

ILLINOIS OFFICE OF TOURISM

# year in review

2023



Grandview Drive  
Peoria



enjoy  
**illinois**



**Illinois**  
Department of Commerce  
& Economic Opportunity

OFFICE OF TOURISM

JB Pritzker, Governor



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

**\$308m**  
revenue in FY23



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

An increase of 38,300 jobs over the previous year



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

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)





## 2023 : SUCCESSES

### PAID CAMPAIGNS

## spring/summer

We kick-started the travel season by capitalizing on growing traveler behaviors that prioritized outdoor and recreational experiences. Leveraging Enjoy Illinois' Middle of Everything campaign, the domestic marketing efforts in spring and summer showcased beautiful, unique outdoor attractions and state parks throughout Illinois.

**12** broadcast spots

**22** media markets

**\$110.4m**  
in hotel tax revenue

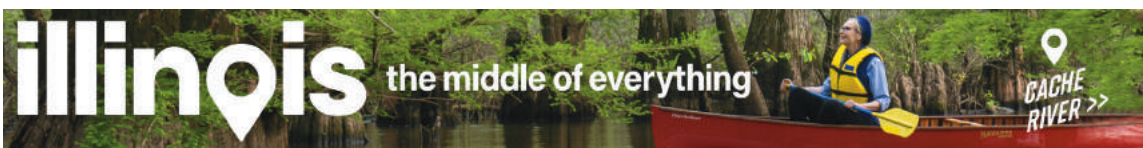
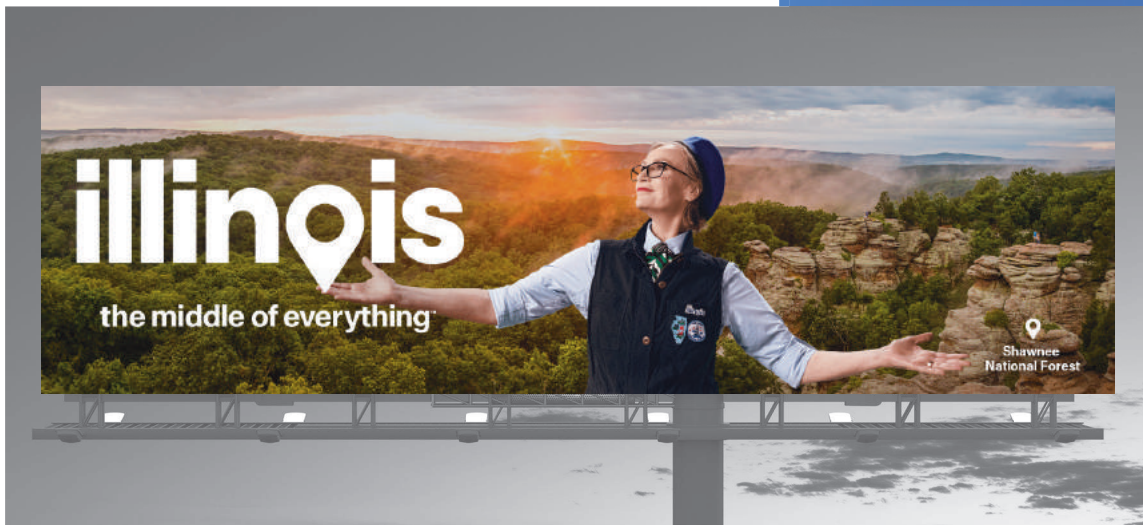
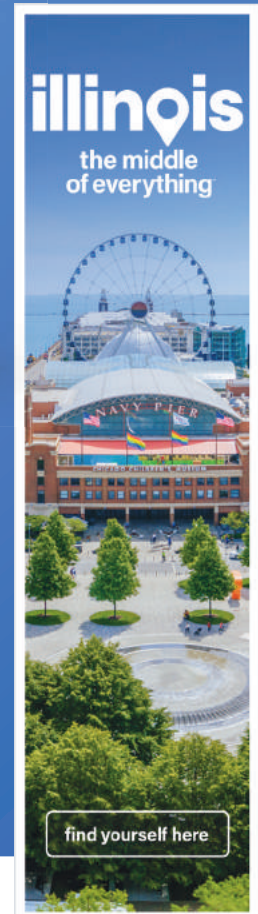
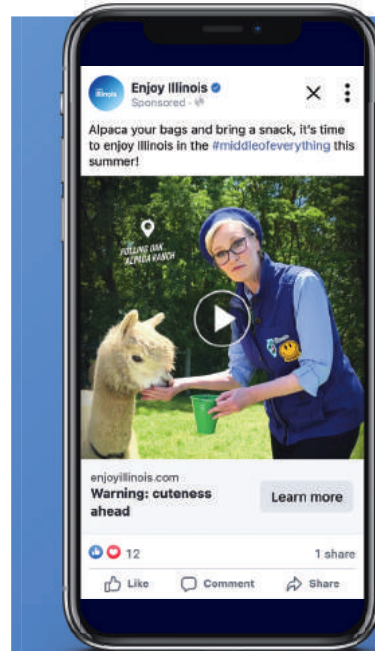
**38%**  
lift in arrivals to Illinois

