

Chicago Office of Tourism 2006 Statistical Information



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HIGHLIGHTS OF THE UNITED STATES TRAVEL MARKET

- Expenditures by travelers reached \$700 billion in 2006
- In 2006, the U.S. hosted 51 million international visitors, a 4% increase from 2005
 - Canada and Mexico contributed significantly to the overall growth in international arrivals in 2006
- The top two countries generating visitors to the U.S., Mexico and Canada, are forecasted to grow by 19 and 15 percent, respectively, from 2006 through 2011.
- Visitors from Europe are expected to generate a 25% growth rate from 2006 to 2011 to reach 12.6 million visitors.
- The People's Republic of China is forecasted to grow 81%, India 66% and Japan 17% over the forecast period to 2011.

HIGHLIGHTS OF THE 2006 ILLINOIS TRAVEL MARKET

- Illinois remained a popular destination for domestic travelers in 2006:
 - Illinois' total number of visitors increased 6.4% to 91 million:
 - 71.8 million domestic leisure visitors.
 - 19.2 million domestic business travelers.
 - Illinois is the 7th most popular U.S. state destination for overseas travelers, with an estimated 1,083,000 visitors in 2006.
 - Travelers in Illinois spent nearly \$28.3 billion on transportation, lodging, food, entertainment, recreation and incidentals during 2006.
 - In 2006, the top markets for international visitors to Illinois were: Canada, United Kingdom, Mexico, Germany and Japan
 - Travel expenditures of international visitors to Illinois reached \$1.72 billion in 2006
 - International travel expenditures generated 20,200 jobs
 - Direct payroll for international travel generated jobs reached \$475 million
 - Tax revenue generated from international travelers (federal, state and local) reached \$333 million

HIGHLIGHTS OF THE 2006 CHICAGO TRAVEL MARKET

- Chicago continued to be a premier travel destination in 2006.
 - Over 45 million people visited, including 32.8 million domestic leisure travelers, a 9.6% increase from 2005, and a record high for the city. This increase was nearly fifteen times higher than the national percentage change increase in person-stays for the year.
 - Chicago leads all other top destination cities in terms of overall growth of domestic leisure visitation. Chicago shows the greatest single-year percentage point increase of the total U.S. travel market, increasing its share by 13% over the previous year.
 - Chicago was the 8th most popular U.S. city destination for overseas visitors, with an estimated 1,062,000 visitors in 2006.
 - In 2006, travel expenditures by domestic and international visitors totaled \$10.9 billion.

Chicago Domestic & International Travel Volume, 2000-2006 <i>(leisure and business combined)</i>	
Year	Volume (in millions)
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: D.K. Shifflet & Associates, Ltd., 2007

CHICAGO'S DOMESTIC LEISURE TRAVEL MARKET

Chicago and Illinois Domestic Leisure Travel Volume, 2000-2006 (millions of visitors)		
Year	Chicago	Illinois
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., 2007
http://www.choosechicago.com/Document%20Resource%20Gallery/travel_stats_2006.pdf

- Travel to Chicago is spread evenly throughout the year. 25% of trips to the city originated in Winter, 23% in Spring, 29% in Summer and 22% in Fall.
- The top reasons for leisure visits to Chicago in 2006 were: visiting friends and relatives (26%), getaway weekends (13%), special events (19%), and general vacations (10%).
- Chicago was a top regional vacation destination in 2006, with more than 65% 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, 2006 (% of visitors)	
Illinois	32.7%
Indiana	11.7%
Wisconsin	10.5%
Michigan	10.5%
Iowa	3.8%

Length of Stay for Chicago Overnight Leisure Travelers, 2006	
1-3 nights	34%
4-7 nights	9%
8+ nights	4%

Composition of Chicago Overnight Leisure Travelers, 2006	
One Adult	17%
Couples	27%
Families	35%
MM/FF	8%
3+ Adults	13%

Household Income Distribution of Leisure Travelers, 2006	
Under \$50K	31%
\$50-\$74,999K	22%
\$75-99,999K	16%
\$100K +	31%

For all above tables: Source: D.K. Shifflet & Associates, Ltd., 2007

Top Activities at the Destination		
	Chicago	U.S.
Dining	38%	29%
Sightseeing	34%	19%
Shopping	33%	27%
Entertainment	31%	23%
Night Life	19%	7%
Museum, Art Exhibit	18%	5%
Festival, Craft Fair	8%	5%
Concert, Play, Dance	11%	6%
Watch Sports	7%	5%
National or State Parks	7%	6%

