

enjoy  
**illinois**

## 2022-2023 Economic Impact of Illinois Tourism



Alpine Coaster, Grafton



Up 14 million  
from 2021



Visitor expenditures hit \$44 billion  
Up \$12 billion from 2021



Saving each Illinois household  
\$1,263 in taxes



Total economic impact of tourism  
in Illinois in 2022  
**\$78 billion**

(Source: Tourism Economics)



Hotel revenue surpassed  
pre-pandemic records,  
reaching its highest-ever  
record at

**\$308**  
million  
revenue in FY23



Tourism & hospitality jobs  
generated in 2022  
**270,600**

An increase of 38,300 jobs over  
the previous year



The impact of visitor spending  
generated **\$4.3 billion** in state and  
local tax revenue

# the middle of everything™

## 2022 Campaign Highlights



Illinois' *Middle of Everything* campaign generated **2 million incremental visitor trips**

Contributed an additional **\$1 billion** in revenue

Every **\$1** spent on *Middle of Everything* marketing equated **\$91** in visitor spending, generating \$10 in state and local tax revenue for each \$1

(Source: Longwoods International)

Won a USTA Award for **Best PR Campaign** in 2022

Summer ads aired in **20 media markets**

Featured unique destinations across Illinois:

- Chicago**
- Springfield**
- Route 66**
- Shawnee National Forest**



## Program Highlights



Illinois Made program grew to over **230** Makers with 30 added in 2022



Total number of Illinois Made videos reached **70**



Total Road Trip Itineraries: **105**

Road Trip itinerary pageviews totaled over **185,000** last year

Winner of a **USTA Mercury Award** in 2022!

## Illinois Fast Facts

Illinois has...

**102** Counties

**7** Scenic Byways

**3** UNESCO World Heritage Sites

**69** State Parks

**1** National Forest

**6** State Forests