

2024 ECONOMIC IMPACT REPORT

LATEST INFORMATION AND UPDATES
ABOUT EXPLORE HENRY COUNTY



PREPARED BY:
KELLY WOLF



A WORD FROM THE DIRECTOR

The following report presents an in-depth analysis of the economic impact generated by visitors to Henry County in 2024.

Over the course of 2024, we launched the new Explore Henry County brand in October. Community outreach and regional marketing were the biggest focus for the duration of 2024.

The State of Illinois saw an overall growth of 2.9%. However, this was mainly from the Chicago area. The majority of counties throughout the state saw a slight decrease. The tourism industry expected a slow down from the resurgence that it saw after the pandemic, so these numbers are not fully unexpected.

Looking ahead, we remain committed to expanding our outreach and enhancing our promotional efforts to showcase everything Henry County has to offer to a larger audience through 2025. Our proactive strategies position us for renewed growth and continued success in attracting visitors to our vibrant community.



KELLY WOLF

DIRECTOR



INTRODUCTION

This report shows the direct visitor spending and the downstream effect of this spending on the broader economy. These numbers are generated using an IMPLAN input-output (I-O) model.

Direct Impact: Visitor spending creates direct economic value within a discrete group of sectors. This supports a relative proportion of spending, jobs, wages, and taxes within each sector.

Indirect Impact: Each directly affected sector also purchases goods and services as inputs into production. These impacts are called indirect impacts or supply-chain effects.

Induced Impact: Lastly, the induced impact is generated when employees whose wages are generated either directly or indirectly by visitor spending spend those wages in the local economy. This is called the induced impact or income effect.



KEY FINDINGS

\$54.6M

Visitor Spending
YOY: -4.9%

\$8.7M

Visitor generated spending in state and local
taxes

48.7%

Market share of largest spending category -
Transportation

A photograph of two women sitting at a table in a cafe, laughing and talking. The woman on the left has curly hair and is wearing a grey sweater. The woman on the right is wearing a black leather jacket and sunglasses. A white coffee cup on a saucer is on the table in front of them. The background is a window with a view of trees.

450




Total Employment related to tourism

\$18.8M

Total Labor Income

COMPETITIVE COMPARISON

		
\$54.6M	250	\$8.8M
HENRY COUNTY		

		
\$343M	4,372	\$47.3M
JO DAVIESS COUNTY		

		
\$46.9M	351	\$7.1M
LOGAN COUNTY		

		
\$73M	647	\$10.8M
MORGAN COUNTY		

