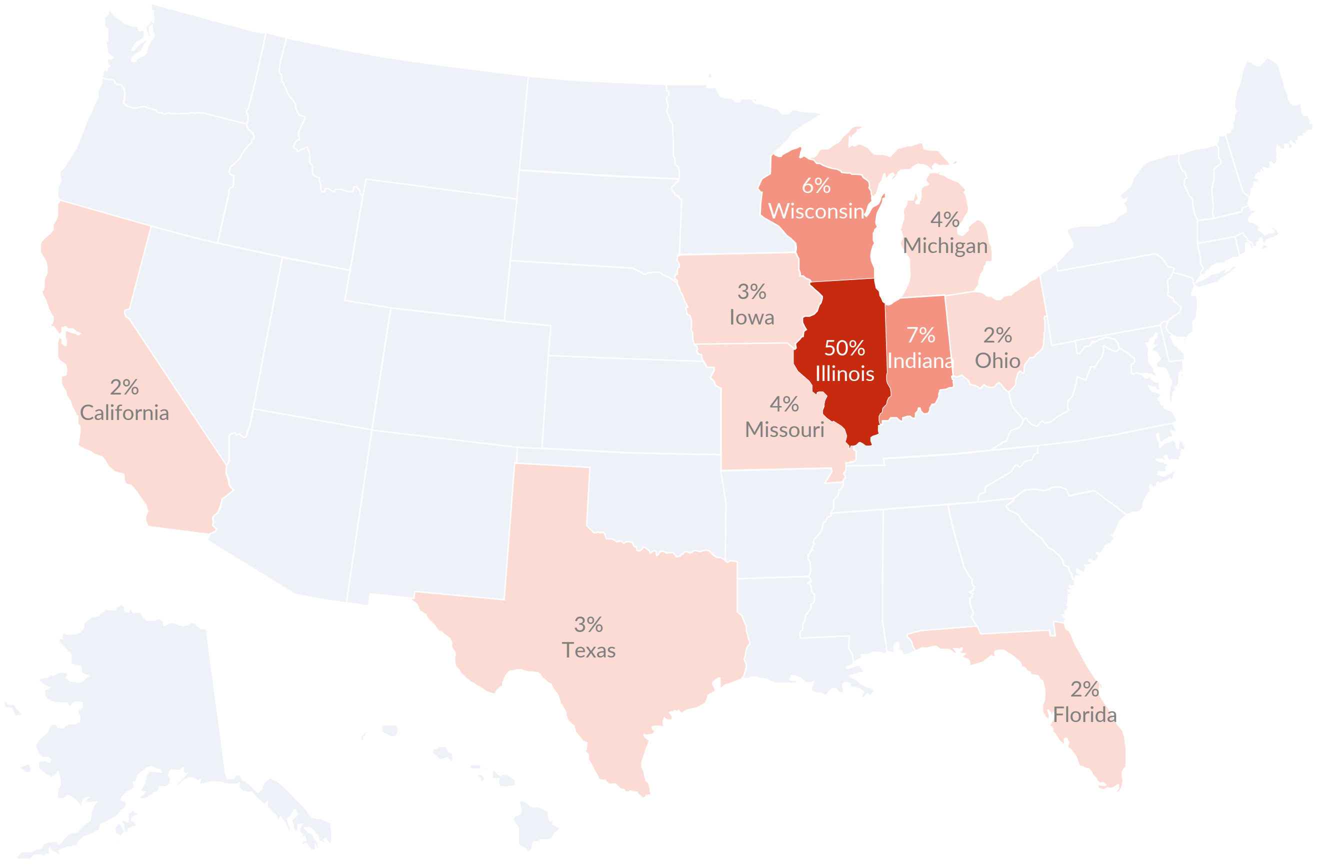
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
*Source: 2025 PERFORMANCE/Monitor*SM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

Leisure Trip Origin

Illinois – Top Origin States

- Top 10 Origin States represent 85% of Illinois' Leisure Travel



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)

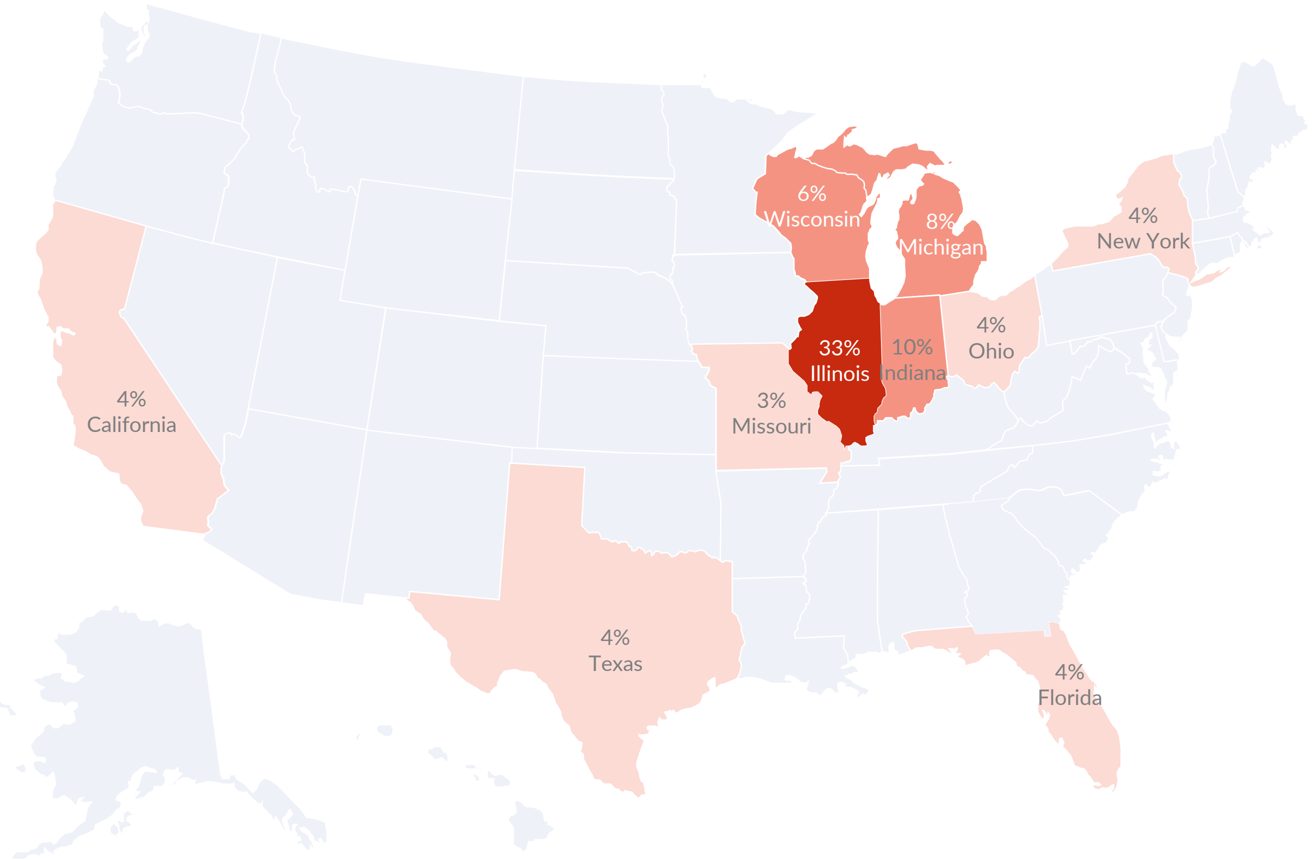
Source: 2025 PERFORMANCE/Monitor℠

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

Leisure Trip Origin

Chicago – Top Origin States

- Top 10 Origin States represent 77% of Chicago's Leisure Travel
- Travel within Illinois and neighboring states is becoming more popular compared to past years.
- Travel from large cities including New York, California, Texas and Florida continues to grow.



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

United States Map

Illinois – Top Origin DMAs

- The top 10 DMAs generate close to 67% of Illinois' Leisure visitors in 2025, an increase from 2024.
- In 2025, traveler activity from the Detroit/MI, and St. Louis, MO reported declines compared to 2024..
- Illinois recorded small but consistent gains in travelers originating from Chicago, Rockford, Indianapolis, and Champaign DMAs.

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

U n i t e d   S t a t e s   M a p

Chicago – Top Origin DMAs

- The top 10 DMAs produce close to 56% of Chicago Leisure visitors.
- New DMA markets included Minneapolis-St. Paul, MN, Des Moines-Ames, IA, New York City, NY, Madison, WI, and Atlanta, GA.
- Chicago recorded notable gains in leisure travelers originating from Chicago and Milwaukee, the top 2 Origin DMAs.

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

Top Origin DMAs to Illinois

Trip Origin

	U.S. Leisure	Illinois Leisure	Chicago Leisure	Downstate Leisure	Comp Set Leisure
Chicago, IL	3.1%	38.3%	28.5%	46.2%	5.3%
St. Louis, MO	0.9%	6.9%	2%	11%	3.1%
Milwaukee, WI	1%	4.7%	4.7%	4.7%	0.7%
Champaign & Springfield-Decatur, IL	0.3%	4%	1.7%	6%	0.6%
Indianapolis, IN	1.2%	3.5%	6.9%	0.7%	5.7%
Rockford, IL	0.1%	2.3%	2.4%	2.2%	0.1%
Detroit, MI	1.4%	2.1%	4.4%	0.3%	6.4%
Peoria-Bloomington, IL	0.1%	2.1%	0.9%	3%	0.2%
Davenport-Rock Island-Moline, IL	0.3%	2%	1%	2.7%	1.6%
Grand Rapids-Kalamazoo-Battle Creek, MI	0.7%	1.4%	1.6%	1.2%	3.8%
Top 10 Sum	**9.1%**	**67.3%**	**54.1%**	**78%**	**27.5%**

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor^{SM}

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

Top Origin DMAs to Chicago

Trip Origin

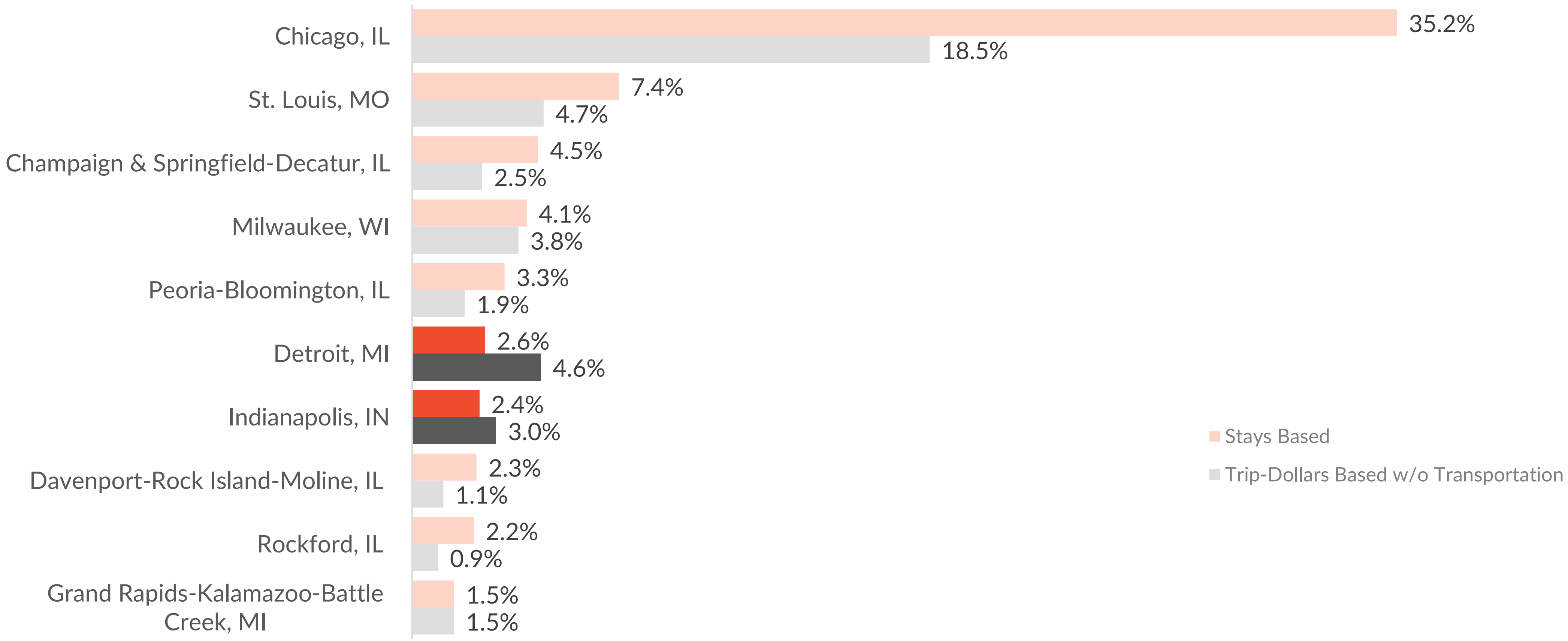
	U.S. Leisure	Illinois Leisure	Chicago Leisure	Downstate Leisure	Comp Set Leisure
Chicago, IL	3.1%	38.3%	28.5%	46.2%	5.3%
Indianapolis, IN	1.2%	3.5%	6.9%	0.7%	5.7%
Milwaukee, WI	1%	4.7%	4.7%	4.7%	0.7%
Detroit, MI	1.4%	2.1%	4.4%	0.3%	6.4%
Rockford, IL	0.1%	2.3%	2.4%	2.2%	0.1%
Los Angeles, CA	4.5%	1.1%	2.3%	0.1%	0.4%
Atlanta, GA	2.1%	1.2%	2.2%	0.3%	0.4%
Buffalo, NY	0.3%	0.9%	2.1%	0%	0.2%
Cleveland, OH	1.6%	1.2%	2%	0.4%	7%
St. Louis, MO	0.9%	6.9%	2%	11%	3.1%
Top 10 Sum	**16.2%**	**62.2%**	**57.5%**	**65.9%**	**29.3%**

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor^{SM}

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

Illinois' Opportunity by Origin DMA

Trip Origin



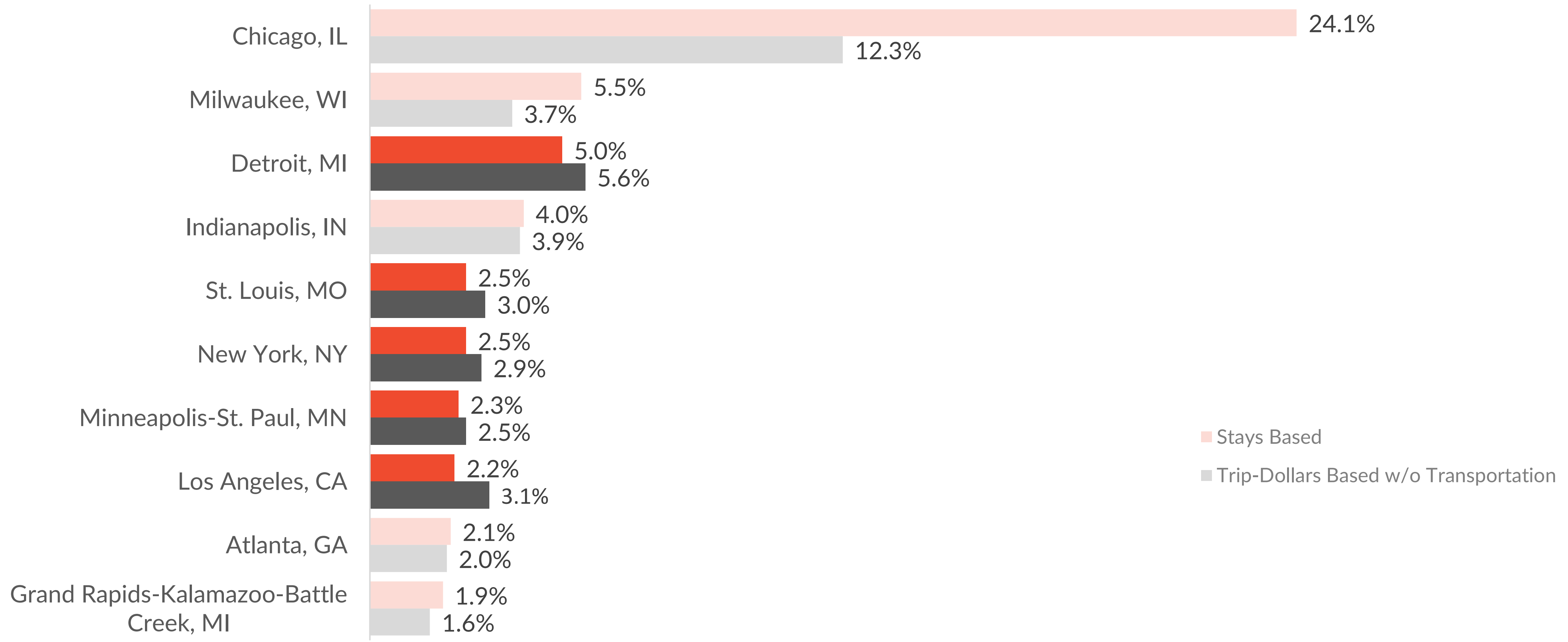
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)

Source: 2025 PERFORMANCE/Monitor[SM]

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

Chicago's Opportunity by Origin DMA

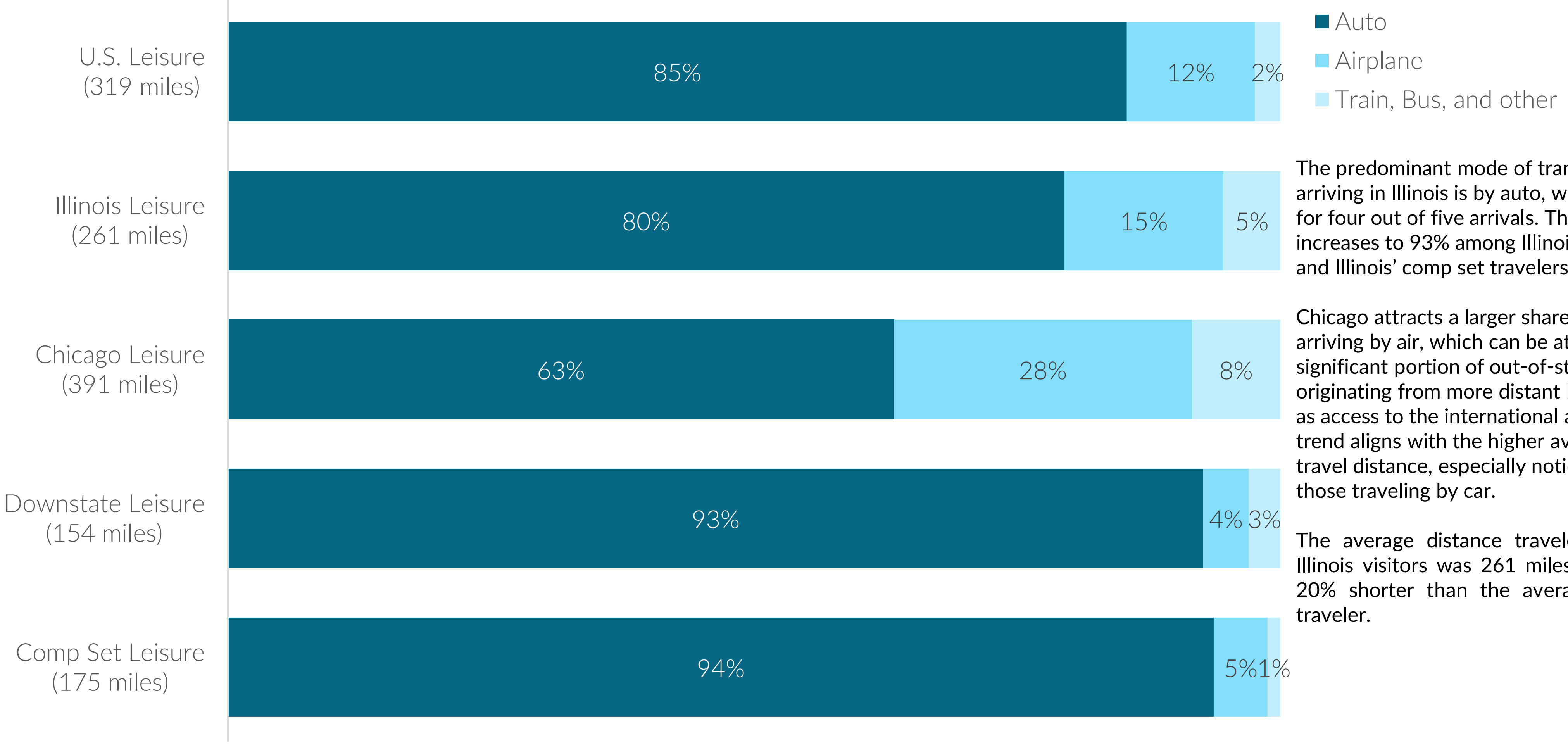
Trip Origin



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

Mode of Transportation Used



The predominant mode of transportation for arriving in Illinois is by auto, which accounts for four out of five arrivals. This figure increases to 93% among Illinois' Downstate and Illinois' comp set travelers.

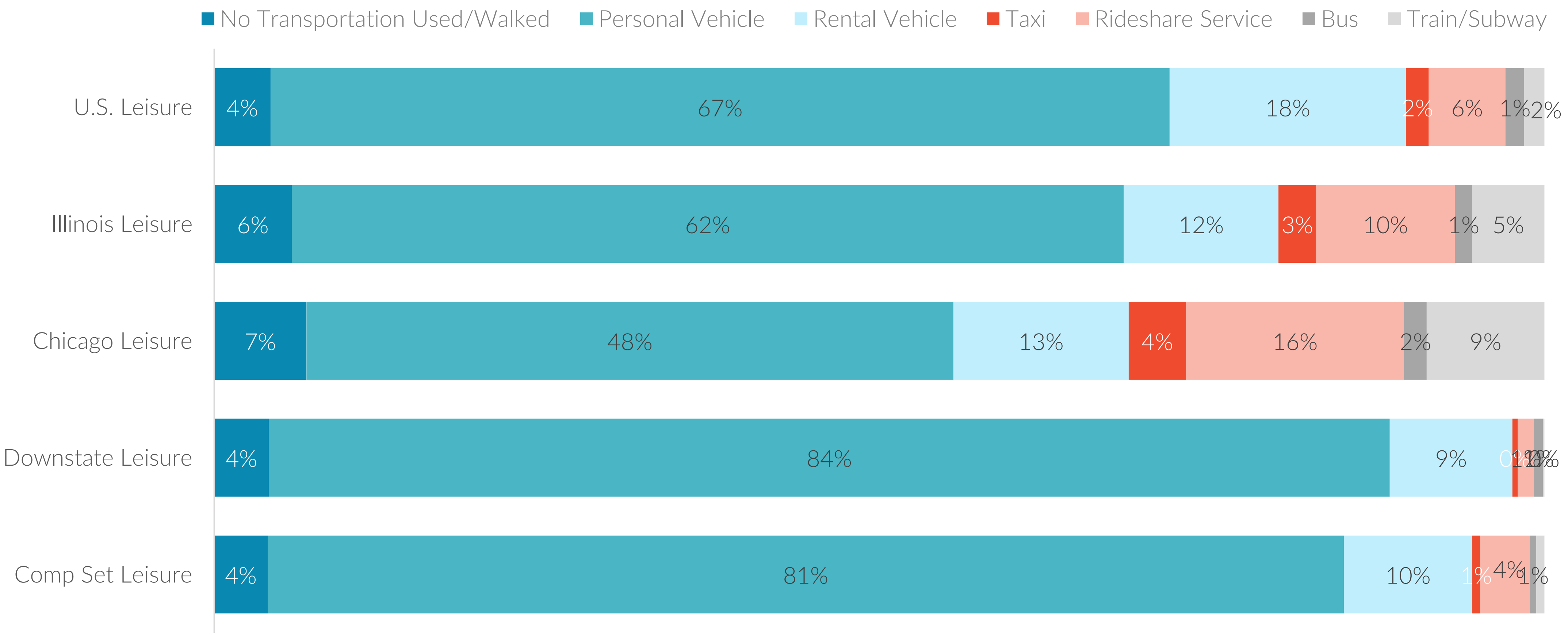
Chicago attracts a larger share of travelers arriving by air, which can be attributed to a significant portion of out-of-state travelers originating from more distant locations as well as access to the international airport. This trend aligns with the higher average one-way travel distance, especially noticeable among those traveling by car.

The average distance traveled one-way by Illinois visitors was 261 miles, approximately 20% shorter than the average U.S. leisure traveler.

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ Please provide the main transportation you used traveling to [City/Location] for your overnight trip or past month day trip.

