



## **Anthony Haag**

Digital / Content / Social Media Marketer

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## My Story

Anthony Haag is a Digital / Content / Social Media Marketer with over 8 years of experience.

I am responsible for the Visit Lake County Social Media Marketing Strategy, which includes blogging, Facebook, Twitter, Pinterest, Instagram and Youtube. I have also successfully launched our “Let the Ride Take you” webisode series. I have won the award for Best Social Media Marketing at the 2009 and 2013 Illinois Governor’s Conference on Tourism. I have also been named one of the “Top 100 Tourism Professionals to follow on Twitter” every 6 months since December 2013.

When I first started at Visit Lake County in 2007, Social Media was in its infancy. Since then, I have built Visit Lake County’s Social Media platforms into what they are today. I believe that your Traditional Marketing, Social Media and Content should all be working as one. You want to create content that will resonate and speak to your audience. It is not about you, it's about your audience. Good content that resonates with your audience will always top good advertising. The content will be able to live forever and can be searchable long after you initially share it. Creating good content will benefit your business in many ways. You will not only increase website visits but you will increase repeat visits to your website. Your Social Media audience will grow organically and there is nothing better than people finding and engaging with you online. Plus, your newsletter list will grow, as people will sign up to receive emails from you knowing that you will be delivering information that people are looking for. Everything that I do, I put myself in the consumer's shoes and look at things from their perspective. This works in all industries, but since I am currently marketing in the tourism industry, I look to see what is upcoming that might be of interest to our audience.

Besides content and social media marketing, I am a self-starter with a thirst for knowledge. When I first started at Visit Lake County, I had minimal experience with HTML and website design. In the past 8 years, I have become knowledgeable about HTML coding and web design. I was driven to learn the skill set that was needed, as well as save the company money by bringing it in-house, which has allowed us to spend our money on more advertising instead of using those dollars to update the website.

As a result of my experience and expertise, I was able to increase website user sessions by 30% over the previous year, mobile sessions by 50%, Blog viewership by 84% and Social Media Engagement by 54%. We are currently on pace to exceed those record breaking numbers last year. One of my greatest accomplishments was creating the Lake County Song Search, to find the best original song about Lake County, when completed the final video went mini-viral with over 75,000 people viewing the final video in 1 week.

The next few pages highlight my skill set and what I can bring to your team.

# VisitLakeCounty.org – Website Redesign

Visit Lake County website before I arrived in May 2007

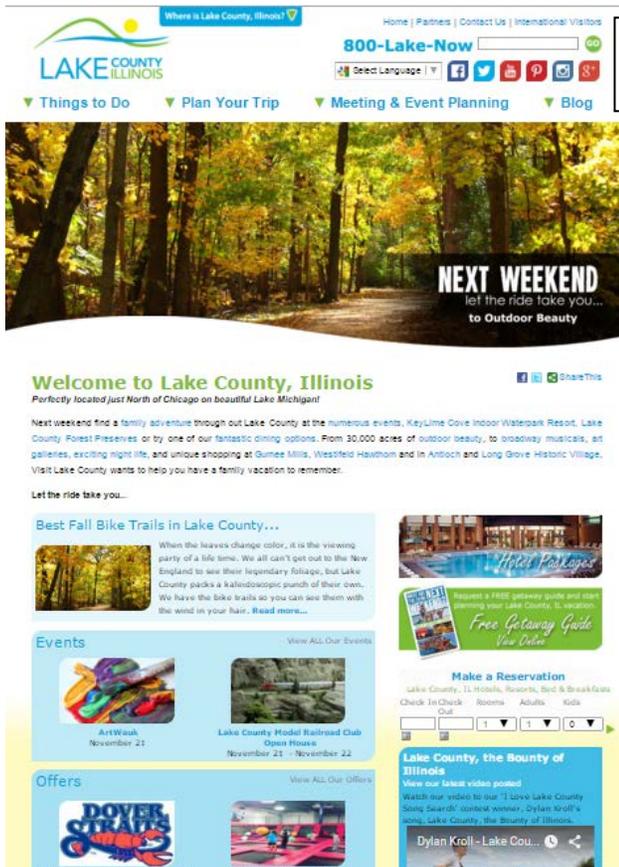


Visit Lake County website launched 2 weeks after I started in May 2007



Current VisitLakeCounty.org website after several modifications

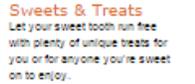
Content rich interior page of VisitLakeCounty.org



## Lake County Dining Guide

Steaks, suds and everything in-between...

