



VISIT LAKE COUNTY

Lake County Board Presentation

July 13, 2021



VISIT LAKE COUNTY



Destination Marketing Organization and champion for tourism for Lake County

Goal: enhance the public image of Lake County as a dynamic place to live, work and visit

Support local businesses and local jobs

Public/Private Partnership - communities, hotels, attractions and hospitality-related businesses

Board of 17 including Carissa Casbon representing the Lake County Board

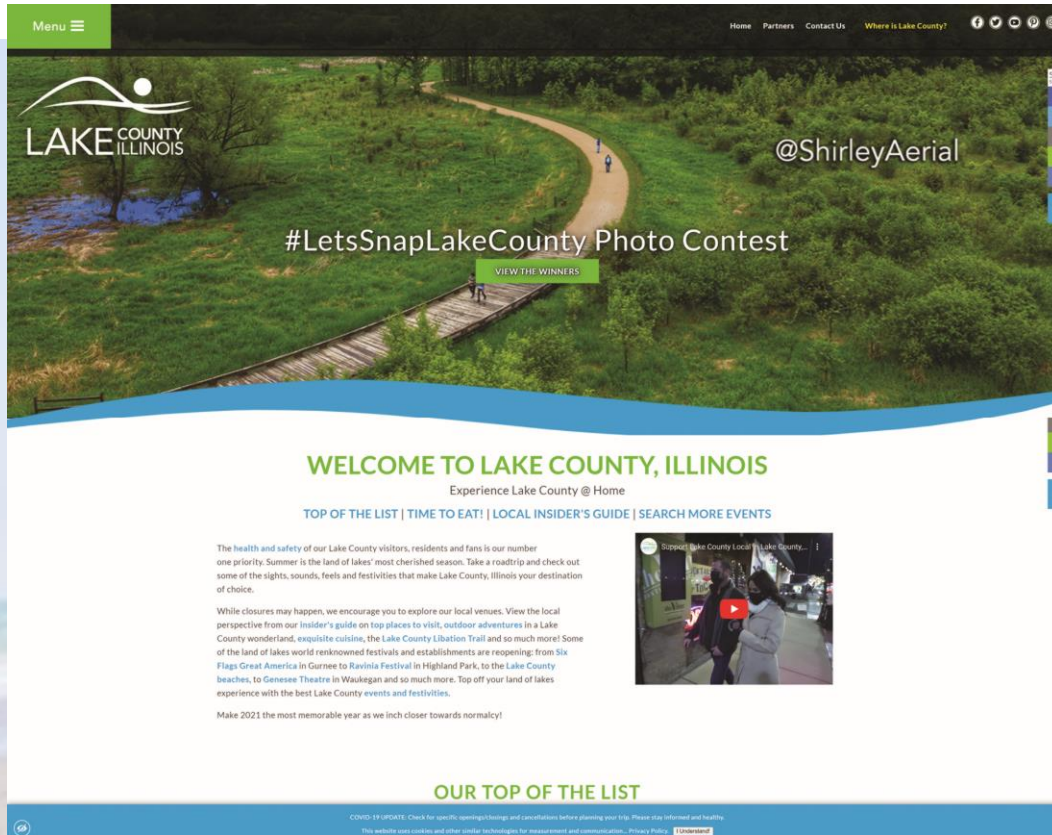


VLC STRATEGIC SHIFT DURING THE PANDEMIC

- **Reached out to businesses to support people and their families**
- **Shifted to local focus**
Inspired residents to rediscover their hometowns and neighboring communities
- **Leveraged social media, blogs, website — served as resource for information**
- **Created website section:**
Lake County @Home
- **Launched marketing initiatives supporting hospitality businesses — using Lake County COVID-Relief/CARES Funding**

