

Chicago Tourism Profile

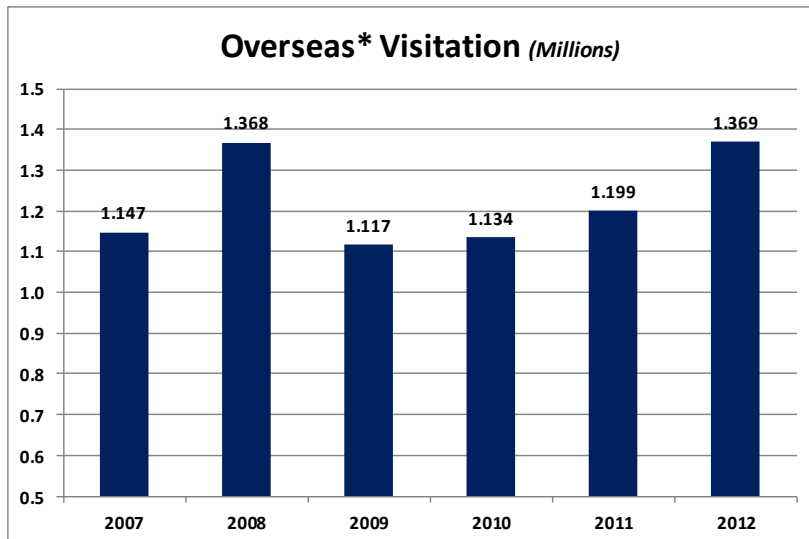
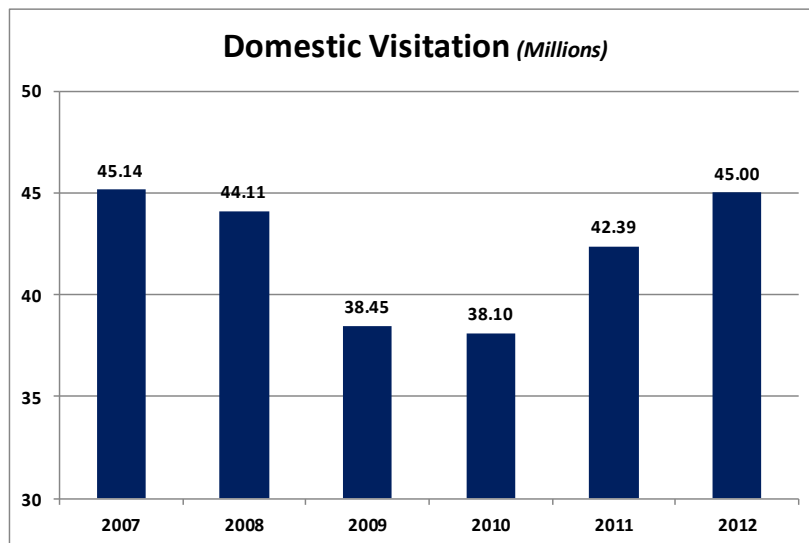
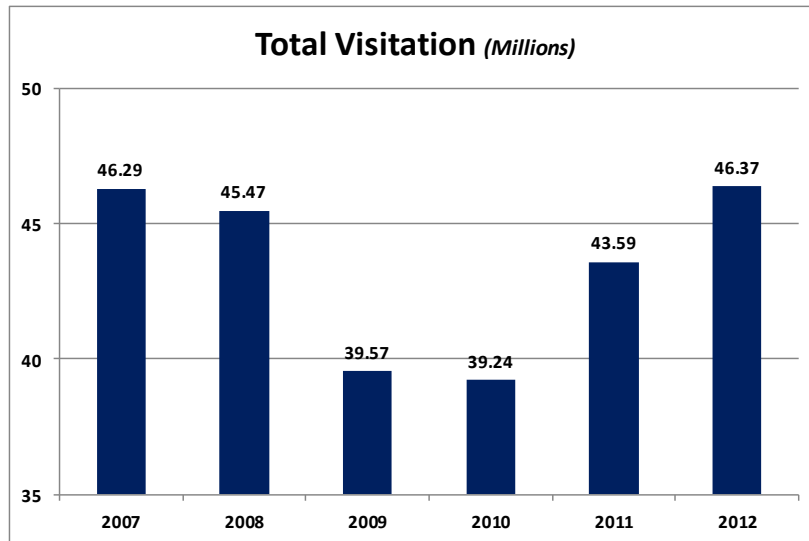
Overview

