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Peoria Region Tourism Spending Topped \$684 Million in 2019

Tourism supported 5,120 jobs and supported local government with \$17.3 million in local tax receipts

Peoria, IL- The Peoria Area Convention and Visitors Bureau (Discover Peoria) recent economic impact data released by the Department of Commerce and Economic Opportunity and the Illinois Office of Tourism shows that in 2019 tourism in the **Peoria area accounted for \$684.08 million in spending**, an increase of 4.25 percent over 2018. The continued increase in economic activity for tourism in 2019 reaffirms the dramatic impact COVID-19 has had on the local Peoria area tourism industry and local economy during 2020.

The strength in spending resulted in a strong **increase in local government tax income to the tune of \$17.3 million dollars**. In addition to the reduced burden of taxes on local residents, the tourism industry also **supported families by providing 5,120 jobs to the region**. The Peoria Area Convention and Visitors Bureau (Discover Peoria) is the official tourism organization for the City of Peoria and the counties of Fulton, Marshall, Mason, Peoria, Stark, Tazewell and Woodford; as well as serving the partner cities of East Peoria, Morton, Pekin and Washington.

“The 2019 numbers show that the economic impact of tourism on our region is powerful and significant,” said JD Dalfonso, President/CEO of Discover Peoria. “That is what makes the effects of COVID-19 that much more sobering in 2020 as we continue to deal with the fallout of reductions to the travel and tourism economy locally.”

Statewide, Illinois achieved its ninth consecutive year of record tourism growth in 2019. According to new data released by the DCEO and IOT, Illinois welcomed a record 120 million visitors last year.

“Unfortunately, like many industries, tourism looks much different today than it did last year. Under Governor Pritzker’s leadership, the state of Illinois is committed to a data-driven plan allowing a gradual reopening of key segments of our economy,” said DCEO Acting Director Michael Negron. “This public health approach, matched with our strong tourism performance in 2019, offers a strong foundation that will allow Illinois to bring visitors back as soon as it is safe to do so.”

2019 Tourism Economic Impact County by County in the Peoria Area

| | | | | State Tax | Local Tax |
|-------------------|----------------------|----------------------|--------------------|----------------------|----------------------|
| 2019 | Expenditures | Payroll | Employment | Receipts | Receipts |
| County | (\$ Millions) | (\$ Millions) | (Thousands) | (\$ Millions) | (\$ Millions) |
| PEORIA | 373.78 | 93.24 | 3.03 | 24.08 | 8.57 |
| FULTON | 26.9 | 4.04 | 0.12 | 2.06 | 0.89 |
| MARSHALL | 10.98 | 2.5 | 0.06 | 0.65 | 0.51 |
| MASON | 31.02 | 4.98 | 0.14 | 2.08 | 2.1 |
| STARK | 3.1 | 0.3 | 0.01 | 0.26 | 0.12 |
| TAZEWELL | 220.36 | 46.62 | 1.66 | 14.58 | 4.34 |
| WOODFORD | 17.94 | 3.24 | 0.1 | 1.34 | 0.6 |
| | | | | | |
| 2019 TOTAL | 684.08 | 154.92 | 5.12 | 45.05 | 17.13 |
| 2018 TOTAL | 656.21 | 146.36 | 5.03 | 41.27 | 16.29 |
| 2017 TOTAL | 628.71 | 141.55 | 4.99 | 38.02 | 15.86 |

The IOT receives domestic visitor volume estimates from DK Shifflet and international visitor numbers from Tourism Economics. Visitor expenditures and jobs numbers come from the U.S. Travel Association.

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