Lake County obtains anything and everything your taste buds desire throughout this fall. Whether it be the beloved culinary cuts of Sullivan's Steakhouse in Lincolnshire, a warming glass of merlot at Vigneto del Bino Winery in Antioch or a burger paired with your favorite craft beer at Mokey Finn's in Libertyville, Lake County offers the restaurants to nourish any appetite. No matter what the occasion is, Lake County dining is a force to be reckoned with. So when you're thinking, "What's for dinner?" Just follow your nose to explore the appetizing aromas wafting from Lake County restaurants. Bon appetit!

 <p><b>Family Friendly</b> Bring the kids, or stop in for some casual food. Dine on a vast array of food options while enjoying some family time.</p>	 <p><b>Brew Pubs, Distilleries &amp; Wineries</b> Lake County has a little bit of everything, and that includes its own piece of wine country and seasonal brews.</p>	 <p><b>Fine Dining</b> Fine dining is the perfect way to celebrate an anniversary weekend, a birthday get away, or to transform a normal day into a special occasion.</p>
 <p><b>Sweet's &amp; Treats</b> Let your sweet tooth run free with plenty of unique treats for you or for anyone you're sweet on to enjoy.</p>	 <p><b>Lakeside Dining</b> Soak in the summer rays while enjoying a citrus dish or dine inside with a glass of wine and views of a beautiful lake.</p>	 <p><b>Sports Bars &amp; Grills</b> We live for that moment. Our team is down by one score, just few minutes of the game, &amp; everyone is frozen, when the impossible happens.</p>
 <p><b>Private Dining</b> For special occasions we have plenty of private dining options to choose from to take your upcoming event to the next level.</p>	 <p><b>Outdoor Dining</b> When the weather is nice, adding the right outdoor dining experience can elevate a great meal, into an experience that won't be forgotten.</p>	 <p><b>Outdoor Dining</b> When the weather is nice, adding the right outdoor dining experience can elevate a great meal, into an experience that won't be forgotten.</p>

[View All Restaurants](#)

# Content Strategist – Visit Lake County Blog

## Holiday Train Coming to Gurnee

by Anthony Haag on October 15, 2015

The popular [Canadian Pacific Holiday Train](#) is rolling into Gurnee at Viking Park on Friday, December 4, 2015 at 3:50pm, according to the [Canadian Pacific website](#).



Every year, the Holiday Train travels through dozens of communities, raising food and cash donations for North American food banks. The "train of lights" partners with local communities across the United States and Canada to raise food and funds for local food banks as well as to raise awareness about hunger issues. Audiences of all ages will enjoy live holiday music, a brief ceremony, and candy cane treats for kids. Each Holiday Train is 1,000 feet long with 14 brightly decorated rail cars, including a boxcar that has been transformed into a traveling stage for performers. Non-perishable food items for donation is the cost for admission and all donations stay in the community.

The train stops for about 30 minutes and will include performances by Kira Isabella and Doc Walker. Here is a regional schedule of the Holiday Trains stops for Friday, December 4.