**\$18:\$1**  
return on investment

Sources: Arrivalist, Adara  
(ROI based on total spend and digital revenue)









## 2023 : SUCCESSES

### PAID CAMPAIGNS

## fall

Awakening travelers to the endless opportunities Illinois has to offer as the weather cools down, the fall campaign highlighted the state's beautiful foliage, seasonal flavors, and authentic Midwestern activities. With travelers eager to take advantage of short weekend getaways and unforgettable fall experiences, we designed trip ideas to leave visitors feeling revitalized and relaxed.

**6** broadcast spots

**22** media markets

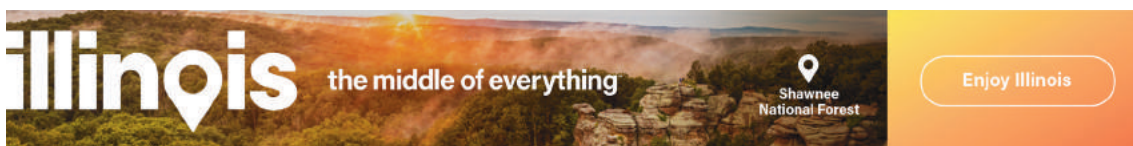
**\$96.5m**  
in hotel tax revenue

**\$24:\$1**  
return on investment

Sources: Arrivalist, Adara (ROI based on total spend and digital revenue)









## 2023 : SUCCESSES

### PAID CAMPAIGNS

# holiday & illinois made with love

With couples and families longing to create a space for shared memories and traditions, the Holiday and Illinois Made campaigns helped create the “perfect holiday experience” through a tapestry of traditions, enchanting arts and entertainment, and feasts for the senses.

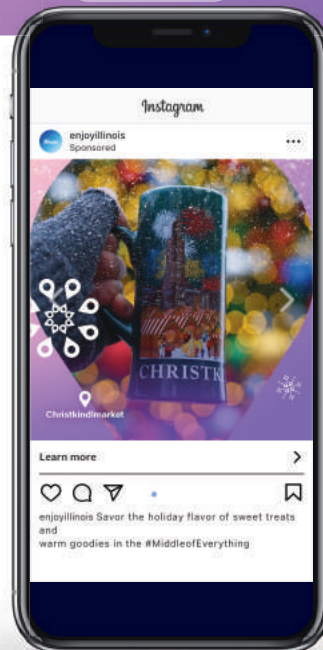
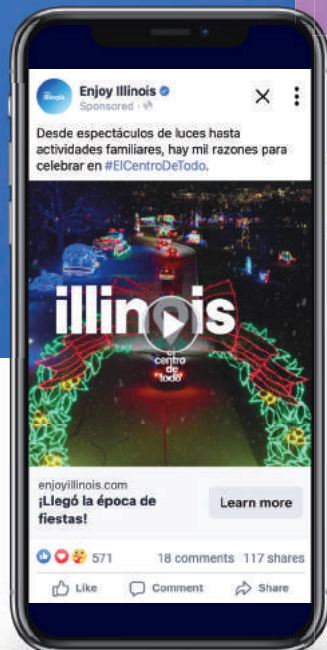
**13** broadcast spots

