

TOURISM FUNDING

A MUST FOR THE STATE OF ILLINOIS

Photo by John Lindsay



Photo by Robert Keeling



Photo by Michael Shedlock

Tourism: Illinois' Hidden Revenue and Jobs Generator

\$2.6 Billion

The estimated amount of tax revenue generated by Illinois tourism each year. This funds education, health care, public safety and social services around the state.

Over 32,000 Teacher Salaries or 30,280 Police Officer Salaries or 39,000 Firefighter Salaries

The number of public service salaries that are equivalent to the revenues Illinois tourism generates each year.

301,100

The number of jobs in Illinois that are directly related to tourism. Illinois tourism is one of the state's largest employers.

\$1,300

The amount of money the average Illinois family saves in taxes each year because of Illinois tourism.

\$7 to \$1

The rate of return on investment that Illinois tourism generates. Every \$1 spent on tourism promotion earns \$7 in state and local tax revenue.

105.7 Million

The estimated number of visitors that traveled to Illinois in 2013. New visitors mean new money for the state.

Tourism: A Key Part of the Solution

8.3%

Illinois' current rate of unemployment. One in 10 jobs in Illinois is related to tourism — jobs that will always stay on Illinois soil. This is an investment that guarantees to keep Illinois' residents employed.

\$5.3 BILLION

Illinois' current budget deficit. During the state's financial crisis, tourism's \$2 billion in tax revenue helps keep public services funded when the state government cannot.

ILLINOIS TOURISM:

- An EMPLOYER - hiring all levels of education, both part time and full time.
- Provides jobs that can't be outsourced.
- Always shovel ready.
- Most infrastructure already in place.
- A reliable source of REVENUE.
- A SOLUTION to the state's budget woes.
- A NECESSITY for the economic development of Illinois.

Convention & Visitors Bureaus
Your Tourism Sales and Marketing Team
Creating Economic Impact for Illinois.

Illinois Council of

ICCVB

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