

BECOME A RESTAURANT PARTNER TAKE YOUR BUSINESS TO A NEW LEVEL

Boost your visibility, increase traffic and build your business by partnering with the Lake County, Illinois Convention & Visitors Bureau. We are the official destination marketing organization committed to stimulating economic growth by attracting visitors. These are some of the benefits you'll enjoy as a restaurant partner:



Restaurant Website Listing

Includes restaurant description, address, phone number and a direct link to a website, in all appropriate sections.

- Calendar of Events
- Coupons
- Dining/Lodging Packages
- YouTube Videos

VisitLakeCounty.org receives an average of 46,000 unique visits per month.



Referrals

Visit Lake County restaurant partners are referred by our staff to visitors, meeting planners, reunion, event and sports planners and tour groups. We bring decision-makers to you for site tours and FAM tours.



Newsletters

Receive informational industry updates and be featured in our leisure marketing, group tour, boating and partner e-newsletters.



Online Partner Connection

Use your login to update contact information, web listings, photos, videos, events, dining coupons and packages.



Print

Business listing is included in Visit Lake County's *Official Visitor's Guide*: 50,000+ printed copies plus online views and downloads.



Public Relations

Events promoted in weekly *Daily Herald* column, WXLC Radio segments, and our weekly blogs including Tasty Tuesday.



Social Media

Send photos and public events to Visit Lake County to share on Facebook, Twitter and Instagram. Send your YouTube video links for inclusion.



TEN DAYS TO SAVOR.

LAKE COUNTY
RESTAURANT WEEK

Lake County Restaurant Week March 2-11, 2018

A new promotional event introduced in 2016 to showcase unique dining options and draw new diners. This yearly event is open to all partner restaurants.

The Restaurant Week landing pages attracted **99,000** page views on VisitLakeCounty.org in 2017.

"We were extremely pleased with Restaurant Week. It was a great way for us to generate new business and definitely worthwhile! The promotion strategy was very effective at reaching our target audience. You did a great job! Please put us on the list for next year!"

—Jani Feiereisel,
Partner, 545 North,
Libertyville

Your partnership investment: \$350 per year
Partnerships average over 10 years in length

Additional benefits for partners:

- Brochure and/or menus on display at our Visitor Center
- Lake Forest Tollway Oasis Kiosk participation
- Website banner ads on VisitLakeCounty.org
- Visitors Guide advertising
- Local radio promotion giveaways

Ideal Visit Lake County partners:

- Accommodations
- Attractions
- Specialty and Hands-On Activities
- Unique Restaurants
- Meeting & Sports Facilities
- Venues

Economic Impact of Tourism in Lake County, IL

\$1.28
BILLION

10,530
JOBS

\$28
MILLION



Visit Lake County Staff

(Pictured clockwise from top left)

Peggy Altman, Visitor & Partner Services Coordinator

Teresa Lewis, Account Executive

Maureen Riedy, President

Jonathan Jones, Marketing Communications Coordinator

Kimberly Ghys, Senior Account Executive

Jayne Nordstrom, Partnership & Group Tour Manager

Sara Rolsma, Marketing Manager

Fast Facts:

Lake County ranks as one of the **top three** counties in Illinois for visitor expenditures, behind Cook and DuPage.

In FY '16 the Visit Lake County sales team secured **359** meetings, reunions, tours and sports events valued at **\$8.6 million** in group spending for local communities.

Visit Lake County experienced a **19%** increase in social media engagement.

Lake County has over **60** hotels with a total of **8,600** guest rooms. **Two million** hotel room nights are occupied by visitors annually.

Visit Lake County strategically markets to:

Decision makers for Meetings, Reunions, Sports Events, and Tour Groups, and Leisure Visitors, utilizing tradeshow, print advertising, online presence, e-newsletters, and telemarketing.



"Hi! I'm Jayne Nordstrom, your partnership specialist."

I'm here to help you with everything you need to know about the benefits of partnering with Visit Lake County and how it can build your business.

Reach me at jayne@lakecounty.org or **800-LAKE-NOW**.

