

2025

ECONOMIC IMPACT OF ILLINOIS TOURISM

↑ Up 2% in 2025

Enjoyed
Illinois:



Made
up of
→



112.8
million
Domestic
visitors



2.2
million
International
visitors



**Visitors Spent
More in 2025:**



\$50.2 billion in Illinois
Up 3% from 2024



\$88 billion
Total economic impact



286,620

jobs generated by visitor spend



\$4.9 billion

generated in state & local tax revenue



\$1 = \$81

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

2025 Campaign Highlights

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



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

\$372 million



Up 7.04% from CY24
hotel tax collections