

Illinois and Chicago Leisure Visitor Profile

2022

MMGY Travel
Intelligence

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DKSHIFFLET

Year-End 2022
Visitor Profile.

*An Inside Look at the
Leisure Travel Market in
Illinois and Chicago*

Sindy Diab

VP, Travel Performance Data

July 2023

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Framework

This visitor report was prepared for the Illinois Office of Tourism and Choose Chicago by MMGY Travel Intelligence. For the purpose of this study, the current reporting time frame includes the 2022 travel year with comparison to five prior time periods (where applicable).

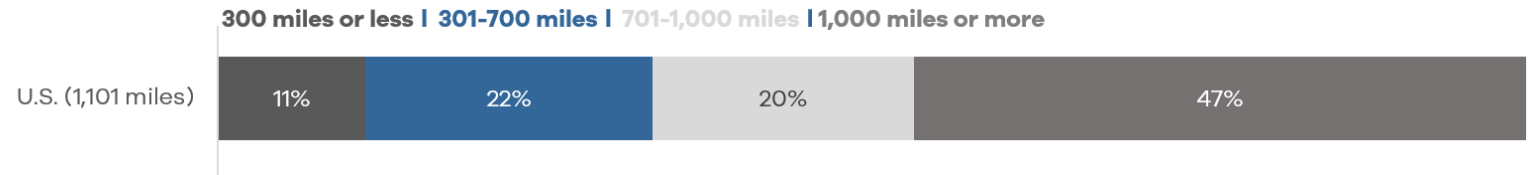
The report provides intelligence on **Illinois** and **Chicago** Leisure travel trends with comparison to the average US Leisure destination. Information is also presented for two additional regional territories. These include:

Leisure Downstate: travelers who visit destinations in Illinois but outside of Chicago for any leisure purpose

Leisure Comp Set: travelers who visit Ohio, Michigan, Indiana, Missouri, Minnesota, Iowa, and Kentucky for any leisure purpose.

Understanding the Data

Some charts include values in parentheses which represent averages. For example,



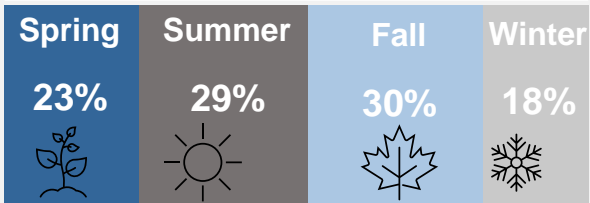
The travel trend information presented in this report was obtained from surveys of 54,826 U.S. households during January 2022 through December 2022. The Illinois Leisure Visitor Profile is based on a sample of 2,225 households for all Leisure travel to Illinois. The Chicago Leisure Visitor Profile is based on a sample of 1,322 households for all Leisure travel to Chicago.

The sample has been balanced by statistical weighting to ensure the data is representative of all travelers in America.

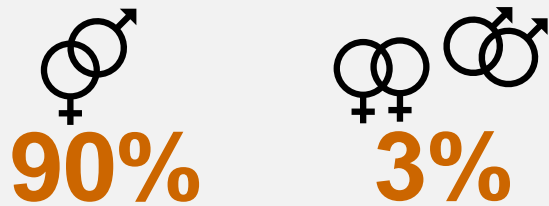
— 1 —

SNAPSHOTS

Season of Trip



Demographic Information



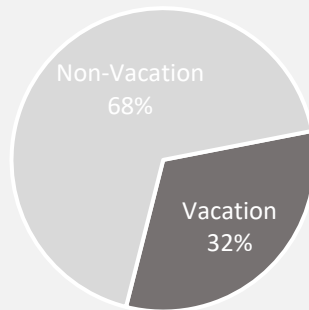
AVERAGE VISITOR AGE **49** YEARS OLD

Mean Household Income **\$104,429**

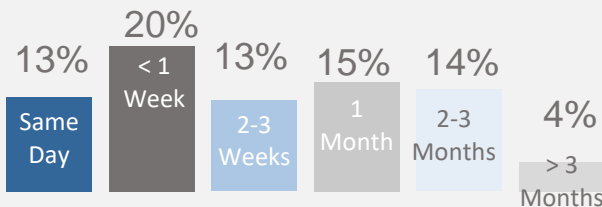
MILLENNIAL / GEN Z	GEN X	BOOMERS	SILENT/GEN
39%	25%	32%	4%

82% Married
 36% with children in household

Trip Purpose



TRIP PLANNING TIMEFRAME



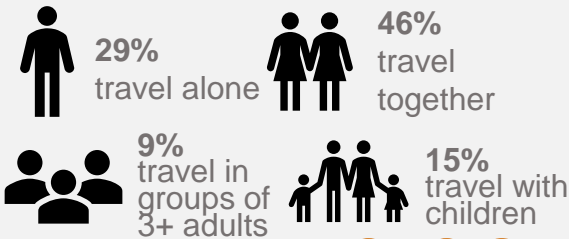
Average Expenditure

\$196

PERSON PER DAY

Trip Characteristics

AVERAGE LENGTH OF STAY **2.03** DAYS



AVERAGE PARTY SIZE **2.30** PERSONS

TOP TRIP PLANNING RESOURCES



38% One Trip in Past 3 Months
8% Frequent Traveler (5+ Times in Past 3 Months)



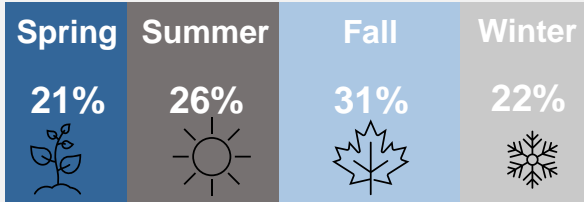
Transportation Used to Travel



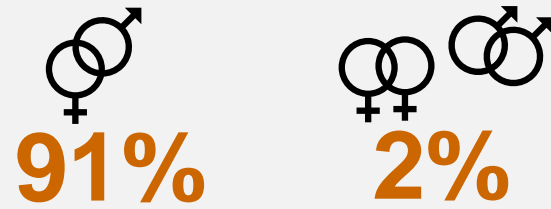
Main Activities



Season of Trip



Demographic Information

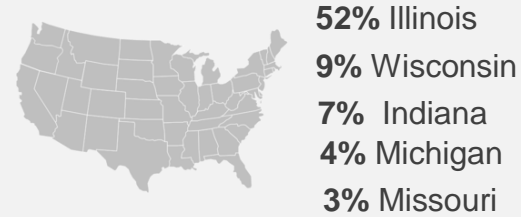


AVERAGE VISITOR AGE **48** YEARS OLD

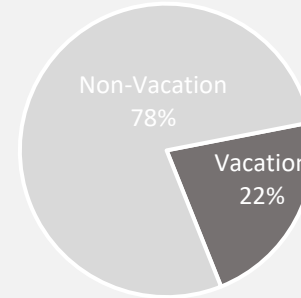
Mean Household Income **\$106,516**

MILLENNIAL/ GEN Z	GEN X	BOOMERS	SILENT/GEN
41%	24%	32%	3%

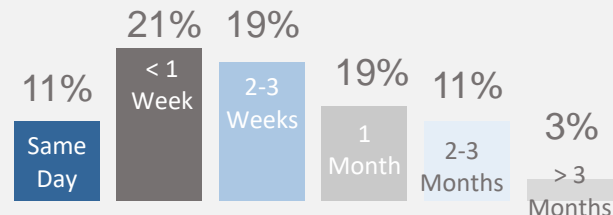
Trip Origin



Trip Purpose

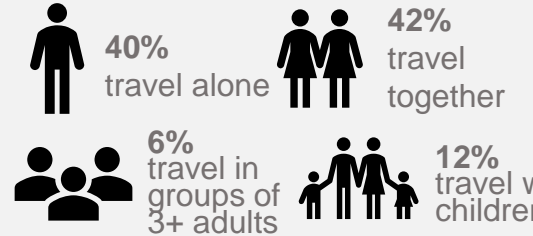


TRIP PLANNING TIMEFRAME



Trip Characteristics

AVERAGE LENGTH OF STAY **1.92** DAYS



AVERAGE Party Size **1.90** PERSONS

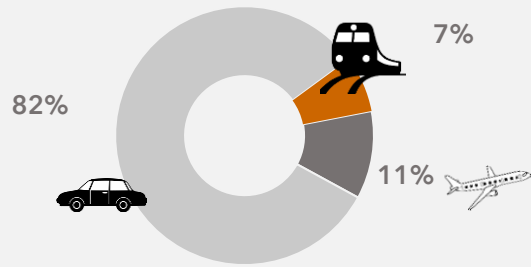
TOP TRIP PLANNING RESOURCES



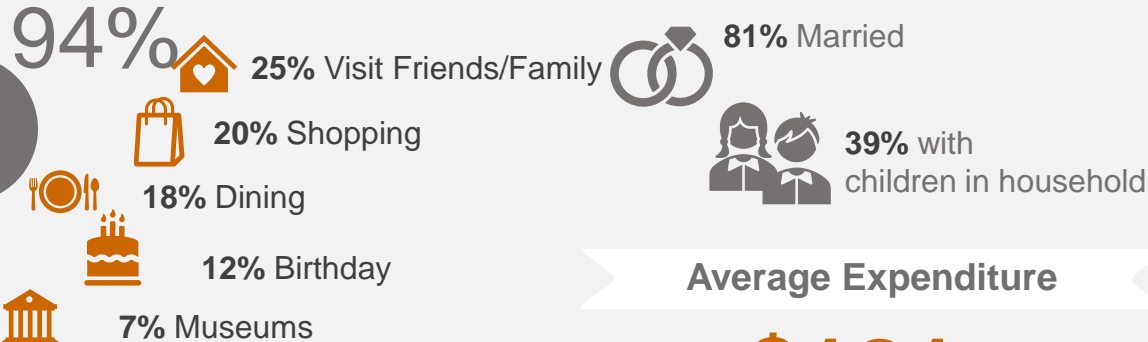
36% One Trip in Past 3 Months
8% Frequent Traveler (5+ Times in Past 3 Months)



Transportation Used to Travel



Main Activities



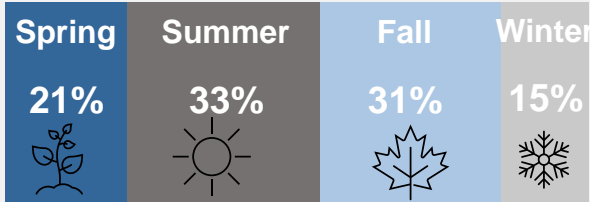
Average Expenditure

\$181

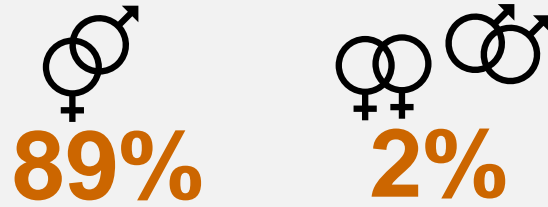
PERSON PER DAY

Source: 2022 PERFORMANCE/Monitor

Season of Trip



Demographic Information



AVERAGE VISITOR AGE **46** YEARS OLD

Mean Household Income **\$113,649**

MILLENNIAL/ GEN Z	GEN X	BOOMERS	SILENT/ GI
48%	22%	36%	3%

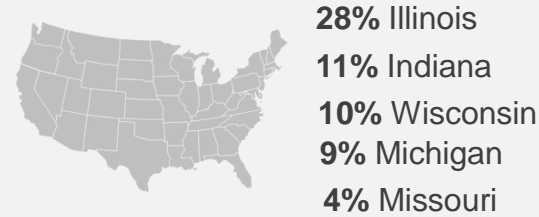


Average Expenditure

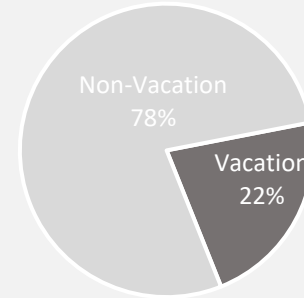
\$237

PERSON PER DAY

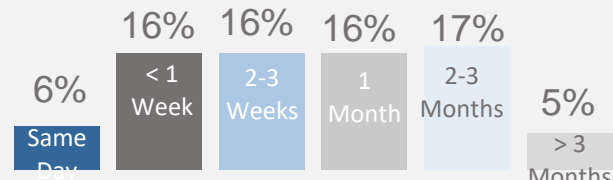
Trip Origin



Trip Purpose

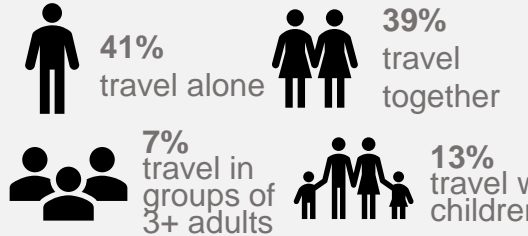


TRIP PLANNING TIMEFRAME



Trip Characteristics

AVERAGE LENGTH OF STAY **2.21** DAYS

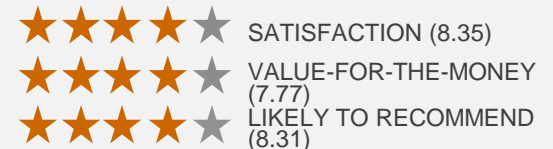


AVERAGE Party Size **1.92** PERSONS

TOP TRIP PLANNING RESOURCES



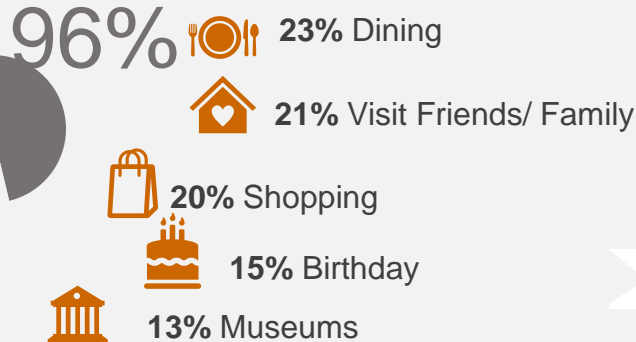
35% One Trip in Past 3 Months
5% Frequent Traveler (5+ Times in Past 3 Months)



Transportation Used to Travel

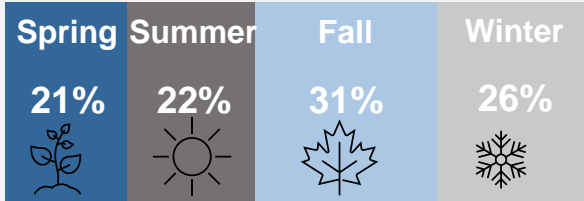


Main Activities

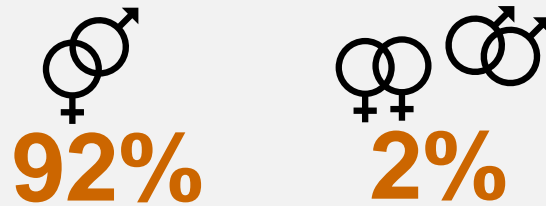


Source: 2022 PERFORMANCE/Monitor

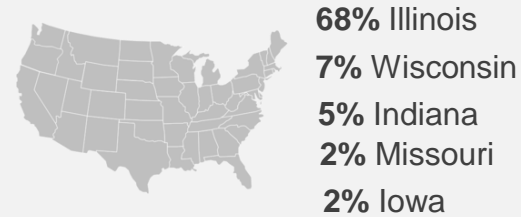
Season of Trip



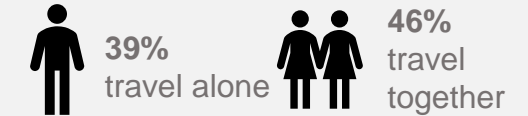
Demographic Information



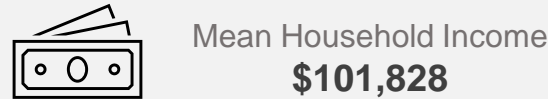
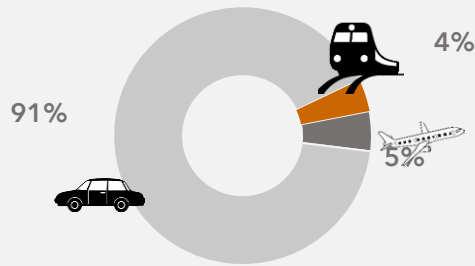
Trip Origin



Trip Characteristics

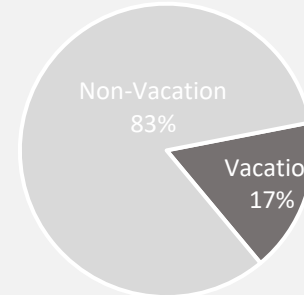


Transportation Used to Travel



MILLENNIAL/ GEN Z	GEN X	BOOMERS	SILENT/GEN Z
36%	25%	36%	3%

Trip Purpose



TOP TRIP PLANNING RESOURCES



Main Activities

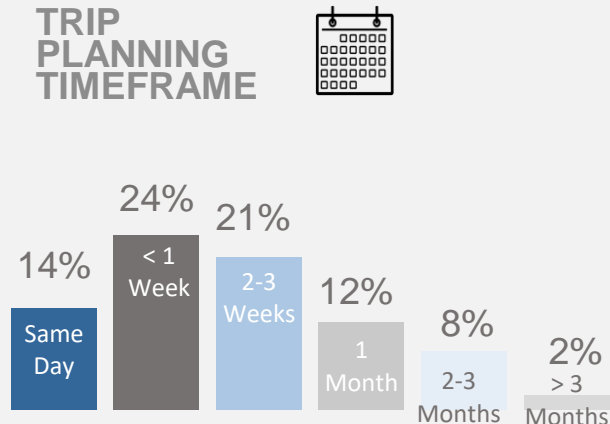


Average Expenditure

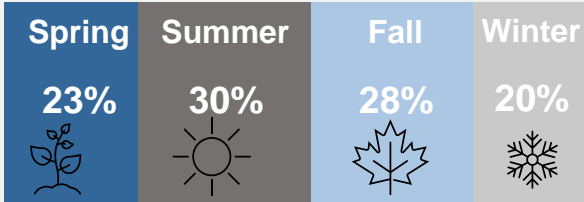


PERSON PER DAY

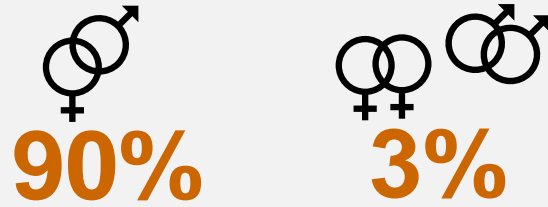
TRIP PLANNING TIMEFRAME



Season of Trip



Demographic Information



AVERAGE VISITOR AGE 50 YEARS OLD

Mean Household Income **\$97,661**

MILLENNIAL/ GEN Z	GEN X	BOOMERS	SILENT/GEN I
36%	26%	34%	4%

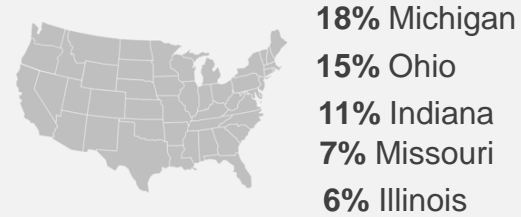


Average Expenditure

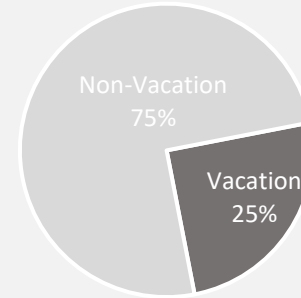
\$156

PERSON PER DAY

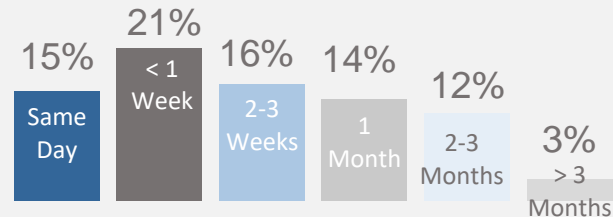
Trip Origin



Trip Purpose



TRIP PLANNING TIMEFRAME



Trip Characteristics

AVERAGE LENGTH OF STAY 1.68 DAYS



AVERAGE Party Size 2.30 PERSONS

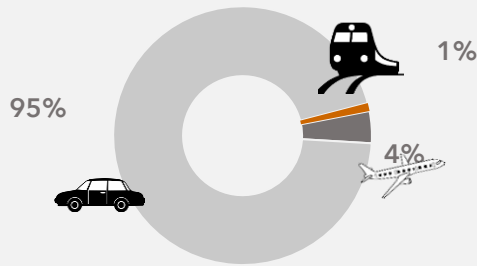
TOP TRIP PLANNING RESOURCES



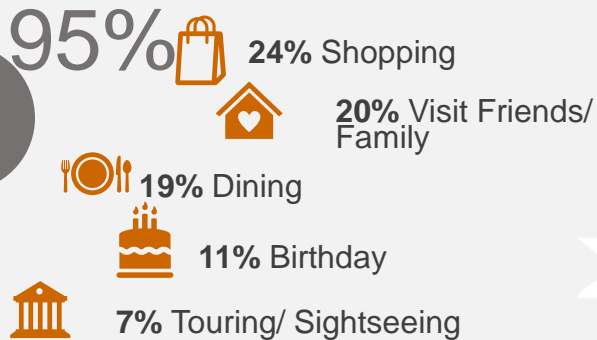
One Trip in Past 3 Months 39%
Frequent Traveler (5+ Times in Past 3 Months) 7%



Transportation Used to Travel



Main Activities



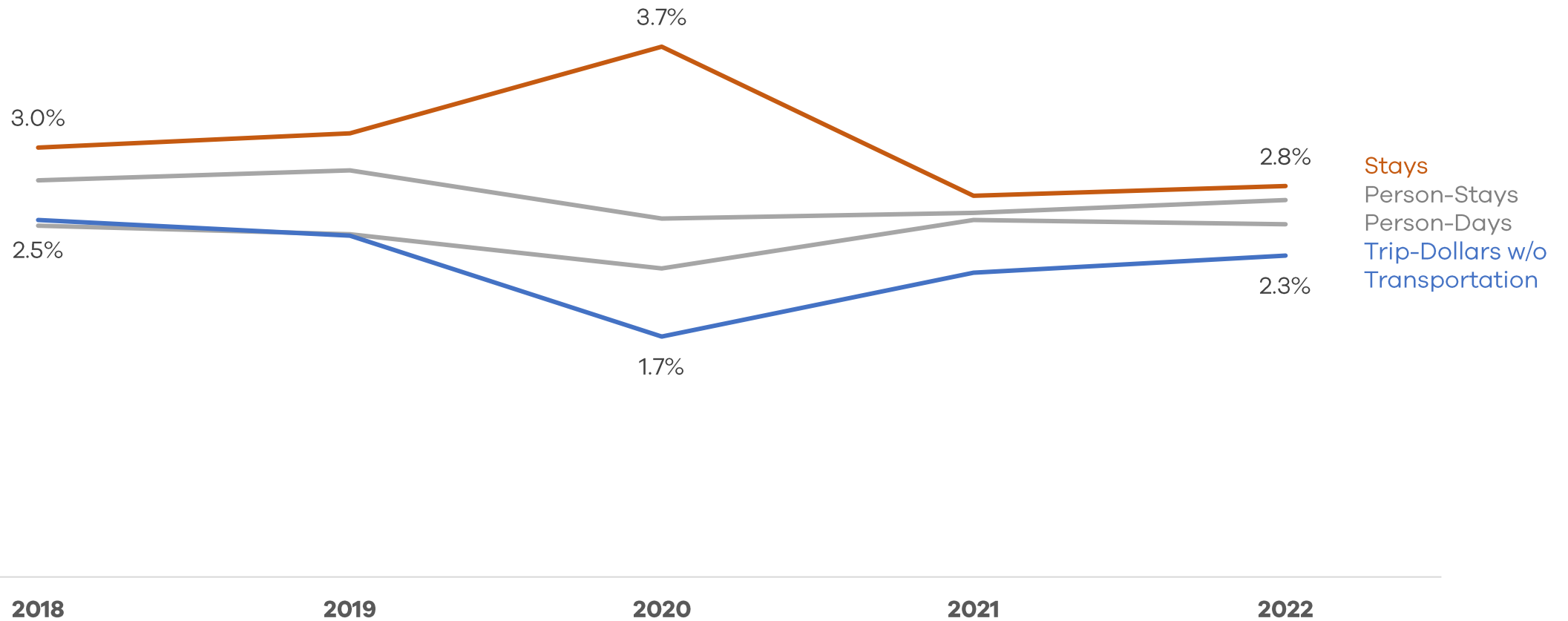
Source: 2022 PERFORMANCE/Monitor

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CHARTS & GRAPHS

After welcoming a growing share in Leisure travel parties during COVID, the **share of Leisure travel parties in Illinois** normalized in 2021 and is again **on the path to recovery in 2022**

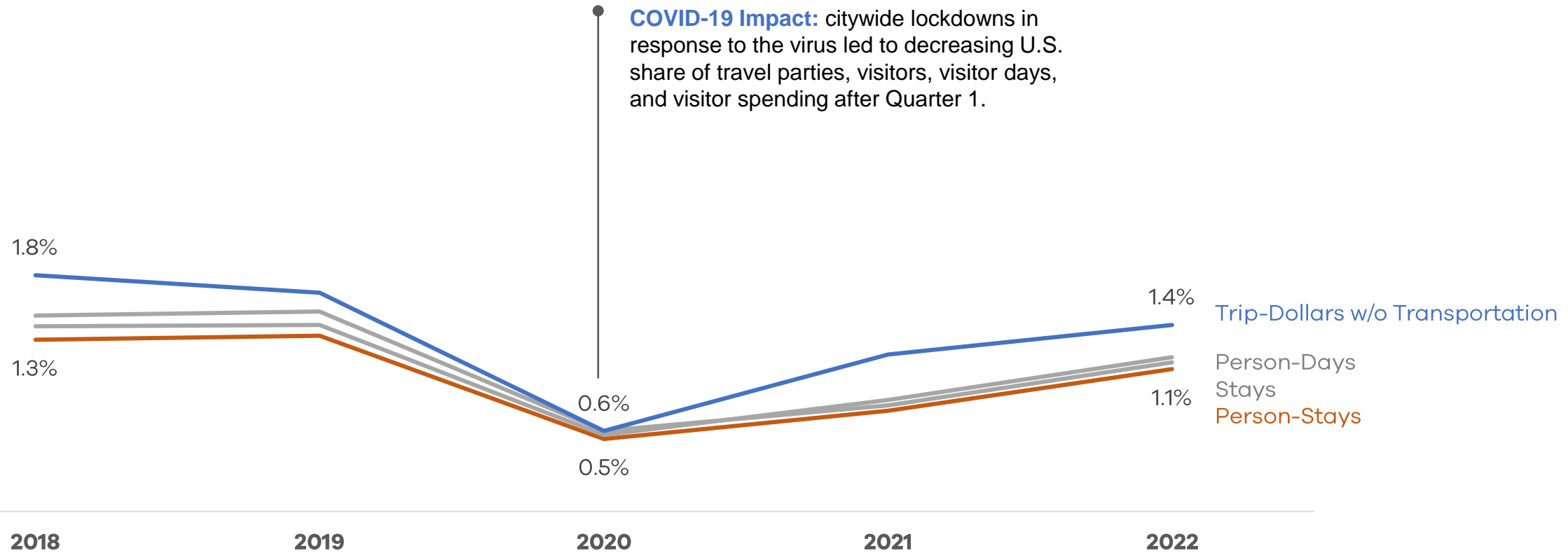
COVID-19 Impact: The pandemic has opened the door for growth opportunities, as lockdown rules have heightened residents and non-residents' appreciation for local parks and green spaces.



