



Illinois Department of Commerce

& Economic Opportunity

OFFICE OF TOURISM

Bruce Rauner, Governor

FOR DISTRIBUTION

July 7, 2015

CONTACT: Brooke Vane
(312) 729-3639
Brooke.Vane@fleishman.com

Numbers Show Continued Growth in Visitors to Illinois in 2014

Domestic visitors to Illinois rose 3.8 percent in 2014 to 107.44 million; 6.4 percent increase in hotel-motel tax revenue sets mark for third year in a row

SPRINGFIELD – The Illinois Office of Tourism today announced a record-breaking number of visitors traveled to Illinois in 2014, topping out at 107.44 million in total domestic travelers. It is a 3.8 percent increase over 2013, and the fourth consecutive year of record-breaking visitor numbers. One of the strongest growth sectors in 2014 was leisure travel, with day and overnight leisure visitors up 4.3 percent from 2013.

The increase in visitors also resulted in an increase in the state's hotel-motel tax revenue, up nearly 6.4 percent to more than \$250.6 million. That tax revenue, combined with the other economic impact contributions the state tourism industry makes through job creation and other taxes, is vital to Illinois' economic growth.

The Illinois Office of Tourism's goal is to find unique and creative ways to showcase the state's diverse travel offerings. Its marketing and advertising efforts encouraging travelers to find something more in Illinois – try new experiences, make new emotional connections – are designed to result in memorable trips that draw visitors back time and time again.

"Attracting yet another year of record visitors is the resulting work of the dedicated hospitality industry in our great state," said Cory Jobe, Director, Illinois Office of Tourism. "The increases are an indication that the hard work that goes in to promoting Illinois is drawing not only new visitors, but repeat travelers as well, who find in our state a welcoming place with something for everyone."

The Illinois Office of Tourism directly supports the travel industry by promoting visitor travel both domestically and internationally, to help grow the tourism industry throughout the state. The Illinois Office of Tourism is funded by a percentage of the state's hotel motel tax revenue.

Destination information, trip inspiration ideas, the latest Illinois Travel Guide and more can be found at www.enjoyillinois.com.

###

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.