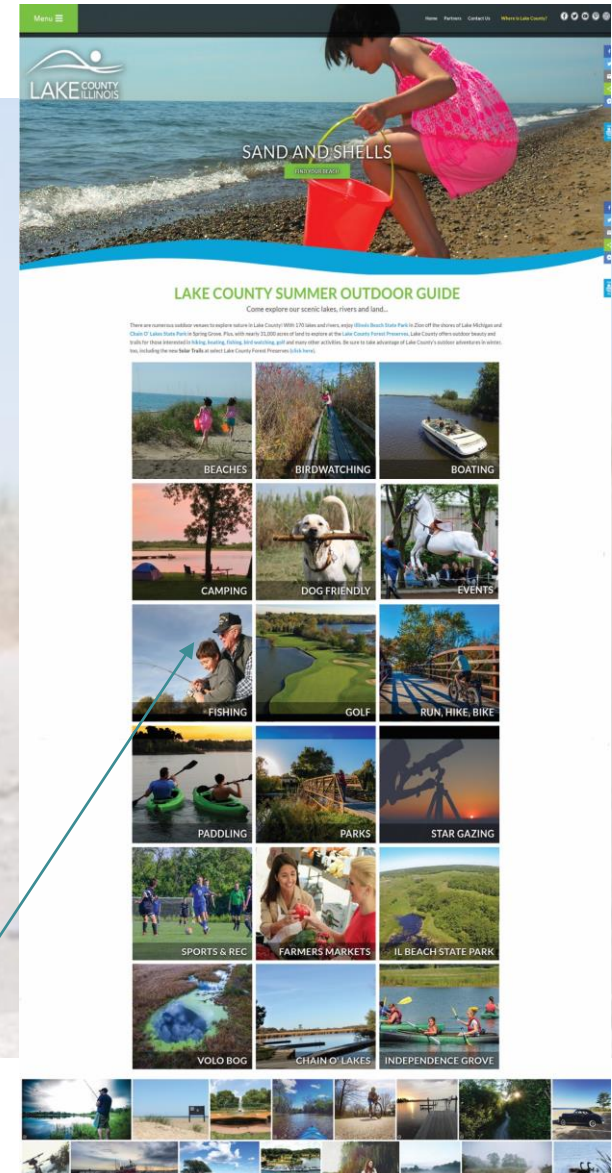


EXPERIENCE LAKE COUNTY @HOME



Summer Outdoor Guide

VisitLakeCounty.org

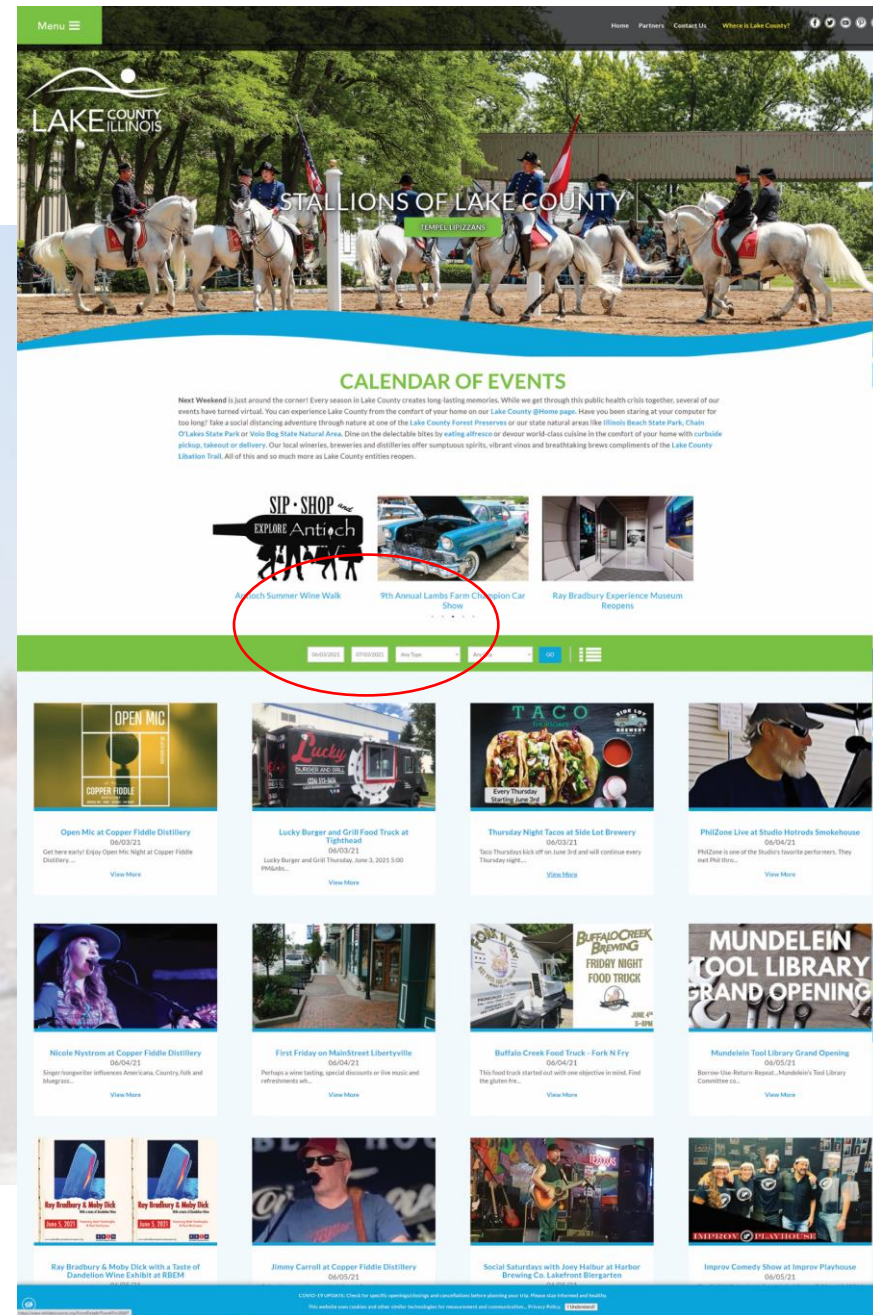


VISITLAKECOUNTY.ORG

CALENDAR OF EVENTS “Most-Viewed” Section

550 Summer Events Listed!

Nearly 120,000 Web Visits in June 2021



VISIT LAKE COUNTY

Social Media

CONNECTING

WITH RESIDENTS

& VISITORS



Visit Lake County, Illinois

July 14, 2020 · 🌐

Soak up the natural beauty while tasting the mouthwatering cuisine this #TastyTuesday along one of the land of lakes' inland bodies of water. 📸: El Puerto Mexican Restaurant in Fox Lake, Illinois Enjoy Illinois #LetsGoLakeCounty



BLOG.VISITLAKECOUNTY.ORG

Tasty Tuesday: Lakeside Dining in Lake County
- Visit Lake County - Blog

Learn More



visitlakecounty



visitlakecounty Be a tourist in your own town. Lake County's attractions and museums glimmer of history and life. #LetsGoLakeCounty. What's your favorite thing about our Lake County attractions? 📸: @_oneloveonelove_ei

#lcpd #chicagobotanicgardens
#grayslakeheritagemuseum
#dunnmuseum #brushwood



Liked by theadlercenter and 42 others

JANUARY 30

Add a comment...

Post



Visit Lake County, Illinois

February 14 · 🌐

"My wife Mary and I have been married for 47 years, and not once have we had an argument serious enough to consider divorce; murder, yes, but divorce, never." Shower your significant other this lover's holiday and Waukegan, Illinois's Jack Benny's born day with cards. Waukegan Park District Enjoy Illinois Only In Illinois Tourism Currents Jack Benny Center for the Arts 🎤 📺 🎭



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Jack Benny's 88th

It's a card shower! Jack Benny would want us to be safe, so, instead of a...

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Things To Do

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Blog

Delectable Desserts in Lake County Restaurant Week 2021

by Kelli Smith on May 19, 2021

Devour something sweet this week during our 2021 Lake County Restaurant Week. 10 Days to Savor. #LakeCountyRW

Before you make a reservation, get a virtual taste of what these Lake County restaurants, bakeries and sweet shops are all about. [Continue here](#) to view the flavors, and [click here](#) to get the scoop about all the cuisines during Lake County Restaurant Week.

lovinovcakery

Lovin Oven Cakery

View Profile

View More on Instagram

33 likes

lovinovcakery

Feeling like a snack? Well this Wednesday topped with pecans and a glaze.

Add a comment...

A variety of sweet, salty, homemade, are here in Lake County.