* 2018-2022 Illinois Leisure (Base n=2,225)
Source: Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

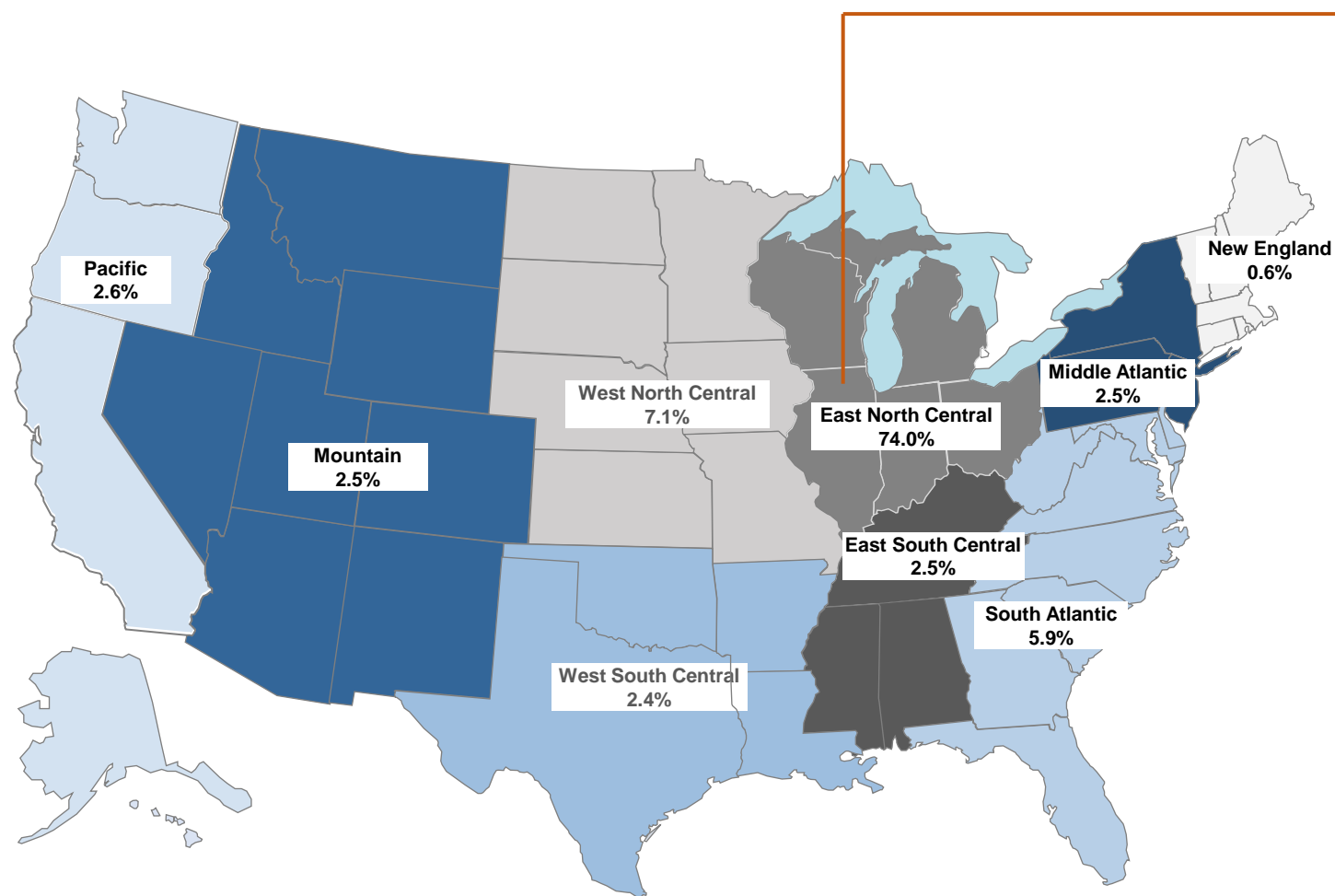
After a year of compression during COVID, the **share of Leisure travelers** to Chicago are well on path to recovery in 2022



* 2018-2022 Chicago Leisure (Base n=1,322)
Source: Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Illinois' Origin US Divisions



Intra-Census Region (within): Illinois attracts **three-quarter** of all leisure visitors from within the East North Central Census region, a similar share to pre-COVID times.

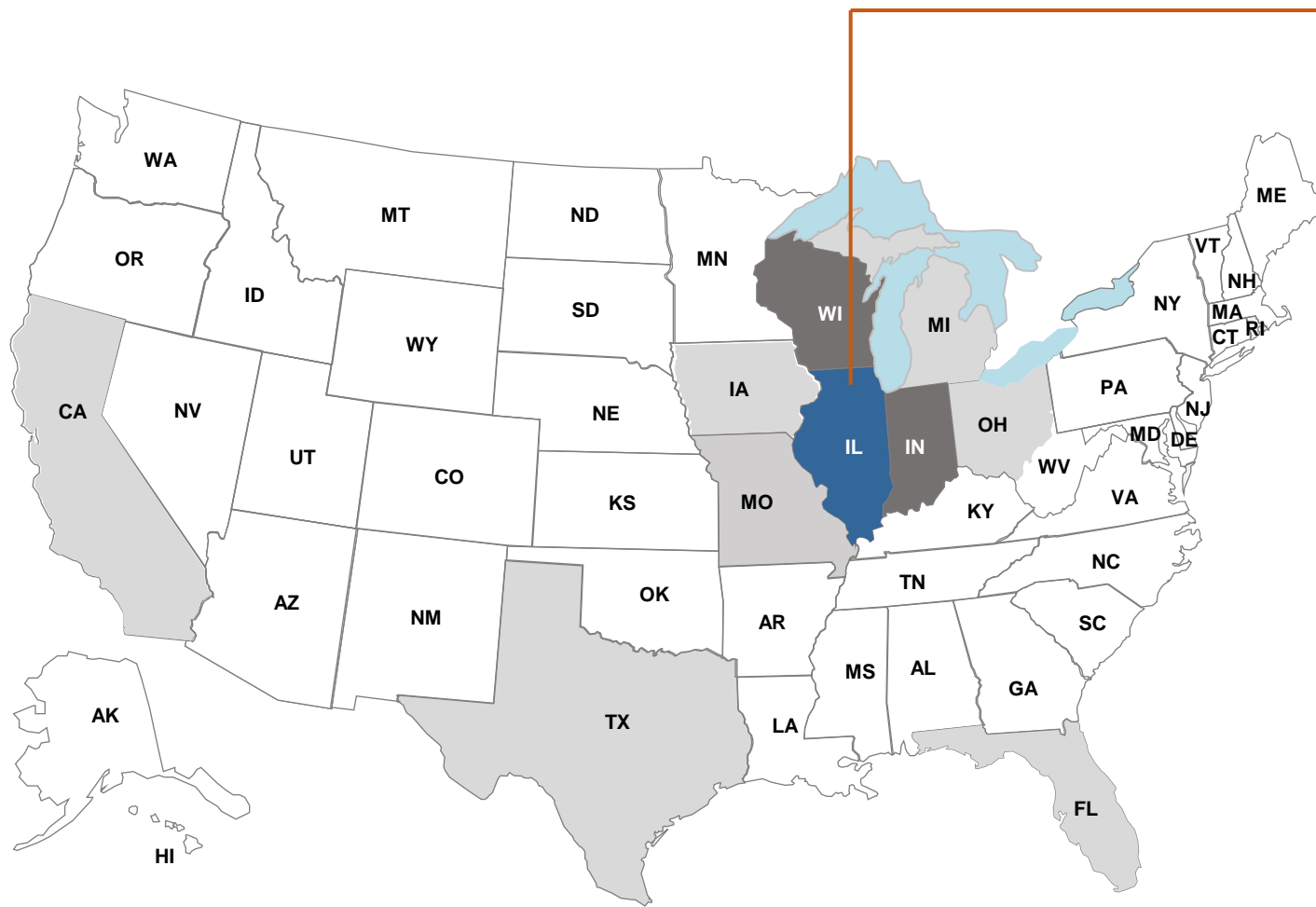
Two-thirds of leisure travelers reside in the State of Illinois (**intra-state/intra-region**) and another one-third in the surrounding states of the East North Central region (**inter-state/intra-region**).

Inter-Census Regions (between): **One quarter** of Illinois' leisure visitors come from other US census regions – mainly the West North Central and South Atlantic regions.

* 2022 Illinois Leisure Person-Stays (Base n=2,225)
Source: Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Illinois' Top Origin States



Origin states to Illinois recovered in 2022 after shifts amidst the COVID-19 era
 Slightly more than half of Illinois' leisure travelers in 2022 are residents – a share that dropped by 8 percentage points over 2020 and to the lowest level in the past five years.

The share of leisure travelers from neighboring states such as Wisconsin, Indiana and Michigan recovered and mimic pre-pandemic levels.

The top 10 origin states of non-residents made up 34% of leisure travel to Illinois in 2022, similar to 2019, yet dropped to 26% during COVID-19.

Top 10 Origin States

Illinois	52.4%
Wisconsin	8.5%
Indiana	7.3%
Michigan	4.2%
Missouri	3.1%
California	2.2%
Texas	1.8%
Iowa	1.8%
Florida	1.7%
Ohio	1.5%

* 2022 Illinois Leisure Person-Stays (Base n=2,225)
 Source: Performance/MonitorSM

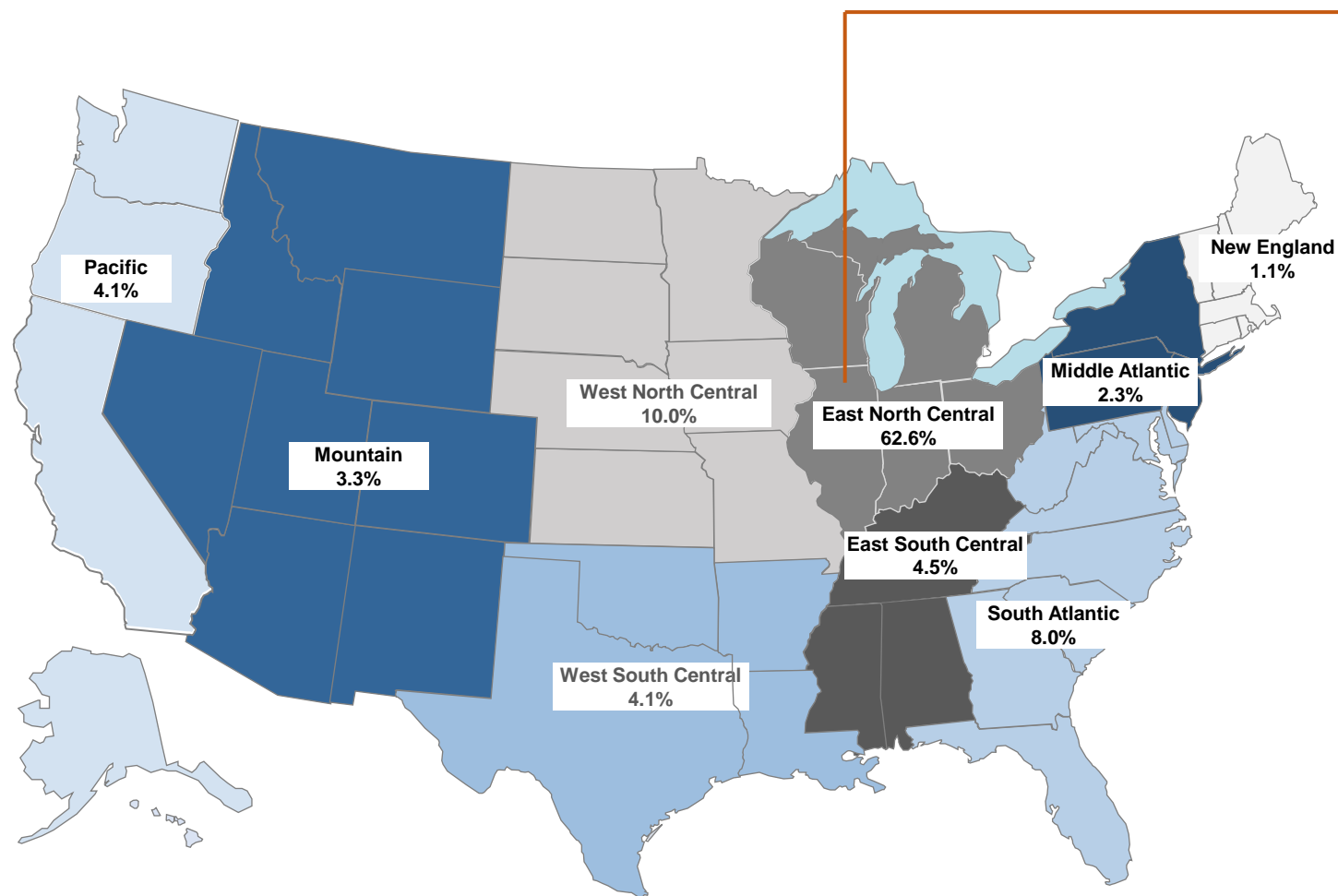
Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Top 10 Origin DMAs to Illinois	US	Illinois	Chicago	Downstate	IL Comp Set
Chicago, IL	2.8%	37.1%	24.8%	45.2%	4.1%
St. Louis, MO	0.7%	4.9%	3.0%	6.2%	2.4%
Champaign & Springfield-Decatur, IL	0.3%	4.6%	1.8%	6.4%	0.5%
Milwaukee, WI	1.0%	4.3%	6.5%	2.9%	0.8%
Peoria-Bloomington, IL	0.2%	3.0%	2.1%	3.6%	0.6%
Indianapolis, IN	1.0%	3.0%	4.7%	1.9%	5.3%
Davenport-Rock Island-Moline, IL	0.3%	2.7%	1.0%	3.9%	0.9%
Rockford, IL	0.1%	2.6%	0.4%	4.1%	0.1%
Madison, WI	0.5%	2.0%	1.0%	2.7%	0.5%
Detroit, MI	1.4%	1.8%	3.9%	0.4%	7.3%
Top 10 Sum	8.3%	66.0%	49.2%	77.3%	22.5%

* 2022 Leisure Person-Stays (Base Illinois=2,225)
Source: Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Chicago's Origin US Divisions



During the times of the pandemic, Chicago experienced an increase in travelers from the West North Central but also Mountain regions at the expense of the East North Central region.

Intra-Census Region (within): In 2022, Chicago increased the share among leisure travelers from the East North Central region again by almost 8 percentage points and attracts now **two-thirds** of all its leisure visitors from within the census region.

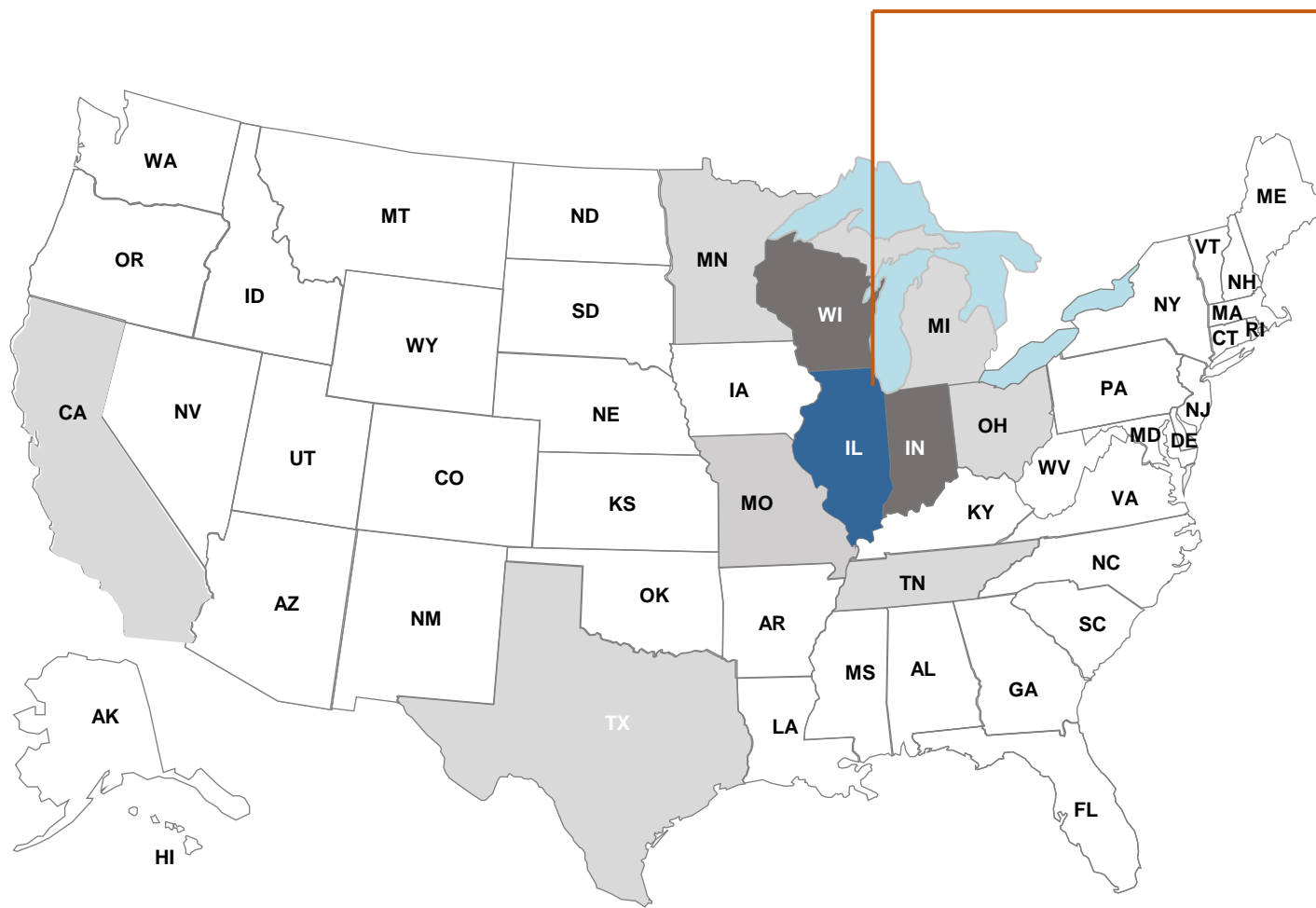
A little less than half of the leisure travelers reside within the State of Illinois (**intra-state/intra-region**) and another half in the surrounding states of the East North Central region (**inter-state/intra-region**).

Inter-Census Regions (between): A little more than the state itself, **one-third** of Chicago's leisure visitors come from other US census regions – mainly the West North Central and South Atlantic regions.

* 2022 Chicago Leisure Person-Stays (Base n=1,322)
Source: Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Chicago's Top Origin States



Reviving Triumph: Chicago roars back to the throne for leisure travelers among its top origin states after COVID recovery

In 2022, Chicago welcomes back three-quarter of leisure travelers from the top 10 origin states – a share that has dropped by 16 percentage points in 2020.

In the post-COVID travel landscape, Chicago continues to attract visitors from its top origin state of Illinois while witnessing a remarkable surge in leisure visitors from Indiana, Wisconsin, and Michigan, while opening doors to new travelers from Tennessee.

Top 10 Origin States

Illinois	28.4%
Indiana	11.4%
Wisconsin	10.3%
Michigan	9.1%
Missouri	4.1%
Ohio	3.3%
Texas	3.2%
California	3.2%
Tennessee	2.5%
Minnesota	2.4%

* 2022 Chicago Leisure Person-Stays (Base n=1,322)
Source: Performance/MonitorSM

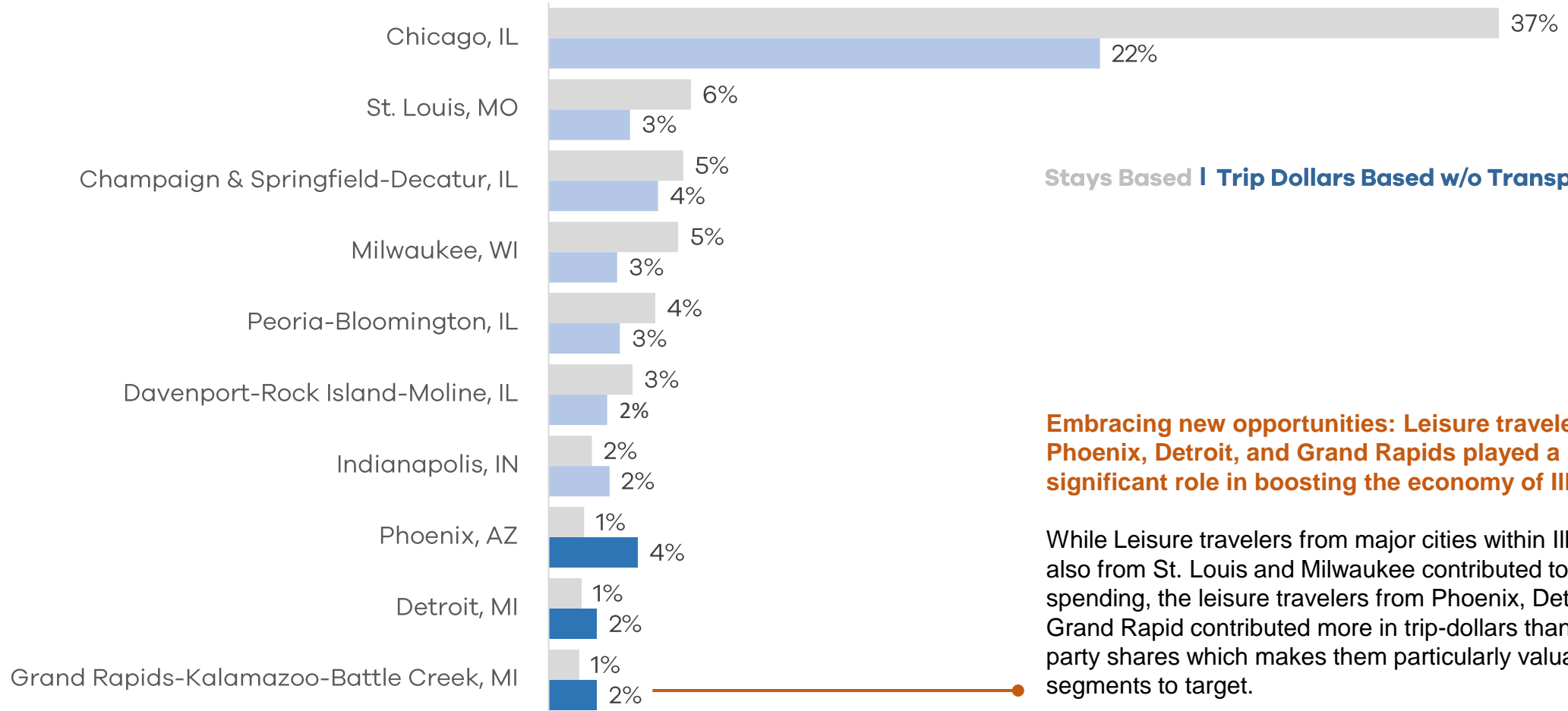
Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Top 10 Origin DMAs to Chicago	US	Illinois	Chicago	Downstate	IL Comp Set
Chicago, IL	2.8%	37.1%	24.8%	45.2%	4.1%
Milwaukee, WI	1.0%	4.4%	6.5%	2.9%	0.8%
Indianapolis, IN	1.0%	3.0%	4.7%	1.9%	5.3%
Detroit, MI	1.4%	1.8%	3.9%	0.4%	7.3%
Grand Rapids-Kalamazoo-Battle Creek, MI	0.7%	1.6%	3.4%	0.4%	3.9%
St. Louis, MO	0.7%	4.9%	3.0%	6.2%	2.4%
Green Bay-Appleton, WI	0.4%	1.2%	2.6%	0.3%	0.3%
South Bend-Elkhart, IN	0.3%	1.4%	2.5%	0.6%	1.6%
Peoria-Bloomington, IL	0.2%	3.0%	2.1%	3.6%	0.6%
Los Angeles, CA	4.5%	1.5%	1.8%	1.3%	0.5%
Top 10 Sum	13.0%	59.9%	55.3%	62.8%	26.8%

* 2022 Leisure Person-Stays (Base Chicago=1,322)
Source: Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Illinois' Opportunity by Origin DMA



Stays Based | Trip Dollars Based w/o Transportation

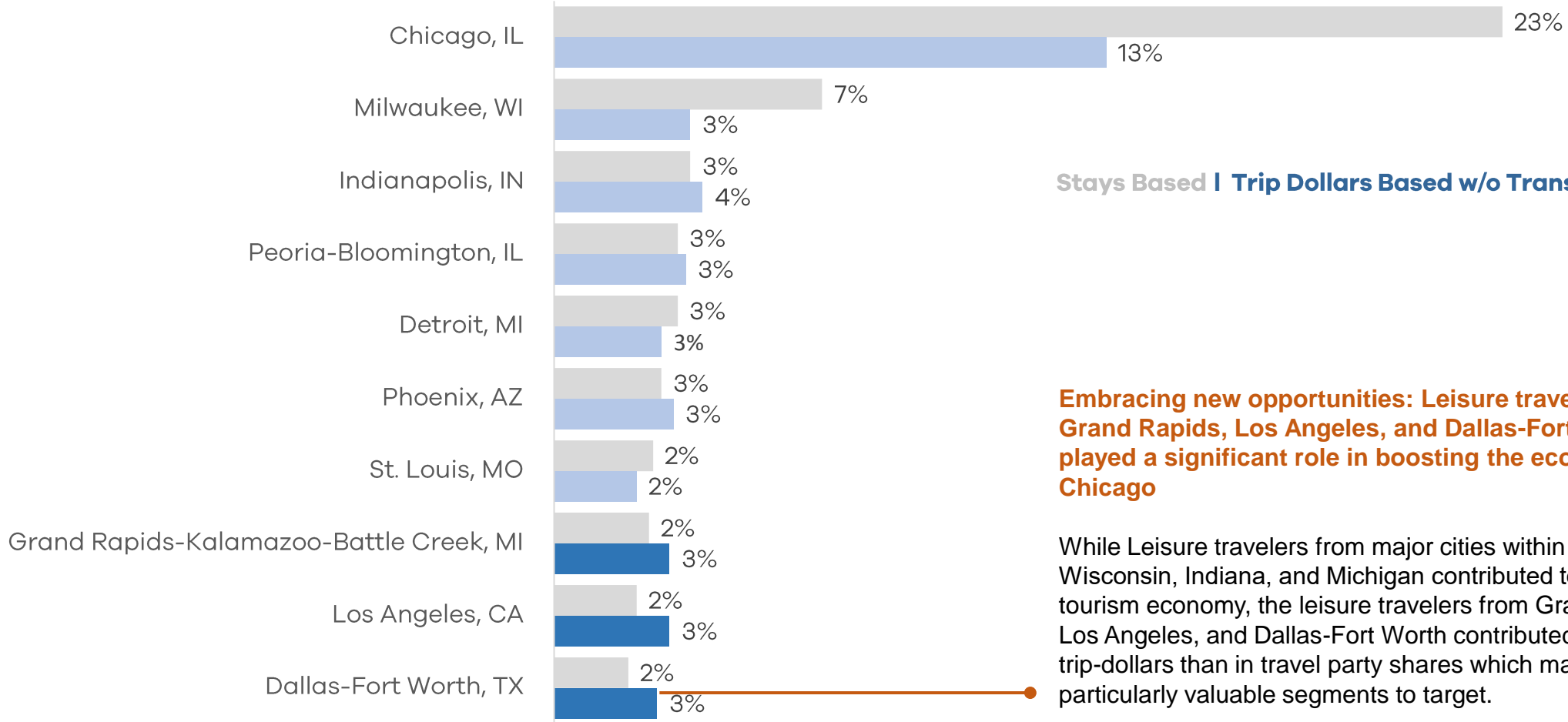
Embracing new opportunities: Leisure travelers from Phoenix, Detroit, and Grand Rapids played a significant role in boosting the economy of Illinois

While Leisure travelers from major cities within Illinois, but also from St. Louis and Milwaukee contributed to Illinois' spending, the leisure travelers from Phoenix, Detroit, and Grand Rapid contributed more in trip-dollars than in travel party shares which makes them particularly valuable segments to target.