**22** media markets

**\$62.8m**  
in hotel tax revenue

**\$19:\$1**  
return on investment

Sources: Arrivalist, Adara (ROI based on total spend and digital revenue)



Obed and Isaac's |



IT'S HANDMADE, HOMEMADE, & LOCALLY MADE.

IT'S ILLINOIS MADE, WITH LOVE.



GIFT LOCAL

Bright Endeavors |



IT'S HANDMADE, HOMEMADE, & LOCALLY MADE.

IT'S ILLINOIS MADE, WITH LOVE.



GIFT LOCAL

GIFT LOCAL >>



GIFT LOCAL >>



Bright Endeavors |





Riley's Vegan Sweets & Eats

IT'S HANDMADE, HOMEMADE, & LOCALLY MADE.

IT'S ILLINOIS MADE, WITH LOVE.

GIFT LOCAL





## 2023 : SUCCESSES

### PAID CAMPAIGNS

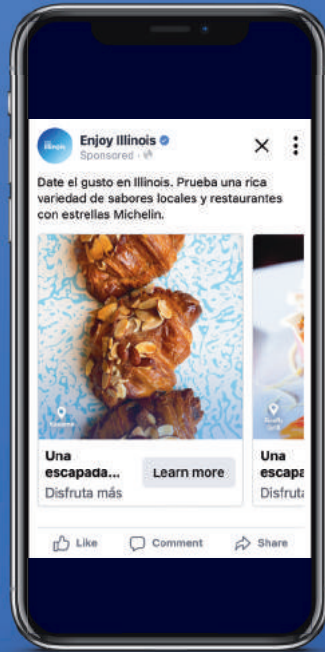
## winter\*

The winter campaign embraced the thrill (and chill) of Illinois! The campaign featured outdoor adventures like skiing, ice skating, and snowshoeing; accommodations from budget-friendly cabins to luxurious wellness retreats; and delicious cuisine comforts that emphasized Illinois' rich culinary scene.