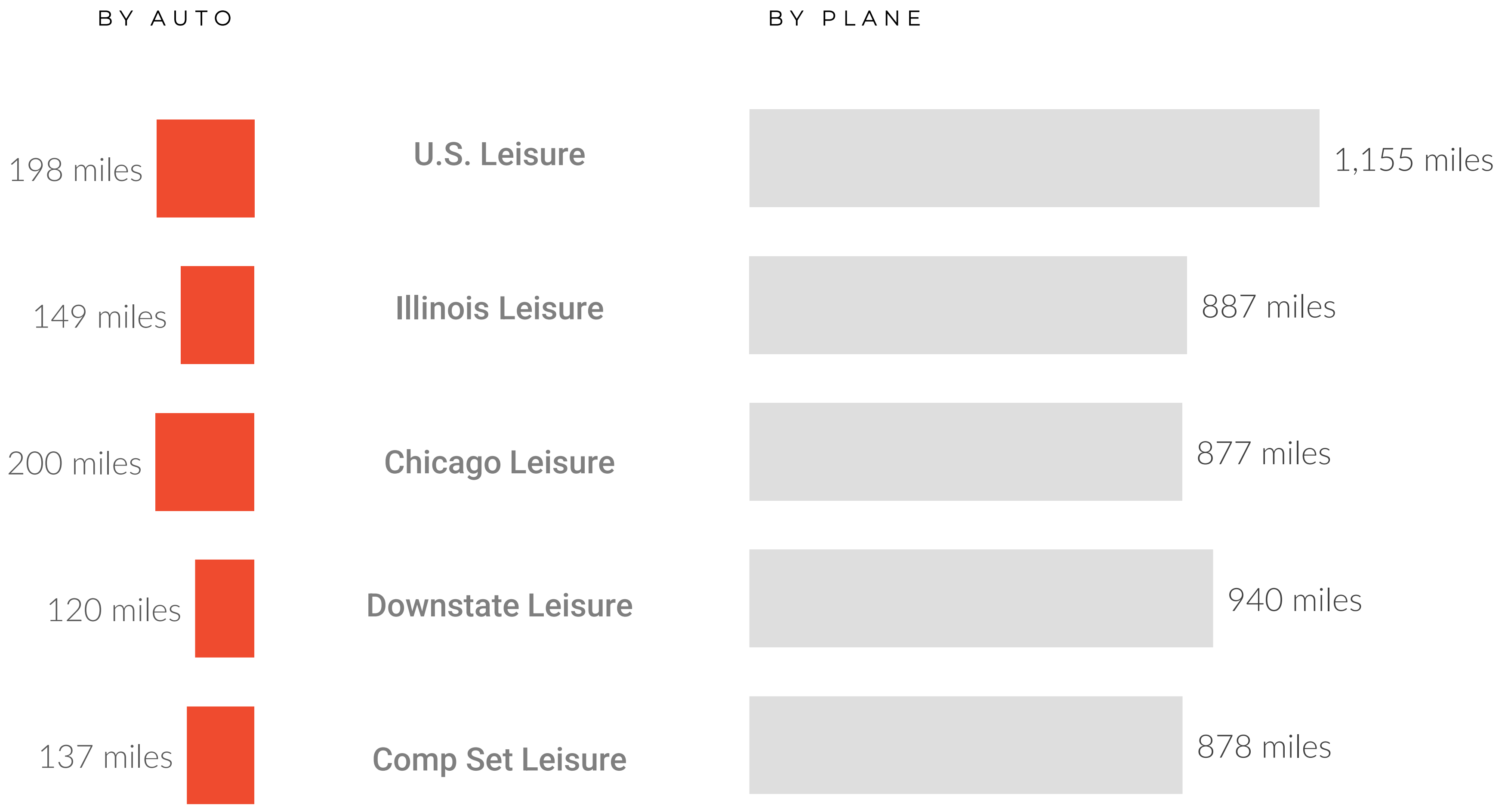
Mode of Transportation Used While in Destination



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ Please provide the main transportation you used traveling to [City/Location] for your overnight trip or past month day trip.

One-Way Distance Traveled

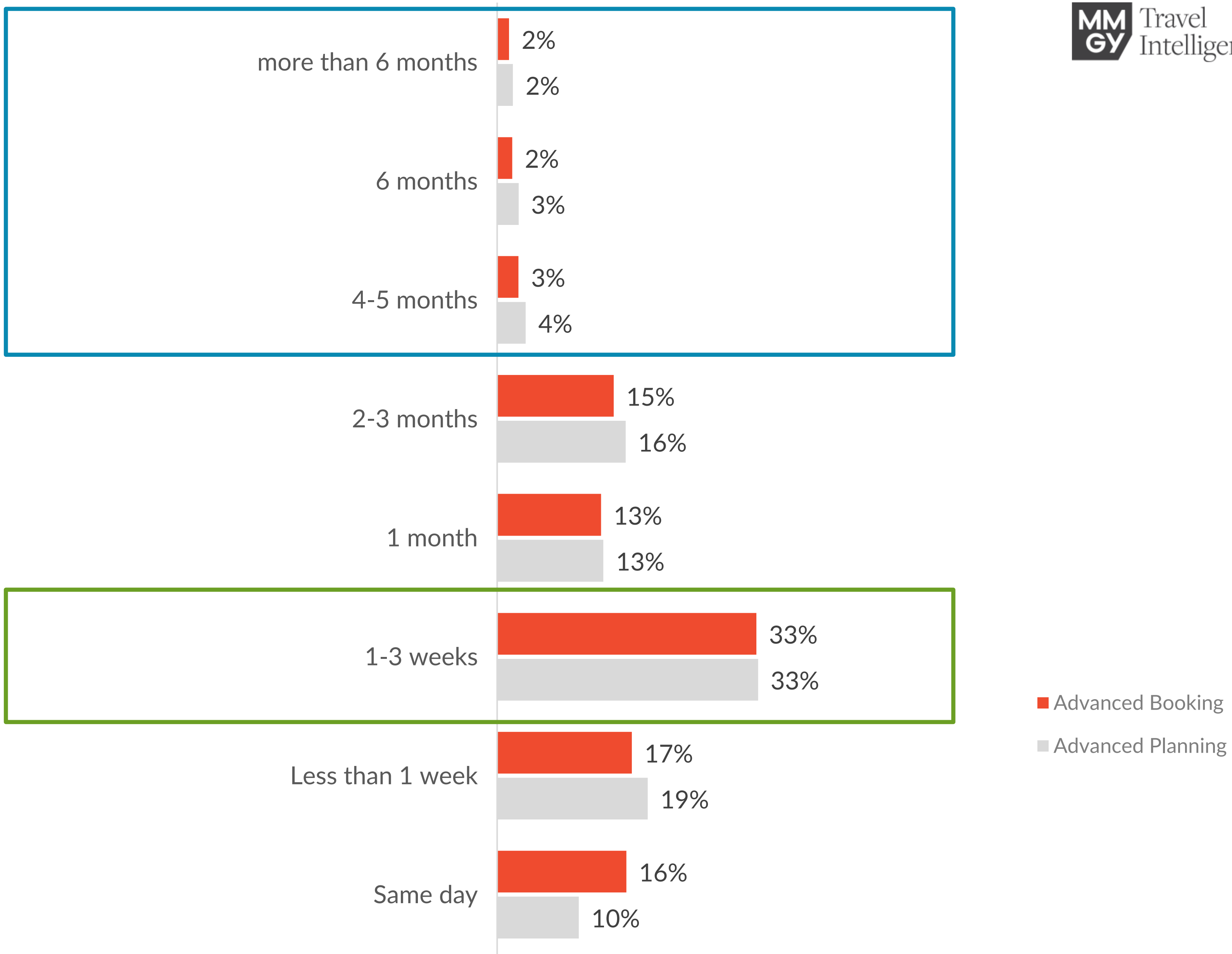


2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ About how far in advance did you plan your trip to [City/Location]? About how far in advance did you book your trip to [City/Location]?

Illinois Trip Planning Timeframe

The majority of trip planning and booking activities occur closer to the departure date, particularly within 1 to 3 weeks prior to travel, highlighting travelers' preference for shorter planning timeframes. This trend suggests an increasing desire for flexibility and adaptability in travel planning. Notably, same day bookings have declined over the past five time periods, indicating a shift toward more immediate, yet not entirely last minute, arrangements. This evolution in traveler behavior may reflect changing priorities, with travelers seeking a balance between convenience, flexibility, and advance preparation.

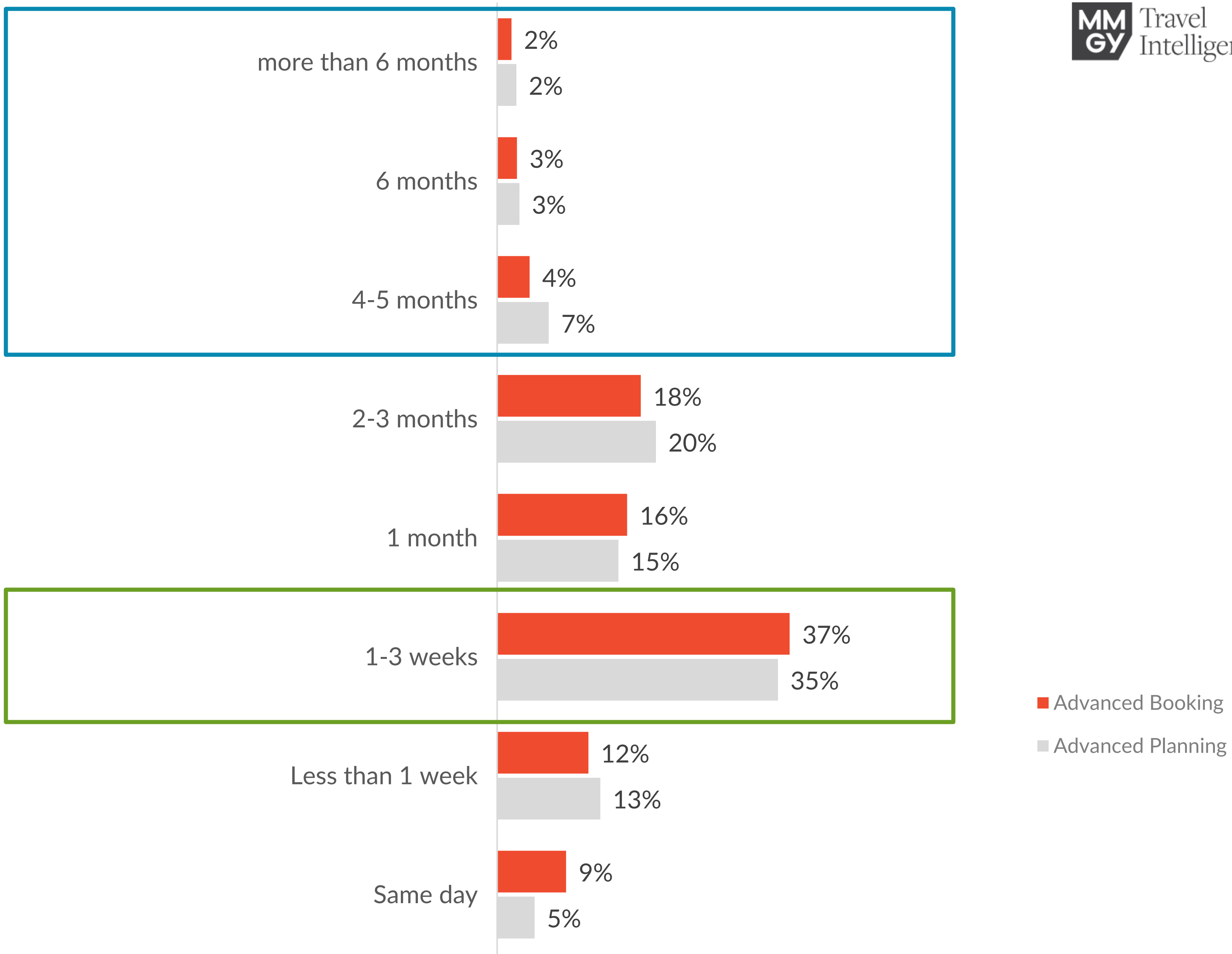


2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ About how far in advance did you plan your trip to [City/Location]? About how far in advance did you book your trip to [City/Location]?

Chicago Trip Planning Timeframe

The data suggests that travelers value flexibility in their trip planning and booking behavior, with a noticeable shift away from same day arrangements. Most planning and booking activity occurs within a few weeks of departure, indicating a trend toward shorter planning horizons.

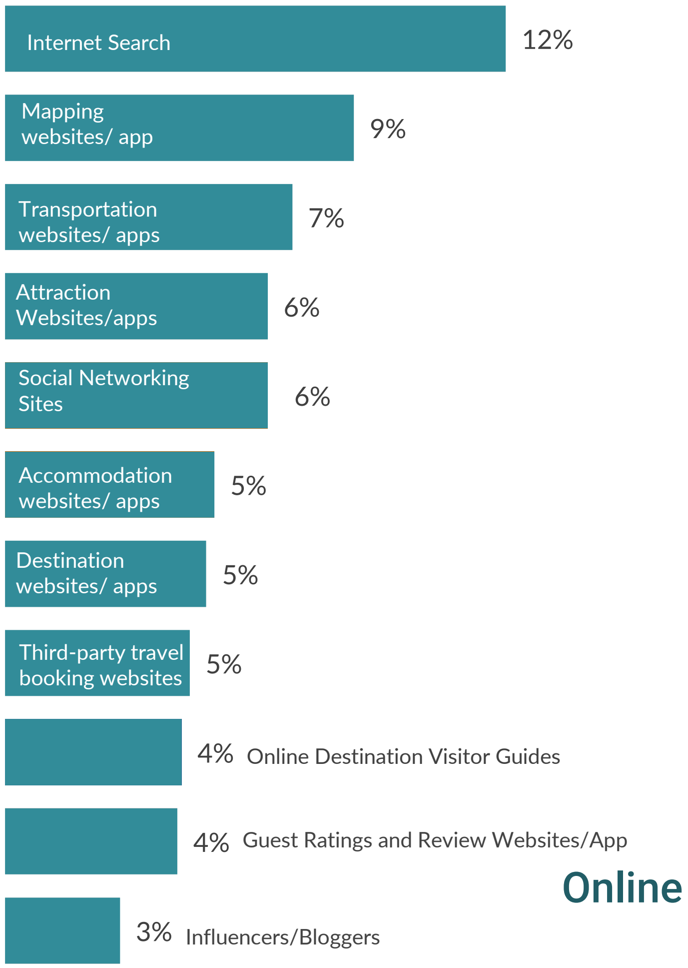


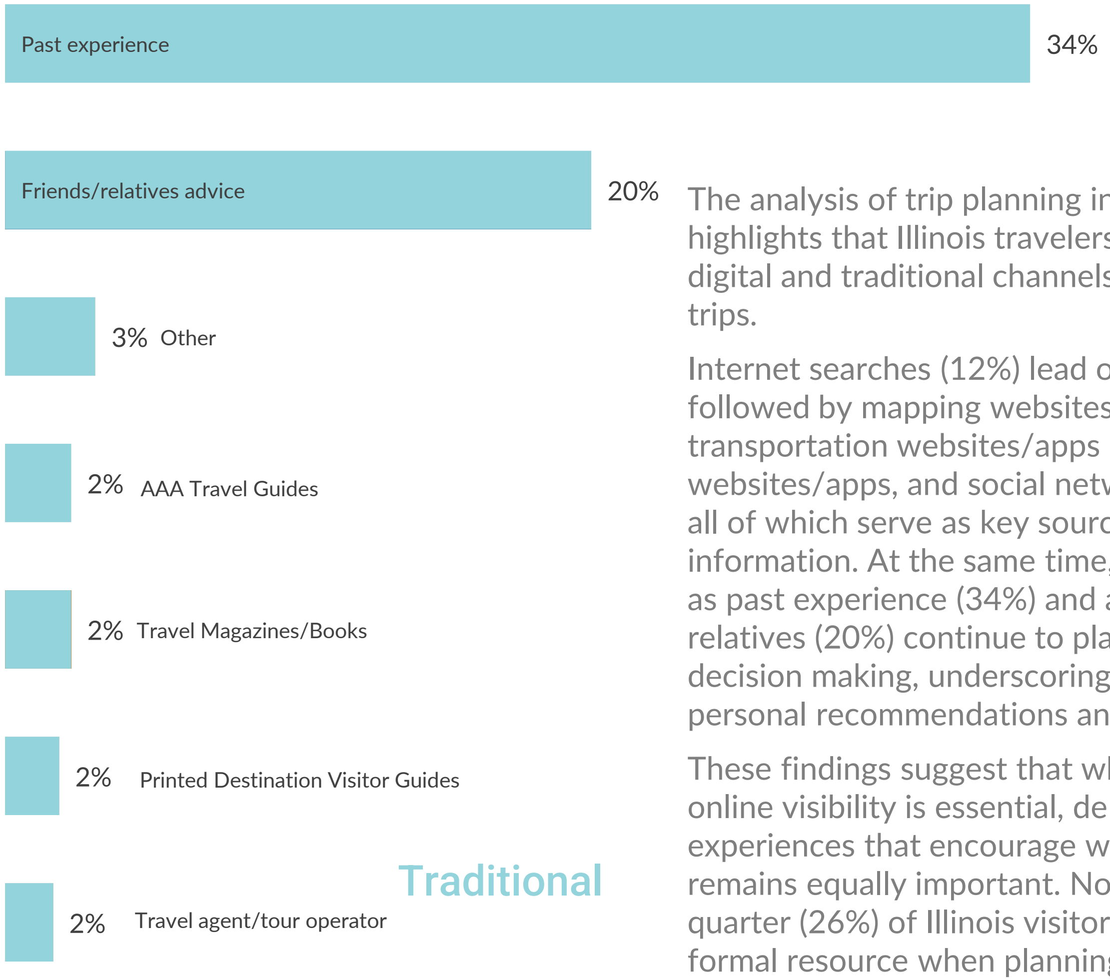
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ About how far in advance did you plan your trip to [City/Location]? About how far in advance did you book your trip to [City/Location]?

Information Sources Used

WHEN PLANNING A LEISURE TRIP TO ILLINOIS





The analysis of trip planning information sources highlights that Illinois travelers rely on a mix of both digital and traditional channels when planning their trips.

Internet searches (12%) lead online engagement, followed by mapping websites/apps (9%), transportation websites/apps (7%), attraction websites/apps, and social networking sites (6% each), all of which serve as key sources of practical travel information. At the same time, traditional sources such as past experience (34%) and advice from friends and relatives (20%) continue to play a significant role in decision making, underscoring the lasting influence of personal recommendations and familiarity.

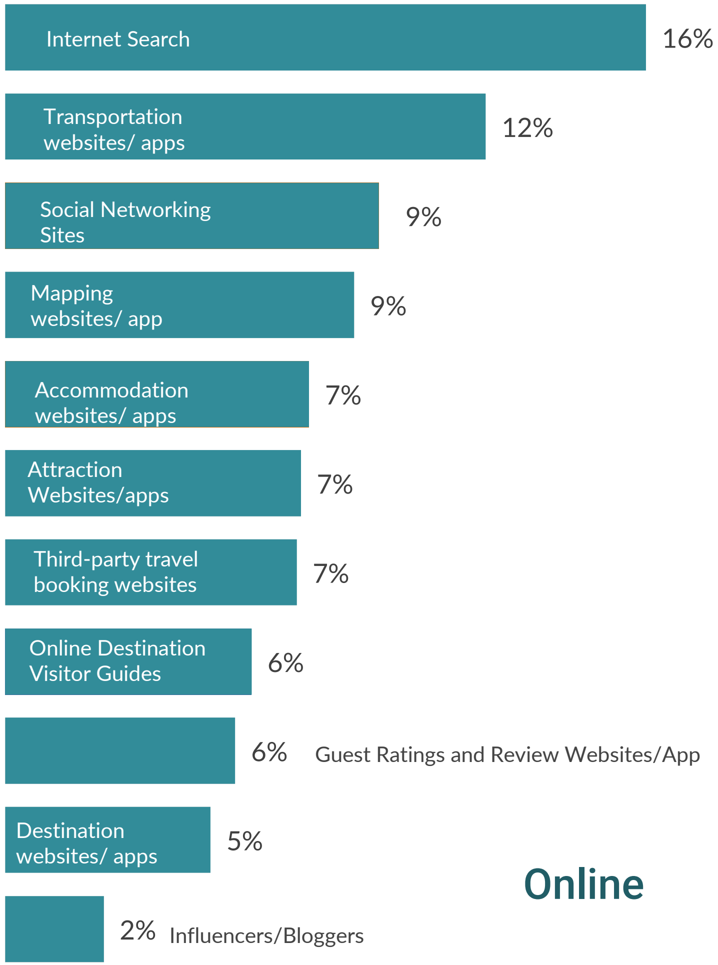
These findings suggest that while maintaining strong online visibility is essential, delivering positive travel experiences that encourage word of mouth referrals remains equally important. Notably, more than one quarter (26%) of Illinois visitors do not rely on any formal resource when planning their trips.

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ What information resources did you use when planning your trip to [City/Location]?

Information Sources Used

WHEN PLANNING A LEISURE TRIP TO CHICAGO



The data highlights the continued importance of traditional trip planning sources, particularly past experience (32%) and recommendations from friends and relatives (22%), which remain the most influential and trusted resources among Chicago visitors. While travelers increasingly use online channels for trip planning, personal familiarity and word of mouth continue to play a central role in decision making. Other traditional resources, such as travel magazines, visitor guides, AAA travel guides, and travel agents, contribute minimally in comparison, reflecting a broader shift toward digital and experience driven planning behaviors.

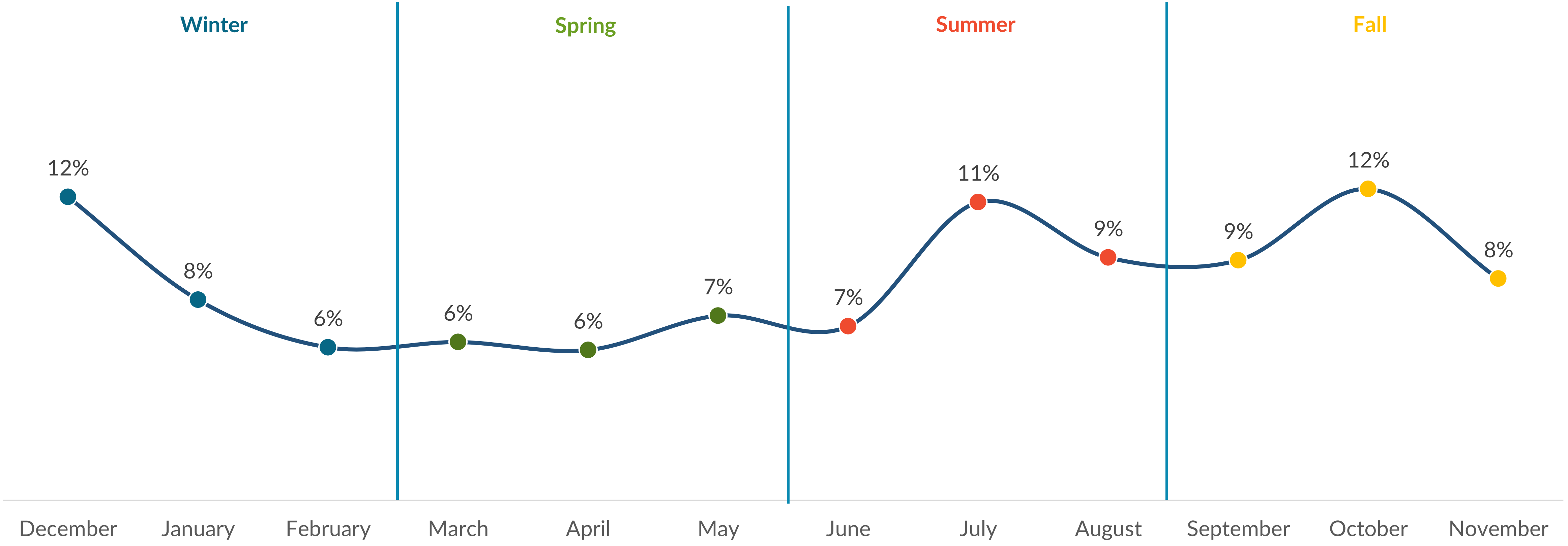
These findings suggest that businesses should prioritize strengthening their online presence and search visibility while also delivering high quality visitor experiences that encourage positive word of mouth and repeat visitation. Notably, nearly 1 in 5 Chicago visitors (18%) do not rely on any formal resource when planning their trips.

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ What information resources did you use when planning your trip to [City/Location]?

Preferred Month of Travel to Illinois

FOR LEISURE TRIPS



Illinois attracts leisure travelers throughout the year, with visitation peaking from July through December. Visitor preference increases during the summer months, led by July, and remains strong through the fall season, reaching the highest level in October.

In contrast, travel preference declines during the winter and spring months. February, March, and April record the lowest visitation levels, while May and June show only modest improvement.

