

# 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.

