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Visit Lake County Announces New Tourism Partnership with Village of Winthrop Harbor

GURNEE, Ill. — Visit Lake County (VLC) welcomes the Village of Winthrop Harbor as a key tourism destination through a new partnership.

Located at the Wisconsin border along Lake Michigan, Winthrop Harbor draws visitors year-round for its marina, beaches and outdoor recreation. VLC and village leaders will partner to further raise Winthrop Harbor's profile as Lake County's premier waterfront destination.

"Winthrop Harbor represents the very best of Lake County's natural assets," said John Maguire, president of VLC. "From Illinois Beach State Park to North Point Marina — one of the largest public marinas on the Great Lakes — the village offers remarkable experiences for anyone looking for adventure out on the water or relaxation by the shore."

With origins in the mid-1800s, Winthrop Harbor has become an energetic lakeside destination, serving as a convenient gateway for travelers in northern Illinois.

The village's crown jewel, North Point Marina, draws thousands of boaters annually with its 1,477 floating slips, fuel dock, ship store and stunning lake views. For the 2026 boating season, SkipperBud's, a marina operator, has been appointed to manage day-to-day operations, bringing experienced management and continuity to one of the Great Lakes' premier facilities.

In addition to natural attractions, Winthrop Harbor features a growing local dining scene anchored by Harbor Brewing Co., seasonal events and a welcoming small-town atmosphere. Fishing charter services, beach volleyball and scenic walkways provide both adventure and relaxation.

"Winthrop Harbor is Lake County's hidden gem, and partnering with Visit Lake County is a meaningful step in connecting more visitors to everything we have to offer," said David Alarcon, village administrator of Winthrop Harbor. "Our local businesses, waterfront and natural preserves thrive when more people discover this community, and we are grateful to have a regional ally helping us tell that story."

The collaboration will include coordinated marketing campaigns, enhanced digital presence and promotional initiatives developed to showcase Winthrop Harbor's businesses, attractions and events to regional and national audiences.

Winthrop Harbor is now VLC's 19th community partner, including Lake County itself and cities, villages and downtowns. Together with 200 industry partners — hotels, attractions and hospitality businesses — the alliance recognizes the strong economic impact of tourism and partnerships.

VLC promotes Lake County as a tourism and business destination. Through marketing efforts, VLC encourages visitors and residents to experience local businesses. Learn more at VisitLakeCounty.org and WinthropHarbor.com.

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