If these mouthwatering pictures aren't reservation this week, [click here](#) to view the flavors, and [click here](#) to get the scoop about all the cuisines during Lake County Restaurant Week.

Save some room for sweets and get off!

Lovin' Oven Cakery in Antioch

lovinovcakery

3,426 followers

View Profile

5. May ArtWauk in Waukegan

Waukegan Harbor

about 3 weeks ago

This week's Art Wauk featured artist Tim Flynn setting up for this weekend's show at the Harbor Gallery hope you can make it.

6

Comment

1

Admire the beauty of local art in downtown Waukegan at the May ArtWauk event. Painters, sculptors, muralists, photographers, jewelers, engravers and other creators will feature their unique pieces. The art on display is concocted by locals and designers outside of the land of lakes. Many Waukegan galleries and establishments will feature a series of different exhibits. May's featured artist is Tim Flynn, a Chicago native and current resident of Waukegan. His designs are showcased at the Harbor Gallery and range from sculpture work, object work and acrylic painting. Flynn has a personal relationship with objects and creates many of his pieces with found treasurers. Stop for a drink at the Lake County Libation Trail partners Nightshade and Dark Pandemonium Brewing and Oppidan Spirits will serve delectable drinks for adults ages 21 and older. While running alongside Lake County Restaurant Week, visit the participating eateries in the City of Progress like Win Win Restaurant & Bar and Green Avern. Take in everything Waukegan Main Street has to offer with free ion and full access to a variety of galleries, eateries, shops and more.

ay, May 15; 5-9 p.m., Free admission. Waukegan Arts & Entertainment District
own Waukegan, Genesee Street, Waukegan.

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Subscribe

Join our email list! We'll help you plan next weekend's adventure.

E-mail

SUBMIT

#LETSGOLAKECOUNTY

CALENDAR OF EVENTS

SPORTS IN LAKE COUNTY

VISIT LAKE COUNTY'S VISITORS GUIDE

REQUEST VISITOR INFO

OVERNIGHT HOTEL PACKAGES

Like Us on Facebook

Visit Lake County, Illinois

Like Page 58K likes

Visit Lake County, Illinois on Sunday

Independence Grove Forest Preserve in Libertyville, Illinois recently just opened their brand spanking new Craft Beer Garden for the season. The weekend drinking hole (and on Tuesdays in late June) features your favorite #LakeCountyLibationTrail brews and other sips. Cheers! #LakeCountyForestPreservesEnjoyIllinoisOnlyInIllinoisChicagoland

Summer Festival Season Returns to Lake County 2021

Pardon our French, but the summer festival season in Lake County is in AF (of ...)

Things To Do This Weekend June 4-6, 2021

by Kelli Smith on June 3, 2021

That summer feelin' is finally here! Celebrate the weekend ahead that is full of love, sun, and supporting local! As the first weekend of June approaches, take some time to celebrate pride in Waukegan! Support small shops in Antioch and artists from around the county in Lincolnshire. View this post on Instagram [...]

Continue Reading

Top 5 Locations to Stargaze in Lake County

by Jonathan Jones on May 26, 2021

"There's a stargazer waiting in the sky. He'd like to come and meet us, but he thinks he'd blow our minds." Staring fondly into the eyes of a constellation is a wondrous sight. As we move closer to normalcy with COVID-19 positivity rates decreasing, we can still keep our heads in the sky and experience [...]

Continue Reading

Top 10 Things To Do in June 2021

by Jonathan Jones on May 27, 2021

Lake County has a jam-packed schedule this June 2021! If you're searching for some summer fun, you've come to the right place. At this time of year, we pull out our summer gark (if it still fits after packing on those pandemic pounds) and head outdoors to bask in the warm Lake County sun. View this post [...]

Continue Reading

Things To Do This Weekend May 28-31, 2021

by Jonathan Jones on May 26, 2021

Extended time off is in order, as we celebrate Memorial Day in this installment of things to do this weekend May 28-31. Memorial Day is the time of year that we celebrate and remember the men and women of this great country who have fallen in battle to maintain our freedom. To those of our [...]