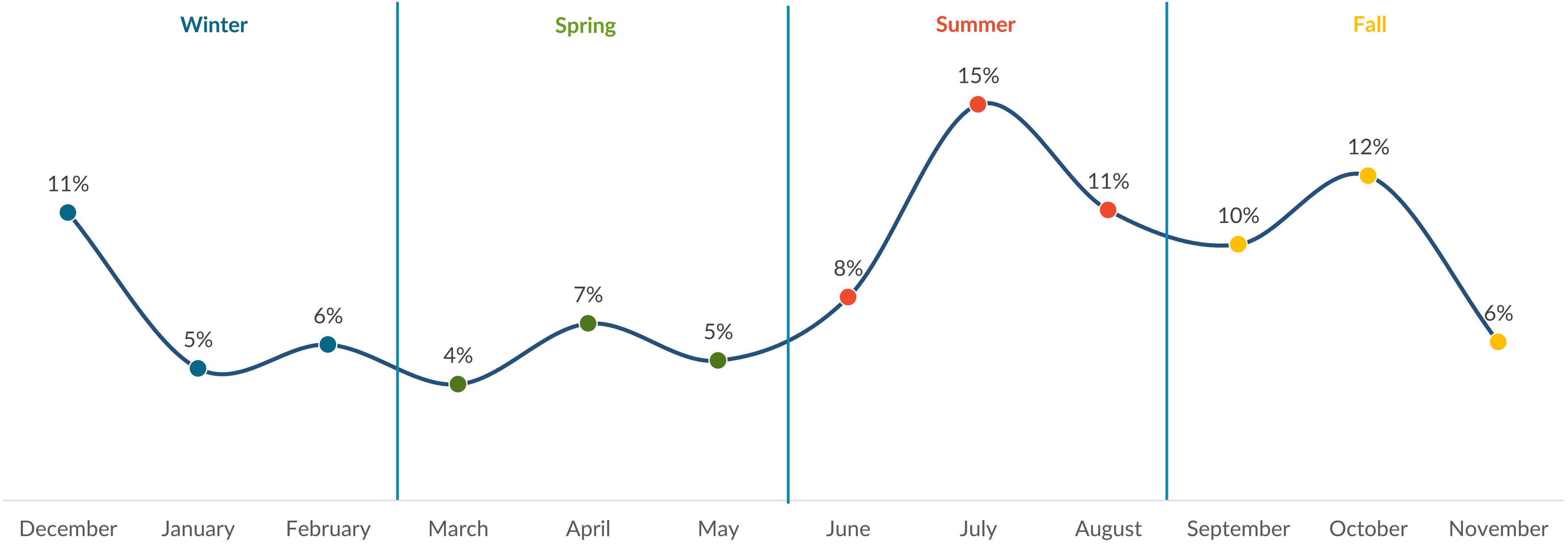
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)

Source: 2025 PERFORMANCE/Monitor[SM]

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

Preferred Month of Travel to Chicago

FOR LEISURE TRIPS



Chicago attracts leisure visitors throughout the year, with the strongest travel preference occurring during the summer and fall seasons. Visitation peaks in July, remains elevated through August and September, and reaches another high point in October.

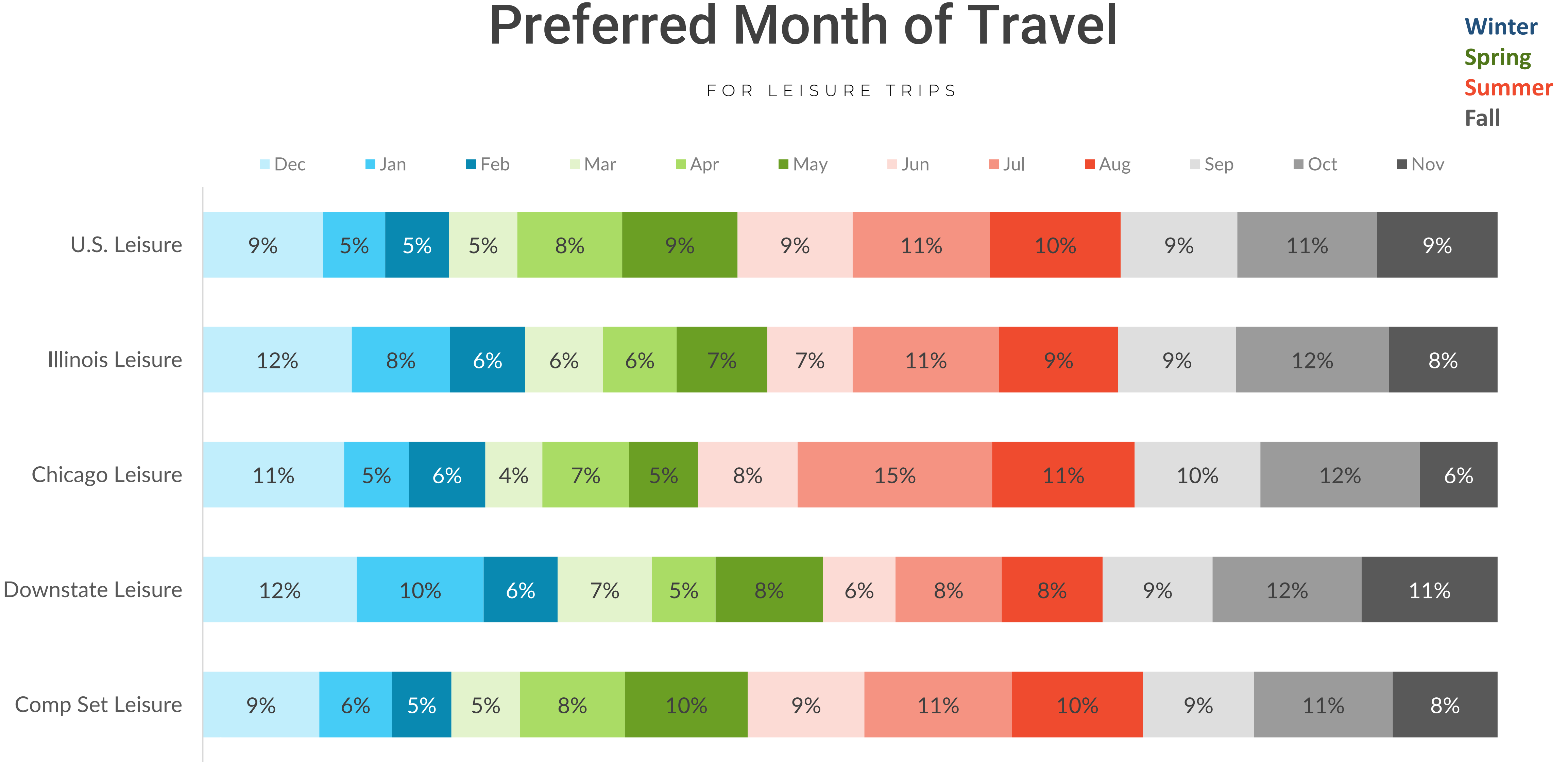
In contrast, winter and spring record comparatively lower travel preference. January and March show the lowest visitation levels, respectively, while February and May remain modest. These seasonal patterns highlight opportunities to strengthen visitation during the cooler shoulder seasons through targeted marketing and promotional efforts.

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor℠

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

Preferred Month of Travel

FOR LEISURE TRIPS

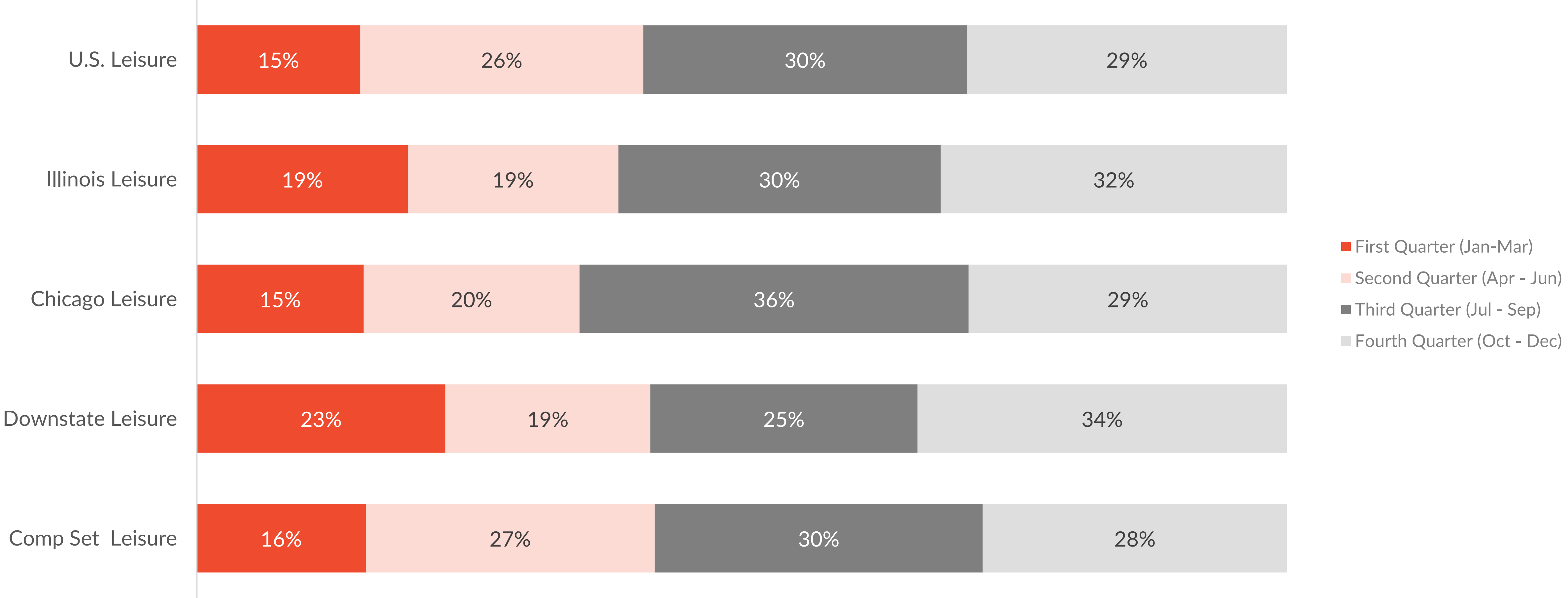


2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

Quarter Trip Started

FOR LEISURE TRIPS



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)

Source: 2025 PERFORMANCE/Monitor[SM]

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

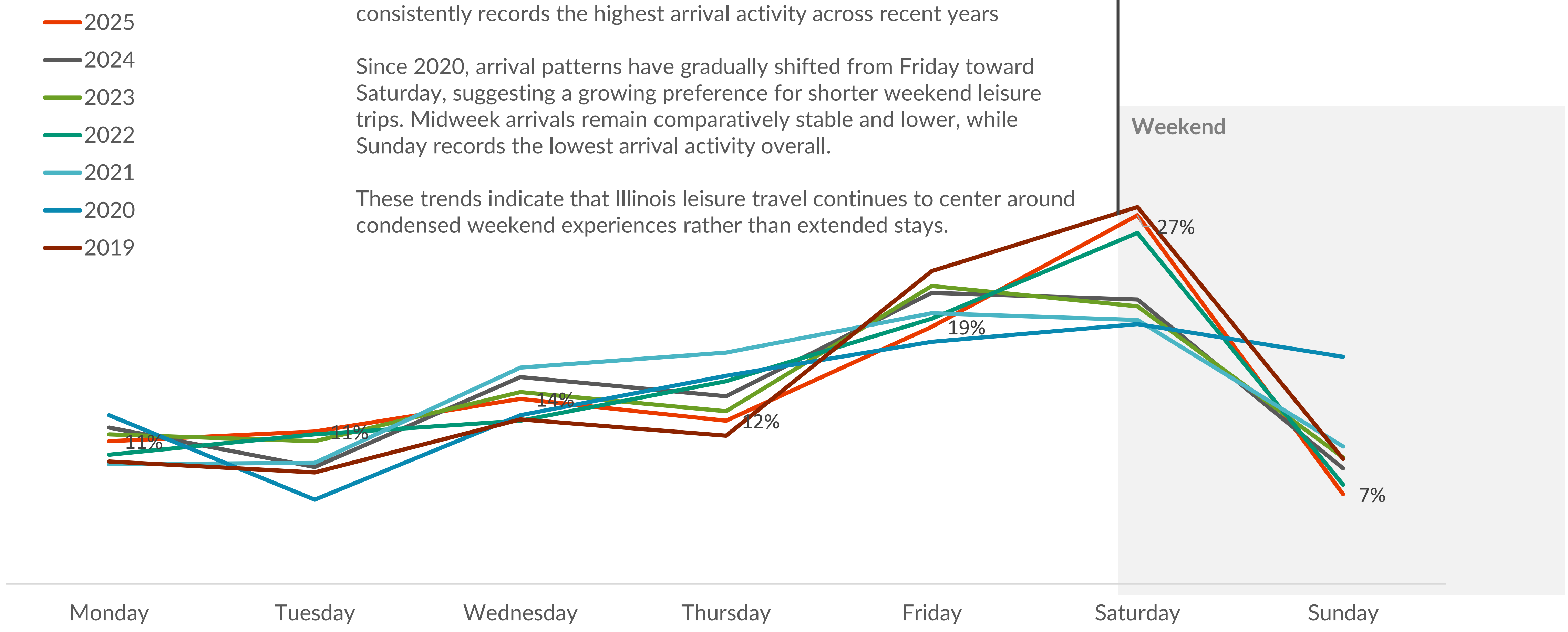
Preferred Day of Travel to Illinois

FOR LEISURE TRIPS

Illinois leisure travelers most frequently arrive on Fridays and Saturdays, reinforcing the importance of weekend travel within the market. Saturday consistently records the highest arrival activity across recent years

Since 2020, arrival patterns have gradually shifted from Friday toward Saturday, suggesting a growing preference for shorter weekend leisure trips. Midweek arrivals remain comparatively stable and lower, while Sunday records the lowest arrival activity overall.

These trends indicate that Illinois leisure travel continues to center around condensed weekend experiences rather than extended stays.



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

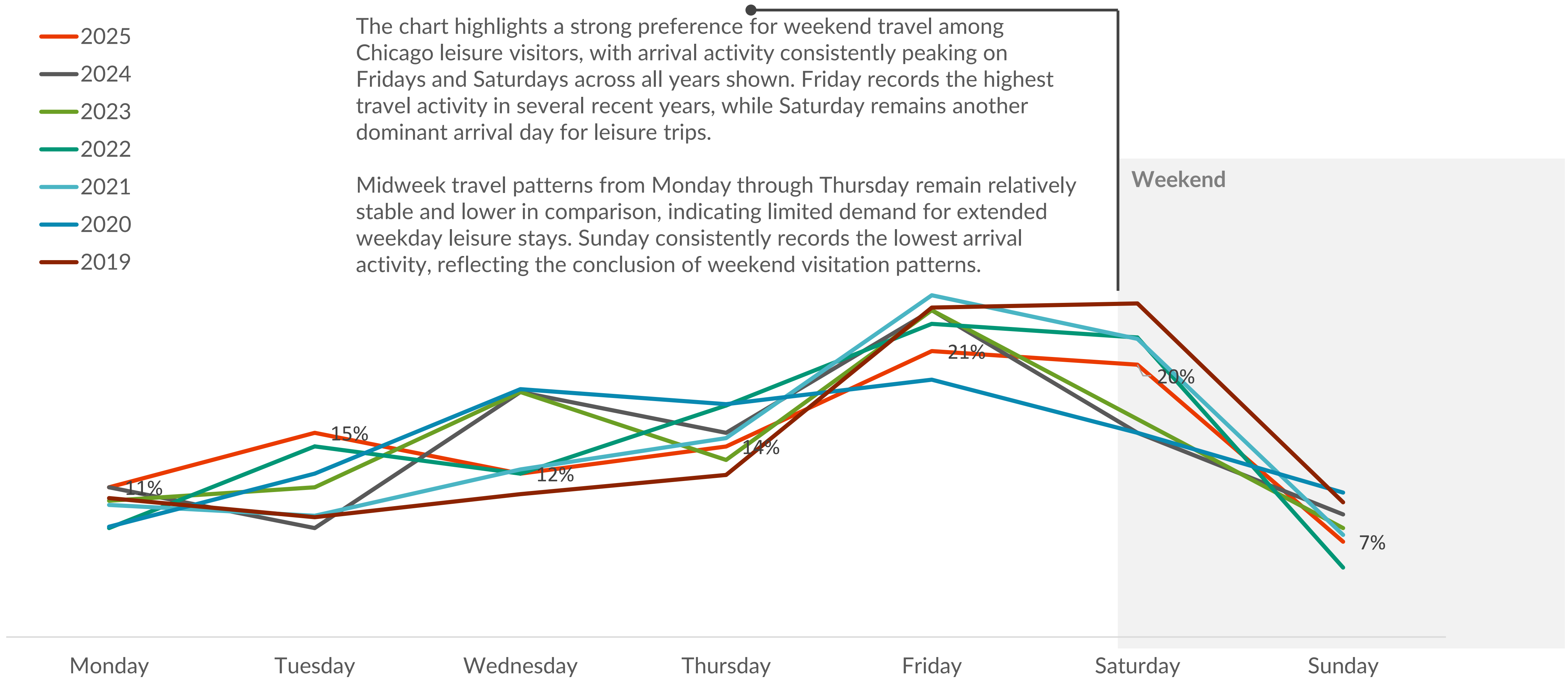
Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

Preferred Day of Travel to Chicago

FOR LEISURE TRIPS

The chart highlights a strong preference for weekend travel among Chicago leisure visitors, with arrival activity consistently peaking on Fridays and Saturdays across all years shown. Friday records the highest travel activity in several recent years, while Saturday remains another dominant arrival day for leisure trips.

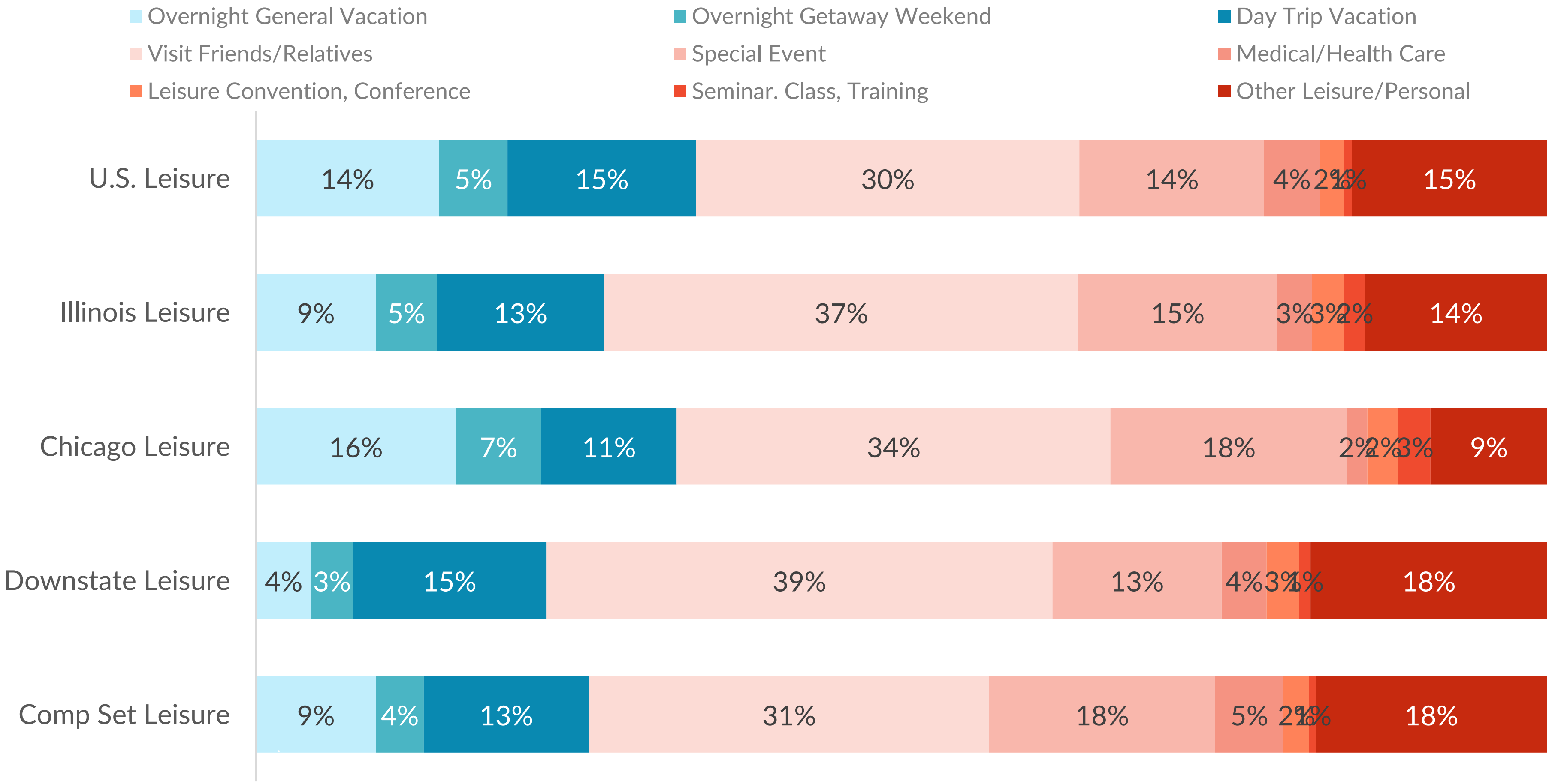
Midweek travel patterns from Monday through Thursday remain relatively stable and lower in comparison, indicating limited demand for extended weekday leisure stays. Sunday consistently records the lowest arrival activity, reflecting the conclusion of weekend visitation patterns.



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited.

Purpose of Stay



The analysis of Illinois leisure travelers highlights a lower preference for traditional vacations compared to the national market. Illinois travelers participate less frequently in overnight vacations and weekend getaways, while Chicago demonstrates a stronger vacation travel profile driven primarily by overnight leisure stays. Weekend getaways remain relatively limited across both Illinois and Chicago, while day trips continue to gain traction, reflecting a growing preference for shorter and more localized leisure experiences.

Most leisure travel in both Illinois and Chicago is associated with non vacation purposes, led primarily by visits to friends and relatives.

Overall, the findings suggest that Illinois leisure travelers increasingly favor local experiences, social connections, and purpose driven trips over traditional vacation travel.

Vacation (NET)
A significant number travel for a general vacation.

Non-Vacation (NET)
Visit Friends/Relatives, Special Events such as celebrations, reunions, competitions and Other Leisure/Personal contribute significantly to non-vacation travel.

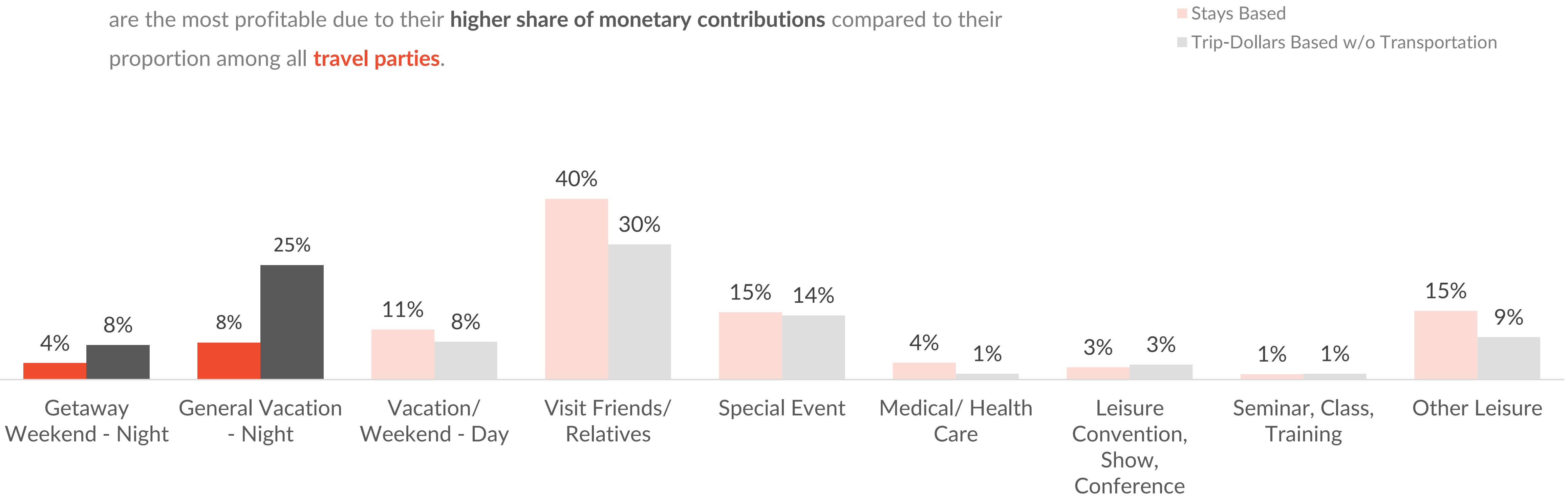
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ Please tell us your main purpose of visiting [City/Location]

Illinois - Opportunity by Purpose of Stay

FOR LEISURE TRIPS

Illinois Leisure travel parties visiting for a general vacation, typically spanning 4 days to 1 week, are the most profitable due to their **higher share of monetary contributions** compared to their proportion among all **travel parties**.



