

# Lake County Board Presentation

## Visit Lake County Economic & Marketing Highlights

June 13, 2023



# Visit Lake County



- Champion and advocate for Lake County as a premier visitor destination
- Leading force in creating a positive image for Lake County. Elevate the profile of the county for residents, visitors and businesses
- Showcase and support our communities, attractions, small businesses and natural environment
- Marketing strategies to reach visitors & residents

# Visit Lake County Board of Directors



David Motley, Chair, City of Waukegan  
Randy Ebertowski, Vice Chair, Gurnee Mills  
John Krajnak, Treasurer, Six Flags Great America  
Sonolito Bronson, Secretary, City of Zion  
Cheryl Ross, Past Chair, Village of Gurnee

Brad Burke, Village of Lincolnshire  
Carissa Casbon, Lake County Board  
Jim Keim, Village of Antioch  
Ray Keller, Village of Lake Zurich  
Greg Koeppen, Lake County Farm Bureau/Village of Grayslake  
Brad Lajoie, Lincolnshire Marriott Resort  
Andrew Lichterman, Village of Deerfield  
Brianna Ruggia, Great Wolf Lodge Illinois  
Jonathan Petrillo, Village of Vernon Hills  
Heather Rowe, Village of Libertyville  
Tim Wilson, Village of Mundelein



# Visit Lake County Organization

- Official DMO for Lake County
- Certified by DCEO/IL Office of Tourism
- Public-Private Partnership – 200 partners
- Staff of 8
- DMAP Accreditation
- Award-winning marketing campaigns
- Recent Illinois Excellence in Tourism Awards:  
Best Social Media Marketing  
Best Co-operative Marketing



# VLC Funding Sources



- State Tourism Grant - \$1.4 million
- Industry Partnerships
- Co-op Advertising Programs
- 14 Community Investors
- Lake County:
  - Pass-through from hotel/motel tax collections in Unincorporated area.
  - Over past 15 years, decreased from \$103,521 in FY '08 to \$28,186 in FY '22.

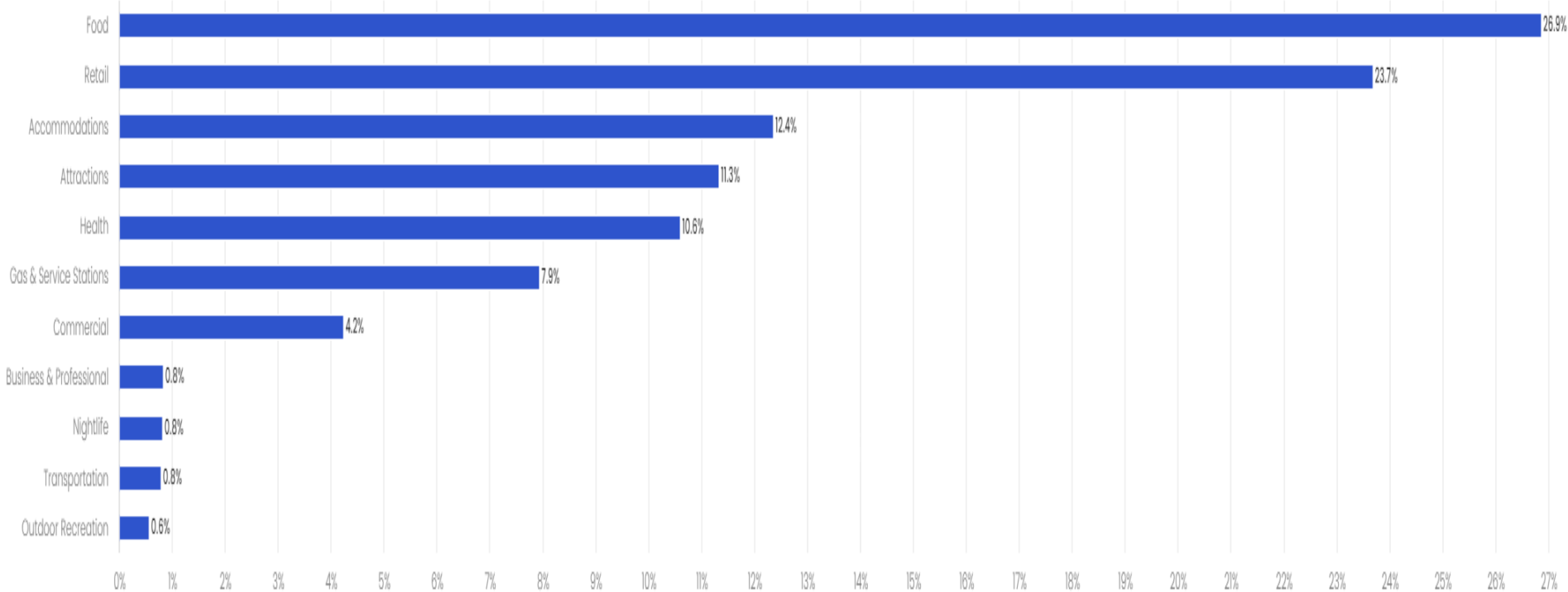
# Economic Impact of Tourism in Lake County

