

# IDA Legislative Agenda 2024



## 1. Advocate for a FY25 budget that supports tourism - for every dollar spent on tourism promotion, there is an \$11 return on investment

- A. Advocate for funding for Certified Convention and Visitor Bureaus at a minimum threshold of FY24 level for FY25, via the Local Tourism Convention Bureau Fund (\$22.04M of \$360M+ in hotel tax)
- B. Oppose the weakening of tourism dollars, such as reducing the amount of hotel tax collected by a municipality that must be used on tourism promotion and any threat to the flow of funding in relation to Sports Facilities Bonds
- C. Support investments in tourism, including the Tourism Attractions & Festivals Grant Program, International Grant, Private Sector Grant Program, and Travel and Tourism

## 2. Strengthen the tourism industry

- A. Improve current statute to strengthen Certified Convention and Visitor Bureaus

## 3. Support our Industry Partners in Tourism

- A. Support Illinois Hotel and Lodging Association initiatives to streamline taxation of short term rentals and/or online booking for hotels

### About IDA (formerly Illinois Council of Convention and Visitor Bureaus ICCVB)

- The Illinois Destinations Association (IDA) represents destination marketing organizations throughout the entire state. IDA is composed of hundreds of industry professionals which are driving positive results for Illinois' visitor economy.
- IDA works to market, promote and develop our communities and regions as destinations for visitors and investment.
- IDA works closely with the Illinois Office of Tourism (IOT) to create jobs and generate tax revenue to build the economy, which resulted in over 111.3 million visitors in 2022 generating \$6.2 billion in state and local tax revenues.
- IDA does so much more than encourage people to vacation in Illinois:
  - » *Bring meetings, conferences, sport tournaments, special events, group tours, & leisure travel to/around Illinois with a focus on trade shows & sales calls with planners & event organizers*
  - » *Focus on visitor guides, websites, social media, blogs, advertising, public relations, earned media and site visits to promote local food & beverage, lodging, arts and culture, sport and event venues, and attractions -- all aspects of the hospitality industry*
  - » *Enhance our destinations like sport complexes, air service development, scenic trails and natural resources, or new meeting facilities, with a focus on destination development projects*