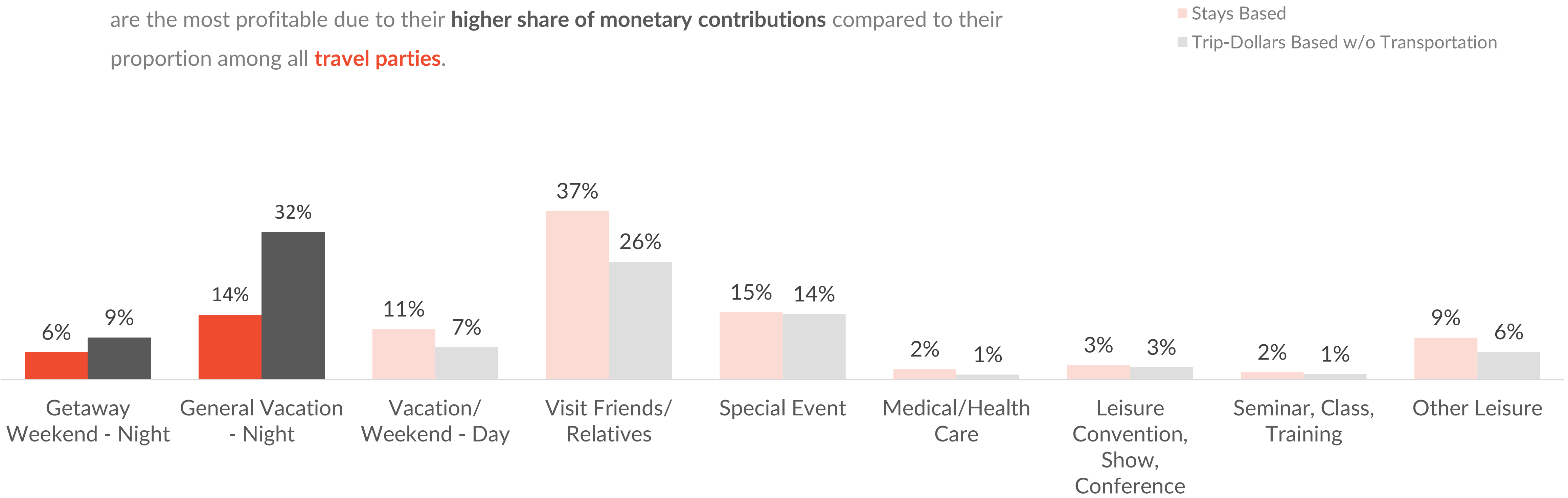
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ Please tell us your main purpose of visiting [City/Location]

Chicago - Opportunity by Purpose of Stay

FOR LEISURE TRIPS

Chicago Leisure travel parties visiting for a general vacation, typically spanning 4 days to 1 week, are the most profitable due to their **higher share of monetary contributions** compared to their proportion among all **travel parties**.

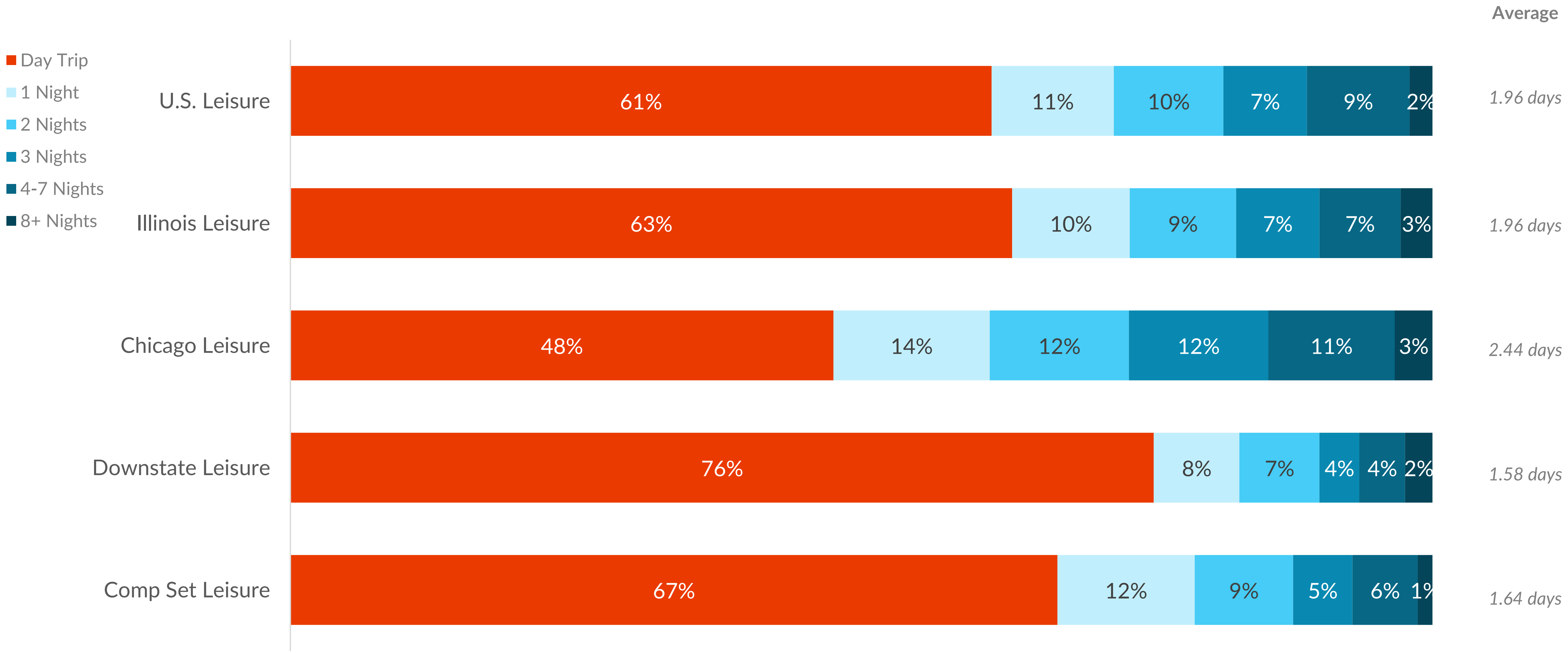


2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ Please tell us your main purpose of visiting [City/Location]

Length of Stay

FOR LEISURE TRIPS



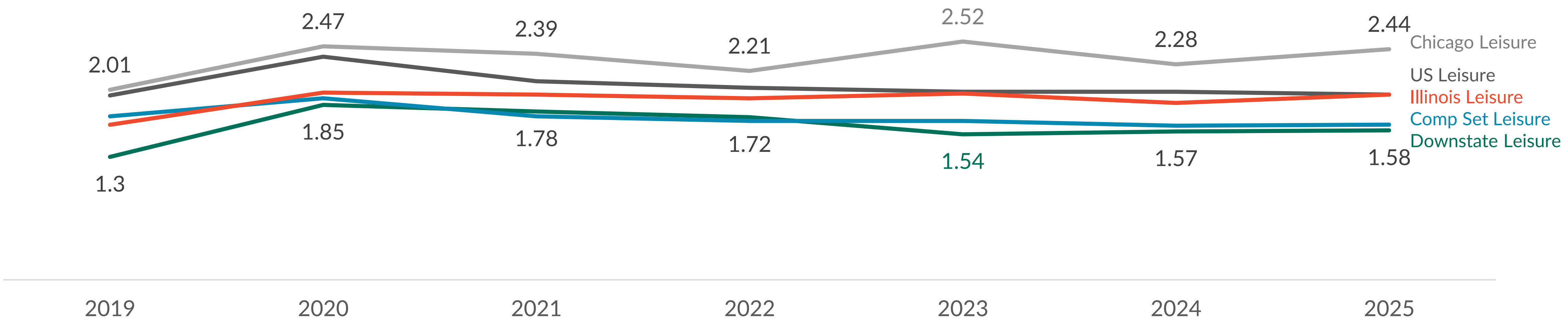
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor SM
2024 Leisure Person-Stays (Base Illinois n = 2,780, Chicago n = 1,612)
Source: 2024 PERFORMANCE/Monitor SM

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited.

Average Length of Stay (in days)

FOR LEISURE TRIPS

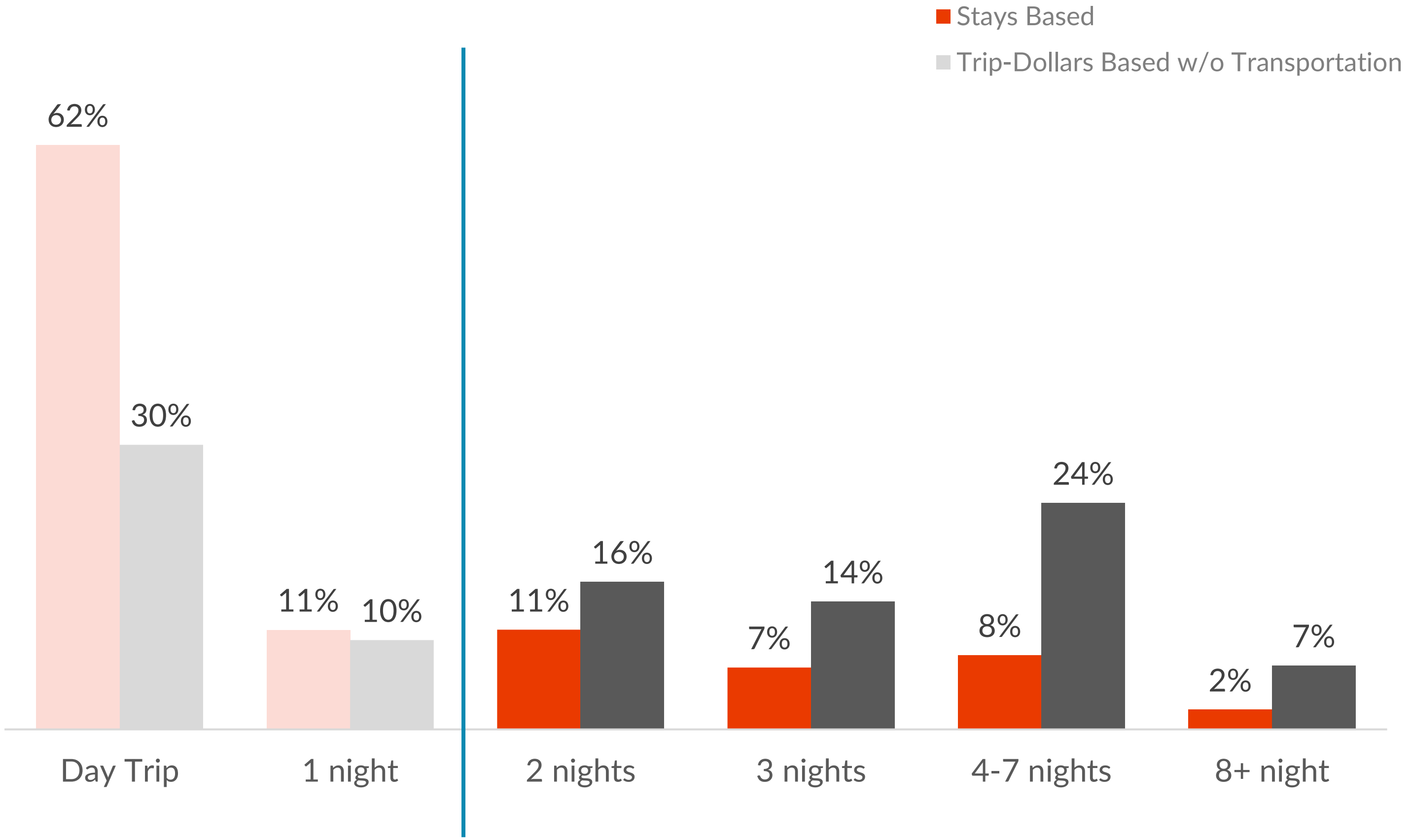
While leisure travel across the U.S. and Illinois has shifted towards shorter stays, Chicago stands out with a higher average length of stay, reflecting a preference for a longer leisure urban experience. Over the past few years, both Illinois and Chicago



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor SM
2024 Leisure Person-Stays (Base Illinois n= 2,780, Chicago n= 1,612)
Source: 2019-2024 PERFORMANCE/Monitor SM

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited.

Illinois - Opportunity by Length of Stay



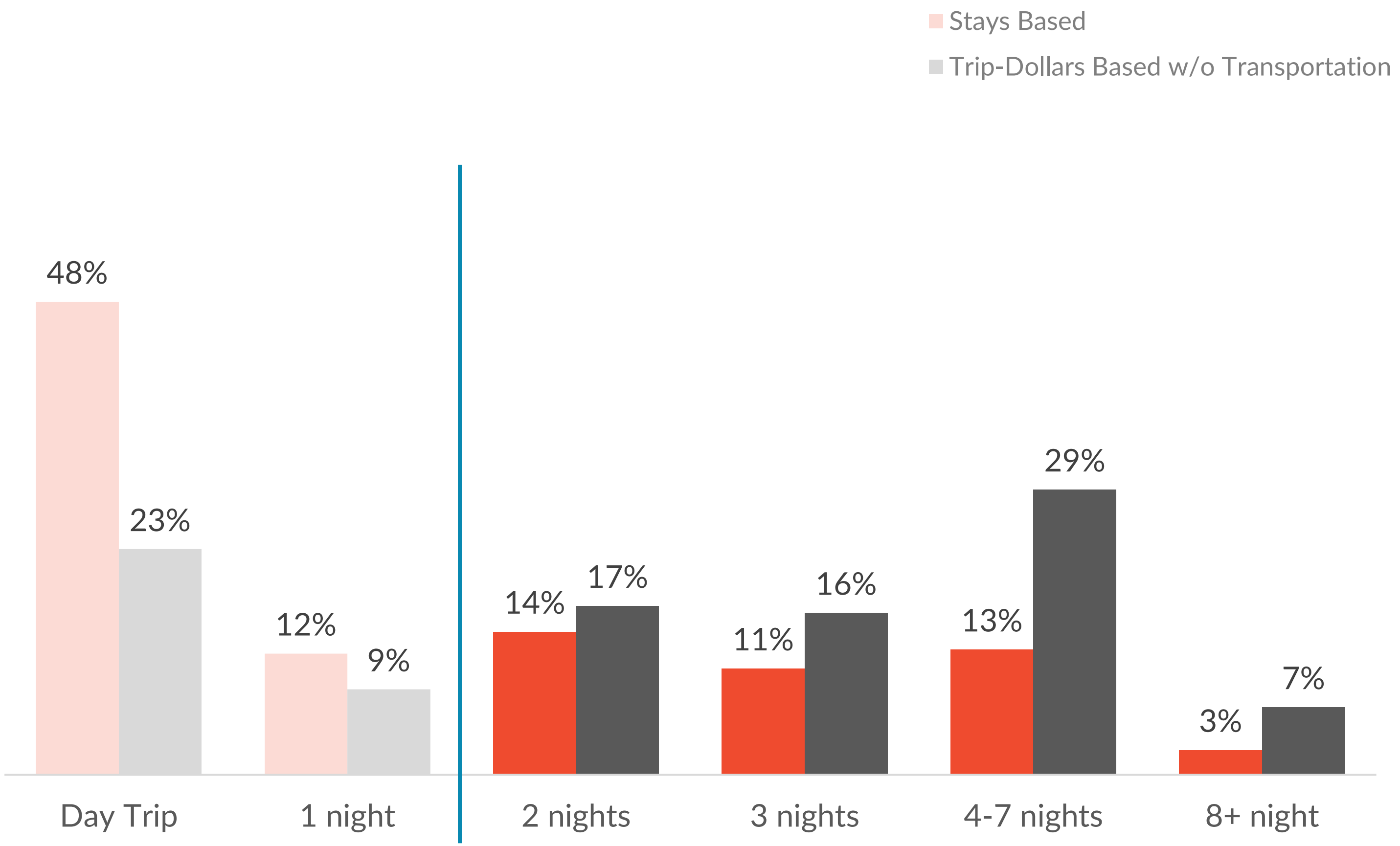
In 2025, leisure travel parties in Illinois averaged 1.96 days for their visits, a substantial increase of 0.09 days from 2024.

Leisure travelers in Illinois who stay longer than one night are particularly profitable, as they contribute more to overall revenue than their share of travel parties would indicate.

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited.

Chicago - Opportunity by Length of Stay



Like travel parties visiting Illinois, leisure travelers in Chicago who stay longer than one night are the most profitable, contributing more to overall revenue than their share of travel parties suggests.

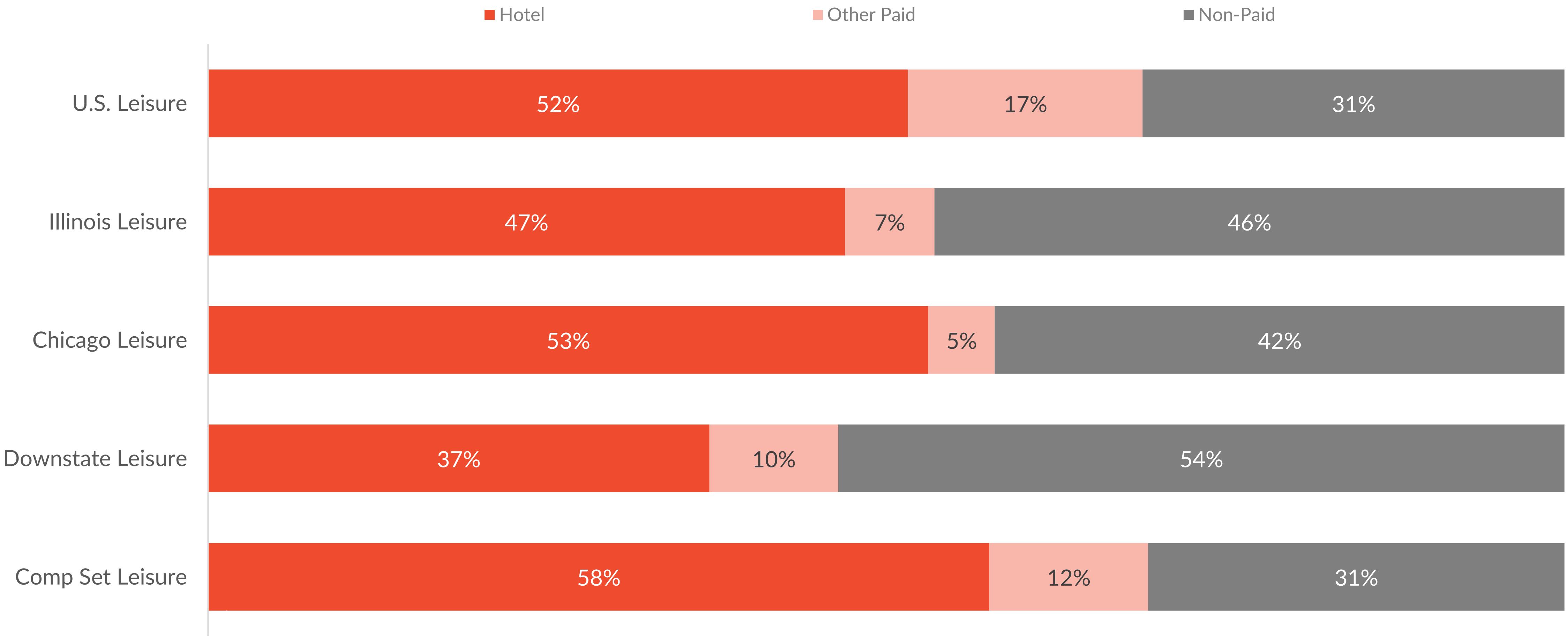
While most leisure visitors typically stay for a day or two, those staying longer—particularly those spending 4-7 nights, which aligns with the typical vacation duration, account for the largest market share, followed closely by those staying for 2 nights.

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited.

Accommodation Type

FOR OVERNIGHT TRIPS



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ Thinking about your overnight trip to [city/location], please provide the type of place stayed at.

Illinois Accommodation Type

FOR OVERNIGHT TRIPS

1

Paid Hotels

Paid Hotel lodging was a common accommodation choice for Illinois Leisure visitors.

20% High-End
20% Mid-Level
5% Economy
2% Other

2

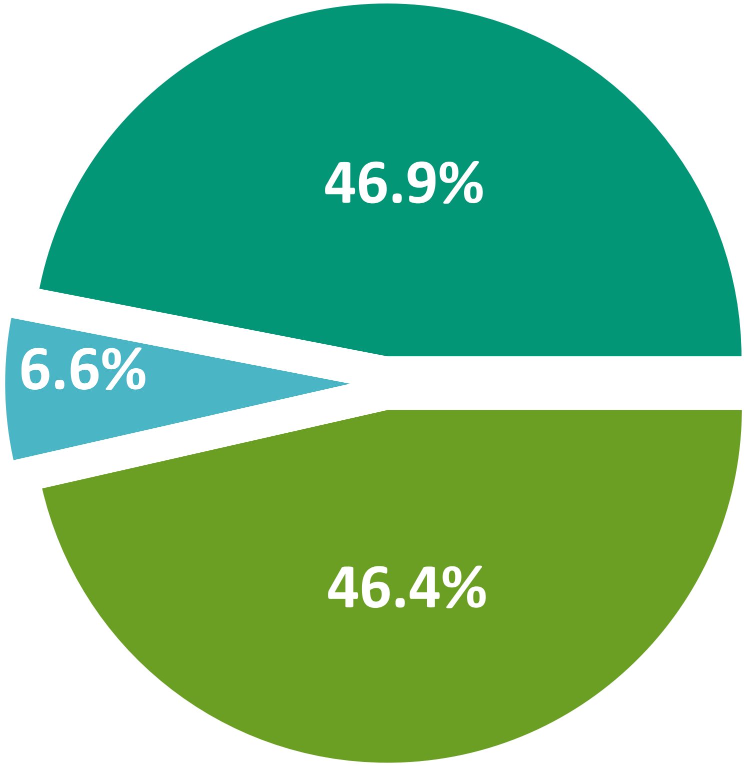
Paid Non-Hotel

Home/Apartment/Condo
Bed & Breakfast
RV/Tent
Cabin, Lodge
Corporate Housing
Timeshare
Ship/Boat

3

Non-Paid Accommodation

Friend/Relative's Home
My 2nd Home/Apartment/Condo
Other Home/Apartment/Condo



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ Thinking about your overnight trip to [city/location], please provide the type of place stayed at.

Chicago Accommodation Type

FOR OVERNIGHT TRIPS

1

Paid Hotels

Paid Hotel lodging was the most common accommodation choice for Chicago Leisure visitors.

- 26% High-End
- 20% Mid-Level
- 4% Economy
- 2% Other

2

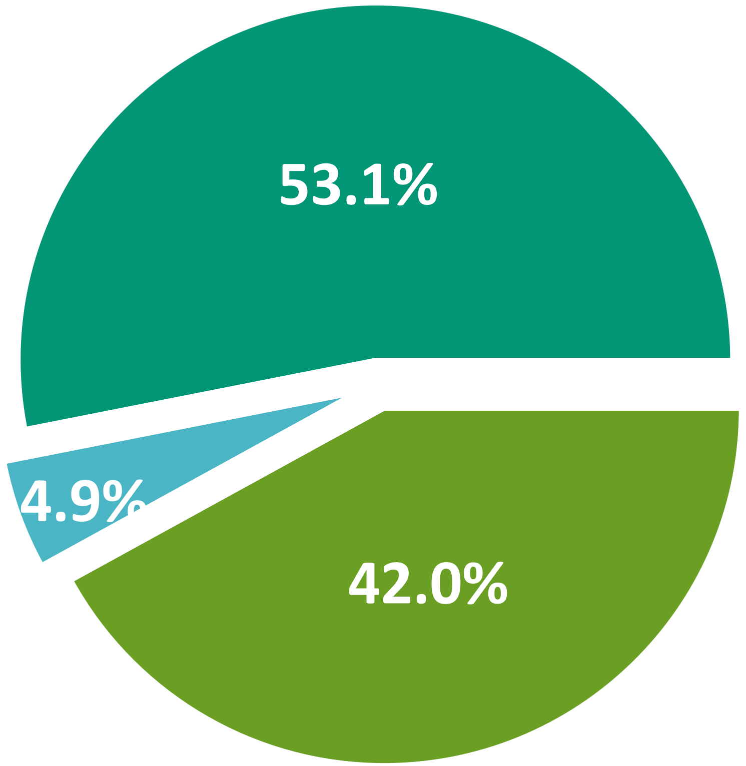
Paid Non-Hotel

Home/Apartment/Condo
Bed & Breakfast
RV/Tent
Cabin, Lodge
Corporate Housing
Timeshare
Ship/Boat

3

Non-Paid Accommodation

Friend/Relative's Home
My 2nd Home/Apartment/Condo
Other Home/Apartment/Condo



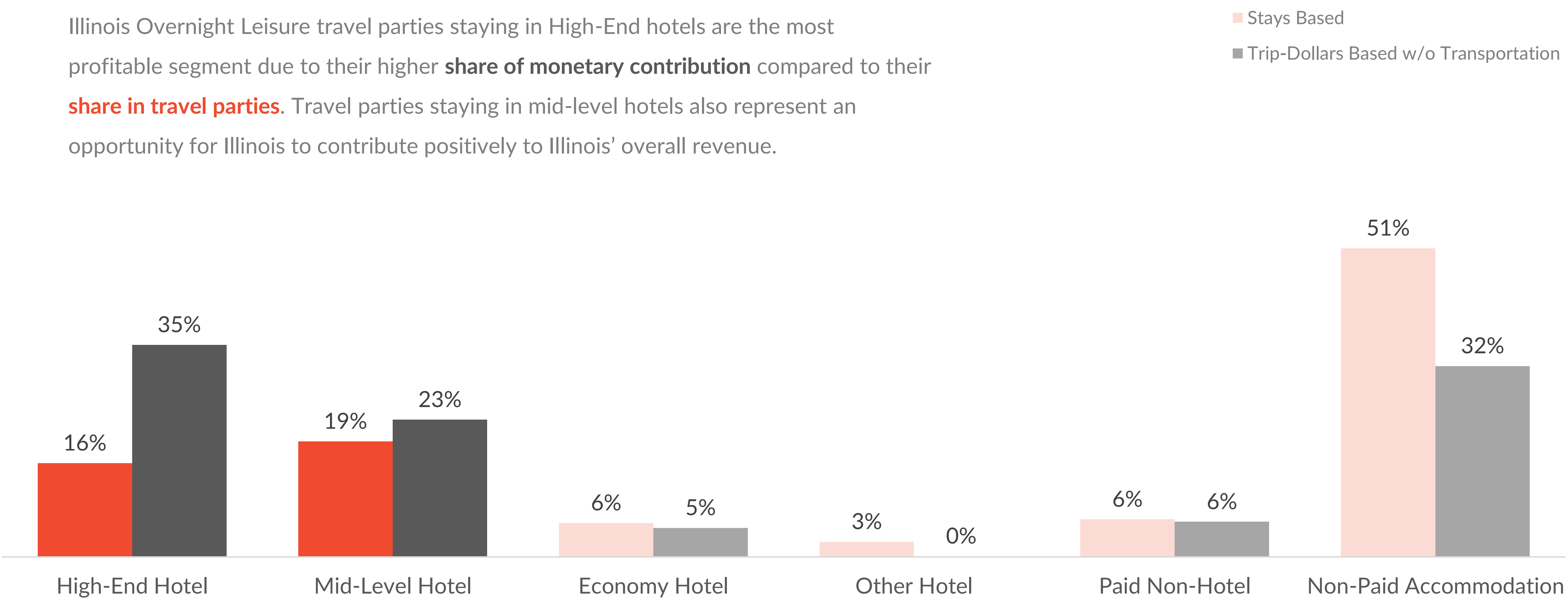
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor℠

Question/ Thinking about your overnight trip to [city/location], please provide the type of place stayed at.