**Gurnee – 3:50 PM**  
4460 Old Grand Avenue, Viking Middle School park

**Sturtevant – 5:25 PM**  
9900 East Exploration Ct., Amtrak Depot



## Things to do this Weekend November 20-22

by Jonathan Jones on December 10, 2015

Before we get started here, we just released our [Holiday Guide](#). Continue here to see what's going on for the next two holiday months. The holiday season is

## Portillo's Opens in Gurnee

by Jonathan Jones on December 10, 2015

The moment that we've been waiting for






Like Us on Facebook

## 2014 Visit Lake County Year in Review

by Anthony Haag on December 10, 2015

Wow, where has the year gone? It is hard to believe that 2014 has come to an end. I first want to take this moment and thank each and every one of you for reading our blogs the past year. Without you reading, sharing, visiting our website, [VisitLakeCounty.org](#), exploring and vacationing in Lake County, none of this would be possible. I want to take this time to sit back and reflect on just a few of the many things that we accomplished in 2014. When I start to reflect on everything that we accomplished, it amazes me at how much we actually did. It's pretty remarkable. Now let's look back on: 2014 Visit Lake County Year in Review.

### Little Lake County

In January 2014, we kicked off a partnership with [Little Lake County](#). I have known their editor-in-chief, Melissa Haak, for sometime and instead of just promoting each others stories, I thought why don't we take it a step further and guest blog on the Little Lake County website each week about family friendly events, traveling with kids and other tourism related stories that would be of interest for moms. Melissa and I built a good relationship and understanding of what each of our missions were. For us this was a great start to the New Year, a way for us to connect further with the local mom bloggers in the area and reach out locally to residents who may not know who we are and what we do. Our main goal is to attract visitors from 50 miles outside Lake County, so being able to talk to local residents on a weekly basis was ideal for us. We definitely look forward to a continued partnership with Little Lake County in 2015. If you haven't already, I recommend you also checking out [Little Lake County](#).

### Boating Lake County

We launched a website specific to boating in 2013, [BoatingLakeCounty.com](#). I felt 2014 was our coming out party. In 2013, we talked with the boating community about who we were, what we are doing and gathering as much information as possible. In January 2014, we attended the Chicago Boat Show with our partner the [Waukegan Harbor](#). We were able to meet with a lot of people walking the show floor from the Chicago area who had previously boated in Lake County. We were also able to meet with several of the boating businesses that are located in Lake County, such as Gordy's, Munson Marine, Skipper Bud's, and Fox Lake Harbor among others. This definitely made us appear as a serious potential partner in the boating community. We then continued that momentum a few months later with visits to the Lake County Boat Show at the [Lake County Fairgrounds](#). We continued to see more visits to our website and bigger website numbers in the spring and summer months. We also were able to launch a new Boating Lake County newsletter, which we are looking forward to doing more frequently in 2015. Speaking of 2015, we will once again be at the Chicago Boat Show, but this time we will have a bigger sponsorship as the boat show will be sending out an eblast about us, we will have an ad in their program and doing a promotion to giveaway a GoPro Hero 4. I am very excited to see what 2015 brings for Boating Lake County.

### Best Day of Life in Lake County Music Video

This is probably one of my proudest achievements in 2014. What started out as a dream, quickly turned into a reality. You can read the story about this music video in our previous [blog post](#). We picked the song, "Best Day of My Life" by American Authors, found a local Lake County musician, [Justin Yates](#), to sing and create his version of the hit song. Through Justin we




## 2015 Waukegan Polar Bear Plunge (A first timers experience)

by Anthony Haag on January 2, 2016

New Year's Day has arrived. A time to create resolutions, reflect on the past year, look ahead and feel optimistic about the upcoming year. The morning of New Year's Day is a time when many people sleep in late and watching the rose parade. New Year's Day is also a day to relax, be lazy and watch the College Football Bowl games. For a couple hundred brave souls it is a time to wake up early and rinse off last year with a Polar Bear Plunge into Lake Michigan.

