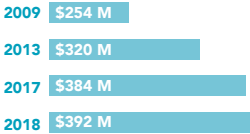


TOURISM'S GROWTH

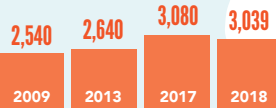
2018 IN WINNEBAGO COUNTY

VISITOR SPENDING ↑ + 54% INCREASE OVER 2009

Visitors in Winnebago County spent **\$392 MILLION** IN 2018.



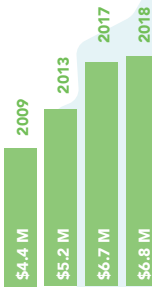
Winnebago County
Rockford



LOCAL JOBS ↑ + 20% INCREASE OVER 2009

3,039 PEOPLE TO WORK

Visitors spending in Winnebago County put 3,039 people to work in the hospitality sector, resulting in **\$95 MILLION** IN PAYROLL IN 2018.



LOCAL TAX RECEIPTS

↑ + 55% INCREASE OVER 2009

Visitors in Winnebago County generated **\$6.8 MILLION** in local tax receipts in 2018.

2018: 8,639,347 Visitors and Residents

2017: 8,361,441

2013: 7,561,162

2009: 7,449,463

EVENTS & ATTRACTIONS

↑ + 16% INCREASE OVER 2009

8,639,347 PEOPLE
(VISITORS and RESIDENTS)

visited attractions and events in Winnebago County in 2018.



61.7%
Hotel
Occupancy



\$84.50
Average
Daily Rate



\$59M
Revenue



625,329
Hotel Room
Demand

2018 WINNEBAGO COUNTY HOTEL PERFORMANCE INDICATORS

RACVB is responsible for promoting the Rockford region as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, RACVB strengthens the economic position of the region and provides opportunities for people in our communities. www.gorockford.com



GOROCKFORD.COM

Source: Illinois Department of Commerce, US Travel Association | Attendance numbers are self reported