

LAKE COUNTY FLAVOR FESTIVAL 2026 WRAP-UP



Sip. Savor. Celebrate.

This marks the third year of the Lake County Flavor Festival, a monthlong celebration of food, drink and fun, and it built on the success of its inaugural year. Combining restaurant month with Libation Trail, we encouraged people to be adventurous, try a new restaurant or brewery, find a new favorite dish or cocktail, and make sure to bring their friends, and taste buds, along for the ride. With an event lasting the entire month of February, it gave diners a greater opportunity to visit a variety of our partner locations, participate in the check-in challenge and experience all of the Flavor Festival offerings.

HIGHLIGHTS



90+ PARTICIPATING PARTNERS



27 COMMUNITIES REPRESENTED



11.5 MILLION
TOTAL CAMPAIGN IMPRESSIONS



TESTIMONIALS

Just when we thought we have been everywhere, Flavor Festival comes around, we realize how many places we have not yet tried! It's a great event getting us to think outside our usual box.



The Flavor Fest is a great way to be reminded of old places we haven't been in a while and also to try new ones."

It was so much fun, next year I am bringing friends from out of town to experience it.

We are lucky to have so many amazing places to eat, drink and gather in our county!

I absolutely loved it and I can't wait to do it again! I want to hit it more places next time!

LAKE COUNTY FLAVOR FESTIVAL 2026 WRAP-UP

MARKETING MIX

WEBSITE AND DIGITAL MARKETING

Targeting Lake and Kenosha County audiences resulted in over **4.43 million impressions**, **90,999 website sessions**, **69,498 unique users** visiting the site and over **229,000 views** to Flavor Festival pages. Social media ads generated **1.8 million impressions** and **138,651 clicks**. Digital marketing efforts included Instagram, Facebook, YouTube and paid social ads.

BROADCAST AND STREAMING TV

Television spots ran on EffectTV and Connectivity Streaming TV which generated a total of **1,599,875 impressions** with a focus solely on the Lake County viewing area.

PRINT

Print ads in the Chicago Tribune and Daily Herald newspapers lead to **950,960 impressions**.



OUT-OF-HOME

Engaging daily reminders ran on 4 Metra Lines serving Lake County and surrounding communities and two outdoor billboards gained **3.1 million impressions**. The fun, graphic creative invited Metra commuters and highway travelers to check out Lake County's great restaurants and craft spirits destinations during the month of February.

CHECK-IN CHALLENGE

Our mobile platform recorded **1974 "Check-Ins"** at participating venues. Guests who visited five or more locations were entered to win an overnight stay and theatre package at the Lincolnshire Marriott Resort's Marriott Theatre, a cooking class at The Joyful Gourmet in Libertyville, Libation Trail t-shirts and restaurant gift cards.

FACEBOOK & INSTAGRAM TAKEOVERS

Generating over **1.429 million views** on Facebook, Lake County's own meteorologist Mike Caplan hosted 9 Facebook Live events highlighting the Flavor Festival and its partners including Pop's, Vault 232, Lago, 15 Lakes, Quonset and more. His segments garnered nearly **18,000 reactions** on the social media platform. Other FB and IG takeovers from influencers and partners amassed 53,881 views.