Illinois - Opportunity by Accommodation Type

FOR OVERNIGHT TRIPS

Illinois Overnight Leisure travel parties staying in High-End hotels are the most profitable segment due to their higher **share of monetary contribution** compared to their **share in travel parties**. Travel parties staying in mid-level hotels also represent an opportunity for Illinois to contribute positively to Illinois' overall revenue.



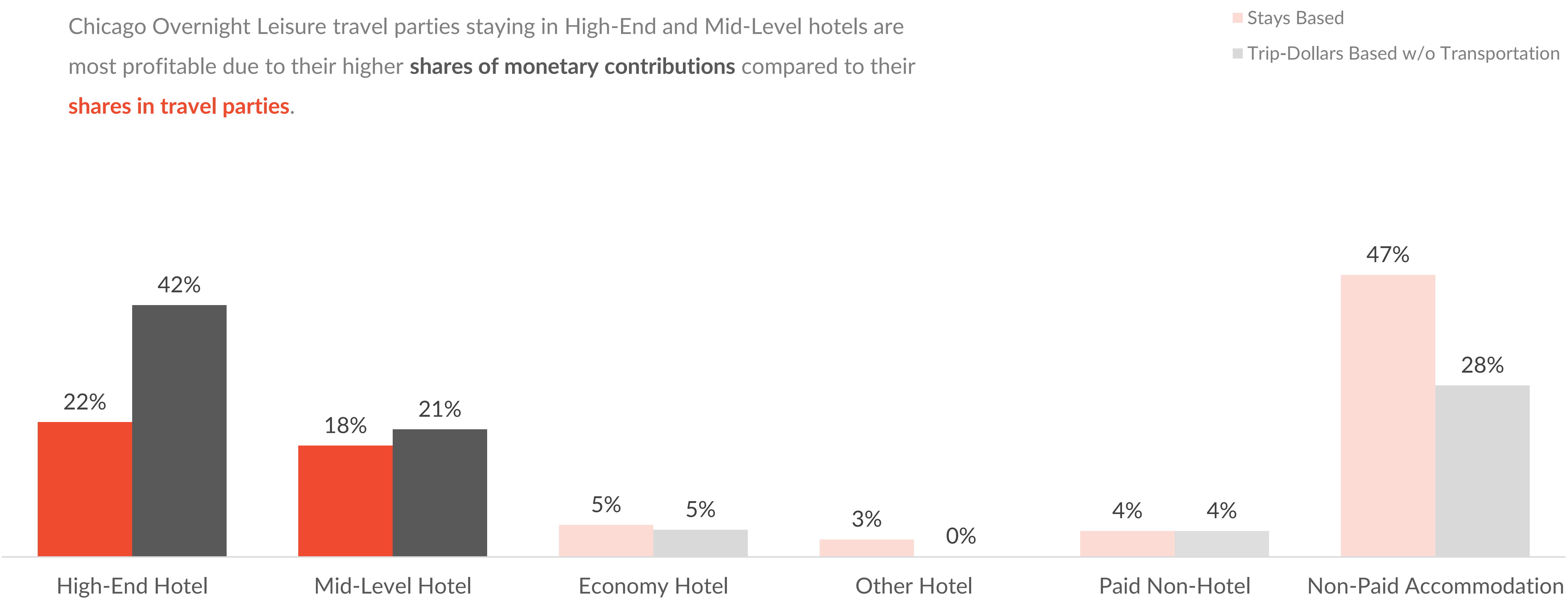
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited.

Chicago - Opportunity by Accommodation Type

FOR OVERNIGHT TRIPS

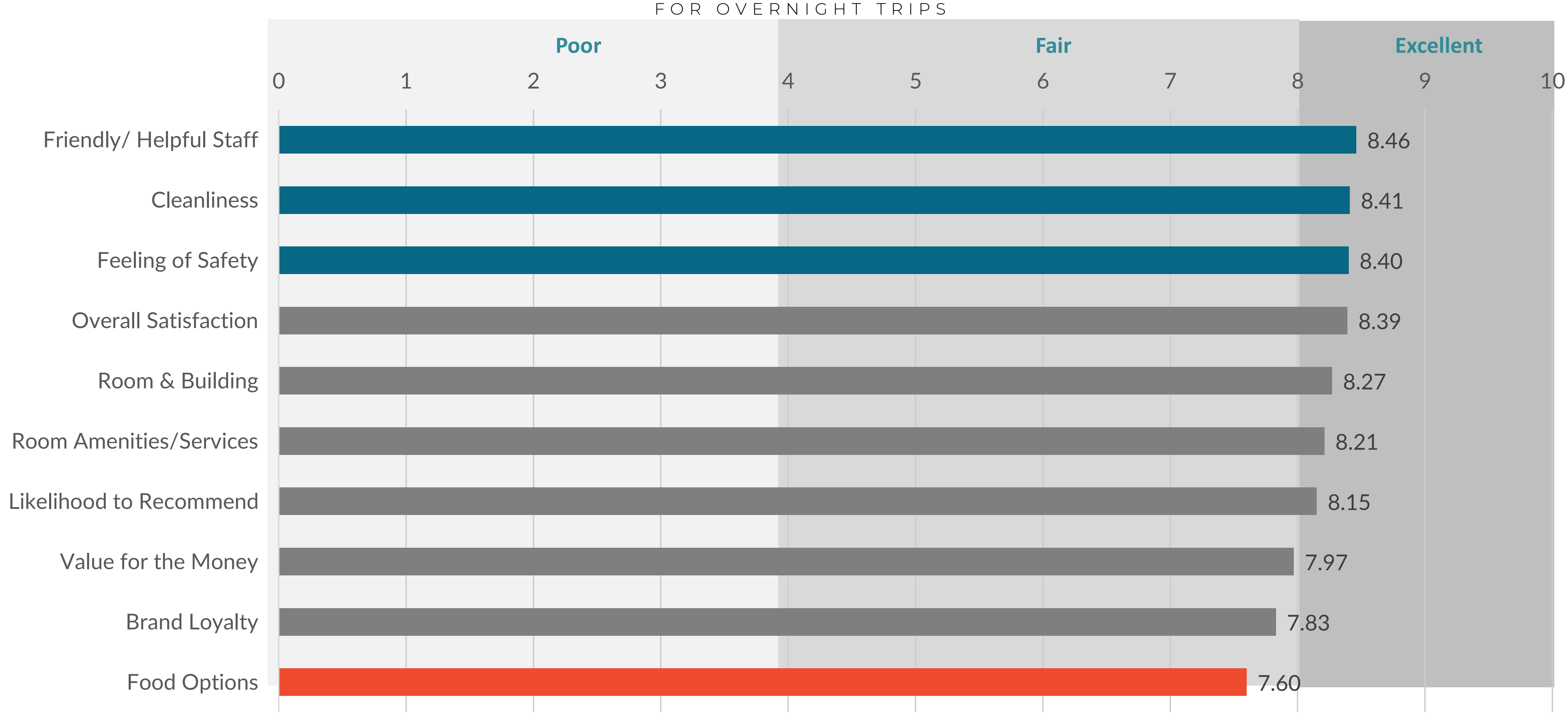
Chicago Overnight Leisure travel parties staying in High-End and Mid-Level hotels are most profitable due to their higher **shares of monetary contributions** compared to their **shares in travel parties**.



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor^{SM}

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited.

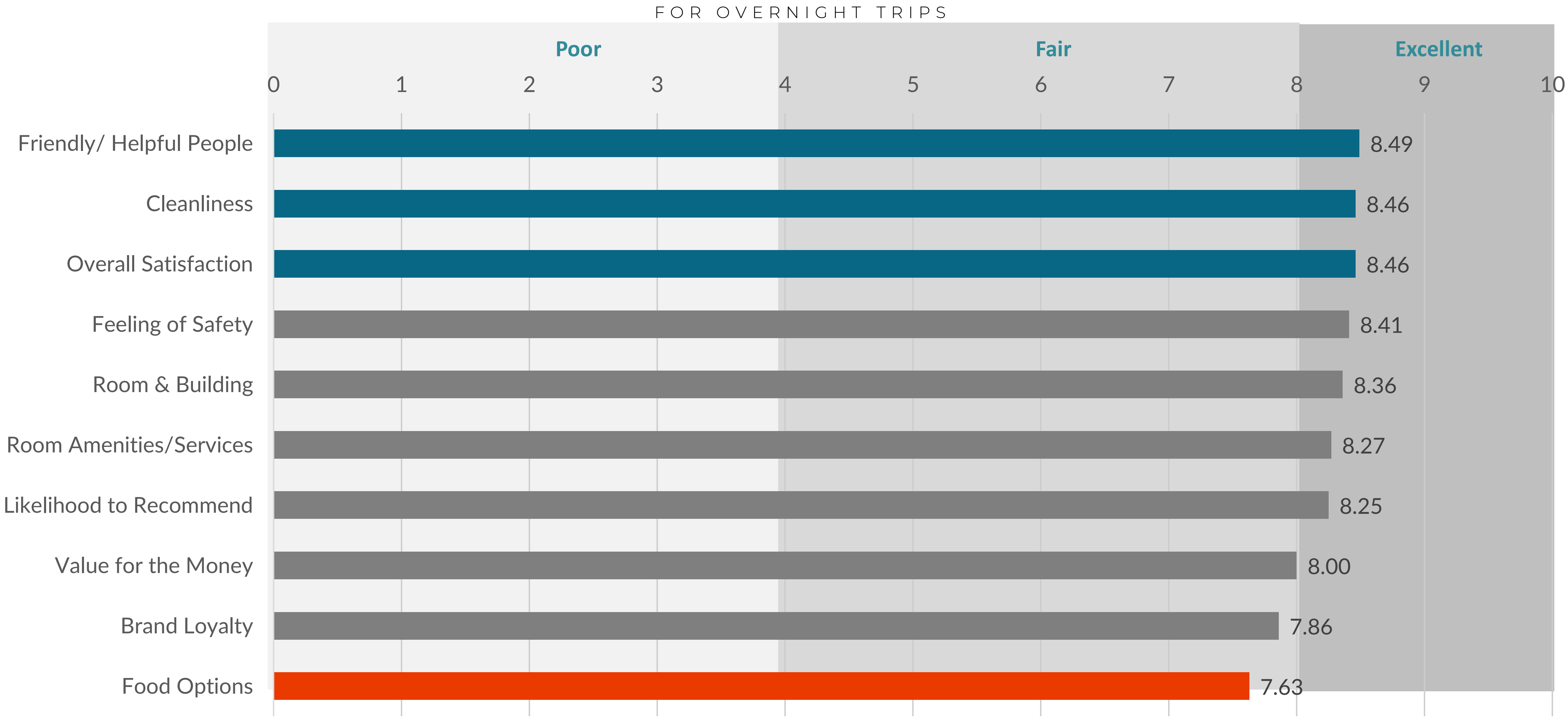
Illinois Hotel Ratings (averages)



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited.

Chicago Hotel Ratings (averages)

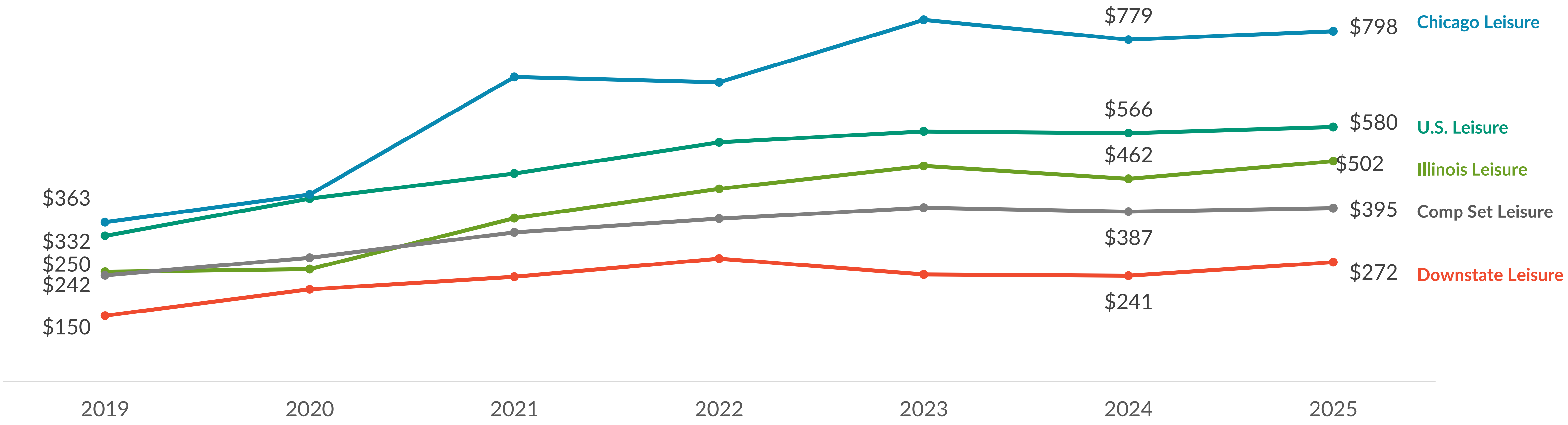


2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor SM

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited.

Average Expenditure Per Travel Party Per Stay

Without Transportation

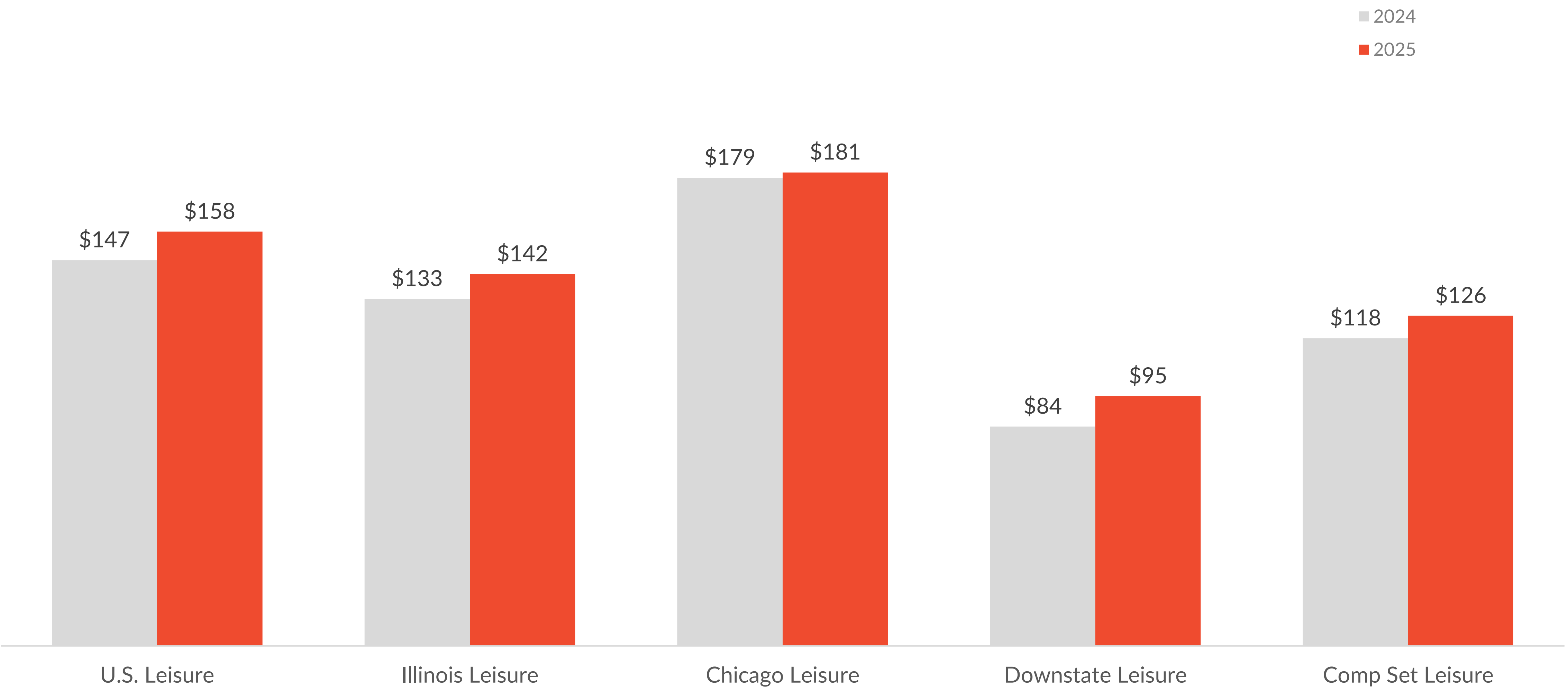


2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

Average Expenditure Per Traveler Per Day

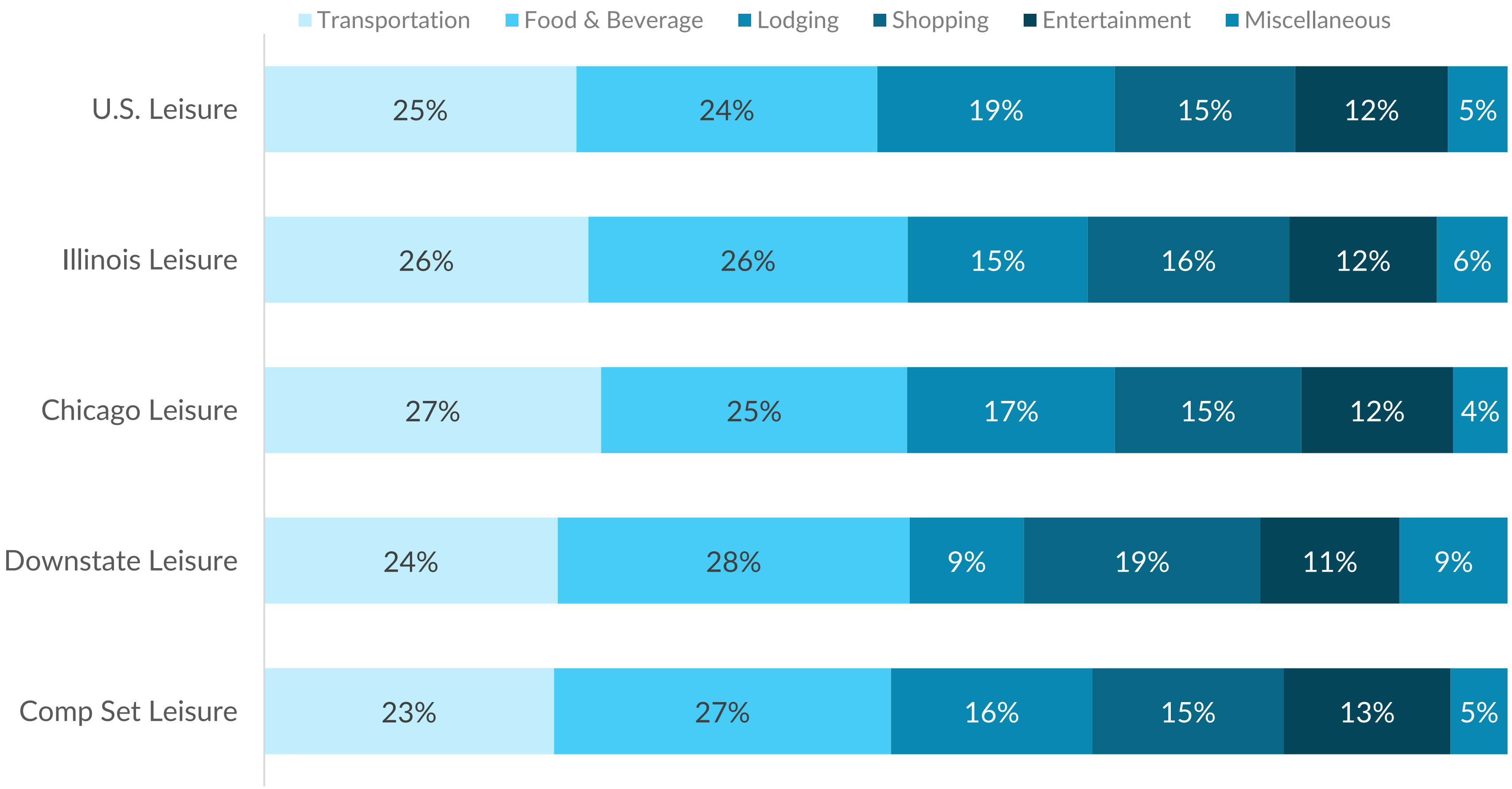
Without Transportation



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

Share of Expenditure Per Traveler Per Day



Illinois leisure travelers spent an average of $192 per person per day in 2025, reflecting a slight decline compared to 2024. Daily spending growth was supported by higher expenditures on Food and Beverage, Shopping, and Entertainment, while Transportation and Lodging recorded declines during the same period,

Chicago leisure travelers continue to allocate a significant portion of their daily expenditures toward Transportation and Food and Beverage, highlighting the city's urban travel dynamics and activity driven visitor experiences. Transportation and Lodging were the only spending categories to show a decline in share of daily expenditures in 2024.

Differences in lodging expenditures between Chicago and Downstate Illinois suggest varying travel preferences and trip styles across the state. Urban destinations such as Chicago are associated with higher accommodation spending, while Downstate Illinois reflects a stronger preference for more budget conscious travel options.

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

Illinois Travel Companions

FOR OVERNIGHT TRIPS

- 6% Two males/two females
- 7% Three or more adults

39% Myself

33% Spouse/Significant Other

15% with Children

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

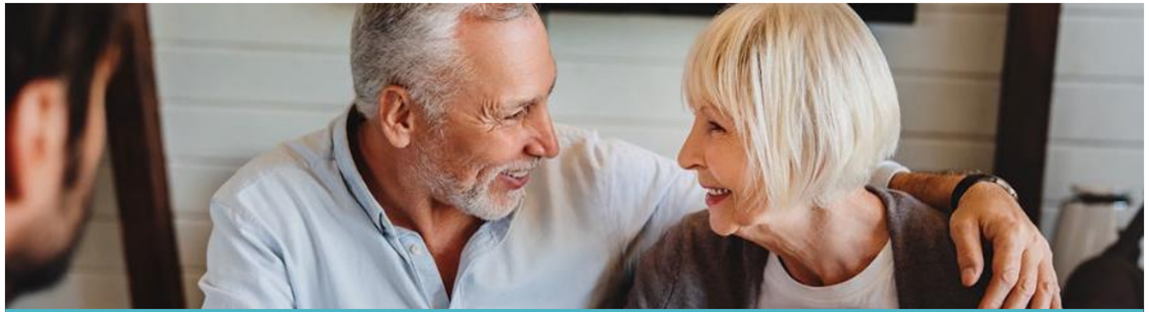
Question / Including yourself, how many adults and children were with you on your trip?

