



Smart Investment

The travel and tourism industry is an enormous economic driver in Illinois:



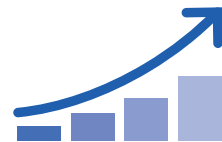
\$2.7B

IN STATE & LOCAL TAXES
SUPPORTED BY TRAVEL
& TOURISM IN 2014



548.5K

JOBS IN LEISURE
& HOSPITALITY SECTOR -
5TH OVERALL RANKING
IN U.S.



14.8%

GROWTH IN ILLINOIS
LEISURE & HOSPITALITY
EMPLOYMENT SINCE 2001

Local Effect

Regional economies rely on destination marketing funding to attract visitors, increase average length of stay and encourage repeat visits:



5.2M

IN GROUP ROOM
BOOKINGS BY LOCAL
CONVENTION & TOURISM
BUREAUS (CVBS)
IN 2014





FOR EVERY **\$1** SPENT
IN TOURISM ADVERTISING,
WE HAVE SEEN A **\$266**
RETURN ON INVESTMENT.



AT RISK

Illinois' state tourism marketing budget already lags behind competitive states at only 84% of allowable funding. In order to remain competitive and avoid drastic job cuts and income losses.

Illinois must - at a minimum - maintain its state tourism funding levels. If funding levels are cut, we would see the following:

	 VISITOR SPENDING	 JOBS	 LABOR INCOME	 TOTAL STATE & LOCAL TAX REVENUE
Full (100%) Funding Cut	\$11.3B LOST	22.8K CUT	\$4.3B LOST	\$713M LOST
Partial (20%) Funding Cut	\$2.3B LOST	4.6K CUT	\$850M LOST	\$143M LOST

*OVER A FOUR-YEAR PERIOD



DATA PROVIDED BY TOURISM ECONOMICS. THE FULL REPORT ON THE COMPETITIVE ANALYSIS OF ILLINOIS TOURISM MARKETING FUNDING CAN BE FOUND AT WWW.ICCVB.ORG/TOURISMMATTERS