This is something that I have also talked about doing and wanted to do but never did, until this year. For me, I am looking at 2015 as a new challenge a fresh start, building confidence and conquering fears. The weather has been unseasonably warm this past December and as of last year, it was 50 degrees. I was thinking, a Polar Bear Plunge would not be that bad and maybe refreshing. I should try something new and challenge myself. Well, that thought has stayed with me for the past 1-2 weeks. I was even talking about it with friends and family on New Year's Eve and I posted it about thinking about doing it on Facebook earlier in the week. I wasn't even sure about doing it when I went to bed on New Year's Eve. I woke up on New Year's Day and I still was undecided. Something told me to get ready and to drive to Waukegan Municipal Beach for the 2015 Waukegan Polar Bear Plunge.



I arrived at the Beach, parked and walked with a crowd of people to the registration tent. I registered and then found our Board of Director doing the MC'ing for the event on stage, so I went and talked with him. I decided to watch to first wave of plungers go, as I was still undecided. After watching, I said, I am standing here in the cold, this cannot be that bad. You run in and run out. Plus, I was a high school swimmer and started swimming competitively when I was 8 years old. I can do this. I went and go changed, talked to a couple people who just came back from the water and another guy who was just going in. Everyone was extremely nice, helpful by providing tips and encouraging. So, I put on the GoPro camera and off I went to conquer a fear. A couple things I learned, you can either run straight out and high five the safety guy and run back or just jump in. I decided to do the run. Be sure to wear shoes. The water is only waist deep and your feet are the worst. You try to run back faster than running in. The changing tents are heated to like 90 degrees. First thing after completion is to take your wet socks and shoes off and put dry on immediately that will help you warm up faster. All in all, I had a good time and it is something that I will do again. It was very refreshing.



# Social Media Marketing Facebook Organic



**Visit Lake County, Illinois**  
Published by Anthony Haag [?] · October 5 · 🌐

Here is your complete list of each communities Trick-or-Treat hours for Halloween 2015. [http://www.visitlakecounty.org/.../trick-treat-hours-lake-co...](http://www.visitlakecounty.org/.../trick-treat-hours-lake-co.../)



**Visit Lake County, Illinois**  
Published by Anthony Haag [?] · November 3 at 2:50pm · Edited · 🌐

Congratulations to Enzo & Lucia \* Ristorante Italiano in the Village of Long Grove, IL for being named one of the 10 Italian Restaurants In Enjoy Illinois, That'll Make Your Taste Buds Explode by Only In Illinois.



19,106 people reached

41 Likes 8 Comments

👍 Like 🗨 Comment

**10 Italian Restaurants In Illinois That'll Make Your Taste Buds Explode**

There are TONS of great Italian restaurants in Illinois. We surveyed ten of the best across the whole state.

ONLYINYOURSTATE.COM

**Visit Lake County, Illinois**  
Published by Anthony Haag [?] · December 3, 2014 · 🌐

This Sunday, December 7th, the Canadian Pacific Holiday Train arrives at the Gurnee Park District Viking Park at 3:45pm. A great holiday event for all ages! [http://www.visitlakecounty.org/event\\_details.cfm...](http://www.visitlakecounty.org/event_details.cfm...)



23,912 people reached

212 Likes 36 Comments 342 Shares

👍 Like 🗨 Comment ➦ Share

6,458 people reached

20 Likes 24 Shares

👍 Like 🗨 Comment ➦ Share

**Lake County's Holiday Event Guide**

**Your 2015 Holiday Guide to Lake County**

Happy Christmahannukkwanzadan from the good folks at Visit Lake County to you and yours. Boy, do we have a holiday season lined up for you. From Turkey Day to your December holiday of choice to New Year's, you can't help but enjoy...

VISITLAKECOUNTY.ORG

9,801 people reached

34 Likes 7 Comments 67 Shares

👍 Like 🗨 Comment ➦ Share



**Chicago Cubs**  
October 13 · 🌐

Cubs win! #LetsGo to the #NLCS!

