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McHenry County Tourism Contributes to Record Economic Growth in Illinois

McHenry County generated \$15 million in local tax revenue and \$336.1 million in visitor spending

McHenry County, Ill. – Naturally McHenry County announced today the area generated a local economic impact of \$336.1 million and contributed to an increase in visitor spending across Illinois in 2022. In addition, this boost in tourism contributed \$15 million in local tax revenue while directly supporting 2,192 jobs in the tourism and hospitality industry, according to the latest data provided by Tourism Economics, a global tourism research firm, which measures the number of visitors as well as their impact on Illinois' economy during the 2022 calendar year.

"As we reflect on the past years, it is evident that 2022 brought a tremendous boost to our local economy through tourism. The surge in visitors not only reinvigorated our community but also demonstrated the natural appeal of McHenry County. We are proud to have played a role in showcasing the beauty and charm of our region, and we look forward to even greater growth and prosperity in 2023 and the years ahead." – Jaki Berggren, President & CEO, Naturally McHenry County.

Last month, Governor JB Pritzker [announced](#) that Illinois reached its highest-ever hotel revenue figures in FY23 (\$308 million) – surpassing the pre-pandemic record in FY19. Illinois welcomed 111 million visitors last year, representing 14 million additional travelers over 2021. In addition, visitor spending surged to \$44 billion in 2022 – \$12 billion over calendar year 2021 and 97% of record 2019 levels. As a result of tourist spending and visits in 2022, the overall economic impact – which includes indirect and induced impacts – amounted to a staggering \$78 billion, a 30% increase from 2021 figures (\$60 billion).

"Tourism is a key economic driver for our state, contributing to the growth of small businesses while generating jobs for our local communities," said Kristin Richards,

Director of the Illinois Department of Commerce and Economic Opportunity. “Illinois has made unprecedented investments in travel and tourism and we’re excited to build upon this record-breaking progress as we continue to promote Illinois and support the industry.”

“From iconic road trips and scenic drives to family-friendly attractions, thrilling outdoor adventures and picturesque state parks, Illinois is full of extraordinary and diverse experiences that attract visitors from around the world,” said Daniel Thomas, Deputy Director of the Illinois Department of Commerce and Economic Opportunity, Office of Tourism. “Our state’s award-winning tourism campaign, “Middle of Everything,” launched in 2022, has resulted in an enormous return on investment with every \$1 spent on the campaign generating \$10 in state and local tax revenue.”

Economic Impact of Domestic Travel by County:

McHenry County

Travel expenditures – \$336.1 million (26% increase)

Local tax revenue – \$15 million (26% increase)

Fast Facts about Illinois Tourism in 2022

- Illinois welcomed 111 visitors in 2022, an increase of 14 million travelers from 2021
- Visitor spending resulted in \$44 billion in 2022, an increase of \$12 billion from 2021
- State and local tax revenue from visitor spending generated \$4.2 billion
- Visitor spending supported 270,600 tourism-related jobs, an increase of 38,300 jobs from 2021
- Illinois reached its highest ever hotel tax revenue in FY23, \$308 million

Annual economic impact data is provided by Tourism Economics and state hotel revenue collections are provided by the Illinois Department of Revenue. The hotel revenue figures represent all Illinois hotels, motels, and lodging establishment’s taxable revenue.

To learn more about Illinois and to plan an Illinois getaway, visit www.EnjoyIllinois.com.

To learn more about McHenry County, visit www.NaturallyMcHenryCounty.com.

About Naturally McHenry County:

Naturally McHenry County enhances the region’s quality of life by collaboratively leading the promotion and thoughtful development of the experiences and attractions that make the region a great place to live, enjoy and visit.

About the Illinois Office of Tourism:

The Illinois Department of Commerce and Economic Opportunity, Office of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.