* 2020-2022 Illinois Leisure (Base n=6,050)
Source: Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Chicago's Opportunity by Origin DMA



Stays Based | Trip Dollars Based w/o Transportation

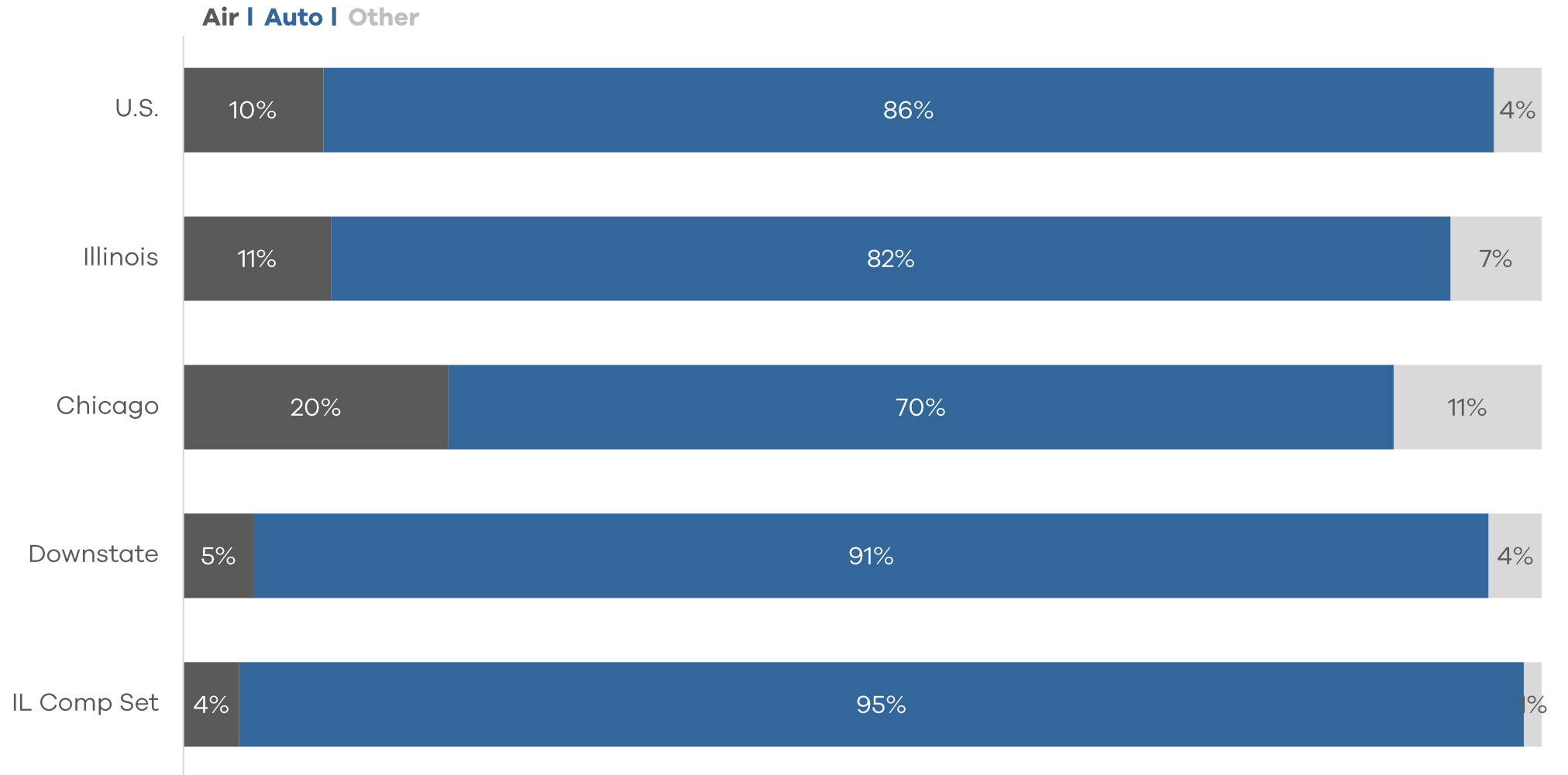
Embracing new opportunities: Leisure travelers from Grand Rapids, Los Angeles, and Dallas-Fort Worth played a significant role in boosting the economy of Chicago

While Leisure travelers from major cities within Illinois, Wisconsin, Indiana, and Michigan contributed to Chicago's tourism economy, the leisure travelers from Grand Rapids, Los Angeles, and Dallas-Fort Worth contributed more in trip-dollars than in travel party shares which makes them particularly valuable segments to target.

* 2020-2022 Chicago Leisure (Base n=2,806)
Source: Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

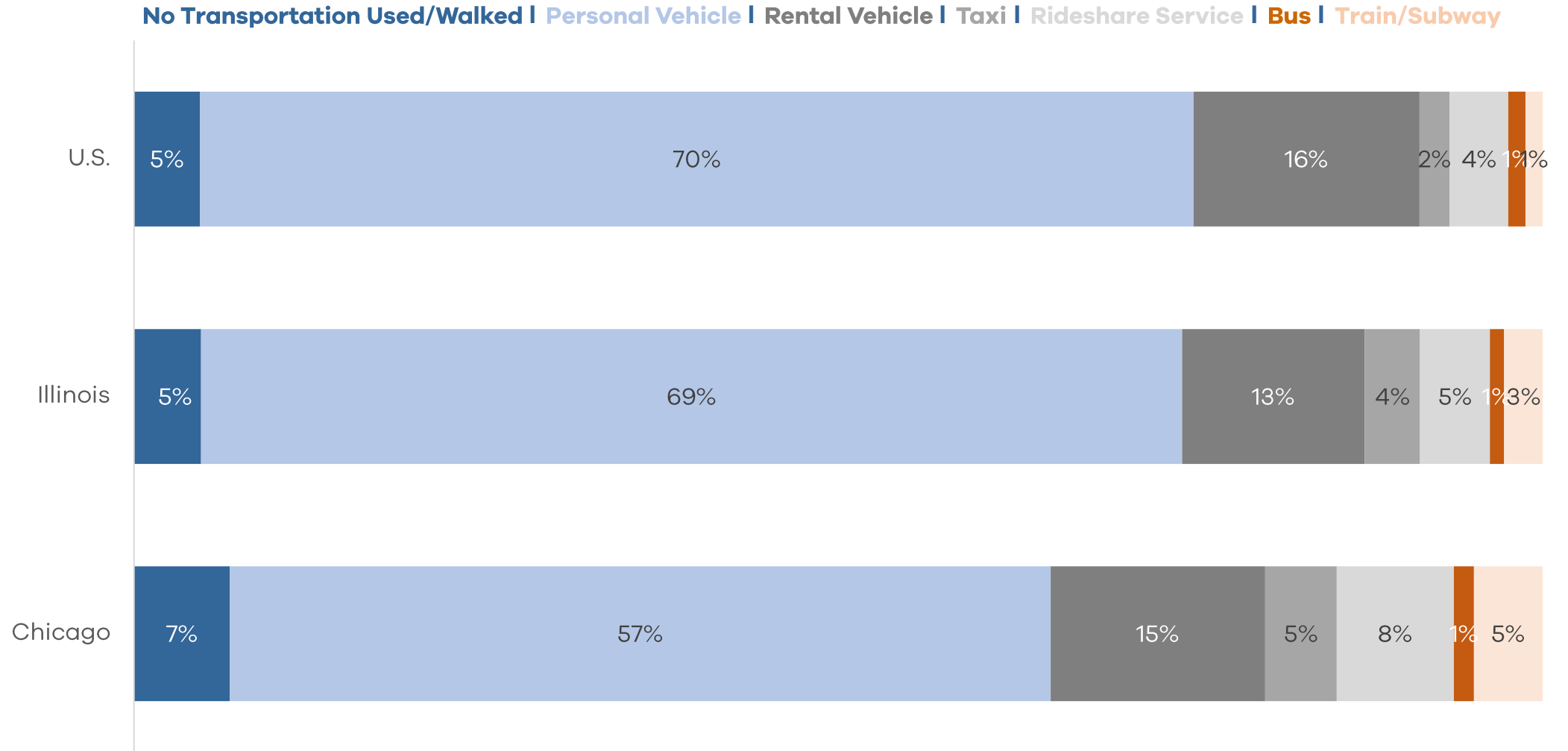
Mode of Transportation to the Destination



* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Question/ Please provide the main transportation you used traveling to [City/Location] for your overnight trip or past month day trip

Mode of Transportation within the Destination

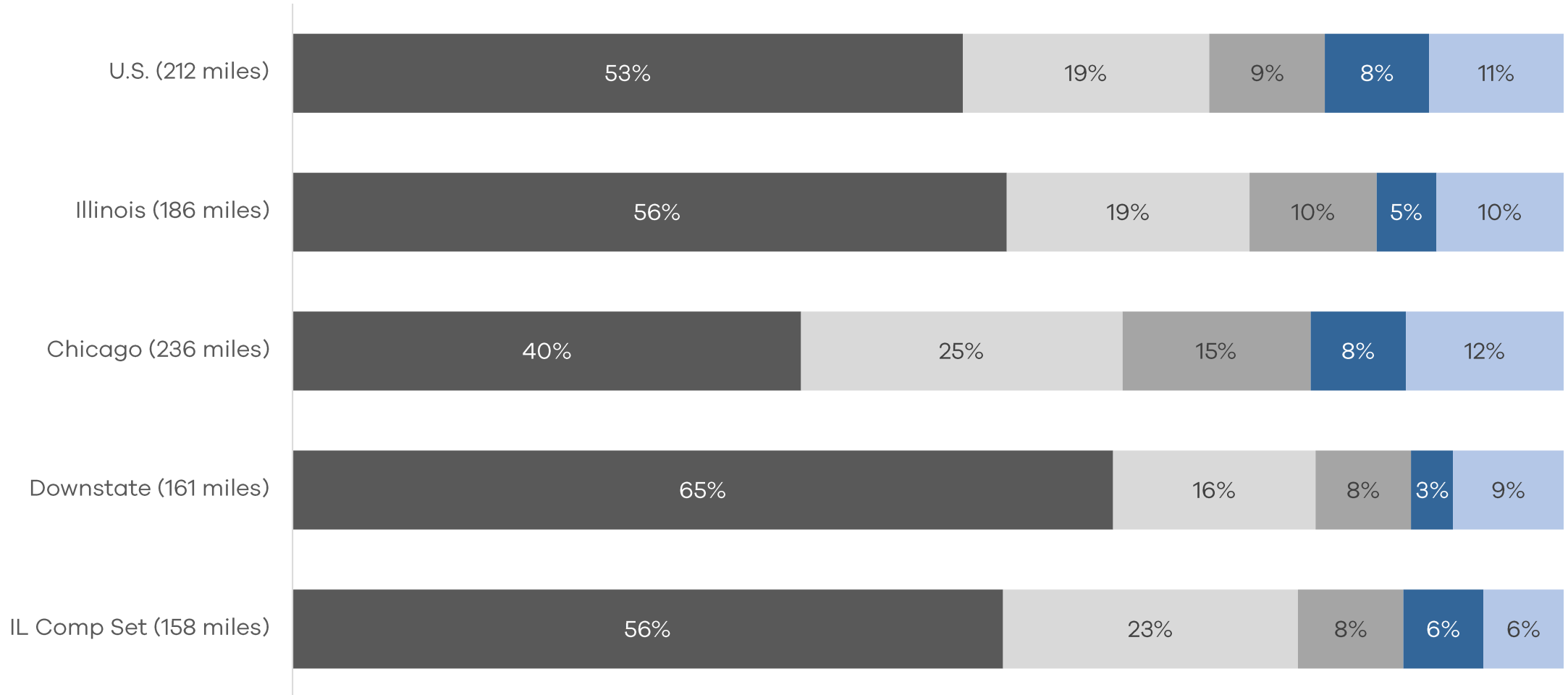


* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Question/ Please provide the main transportation you used traveling within [City/Location]

One-Way Distance Traveled by Car

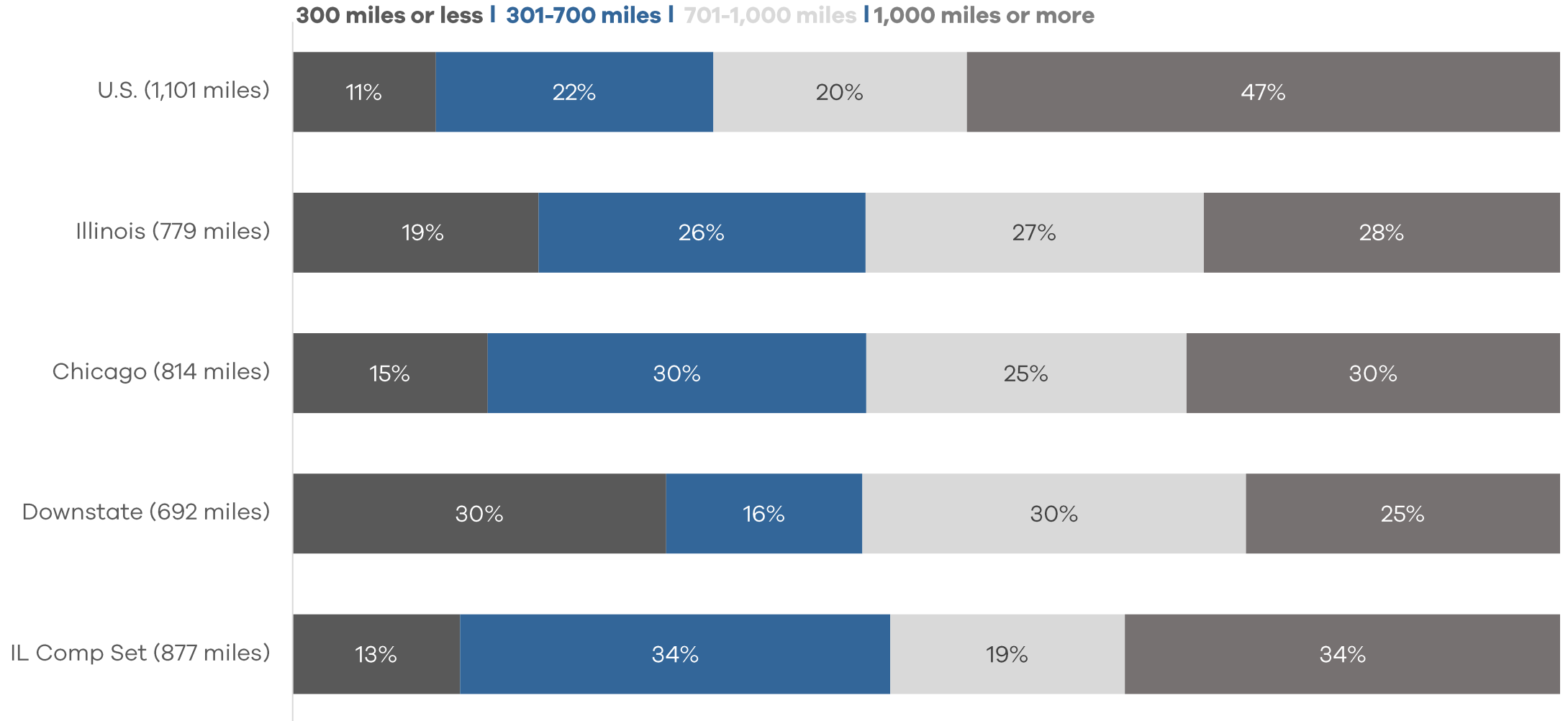
100 miles or less | 101-200 miles | 201-300 miles | 301-500 miles | 501 miles or more



* 2022 Leisure Person-Stays (Base Illinois=1,904, Chicago=717)
Source: Performance/MonitorSM

Question/ Please provide the main transportation you used traveling to [City/Location] for your overnight trip or past month day trip

One-Way Distance Traveled by Air



* 2022 Leisure Person-Stays (Base Illinois=2,837, Chicago=1,448)
Source: Performance/MonitorSM

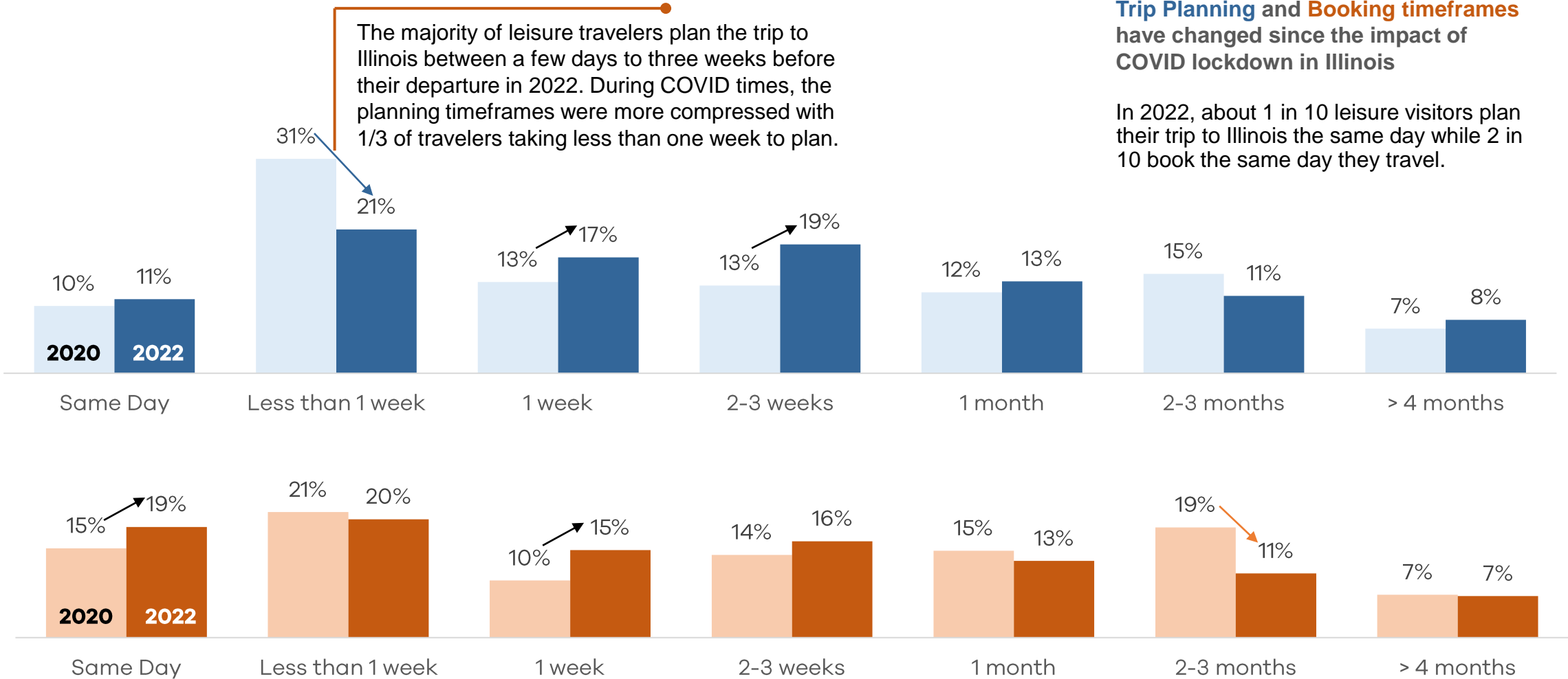
Question/ Please provide the main transportation you used traveling to [City/Location] for your overnight trip or past month day trip

Illinois' Trip Planning vs. Booking Time Frame

Trip Planning and Booking timeframes have changed since the impact of COVID lockdown in Illinois

In 2022, about 1 in 10 leisure visitors plan their trip to Illinois the same day while 2 in 10 book the same day they travel.

The majority of leisure travelers plan the trip to Illinois between a few days to three weeks before their departure in 2022. During COVID times, the planning timeframes were more compressed with 1/3 of travelers taking less than one week to plan.



* 2022 Leisure Illinois Person-Stays (Base Illinois=2,225)
Source: Performance/MonitorSM

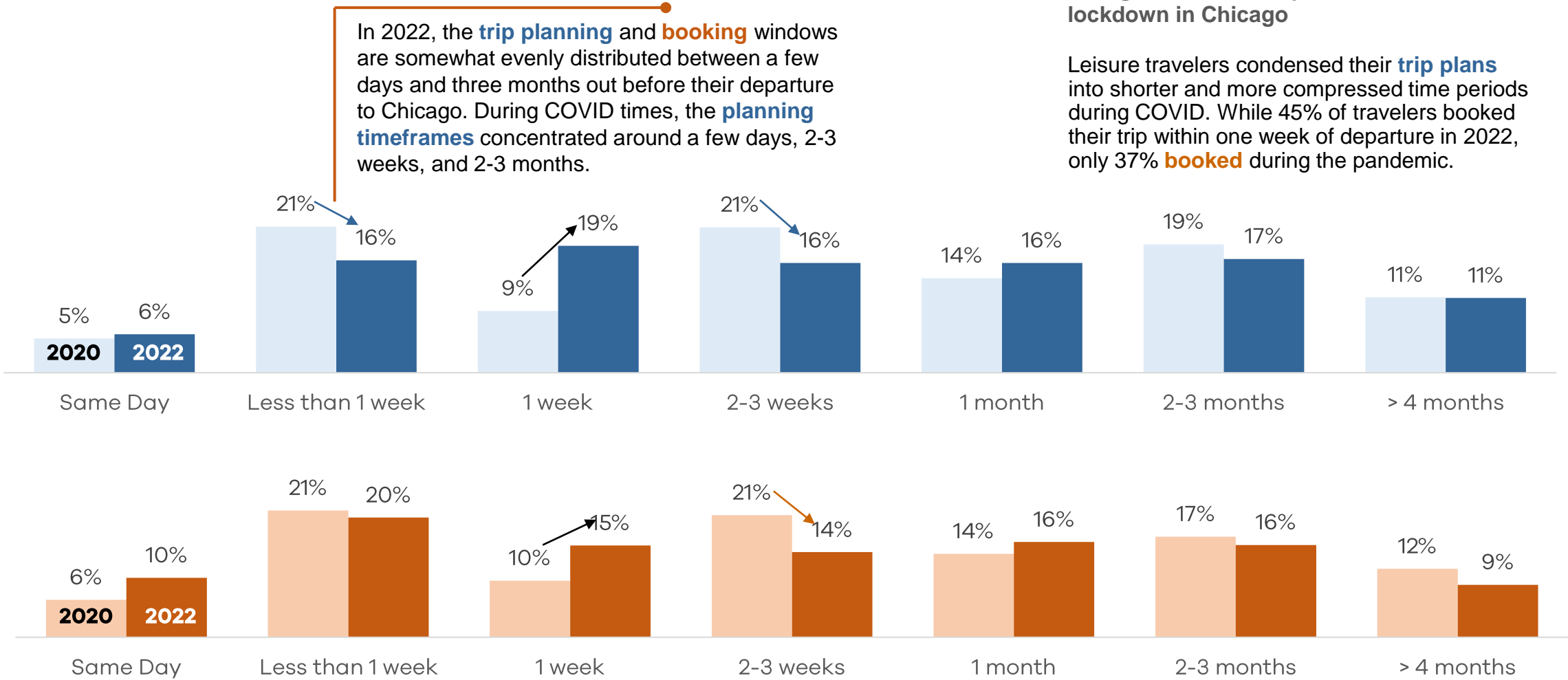
Question/ About how far in advance did you plan your trip to [City/Location]?
About how far in advance did you book your trip to [City/Location]?

Chicago's Trip Planning vs. Booking Time Frame

In 2022, the **trip planning** and **booking** windows are somewhat evenly distributed between a few days and three months out before their departure to Chicago. During COVID times, the **planning timeframes** concentrated around a few days, 2-3 weeks, and 2-3 months.

Trip Planning and **Booking timeframes** have changed since the impact of COVID lockdown in Chicago

Leisure travelers condensed their **trip plans** into shorter and more compressed time periods during COVID. While 45% of travelers booked their trip within one week of departure in 2022, only 37% **booked** during the pandemic.

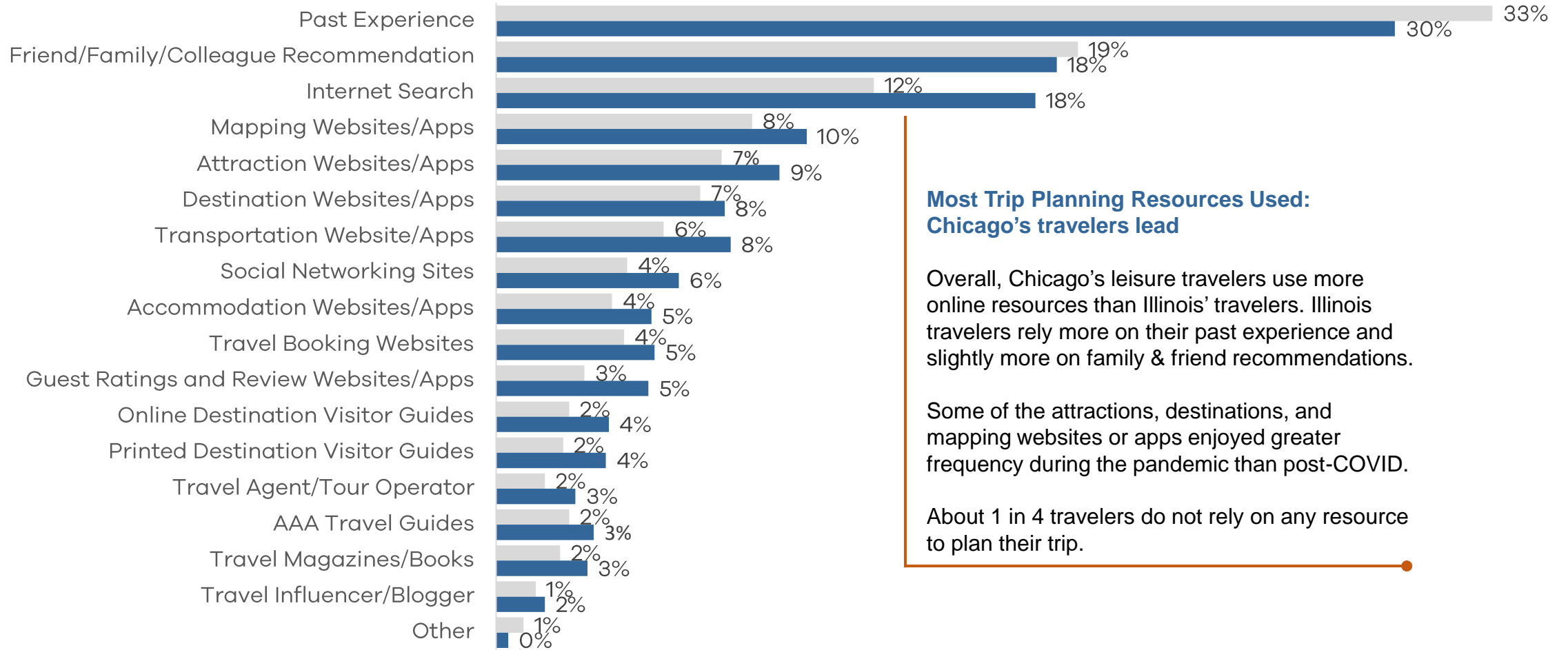


* 2022 Leisure Chicago Person-Stays (Base Illinois=1,322)
Source: Performance/MonitorSM

Question/ About how far in advance did you plan your trip to [City/Location]?
About how far in advance did you book your trip to [City/Location]?

Travel Planning Resources

Illinois | Chicago



Most Trip Planning Resources Used: Chicago's travelers lead

Overall, Chicago's leisure travelers use more online resources than Illinois' travelers. Illinois travelers rely more on their past experience and slightly more on family & friend recommendations.