Chicago Travel Companions

FOR OVERNIGHT TRIPS

- 6% Two males/two females
- 7% Three or more adults

38% Myself



36% Spouse/Significant Other

13% with Children

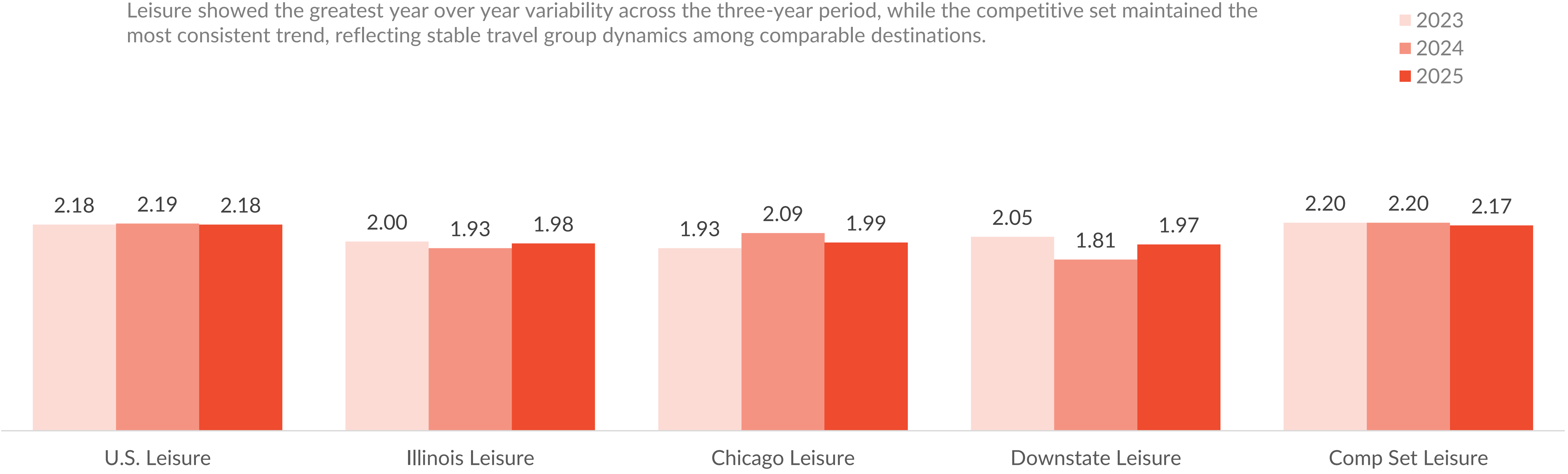
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question / Including yourself, how many adults and children were with you on your trip?

Average Travel Party Size (Overnight & Day)

Travel party sizes across Illinois, Chicago, and the competitive set remained relatively stable between 2023 and 2025, indicating consistent leisure travel behavior over the three-year period. Most markets experienced only modest fluctuations, reinforcing the continued preference for smaller travel groups and companion-based travel experiences.

In 2025, Illinois overall and Downstate Illinois recorded a modest recovery in average travel party size following declines in 2024. In contrast, Chicago experienced a slight decline in travel party size in 2025 after recording growth in 2024. Downstate Leisure showed the greatest year over year variability across the three-year period, while the competitive set maintained the most consistent trend, reflecting stable travel group dynamics among comparable destinations.



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)

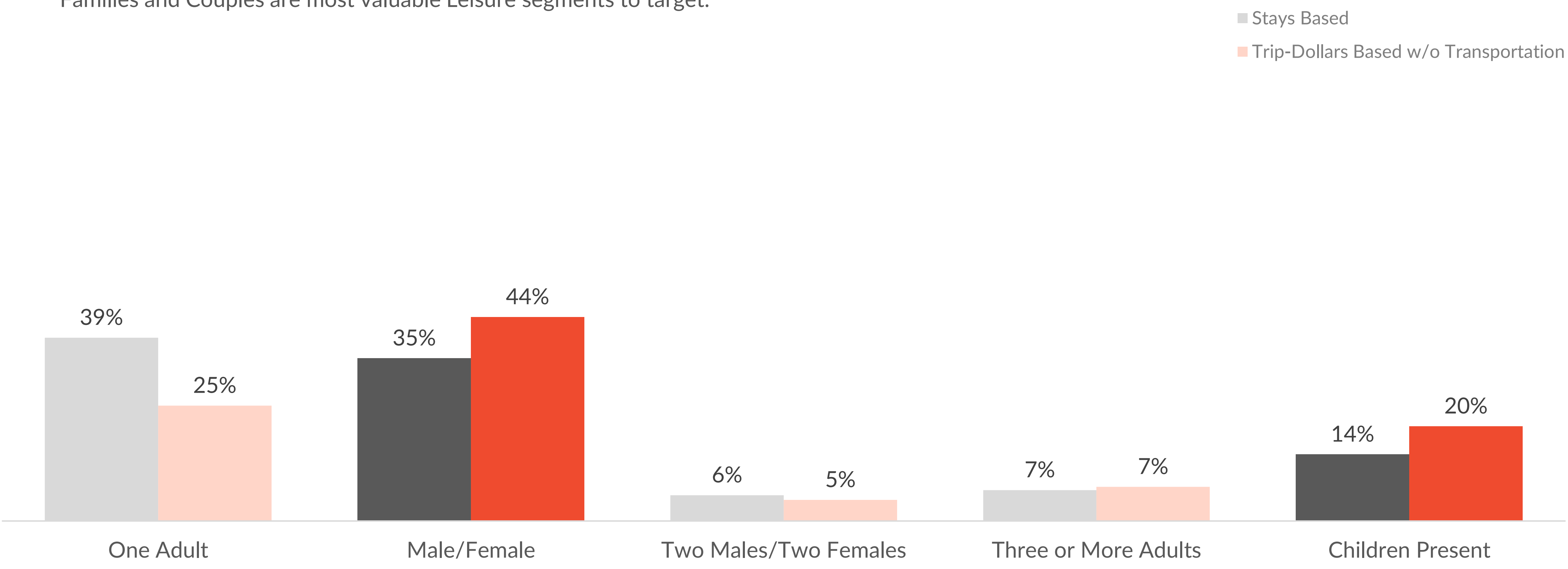
Source: 2025 PERFORMANCE/Monitor[SM]

Question / Including yourself, how many adults and children were with you on your trip?

Illinois - Opportunity by Travel Party Type

FOR OVERNIGHT TRIPS

Families and Couples are most valuable Leisure segments to target.



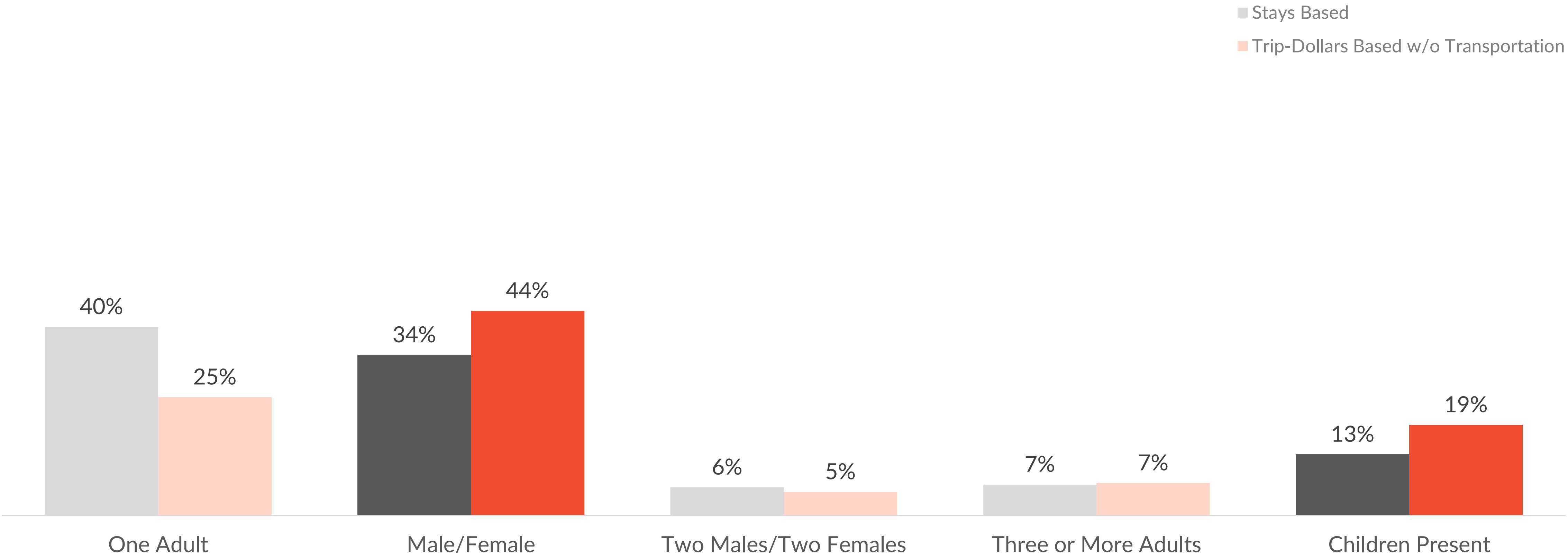
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question / Including yourself, how many adults and children were with you on your trip?

Chicago - Opportunity by Travel Party Type

FOR OVERNIGHT TRIPS

Families and Couples are most valuable Leisure segments to target.



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)

Source: 2025 PERFORMANCE/Monitor^{SM}

Question / Including yourself, how many adults and children were with you on your trip?

Activity Participation

More than nine out of ten (96%) Leisure travel parties participate in an activity when visiting the State of Illinois.

In addition to shopping and dining, and sightseeing, visitors in 2025 **participated in a wide range of other family and life events** such as visiting friends/relatives and birthday celebrations.

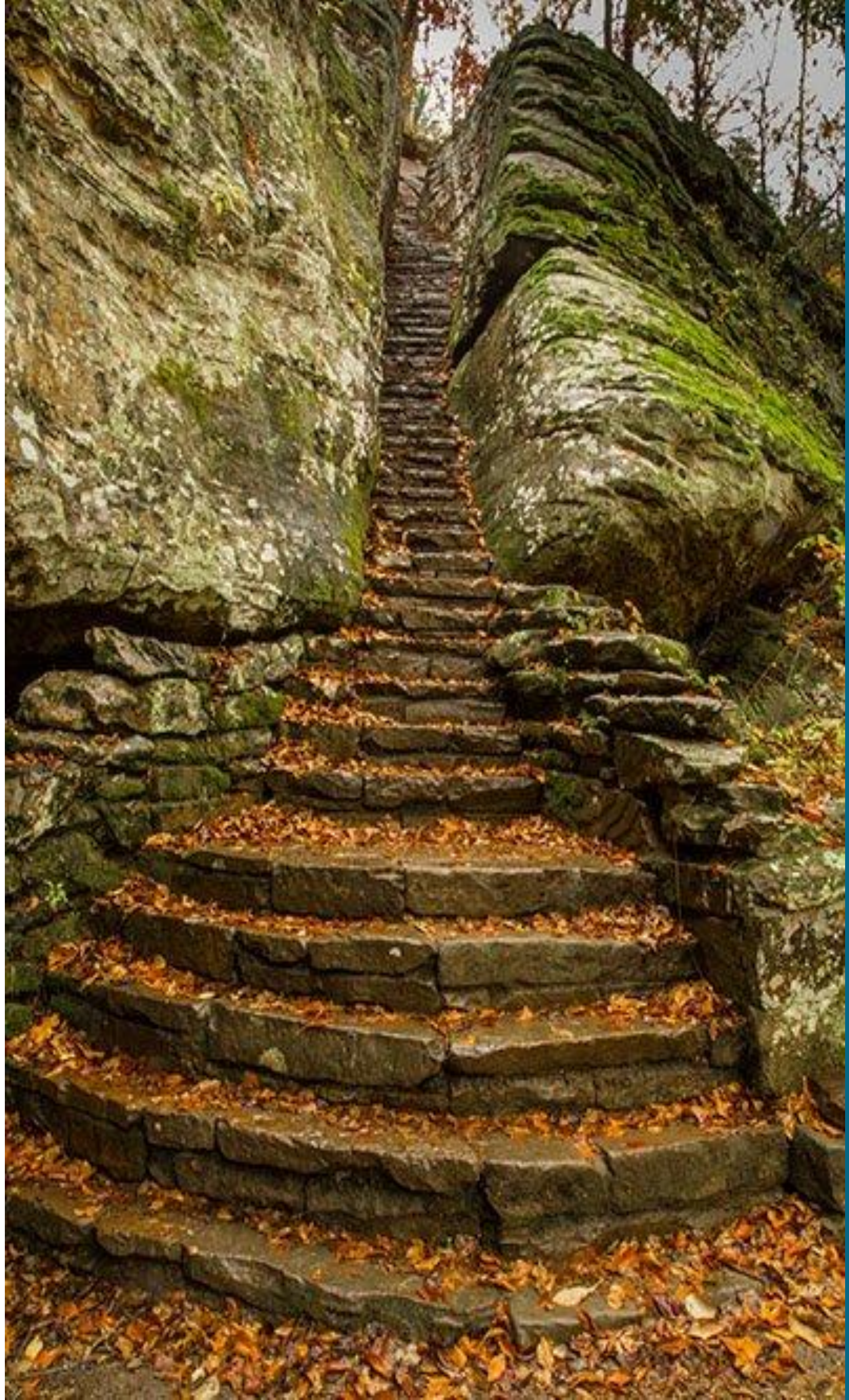
The following are some of the top activities Illinois leisure travel parties participated in during their visit in 2025:

Visiting Friends and Relatives
Culinary/Dining
Shopping
Birthday Celebration
Sightseeing
Museum, Art Exhibits
Nightlife
Holiday Celebration
Road Trip
Beach/Waterfront
Historic Sites

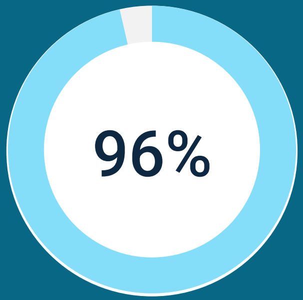
The following activities experienced a loss over the past year: live music, movies, nightlife, visiting museums and art exhibits, shopping, birthday celebration, zoo/aquarium, whereas other activities experienced a slight increase or resurgence, such as visiting historic sites, attending festivals/fairs, dining, sightseeing, beach/waterfront, boating/sailing, camping, fishing, and amateur sports.

Illinois leisure travel parties have a much higher propensity to participate in the following activities than travel parties to the average US destination:

- Group Tour (1.6 times higher)
- Holiday Celebration (1.5 times higher)
- Bicycling (1.4 times higher)
- Museums, Art Exhibits (1.4 times higher)
- Anniversary Celebration (1.3 times higher)
- Visit Friends/Relatives (1.3 times higher)



MMGY Travel Intelligence



PARTICIPATED IN ILLINOIS' ACTIVITIES

accumulated share of activity participation:

227% (2025) ↑

199% (2024)

Activity Participation

Nine out of ten (97%) Leisure travel parties participate in an activity when visiting the City of Chicago.

In addition to sightseeing, museums/art exhibits, shopping, and dining activities, visitors in 2025 **participated in a wide range of other family and life events** such as visiting friends/relatives and birthday celebrations.

The following are some of the top activities Chicago's Leisure travel parties participated in their visit in 2025:

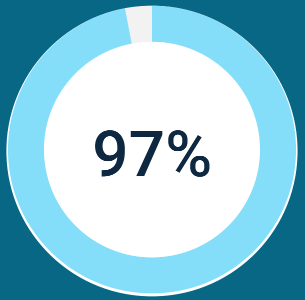
Culinary/Dining
Visit Friends/Relatives
Shopping
Sightseeing
Museum, Art Exhibits
Birthday Celebration
Nightlife
Beach/Waterfront
Festivals/Fairs

The following activities experienced a loss over the past five year: Typical Dining Experience, Shopping, Museums/Art Exhibits, Birthday Celebration, Nightlife, Beach/Waterfront, Live Music, and Historic Sites, whereas other activities experienced a slight resurgence, such as Sightseeing, Festivals and Fairs, Anniversary Celebration, Bicycling, or Amateur Sports Events.

Chicago leisure travel parties have a much higher propensity to participate in the following activities than travel parties to the average US destination:

- Group Tour (2.6 times higher)
- Professional Sports Event (2.5 times higher)
- Theater/Dance Performance (2.3 times higher)
- Museums, Art Exhibits (2.2 times higher)
- Wedding (2.0 times higher)
- Business/Work (2.0 times higher)
- Bicycling (2.0 times higher)

MMGY Travel Intelligence



PARTICIPATED IN CHICAGO's ACTIVITIES

accumulated share of activity participation:

272% (2025) ↑
242% (2024)

Illinois - Activity Participation

Family/Life Events (45%)
24% Visit Friends/Relatives
9% Birthday Celebration
7% Holiday Celebration
4% Anniversary Celebration
4% Funeral/Memorial
3% Other Personal Celebration
1% Wedding
1% Reunion/Graduation

Culture (30%)
9% Sightseeing
8% Museums, Art Exhibits
6% Road Trip *(added in 2025)*
5% Historic Sites
5% Movies
5% Festivals/Fairs
4% Live music (Festivals, Concerts)
2% Group Tour *(added in 2025)*
2% Theater/ Dance Performance

General (30%)
20% Shopping
3% Medical/Health/Doctor Visit
2% Business/Work
1% Religious/Faith Based Gathering
1% Spa/Wellness
1% Service/Volunteerism/Charity
0.2% Real Estate

Food & Beverage (24%)
18% Typical Restaurant Dining
5% Special Dining Experience
2% Winery/Distillery/Brewery Tours

Attractions (21%)
7% Nightlife (Bar, Nightclub)
5% Amateur Sports Event
3% Gambling
3% Professional Sports Event
2% College Sports
2% Zoo/Aquarium Event
1% Shows (Antique, Art, Boat)
1% Theme/Water Parks

Shopping (20%) – *Added in 2025*
9% Outlet/mall shopping
5% Convenience/grocery shopping
4% Local/Artisanal shopping
4% Boutique/Designer shopping
4% Big box stores (Walmart, Costco)
3% Souvenir shopping
2% Antiquing

Outdoor Sports (12%)
4% Bicycling
3% Hiking
2% Boating/Sailing
2% Fishing
1% Golfing
1% Water Sports
1% Hunting
0.3% Extreme Adventure Sports (bungee jumping, sand surfing, zip lining, etc.)
0.3% Tennis
0.2% Snow/Winter Sports

Nature (11%)
5% Beach/Waterfront
4% Parks (national, state)
2% Camping
2% Eco/Sustainable Travel
1% Wildlife viewing

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ Did you do any of the following activities on your trip in [City/location]?

Chicago - Activity Participation

Family/Life Events (47%)
- 23% Visit Friends/Relatives
- 12% Birthday Celebration
- 6% Holiday Celebration
- 6% Anniversary Celebration
- 3% Funeral/Memorial
- 3% Other Personal Celebration
- 3% Wedding
- 2% Reunion/Graduation

Attractions (28%)
- 12% Nightlife (Bar, Nightclub)
- 5% Professional Sports Event
- 5% Amateur Sports
- 3% College Sports
- 3% Zoo/Aquarium
- 2% Gambling
- 1% Theme/Water Parks
- 1% Shows (Antique, Art, Boat)

Nature (14%)
- 9% Beach/Waterfront
- 5% Parks (national, state)
- 1% Camping
- 1% Eco/Sustainable Travel
- 0.3% Wildlife viewing

Culture (41%)
- 14% Sightseeing
- 12% Museums, Art Exhibits
- 7% Historic Sites
- 7% Festivals/Fairs
- 6% Live music (Festivals, Concerts)
- 6% Road Trip (*added in 2025*)
- 6% Movies
- 3% Group Tour (*added in 2025*)
- 3% Theater/ Dance Performance

Food & Beverage (27%)
- 19% Typical Restaurant Dining
- 9% Special Dining Experience
- 2% Winery/Distillery/Brewery Tours

Outdoor Sports (12%)
- 6% Bicycling
- 3% Boating/Sailing
- 2% Fishing
- 2% Hiking
- 1% Golfing
- 1% Tennis
- 0.5% Extreme Adventure Sports (bungee jumping, sand surfing, zip lining, etc.)
- 0.5% Hunting
- 0.3% Water Sports
- 0.3% Snow/Winter Sports

General (30%)
- 21% Shopping
- 3% Business/Work
- 2% Medical/Health/Doctor Visit
- 1% Spa/Wellness
- 1% Religious/Faith Based Gathering
- 1% Service/Volunteerism/Charity
- 0.3% Real Estate

Shopping (21%) – *Added in 2025*
- 10% Outlet/mall shopping
- 6% Boutique/Designer shopping
- 6% Convenience/grocery shopping
- 5% Local/Artisanal shopping
- 4% Souvenir shopping
- 3% Big box stores (Walmart, Costco)
- 1% Antiquing

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor SM

Question/ Did you do any of the following activities on your trip in [City/location]?

Activity Participation

Activities	U.S. Leisure	Illinois Leisure	Chicago Leisure	Downstate Leisure	Comp Set Leisure
Visit Friends/Relatives	18%	24%	23%	24%	19%
Culinary/Dining	20%	22%	25%	19%	19%
Shopping	20%	20%	21%	19%	19%
Birthday Celebration	10%	9%	12%	7%	9%
Sightseeing	11%	9%	14%	4%	8%
Museums, Art Exhibits etc.	6%	8%	12%	4%	5%
Nightlife (bar, nightclub, etc.)	6%	7%	12%	4%	4%
Holiday Celebration (Thanksgiving, July 4th etc.)	5%	7%	6%	8%	5%
Road Trip *(2025+)*	9%	6%	6%	6%	8%
Beach/Waterfront	10%	5%	9%	3%	5%
Amateur Sports	5%	5%	5%	5%	6%
Historic Sites	6%	5%	7%	4%	5%
Movies	4%	5%	6%	4%	3%
Festival/Fairs (state, craft, etc.)	4%	5%	7%	3%	4%
Live Music (festivals/concerts/clubs)	5%	4%	6%	3%	4%
Anniversary Celebration	3%	4%	6%	3%	2%
Parks (national/state/county etc.)	6%	4%	5%	4%	5%
Bicycling	3%	4%	6%	3%	2%
Funeral/Memorial	2%	4%	3%	5%	2%

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ Did you do any of the following activities on your trip in [City/location]?

Activity Participation (cont'd)

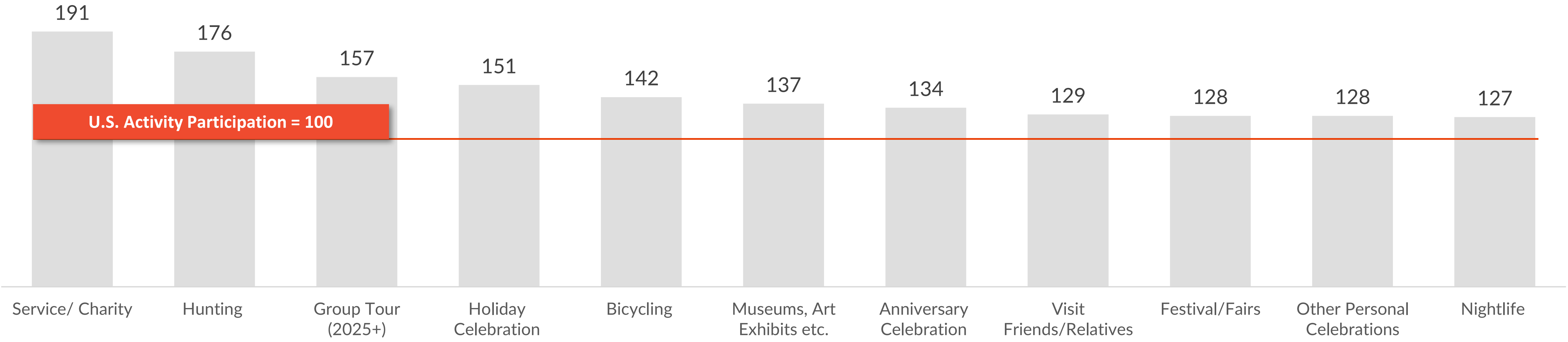
Activities	U.S. Leisure	Illinois Leisure	Chicago Leisure	Downstate Leisure	Comp Set Leisure
Other Personal Celebrations	3%	3%	3%	4%	2%
Hiking	6%	3%	2%	5%	4%
Medical/Health/Doctor Visit	5%	3%	2%	4%	6%
Gambling (slots, cards, horses, etc.)	5%	3%	2%	4%	6%
Professional Sports Event	2%	3%	5%	1%	3%
College Sports Event	2%	2%	3%	2%	2%
Boating/Sailing	2%	2%	3%	2%	2%
Camping	3%	2%	1%	3%	2%
Fishing	3%	2%	2%	2%	2%
Winery/Distillery/Brewery Tours	2%	2%	2%	2%	2%
Zoo/Aquarium	2%	2%	3%	1%	3%
Group Tour *(2025+)*	1%	2%	3%	1%	1%
Business/Work	2%	2%	3%	1%	1%
Theater/Dance Performance	1%	2%	3%	1%	2%
Wedding	1%	1%	3%	0%	1%
Shows (Antique, Art, Auto, Boat, Home)	1%	1%	1%	2%	1%
Reunion/Graduation	1%	1%	2%	1%	1%
Religious/Faith Based Gathering	1%	1%	1%	1%	2%
Golfing	2%	1%	1%	1%	2%

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor^{SM}

Question/ Did you do any of the following activities on your trip in [City/location]?

Illinois Activity Propensity

The activity index uses the US to determine the average of 100 and anything above is an activity that travelers in Illinois are more likely to do than visitors to the US. The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an activity, relative to the propensity for average US destinations.