**5** broadcast spots

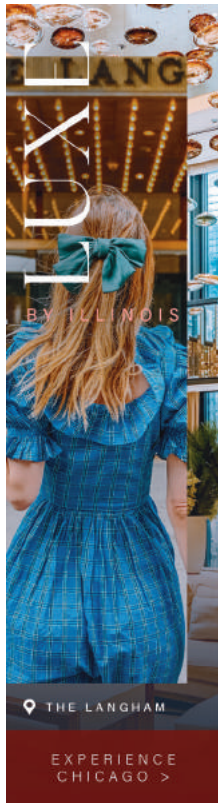
**22** media markets

**\$20m**  
in hotel tax revenue



Sources: Arrivalist, Adara  
\*Campaign ran in early 2024





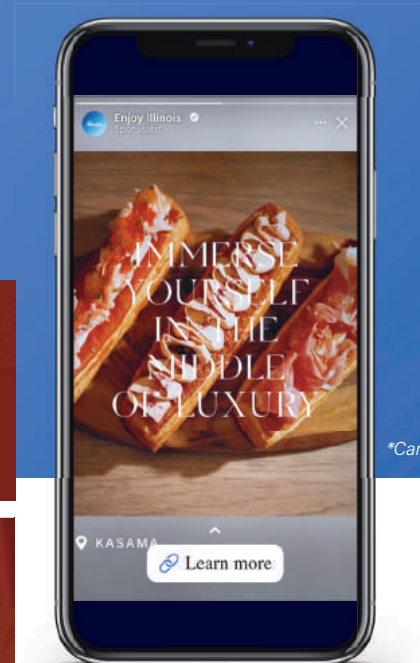
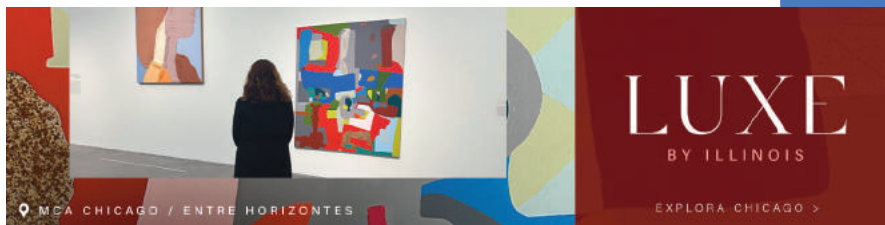
PAID CAMPAIGNS

Luxury\*

This dedicated winter campaign positioned Chicago as the heart of world-class luxury by sharing getaway ideas to put visitors in the middle of it all with a focus on hotels, dining, culture, shopping, entertainment, and health and wellness.

2 broadcast spots

22 media markets



\*Campaign ran in early 2024



## ILLINOIS MADE class of 2023

The Illinois Made program champions small businesses around Illinois, highlighting one-of-a-kind destinations with authentic visitor experiences in every corner of the state. We were able to spotlight these businesses with a wide variety of strategic tactics throughout the year, including holiday gift guides, media interviews, campaign spots, giveaways, and more. This past November, we were thrilled to announce the induction of 48 new makers — our largest class to date — showcasing just how receptive our small businesses are to collaboration and engagement.

**48** new Makers - the largest class to date! | **275+** Makers total

Illinois Made **Holiday Gift Guide** generated

**22** stories | **83.6m** impressions | **\$93k** publicity value

**15** new Illinois Made videos



## Forbes

These Destinations And Venues Are Creating Their Own Holiday Gift Guides

## KFVS 12

5 Heartland small businesses inducted into "Illinois Made" program

## JournalStar

These 6 Peoria-area businesses are honored for craftsmanship, innovation

## WGEM

Gov. Pritzker honors 48 'Illinois Made' unique small businesses

## WCIA 3

Illinois Office of Tourism releases annual Illinois Made Holiday Gift Guide

## 13

Pritzker announces largest class of small businesses inducted into the Illinois Made Program





## 2023 : SUCCESSES

### EARNED MEDIA

## pitched & secured coverage

Illinois made big headlines in 2023. Earned media coverage spotlighted destinations across the state with impressive local, regional, and national stories. From EV-friendly travel on Route 66, to a fall road trip guide, to seasonal getaways in charming Illinois towns, Illinois' story is always giving consumers new reasons to discover our great state.

**2.7b**  
impressions

**\$21.5m**  
in publicity value

**975**  
stories

**TRAVEL+**  
**LEISURE**

**20 Most Beautiful Small Towns in the U.S.**

**UPROXX**

**Take The Long Way:  
Our Route 66 Fall Roadtrip  
Guide From Chicago To  
St. Louis**



# Parents

5 Family-Friendly Road Trips in the US to Take With an Electric Vehicle



**When and where you can experience Illinois' best fall colors**



# St. Louis

**Five fall getaways in the Midwest**

Where you can enjoy the colors of autumn without traveling far



## 2023 : SUCCESSES

### EXPERIENTIAL

## activations

Experiential activations are a powerful tactic to reach a highly engaged audience in a fun and creative way. Each time Enjoy Illinois sponsored an activation, we brought our A-game — whether it was a float featuring 30,000 flowers and a live performance from an Illinois-native “American Idol” finalist at the Rose Bowl parade, or a life-size Illinois-themed remote controlled race car track at the Enjoy Illinois 300, or a life-size Illinois-themed remote controlled race car track at the Enjoy Illinois 300. We showed up in a big way to inspire travel to Illinois.

