

Tourism spending in DeKalb County hits \$91.3 million

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DeKALB – Visitor spending in DeKalb County hit an all-time high of \$91.3 million last year, bringing in \$7.47 million in state and local tax revenue.

It was the seventh consecutive year that visitor spending has increased, said Debbie Armstrong, executive director of DeKalb County Convention & Visitors Bureau.

“Tourism continues to make a significant impact on our economic wealth in DeKalb County,” she said in a statement. “\$91.3 million in visitor spending shows just how important investing in tourism marketing is to our local economy.”

Visitor spending was up 3.3 percent from 2014, when the total was \$88.39 million.

By comparison, visitor spending in DeKalb County in 2013 totaled \$81.58 million. In 2011, it was \$78.62 million.

The figures, provided by the U.S. Travel Association, are preliminary. Final visitor statistics will be available later this year, according to a news release.

Statewide, the Illinois Department of Commerce’s Office of Tourism said travelers spent \$37 billion, a 2.6 percent increase from 2014.