Final: #Cubs 6, #STLCards 4. #FlyTheW

13,082 people reached

299 Likes

👍 Like 🗨 Comment ➦ Share

## Facebook – Advertising / Promoted Posts

**Visit Lake County, Illinois**  
Sponsored · 🌐

The "Lake County Fair" Grayslake, IL kicks off today. Here is a list of the top 5 foods you have to eat at the Fair this year. <http://goo.gl/wQmMRJ>



**Top 5 Foods You Must Eat at the Lake County Fair - Visit Lake County - Blog**

Get more bang for your bite at the 87th Annual Lake County Fair is rapidly approaching. Here are the top 5 Foods You Must Eat at the Lake County Fair

VISITLAKECOUNTY.ORG

**Visit Lake County, Illinois**  
Sponsored · 🌐

It isn't summer without Six Flags Great America! Click "Learn More" for ticket details!



**It's Summer at Six Flags!**

Come celebrate 40 seasons of thrills at Six Flags Great America this summer!

[WWW.VISITLAKECOUNTY.ORG](http://WWW.VISITLAKECOUNTY.ORG) [Learn More](#)

**Visit Lake County, Illinois**  
Sponsored · 🌐

Come enjoy The Taste of Lincolnshire this weekend!



**The Taste Of Lincolnshire**

[Learn More](#)

**Visit Lake County, Illinois**  
Sponsored · 🌐

Two great Illinois ball clubs face off! Learn about the historic Cubs/White Sox rivalry!



**Sox Vs. Cubs Exhibit!**

The Hawley Street Museum featu... [Learn More](#)

[www.visitlakecounty.org](http://www.visitlakecounty.org)

**Visit Lake County, Illinois**  
Sponsored · 🌐

There are only a few days left to enter to win an overnight stay at KeyLime Cove Indoor Waterpark Resort and 4 tickets to Six Flags Great America/Hurricane Harbor

Enter here: <http://woobox.com/qjdu74>



**Celebrate 40 Seasons of Thrills in Lake County**

Win four tickets to Six Flags Great America and celebrate 40 seasons of thrills and close out your trip with one-night accommodations in Lake County, Illinois! Enter today!

WOOBBOX.COM

## Facebook Campaign

- The 12,327 entries into the “Summer of Thrills” giveaway are the most entries ever obtained for a Lake County, Illinois giveaway held by TwoSix Digital – a 77% increase over the number of entries last year.
- 89% (10,977) of the giveaway entrants opted in for the Lake County email newsletter.
- Campaign ads returned a 2.8% click-through rate, which is more than three times the global average reported by Nanigans of .88%.
- The total of highly targeted impressions for the campaign reached was 1,749,780– which is less than .01 per impression



	<h3>Celebrate 40 Seasons of Thrills in Lake County</h3> <p>Win four tickets to Six Flags Great America and celebrate 40 seasons of thrills and close out your trip with one-night accommodations in Lake County, Illinois! Enter below!</p> <p><a href="http://woobox.com/qidu74">http://woobox.com/qidu74</a></p>	12.3K	1.4K
		ENTRIES	LIKES
		1.9K	42.3K
		SHARES	VISITS

### Targeting:

Custom Audience: Lookalike (US, 1%) - Six Flags 2015 entries  
 Location: United States: Illinois; Indiana; Michigan; Cleveland (+50 mi), Columbus (+50 mi), Toledo (+50 mi) Ohio; Wisconsin  
 Parents: Parents (All)  
 Age: 25 - 50