# 10.6m

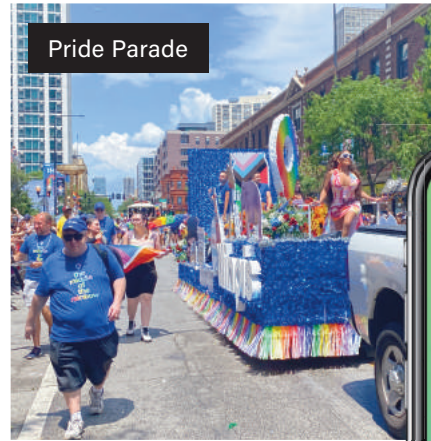
earned media impressions

# 10.5m

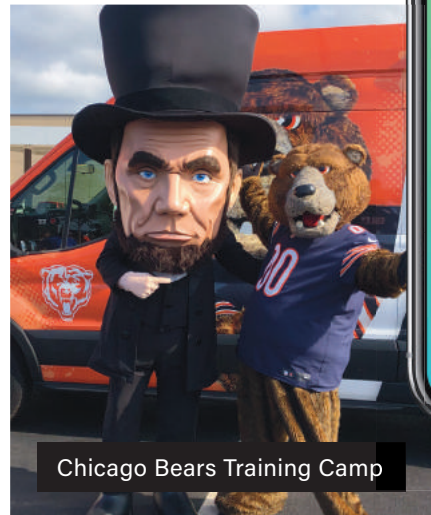
organic social impressions

# 92k+

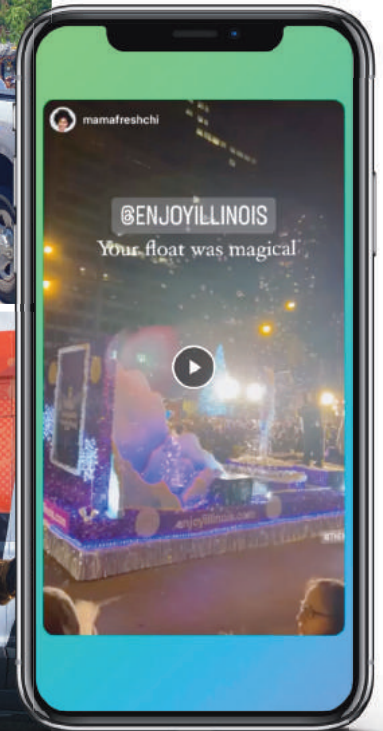
organic social engagements



Pride Parade



Chicago Bears Training Camp



Fiesta del Sol



Rose Bowl Parade



Enjoy Illinois 300



BIG10



Magnificent Mile Lights Fest



Magnificent Mile Lights Fest





PRINT

# enjoy illinois magazine

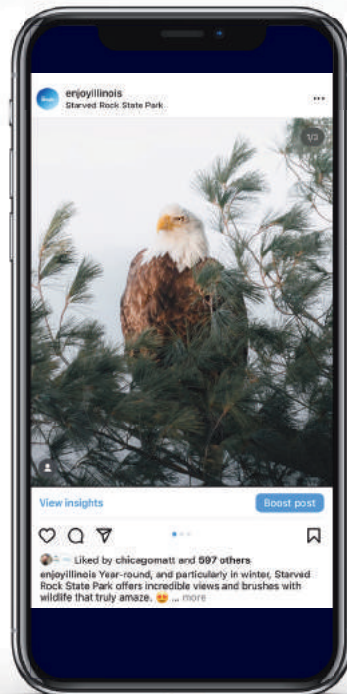
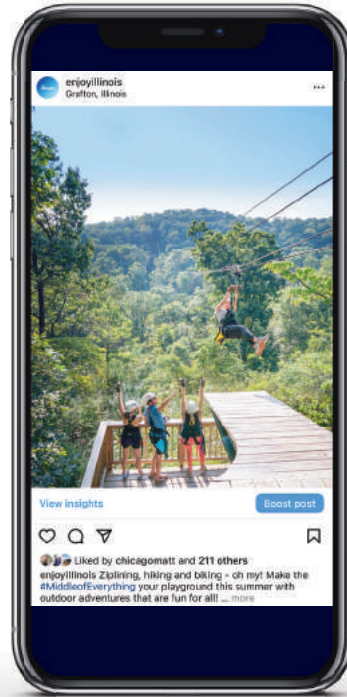
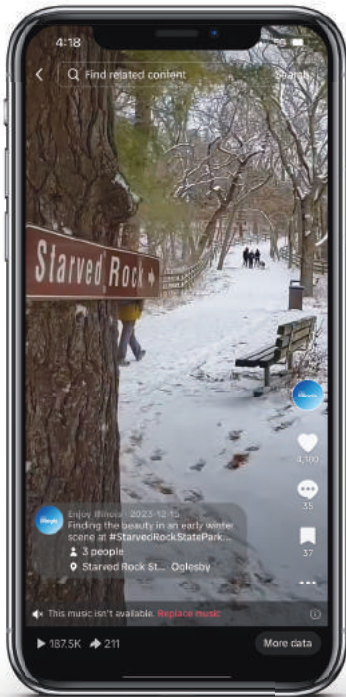
The biannual 2023 editions of the Enjoy Illinois inspiration guide were two of our best yet. Each turn of the page revealed a new Illinois adventure waiting to be explored. The guides highlighted a mix of seasonal getaway ideas, one-of-a-kind lodging, incredible products and experiences from Illinois Made businesses, vibrant events and much more.

**42k**  
subscribers

**500k**  
printed in spring/  
summer

**200k**  
printed in fall/  
winter





DIGITAL