- \$1.3 billion in visitor spending in 2021\*
- 13,300 tourism-related jobs
- \$49.6 million in local tax receipts
- Hospitality & Tourism investment – produces a return of \$11 for every \$1 invested
- VLC Sales Team recruits groups - generate \$7-8 million in spending annually

*\*2021 Data – US Travel Association/Tourism Economics*

# Visitor Spending by Category in Lake County in 2022

Visitor Spending by Category



# VisitLakeCounty.org

Menu ☰

LAKE COUNTY ILLINOIS

Home Events Summer Partners Where is Lake County?

Facebook Twitter YouTube Instagram LinkedIn

23. Share

Facebook Twitter Email RSS Print

## SUMMER IS HERE

EXPLORE TODAY!

### WELCOME TO LAKE COUNTY, ILLINOIS

Spring has Sprung in Lake County, IL

[TOP OF THE LIST](#) | [TIME TO EAT!](#) | [LOCAL INSIDER'S GUIDE](#) | [SEARCH MORE EVENTS](#)

Over 500 events already listed for summer – with more to come!  
Expect to top 1 million unique website sessions.




# Social Engagement is up 40%



**Visit Lake County, Illinois**  
Published by Sprout Social · January 15 ·

#LetsGoLakeCounty has the tools to assist in booking your unique 🧑🏻🧑🏻 venue and finding your block of hotel rooms. Broom jumpers can request for proposal for a chance to win a \$300 VISA Card. 📍: Lincolnshire Marriott Resort

Enjoy Illinois Chicagoland Only In Illinois Marriott Hotels



VISITLAKECOUNTY.ORG  
**Get Married in Lake County, IL - Visit Lake County - Official Travel Site**  
Get Married in Lake County, Illinois the wedding of your dreams awaits you. From modern, ups...

**Visit Lake County, Illinois**  
March 9 ·

Illinois is known for it's iconic, eccentric, and historical structures all throughout the state, and Lake County is no exception! 🏛️



VISITLAKECOUNTY.ORG/BLOG/15-LAKE-COUNTY-ARCHITECTU...  
**15 Lake County Architectural Gems**

Learn more

**Visit Lake County, Illinois**  
March 27 at 10:34 AM ·

The bloom season parties feature the most delectable eats, eclectic live music, radiant works of art and of course, libations. Spring into a #LetsGoLakeCounty festival from March-June. 📍: Nostalgia Days - Zion Illinois in Zion, Illinois. Enjoy Illinois Only In Illinois




VISITLAKECOUNTY.ORG  
**Spring Festivals in Lake County, IL 2023 - Blog - Visit Lake County - Official Travel Site**

Learn more

**Visit Lake County, Illinois**  
March 7 ·

Whether you are going on a date or hanging out with friends and family, take advantage these \$10 or less deals in Lake County! 🍷🍷🍷




VISITLAKECOUNTY.ORG/101-THINGS-TO-DO-UNDER-10-IN-L...  
**101 Things To Do Under \$10 In Lake County**

Learn more

**Visit Lake County, Illinois**  
Published by Scout Delicato · August 10, 2022 ·

Enter for a chance to win four tickets to Six Flags Great America or a family overnight stay at Great Wolf Lodge! 🎟️🐾




VISITLAKECOUNTY.ORG/ROAD-TRIPS-GIVEAWAY  
**Visit Lake County Road Trip Giveaways**

Sign up

**Visit Lake County, Illinois**  
January 22 ·

Lights, camera, action! #LetsGoLakeCounty has made its way to the big screen with a list of productions in varying genres like romcom, comedy, action and horror! One Racing Red Ferrari comes to mind. "Bueller...Bueller...Bueller".

