

Chicago Office of Tourism 2008 Statistical Information



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HIGHLIGHTS OF THE 2008 CHICAGO TRAVEL MARKET

- Chicago continued to be a premier travel destination in 2008.
 - Over 45.5 million people visited, including 32.4 million domestic leisure travelers, 11.7 million business travelers and 1.36 million overseas* visitors
 - The City of Chicago was the 9th most popular U.S. city for overseas travel, hosting 1,368,000 overseas visitors in 2008, up 19% from last year.
 - In 2008, travel expenditures by domestic and international** visitors totaled \$11.82 billion.

Chicago Domestic & Overseas Travel Volume, 2000-2008 <i>(leisure and business combined)</i>	
Year	Volume (in millions)
2008	45.58
2007	46.30
2006	45.23
2005	41.27
2004	38.88
2003	35.27
2002	35.86
2001	34.81
2000	38.30

Source for above & below:

<http://www.choosechicago.com/Document%20Resource%20Gallery/2008ChicagoTravelStatistics.pdf>

* "overseas" excludes visitors from Canada and Mexico

** "international" includes visitors from Canada and Mexico

CHICAGO'S DOMESTIC LEISURE TRAVEL MARKET

Chicago and Illinois Domestic Leisure Travel Volume, 2000-2008 (millions of visitors)		
Year	Chicago	Illinois
2008	32.4	67.8
2007	32.84	68.2
2006	32.8	71.8
2005	28.95	65.86
2004	26.87	58
2003	22.09	56.6
2002	22.86	50.68
2001	22.12	49.95
2000	22.84	48.47

Source: D.K. Shifflet & Associates, Ltd., 2009

http://www.choosechicago.com/media/statistics/visitor_impact/Pages/default.aspx

- Travel to Chicago is spread fairly evenly throughout the year. 20% of trips to the city originated in Winter, 25% in Spring, 34% in Summer and 21% in Fall.
- The top reasons for leisure visits to Chicago in 2008 were: visiting friends and relatives (24%), getaway weekends (12%), special events (28%), and general vacations (9%).
- Chicago was a top regional vacation destination in 2008, with 69% of all overnight leisure travel coming from within Illinois or from the surrounding states of Michigan, Indiana, and Wisconsin.

Top Origin States for Overnight Leisure Travel to Chicago, 2008 (% of visitors)	
Illinois	31.2%
Wisconsin	16.4%
Indiana	13%
Michigan	8.6%
Ohio	4.2%
California	3.7%
Iowa	2.9%

Length of Stay for Chicago Overnight Leisure Travelers, 2008	
1-3 nights	33%
4-7 nights	8%
8+ nights	3%

Composition of Chicago Overnight Leisure Travelers, 2008	
One Adult	27%
Couples	24%
Families	29%
MM/FF	8%
3+ Adults	11%

Household Income Distribution of Leisure Travelers, 2008	
Under \$50K	29%
\$50-\$74,999K	22%
\$75-99,999K	22%
\$100K +	28%

Top Activities at the Destination	
	Chicago
Entertainment	33%
Sightseeing	30%
Dining	26%
Shopping	24%
Museum, Art Exhibit	26%
Shopping	24%
Concert, Play, Dance	16%
Night Life	8%
Watch Sports	6%
Night Life	8%
Festival, Craft Fair	7%
Group Tour	4%
Visit Historic Site	3%

For all above tables: Source: D.K. Shifflet & Associates, Ltd., 2009

OVERSEAS VISITORS TO CHICAGO

- In 2008, Chicago was ranked the 9th most visited city in the U.S. by overseas* travelers with an estimated 1,368,000 overseas visitors. This is a 19% increase from 2007.

Chicago Overseas Travel Volume, 2000-2008 <i>(leisure and business combined)</i>	
Year	Volume (in millions)
2008	1.36
2007	1.14
2006	1.06
2005	1.08
2004	.94
2003	.78

2002	1.01
2001	1.07
2000	1.35

Source: D.K. Shifflet & Associates, Ltd., 2009
<http://www.choosechicago.com/Document%20Resource%20Gallery/2007%20Chicago%20Travel%20Economic%20Impact.pdf>
 * "overseas" excludes visitors from Canada and Mexico

2008 Top <u>overseas</u> inbound travelers to Chicago	2008 Top <u>International</u> inbound travelers to Chicago
1. UK	1. Canada
2. Japan	2. UK
3. Germany	3. Mexico
4. France	4. Japan
5. Brazil	5. Germany
6. Netherlands	6. France
7. India	7. Brazil
8. Italy	8. Netherlands
9. People's Republic of China	9. India
10. South Korea	10. Italy