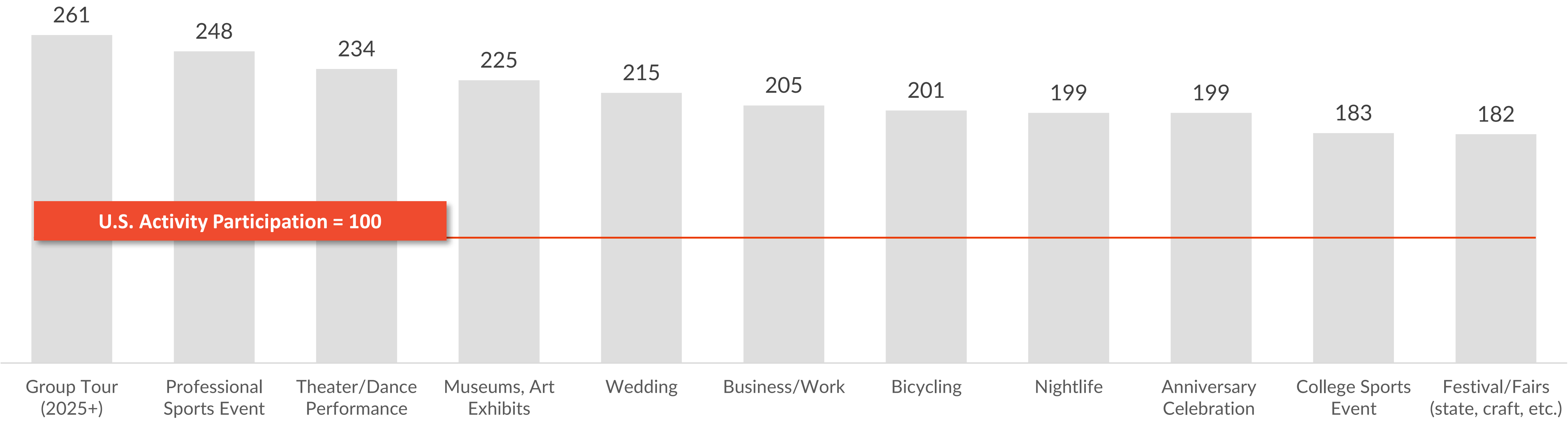


2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ Did you do any of the following activities on your trip in [City/location]?

Chicago Activity Propensity

The activity index uses the US to determine the average of 100 and anything above is an activity that travelers in Chicago are more likely to do than visitors to the US. The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an activity, relative to the propensity for average US destinations.

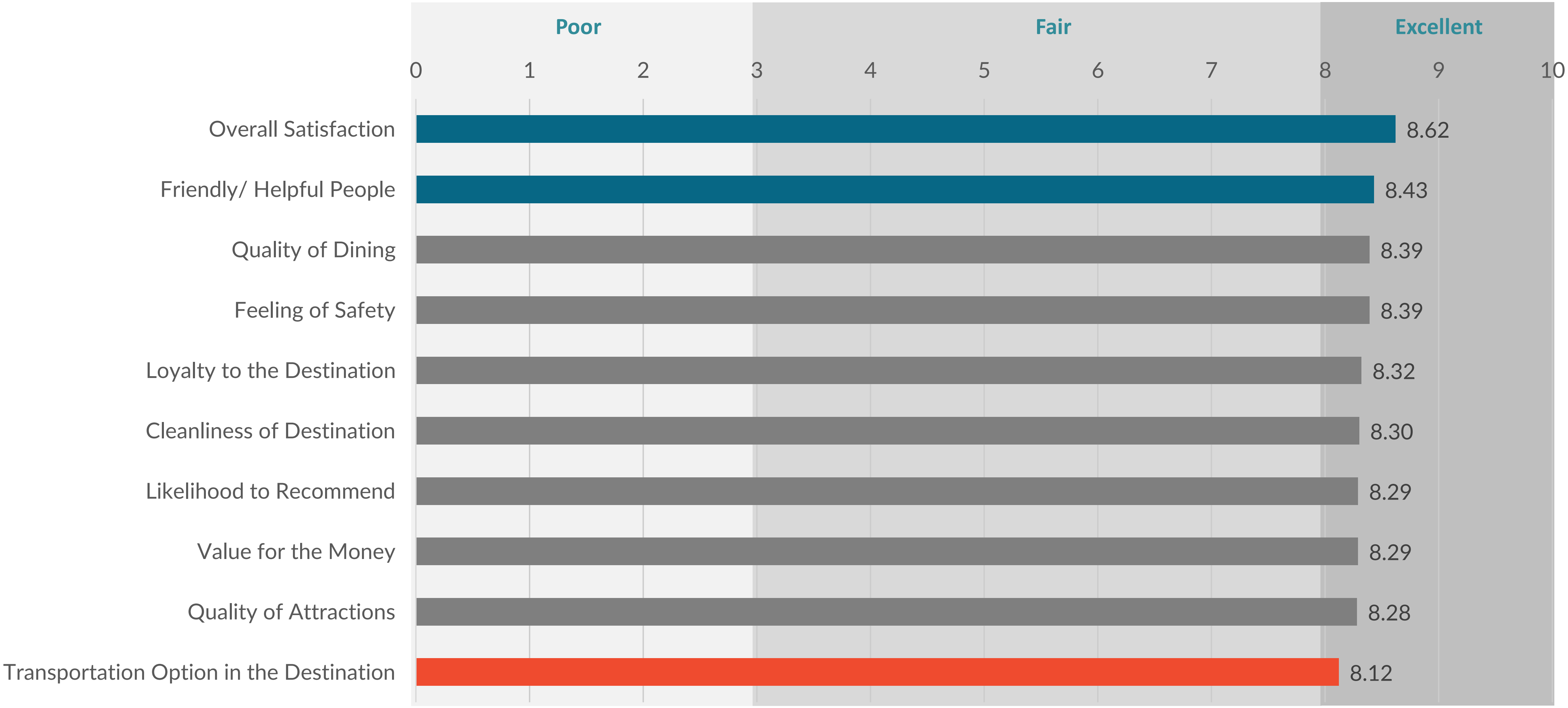


2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)

Source: 2025 PERFORMANCE/Monitor^{SM}

Question/ Did you do any of the following activities on your trip in [City/location]?

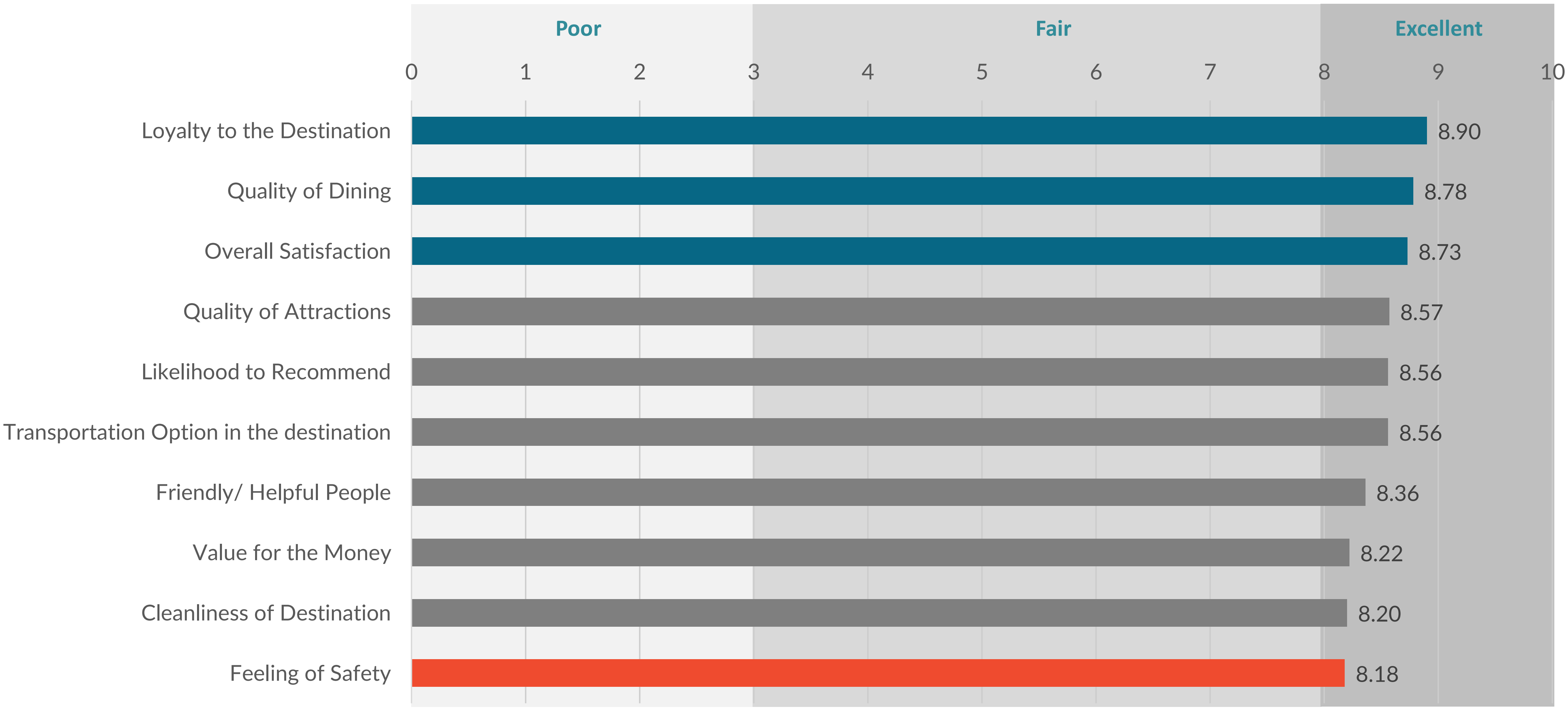
Illinois Destination Ratings (averages)



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ Please rate [City/location] using the scale below.

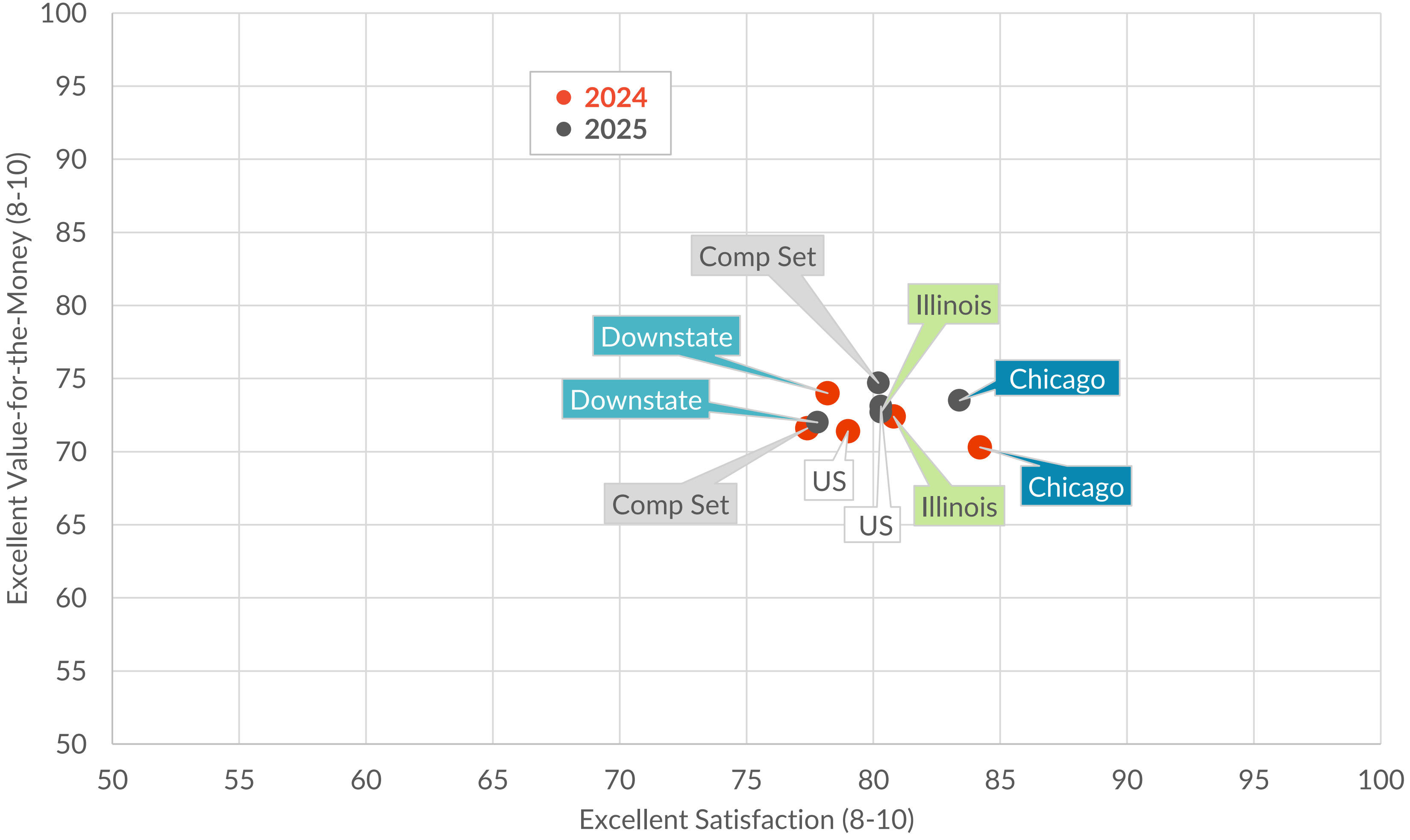
Chicago Destination Ratings (averages)



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ Please rate [City/location] using the scale below.

Satisfaction-Value Rating



Satisfaction and Value ratings may be combined into a matrix which places each destination in the location where Satisfaction and Value intersect.

- More than three quarters of leisure travelers to Illinois report high levels of satisfaction with their travel experience.
- In 2025, both Illinois overall and Downstate Illinois recorded noticeable improvements in satisfaction and value for money ratings compared to 2024, indicating stronger visitor perceptions across the state.
- Chicago continues to outperform other Illinois markets on overall visitor satisfaction, supported by strong ratings for dining quality, transportation options, destination loyalty, and perceptions of safety. The chart also shows Chicago maintaining the highest satisfaction levels among the Illinois markets while improving value perceptions in 2025.
- Downstate Illinois demonstrated one of the strongest year over year gains in perceived value for money, while the competitive set remained relatively stable across both satisfaction and value ratings. Overall, the findings suggest that Illinois destinations strengthened visitor sentiment in 2025, with Chicago continuing to lead on overall experience quality and destination appeal.

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ Please rate [City/location] using the scale below.

Illinois Repeat Visitation

Repeat visitation continues to define Illinois leisure travel in 2025, with first time visitors representing only a small share (12%) of the market. Nearly half of overnight leisure travelers were frequent visitors who had traveled to Illinois four or more times within the past three years, demonstrating sustained destination loyalty and familiarity with the state.

Illinois leisure travelers also expressed strong intent to return, planning an average of 7.4 visits over the next three years, exceeding the national average. At the same time, only a small share (10%) indicated no intention to revisit Illinois during that period.

Trip planning behavior further reflects strong destination commitment. Few travelers considered alternative destinations before selecting Illinois, and most visitors focused their travel primarily on their intended destination within the state. However, a smaller segment (25%) extended their trips by visiting additional locations for a day during their stay, suggesting opportunities to encourage broader regional exploration and multi destination travel experiences across Illinois.

2023-2025 (Overnight)

Infrequent Illinois visitors (visited 1-3 times) 55%

Frequent Illinois visitors (visited 4+ times) 45%

2025 (Overnight)

First-time Illinois visitors 12%

2026-2028 (Overnight)

90% of Illinois Leisure travelers plan to visit again in the next 3 years

On average 7.4 times in next 3 years

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)

Source: 2025 PERFORMANCE/Monitor[SM]

Question/ Number of times [city/location] visited in past 3 years (type in number including this visit) and number of time do you plan to visit [city/location] in the next 3 years (Type in number. Do not include this visit.)

Question/ First Visit to City/Location?

Chicago Repeat Visitation

Repeat visitation continues to define Chicago leisure travel in 2025, with first time visitors representing only a small share (12%) of the market. Nearly half of overnight leisure travelers were frequent visitors who had traveled to Chicago for four or more times within the past three years, demonstrating sustained destination loyalty and familiarity with the state.

Chicago leisure travelers also expressed strong intent to return, planning an average of 7.8 visits over the next three years, exceeding the national average. At the same time, only a small share (8%) indicated no intention to revisit Illinois during that period.

Trip planning behavior further reflects strong destination commitment. Few travelers considered alternative destinations before selecting Chicago, and most visitors focused their travel primarily on their intended destination within the state. However, a smaller segment (12%) extended their trips by visiting additional locations for a day during their stay.

2023-2025 (Overnight)

Infrequent Chicago visitors (visited 1-3 times) 55%

Frequent Chicago visitors (visited 4+ times) 45%

2025 (Overnight)

First-time Chicago visitors 12.5%

2026-2028 (Overnight)

92% of Chicago Leisure travelers plan to visit again in next 3 years

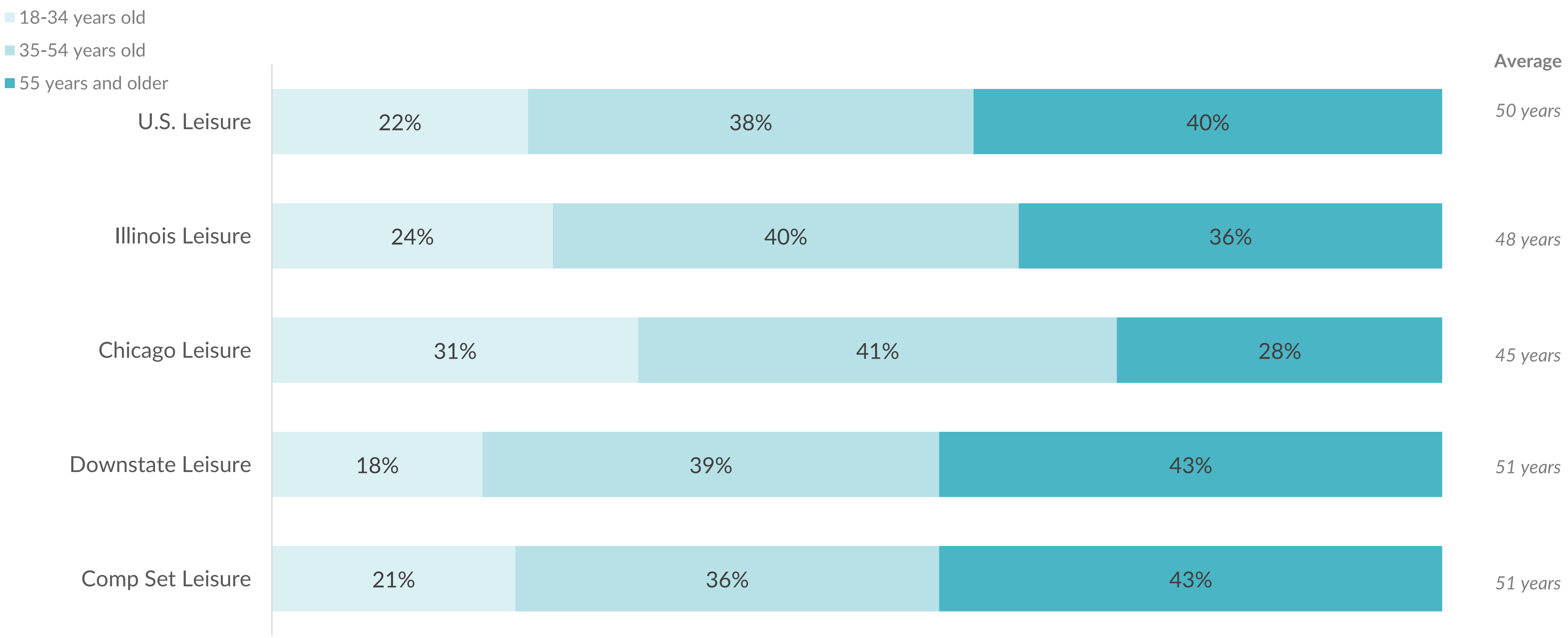
On average 7.8 times in next 3 years

2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Question/ Number of times [city/location] visited in past 3 years (type in number including this visit) and number of time do you plan to visit [city/location] in the next 3 years (Type in number. Do not include this visit.)
Question/ First Visit to City/Location?

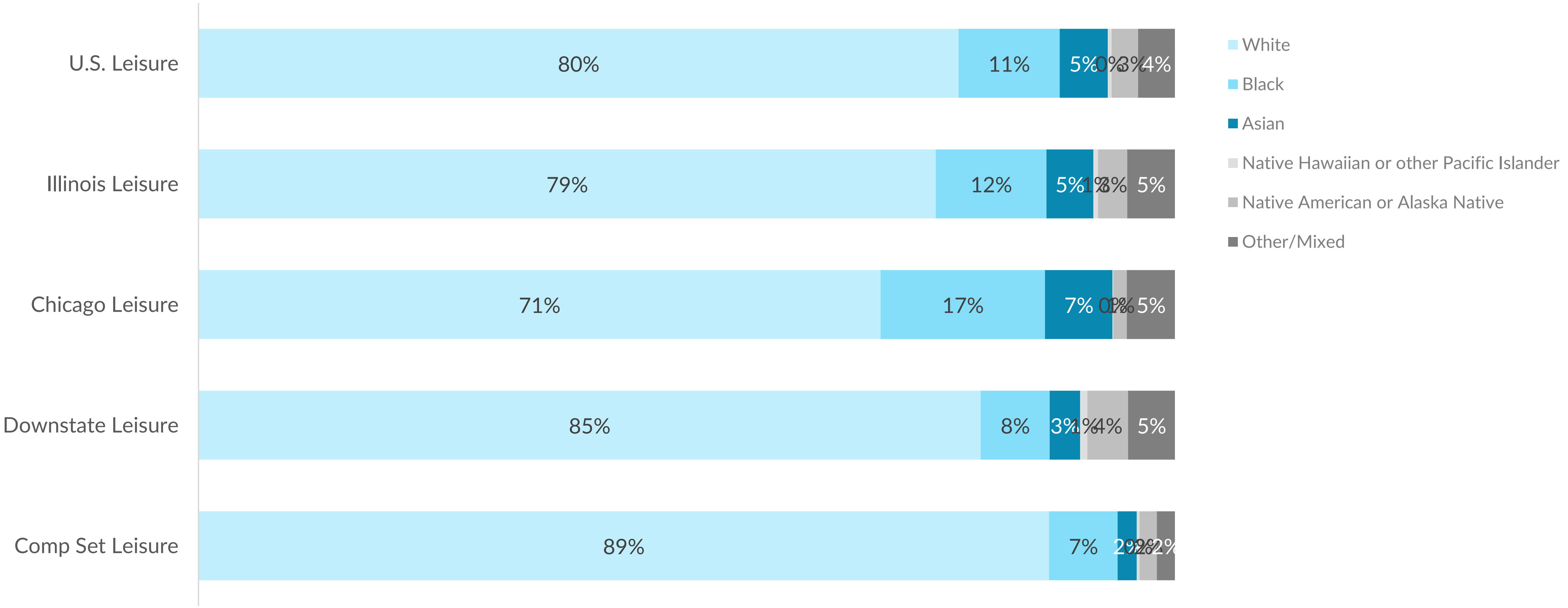
Demographics

Age of Respondent



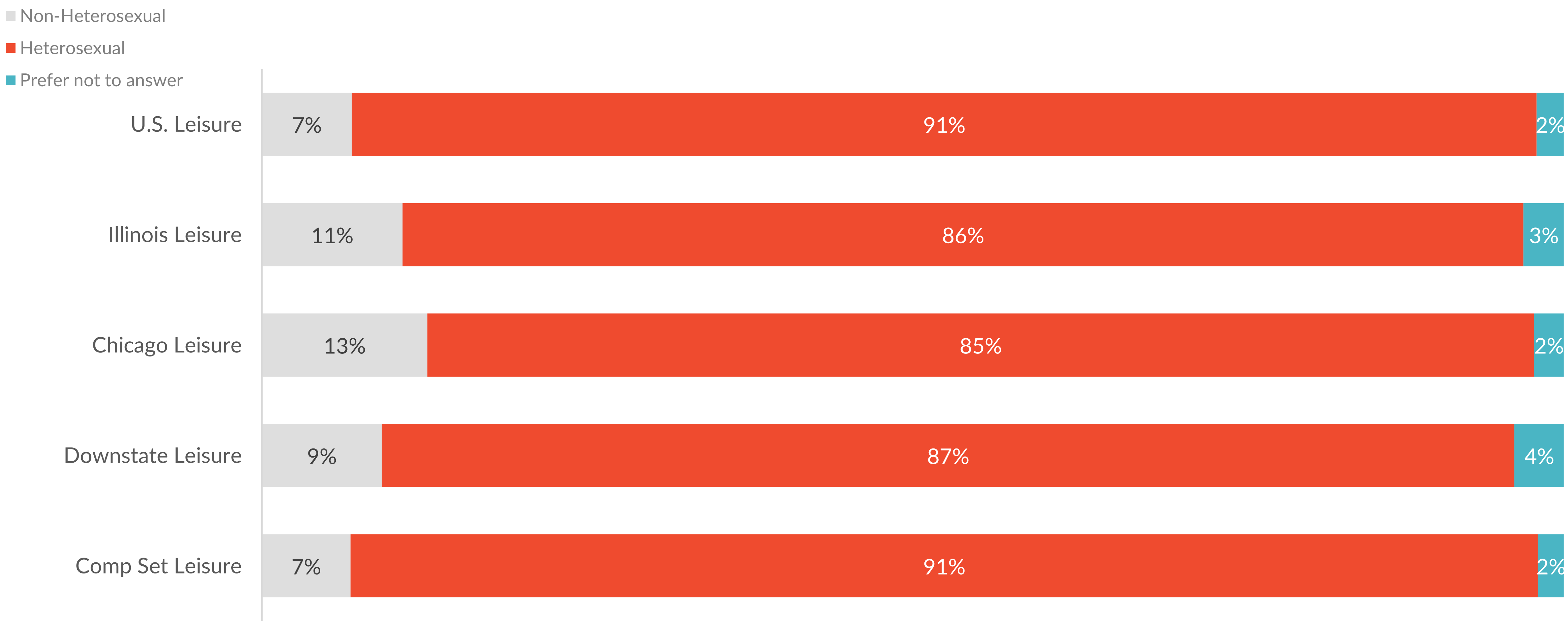
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Race of Respondent