Some of the attractions, destinations, and mapping websites or apps enjoyed greater frequency during the pandemic than post-COVID.

About 1 in 4 travelers do not rely on any resource to plan their trip.

* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

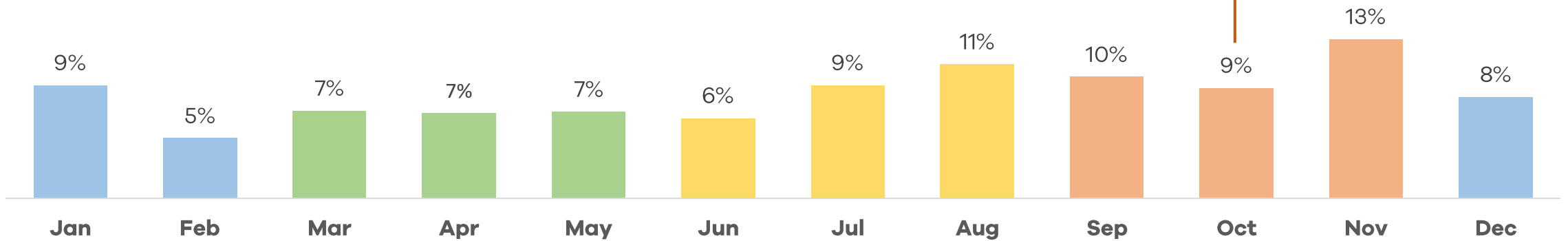
Question/ Which of the following information sources did you use to plan your trip to [City/Location]?

Illinois' Month Trip Started

Unveiling the Seasonal Preference of Illinois Travelers: Fall Fervor

Travel to and within Illinois is somewhat evenly distributed across the months with a slight preference for the months of November, August, and September.

Spring 21%
 Summer 26%
 Fall 32%
 Winter 22%



* 2022 Leisure Person-Stays (Base Illinois=2,225)
 Source: Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

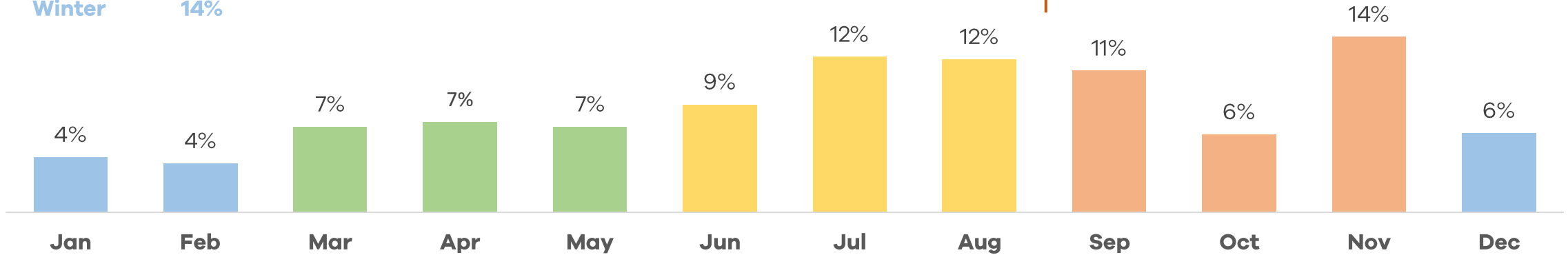
Chicago's Month Trip Started

Chasing the Windy City's Charms: Chicago Travelers' Affinity for Summer and Fall

Leisure travelers embrace the warmth as November, July, August, and September are favorite months of leisure travelers to visit Chicago.

Leisure travelers are sensible to the cold and avoid visiting the windy city in the winter months.

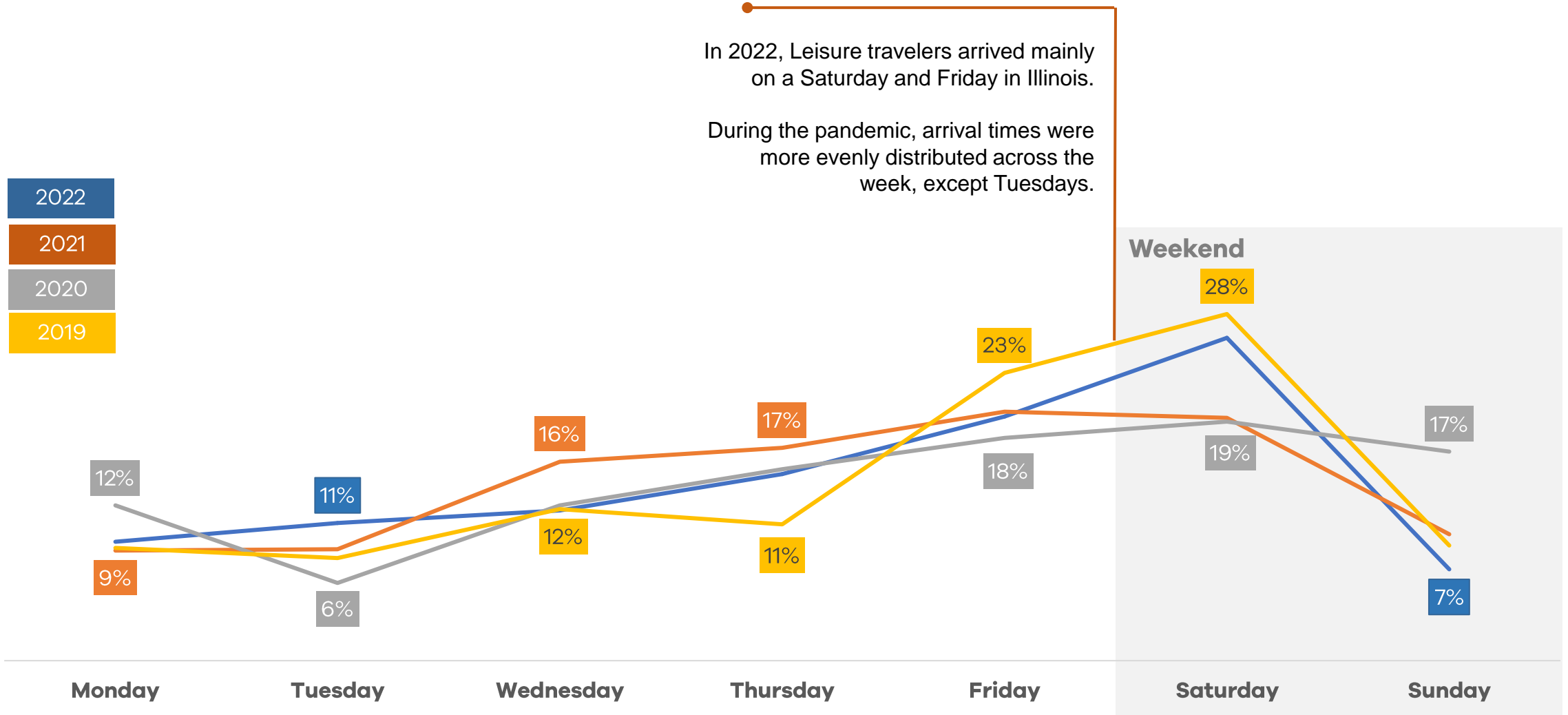
Spring 21%
 Summer 33%
 Fall 31%
 Winter 14%



* 2022 Leisure Person-Stays (Base Chicago=1,322)
 Source: Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Illinois' Day of Arrival



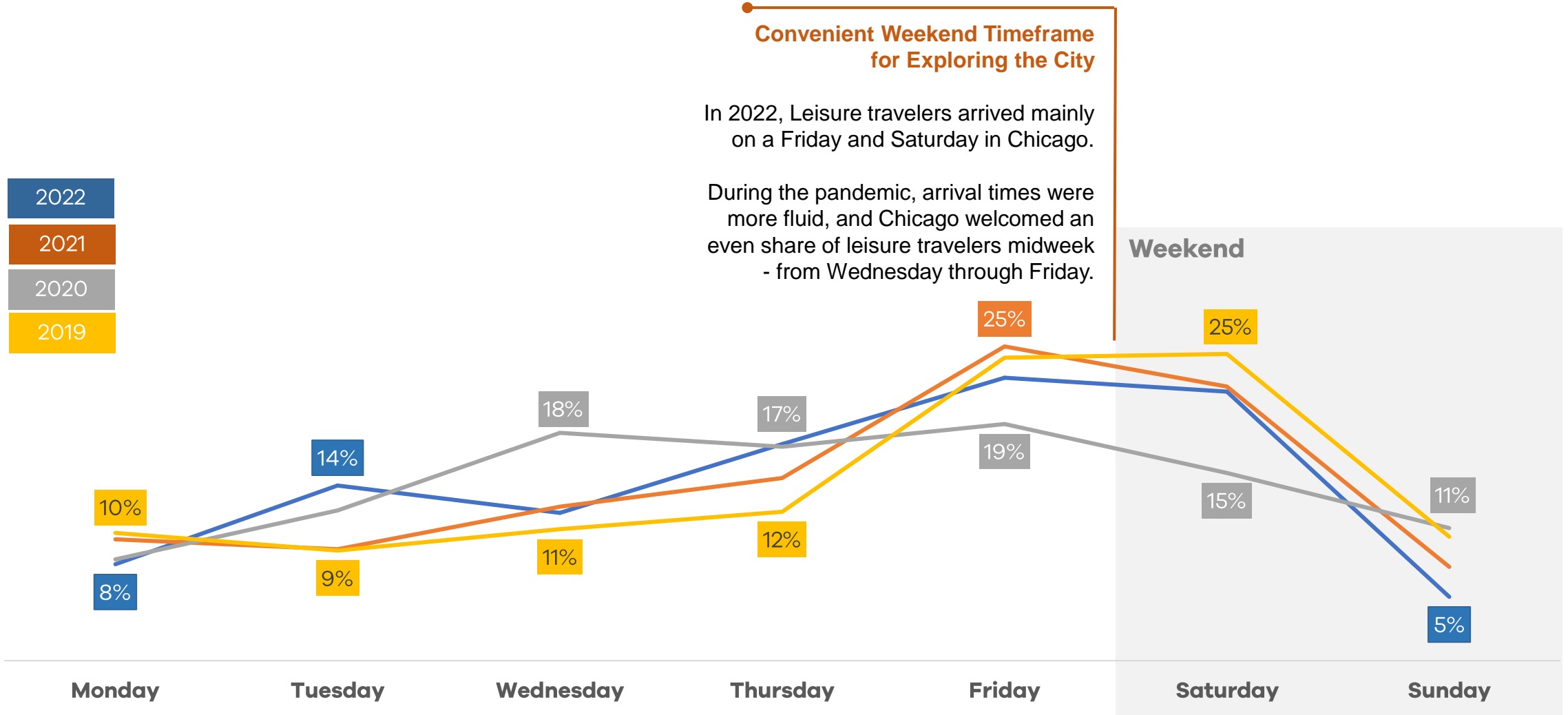
In 2022, Leisure travelers arrived mainly on a Saturday and Friday in Illinois.

During the pandemic, arrival times were more evenly distributed across the week, except Tuesdays.

* 2022 Leisure Person-Stays (Base Illinois=2,225)
Source: Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

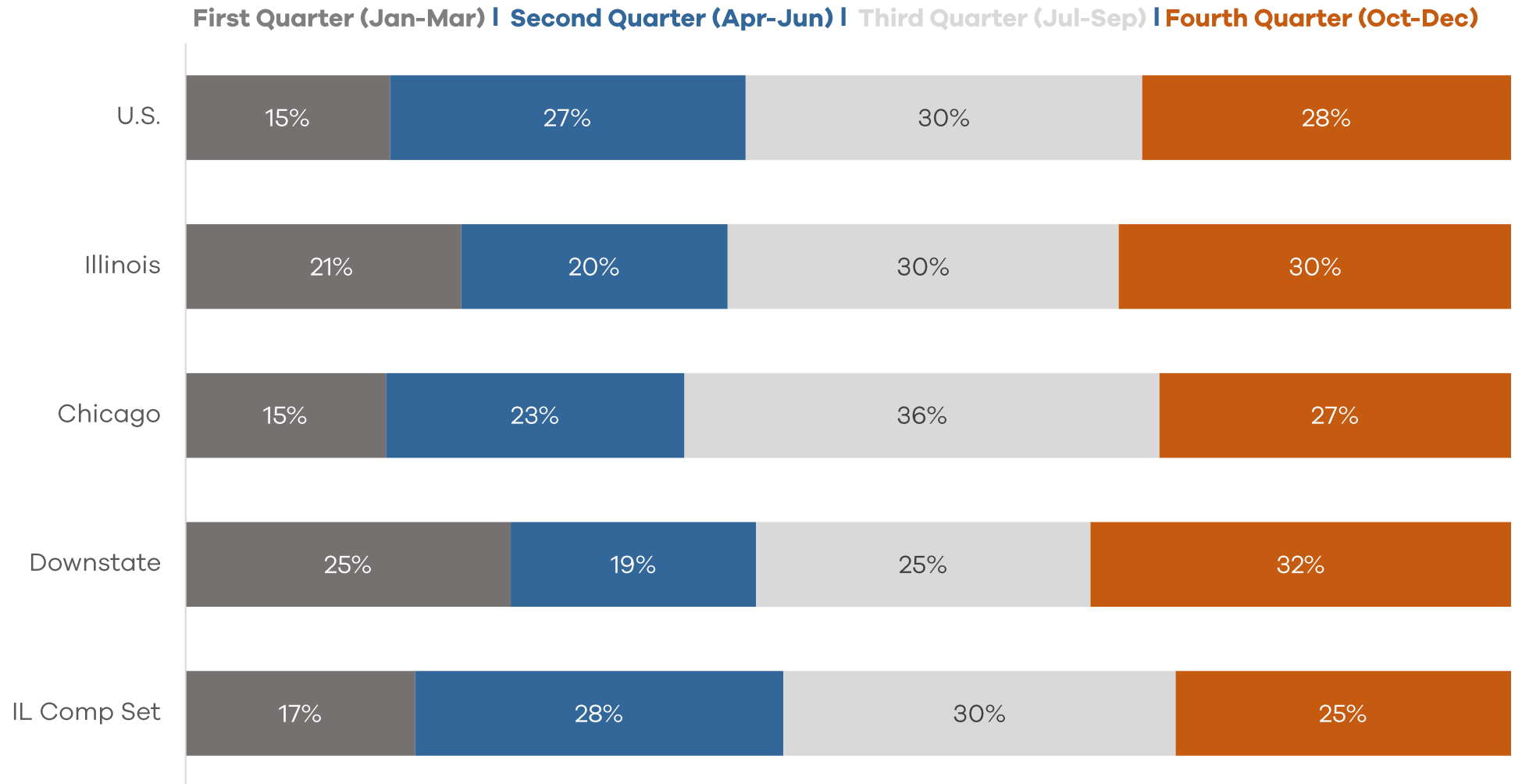
Chicago's Day of Arrival



* 2022 Leisure Person-Stays (Base Chicago=1,322)
Source: Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Quarter Trip Started

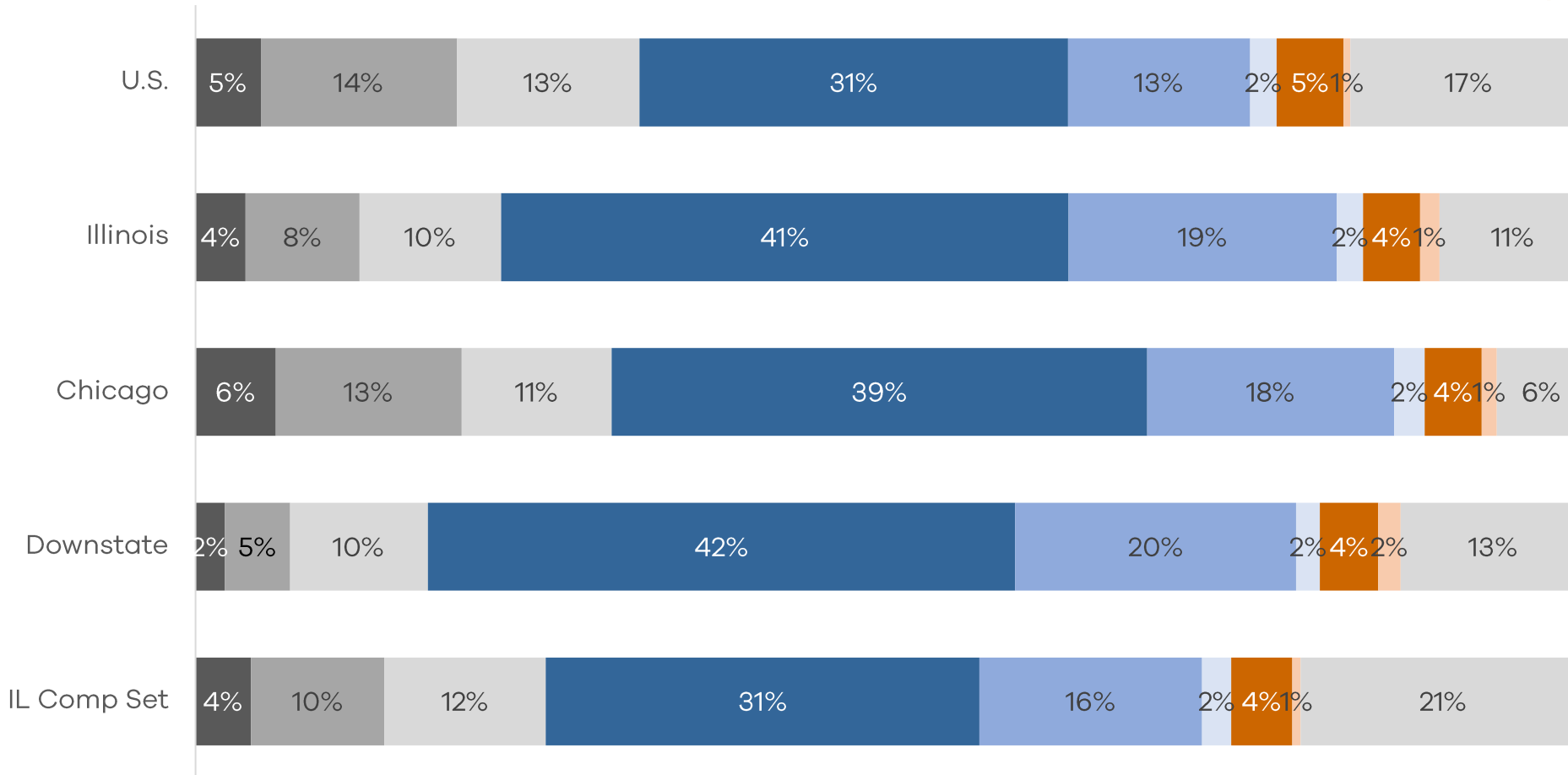


* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the main US City or location visited AND Please provide the city/location for your day trip taken to all different cities/location visited in [month]

Purpose of Stay

Overnight Getaway Weekend | Overnight General Vacation | Day Getaway Weekend or General Vacation | Visit Friends/Relatives | Special Event | Leisure Convention/Conference/Show | Medical/Health Care | Seminar/Class/Training | Other Personal Leisure



Illinois and Chicago are popular destinations for family gatherings and reconnecting with loved ones.

One in every five Leisure traveler visits Illinois for a vacation purpose.

Three in every five Leisure traveler visits Chicago for a vacation purpose.

The majority come to Visit Friends/Relatives – a slightly larger share than for the average US destination.

* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Question/ Please tell us your main purpose of visiting [City/Location]

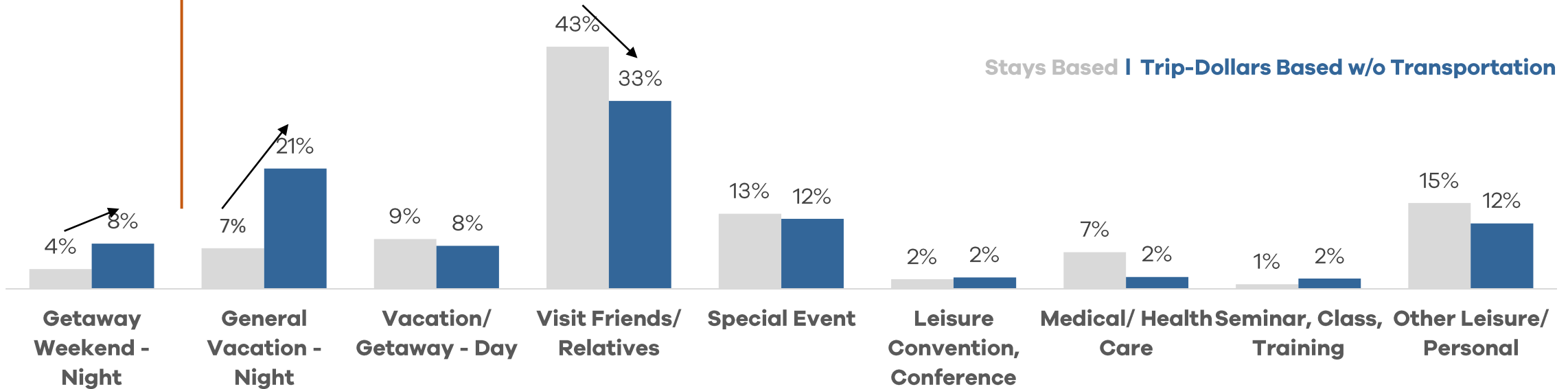
Illinois' Opportunity by Purpose

Most Profitable: Vacation Travelers

Those who visit Illinois for a Getaway Weekend or General Vacation make up 11% of Illinois travel party base. These travel parties contribute 29% to Illinois trip-dollars volume which makes them very profitable segments.

Illinois' primary Leisure segment who visit Friends/Relatives in Illinois generate a lower share in trip-dollars than they represent in travel parties.

The trip-dollars spending data have been adjusted for the influence of locals or long-hauls visitors by removing spending for all means of transportation.



* 2020-2022 Leisure Illinois (Base=6,086)
Source: Performance/MonitorSM

Question/ Please tell us your main purpose of visiting [City/Location]

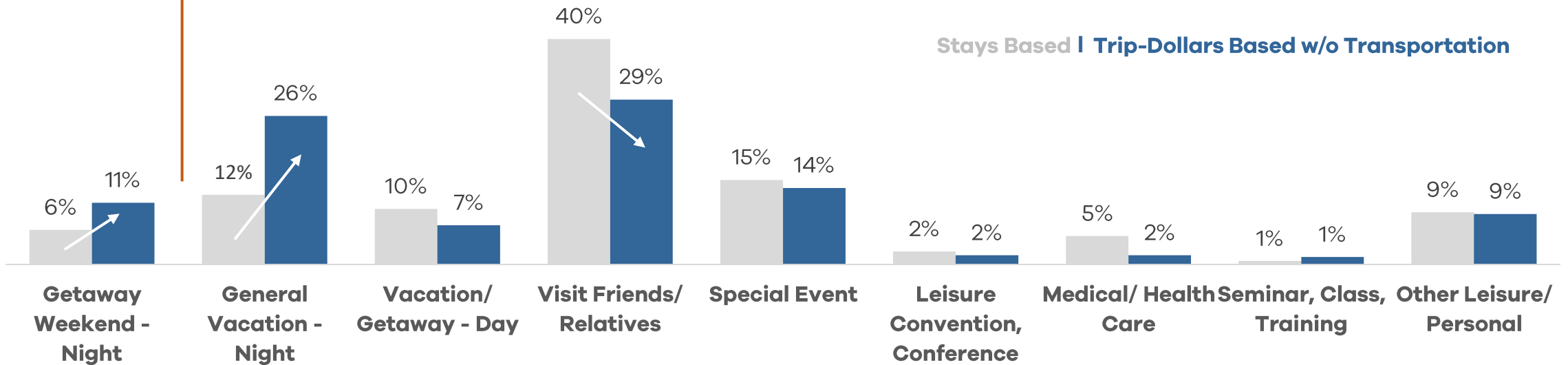
Chicago's Opportunity by Purpose

Most Profitable: Vacation Travelers

Those who visit Chicago for a Getaway Weekend or General Vacation make up 18% of the city's travel party base. These travel parties contribute 37% to Chicago's trip-dollars volume which makes them very profitable segments.

Chicago's primary Leisure segment who visit Friends/Relatives in Chicago generate a lower share in trip-dollars than they represent in travel parties.

The trip-dollars spending data have been adjusted for the influence of locals or long-hauls visitors by removing spending for all means of transportation.



* 2020-2022 Leisure Chicago (Base=2,823)
Source: Performance/MonitorSM

Question/ Please tell us your main purpose of visiting [City/Location]

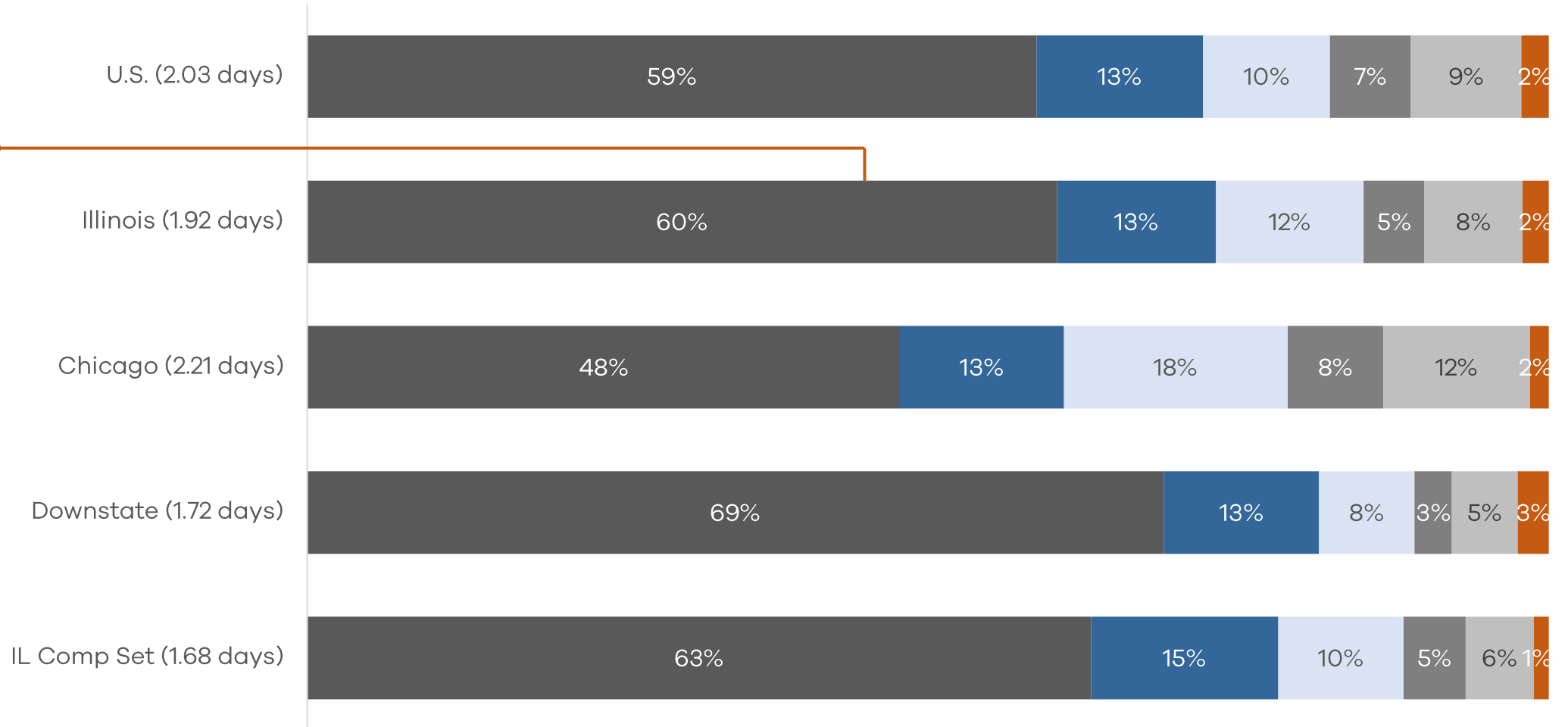
Stay Length

Day Trips | 1 Night | 2 Nights | 3 Nights | 4-7 Nights | 8 Nights or more

About half of all Leisure travelers visit Chicago for a **day trip** whereas two-thirds of leisure travelers visit Illinois for a **day trip**.