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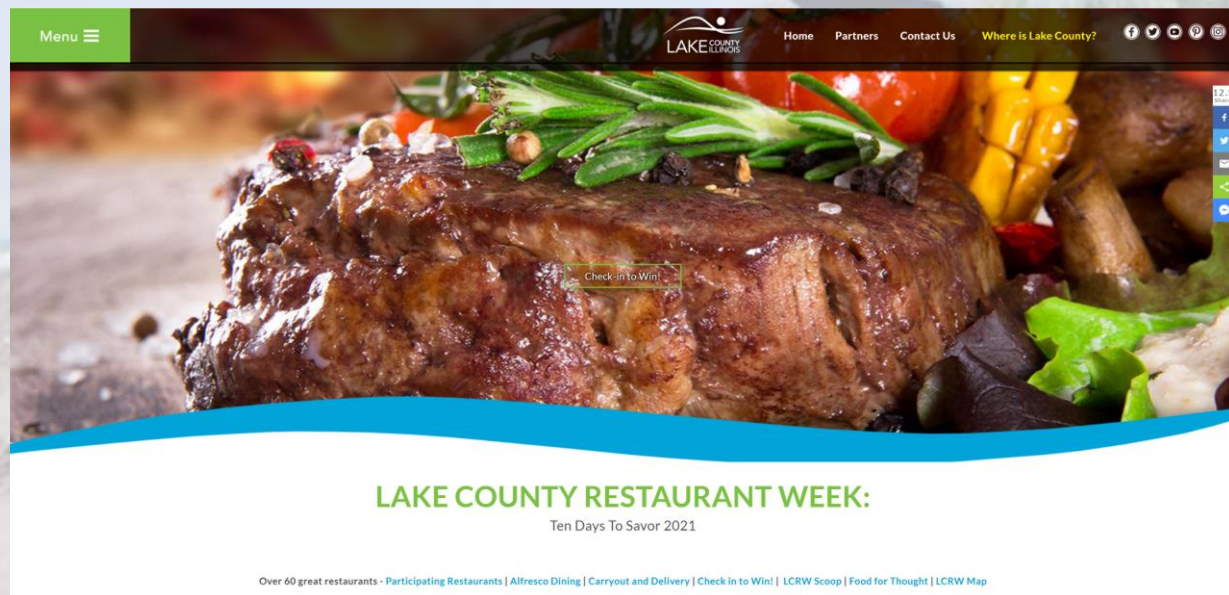
VisitLakeCounty.org

LAKE COUNTY Restaurant Week

May 14-23, 2021

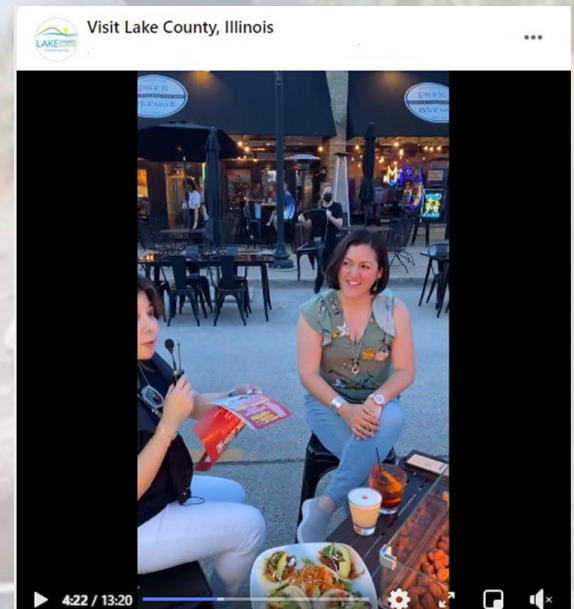
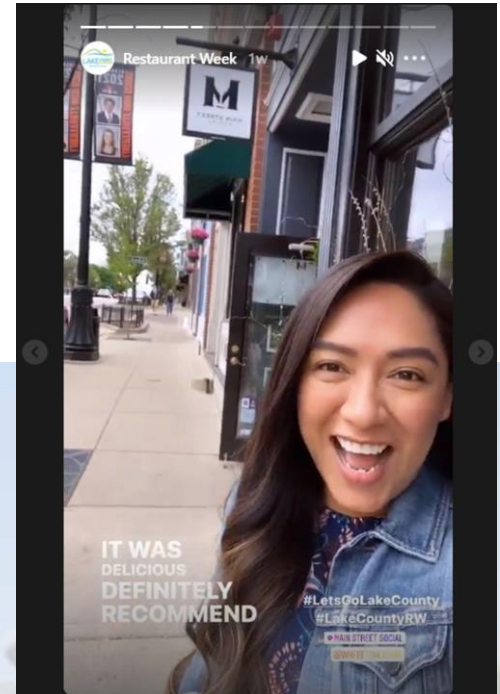