# social media

2023 was all about instigating large scale growth on social media. Our 'always on' social media approach was elevated with the inclusion of TikTok in our platform mix, and the launch of strategic collaborations with local and national influencers. By maximizing our optimized owned content and weaving in authentic, everyday perspectives of travelers from across the country, we ignited our performance momentum while showcasing stories and experiences that were uniquely Illinois.

**64m+**  
impressions

**862k+**  
engagements

**18k**  
new followers

**3.3m+**  
video views

**Launched TikTok!**



#EnjoyIllinois



## 2023 : SUCCESSES

### DIGITAL

# enjoyillinois.com

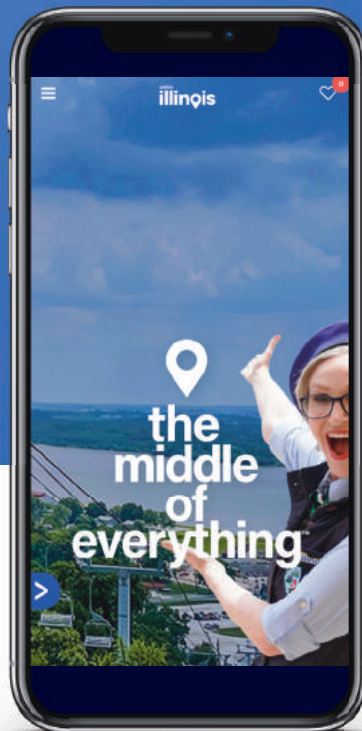
Illinois was more visible than ever in search results with travelers learning about festivals, events, and road trips across the state. Our goal has always been to help connect visitors to unique experiences and local businesses in Illinois, and this year we have seen local businesses and Illinois makers get more visibility than ever.