Chicago welcomes slightly more leisure travelers between **two nights** to **one week** than Illinois.

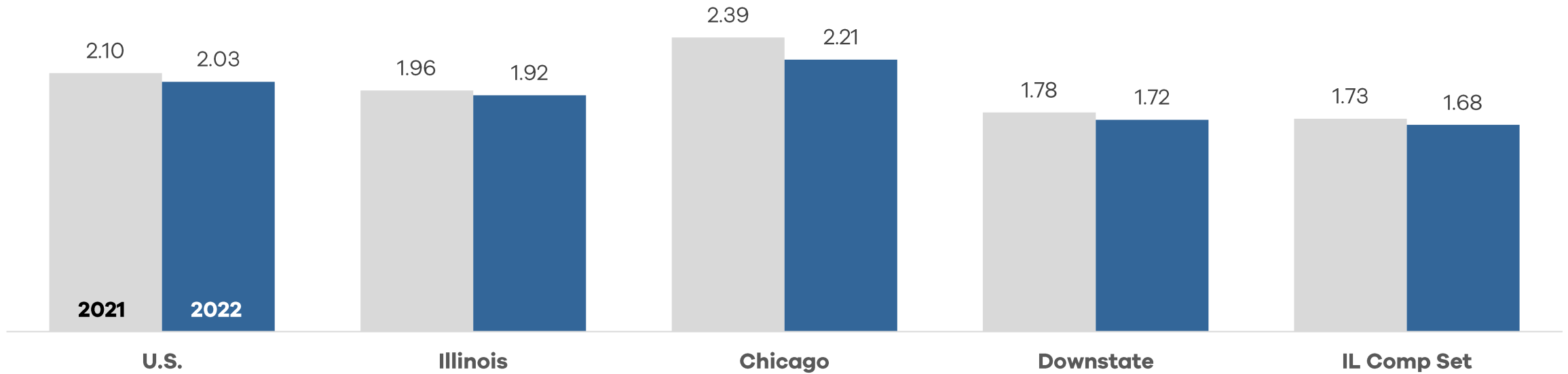
About half of all Leisure travelers visited **more than one location** for a day while on the main trip to Illinois and Chicago in 2022.



* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited and Please provide the number of times you visited this month for a day trip.

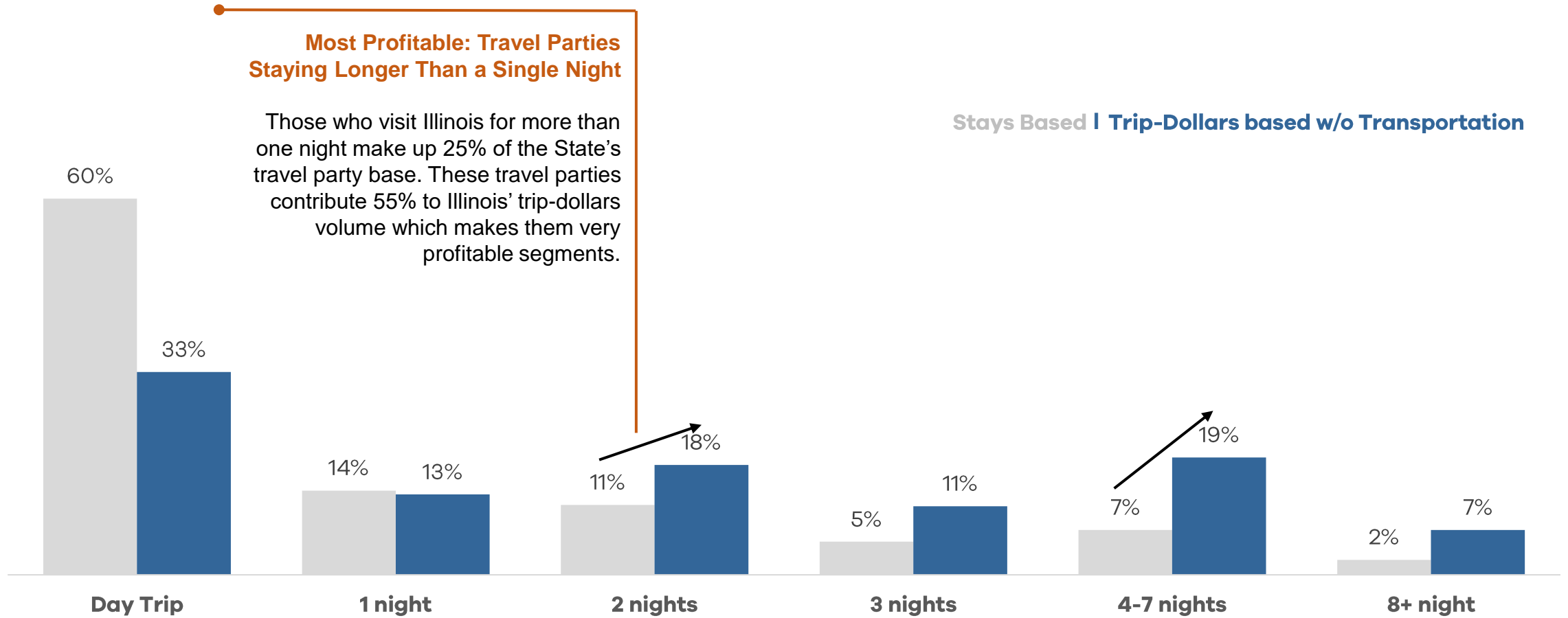
Average Length of Stay (in days)



* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited and Please provide the number of times you visited this month for a day trip.

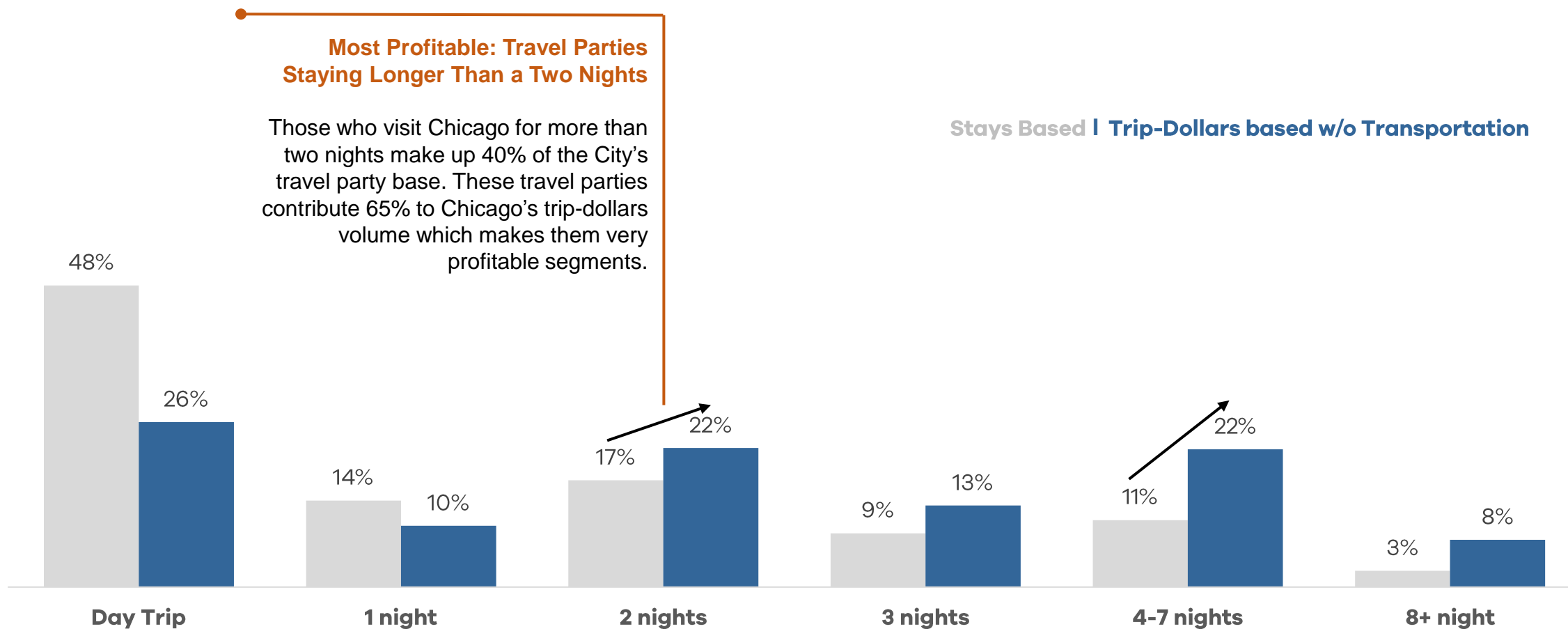
Illinois' Opportunity by Length of Stay



* 2020-2022 Leisure (Base Illinois=6,086)
Source: Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited and Please provide the number of times you visited this month for a day trip.

Chicago's Opportunity by Length of Stay

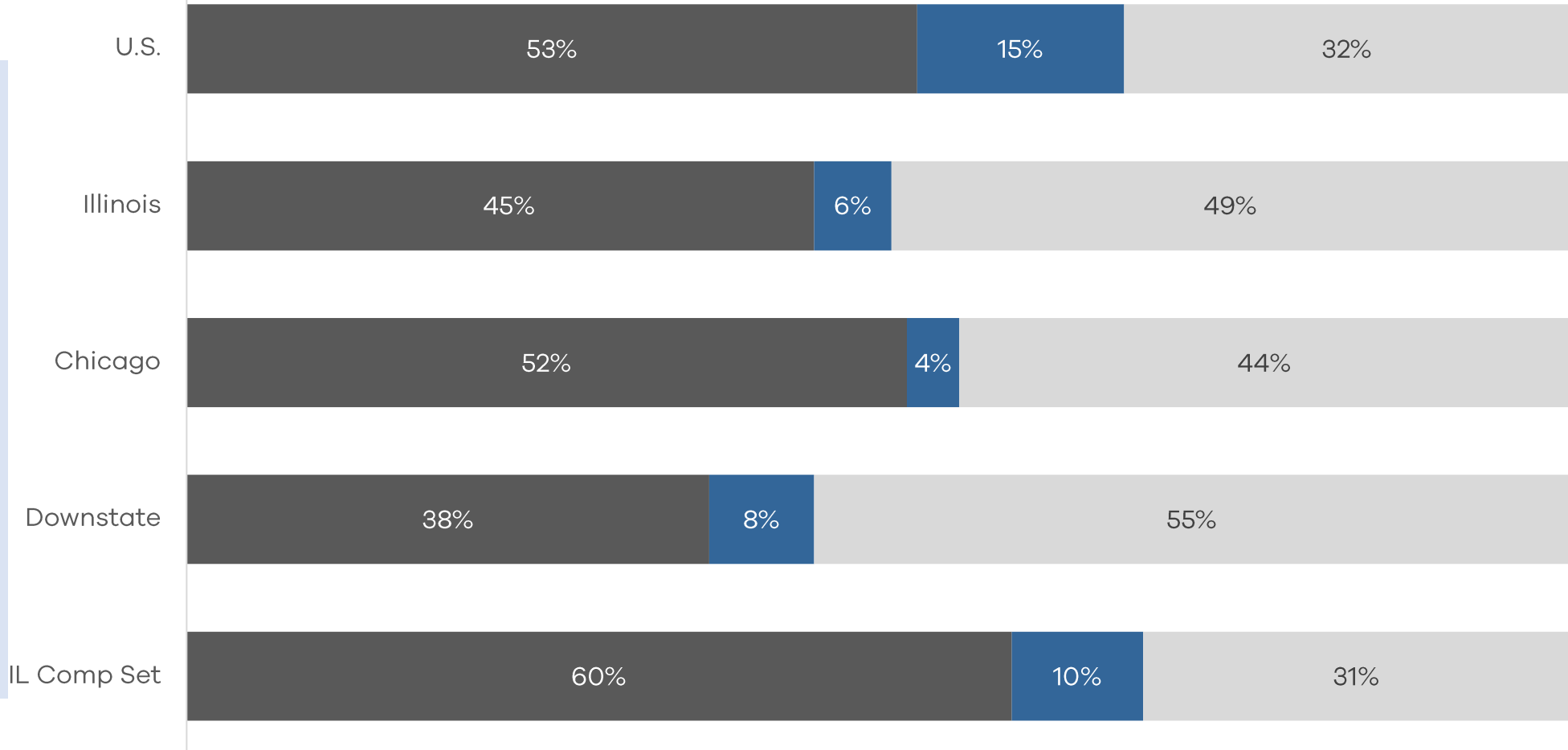


* 2020-2022 Leisure (Base Chicago=2,823)
Source: Performance/MonitorSM

Question/ For your overnight travel in the past 3 months, please provide the date the stay started and ended to [City/location] visited and Please provide the number of times you visited this month for a day trip.

Accommodation Type

Hotel/Motel | Other Paid | Non-Paid Accommodation



Invest in Resident Ambassador Programs

For Illinois, **Non-Paid Accommodations** was the lodging of choice among Illinois leisure travelers whereas slightly more than half of Chicago's leisure visitors stayed in **Paid Hotel/Motels** in 2022.

Overall, roughly 45% of leisure travelers stay with Friends/Relatives.

This leaves significant opportunity to turn residents into ambassadors for Chicago and Illinois.

* 2022 Overnight Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Question/ Thinking about your overnight trip to [city/location], please provide the type of place stayed at.

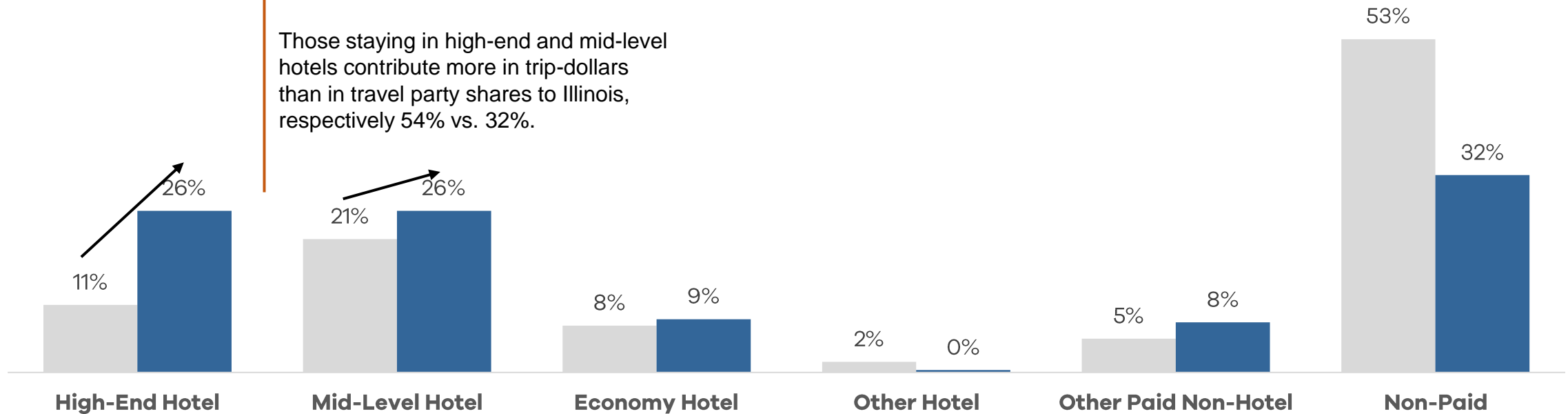
Illinois' Opportunity by Accommodation Type

Most Profitable: High-End and Mid-Level Hotel Stayers

Leisure travelers who stay with Friends/Relatives make up 49% of Illinois traveler base but contribute only 28% to Illinois' tourism economy.

Those staying in high-end and mid-level hotels contribute more in trip-dollars than in travel party shares to Illinois, respectively 54% vs. 32%.

Stays Based | Trip-Dollars based w/o Transportation



* 2020-2022 Leisure (Base Illinois=6,086)
Source: Performance/MonitorSM

Question/ Thinking about your overnight trip to [city/location], please provide the type of place stayed at.

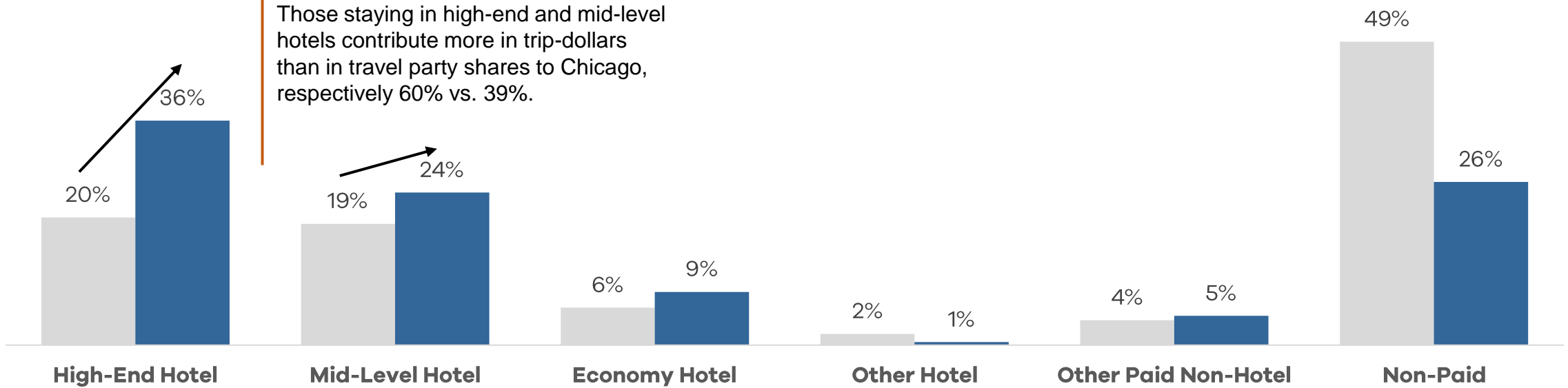
Chicago's Opportunity by Accommodation Type

Most Profitable: High-End and Mid-Level Hotel Stayers

Leisure travelers who stay with Friends/Relatives make up 43% of Illinois traveler base but contribute only 22% to Chicago's tourism economy.

Those staying in high-end and mid-level hotels contribute more in trip-dollars than in travel party shares to Chicago, respectively 60% vs. 39%.

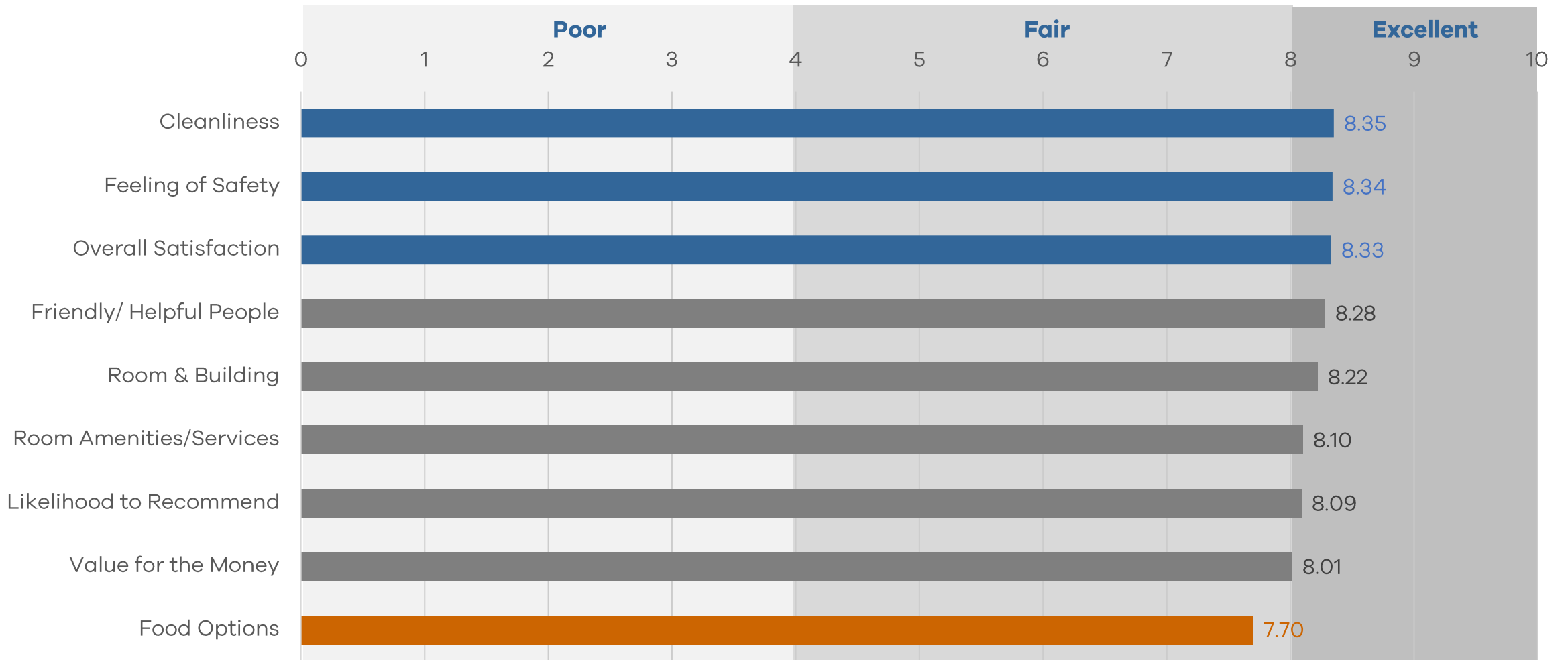
Stays Based | Trip-Dollars based w/o Transportation



* 2020-2022 Leisure (Base Chicago=2,823)
Source: Performance/MonitorSM

Question/ Thinking about your overnight trip to [city/location], please provide the type of place stayed at.

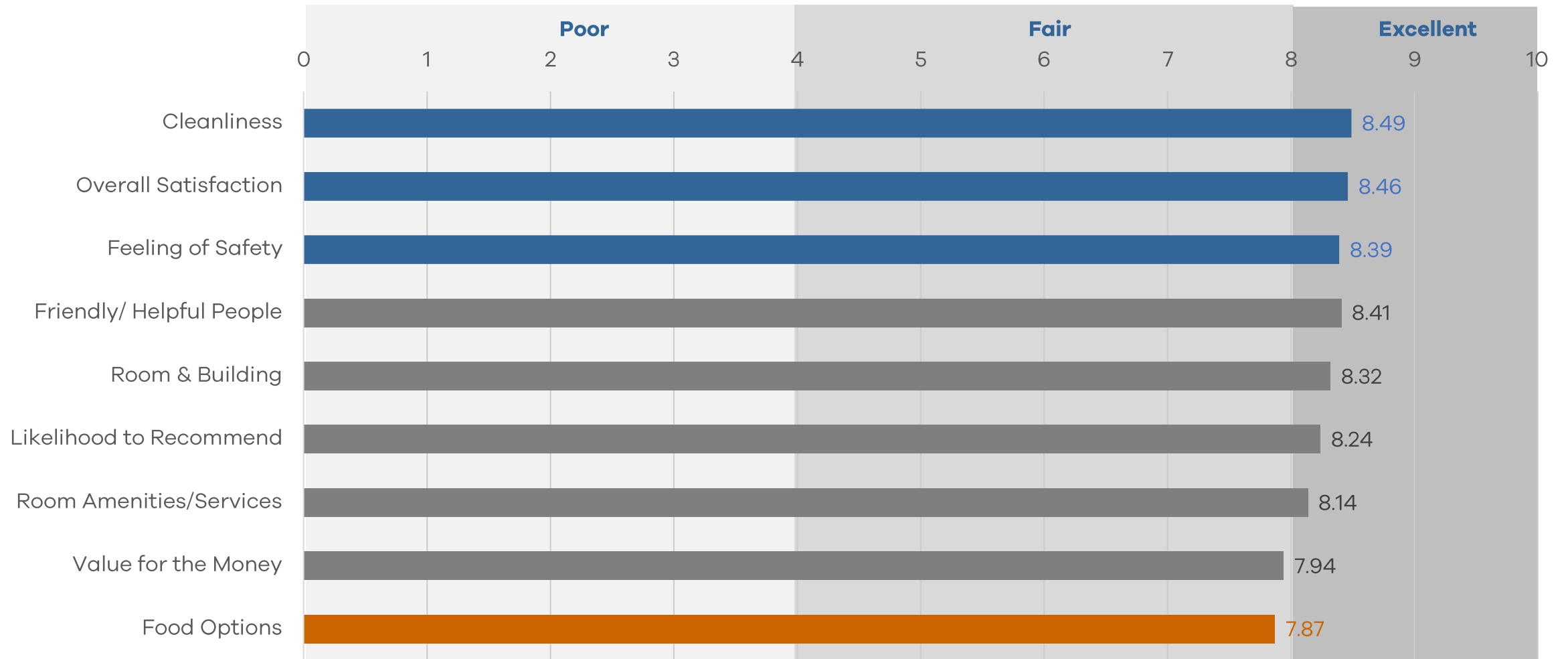
Illinois' Average Hotel Ratings



* 2021-2022 Leisure Person-Stays
Source: Performance/MonitorSM

Question/ Please rate your lodging using the scale below.

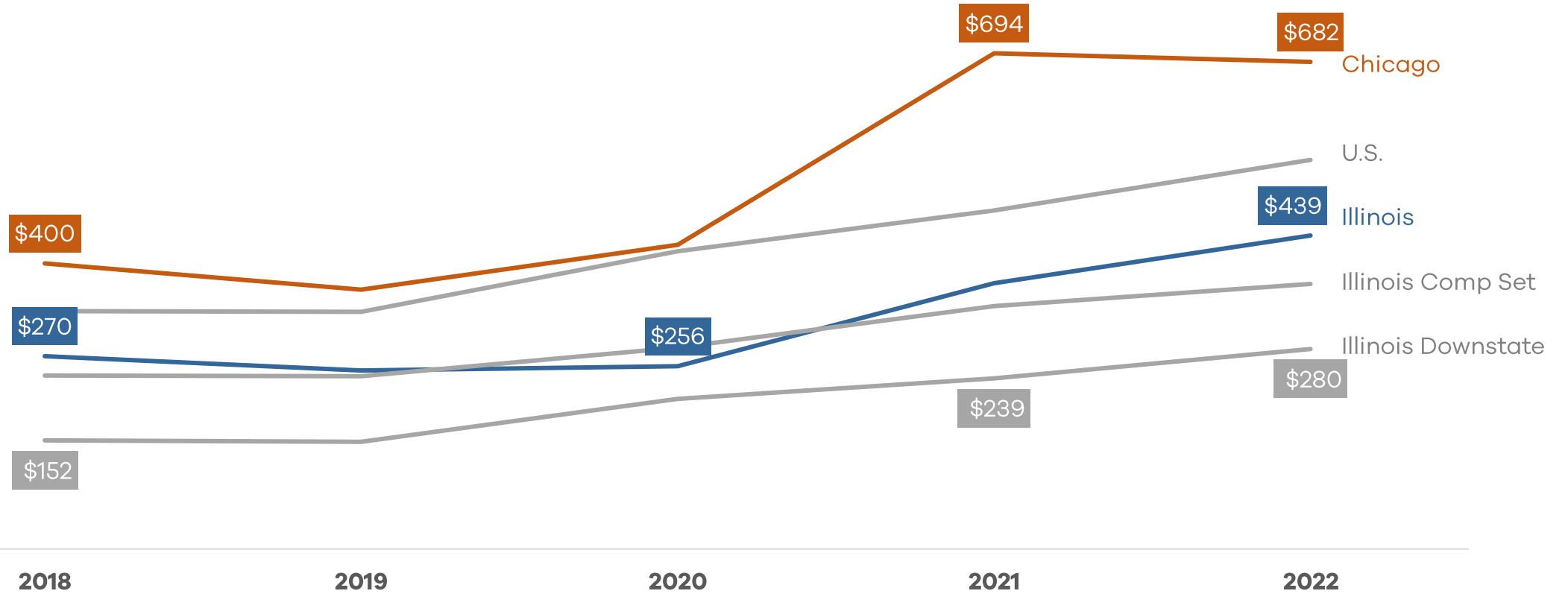
Chicago's Average Hotel Ratings



* 2021-2022 Leisure Person-Stays
Source: Performance/MonitorSM

Question/ Please rate your lodging using the scale below.