Visit Lake County @VisitLakeCounty · May 23
 It's o-FISH-al, we have the best seafood around! The land of lakes brings you the guide for eats from under the sea! Devour all the seafood you can on the last day of Lake County's Restaurant Rally! #LakeCountyRW
 📷: @ChocoSanctuary
blog.visitlakecounty.org/the-starboard-...



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LAKE COUNTY Restaurant Week



VisitLakeCounty.org

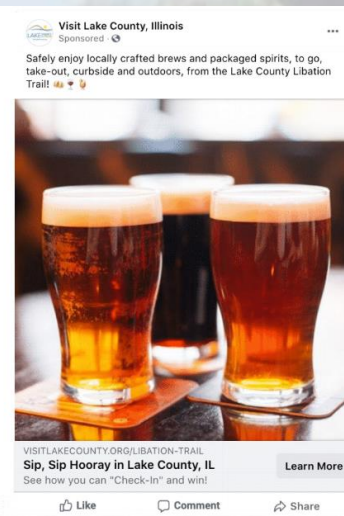
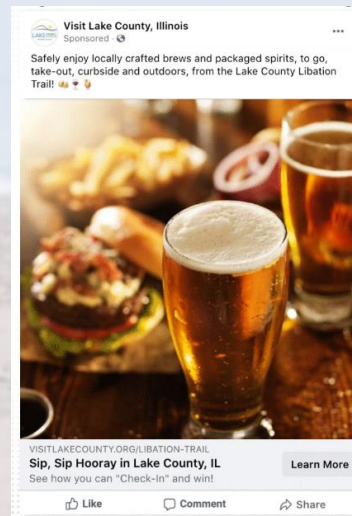
LAKE COUNTY Libation Trail



95 WIIL Rock Nov 11 • 7:49 pm

Libation Trail Happy Hour

Join Tom Kief from the 95 WIIL Rock Tom & Emily Morning Show for a virtual happy hour. Learn more about Lake County Libation Trail Month, presented by [Visit Lake County](#), as he will be talking to various breweries, distilleries, and wineries all here ...



VisitLakeCounty.org

LAKE COUNTY ROAD TRIPS

Summer Campaign



LET THE RIDE TAKE YOU!

Let the Ride Take You to Lake County, Illinois and discover the freedom of being able to set your own pace and seek out your own experiences. It's that rush of excitement when you leave what's familiar behind. It's about having the time of your life for an afternoon or weekend. Take in the scenery on a new road and see where it leads. The intriguing places you'll discover will leave lasting memories you'll want to experience again.

But first, choose your ride. A car on a fall foliage day. A bike on a fragrant forest path. Kayaking on a serene river. Boating to a dockside restaurant. Or strolling down a historic, boutique-lined main street.

This fall, don't take a road trip. Let the Ride Take You to the beauty, history, nature, and discovery of Lake County, Illinois.

Route 12
Route 83
Routes 21 & 45
Route 41



LET THE RIDE TAKE YOU...