**179m+**  
impressions

**3.2m+**  
sessions

**5.1m+**  
pageviews

**2.1m+**  
business listing  
pageviews





INTERNATIONAL

## global markets

From a global perspective, Illinois has bounced back in a big way — reopening markets in the United Kingdom, Germany and Mexico with more to come. With an increasing number of direct flights, Chicago has become not only the gateway to Illinois, but also to the rest of America, giving us the chance to share the incredible stories of our destination with the world, and inspire international travelers to place Illinois at the top of their list.

**3** international offices in the UK, Germany and Mexico

**6** travel trade and PR events in the US, UK and Canada

**1** mega global trade and media FAM trip



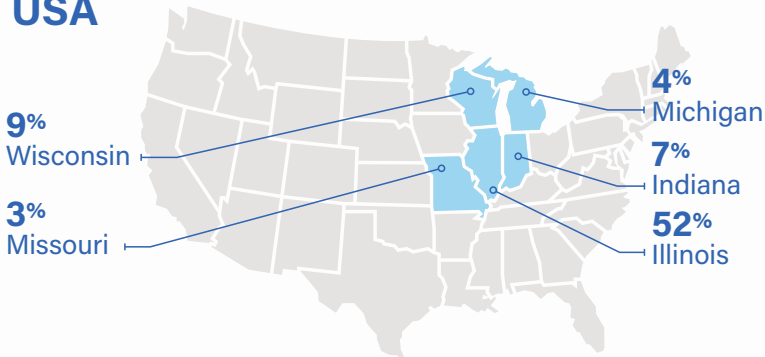


TRAVEL DATA

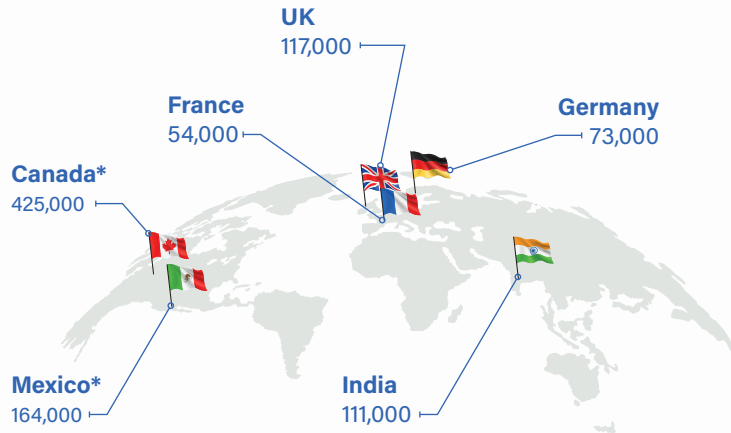
# travelers to illinois

## Trip Origin

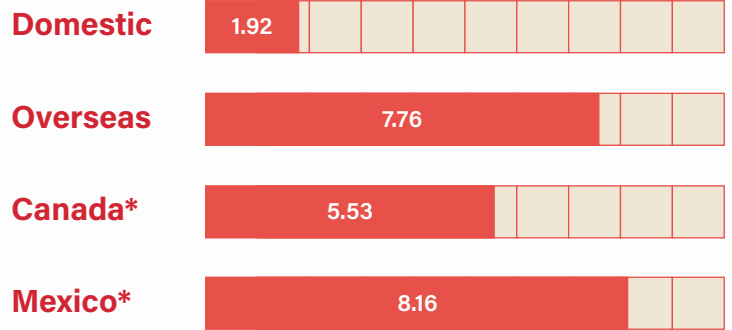
### USA



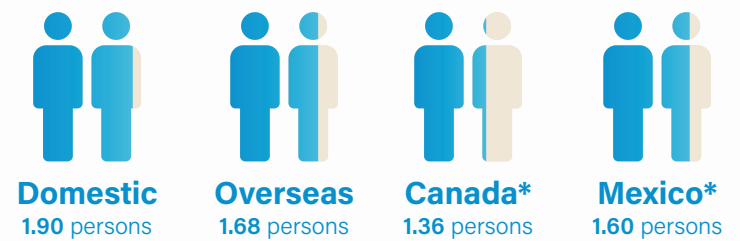
### Overseas 963,000 arrivals



## Average length of stay (nights)



## Average travel party size



# travelers to illinois

## Travel party composition



### Domestic

- 40% Travel alone

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- 42% Travel together

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- 6% Travel in groups of 3+ adults