CHICAGO'S DOMESTIC BUSINESS TRAVEL MARKET

Chicago and Illinois Domestic Business Travel Volume, 2000-2006 (millions of visitors)		
Year	Chicago	Illinois
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., 2007

http://www.choosechicago.com/Document%20Resource%20Gallery/travel_stats_2006.pdf

Estimated Domestic Group Meeting Traveler Figures, for Chicago and Cook County					
	2006	2005	2004	2003	2002
Total Day-Trip	4,980,000	4,480,000	4,490,000	4,900,000	4,780,000
Total Overnight	6,290,000	6,750,000	6,560,000	7,470,000	7,190,000
Total Group Meetings Travelers	11,272,006	11,232,005	11,052,004	12,372,003	11,972,002

Group Meetings include Conventions, Trade Shows, Corporate and other "group-style" meetings.
Source: http://www.choosechicago.com/Document%20Resource%20Gallery/travel_stats_2006.pdf

INTERNATIONAL VISITORS TO CHICAGO

- In 2006, Chicago was ranked the 8th most visited city in the U.S. by overseas travelers with an estimated 1,062,000 overseas visitors.

Chicago Overseas Travel Volume, 2000-2006 (leisure and business combined)	
Year	Volume (in millions)
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., 2007

http://www.choosechicago.com/Document%20Resource%20Gallery/travel_stats_2006.pdf

Top 10 International Arrivals to Chicago, 2006
Canada
United Kingdom
Mexico
Germany
Japan
France
South Korea
Ireland
India
Australia

Top 10 Overseas Arrivals to Chicago, 2006
United Kingdom
Germany
Japan
France
South Korea
Ireland
India
Australia
People's Republic of China
Poland

Source: Office of Travel and Tourism Industries,
International Trade Administration, United States Department of Commerce

ECONOMIC IMPACT OF TRAVELERS TO CHICAGO

- In 2006, travel spending in Chicago, including both U.S. resident and international visitors, registered nearly \$10.9 billion.
 - U.S. resident travelers spent \$9.7 billion in Chicago during 2006.
- Total traveler expenditures directly generated 129,700 jobs within Chicago.
- Domestic and international traveler spending in Chicago directly generated over \$616 million in tax revenue for state and local governments in 2006.
 - The current hotel/motel tax for Chicago is 15.39%.

Economic Impact of Tourism in Chicago, 2000-2006		
	Domestic	International
2006	\$9.7 billion	\$1.16 billion
2005	\$8.8 billion	\$1.14 billion
2004	\$8.3 billion	\$1 billion
2003	\$7.8 billion	\$900 million
2002	\$7.5 billion	\$1 billion
2001	\$7.7 billion	\$1 billion
2000	\$8.5 billion	\$1.3 billion

Source: CCTB/Travel Industry Association of America
http://www.choosechicago.com/Document%20Resource%20Gallery/travel_stats_2006.pdf

TRANSPORTATION IN CHICAGO

- 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.
- The majority of visitors to Chicago arrive by car in 2006 – 80% of visitors arrive by automobile, and 14% fly in with the rest using other modes of transport. Similarly, almost 9 in 10 Illinois leisure visitors arrive by auto to their destination and about 7% arrive by air.

Chicago Airport Activity, 2006		
	O'Hare	Midway
Domestic Flights	865,889	297,076
International Flights	92,754	1,472
Total Flights	958,643	298,548
Average Flights/Day	2626	817
Domestic Passengers	64,576,289	18,680,663
International Passengers	11,705,923	187,725
Total Passengers	76,282,212	18,868,388

Source: <http://www.flychicago.com/statistics/airportstatistics.shtml>

ACCOMMODATIONS IN CHICAGO

- After a record year in 2000, the travel and tourism industry experienced a decline in business, as a result of a declining economy and the changing attitudes towards travel after the September 11 terrorist attacks. For the first time in 2006, downtown hotel occupancy rates exceeded pre-9/11 levels.

