

# CHICAGO TOURISM ECONOMIC IMPACT

CHICAGO  
CHOOSE CHICAGO

★ 2025 ★

**VISITORS** | **56.8 MILLION** 2.6% GROWTH

## DOMESTIC & INTERNATIONAL VISITORS

- **40.7 MILLION DOMESTIC LEISURE VISITORS**  
4.8% GROWTH
- **29.2 MILLION DOMESTIC OVERNIGHT VISITORS**  
1.8% GROWTH
- **5.7 MILLION DOMESTIC DAY-TRIP BUSINESS VISITORS**  
3.6% GROWTH
- **1.9 MILLION INTERNATIONAL VISITORS**  
8% DECLINE

**TOURISM RELATED JOBS** | **135,360**

1.6% GROWTH

- **2,108 NEW TOURISM-RELATED JOBS ADDED**

**TOURISM EXPENDITURES** | **\$21.5B**

2.7% GROWTH

**STATE AND LOCAL TAX REVENUE** | **\$2.9B**

3.3% GROWTH

- **\$1.8 BILLION LOCAL TAX REVENUE**
- **\$1.1 BILLION STATE TAX REVENUE**

## CONVENTIONS & MEETINGS

**12**

RECORD-SETTING  
MAJOR  
CONVENTIONS

**2.8M**

FUTURE HOTEL  
ROOM NIGHTS  
BOOKED IN 2025

**65**

FUTURE CITYWIDE  
BOOKINGS IN 2025

## HOTEL PERFORMANCE

**HOTEL REVENUE** | **\$2.9 BILLION**

- **CHICAGO HOTEL TAX REVENUE** | **\$161.1 MILLION**
- **CHICAGO HOTEL TAX REVENUE INCREASED BY \$4.5 MILLION FROM 2024**

**OCCUPANCY** | **69.1%** (1.5% GROWTH)

**AVERAGE DAILY HOTEL ROOMS** | **47,009**

**REVPAR** | **\$168.25** (2.1% GROWTH)

## VISITOR INSIGHTS

- ★ **Millennials** were the largest generation of visitors, accounting for **37% of domestic leisure travelers**.
- ★ **Overnight leisure travel parties** to Chicago spend an **average of \$1,342 per stay**.
- ★ **Chicago is a popular destination year-round**. Summer trips are the most common, accounting for 34% of all visits, though fall (28%), winter (22%), and spring (16%) **each receive significant tourism activity**.
- ★ **Top tourism activities** include **dining** (25% of visitors), **shopping** (21%), **sightseeing** (14%), and **museums or art exhibits** (12%).



FOR MORE INFORMATION: [WWW.CHOOSCHICAGO.COM/ABOUT-US/RESEARCH](http://WWW.CHOOSCHICAGO.COM/ABOUT-US/RESEARCH)

Sources: STR, Inc., DK Shiffet, Tourism Economics, and MMGY Travel Intelligence.