- Hotel occupancy was at near record performance in 2012.
- Both Average Daily Rate (ADR) and Revenue per Available Room (RevPAR) hit four year highs.
- The City of Chicago set an overall visitation record of 46.37 million, a gain of 6.4%.
- Domestic leisure visitation gained 7.1% to 34.07 million visitors, a new record for this segment.
- Overseas visitation grew to a record 1.369 million, a gain of 14.2%, supported by visitor gains from the Asian and Latin American markets.
- Visitor expenditures grew to a record \$12.76 billion in 2012, a gain of 6.7%.
- Employment in Chicago's leisure and hospitality sector grew 3.2% to 132,400 jobs.
- Total tax revenue generated from this record year was \$805.6 million, a gain of 11.0%.

	2006	2007	2008	2009	2010	2011	2012
Hotel Performance							
Occupancy Rate (%)	75.1	75.2	71.5	67.2	69.8	72.2	75.2
% Change	3.8%	0.1%	-4.9%	-6.0%	3.8%	3.4%	4.1%
ADR	\$188.61	\$198.23	\$201.24	\$164.28	\$169.55	\$177.28	\$187.16
RevPAR	\$141.71	\$149.04	\$143.88	\$110.46	\$118.31	\$127.95	\$140.66
Supply (Million)	11.196	11.214	11.745	12.158	12.492	12.749	12.848
Demand (Million)	8.412	8.431	8.397	8.175	8.716	9.201	9.656
Revenue (\$ Million)	\$1,586.6	\$1,671.4	\$1,689.8	\$1,343.0	\$1,477.8	\$1,631.2	\$1,807.1
Visitation (Millions)							
Total	45.23	46.29	45.57	39.57	39.25	43.59	46.37
% Change	9.6%	2.3%	-1.5%	-13.2%	-0.8%	11.1%	6.4%
Total Domestic	44.17	45.14	44.21	38.45	38.11	42.39	45.00
% Change	9.9%	2.2%	-2.1%	-13.0%	-0.9%	11.2%	6.2%
Total Overseas*	1.062	1.147	1.368	1.117	1.134	1.199	1.369
% Change	-2.0%	8.0%	19.3%	-18.3%	1.5%	5.7%	14.2%
Domestic Business	11.32	12.31	11.70	9.60	10.07	10.58	10.92
% Change	0.7%	8.7%	-4.9%	-18.0%	4.9%	5.1%	3.3%
Domestic Leisure	32.85	32.84	32.41	28.86	28.03	31.81	34.07
% Change	13.5%	0.0%	-1.3%	-11.0%	-2.9%	13.5%	7.1%
Direct Travel Impact (Millions)							
Expenditures	\$10,910.8	\$11,524.4	\$11,826.0	\$10,445.2	\$11,097.8	\$11,963.3	\$12,762.5
% Change	9.3%	5.6%	2.6%	-11.7%	6.2%	7.8%	6.7%
Domestic	\$9,743.5	\$10,148.1	\$10,229.3	\$9,167.0	\$9,749.7	\$10,453.5	\$11,034.1
% Change	10.2%	4.2%	0.8%	-10.4%	6.4%	7.2%	5.6%
International	\$1,167.3	\$1,376.3	\$1,596.7	\$1,278.2	\$1,348.1	\$1,509.8	\$1,728.4
% Change	2.1%	17.9%	16.0%	-19.9%	5.5%	12.0%	14.5%
Employment (000)	129.7	132.3	131.9	124.6	124.4	128.3	132.4
% Change	0.7%	2.0%	-0.3%	-5.5%	-0.2%	3.1%	3.2%
Payroll	\$4,003.5	\$4,083.5	\$4,063.2	\$3,794.5	\$3,889.4	\$4,180.5	\$4,436.4
% Change	5.3%	2.0%	-0.5%	-6.6%	2.5%	7.5%	6.1%
Total Tax Revenue	\$616.6	\$648.5	\$656.4	\$586.9	\$616.1	\$725.7	\$805.6
% Change	10.2%	5.2%	1.2%	-10.6%	5.0%	17.8%	11.0%
Domestic	\$550.6	\$574.5	\$574.4	\$518.3	\$546.1	\$636.5	\$699.3
% Change	11.1%	4.3%	0.0%	-9.8%	5.4%	16.6%	9.9%
International	\$66.0	\$74.0	\$82.0	\$68.6	\$70.0	\$89.2	\$106.3
% Change	3.0%	12.1%	10.8%	-16.3%	2.0%	27.4%	19.2%

* Excludes Canada & Mexico

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