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- 12% Travel with children



### Overseas

- 53% Travel alone

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- 28.6% Spouse/Partner

---

- 17.6% Family/Relatives



### Canada\*

- 75.3% Travel alone

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- 9.2% Family/relatives

---

- 8.7% Spouse/partner

---

- 3.4% Friends



### Mexico\*

- 63.8% Travel alone

---

- 17.4% Family/relatives

---

- 15.6% Spouse/partner

---

- 4.4% Friends

## Average Age



**Domestic**  
**48**  
years old



**Overseas**  
**40**  
years old



**Canada\***  
**41**  
years old



**Mexico\***  
**39**  
years old



## Average HHI

### Domestic

**\$106,516**

### Overseas

**\$88,813**

### Canada\*

**\$139,264**

### Mexico\*

**\$51,162**

Sources: 2022 PERFORMANCE/Monitor; US Dept of Commerce, National Travel and Tourism Office; DK Shifflet

\*Air travel only.



## TRAVEL DATA

# travelers to illinois



## Trip Planning Timeframe



### Domestic

11%	Same day
21%	< 1 Week
19%	2-3 Weeks
19%	1 Month
11%	2-3 Months
3%	> 3 Months



### Overseas

22.3%	15-30 days
20.2%	31-60 days
17%	61-90 days
9.4%	91-120 days



### Canada\*

14.2%	8-14 days
35%	15-30 days
18.2%	31-60 days



### Mexico\*

29.5%	15-30 days
21.2%	31-60 days
13%	61-90 days



## Top Trip Planning Resources



### Domestic

33%	Past experience
19%	Family & friend recommendations
12%	Internet search
8%	Mapping websites
7%	Attractions on website



### Overseas

62%	Airlines
30%	Online travel agency
26.4%	Personal recommendation
15.1%	Travel agency office
13.2%	National/State/City Travel Office



### Canada\*

67.1%	Airlines
30.1%	Online travel agency
21.3%	Corp. travel dept
17.3%	Personal recommendation
6.4%	Travel agency office



### Mexico\*

66.2%	Airlines
26.9%	Online travel agency
26.4%	Personal recommendation
13.1%	Corp. travel dept
6.9%	Travel agency office

# travelers to illinois



## Average Expenditure

### Per Person Per Day



Domestic  
**\$181**  
person per day



Overseas  
**\$1804**  
per trip or  
**\$103** per day



Canada\*  
**\$969**  
per trip or  
**\$140** per day



Mexico\*  
**\$1100**  
per trip or  
**\$96** per day



## Top Trip Activities



### Domestic

- 25% Visit friends & family
- 20% Shopping
- 18% Dining
- 12% Birthday
- 7% Museums



### Overseas

- 88.4% Shopping
- 87.6% Sightseeing
- 55.7% National Parks/Monuments
- 48.2% Art Galleries/Museums
- 45.9% Small Towns/Countryside



### Canada\*

- 64.5% Sightseeing
- 56.6% Shopping
- 34.8% Experience Fine Dining
- 34.8% National Parks/Monuments
- 24.1% Art Galleries/Museums



### Mexico\*

- 83.3% Shopping
- 69.6% Sightseeing
- 39.3% National Parks/Monuments
- 35.8% Art Galleries/Museums
- 25.7% Experience Fine Dining

Sources: 2022 PERFORMANCE/Monitor; US Dept of Commerce, National Travel and Tourism Office; DK Shifflet

\*Air travel only.





London House









enjoy  
**illinois**



#EnjoyIllinois



Hoof It & Sip It  
Galena Country