



PRESS RELEASE

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Illinois Office of Tourism Sees Amazing in Everyone

Chicago, IL – The Illinois Office of Tourism believes all people deserve to experience something amazing to match the *amazing* within themselves. As a celebration of diversity and inclusiveness, the Illinois Office of Tourism introduces “We See Amazing in Everyone” at this year’s IPW conference in Washington, D.C.

Here in the heartland of America, we strive to be hard-working, humble, friendly and welcoming to our visitors. We seek out the amazing that exists within all of us, across the globe, as we share the greatness that exists within our state.

“We’re proud of all the amazing experiences Illinois has to offer and we want the international community to know that not only do we see the amazing in our home state but we see the amazing in everyone who comes to visit – no matter where they’re from,” said Cory Jobe, Director of the Illinois Office of Tourism. “The diversity of Chicago and Illinois reflects the diversity of our shared world and we have always and will always value visitors from both near and far.”

Beyond hospitality, international travel is good business. A critical economic driver, international travel brought nearly 77 million visitors to the U.S. last year, making it the No. 1 service export and No. 2 export overall*.

“International visitors are vital because they stay longer and spend more money in the U.S. than domestic travelers so it’s important they feel welcomed and valued,” added Jobe. “As the world arrives in Washington D.C. for IPW, there isn’t a better time to reinforce our commitment to international travelers with “We See Amazing in Everyone.”

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The Illinois Department of Commerce and Economic Opportunity, Office of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.

*According to the U.S. Travel Association



Illinois
Department of Commerce
& Economic Opportunity
OFFICE OF TOURISM
Bruce Rauner, Governor