YouTube Videos



**Dylan Kroll - Lake County, the Bounty of Illinois. Visit Lake**  
36,039 views • 4 months ago



**Six Flags Fright Fest 2014**  
50,605 views • 1 year ago



**Visit Lake County Illinois, Best Day of My Life in Lake County,...**  
14,640 views • 1 year ago



**Enjoying the Ride: Goliath at Six Flags Great America**  
8,715 views • 1 year ago

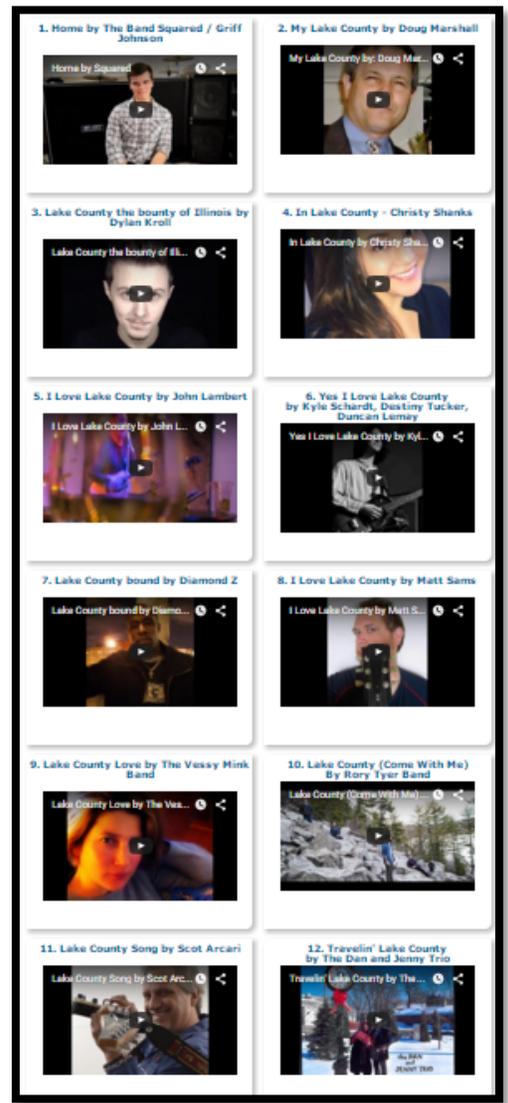
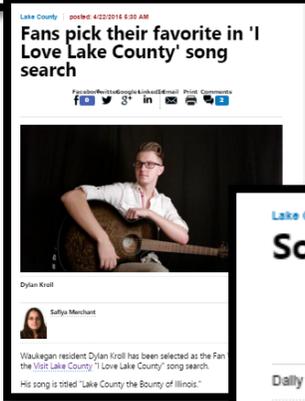
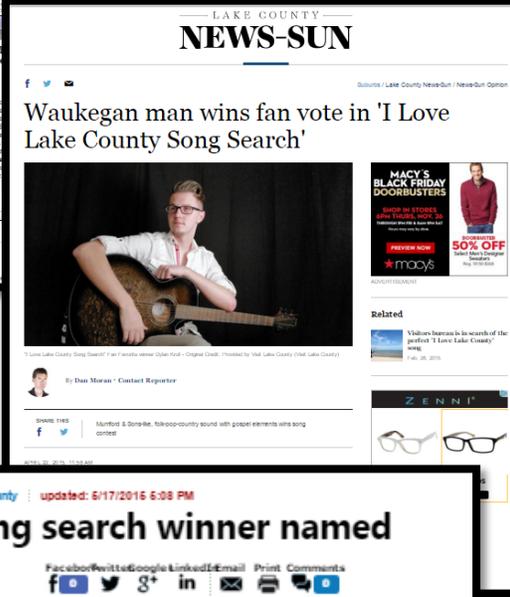
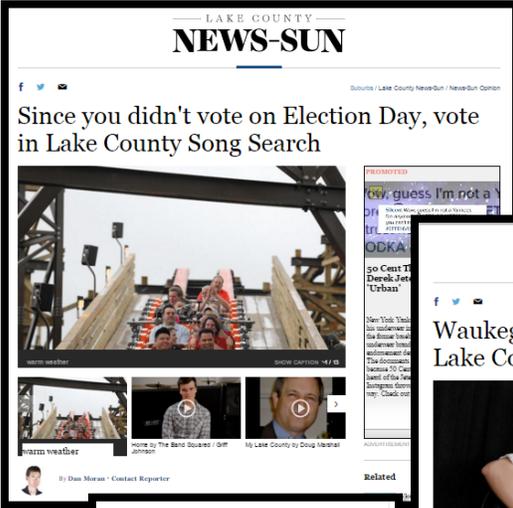