Enjoy Illinois Only In Illinois




VISITLAKECOUNTY.ORG  
**Movie Locations In Lake County, Illinois - Visit Lake County - Official Travel Site**  
Lake County, Illinois has always been a hot bed for Hollywood movies.

# Digital Marketing

Visit Lake County, Illinois  
Published by Sprout Social · May 14, 2022

A new month means a new accommodation to explore. The May #LetsGoLakeCounty hotel spotlight of the month is Hampton Inn Gurnee, IL in Village of Gurnee. Enjoy Illinois Only In Illinois #LetsGoLakeCounty Illinois Hotel & Lodging Association



VISITLAKECOUNTY.ORG  
Hotel Spotlight in Lake County, IL - Visit Lake County - Official Travel Site  
Recline and relax with a lavish overnight stay in the land of lakes. Here is your monthly showca...

Remembering 10  
Grayslake Stories



visitlakecounty Visit this scrapbook-style exhibit with hands-on carnival games, a silent movie about #Grayslake's drive-in theater, artifacts from the Grayslake Historical Society, sets made by the @collegeoflakecounty and more at @grayslakehcm. Open Wed-Sat, noon-4 p.m.


#enjoyillinois #onlyinillinois #patspizza #vilofgrayslake #alcapone #localhistory #chicago #chicagosuburbs #lakecounty #lakecountyll #history #chicagohistory #stpatrikday #grayslakefiredept #hiddengem #throwback #historicalsocietv #downtowrnavslake

View Insights  
Liked by lakecountyg and 14 others  
FEBRUARY 20  
Add a comment... Post

Grayslake Heritage Center & Museum  
164 Hawley Street, Grayslake, IL 60030

Visit Lake County, Illinois  
January 24 ·

Check out these 13 Instagrammable can and bottle art designs on the Lake County Liberation Trail!



VISITLAKECOUNTY.ORG/BLOG/13-INSTAGRAMMABLE-CAN-AND-...  
Instagrammable Art from the Lake County Liberation Trail

Visit Lake County, Illinois  
Published by Sprout Social · March 3 ·

Spring is right around the corner and this weekend looks to be a perfect time to get out and explore what the land of the lakes has to offer. Lets take a look at things to do this weekend March 4-6, 2022.

1. First Fridays with MainStreet Libertyville in downtown Libertyville, Illinois.
2. Fantastick Patrick Orlin Trapp Auditorium in Waukegan, Illinois.
3. "How a Lipizzan Stallion Learns to Dance" at The Tempel Lipizzans in Old Mill Creek, Illinois.
4. Guided Tours of Volo Bog State Natural Area in Ingleside, Illinois.
5. My Name is Not Mom at Genesee Theatre in Waukegan, Illinois.



Visit Lake County, Illinois  
Published by Scout24 · August 10, 2022

Enter for a chance to win four tickets to Six Flags Great America or a family overnight stay at Great Wolf Lodge!



VISITLAKECOUNTY.ORG/ROAD-TRIP-GIVEAWAY  
Visit Lake County Road Trip Giveaways

Visit Lake County, Illinois  
Published by Jonathan Jones · January 10 ·

Lose yourself in the imagery of photographer Ansel Adam and his early works exhibit through March 27 at the Lake County Forest Preserve's Bess Bower Dunn Museum of Lake County in Libertyville, Illinois #LetsGoLakeCounty Enjoy Illinois Only In Illinois



VISITLAKECOUNTY.ORG  
Ansel Adams: Early Works at Bess Bower Dunn Museum  
Famed landscape photographer Ansel Adams (1902-1984) was overwhelmingly influential on ...