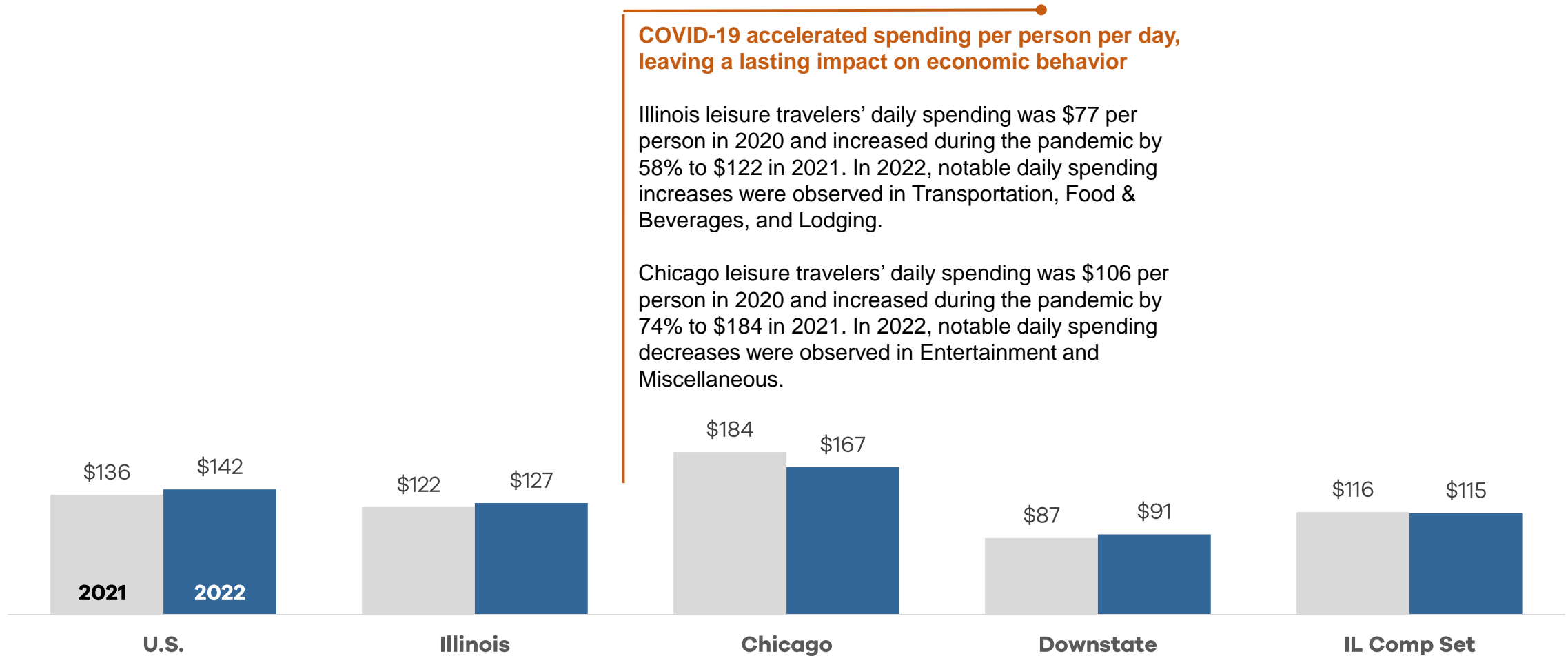
Average Expenditure per Travel Party per Stay – w/o Transportation



* 2022 Leisure Stays (Base Illinois=2,225)
Source: Performance/MonitorSM

Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

Average Daily Expenditure per Traveler (excluding Transportation)



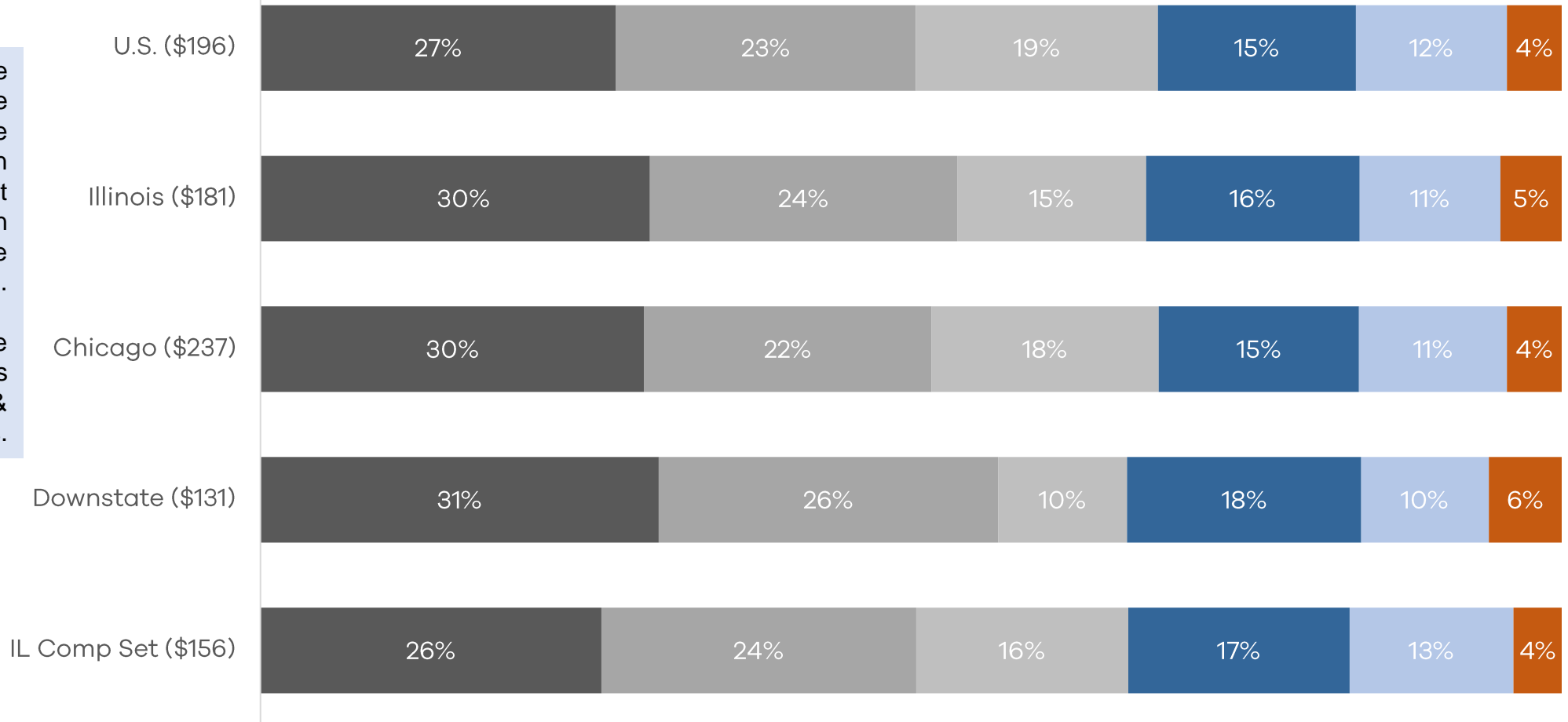
* 2021/2022 Leisure Person-Days (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

Daily Expenditure per Traveler (including Transportation)

Transportation | Food & Beverage | Lodging | Shopping | Entertainment | Miscellaneous

When taking the transportation expenditure into consideration, Leisure travelers spent \$237 on average in Chicago but slightly less, \$181 on average, when visiting the State of Illinois. Most of the expenses were directed towards transportation and food & beverage costs.

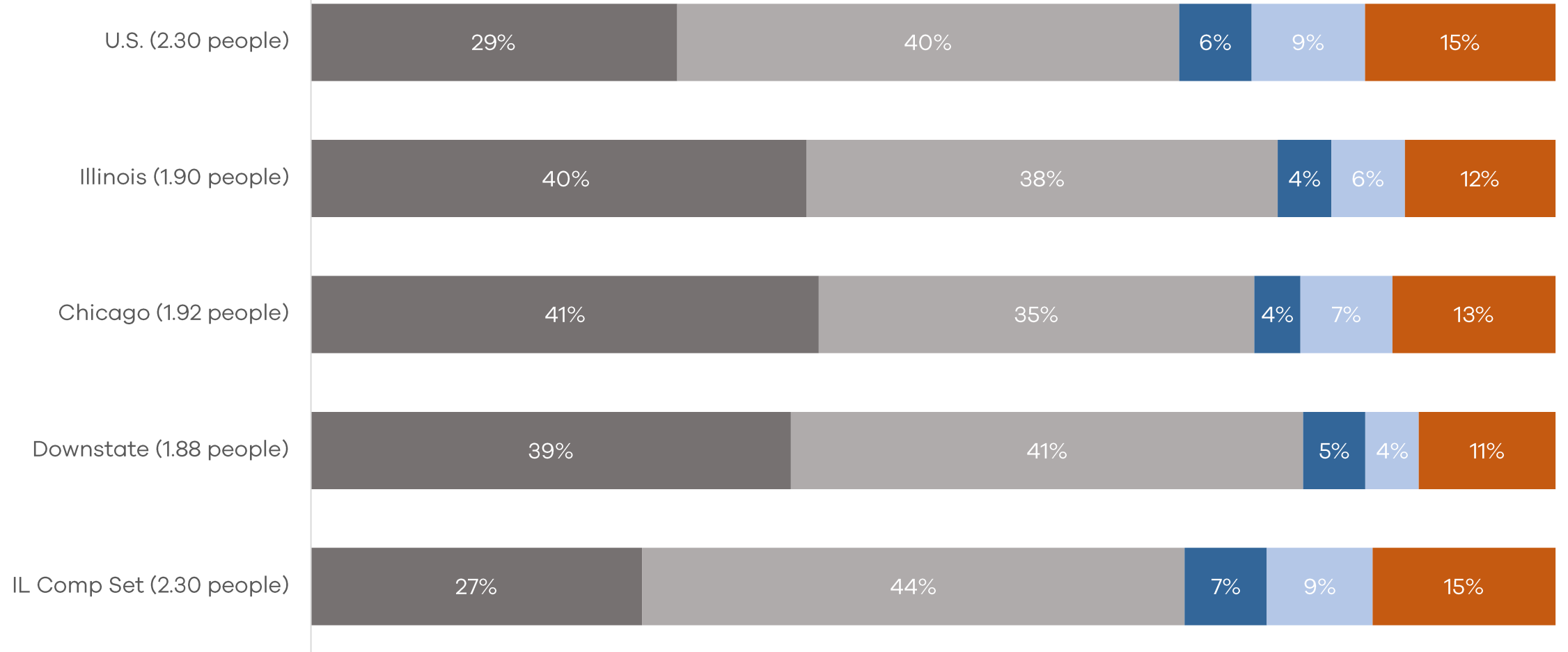


* 2022 Leisure Person-Days (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Question/ About how much was spent by or for you only (not entire travel party) in each category below? Including yourself, how many adults and children were with you on your trip?

Travel Party Composition

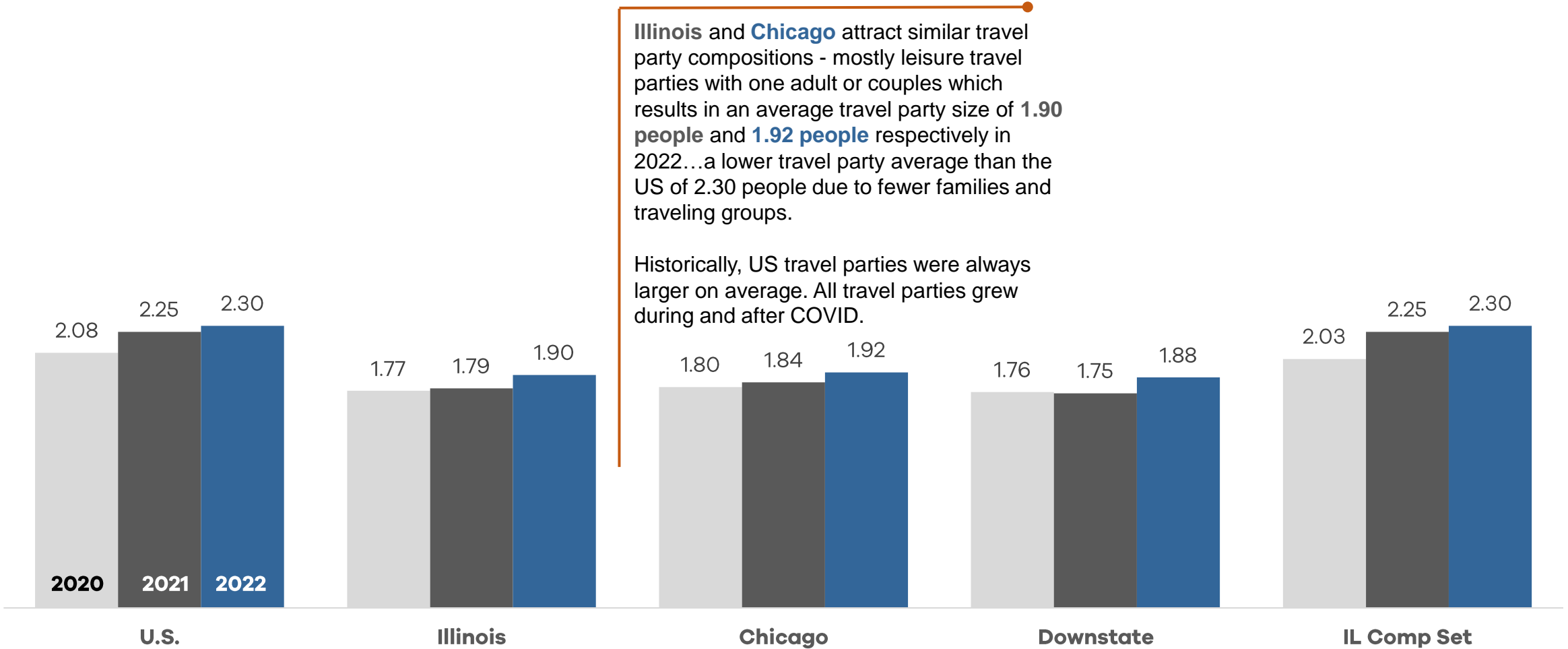
One Adult | Couples | Two Males/Two Females | Three or more Adults | Children Present



* 2022 Leisure Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Question/ Including yourself, how many adults and children were with you on your trip?

Average Travel Party Size

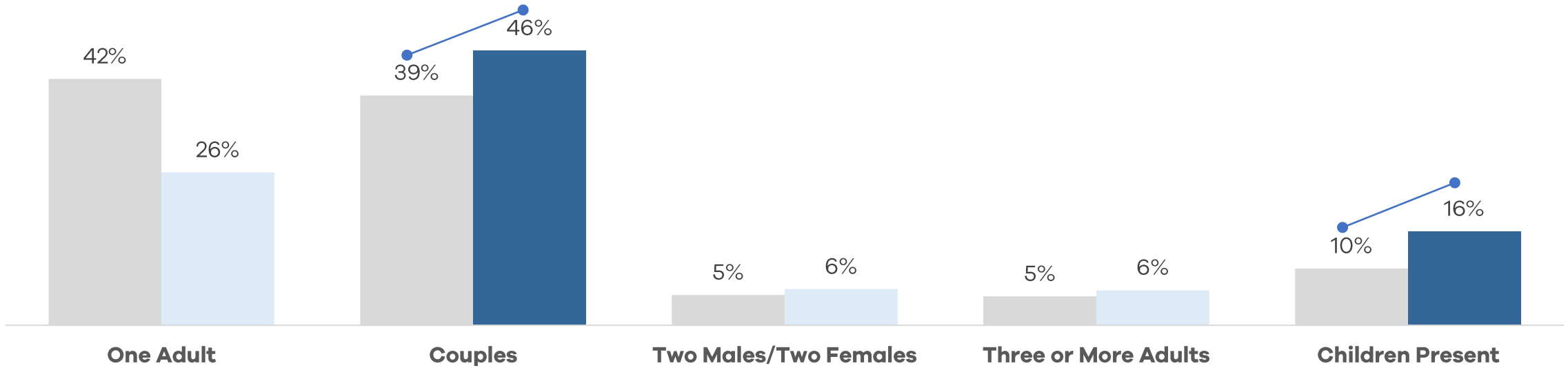


* 2020-2022 Leisure Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Question / Including yourself, how many adults and children were with you on your trip?

Illinois' Opportunity by Travel Party:
Families and Couples are most valuable Leisure segments to target

Stays Based | Trip-Dollars based w/o Transportation

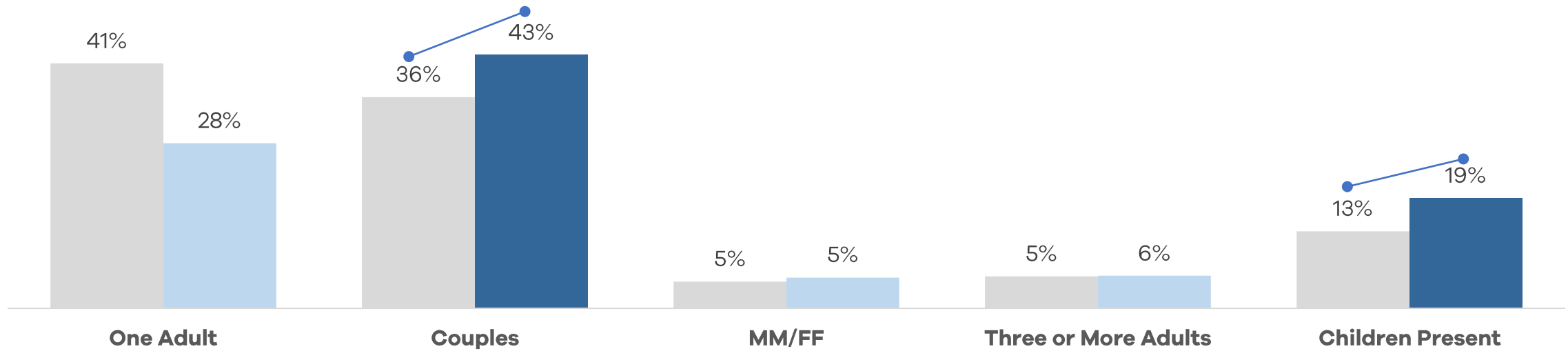


* 2020-2022 Leisure (Base Illinois=6,086)
 Source: Performance/MonitorSM

Question / Including yourself, how many adults and children were with you on your trip?

Chicago's Opportunity by Travel Party:
Families and Couples are most valuable Leisure segments to target

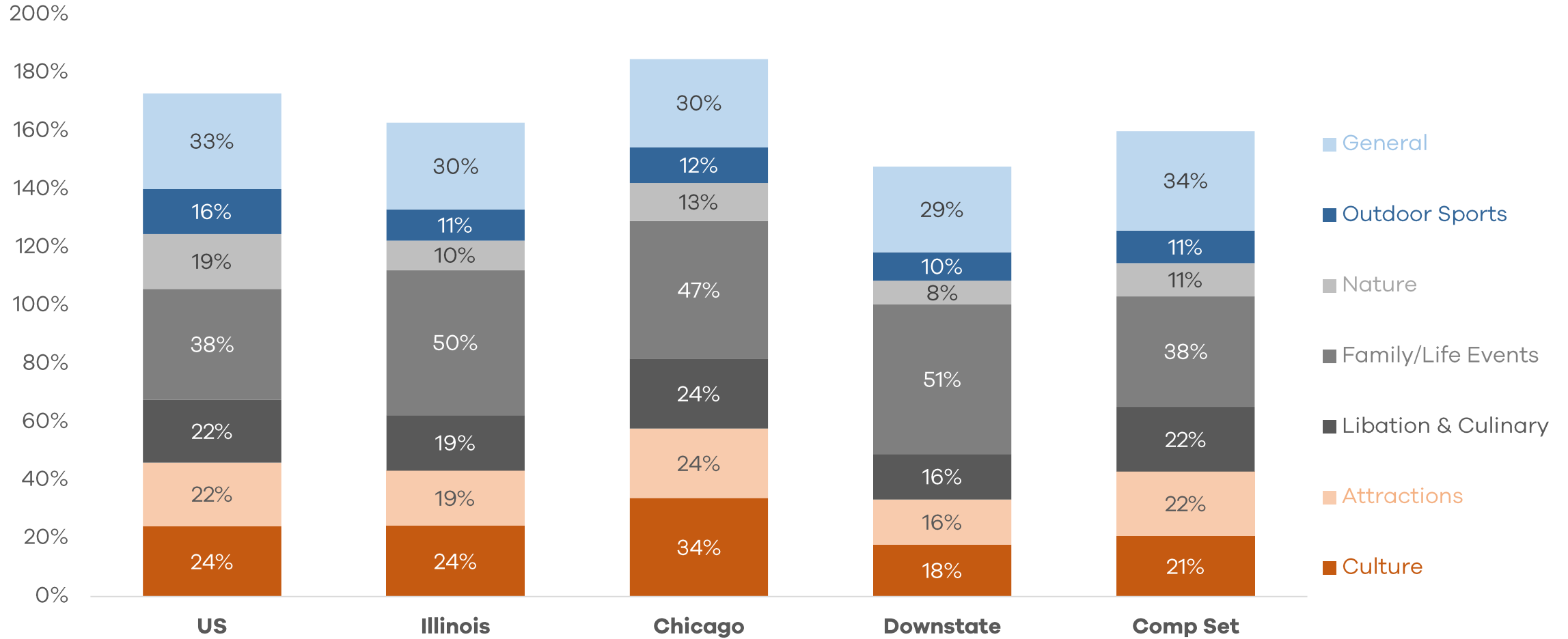
Stays Based | Trip-Dollars based w/o Transportation



* 2020-2022 Leisure (Base Chicago=1,322)
 Source: Performance/MonitorSM

Question / Including yourself, how many adults and children were with you on your trip?

Activity Participation (NET): travel parties participate in slightly more different activities while for **Leisure in Chicago** than in Illinois



* 2022 Leisure Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Question / Including yourself, how many adults and children were with you on your trip?

Activities	US	Illinois	Chicago	Downstate	IL Comp Set
Visit Friends/Relatives	20%	25%	21%	29%	20%
Culinary/Dining Experience	21%	18%	23%	15%	19%
Shopping	23%	20%	20%	20%	24%
Historic Sites	6%	5%	7%	4%	4%
Movies	4%	4%	5%	4%	4%
Festival/Fairs	4%	6%	7%	5%	3%
Museums, Art Exhibits	6%	7%	13%	3%	5%
Touring/Sightseeing	9%	6%	8%	5%	7%
Nightlife	6%	6%	10%	3%	4%
Medical/Health/Doctor Visit	5%	4%	3%	4%	6%
Holiday Celebration	5%	7%	6%	8%	5%
Anniversary	4%	4%	5%	4%	3%
Birthday	11%	12%	15%	9%	11%
Other Personal Celebrations	3%	6%	4%	8%	2%
Live Music	5%	5%	6%	4%	4%
Parks (national/state etc.)	7%	4%	4%	3%	5%

Illinois and Chicago can position themselves as destinations for **Family/Life events** and **Culture**.

About 94 out of every 100 Leisure travel parties participate in an activity when visiting Illinois, a similar participation rate to Chicago (96) and the U.S (95).

*2022 Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

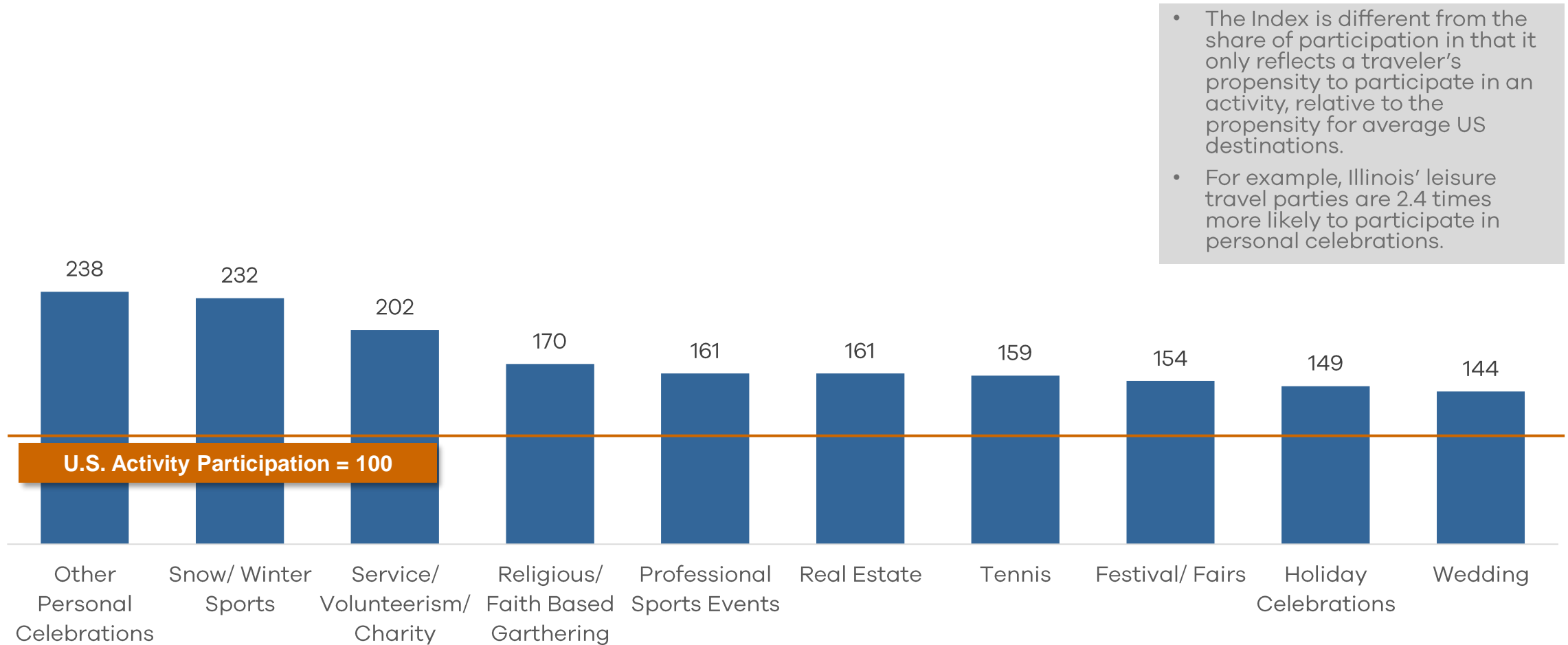
Question/ Did you do any of the following activities on your trip in [City/location]?