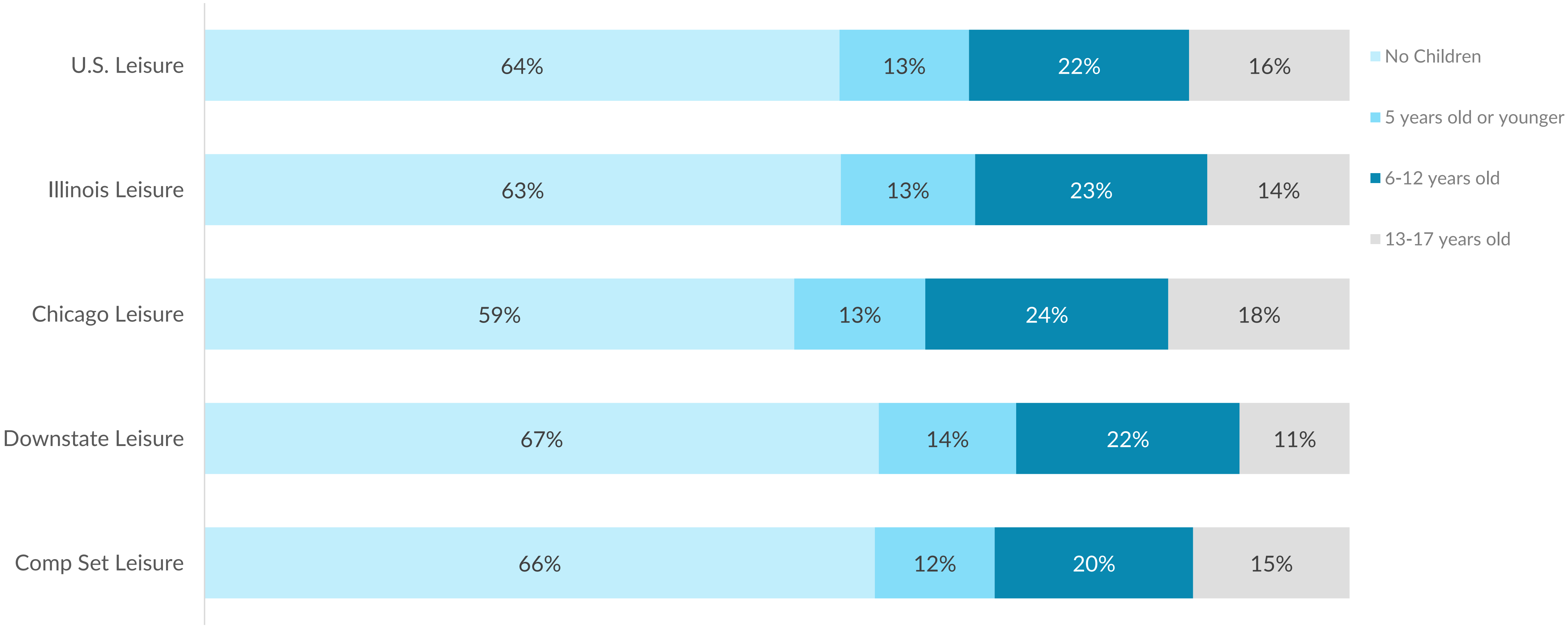
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Sexual Orientation of Respondent



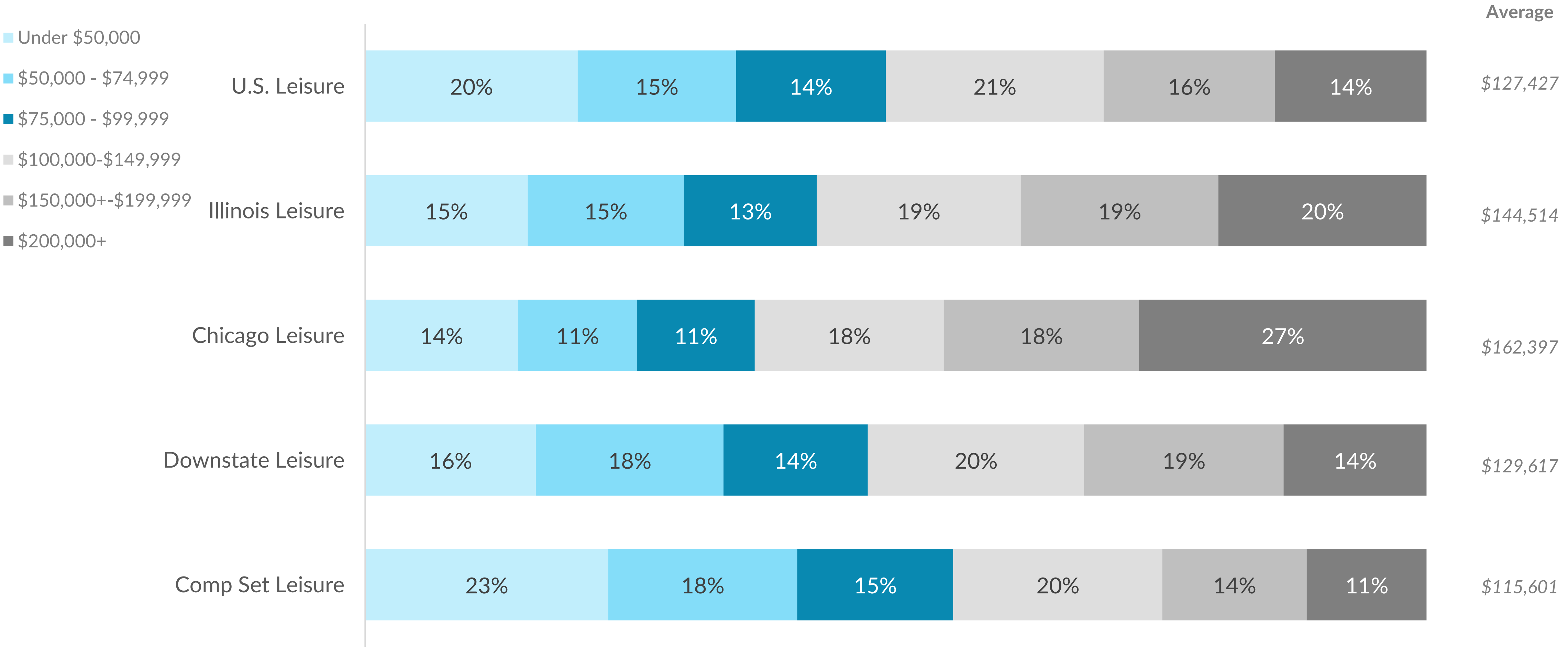
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor℠

Children in Household



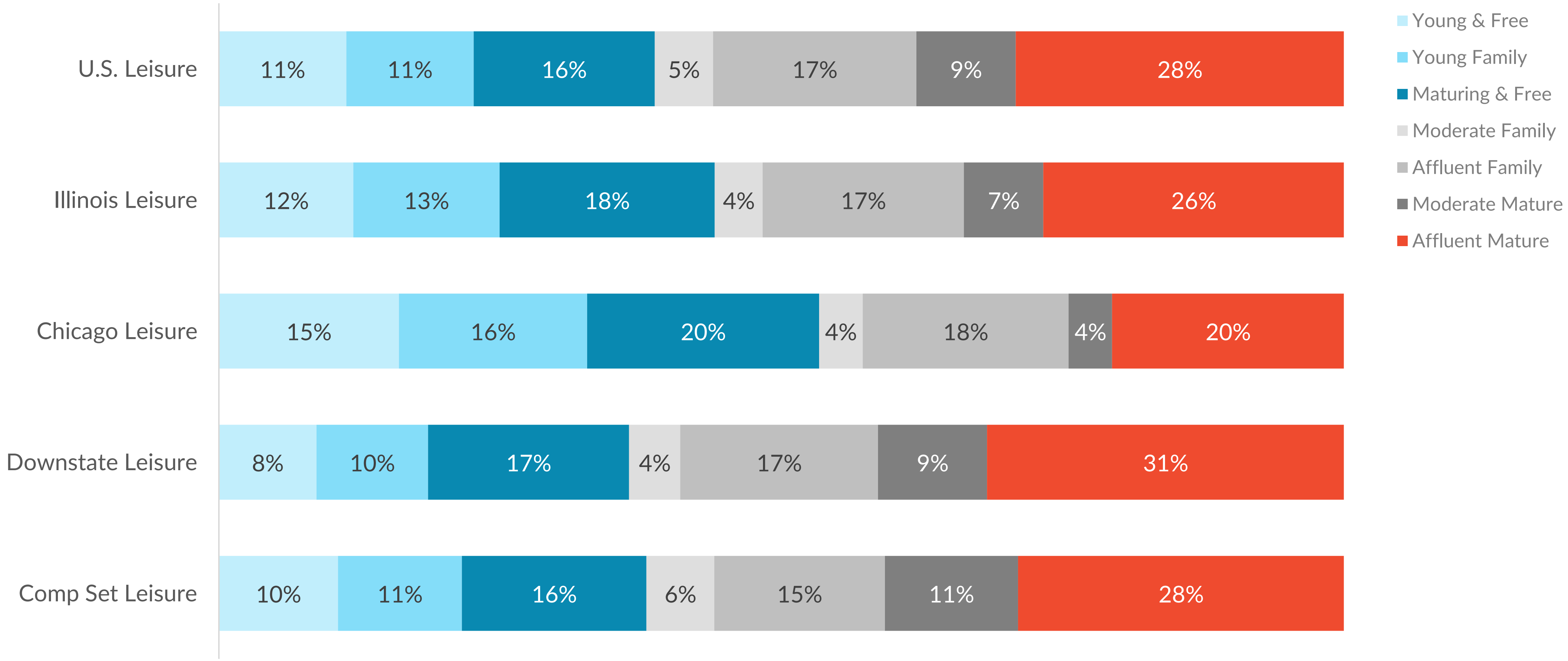
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Household Income of Respondent



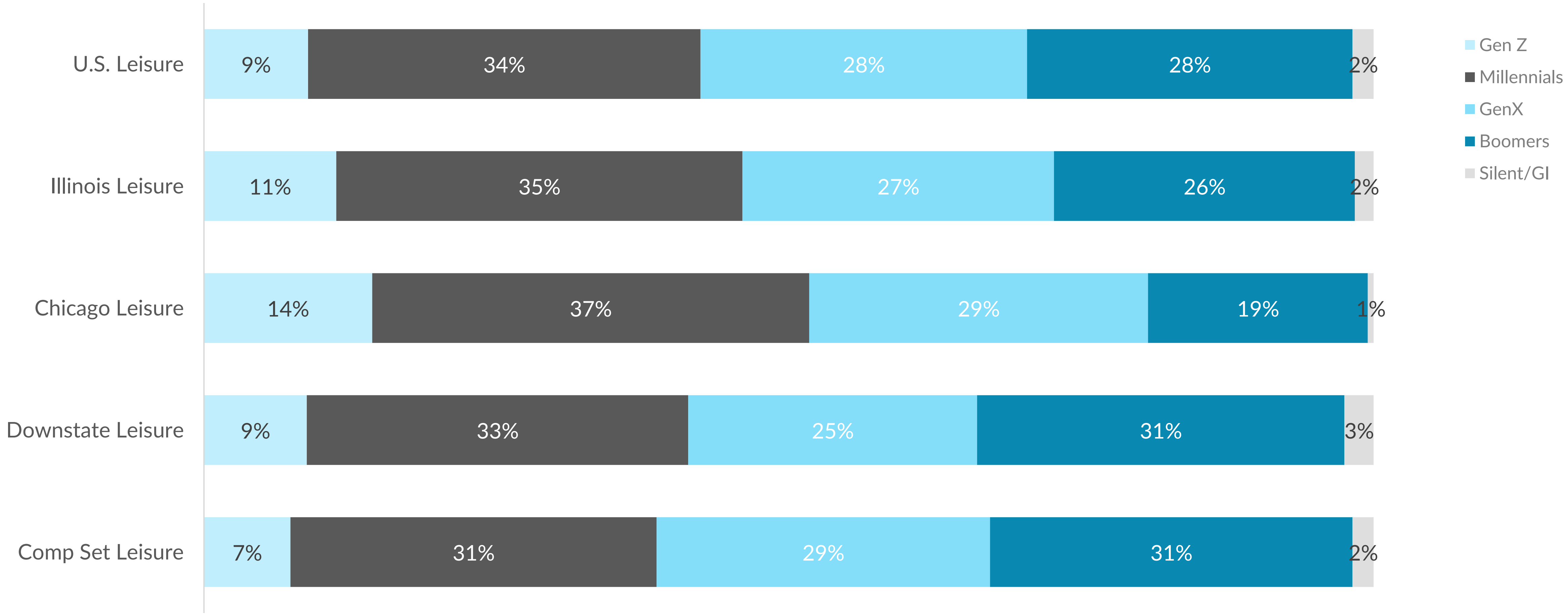
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
*Source: 2025 PERFORMANCE/Monitor*SM

Lifestage of Respondent



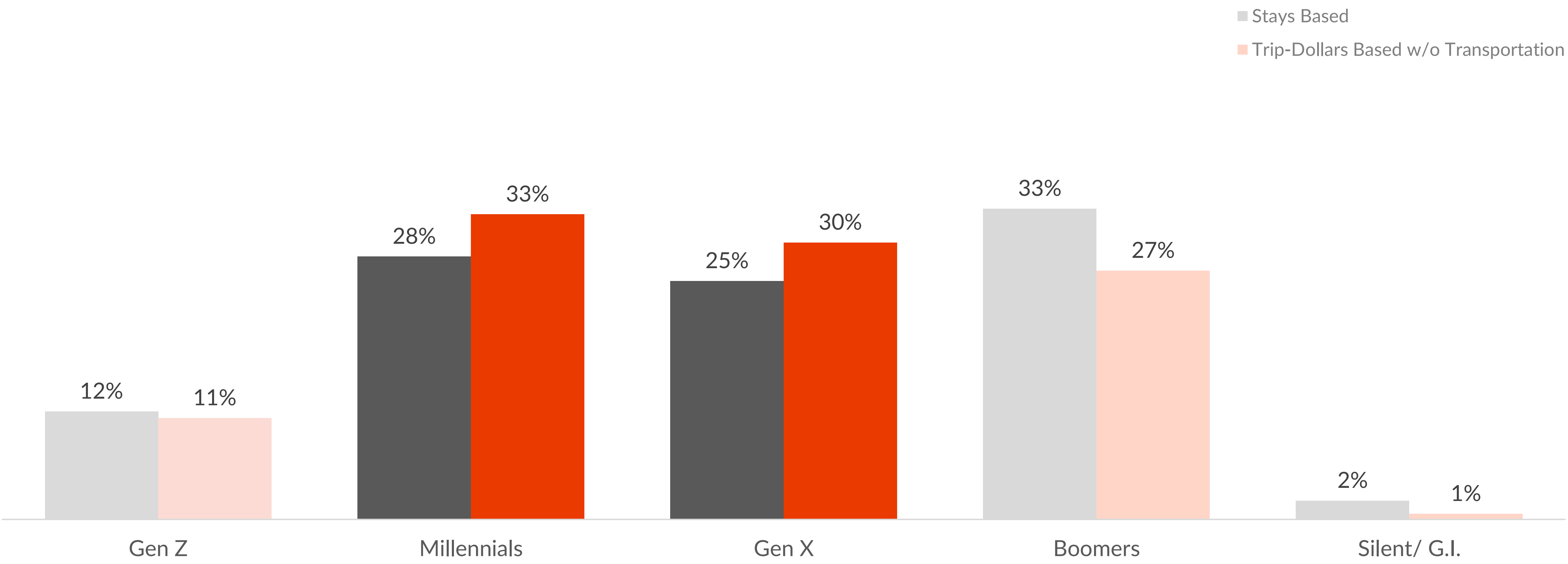
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor℠

Generations



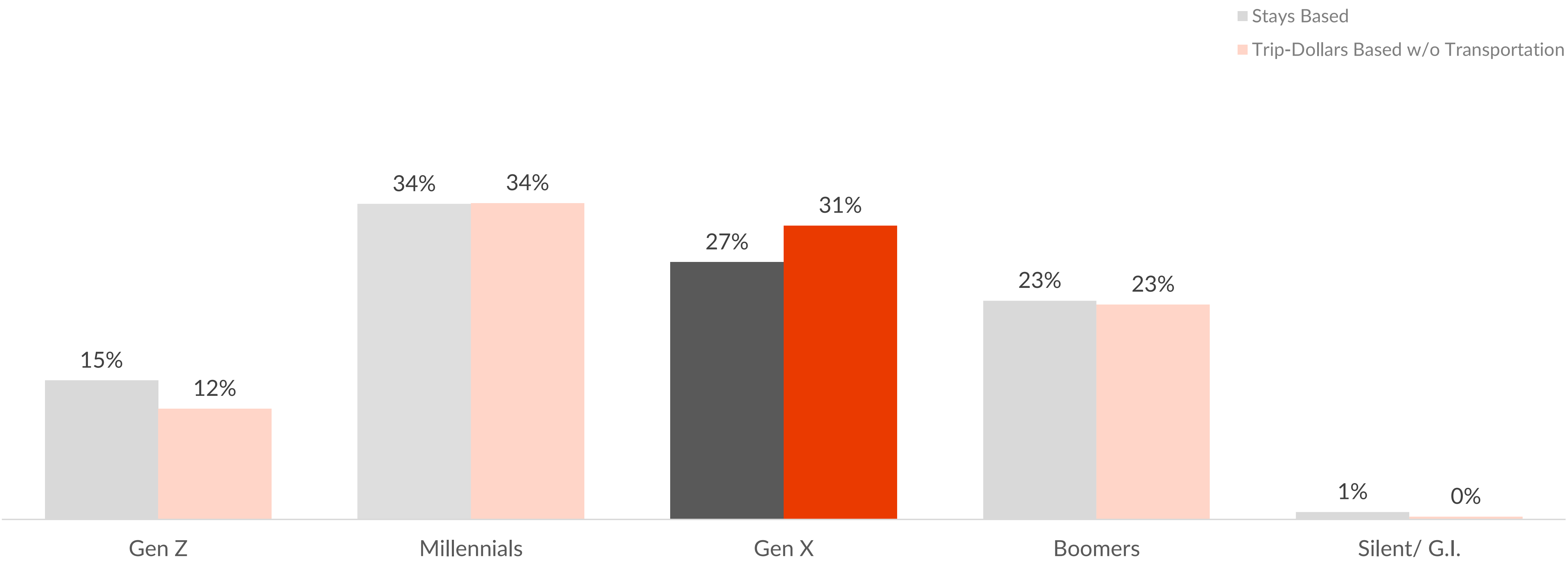
2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Illinois Opportunity by Generation



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

Chicago Opportunity by Generation



2025 Leisure Person-Stays: Illinois (Base = 2,642); Chicago (Base = 1,503)
Source: 2025 PERFORMANCE/Monitor[SM]

MMGY Travel Intelligence

Appendix

MMGY Travel Intelligence

Methodology

This visitor report was prepared for CHOOSE CHICAGO and ENJOY ILLINOIS by MMGY Travel Intelligence. For the purpose of this study, the current reporting time frame includes 2025 with a comparison to 2024 (where appropriate).

The data was collected monthly between January and December 2025 utilizing a national representative panel.

Segment Definitions

The report provides intelligence on Illinois and Chicago Leisure travel trends with comparison to the average US Leisure destination, Illinois Downstate Leisure destination and Comp Set Leisure destinations. These are defined as:

US Leisure

Travelers who are residents of the U.S. and traveled anywhere within the United States (excluding territories) for leisure purposes.

Illinois Downstate Leisure

Travelers who are residents of the U.S., but not the City of Chicago, and traveled to the State of Illinois for leisure purposes.

Chicago Leisure

Travelers who are residents of the U.S. and traveled to the city of Chicago for leisure purposes.

Illinois Comp Set Leisure

Travelers who are residents of the U.S. and traveled to the following States for leisure purposes: Ohio, Michigan, Indiana, Missouri, Minnesota, Kentucky, and Iowa.

Illinois Leisure

Travelers who are residents of the U.S. and traveled to the state of Illinois for leisure purposes.

Source: 2025 PERFORMANCE/Monitor[SM]

Glossary

Household Count

The number of unique respondents responding to the survey who visited the destination during the travel year.

Stays

Stays represent the number of distinct groups of travelers (travel parties or groups) visiting a destination on a trip, regardless of the number of people within the travel group.

Person-Stays

The total number of people or visitors that traveled to your destination, regardless of the length of their stay.

Person-Days

The total number of days that all visitors contributed to your destination.

Trip-Dollars

Using the Trip-Dollars weight shows the monetary worth/contribution of travelers to a destination's economy as opposed to the contribution of number of trips or number of days spent at the destination.

Source: 2025 PERFORMANCE/Monitor^{SM}

Glossary

Average Party Per Stay Spending

Includes reported expenditures of all travelers (including transportation expenditure) who spend more than $1 on their trip to or within the destination. Individual averages for subgroups of variables, such as accommodation types or activities might be higher than the total average party per stay spending for a destination because the travelers' spending is included only in those subgroups of variables to which the respondent replied.

Lifestage Definitions

Lifestage	Head of HH Age	HH Income	Children <18 in HH
Young & Free	18-34 years	Any	No
Young Family	18-34 years	Any	Yes
Maturing & Free	35-54 years	Any	No
Moderate Family	35-54 years	Under $75K	Yes
Affluent Family	35-54 years	$75K+	Yes
Moderate Mature	55+ years	Under $60K	No
Affluent Mature	55+ years	$60K+	No

Room-Nights

The number of nights spent in a room, regardless of the number of people staying in the room.

Generations

The number of unique respondents responding to the survey who visited the destination during the travel year.

Stay Expenditures

Combines per-person spending with Person-Days to calculate the money spent on each stay to your destination.

Traveling Party

Children Present: Is defined as one or more adults accompanied by one or more persons under age 18. The child necessarily has to live in the household.
MM/FF: Include either two females or two males from different households traveling together.

Statistical References

The travel trend information presented in this report was obtained from surveys of 57,763 U.S. households who traveled during January 2025 through December 2025. The Illinois Leisure Visitor Profile is based on a sample of 2,642 households whereas the Chicago Leisure Visitor Profile is based on a sample of 1,503 households. The sample has been balanced by statistical weighting to ensure the data is representative of all travelers in the US.

Confidence Interval

	Sample Size for 2025	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
U.S. Leisure	57,763	0.1%	0.1%	0.2%	0.3%	0.3%
Illinois Leisure	2,642	0.3%	0.6%	0.8%	1.2%	1.6%
Chicago Leisure	1,503	0.4%	0.8%	1.1%	1.6%	2.1%
Downstate Leisure	1,277	0.5%	0.8%	1.2%	1.7%	2.3%
Illinois Comp Set Leisure	8,901	0.2%	0.3%	0.5%	0.7%	0.9%

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population.

Example

If Millennial travelers visiting Illinois for leisure is 34.7% and the sample size is 2,642, using the chart above, we can say that at the 90% level of confidence the proportion ranges between 33.9% and 35.5%.

Source: 2025 PERFORMANCE/Monitor℠

Statistical References

Significance Testing

Data Input	2025	2024	Resulting Z Score	Z score	Confidence Level
Proportion	34.7%	30.4%		(+/-) 1.96	95%
Sample Size (n)	2,642	2,780	3.38	(+/-) 1.64	90%

The chart above compares two proportions from different samples for statistical significance. Instructions: Enter the proportion for each sample and sample size in the appropriate cells in the data input section, using the Z Score Table, compare the resulting Z score with the Z score corresponding to your desired confidence level. If the resulting Z score is greater than the table Z score, the difference between the two proportions is statistically significant. If the resulting Z score is lower, there is no significant difference.

Example

Millennial travelers visiting Illinois for leisure was 30.4% in 2024 and 34.7% in 2025, using the chart, we can say that the actual proportion change is statistically significant at 95% confidence level, since the resulting Z score (3.38) is larger than the table Z score [+/- 1.96].

Source: 2025 PERFORMANCE/Monitor[SM]

MMGY Travel Intelligence

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