**Enjoy the Ride at Riptide Bay at Six Flags Great America**  
7,934 views • 4 years ago



**Winter Wonderland Holiday Light Show in Vernon Hills, IL**  
3,825 views • 11 months ago

# Lake County Song Search



# Email Marketing



October 2013  
Lamb's Farm  
**FALL Site to Autumn**

Experience world class theatre, state of the art roller coasters, and plenty of family adventures this fall in Lake County, Illinois. Escape to 30,000 acres of autumn colored forest preserves, and make lasting memories at one of the many fall festivals.

**Coupons**

**Richardson Adventure Farm and Corn Maze**  
1 Free Kettle Corn or Pumpkin  
[View Coupon](#)

**Lamb's Farm**  
\$2 Off a Children's All Day Pass  
[View Coupon](#)

**The Popcorn Factory Store**  
\$5 Off any Purchase of \$20 or more  
[View Coupon](#)

**Volo Auto Museum and Haunted Trolley Tour**  
\$2 Off Museum Entry  
[View Coupon](#)

[More Coupons](#)

Instagram Users: Be sure to tag your adventures with our hashtag #VisitLakeCounty

**Events**

**Fright Feet at Six Flags Great America**  
Gurnee, IL  
[View Details](#)

**Didler Farms Pumpkin Fest**  
Lincolnshire, IL  
[View Details](#)

**World's Largest Corn Maze at Richardson's Adventure Farm**  
Spring Grove, IL  
[View Details](#)

**City of Highwood Pumpkin Fest**  
Highwood, IL  
[View Details](#)

**Invasion of the Pumpkins**  
Deerfield, IL  
[View Details](#)

[More Events](#)

**YouTube Video**



**Hotel Packages**

Escape this Fall with a Dinner and Theatre Package at the [Lincolnshire Marriott Resort](#)

[View Details](#)

**FREE Visitors Guide!**  
Download Now  
Request a Copy



**Celebrate July 4th with Visit Lake County**

What are you doing *Next Weekend?* Here in Lake County, we take advantage of every summer moment. This is the summer of *Golden!* The world's tallest, fastest and steepest wooden roller coaster at Lake County's [Six Flags Great America](#). Enjoy days of summer fun that end with a stunning fireworks display each night during **July 4th Fest**.

We have our blankets ready for **Fourth of July festivals**, the amazing fireworks display at the [Great Lakes Naval Base](#), and live outdoor music events. We're making our Fourth of July weekend plans to spend sunny afternoons [renting kayaks and canoes](#), [hoseback riding](#) at Chain O'Lakes State Park, and [exploring beaches](#) at some of our 75 inland lakes, before heading to the sandy shores of Lake Michigan to go charter [fishing](#).

Whatever summer fun you're looking for *Next Weekend* you can find when you Visit Lake County, Illinois. [Enter](#) to win an overnight stay at [Keylime Cove Indoor Waterpark Resort](#) and 4 tickets to [Six Flags Great America](#)!

**Coupons**

**Visit the Farmyard at Lamb's Farm**  
\$2 Off a Children's All Day Pass  
[View Coupon](#)

**The Popcorn Factory Store**  
\$5 Off \$20 Purchase  
[View Coupon](#)

**WhinyBall Vernon Hills**  
\$15 Off Whiny Ball or LaserTag  
[View Coupon](#)

**Things to Do**

**Naval Station Great Lakes July 4th Festival**  
[View Details](#)

**Six Flags Great America July 4th Fest**  
[View Details](#)

**Rent a Boat in Lake County**  
[View Details](#)

**YouTube Video**

[Take a ride with us on Six Flags new roller coaster!](#)

