

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

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

- Stayed an average of 5.1 nights in Illinois
- On average planned trip 65.9 days out
- Booked - 25% between 15-30 days; 19.5% between 8-14 days
- Less were on first time U.S. trip – 8.2% vs. 14.5%
- The average number of states visited was 1.8
- More used Chicago as port of entry – 77.7% vs. 71.8%
- Average expenditure was \$173 per person per day, up from \$110
- 69.9% were males and 30.1% were females.
- Average age for males was 44 and 38 for females
- 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

Means of actual Booking (air)

- 34.1% Personal computer
- 28.1% Company travel dept.
- 19.9% Travel agent
- 11.4% Airlines directly

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/Rec/Holiday
- 34.8% Visit Friends/Relatives
- 9.9% Convention/Conference

2007 German Visitors to Illinois: A Profile

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

- Stayed an average of 3.8 nights in Illinois
- On average visitors planned trip 85.9 days out
- Booked - 21% between 31-60 days; 20% between 15-30 days
- More were on a first time trip to the U.S. – 24.8% vs. 18%
- The average number of states visited was 2.4
- More used Chicago as port of entry – 65.5% vs. 63.3%
- Average expenditure was \$131 per person per day, up from \$105
- 71.3% were males and 28.7% were females
- Average age for males was 40 and 40 for females as well
- 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

Means of actual Booking (air)

- 52% Travel agent
- 23% Company/business travel department
- 13% Personal computer
- 2% 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/Rec/Holiday
- 36.8% Visit Friends/Relatives
- 9.1% Convention/Conference

2007 ILLINOIS ARRIVAL FIGURES

- Illinois welcomed 1,171,000 overseas visitors, a 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.
- In 2007, the top markets for international visitors to Illinois were: Canada, United Kingdom, Mexico, Germany and Japan.
- 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, 13.6% increase

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

Source: The Economic Impact of Travel on Illinois Counties, 2007, Travel Industry Association of America; Overseas Travelers to Illinois – 2007; CIC Research and U.S. Department of Commerce, International Trade Administration, Office of Travel and Tourism Industries