# Holiday Marketing Campaign

## HOLIDAY YOUR WAY

In Lake County, Illinois

ANTIOCH HOLIDAY GUIDE | GURNEE HOLIDAY GUIDE | LIBERTYVILLE HOLIDAY GUIDE | VERNON HILLS HOLIDAY GUIDE

Now through the end of the year, "Holiday Your Way" to Lake County, IL looks for festive family fun and activities. Discover and explore Lake County during the most wonderful time of the year. Lake County is home to various Christmas traditions, holiday festivals, meals-and-greets with joy and St. Nick, shopping areas, delectable eats and other activities perfect for the whole family. Keep scrolling to find your holiday experience!

So many ways to holiday in Lake County



give a gift

Support our many local shops and artists with unique and creative handmade gifts. Buy a gift card or a special treasure for your loved ones to cherish.

grab a bite

Enjoy a heart-warming holiday meal with your family with dining. There is something special for every palate and every price range this holiday season in Lake County.

share your moment

Share photos using the hashtag #LetsGoLakeCounty. Save a picture moment for a local business. It's among the difference of our local events and more.

stay informed

Sign up for our newsletter to discover our featured events, things to do in Lake County and the most incredible holiday offers from our partners. Also, be sure to follow us on social media.

hit the road

Jump in the car and enjoy enchanting light displays, or take a road trip to Lake County and experience one of our signature holiday events.



More Holiday Fun



Visit Lake County, Illinois  
Sponsored

The village of Vernon Hills is decked out in holiday cheer, festive lights, world-class shopping, delectable eateries and more! 🎄🌲

VISITLAKECOUNTY.ORG/HOLIDAY-YOUR-WAY-VERNON-...  
**Village of Vernon Hills Holiday Guide 2022** Learn more  
Create memories that last a lifetime this season i...

Visit Lake County, Illinois  
Published by Basiq-the-lyrical-painter · December 9, 2022 ·

"Giddy-yup, giddy-yup, giddy-yup, #LetsGoLakeCounty to the show!" "O Come all Ye Faithful" Lake Countyans to a holiday show. 🎭 Dancer North at Genesee Theatre in Waukegan, Illinois

VISITLAKECOUNTY.ORG  
Holiday Theatre Performances in Lake County 2022 - Visit Lake County - Official Travel Site - Blog Learn more

Visit Lake County, Illinois  
Published by Basiq-the-lyrical-painter · December 19, 2022 ·

He's making a list and checking it twice. Visit a #LetsGoLakeCounty Kringle, as the countdown to Christmas continues. 🎅🏠 Gurnee Mills in Gurnee, Illinois. Enjoy Illinois Only in Illinois

VISITLAKECOUNTY.ORG  
Visit Santa in Lake County, IL  
Santa Claus is making his way to Lake County, Illinois. Here's where you can visit him!

Media:  
 93.9 LITE-FM, WGN Radio 720  
 ABC, CBS, WGN Live TV  
 Chicago Tribune  
 Daily Herald  
 Facebook, Instagram  
 YouTube, Pandora  
 Banner ads



Menu ☰

LAKE COUNTY ILLINOIS

**HOLIDAY YOUR WAY**  
 in Lake County, Illinois

[ANTIOCH HOLIDAY GUIDE](#) | [GURNEE HOLIDAY GUIDE](#) | [LIBERTYVILLE HOLIDAY GUIDE](#) | [VERNON HILLS HOLIDAY GUIDE](#)

Now through the end of the year, "Holiday Your Way" to Lake County, Illinois for festive family fun and activities. Discover and explore Lake County during the most wonderful time of the year. Lake County is home to various Christmas traditions, holiday festivities, meet-and-greets with jolly old St. Nick, shopping sprees, delectable eats and other activities perfect

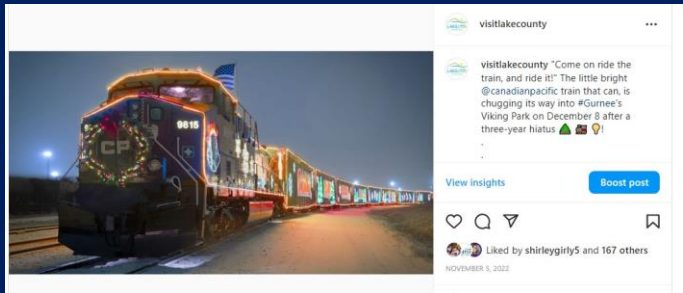
*Lake County, Illinois is Alive with Holiday Magic!*

Jump in the car and create lasting memories with spectacular shopping, delightful activities and a full calendar of dazzling events. This season, Holiday your way! Make your plans at [VisitLakeCounty.org](#).

