



## FOR IMMEDIATE RELEASE

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### Visit Oak Park Tourism Contributes to Record Tourism Growth in Illinois

*Cook County generated \$1.89 billion in local tax revenue and \$30.6 billion in visitor spending*

**Oak Park, Ill.** – Visit Oak Park announced today the area generated a local economic impact of \$1.89 billion and contributed to an increase in visitor spending across Illinois in 2023. In addition, this boost in tourism contributed \$1.176 billion in local tax revenue while directly supporting 257,559 jobs in the tourism and hospitality industry, according to the latest data provided by Tourism Economics, a global tourism research firm, which measures the number of visitors as well as their impact on Illinois' economy during the 2023 calendar year.

Annie Coakley, Visit Oak Park Executive Director, said "I'm proud of the stories we developed and shared in support of small businesses, makers, downtowns, and unique places to stay. It is the best part of the job: inspiring people to come to beautiful Oak Park and all our surrounding communities that are like no other in Illinois."

Governor JB Pritzker recently announced that Illinois reached its highest-ever hotel tax revenue figures in FY24 (\$322 million) – a 4.5% increase over the previous record set in FY23. Illinois welcomed 112 million domestic and international visitors who spent \$47 billion in 2023 – an increase of 1 million visitors and \$3 billion in spending from 2022, according to data provided by Tourism Economics. Visitor spending in 2023 surpassed 2019 levels for the first time, reaching 4% above its pre-pandemic benchmark. As a result of tourist spending and visits in 2023, the overall economic impact – which includes indirect and induced impacts – amounted to \$83 billion, which is a 6.4% increase from 2022 figures.

"Illinois continues to make substantial investments in the travel and tourism sector, leading to an increase in visitors who are spending more time in our state and supporting local businesses," **said DCEO Director Kristin Richards.** "We're excited to continue this momentum and further enhance tourism in Illinois, building on this record-breaking success."

"Illinois' tourism is thriving, with another record-breaking year across key metrics such as the average length of stay, visitor spending, and overall growth," **said Daniel Thomas, Deputy Director of the DCEO Office of Tourism.** "Whether it's the vibrant energy of Chicago or the charm of our small towns, we've introduced new initiatives like LUXE By Illinois, which highlights luxury experiences and expanded our Outdoor experiences campaign, Real People, Real

Stories, Real Outdoors, giving visitors even more compelling reasons to extend their stay and spend more.”

### **Economic Impact of Domestic Travel by County:**

#### **Cook County**

Travel expenditures – \$30.6 billion (7.9% increase)

Local tax revenue – \$1.89 billion (1% increase)

### **Fast Facts about Illinois Tourism in 2023**

- Illinois welcomed 112 million domestic and international visitors in 2023, an increase of 1 million visitors from 2022
- Visitor spending resulted in \$47 billion in 2023, an increase of \$3 billion from 2022
- State and local tax revenue from visitor spending generated \$4.6 billion in 2023
- Visitor spending supported 278,200 tourism-related jobs, an increase of 7,600 jobs from 2022
- Illinois reached its highest-ever hotel tax revenue figures in FY24, \$322 million – a 4.5% increase over the previous record set in FY23

Annual economic impact data is provided by Tourism Economics and state hotel revenue collections are provided by the Illinois Department of Revenue. The hotel revenue figures represent all Illinois hotels, motels, and lodging establishment’s taxable revenue.

To learn more about Illinois and to plan an Illinois getaway, visit [www.EnjoyIllinois.com](http://www.EnjoyIllinois.com).

#### **About Visit Oak Park**

Visit Oak Park comprises a volunteer Board of Directors and dedicated staff who work to provide economic growth to the region. Destination promotion is for the benefit and well-being of every person in a community. It is an essential investment to develop opportunities and build a quality of life to benefit the people of a destination. Visit Oak Park is the state-certified convention and visitor bureau serving the Village of Oak Park and its neighboring western Cook County communities of Bellwood, Berkeley, Broadview, Brookfield, Forest Park, Franklin Park, Hillside, La Grange, Melrose Park, Maywood, River Forest, River Grove, Schiller Park and Westchester. To learn more, visit [www.vistoakpark.com](http://www.vistoakpark.com).

#### **Mission Statement**

Visit Oak Park leads the charge in promoting the unique communities, cultures and experiences in Chicago's western suburbs.

#### **About the Illinois Office of Tourism**

The Illinois Office of Tourism leads tourism industry efforts to inspire visitation to, and within Illinois, resulting in significant economic impact and quality-of-life benefits for all Illinois residents. We are committed to making Illinois a model of inclusivity and celebration of diversity.

Illinois is a state that embodies innovation, craft, surprise and creativity. Whether domestic and international visitors are traveling for business or leisure, the Illinois Office of Tourism is their trusted guide in crafting an unforgettable experience.

To learn more, visit [www.EnjoyIllinois.com](http://www.EnjoyIllinois.com).

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