Activities	US	Illinois	Chicago	Downstate	IL Comp Set
Beach/Waterfront	11%	6%	9%	3%	6%
Golfing	2%	2%	2%	1%	2%
Show: Boat, Car, Home	1%	1%	1%	1%	1%
Amateur Sports	4%	5%	3%	6%	5%
Theater/Dance Performance	1%	2%	2%	1%	1%
Gambling	6%	3%	3%	3%	6%
Water Sports	1%	1%	1%	1%	1%
Winery/Distillery/Brewery Tours	2%	1%	1%	2%	2%
Wedding	2%	2%	2%	2%	2%
Professional Sports Event	2%	3%	5%	1%	2%
Zoo/Aquarium	2%	3%	4%	2%	3%
Hiking	6%	3%	1%	4%	4%
Reunion/Graduation	1%	2%	2%	2%	1%
Business/Work	3%	3%	5%	2%	1%
Religious/Faith Based Conference	1%	2%	2%	3%	1%
Boating/Sailing	3%	2%	3%	2%	2%

*2022 Stays (Base Illinois=2,225, Chicago= 1,322)
Source: Performance/MonitorSM

Question/ Did you do any of the following activities on your trip in [City/location]?

Illinois Activity Index: Illinois Leisure travel parties have a **much higher propensity** to participate in the following activities than travel parties to the average US destination

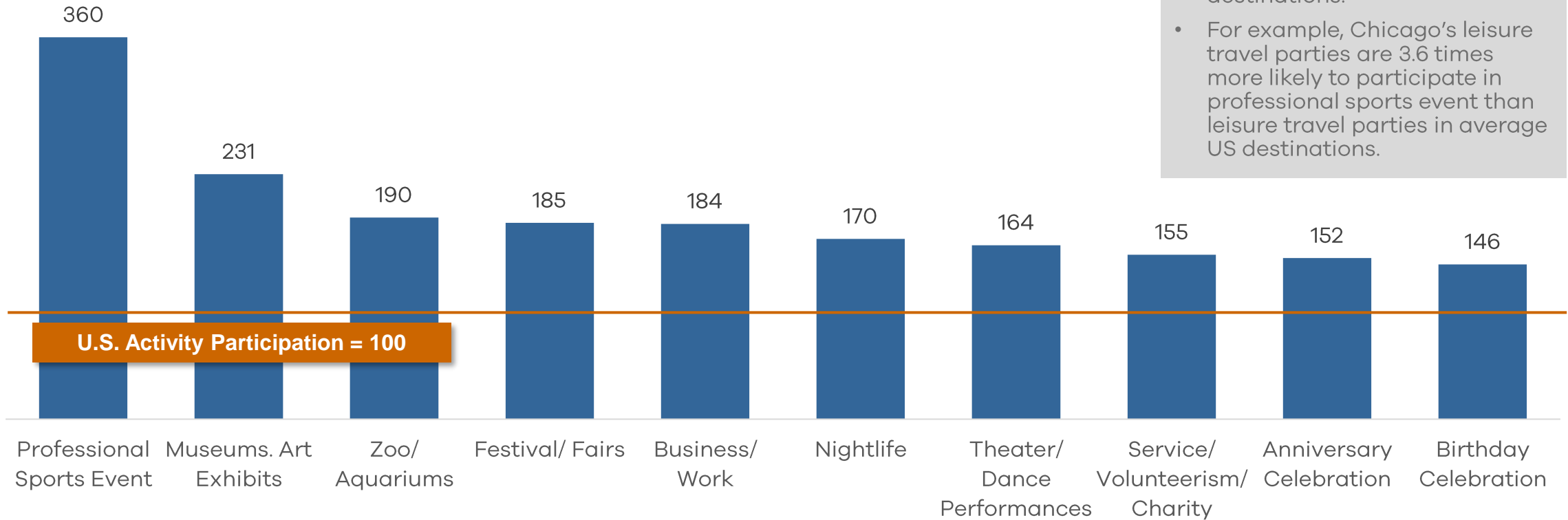


- The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an activity, relative to the propensity for average US destinations.
- For example, Illinois' leisure travel parties are 2.4 times more likely to participate in personal celebrations.

* 2022 Leisure Stays (Base Illinois=2,225)
Source: Performance/MonitorSM

Question/ Did you do any of the following activities on your trip in [City/location]?

Chicago Activity Index: Chicago Leisure travel parties have a **much higher propensity** to participate in the following activities than travel parties to the average US destination

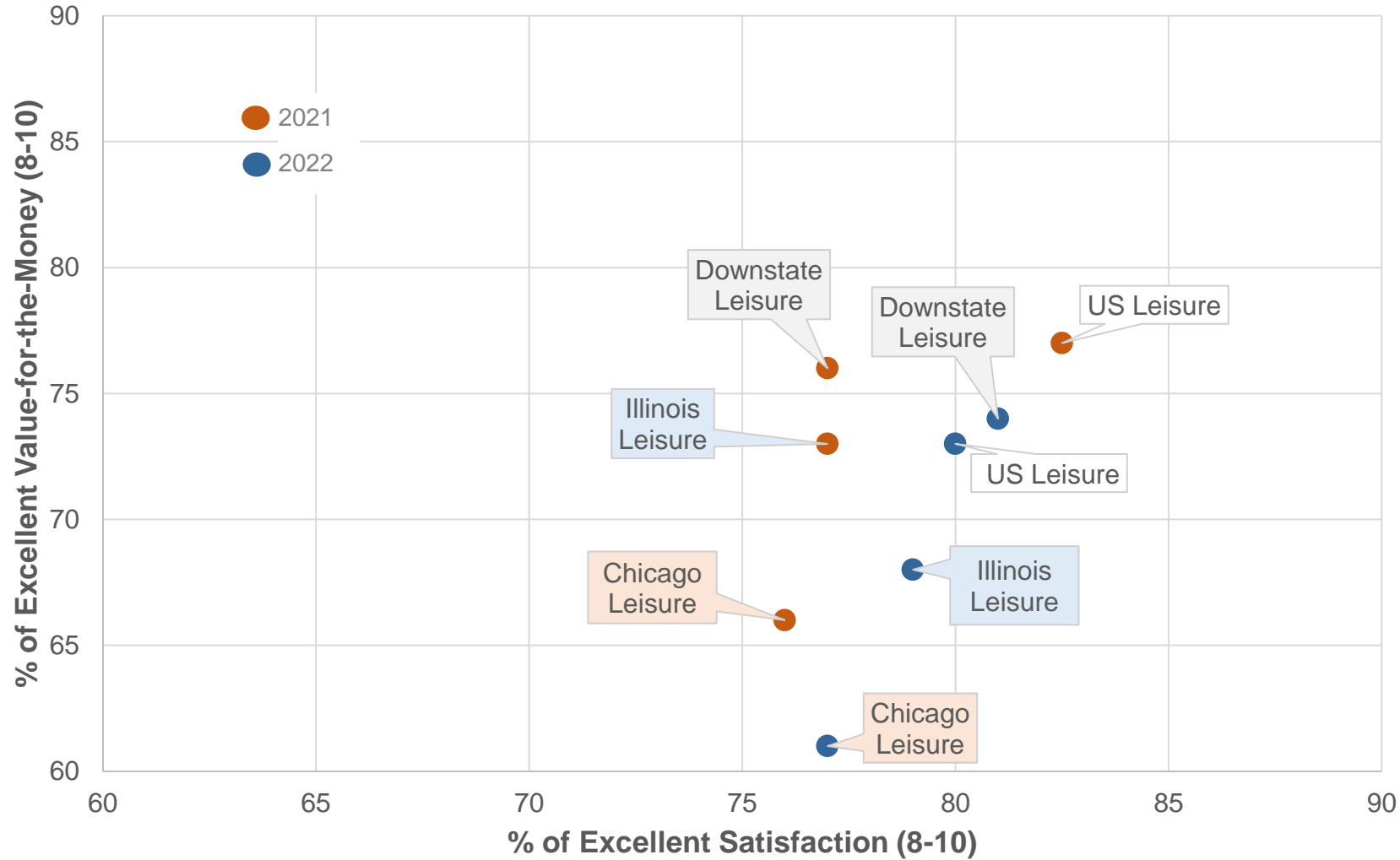


- The Index is different from the share of participation in that it only reflects a traveler’s propensity to participate in an activity, relative to the propensity for average US destinations.
- For example, Chicago’s leisure travel parties are 3.6 times more likely to participate in professional sports event than leisure travel parties in average US destinations.

* 2022 Leisure Stays (Base Chicago=1,322)
Source: Performance/MonitorSM

Question/ Did you do any of the following activities on your trip in [City/location]?

Illinois and Chicago Destination Ratings

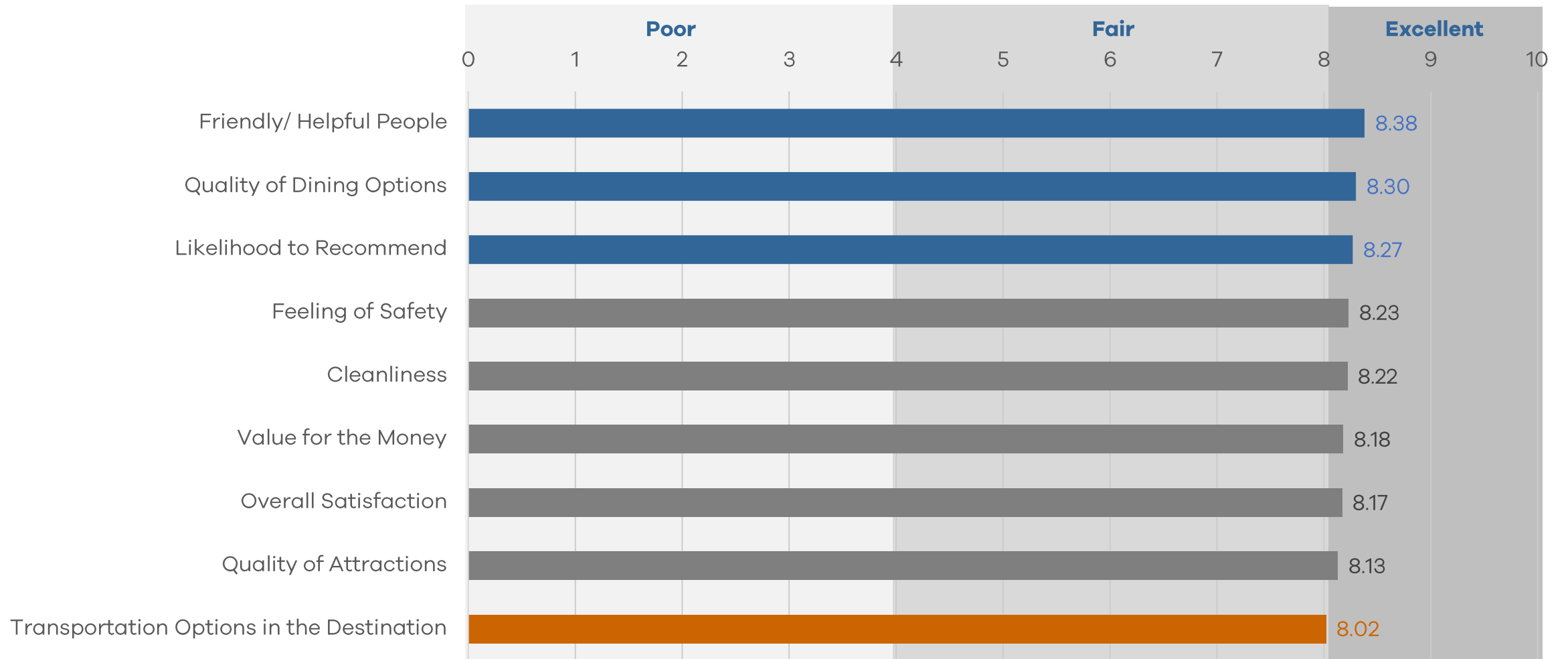


- Satisfaction and Value ratings may be combined into a matrix which places each destination in the location where Satisfaction and Value intersect.
- Destinations or segments fall into one of four quadrants. Those that are in the High Satisfaction, High Value quadrant have the most loyal visitors. Those visitors are most likely not only to return, but they are likely to spend more, as well as provide invaluable word-of-mouth recommendations. The graph to the left shows these data for Illinois and Chicago, as well as the US average.

*2021/2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Question/ Please rate [City/location] using the scale below.

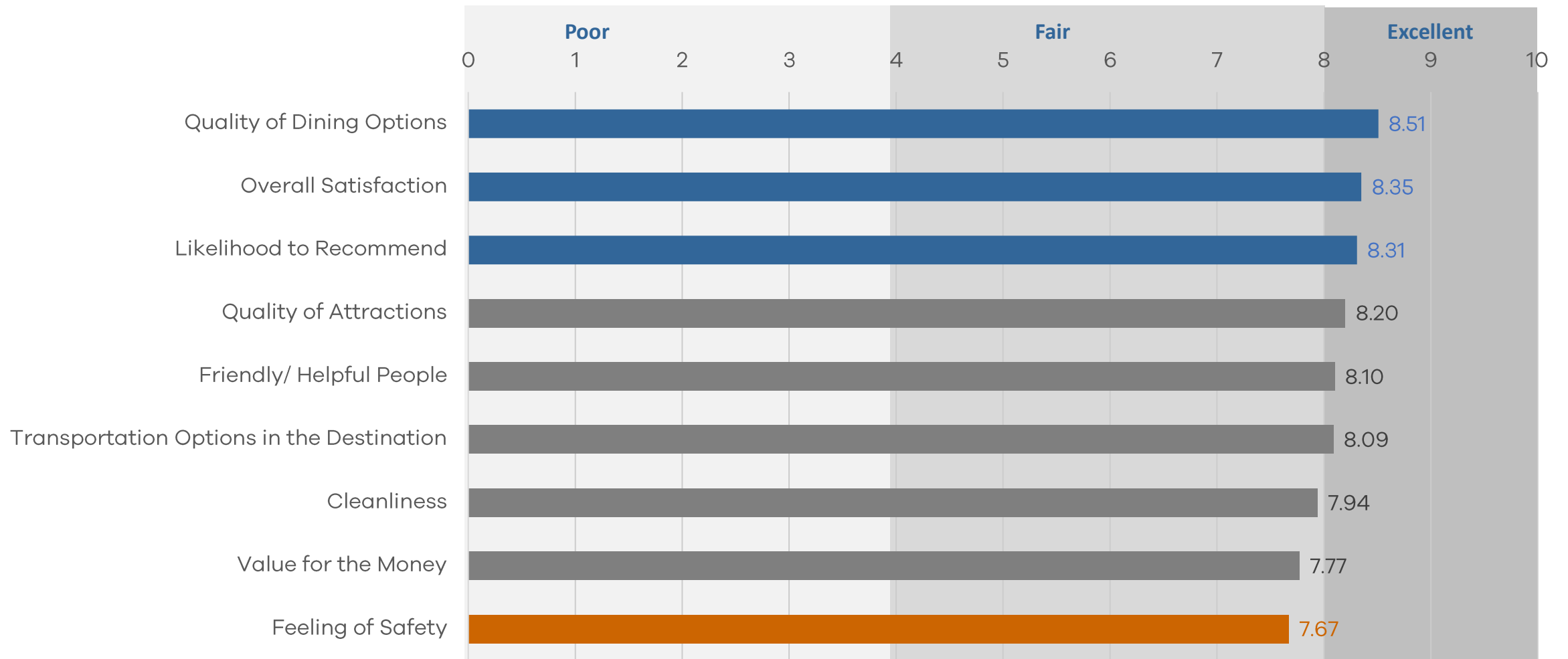
Illinois' Average Destination Ratings



* 2022 Leisure Person-Stays (Base Illinois=2,225)
Source: Performance/MonitorSM

Question/ Please rate [City/location] using the scale below.

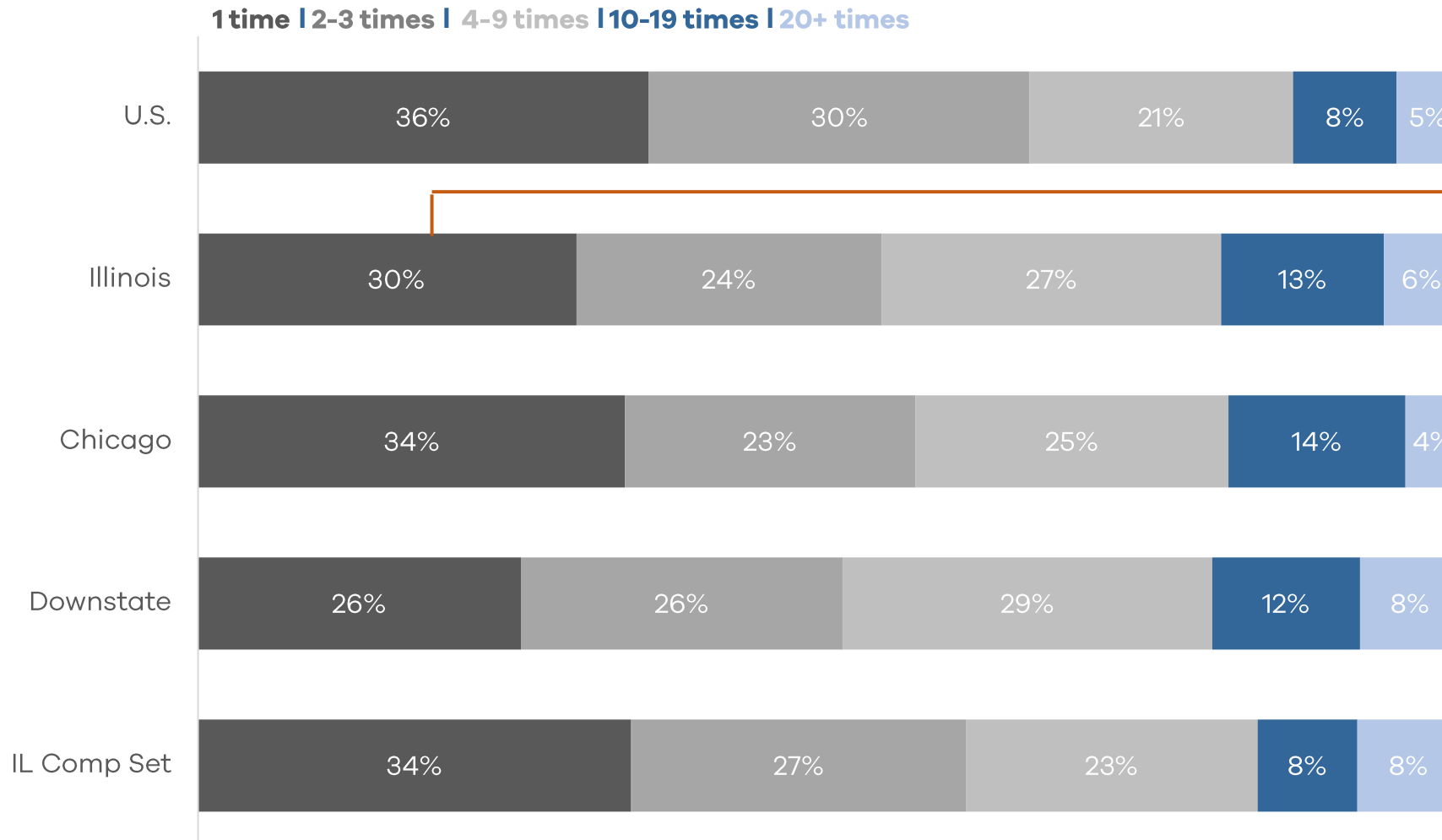
Chicago's Average Destination Ratings



* 2022 Leisure Person-Stays (Base Chicago=1,322)
 Source: Performance/MonitorSM

Question/ Please rate [City/location] using the scale below.

Repeat Visitation in the Past 3 Years



3 out of 10 Leisure travelers visited Illinois and Chicago, respectively, for the **first time** in the past three years.

A share that grew by about 10ppt over pre-pandemic times.

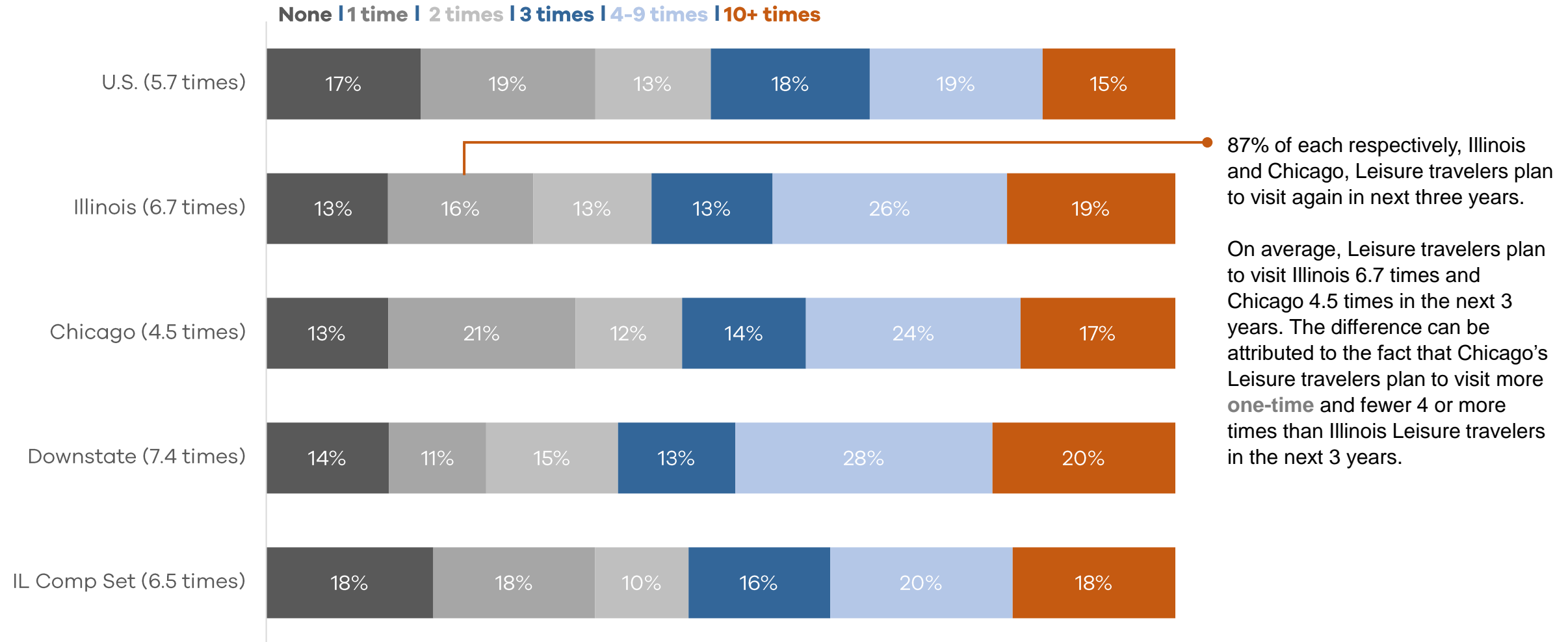
Another one-fourth of travelers were **infrequent (2-3 times)** visitors and about 4 out of 10 travelers were **frequent (4 times or more)** visitors.

About 1 in 10 Leisure travelers who visited Illinois or Chicago considered another destination before deciding on their trip in 2022.

* 2022 Leisure Overnight Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Question/ Number of times [city/location] visited in past 3 years (type in number including this visit).

Plan to Visit in Next 3 Years

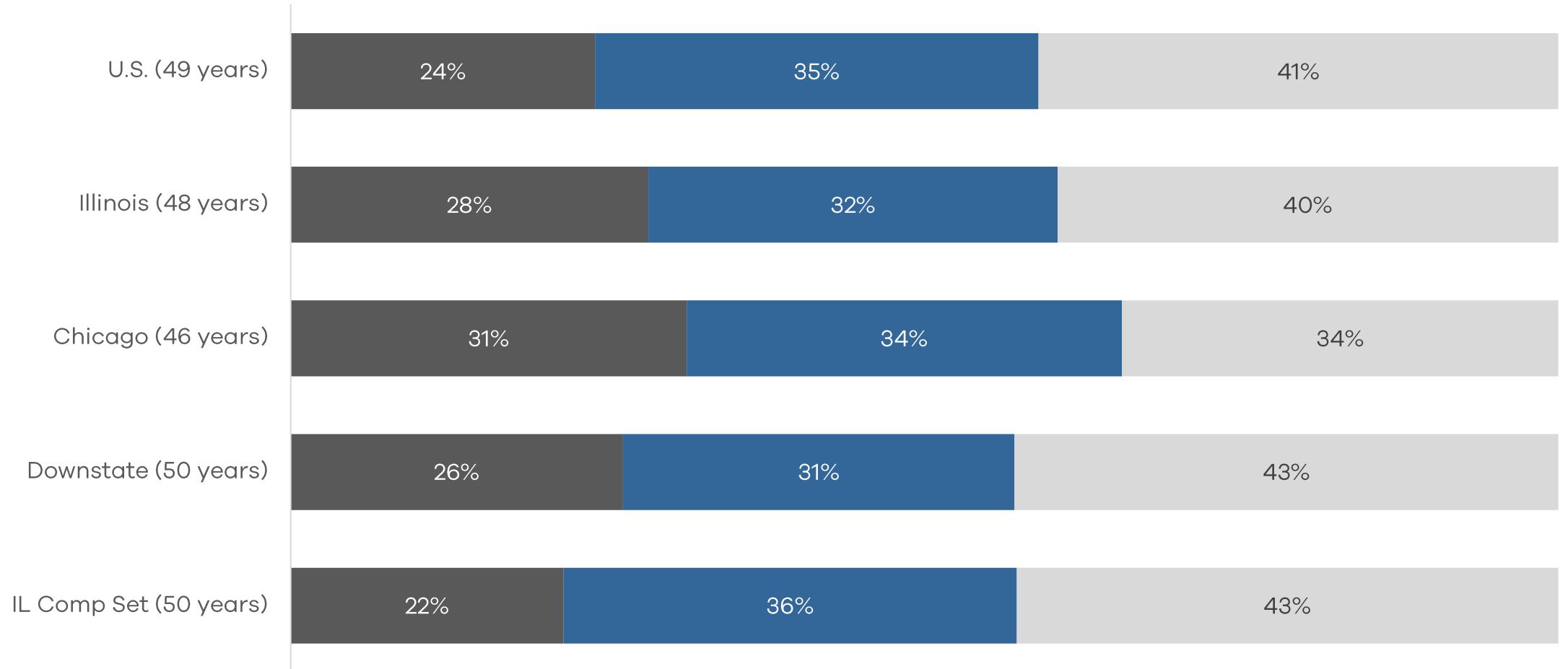


* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Question/ Number of time do you plan to visit [city/location] in the next 3 years
(Type in number. Do not include this visit.)