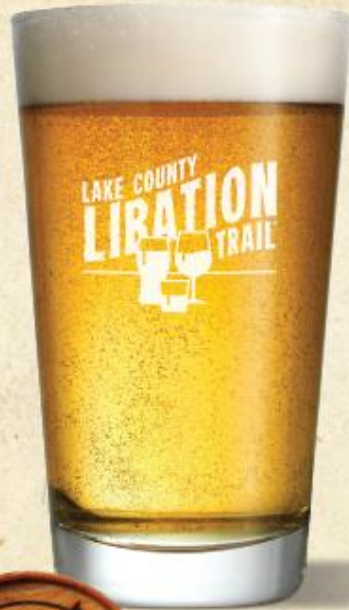
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**LAKE COUNTY ILLINOIS**

*Holiday your way*



# Lake County Libation Trail



## HIT THE TRAIL THIS FEBRUARY

It's Lake County Libation Trail Month

Wet your whistle on the Lake County Libation Trail—just north of Chicago—and sample the creations at over 30 craft breweries, wineries and distilleries. Libation Trail Month celebrates Lake County's local craft brews, spirits and wines with contests, live music, food and fun.

Scan the QR code for maps, events, partner listings and more!



Visit and "Check-In" at five or more locations during February and be eligible to win a Libation Trail shirt. Scan the QR Code to see locations and instructions.



Black Lung Brewing • Bosacki's Brewery • Buffalo Creek Brewing • Copper Fiddle Distillery • Glunz Family Winery & Cellars  
 Half Day Brewing Co. • Harbor Brewing Winthrop Harbor • Harbor Brewing Lake Villa • Light the Lamp Brewery  
 Liquid Love Brewing • Lynfred Winery Highland Park • Lynfred Winery Wheeling • Mickey Finn's Brewery  
 Nightshade And Dark's Pandemonium Brewing • 9th Hour Brewing • North Shore Distillery • Oppidan Spirits  
 Pozzo di Vino • Phase Three Brewing • Ravinia Brewing • Roaring Table Brewing • Tighthead Brewing Co.  
 28 Mile Distillery • Valentino Vineyards and Winery • Vigneto del Bino Vineyards and Winery  
 Wild Onion Pub & Brewery • Wright's Brew & Bistro • Zümbier — and more to come in 2023!

#LCLibationTrail • #LetsGoLakeCounty

VisitLakeCounty.org



# Lake County Restaurant Week

YOU'VE GOT A DATE  
WITH A PLATE



LAKE COUNTY  
RESTAURANT WEEK  
APRIL 14-23, 2023



Union Latina Radio (1220-AM) La Voz del Condado Lake

**SAZÓN,  
RAZÓN,  
Y CORAZÓN**

NUESTROS INVITADOS

TITO TIFFERT  
Y  
ROXANNE ROSALES  
ASIA-AZTECA



>>> TUDN1220.COM SÁBADO  
LIVE STREAM 9:40AM CT



GREAT FOOD IS A HOP, SKIP AND A FORK AWAY

TEN DAYS TO SAVOR

LAKE COUNTY  
RESTAURANT WEEK  
APRIL 14-23, 2023



## Dine local and check-in to win!

Support amazing local restaurants and you could win tasty prizes! Simply visit three or more participating restaurants between April 14-23 and scan the QR code (located on table tents at each participating location). Prizes include: an overnight stay and dinner/theater package at the Lincolnshire Marriott Resort, a cooking class for four at The Joyful Gourmet in downtown Libertyville, plus dozens of gift cards from participating restaurants.



