



CHICAGO OFFICE OF TOURISM AND CULTURE

2010 STATISTICAL INFORMATION

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HIGHLIGHTS OF THE 2010 CHICAGO TRAVEL MARKET

- Chicago continued to be a premier travel destination in 2010.
 - Over 39.3 million people visited, including 28.1 million domestic leisure travelers, 10.1 million business travelers and 1.13 million overseas* visitors.
 - The city of Chicago was the 10th most popular U.S. city for overseas travel, hosting 1,134,000 overseas visitors in 2010, a 2 percent increase over 2009 arrivals.
 - In 2010, travel expenditures by domestic and international** visitors totaled \$11 billion.

CHICAGO DOMESTIC & OVERSEAS TRAVEL VOLUME, 2000-2010 <i>(domestic leisure and domestic business combined)</i>	
Year	Volume (in millions)
2010	39.3
2009	39.58
2008	45.71
2007	46.30
2006	45.23
2005	41.26
2004	38.88
2003	35.27
2002	35.86
2001	34.81
2000	38.30

Source for charts above & below: D.K. Shifflet & Associates, Ltd., 2011

* "overseas" excludes visitors from Canada and Mexico

** "international" includes visitors from Canada and Mexico

CHICAGO'S DOMESTIC LEISURE TRAVEL MARKET

CHICAGO & ILLINOIS DOMESTIC LEISURE TRAVEL VOLUME, 2000-2010 <i>(millions of visitors)</i>		
Year	Chicago	Illinois
2010	28.1	66.9
2009	28.86	63
2008	32.41	67.8
2007	32.84	68.2
2006	32.80	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., 2011



- Travel to Chicago is spread fairly evenly throughout the year. 19% of trips to the city originated in the First Quarter of the year, 26% in the Second Quarter, 34% in the Third Quarter and 21% in the Fourth Quarter.
- The top reasons for leisure visits to Chicago in 2010 were: visiting friends and relatives (35%), getaway weekends (17%), special events (28%) and general vacations (10%).
- Chicago was a top regional vacation destination in 2010, with 70.8% of all overnight leisure travel coming from within Illinois or from the surrounding states of Michigan, Indiana, Iowa and Wisconsin.

TOP ORIGIN STATES FOR OVERNIGHT LEISURE TRAVEL TO CHICAGO, 2010 (% of visitors)	
Illinois	29.4%
Indiana	14.1%
Wisconsin	11.1%
Michigan	8.5%
Iowa	7.7%

LENGTH OF STAY FOR CHICAGO OVERNIGHT LEISURE TRAVELERS, 2010	
Day Trips	44%
1 night	14%
2-3 nights	29%
4-7 nights	11%
8+ nights	1%

HOUSEHOLD INCOME DISTRIBUTION OF LEISURE TRAVELERS, 2010	
Under \$50K	26%
\$50-\$74,999K	22%
\$75-99,999K	23%
\$100K+	29%

COMPOSITION OF CHICAGO OVERNIGHT LEISURE TRAVELERS, 2010	
One Adult	16%
Couples	35%
Children Present	25%
MM/FF	7%
3+ Adults	17%

TOP ACTIVITIES IN CHICAGO, 2010	
Dining	34.8%
Entertainment	31.3%
Shopping	22.8%
Sightseeing	21.5%
Museum/Art Exhibit	16.0%
Nightlife	11.7%
Watch Sports	8.6%
Concert/Play/Dance	7.3%
Visit Historic Site	5.9%
Festival/Craft Fair	4.7%

For all above tables: Source: D.K. Shifflet & Associates, Ltd., 2011

OVERSEAS VISITORS TO CHICAGO

- The City of Chicago, the 10th most popular U.S. city for overseas* visitors, hosted 1,134,000 international visitors in 2010, a 2 percent increase over 2009 arrivals.