Source: The Illinois Bureau of Tourism

CHICAGO'S DOMESTIC BUSINESS TRAVEL MARKET

Chicago and Illinois Domestic Business Travel Volume, 2000-2008 (millions of visitors)		
Year	Chicago	Illinois
2008	11.7	20.0
2007	12.31	20.5
2006	11.32	19.2
2005	11.23	19.66
2004	11.07	18.18
2003	12.40	21.24
2002	11.99	20.05
2001	11.62	19.41
2000	14.11	21.41

Source: D.K. Shifflet & Associates, Ltd., 2009
<http://www.choosechicago.com/Document%20Resource%20Gallery/2008ChicagoTravelStatistics.pdf>

Estimated Domestic Group Meeting Traveler Figures, for Chicago and Cook County					
	2008	2007	2006	2005	2004
Total Day-Trip	5,150,000	5,340,000	4,980,000	4,480,000	4,490,000
Total Overnight	6,540,000	6,960,000	6,290,000	6,750,000	6,560,000
Total Group Meetings Travelers	11,692,008	12,302,007	11,272,006	11,232,005	11,052,004

Group Meetings include Conventions, Trade Shows, Corporate and other "group-style" meetings.
<http://www.choosechicago.com/Document%20Resource%20Gallery/2008ChicagoTravelStatistics.pdf>

ECONOMIC IMPACT OF TRAVELERS TO CHICAGO

- In 2008, travel spending in Chicago, including both U.S. resident and international visitors, registered nearly \$11.82 billion.
 - U.S. resident travelers spent \$10.22 billion in Chicago during 2008.
- Total traveler expenditures directly generated 131,900 jobs within Chicago.
- Domestic and international traveler spending in Chicago directly generated over \$656 million in tax revenue for state and local governments in 2008.
 - The current hotel/motel tax for Chicago is 15.39%.

Economic Impact of Tourism in Chicago, 2000-2008			
	Domestic	International	Total
2008	\$10.22 billion	\$1.59 billion	\$ 11.82 billion
2007	\$10.14 billion	\$1.37 billion	\$ 11.51billion
2006	\$9.7 billion	\$1.16 billion	\$ 10.86billion
2005	\$8.8 billion	\$1.14 billion	\$ 9.94 billion
2004	\$8.3 billion	\$1 billion	\$ 9.3 billion
2003	\$7.8 billion	\$900 million	\$ 8.7 billion
2002	\$7.5 billion	\$1 billion	\$ 8.5 billion
2001	\$7.7 billion	\$1 billion	\$ 8.7billion
2000	\$8.5 billion	\$1.3 billion	\$ 9.8 billion

Source: CCTB/Travel Industry Association of America

<http://www.choosechicago.com/Document%20Resource%20Gallery/2007%20Chicago%20Travel%20Economic%20Impact.pdf>

HIGHLIGHTS OF THE 2008 ILLINOIS TRAVEL MARKET

- Illinois remained a popular destination for domestic travelers in 2008:
 - Illinois' total number of visitors totaled 87.9 million:
 - 67.8 million domestic leisure visitors.
 - 20.1 million domestic business travelers.
 - Illinois welcomed 1.94 million international** visitors in 2008, an increase of 12% over last year.
 - Illinois is the 6th most popular U.S. state destination for overseas* travelers, with an estimated 1,419,000 visitors in 2008, an increase of 21%.
 - Travelers in Illinois spent nearly \$30.8 billion on transportation, lodging, food, entertainment, recreation and incidentals during 2008, a 3% increase from 2007.
 - In 2008, the top markets for international visitors to Illinois were: Canada, United Kingdom, Mexico, Germany and Japan
 - Travel expenditures of international** visitors to Illinois reached \$2.4 billion in 2008, an increase of 21%.
 - International travel expenditures in Illinois generated 3,540 new jobs for a total of 24,030 - up 17.3% from 2007
 - Direct payroll for international travel generated jobs reached \$623 million, an increase of 19.6%
 - Tax revenue generated from international travelers (federal, state and local) reached \$432.2 million, 14.1% increase

* "overseas" excludes visitors from Canada and Mexico

** "international" includes visitors from Canada and Mexico

TRANSPORTATION TO AND AROUND CHICAGO

- The majority of visitors to Chicago arrived by car in 2008 – 80% of visitors arrive by automobile, and 12% flew in, with the rest using other modes of transport.
- Chicago's O'Hare and Midway International Airports offer nonstop and direct service to more than 230 cities worldwide.

