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CONTACT: Debbie Armstrong
DeKalb County CVB
815-756-1336

darmstrong@dekalbcountycvb.com

Tourism to DeKalb County Contributing to Robust Economic Growth in Illinois

DeKalb County generated \$1.66 million in local tax revenue and \$98.8 million in visitor expenditures

DeKalb, IL – The Illinois Office of Tourism announced both international and domestic travel expenditures reached \$39.5 billion in 2017 which is a \$1.1 billion boost to the state’s economy since 2016. Visitors to the state hit an all time high in 2017 with an additional 1.6 million travelers from 2016 contributing to an increase of visitor spending, tax revenue and local jobs.

DeKalb County played a role in the state’s added economic domestic growth, with \$98.8 million in travel expenditures (a 5.5% increase) and \$1.66 million in local tax revenue (a 5.7% increase). More than 6,000 jobs were created across the state as a result of visitor spending, with 590 of them in DeKalb County.

“Illinois is the perfect destination for anyone looking for a new experience – whether it’s an outdoor adventure, a scenic road trip, incredible nightlife, or a family-friendly activity – there truly is something for everybody,” said Cory Jobe, director of Illinois Tourism. “The added boost in state and local tax revenue is a testament to the continued impact that tourism continues to have on Illinois.”

Economic Impact of Domestic Travel by County:

DeKalb County

Travel expenditures – \$98.8 million (5.5% increase)

Local tax revenue – \$1.66 million (5.7% increase)

With visitor growth continuing its upward trend, DeKalb County locals will have a lot to look forward to as work continues developing the region, says Debbie Armstrong, Executive Director, DeKalb County CVB.



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“This increase is a direct result of a solid marketing campaign to keep DeKalb County top of mind as a destination for both leisure and business travel. It marks the eighth consecutive year of growth for the economic impact driven by visitor spending. Our tourism industry is thriving. Several of our attractions are expanding to keep up with the demand for additional meeting and event space and to increase hours of operation throughout the year, “ stated Armstrong. New events keep being added to draw visitors to our area as well. We have new business developments in several of our communities which include the possibility of new hotels,” shared Armstrong.

Fast Facts about Illinois Tourism in 2017:

- Every \$1 invested in Illinois tourism generates \$9 in economic impact for the state
- Illinois welcomed 111 million domestic visitors
- Of Illinois’ 111 million domestic visitors, 17% were for business and 83% for leisure
- In the past 10 years, domestic travel to Illinois has increased by 23 million visitors
- The visitor expenditures generated by domestic visitors supported 308,490 jobs in 2017 which is an increase of 6,040 jobs since 2016
- Domestic travelers spent \$36.3 billion in Illinois during 2017, a 3.3 percent increase from 2016

Illinois Office of Tourism receives domestic visitor volume estimates from DK Shifflet and international visitor numbers from Tourism Economics. Visitor expenditures, tax revenue and jobs numbers come from U.S. Travel Association.

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The Illinois Department of Commerce and Economic Opportunity, Office of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents



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