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Visit Lake County Takes Home Coveted Tourism Marketing Award

Strong Partnerships Help Bring Home the Prize

GURNEE, Ill – Fresh off the heels of the [2021 Illinois Governor’s Conference on Travel & Tourism](#) at Navy Pier last week, [Visit Lake County](#) is returning with a special honor for excellence in tourism marketing. The official destination marketing organization (DMO) and champion for tourism for Lake County, Illinois, Visit Lake County works with municipalities, hotels, attractions and hospitality related-businesses who recognize the powerful economic impact of tourism.

The Illinois Excellence in Tourism Awards were presented as part of the state’s premier industry event that brings together professionals each year from across Illinois to learn from experts, celebrate success, and have a collective look at what’s ahead for tourism. The awards celebrate the most innovative tourism marketing initiatives from DMOs throughout the state. The award ceremony hosted by Val Warner, Emmy Award-winning co-host of Windy City Weekend on [ABC 7](#), announced winners in eight categories, ranging from best social media to an overall “Best of Show.” Visit Lake County was honored for **“Best Cooperative Partnership”** for its summer marketing campaign which featured partners [Six Flags Great America](#) in Gurnee and [Lincolnshire Marriott Resort](#), and showcased Lake County’s many exciting attractions and events.

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Highlighting the conference was Governor JB Pritzker who shared his confidence and the continued support to renew the Illinois tourism industry and communities. Support includes over \$1 billion in relief to over ten thousand Illinois businesses in hundreds of cities and towns, along with 7,500 hospitality grants totaling \$265 million through the Business Interruption Grants and Back to Business Grants. The governor also mentioned plans for the distribution of grants aimed at new and returning festivals and tourism attractions.

“We are thrilled to be recognized,” said Maureen Riedy, president of Visit Lake County. “Lake County has so much to offer from small businesses to amazing downtown experiences, and popular destination drivers like **Six Flags Great America**. This award is even more gratifying as our hospitality and tourism industry rebounds from the pandemic. Thank you to all those we work with, and to the [Illinois Department of Commerce and Economic Opportunity, Office of Tourism](#), for this honor.”

Plan a visit to Lake County. Check out visitlakecounty.org, view hundreds of events to enjoy with an interactive calendar or download an itinerary for a road trip.

About Visit Lake County

[Visit Lake County](#) is the official destination marketing organization and champion for tourism for Lake County, Illinois. The organization is comprised of municipalities, hotels, attractions and hospitality related-businesses throughout the county who recognize the powerful economic impact of tourism. Visit Lake County embraces diversity with respect to all individuals. This commitment and mindset are the foundation put in place every day as we provide the highest-quality travel resources and visitor experiences which enhance the well-being of our communities and support the livelihoods of our neighbors.

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Photo included with suggested caption

Best Cooperative Partnership, Visit Lake County.jpg

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Caption: *Karla Flannery, (on left) deputy director of the Illinois Office of Tourism, shares the win with Visit Lake County (visitlakecounty.org).*