



CHOOSE CHICAGO

Update: May, 2025

Research & Analysis

Chicago Tourism Performance

	2019	2020	2021	2022	2023	2024
Hotel Performance						
Demand (Million)	12.022	3.208	6.232	9.983	11.055	11.640
% Change	1.8%	-73.3%	94.3%	60.2%	10.7%	5.3%
Supply (Million)	16.211	12.176	14.496	16.530	16.941	17.074
% Change	3.6%	-24.9%	19.1%	14.0%	2.5%	0.8%
Occupancy Rate (%)	74.2	26.3	43.0	60.4	65.3	68.2
% Change	-1.8%	-64.5%	63.2%	40.5%	8.1%	4.5%
Average Daily Rate	\$204.65	\$133.93	\$181.22	\$228.58	\$228.32	\$241.68
% Change	-3.3%	-34.6%	35.3%	26.1%	-0.1%	5.8%
RevPAR	\$151.77	\$35.29	\$77.91	\$138.04	\$148.99	\$164.76
% Change	-5.0%	-76.8%	120.8%	77.2%	7.9%	10.6%
Hotel Revenue (\$ Million)	\$2,460.4	\$429.6	\$1,129.4	\$2,281.9	\$2,524.1	\$2,813.1
% Change	-1.6%	-82.5%	162.9%	102.0%	10.6%	11.4%
Chicago Hotel Tax Revenue (\$ Million)	\$137.29	\$23.97	\$63.02	\$127.33	\$140.85	\$156.97
% Change	-1.6%	-82.5%	162.9%	102.0%	10.6%	11.4%
Visitation (Millions)						
	2019	2020	2021	2022	2023	2024
Total (Domestic + International)	61.58	16.52	30.71	48.62	51.97	55.34
% Change	4.3%	-73.2%	85.9%	58.3%	6.9%	6.5%
Total Domestic	59.37	16.03	30.18	47.18	50.13	53.30
% Change	4.5%	-73.0%	88.3%	56.3%	6.3%	6.3%
Business	12.83	4.12	6.83	12.29	13.21	14.46
% Change	0.2%	-67.9%	65.7%	80.0%	7.5%	9.5%
Leisure	46.54	11.91	23.35	34.89	36.92	38.84
% Change	5.7%	-74.4%	96.1%	49.4%	5.8%	5.2%
Day	26.84	7.54	13.85	21.41	23.47	24.60
% Change	5.7%	-71.9%	83.7%	54.6%	9.6%	4.8%
Overnight	32.53	8.49	16.33	25.77	26.66	28.70
% Change	3.6%	-73.9%	92.3%	57.8%	3.5%	7.7%
Day - Business	4.11	1.71	2.27	4.46	5.14	5.49
% Change	-0.9%	-58.4%	32.5%	96.8%	15.2%	6.8%
Day - Leisure	22.73	5.83	11.59	16.95	18.33	19.11
% Change	6.9%	-74.4%	98.7%	46.3%	8.1%	4.3%
Overnight - Business	8.72	2.41	4.56	7.83	8.07	8.97
% Change	0.8%	-72.4%	89.2%	71.7%	3.1%	11.2%
Overnite - Leisure	23.81	6.08	11.77	17.94	18.59	19.73
% Change	4.6%	-74.5%	93.5%	52.5%	3.6%	6.1%
Overseas*	1.458	0.315	0.336	0.960	1.218	1.377
% Change	-2.6%	-78.4%	6.7%	185.9%	26.9%	13.0%
Common Border*						
Mexico (Air Only)	0.206	0.086	0.127	0.148	0.167	0.195
% Change	8.4%	-58.5%	48.3%	16.8%	12.8%	16.9%
Canada (Overnight Only)	0.544	0.087	0.065	0.335	0.453	0.470
% Change	3.8%	-84.0%	-25.9%	417.9%	35.1%	3.9%
Total International	2.208	0.488	0.527	1.443	1.838	2.043
% Change	-0.1%	-77.9%	8.2%	173.7%	27.4%	11.1%

* Preliminary as of April 2025

Source: STR, Inc/DK Shiffet/Tourism Economics