CHICAGO OVERSEAS TRAVEL VOLUME, 2000-2010 <i>(leisure and business combined)</i>	
Year	Volume (in millions)
2010	1.134
2009	1.130
2008	1.35
2007	1.15
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., 2011

* "overseas" excludes visitors from Canada and Mexico

2010 TOP OVERSEAS INBOUND TRAVELERS TO CHICAGO	2010 TOP INTERNATIONAL INBOUND TRAVELERS TO CHICAGO
1. UK	1. Canada
2. Germany	2. UK
3. Japan	3. Mexico
4. People's Republic of China	4. Germany
5. India	5. Japan
6. South Korea	6. People's Republic of China
7. France	7. India
8. Spain	8. South Korea
9. Brazil	9. France
10. Australia	10. Spain

Source: The Illinois Bureau of Tourism

* "overseas" excludes visitors from Canada and Mexico



CHICAGO'S DOMESTIC BUSINESS TRAVEL MARKET

CHICAGO & ILLINOIS DOMESTIC BUSINESS TRAVEL VOLUME, 2000-2010 <i>(millions of visitors)</i>		
Year	Chicago	Illinois
2010	10.1	17.6
2009	9.6	17
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., 2011

<http://www.choosechicago.com/Document%20Resource%20Gallery/2010ChicagoTravelStatistics.pdf>

ESTIMATED DOMESTIC GROUP MEETING TRAVELER FIGURES, FOR CHICAGO AND COOK COUNTY					
	2010	2009	2008	2007	2006
Total Day-Trip	4,010,000	4,030,000	5,150,000	5,340,000	4,980,000
Total Overnight	6,060,000	5,570,000	6,540,000	6,960,000	6,290,000
Total Group Meeting Travelers	10,072,010	9,602,009	11,692,008	12,302,007	11,272,006

Group Meetings include Conventions, Trade Shows, Corporate and other "group-style" meetings.

<http://www.choosechicago.com/Document%20Resource%20Gallery/2010ChicagoTravelStatistics.pdf>

ECONOMIC IMPACT OF TRAVELERS TO CHICAGO

- In 2010, travel spending in Chicago, including both U.S. resident and international visitors, registered nearly \$11 billion.
 - U.S. resident travelers spent \$9.7 billion in Chicago during 2010 along with an additional \$1.3 billion spent by international visitors
- Total traveler expenditures directly generated 124,000 jobs within Chicago.
- Domestic and international traveler spending in Chicago directly generated over \$616 million in tax revenue for state and local governments in 2010.
 - The current hotel/motel tax for Chicago is 15.39%.

ECONOMIC IMPACT OF TOURISM IN CHICAGO, 2000-2010			
<i>(in billions)</i>			
	Domestic	International	Total
2010	\$9.7	\$1.3	\$11
2009	\$8.89	\$1.27	\$10.17
2008	\$10.22	\$1.59	\$11.82
2007	\$10.14	\$1.37	\$11.51
2006	\$9.7	\$1.16	\$10.86
2005	\$8.8	\$1.14	\$9.94
2004	\$8.3	\$1	\$9.3
2003	\$7.8	\$900	\$8.7
2002	\$7.5	\$1	\$8.5
2001	\$7.7	\$1	\$8.7
2000	\$8.5	\$1.3	\$9.8

Source: CCTB/Travel Industry Association of America
<http://www.choosechicago.com/Document%20Resource%20Gallery/2010ChicagoTravelStatistics.pdf>

HIGHLIGHTS OF THE 2010 ILLINOIS TRAVEL MARKET

- Illinois remained a popular destination for domestic travelers in 2010:
 - Illinois' total number of visitors totaled 84.5 million:
 - 66.9 million domestic leisure visitors.
 - 17.6 million domestic business travelers.
- Illinois is the 7th most popular U.S. state destination for overseas* travelers, with an estimated 1,186,000 such visitors, according to the U.S. Department of Commerce, Office of Tourism Industries.
- The travel industry generated 287,500 jobs in Illinois in 2010, directly and indirectly supporting one in 10 jobs in the state.
- Illinois' tourism industry generated \$29.3 billion in revenue in 2010, an increase of more than \$2.2 billion
- In 2010, 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 billion
 - International travel expenditures in Illinois generated 21,290 jobs in Illinois
 - Tax revenue generated from international travelers (federal, state & local) reached \$366.2 million

* "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 2010 – 81% of visitors arrive by automobile, 12% by airplane, with the rest using other modes of transport.