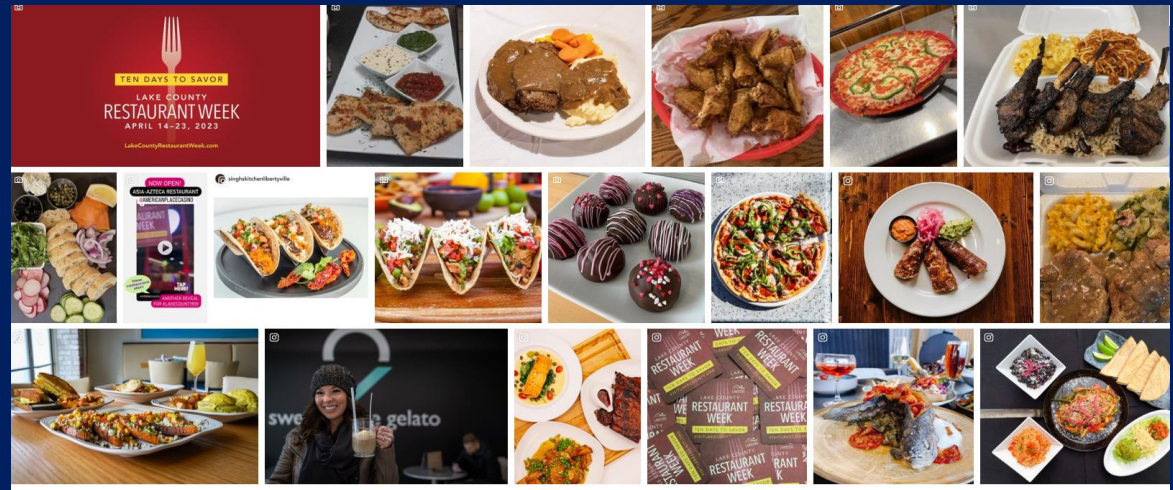
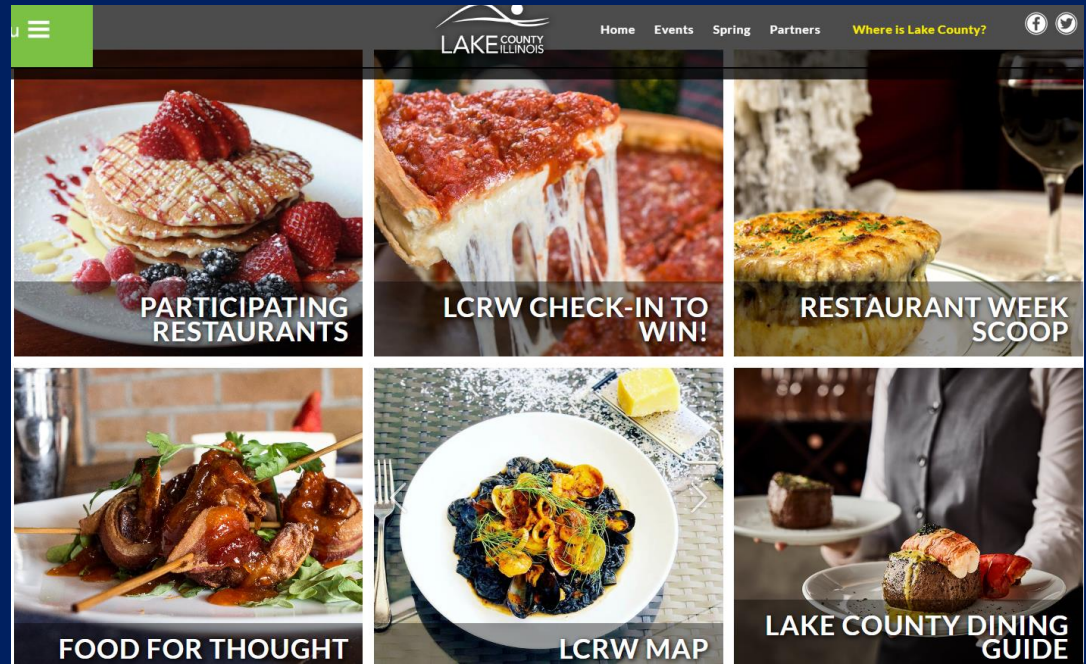
Scan for details

