



Give your business a boost in Lake County. Become a partner.

Visit Lake County is the official destination marketing organization and champion of tourism for Lake County, Illinois. Our alliance is comprised of 200 industry and community partners from Six Flags Great America, Great Wolf Lodge Illinois, Lincolnshire Marriott Resort, Gurnee Mills to the many restaurants, breweries and Main Street businesses.

Tourism is an essential investment in the wellbeing of communities and enhances the public image of Lake County as an attractive place to live, work and play.

We generate business and help create ways for guests to enjoy stays in our fine hotels while discovering Lake County's famous lakes, trails and natural amenities.

Visit Lake County Partner Benefits

Visitors Guide Listing

All partners are included in dedicated categories throughout the pages of our popular Visitors Map Guide, our branded fulfillment and keepsake piece produced annually.

VisitLakeCounty.org

The top resource for visitor information including events, lodging, entertainment and more.

Website Partner Listing/Page

Each partner receives its own partner listing and landing page that includes a detailed description, 360° video of your location with Google mapping, special offers and packages and calendar-of-event listing options with high-end search capabilities.

Lead Generation and Referrals

Our staff helps recruit group business, generate leads and drive guests through your doors—group tours, sports tournaments, military reunions, weddings, corporate functions and more.

Group Sales Leads and Custom Dashboard

Log in to your dashboard and receive/respond to leads for group events, corporate and sports tournaments through our dedicated customer relationship management portal, iDSS.

Newsletters, Networking and Forums

Newsletters and quarterly partner forums keep partners informed and connected to each other—updates, face-to-face networking, business referrals and more. We average over 10 years working with each partner!

Social Media Marketing

We connect thousands of followers with information about events, attractions, developments and activities, utilizing creative, unique and sought-after content.

Public Relations, Customer Relationships

We are the trusted source that media goes to for all things Lake County. We stay connected and build strong relationships with influencers, local, regional and national publications—getting more traffic through your doors.

Tourism Champion and Advocate

We work closely with the Illinois Office of Tourism to showcase Lake County attractions and events on EnjoyIllinois.com.

Bonus with Partnership

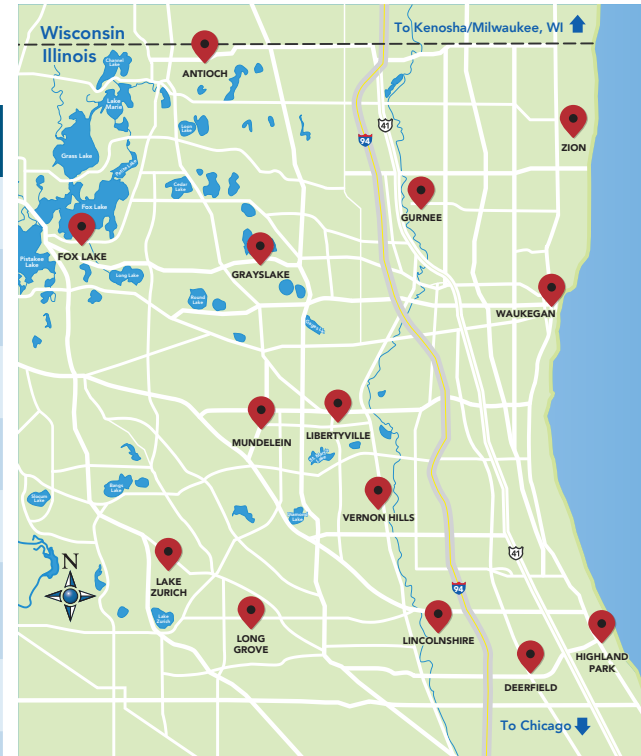
Complimentary participation in Lake County Restaurant Week and the Lake County Libation Trail.™



Partnership Investment Levels

Annual Partnerships are effective July 1 through June 30 the following year.

	BUSINESS & CORPORATE	BUSINESS IN A PARTNER COMMUNITY
ACCOMMODATIONS (HOTEL/RESORT)	\$680 min. (80 rooms or \$8.50/rm.)	
ACCOMMODATIONS (B&B/RETREAT/CAMPGROUND)	\$400 min. (45 spaces or \$8.50/space)	\$350
LIBATION/TASTING ROOM & RESTAURANT	\$400-\$475	\$350-\$425
RESTAURANT & BANQUET	\$400-\$475	\$350-\$425
BUSINESSES (RETAIL & SERVICE)	\$400-\$500	\$350-\$450
TRANSPORTATION (VEHICLE, PUBLIC, AIRPORT)	\$400-725	\$350-\$675
ATTRACTIONS (LOCAL & REGIONAL)	\$400-800	\$350-750
GOLF, SPORTS FACILITIES, PARKS, ETC.	\$475 min. \$200 (Each Addt'l)	\$425 min. \$200 (Each Addt'l)
SHOPPING CENTER (UP TO 150 STORES)	\$800+	\$750+
CORPORATE	\$2,500+	



Our Community Partners:

Antioch, Deerfield, Fox Lake, Grayslake, Gurnee, Highland Park, Historic Downtown Long Grove, Lake County, Lake Zurich, Libertyville, Lincolnshire, Mundelein, Vernon Hills, Waukegan and Zion

Annual Economic Impact of Tourism in Lake County, IL

\$1.5 BILLION VISITOR SPENDING | **12,500** JOBS | **\$570** AVERAGE SPENDING PER TRAVEL PARTY

ROI: Results Worth Checking Out

848,180 Total Social Media Marketing Engagement | **76,597** Social Media Followers | **287,709** Social Media Video Views

14,748,664 Social Media Impressions and Engagement | **1,887,537** Pageviews on VisitLakeCounty.org



Ask about: Visitors Map Guide advertising, brochure distribution and seasonal campaigns.



Contact

Check out [VisitLakeCounty.org/Partners-Overview](https://www.visitlakecounty.org/Partners-Overview) or scan the QR code to register.

Visit Lake County

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