2010 FLIGHT AND PASSENGER SUMMARY		
	O'Hare	Midway
Domestic Flights	801,854	242,130
International Flights	80,763	3,403
Total Flights	882,617	245,533
Domestic Passengers	56,615,214	17,577,360
International Passengers	10,410,977	99,053
Total Passengers	67,026,191	17,676,413

http://www.flychicago.com/PDF/Statistics/1210_SUMMARY_REVISED.pdf



- 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's Central Business District (CBD) includes more than 30,000 hotel rooms within a five-mile range of McCormick Place.
- More than 2,100 new and varied rooms were added in 2010.
- The Hotel Palomar and JW Marriot opened in spring and fall of 2010, respectively.

CHICAGO HOTEL OCCUPANCY RATES, 2000-2010 <i>(annual average)</i>	
Year	Downtown
2010	69.6%
2009	67.0%
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 for charts below and above: 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, 2000-2010 <i>(annual downtown)</i>	
Year	Downtown
2010	\$164.18
2009	\$161.16
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



CHICAGO SPORTS

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

CHICAGO SPORTS ATTENDANCE, 2010			
Team	League	Home Location	Attendance
Chicago Cubs	National Baseball League	Wrigley Field	3,062,973
Chicago White Sox	American Baseball League	U.S. Cellular Field	2,194,378
Chicago Bulls	National Basketball Association	United Center	1,182,744
Chicago Blackhawks	National Hockey League	United Center	878,356
Chicago Bears	National Football League	Soldier Field	474,974
Chicago Fire	Major League Soccer	Soldier Field	15,814

Source: Chicago Bears, Chicago Blackhawks, Chicago Bulls, Chicago Cubs, Chicago White Sox, Chicago Fire
http://espn.go.com/mlb/attendance/_/year/2010

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/EVENTS ATTENDANCE, 2010		
Event	Date(s)	Attendance <i>(estimated)</i>
Taste of Chicago	June 25-July 4	2,650,000
Chicago Air & Water Show	August 14-15	2,000,000
Chicago Blues Festival	June 11-13	500,000
Grant Park Music Festival	June 16-August 21	251,700
Great Performers of Illinois	July 9-11	250,000
Family Fun Festival	June 9-September 3	218,421
Chicago Jazz Festival	September 4-5	200,000
Chicago Gospel Festival	June 5-6	100,000
Celtic Festival Chicago	May 8-9	100,000
Country Music Festival	October 8-9	100,000
Viva! Chicago Latin Music	September 17-18	50,000
World Music Festival	September 24-30	30,000

Source: Department of Cultural Affairs and Special Events, Grant Park Music Festival, Chicago Office of Tourism and Culture



CHICAGO ATTRACTION ATTENDANCE, 2010	
Attraction	Attendance <i>(estimated)</i>
Navy Pier	8,690,000
Millennium Park	4,500,000
Lincoln Park Zoo	3,000,000
John G. Shedd Aquarium	2,063,694
The Art Institute of Chicago	1,813,000
Museum of Science and Industry	1,481,352
Skydeck Chicago at Willis Tower	1,360,718
The Field Museum	1,221,354
Chicago Cultural Center	897,000
John Hancock Observatory	600,000
Adler Planetarium and Astronomy Museum	444,000
Chicago Architecture Foundation	422,321
Chicago Children's Museum	381,051
Museum of Contemporary Art	261,850
Peggy Notebaert Nature Museum	257,562
Chicago History Museum	215,931
DuSable Museum of African American History	180,000
National Museum of Mexican Art	161,273

Source: Crain's Chicago Business