Hungry for more?  
[LakeCountyRestaurantWeek.com](http://LakeCountyRestaurantWeek.com)



# 80 restaurants in 27 communities

- |   |  |   |
|---|--|---|
| <p><b>ANTIOCH</b><br/>                 Johnny's Snack Shop<br/>                 The Latte Café &amp; Bakery<br/>                 Lovin Oven Cakery<br/>                 The Mexican Paradise Café<br/>                 Oliverii North<br/>                 Rivalry Alehouse<br/>                 Station 51 Truck Company Bar &amp; Grill</p> <p><b>BARRINGTON</b><br/>                 Chessie's Restaurant</p> <p><b>BEACH PARK</b><br/>                 Honey Bay's BBQ</p> <p><b>DEERFIELD</b><br/>                 Bobby's Deerfield<br/>                 Cadwell's Grille at the Embassy Suites<br/>                 Jaxx Bistro &amp; Lounge at the Hyatt Regency<br/>                 Parkway Grill at the Marriott Suites</p> <p><b>DEER PARK</b><br/>                 Biaggi's Ristorante Italiano</p> <p><b>FOX LAKE</b><br/>                 El Puerto Mexican Restaurant<br/>                 Whistle Stop Café</p> <p><b>GAGES LAKE</b><br/>                 Jesse Oaks Food &amp; Drink</p> <p><b>GRAYSLAKE</b><br/>                 Light the Lamp Brewery</p> <p><b>GREEN OAKS</b><br/>                 North Shore Distillery</p> <p><b>GURNEE</b><br/>                 The Chocolate Sanctuary<br/>                 Fatmans<br/>                 Giordano's – Gurnee<br/>                 Primo Italian American Cuisine<br/>                 Timothy O'Toole's Pub</p> <p><b>HIGHLAND PARK</b><br/>                 Bluegrass<br/>                 Curt's Café<br/>                 Lynfred Winery<br/>                 Ravinia Brewing Company</p> | <p><b>HIGHWOOD</b><br/>                 Broken Tee Brewing<br/>                 Disotto</p> <p><b>LAKE BARRINGTON</b><br/>                 Wild Onion Brewery &amp; Banquets</p> <p><b>LAKE FOREST</b><br/>                 Francesca's Intimo<br/>                 The Gallery Lake Forest<br/>                 Oaken Bar &amp; Bistro at The Forester Hotel</p> <p><b>LAKE VILLA</b><br/>                 LakeHouse Restaurant<br/>                 Timothy O'Toole's Pub</p> <p><b>LIBERTYVILLE</b><br/>                 The Board Room<br/>                 Casa Bonita Mexican Restaurant &amp; Tequila Bar<br/>                 Chrissoulas<br/>                 Dangela's Dumplings<br/>                 Egg Harbor Café<br/>                 Harbor Kitchen + Tap<br/>                 The Joyful Gourmet<br/>                 La Mera Mera Taqueria<br/>                 Main Street Social<br/>                 Mickey Finn's Brewery<br/>                 O'Toole's Libertyville<br/>                 The Parched Pug<br/>                 Singh's Kitchen<br/>                 Sweet Home Gelato</p> <p><b>LINCOLNSHIRE</b><br/>                 Big Bowl<br/>                 Fat Rosie's Taco &amp; Tequila Bar<br/>                 Fleming's Prime Steakhouse and Wine Bar<br/>                 Half Day Brewing Company<br/>                 Marigold Maison<br/>                 Three Embers Restaurant at the Lincolnshire Marriott Resort<br/>                 Wildfire<br/>                 Wright's Brew &amp; Bistro at the Lincolnshire Marriott Resort</p> | <p><b>LONG GROVE</b><br/>                 Chatter Box of Long Grove<br/>                 Corked Wine Bar<br/>                 Joanie's Pizzeria</p> <p><b>MUNDELEIN</b><br/>                 Bill's Pizza &amp; Pub<br/>                 Dover Straits<br/>                 Gale Street Inn<br/>                 Park Street Restaurant<br/>                 Tony Cannoli</p> <p><b>NORTH CHICAGO</b><br/>                 Jerk N' More Too</p> <p><b>THIRD LAKE</b><br/>                 Bill's Pub North</p> <p><b>VERNON HILLS</b><br/>                 Feather Glass Wine Bar &amp; Eatery<br/>                 Jameson's Charhouse</p> <p><b>WADSWORTH</b><br/>                 The Shanty<br/>                 The Shanty South<br/>                 Yorkhouse Tavern &amp; Table</p> <p><b>WAUCONDA</b><br/>                 JJ Twig's Pizza &amp; Pub<br/>                 Lindy's Landing<br/>                 The Side Lot</p> <p><b>WAUKEGAN</b><br/>                 Asia-Azteca (inside The Temporary at American Place)<br/>                 La Casa de Samuel</p> <p><b>WHEELING</b><br/>                 Lynfred Winery</p> <p><b>ZION</b><br/>                 Bailey's Corner Pub</p> |
|---|--|---|