2008 Flight and Passenger Summary		
	O'Hare	Midway
Domestic Flights	792,979	265,738
International Flights	88,587	603
Total Flights	881,566	266,341
Average Flights/Day	2415	729
Domestic Passengers	59,332,468	17,311,644
International Passengers	11,486,547	33,991
Total Passengers	70,819,015	17,345,635

<http://www.flychicago.com/Statistics/home.shtm>

- Getting to and around Chicago is easy because of the variety of quality and affordable modes of transportation that exist.
 - The Chicago Transit Authority (CTA) offers train and bus service in Chicago, and Metra (metropolitan railway) serves Chicago and its suburbs. Taxis, limousines and car services, car rentals, charter buses, and water taxis meet the transportation needs of residents and visitors. The city's two international airports and the Amtrak passenger railroad allow easy access to Chicago from nearly anywhere in the world.

ACCOMMODATIONS IN CHICAGO

Chicago Hotel Occupancy Rates, 2000-2008 (annual averages)	
Year	Downtown
2008	72.1%
2007	75.3%
2006	75.5%
2005	72.4%
2004	70.6%
2003	70.0%
2002	66.1%
2001	66.1%
2000	74.6%

Source: Chicago Convention and Tourism Bureau, Smith Travel Research
http://www.choosechicago.com/media/statistics/hotel_industry/Pages/monthly_occupancy.aspx

Chicago Hotel Average Daily Room Rates, 2000-2008 (annual averages)	
Year	Downtown
2008	\$201.92
2007	\$199.51
2006	\$193.02
2005	\$169.17
2004	\$154.62
2003	\$153.59
2002	\$153.58
2001	\$161.55
2000	\$166.62

Source: Chicago Convention and Tourism Bureau, Smith Travel Research
<http://www.choosechicago.com/media/statistics/Pages/default.aspx>

CHICAGO SPORTS

- Chicago is home to several major sports teams, including six major league professional franchises.

Chicago Sports Attendance, 2008			
Team	League	Home Location	Attendance
Chicago Bears	National Football League	Soldier Field	461,232
Chicago Blackhawks	National Hockey League	United Center	689,377
Chicago Bulls	National Basketball Association	United Center	1,016,976
Chicago Cubs	National Baseball League	Wrigley Field	3,300,200
Chicago White Sox	American Baseball League	U.S. Cellular Field	2,501,103
Chicago Fire	Major League Soccer	Soldier Field	255,511

Source: Chicago Bears, Chicago Blackhawks, Chicago Bulls, Chicago Cubs, Chicago White Sox, Chicago Fire
http://espn.go.com/mlb/attendance/_/year/2008

CHICAGO FESTIVALS AND ATTRACTIONS

- Chicago, a year-round destination, is home to a variety of world-renowned festivals and special events. And while the many city-sponsored special events continue to grow in popularity, they remain free of charge to the millions of people each year that come to enjoy.

Chicago Festival/Event Attendance, 2008		
Event	Date(s)	Attendance (estimated)
Taste of Chicago	June 27-July 6	3,545,000
Chicago Air & Water Show	August 15-17	3,100,000
Chicago Blues Festival	June 5-8	725,000
Chicago Jazz Festival	August 28-31	320,000
Chicago Gospel Festival	May 30-June 1	260,000
Grant Park Music Festival	June 1- August 31	228,450
Family Fun Festival	June 3- September 1	183,449
Viva! Chicago Latin Music	August 23-24	150,000
Great Performers of Illinois	July 18-20	105,000
World Music Festival	September 19-25	55,000
Celtic Festival Chicago	September 13-14	7,000*

Source: Mayor's Office of Special Events

**Festival took place during an exceptionally rainy weekend; second day of festival was cancelled*

Chicago Attraction Attendance, 2008	
Attraction	Attendance (estimated)
Navy Pier	8,305,000
Millennium Park	4,000,000
Lincoln Park Zoo	3,000,000
John G. Shedd Aquarium	1,864,863
Museum of Science and Industry	1,419,673
The Art Institute of Chicago	1,397,363
The Field Museum	1,390,896
Willis Tower (formerly Sears)	1,300,000
Chicago Cultural Center	875,000
Chicago Children's Museum	758,312
Chicago Architecture Foundation	476,000
Chicago Symphony Orchestra	453,000
Adler Planetarium and Astronomy	414,995
Museum of Contemporary Art	285,982
Peggy Notebaert Nature Museum	304,810
Chicago History Museum	265,991
DuSable Museum of African	176,538

Sources: Attractions, Crain's, Museums in the Park