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FOR IMMEDIATE RELEASE

September 10, 2026

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Visitor spending reaches \$659.2 million in Champaign-Urbana region in 2025

Growing visitor spending strengthens local businesses, supports nearly 5,000 jobs and generates \$20.3 million in local tax revenue

Champaign, IL — Visitors spent \$659.2 million across the greater Champaign-Urbana region in 2025, an increase of \$25.6 million, or 4%, over 2024, according to visitor spending data compiled by the Illinois Office of Tourism. The figures cover Champaign, Douglas, Ford, Moultrie and Piatt counties and reflect spending on lodging, food and beverage, recreation, retail and transportation.

Travel and tourism directly supported 4,970 jobs across the region, up from 4,892 in 2024—an increase of 78 jobs, or about 2%. Direct labor income reached \$172.4 million, compared with \$165.6 million in 2024, a 4% increase. Visitor spending also generated \$20.3 million in direct local tax revenue, up from \$19.4 million, a 4% increase.

“Tourism is economic development, and this growth shows the power of working together as a region,” said Jayne DeLuce, President, CEO, and Foundation Executive Director of Experience Champaign-Urbana. “Visitors don’t see municipal boundaries, and neither does their spending. They stay, dine, shop and explore across our communities supporting local businesses and generating tax revenue that helps fund the services our residents rely on. That’s our shared tourism economy at work, strengthening our communities for visitors and residents alike.”

Champaign County continues to drive the region’s visitor economy, generating \$579.4 million in visitor spending in 2025, an increase of \$24.7 million, or 4.4%, over the previous year. Visitor spending in Champaign County directly supported 4,496 tourism jobs, 75 more than in 2024, and generated \$17.2 million in direct local tax revenue, up from \$16.4 million the previous year.

Across the region, visitor spending increased in all five spending categories. Recreation recorded the largest percentage gain at 8%, followed by food and beverage at 7%. Transportation remained the largest spending category at \$286.6 million, while food and beverage posted the largest dollar gain, increasing \$9.5 million to \$151 million.

Visitor spending by category across the region included:

- **Lodging:** \$105.8 million, up from \$102.6 million in 2024, a 3% increase.
- **Food and beverage:** \$151 million, up from \$141.5 million, a 7% increase.
- **Recreation:** \$59.2 million, up from \$54.6 million, an 8% increase.



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- **Retail:** \$56.5 million, up from \$54.5 million, a 4% increase.
- **Transportation:** \$286.6 million, up from \$280.3 million, a 2% increase.

Four of the region's five counties recorded increased visitor spending in 2025. Champaign County generated the largest dollar increase, adding \$24.7 million over 2024, while Moultrie County recorded the region's highest percentage growth at 4.8%.

County results included:

- **Champaign County:** \$579.4 million in visitor spending, compared with \$554.7 million in 2024, a 4.4% increase; \$17.2 million in direct local taxes.
- **Douglas County:** \$46.8 million in visitor spending, compared with \$46.7 million, a 0.2% increase; \$1.3 million in direct local taxes.
- **Ford County:** \$12.3 million in visitor spending, compared with \$11.9 million, a 3.8% increase; \$0.8 million in direct local taxes.
- **Moultrie County:** \$10.7 million in visitor spending, compared with \$10.2 million, a 4.8% increase; \$0.6 million in direct local taxes.
- **Piatt County:** \$10 million in visitor spending, compared with \$10.1 million, a 0.8% decrease; \$0.4 million in direct local taxes.

About Experience Champaign-Urbana

Experience Champaign-Urbana is the certified destination management organization for the greater Champaign-Urbana area. Their mission is to promote a welcoming destination experience for visitors to strengthen economic opportunity and enhance the lives of residents. Visit experiencecu.org to learn more.

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