Hungry for more?  
[LakeCountyRestaurantWeek.com](http://LakeCountyRestaurantWeek.com)



# Group Business Opportunities

- Recruit sports tournaments, meetings, reunions, tour groups
  - Secured 185 groups - 21,000 visitors, \$5 million spending
  - VLC Business Incentive Program – Lake County ARPA Funds
- So far - won 11 groups, 2,500 rooms for local hotels  
\$983,000 in economic impact





# Strategic Partnerships

- CLC Hospitality Scholarship
- LCFPD & Independence Grove Beer Garden
- Chicago Bears Training Camp



# Community Outreach



# VLC Selfie Station at Gurnee Mills



# Road Trip Map & Wall Clings at Gurnee Mills



# Summer "Road Trips" to Lake County



Visit **LAKE COUNTY** ILLINOIS  
VISITLAKECOUNTY.ORG VISITORS MAP GUIDE

enjoy **illinois**

LAKE COUNTY ILLINOIS

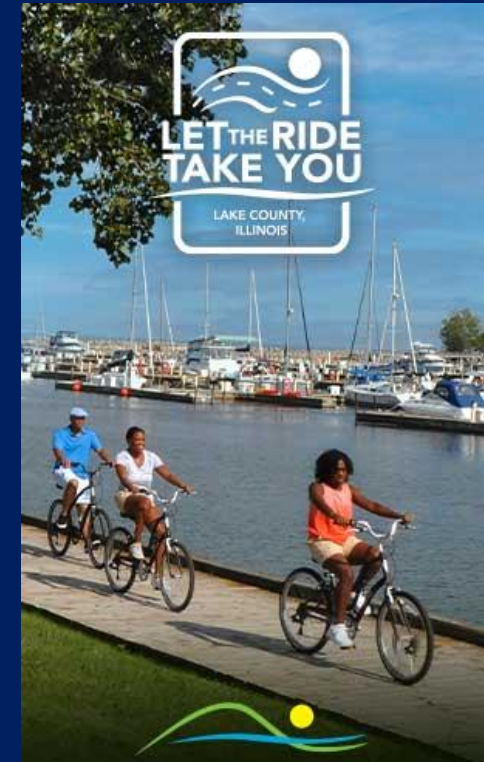
The cover features a collage of images: a roller coaster, a sunset over a lake, a red canoe, three riders on horseback, and a person fishing from a dock.



Plan your road trip at [VisitLakeCounty.org](http://VisitLakeCounty.org)

LET THE RIDE TAKE YOU  
LAKE COUNTY, ILLINOIS

A woman and two children are looking at a large dinosaur exhibit in a museum.



LET THE RIDE TAKE YOU  
LAKE COUNTY, ILLINOIS

LAKE COUNTY ILLINOIS

Three people are riding bicycles on a paved path next to a marina filled with sailboats.



**VISIT LAKE COUNTY.ORG**  
ILLINOIS

illinois  
the middle of everything

A family of three is looking through binoculars on a nature trail.



LAKE COUNTY ILLINOIS

Plan your road trip at [VisitLakeCounty.org](http://VisitLakeCounty.org)

The logo features a stylized sun and waves above the text.

# Thank you