Age of Respondent

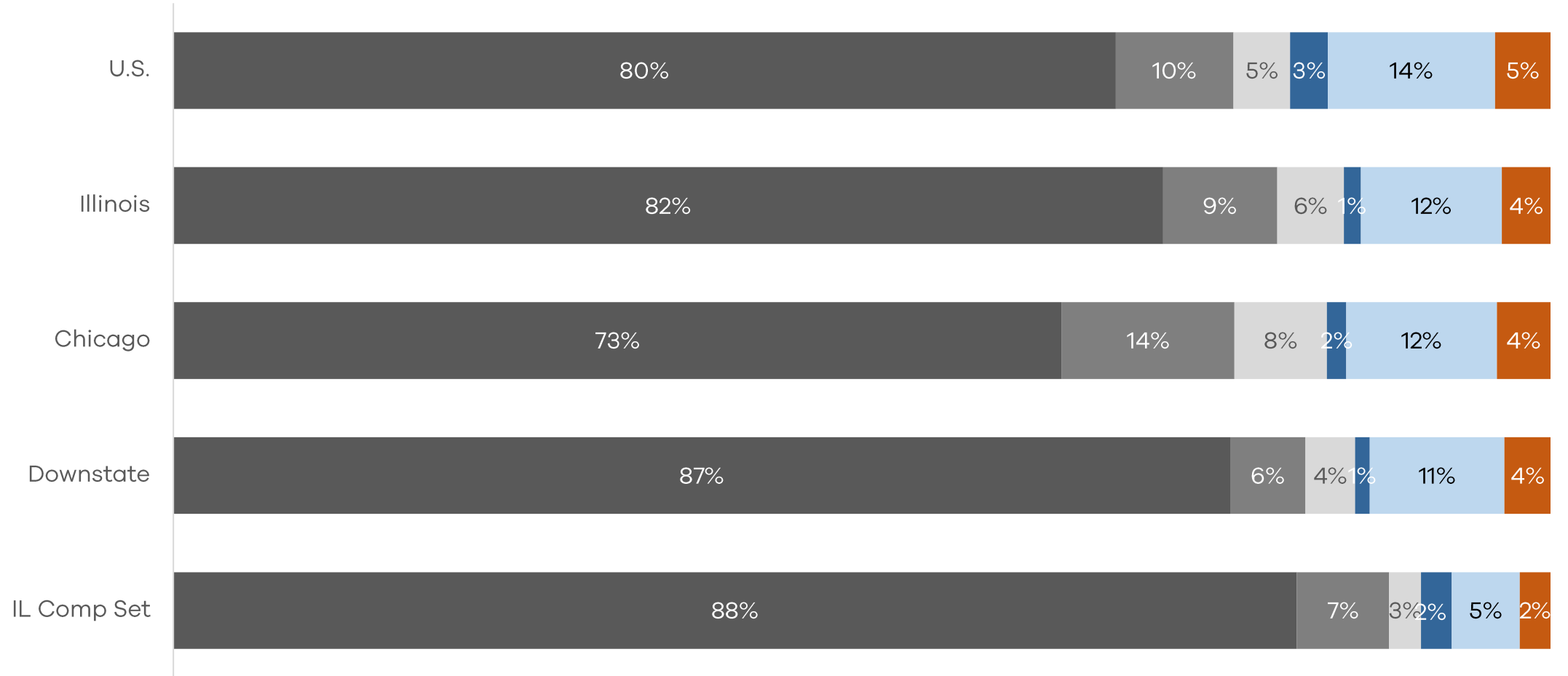
18-34 years | 35-54 years | 55 years and older



* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
 Source: Performance/MonitorSM

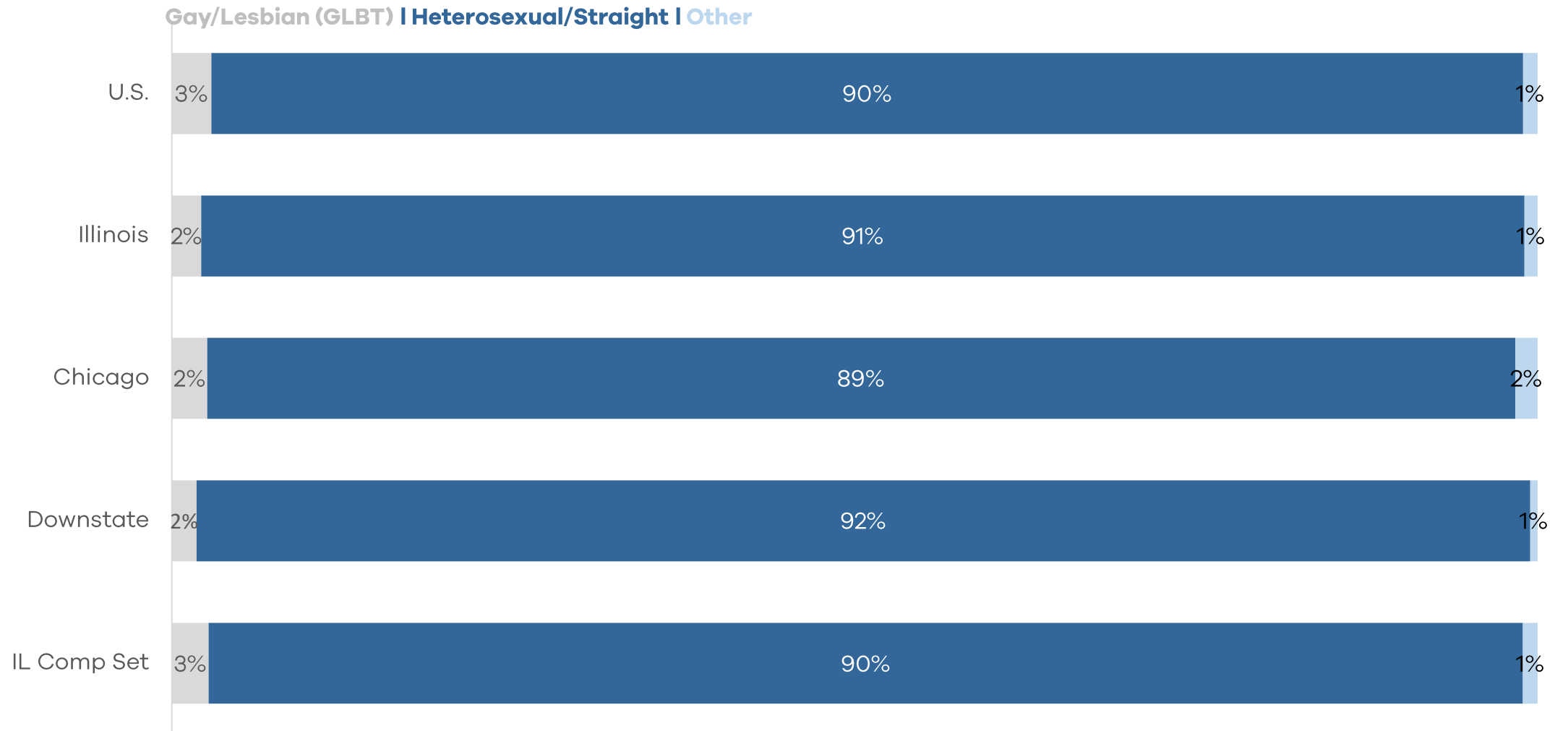
Race of Respondent

White | Black | Asian | Native American/Alaska Native | Hispanic, Latino, or Spanish Origin | Other



* 2022 Leisure Person-Stays (Base Illinois= 2,225, Chicago= 1,322)
 Source: Performance/MonitorSM

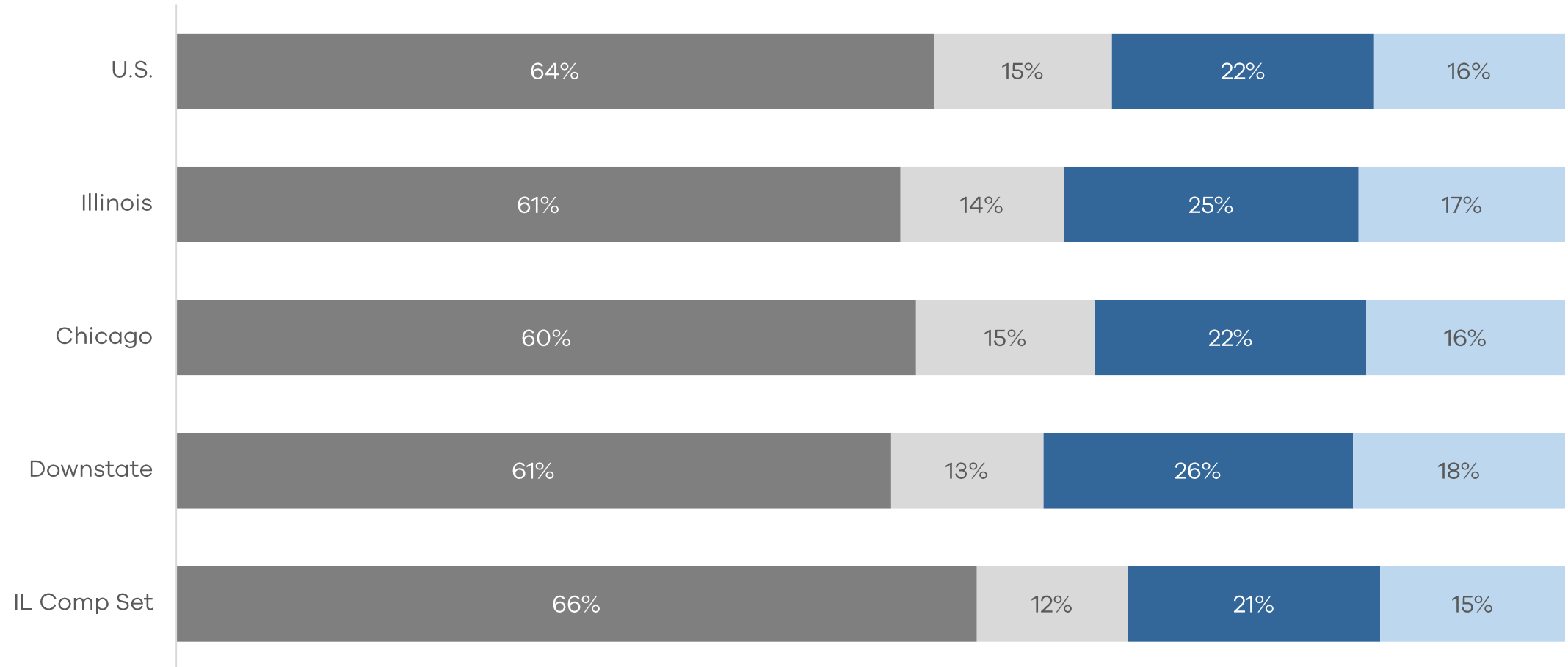
Sexual Orientation of Respondent



* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Children in Household of Respondent

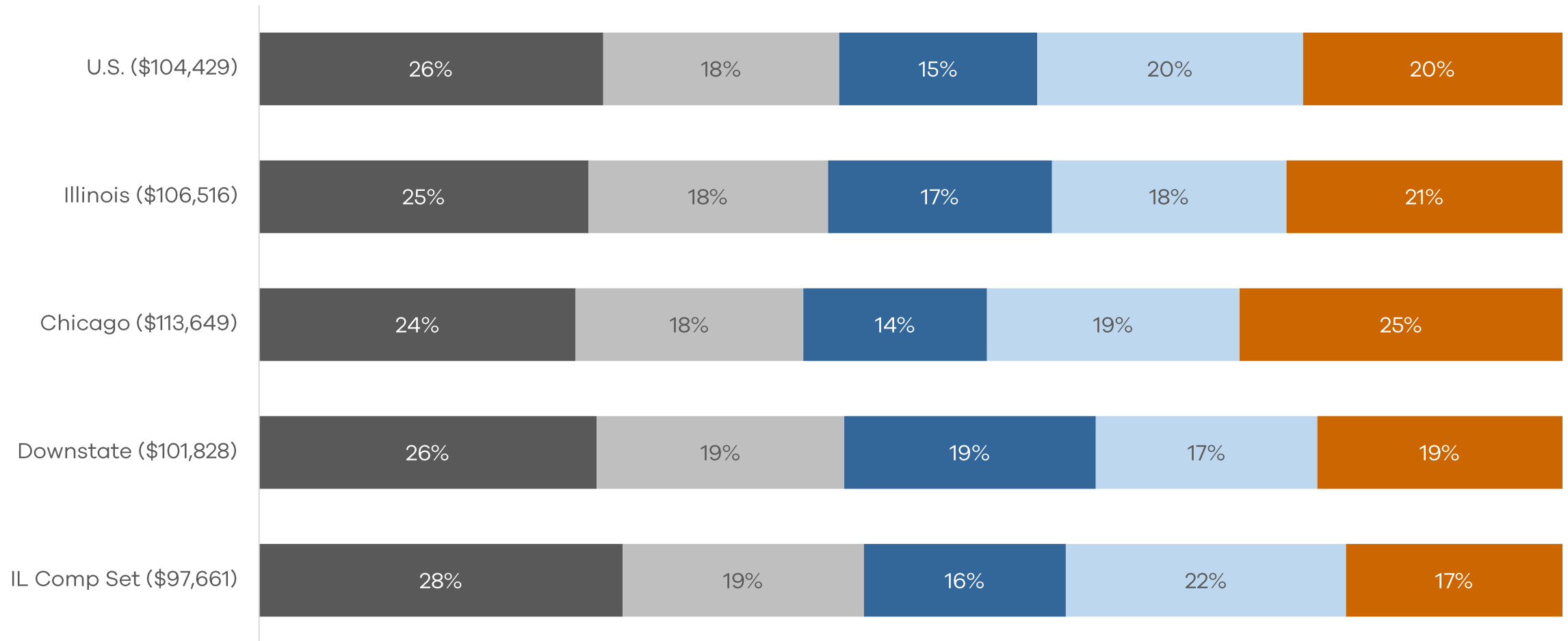
No Children | 5 years or younger | 6-12 years | 13-17 years



* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Household Income of Respondent

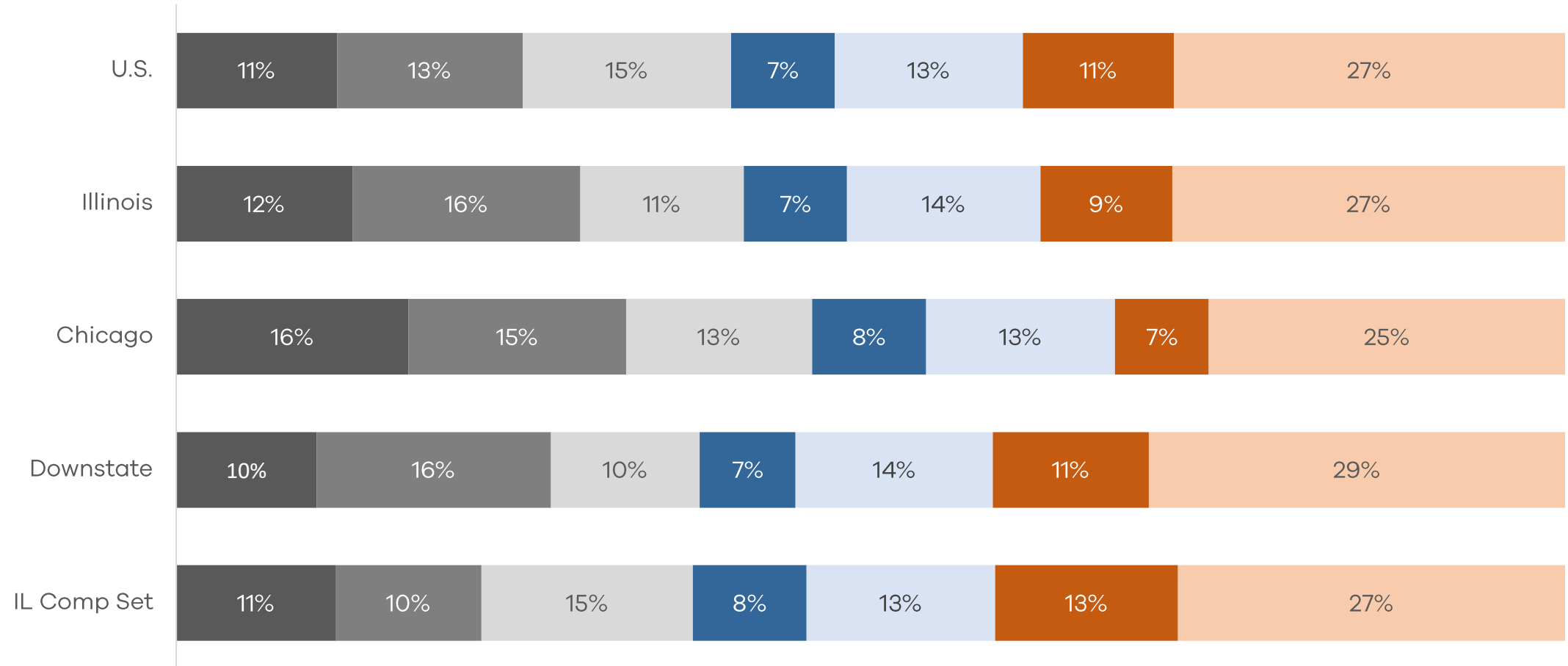
\$50,000 or less | \$50,000-\$74,999 | \$75,000-\$99,999 | \$100,000-\$149,999 | \$150,000 or more



* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Lifestage of Respondent

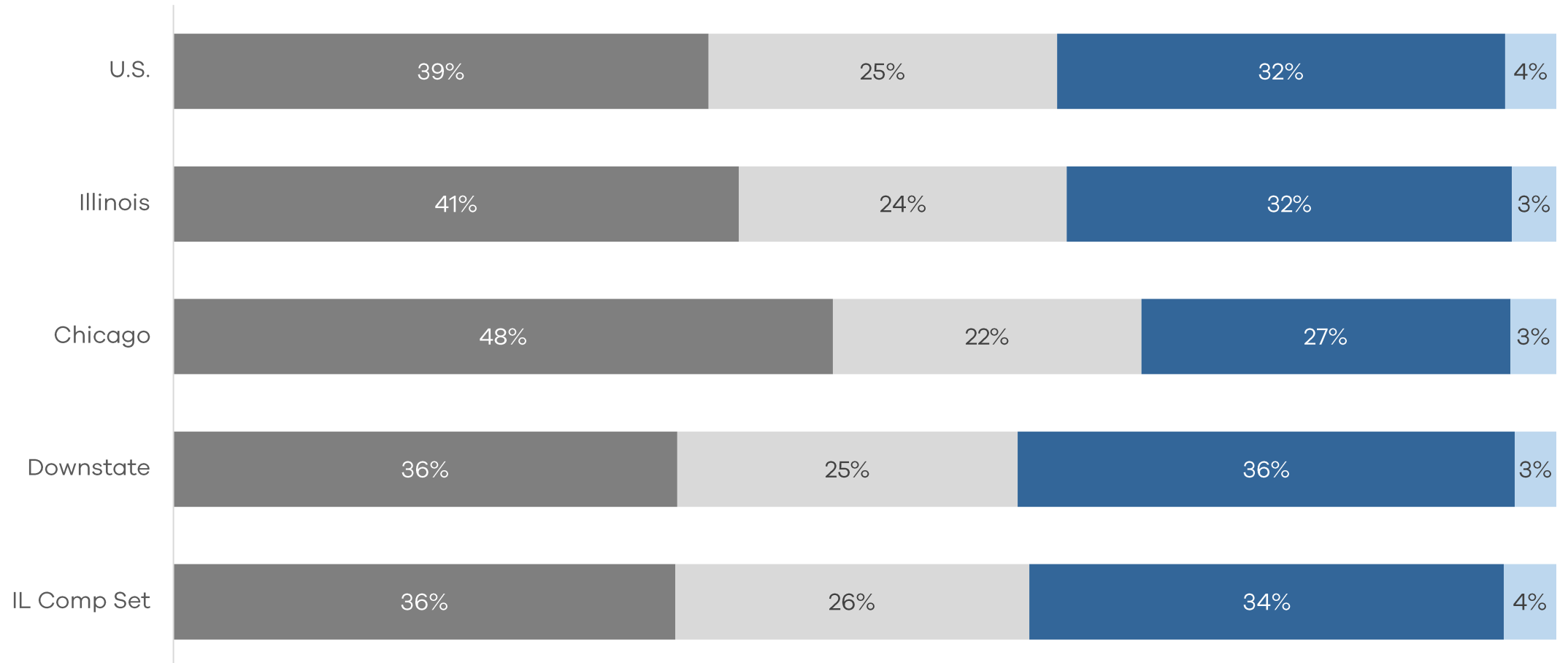
Young & Free | Young Family | Maturing & Free | Moderate Family | Affluent Family | Moderate Mature | Affluent Mature



* 2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Generation of Respondent

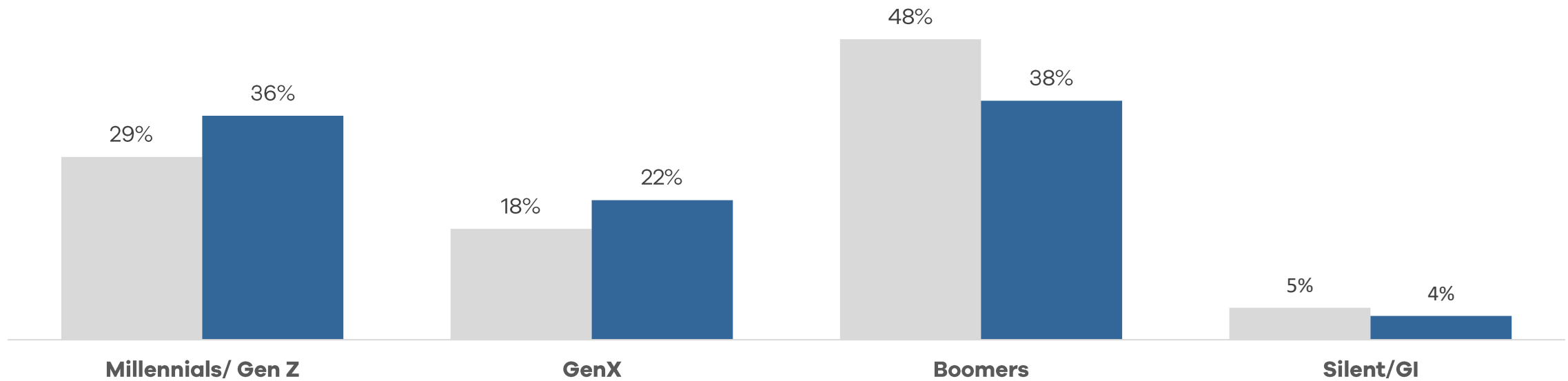
Millennials/GenZ | GenX | Boomers | Silent/Gen



*2022 Leisure Person-Stays (Base Illinois=2,225, Chicago=1,322)
Source: Performance/MonitorSM

Illinois' Opportunity by Generation

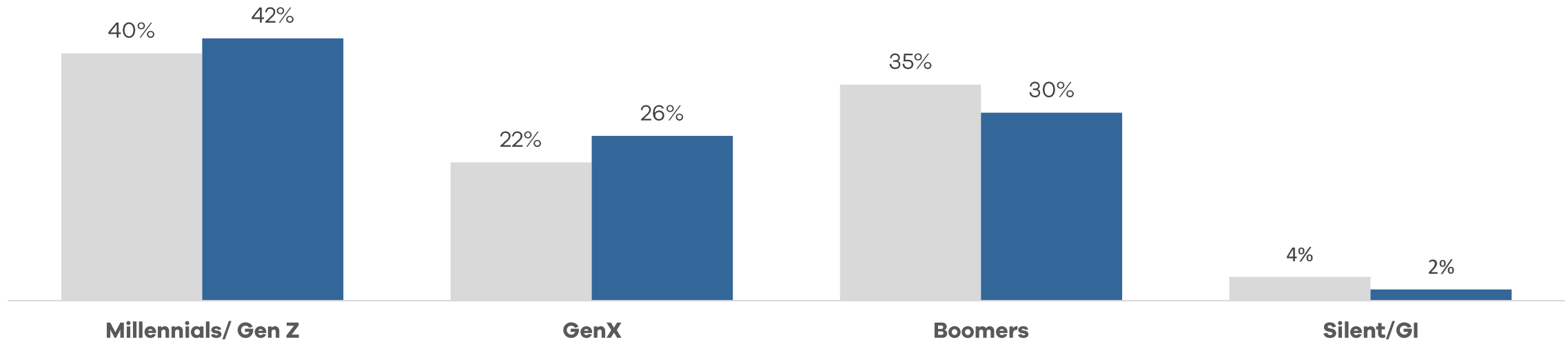
Stays Based | Trip-Dollars based w/o Transportation



* 2020-2022 Leisure (Base Illinois=6,086)
Source: Performance/MonitorSM

Chicago's Opportunity by Generation

Stays Based | Trip-Dollars based w/o Transportation



* 2020-2022 Leisure (Base Chicago=2,823)
Source: Performance/MonitorSM

APPENDIX



Household Count

The number of unique respondents responding to the survey who visited the destination during the travel year.

Stays

Stays represent the number of distinct groups of travelers (travel parties or groups) visiting a destination on a trip, regardless of the number of people within the travel group.

Person-Stays

The total number of people or visitors that traveled to your destination, regardless of the length of their stay.

Person-Days

The total number of days that all visitors contributed to your destination.

Trip-Dollars

Using the Trip-Dollars weight shows the monetary worth/contribution of travelers to a destination's economy as opposed to the contribution of number of trips or number of days spent at the destination.

Room-Nights

The number of nights spent in a room, regardless of the number of people staying in the room.

Stay Expenditures

Combines per-person spending with Person-Days to calculate the money spent on each stay to your destination.

Average Party Per Stay Spending

Includes reported expenditures of all travelers (including transportation expenditure) who spend more than \$1 on their trip to or within the destination. Individual averages for subgroups of variables, such as accommodation types or activities might be higher than the total average party per stay spending for a destination because the travelers' spending is included only in those subgroups of variables to which the respondent replied.

Traveling Party

Children Present: Is defined as one or more adults accompanied by one or more persons under age 18. The child necessarily has to live in the household.

MM/FF: Include either two females or two males from different households traveling together.

Generations

Millennial (1981-1996), GenX (1965-1980), Boomer (1946-1964), Silent/Gen I (before 1945)

Lifestage Definitions

Lifestage	Head of HH Age	HH Income	Children <18 in HH
Young & Free	18-34 years	Any	No
Young Family	18-34 years	Any	Yes
Mature & Free	35-54 years	Any	No
Moderate Family	35-54 years	Under \$75K	Yes
Affluent Family	35-54 years	\$75K+	Yes
Moderate Mature	55+ years	Under \$60K	No
Affluent Mature	55+ years	\$60K+	No

Examples

- If the car (personal vehicle) travel finding for Illinois Leisure is 78% and the sample size is 2,225, using the chart to the right, we can say that at the 90% level of confidence the proportion ranges between 76.7% and 79.3%.
- If the Personal Vehicle finding for Illinois' Leisure travelers is 78% in 2022 and was 79% in 2021, using the chart, we can say that the actual proportion change is statistically insignificant since the resulting Z score 0.75 is smaller than the table Z score [+/- 1.64].

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

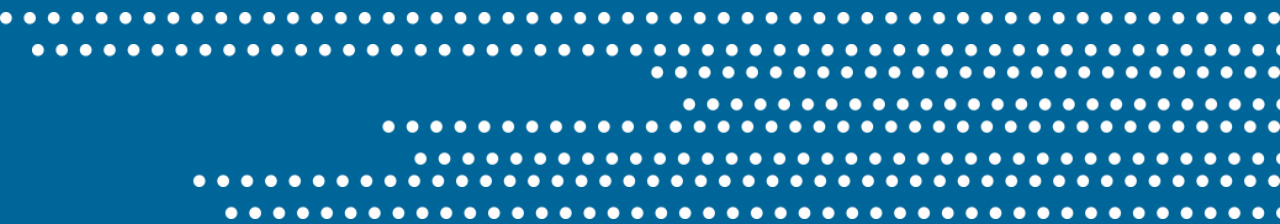
	Sample Size for 2022	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
U.S. Leisure	50,246	0.1%	0.1%	0.2%	0.3%	0.4%
Illinois Leisure	2,225	0.3%	0.6%	0.9%	1.3%	1.7%
Chicago Leisure	1,322	0.4%	0.8%	1.2%	1.7%	2.3%
Downstate Leisure	1,107	0.5%	0.9%	1.4%	2.0%	2.6%
Comp Set Leisure	7,784	0.2%	0.3%	0.5%	0.7%	0.9%

Significance Testing

The chart below compares two proportions from different samples for statistical significance.

Instructions: Enter the proportion for each sample and sample size in the appropriate cells in the data input section, using the Z Score Table, compare the resulting Z score with the Z score corresponding to your desired confidence level. If the resulting Z score is greater than the table Z score, the difference between the two proportions is statistically significant. If the resulting Z score is lower, there is no significant difference.

Data Input	2021	2022	Resulting Z Score	Z score	Confidence Level
Proportion	79%	78%		(+/-) 1.96	95%
Sample Size (n)	1,658	2,225	0.75	(+/-) 1.64	90%



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