

**2014 Chicago Visitation**

**Overview**

- Setting a new record for the city, Chicago domestic visitation reached 48.70 million visitors in 2014, an increase of 3.7% over the previous record of 46.96 million, achieved in 2013.
- Total visitation surpassed 50 million visitors for the first time in history.
- Chicago outpaced national growth in the Leisure segment.

**Leisure**

- Seasonal marketing campaigns supported a leisure visitation record of 37.61 million, a gain of 4.3%.
- Overnight leisure grew the fastest of all segments (+4.5%) with a record 19.48 million visitors.
- Day leisure also recorded another record year to 18.13 million, a gain of 4.1%

**Business**

- Overall business visitation rebounded to 11.09 million, a gain of 1.8%.
- Overnight business travelers grew 3.4% to 7.48 million.
- Day business visitation continued to slip, down -1.4% to 3.61 million.

Red = Record

	2010	2011	2012	2013	2014
<b>Hotel Performance</b>					
<b>Demand (Million)</b>	8.716	9.197	9.670	9.884	<b>10.194</b>
<b>Supply (Million)</b>	12.492	12.749	12.867	13.130	<b>13.471</b>
<b>Occupancy Rate (%)</b>	69.78	72.14	75.15	75.28	<b>75.67</b>
<b>Average Daily Rate (ADR)</b>	\$169.55	\$177.25	\$187.18	\$191.84	\$198.77
<b>RevPAR</b>	\$118.31	\$127.87	\$140.67	\$144.41	<b>\$150.42</b>
<b>Visitation (Millions)</b>					
<b>Total</b>	<b>39.32</b>	<b>43.69</b>	<b>46.51</b>	<b>48.48</b>	<b>50.17</b>
<i>% Change</i>	-0.9%	11.1%	6.5%	4.2%	3.5%
<b>Total Domestic</b>	<b>38.10</b>	<b>42.39</b>	<b>45.00</b>	<b>46.96</b>	<b>48.70</b>
<i>% Change</i>	-0.9%	11.2%	6.2%	4.3%	3.7%
<b>Business</b>	10.07	10.58	10.92	10.89	11.09
<i>% Change</i>	4.9%	5.1%	3.3%	-0.3%	1.8%
<b>Leisure</b>	28.03	31.81	34.07	36.06	<b>37.61</b>
<i>% Change</i>	-2.9%	13.5%	7.1%	5.8%	4.3%
<b>Day</b>	17.36	19.32	19.81	21.08	21.74
<i>% Change</i>	-9.5%	11.3%	2.5%	6.4%	3.2%
<b>Overnight</b>	20.73	23.07	25.19	25.88	<b>26.97</b>
<i>% Change</i>	7.9%	11.3%	9.2%	2.7%	4.2%
<b>Day - Business</b>	4.01	3.80	3.70	3.66	3.61
<i>% Change</i>	-0.5%	-5.1%	-2.8%	-0.9%	-1.4%
<b>Day - Leisure</b>	13.35	15.52	16.12	17.42	<b>18.13</b>
<i>% Change</i>	-11.9%	16.2%	3.9%	8.1%	4.1%
<b>Overnight - Business</b>	6.06	6.78	7.23	7.23	7.48
<i>% Change</i>	8.9%	11.8%	6.7%	0.1%	3.4%
<b>Overnight - Leisure</b>	14.66	16.29	17.96	18.65	<b>19.48</b>
<i>% Change</i>	7.4%	11.1%	10.2%	3.8%	4.5%
<b>Overseas<sup>(1)</sup></b>	<b>1.134</b>	<b>1.199</b>	<b>1.369</b>	<b>1.378</b>	<b>1.308</b>
<i>% Change</i>	1.5%	5.7%	14.2%	0.7%	-5.1%
<b>Mexico<sup>(Air Only)(1)</sup></b>	<b>0.082</b>	<b>0.101</b>	<b>0.142</b>	<b>0.144</b>	<b>0.158</b>
<i>% Change</i>	-18.0%	23.2%	40.6%	1.4%	9.7%

Note: Canada not included in visitation total (data unavailable)

<sup>(1)</sup> Preliminary - Source: NTTO - Update pending  
Source: DK Shifflet, STR Inc.