Chicago Hotel Occupancy Rates, 1998-2006 (annual averages)		
Year	Downtown	Metropolitan
2006	75.6%*	69.4%*
2005	72.2%	64%
2004	70.6%	62%
2003	70.0%	60.6%
2002	66.2%	59.3%
2001	66.1%	62.7%
2000	74.7%	70.4%

Source: Chicago Convention and Tourism Bureau, Smith Travel Research
<http://www.choosechicago.com/media/statistics/Pages/default.aspx>
<http://www.chicagobusiness.com/cgi-bin/news.pl?id=23285>
 *2006, Jan-Oct only

Chicago Hotel Average Daily Room Rates, 1998-2006 (annual averages)		
Year	Downtown	Metropolitan
2006	\$179.36*	\$121.97*
2005	\$164.63	\$107.87
2004	\$154.71	\$102.57
2003	\$155.57	\$102.21
2002	\$155.42	\$103.39
2001	\$162.85	\$107.78
2000	\$169.71	\$118.28
1999	\$158.85	\$111.30
1998	\$155.71	\$107.04

Source: Chicago Convention and Tourism Bureau, Smith Travel Research
<http://www.choosechicago.com/media/statistics/Pages/default.aspx>
<http://www.chicagobusiness.com/cgi-bin/news.pl?id=23285>
 *2006, Jan-Oct only

CHICAGO SPORTS

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

Chicago Sports Attendance, 2006			
Team	League	Home Location	Attendance
Chicago Bears	National Football League	Soldier Field	497,786
Chicago Blackhawks	National Hockey League	United Center	519,809
Chicago Bulls	National Basketball Association	United Center	912,373
Chicago Cubs	National Baseball League	Wrigley Field	3,123,215
Chicago White Sox	American Baseball League	U.S. Cellular Field	2,957,414
Chicago Fire	Major League Soccer	Soldier Field	297,426

Source: Chicago Bears, Chicago Blackhawks, Chicago Bulls, Chicago Cubs, Chicago White Sox, Chicago Fire
http://chicagobusiness.datajoe.com/app/ecom/pub_viewhtml.php?listid=2507&year=2007&htmlkey=maOoZwRQSNzdo

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, 2006		
Event	Date(s)	Attendance (estimated)
Chicago Blues Festival	June 8-11	640,000
Chicago Gospel Festival	June 2-4	280,000
Taste of Chicago (includes Country Music Festival)	June 30-July 9	3,600,000
Chicago Air & Water Show	August 19-20	2,000,000
Viva! Chicago Latin Music	August 26-27	160,000
Chicago Jazz Festival	August 31-September 3	310,000
Celtic Festival Chicago	September 16-17	185,000

Source: Mayor's Office of Special Events, 2007 & Crain's Chicago Business

Chicago Attraction Attendance, 2006	
Attraction	Attendance (estimated)
Navy Pier	8,775,000
Lincoln Park Zoo	3,000,000
Millennium Park	3,000,000
John G. Shedd Aquarium	2,076,063
The Field Museum	2,130,052
The Art Institute of Chicago	1,236,274
Museum of Science and Industry	1,375,226
Sears Tower Skydeck	1,300,000
Chicago Cultural Center	839,000

Chicago Children's Museum	766,497
Chicago Symphony Orchestra	550,000
Adler Planetarium and Astronomy Museum	400,637
Museum of Contemporary Art	274,830
Chicago Architecture Foundation	183,000
DuSable Museum of African American History	149,939
Chicago History Museum	76,948

Sources: Attractions, Museums in the Park

CHICAGO FUN FACTS

Chicago is home to...

- An estimated 2,896,016 residents
- Over 50 cultural institutions, historical sites and museums
- More than 200 theaters
- Nearly 225 art galleries
- More than 7,300 restaurants
- 77 neighborhoods
- 26 miles of lakefront
- 33 beaches, 15 miles of which are along the lake
- 35 annual parades
- 19 miles of lakefront bicycle paths
- 552 parks covering 7300 acres

Did you know...

- The Art Institute of Chicago holds one of the largest and most extensive collections of Impressionist and Post-Impressionist paintings outside of the Musée d'Orsay in Paris.
- The Adler Planetarium was the first planetarium in the Western Hemisphere.
- Chicago was one of the first and largest municipalities to include public art funding in its requirements for the renovation or construction of municipal buildings, with the passage of the Percentage-for-Arts ordinance in 1978.
- The Chicago Cultural Center is the first free municipal cultural center in the U.S. and home to the world's largest stained glass Tiffany dome.
- The Harold Washington Library Center, with approximately 6.5 million books available, is the world's largest municipal building.
- The John G. Shedd Aquarium's and Oceanarium is the world's largest indoor aquarium.
- The Lincoln Park Zoo, one of only three free major zoos in the country, is the country's oldest public zoo with an estimated annual attendance of three million people.