LAKE COUNTY, ILLINOIS

Six Flags Great America & Hurricane Harbor Chicago

VISITLAKECOUNTY.ORG

Download a Guide

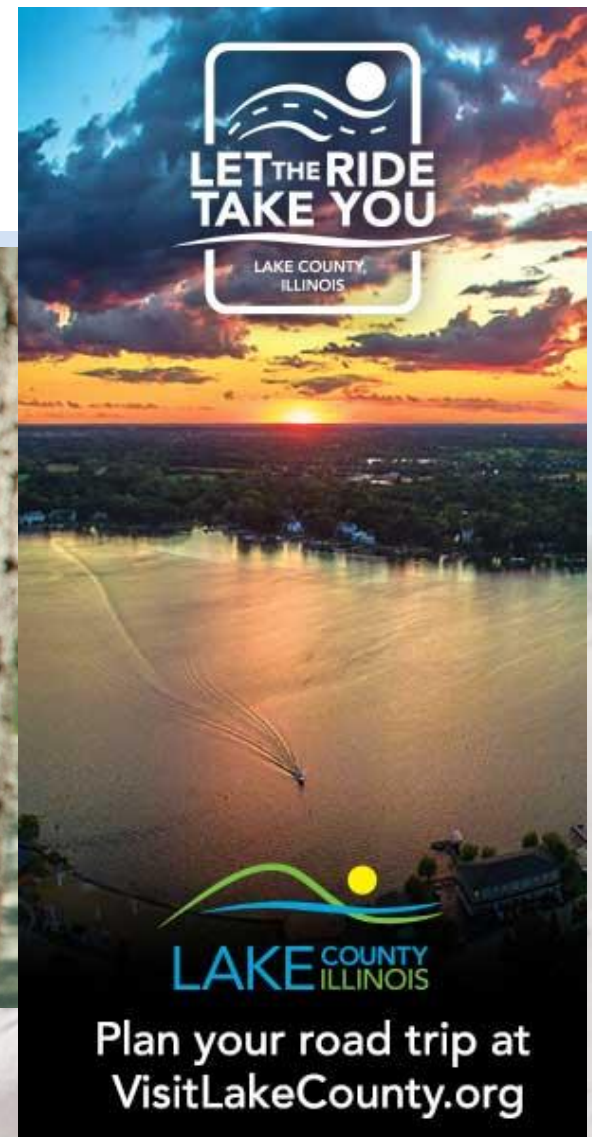
Great Wolf Lodge Illinois

LET THE RIDE TAKE YOU

LAKE COUNTY, ILLINOIS

LAKE COUNTY ROAD TRIPS

Summer Campaign



CHICAGO REGIONAL Digital Co-op Campaign

CONNECTING WITH VISITORS

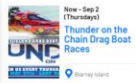


45 MINUTES FROM DOWNTOWN CHICAGO Visit Lake County

Experience the endless outdoor fun that comes from 550 miles of trailways/bikeways, 200+ lakes/rivers, and the world-class Six Flags Great America theme park. Or have even more fun inside at the Great Wolf Lodge indoor water park.

[Visit >](#)

Upcoming Events



VisitLakeCounty.org

VISIT LAKE COUNTY

Group Sales Initiatives

- **Return of sports tournaments**
- **Recruitment of meetings, reunions, social events**
- **Spring Mini-FAM Tour for group tour leaders – 18 companies, 28 people**



VISIT LAKE COUNTY

Summer Outlook

- **Leisure travel strong this summer**
- **Travelers want to see COVID mitigation protocols in place**
- **77% Americans are planning a trip in the next 3 months**
- **May stay closer to home = short getaways**
- **Outdoor recreation, festivals, dining popular**
- **Lake County summer attractions reopened:**

Six Flags Great America, Ravinia, Volo Museum, Tempel Lipizzans, Dunn Museum and more!

Navy Recruit Graduations – open to public again soon

- **Chicago Bears Training Camp**



VISIT LAKE COUNTY

Lake County Hotel Forecast

Occupancy May YTD: 37.2%

38% YTD in 2020, 56.5% YTD in 2019

RevPAR down 51% since 2019. Now at \$30.

- **Full-Service Hotels – lagging behind limited-service properties**
- **Business travel expected to gradually rebound this fall**
- **4 new Lake County hotels opening in 2021**
- **Workforce shortage**



VisitLakeCounty.org

WHY TOURISM MATTERS

- **Tourism strengthens the economy of Lake County**
- **Tourism branding creates a positive destination image**
- **Visitors support small, local businesses**
- **Travel helps families reconnect, create memories of new experiences**
- **Travel breaks down barriers**
- **Tourism is essential to our communities and our well-being**

