

2007 International Profile Fast Facts

2007 United Kingdom (UK) Visitors to Illinois: A Profile

www.gochicago.com

10% increase - 216,000 UK visitors to Illinois, up from 196,000 in 2006

- Stayed an average of 5.1 nights in Illinois
- Fewer were on first time US trip – 8.2% vs. 14.5%
- Average expenditure was \$173 per person per day, up from \$110
- Average household income was \$136,500

Top information sources:

- 44.8% Personal computer
- 28.5% Airlines directly
- 25.1% Corporate travel dept.
- 22.0% Travel agency
- 9.4% Friends/Relatives

Top activities:

1. Dining in restaurants – 93.2%
2. Shopping – 81.9%
3. Sightseeing in cities – 43.0%
4. Visit historical places – 34.3%
5. Art gallery/museum – 22.8%
6. Visiting small towns – 19.1%

Purpose of trip:

- 52.6% Business/Professional
- 39.6% Leisure/Recreation/Holiday
- 34.8% Visit friends/relatives
- 9.9% Convention/Conference


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2007 German Visitors to Illinois: A Profile

www.gochicago.de

6% increase - 102,000 German visitors to IL, up from 96,000 in 2006

- Stayed an average of 3.8 nights in Illinois
- More were on a first time trip to the US – 24.8% vs. 18%
- Average expenditure was \$131 per person per day, up from \$105
- Average household income was \$94,700

Top information sources:

- 47.8% Travel agency
- 30.7% Personal computer
- 20.8% Corporate travel dept.
- 16.5% Friends/relatives
- 14.6% Airlines directly

Top activities:

1. Dining in restaurants – 88.9%
2. Shopping – 86.4%
3. Visiting historical places – 41.3%
4. Sightseeing in cities – 40.4%
5. Visiting small towns – 33.4%
6. Art gallery/museum – 32.7%

Purpose of trip:

- 48.5% Business/Professional
- 40.7% Leisure/Recreation/Holiday
- 36.8% Visit friends/relatives
- 9.1% Convention/Conference



2007 Economic Impact of Illinois International Tourism

- Travel expenditures of international visitors reached \$1.98 billion in 2007, an increase of 15.6%
- International travel expenditures in Illinois generated 2,030 new jobs for a total of 20,490, up 11% from 2006
- Direct payroll for international travel-generated jobs reached over \$521 million, an increase of 13.9%
- Tax revenue generated from international travelers (federal, state and local) reached \$378 million, a 13.6% increase
- Illinois welcomed 1,171,000 overseas visitors, an increase of 8%, and moved up to the 6th most popular US state for overseas visitors
- Chicago welcomed 1,147,000 overseas visitors, an increase of 8%, and is the 9th most popular US city for overseas visitors

2007 Top overseas inbound travelers to Illinois	2007 Top international inbound travelers to Illinois
1. UK	1. Canada
2. Germany	2. UK
3. Japan	3. Mexico
4. India	4. Germany
5. South Korea	5. Japan
6. People's Republic of China	6. India
7. France	7. South Korea
8. Ireland	8. People's Republic of China
9. Australia	9. France
10. Brazil	10. Ireland

Rod R. Blagojevich • Governor Jack Lavin • Director
 Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism



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