**Hotel Packages**

**Six Flags Getaway for Two**  
Holiday Inn Gurnee  
[View Details](#)

**FREE Visitors Guide!**  
Download Here  
Request a Copy

**Fourth of July Fun in Lake County!**

Celebrate Independence Day with festivals, parades and firework displays around Lake County. Looking for live music and beer gardens? Or how about activities and family events? Spend the weekend at Great Lakes Naval base with one of Lake County's biggest events of the year... [read more](#)



**Fourth of July 2014**  
Parades, Festivals and Fireworks in Lake County

**FREE Visitors Guide!**  
Download Here  
Request a Copy



**1-800-Lake-Now • VisitLakeCounty.org**  
Lake County, Illinois Convention & Visitors Bureau  
5465 West Grand Avenue, Suite 100 • Gurnee, IL 60031

ILLINOIS  
MILE AFTER MAGNIFICENT MILE



VISIT LAKE COUNTY QUARTERLY PUBLICATION  
**TOURISM ECONOMIC REPORT**  
FALL 2015  
NOVEMBER 2, 2015

**Visitor Spending in Lake County Sets New Record**

**Illinois TOURISM**  
think outside the deficit

Visitor spending in Lake County hit a new high of \$1.26 billion in 2014 – a 5% increase over the previous year. Tourism supports 10,330 jobs in the county – up 1.4%. Travel expenditures generated \$75 million in state tax receipts – up 5% and \$27 million in local taxes – a 4.8% increase. Lake County continues to rank as one of the top counties for travel spending in the state behind Cook County and DuPage County.

As many of you know, due to the state budget stalemate, the statutorily mandated funding from state hotel taxes collections is frozen resulting in significant financial challenges for Visit Lake County, the Illinois Office of Tourism and other tourism organizations across the state. We have curtailed many of our sales and marketing strategies this fall which could have long term effects on our ability to draw leisure and business travelers to Lake County. We remain hopeful that the budget crisis will be resolved in the near future.

Tourism funding makes fiscal sense. It is an investment that pays immediate dividends supporting tax revenue for businesses and communities across Lake County and supporting jobs and the outstanding quality of life in the county.

**Hotel indicators**

YTD thru September 2015



YTD thru September 2015

Occupancy: 66.1% (2014), 65.7% (2015)  
ADR: \$100.02 (2014), \$96.12 (2015)  
Rev Par: \$66.78 (2014), \$63.06 (2015)

Data provided by Smith Travel Research  
Number of Hotel Rooms in Lake County: 8,608.

**Thank you to our community partners for their support of tourism as part of economic development**

- Village of Arlhook
- Village of Deerfield
- Village of Graystake
- Village of Gurnee
- Lake County
- Village of Lake Zurich
- Village of Libertyville
- Village of Lincolnshire
- Long Grove Business & Community Partners
- Village of Vernon Hills
- City of Waukegan
- City of Zion



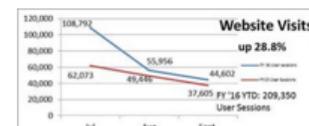
**Annual Luncheon Recap**

Thank you to those who attended our Annual Luncheon and Events Workshop in September. We had a very successful event at KeyLime Cove. Maureen Riedy reviewed FY15 sales and marketing highlights and talked about initiatives for FY16. Keynote speaker, Cory Jobe from the Illinois Office of Tourism, shared his vision and plans for marketing the state as a tourist destination. Pictured above from left to right are Maureen Riedy, Cory Jobe and VLC Board Chairman Cheryl Ross.

[Click here](#) for a copy of our Annual Report that was distributed at the luncheon.

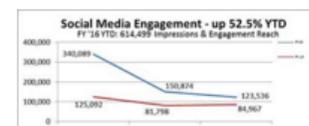
**Social Media Marketing up 52%**

Our social media marketing efforts continue to pay big dividends with impressions and engagement reaching 614,499 in the 3rd quarter. Several factors contributed to the increases including a highly successful Facebook campaign and strong content in our blogs to build traffic. #VisitLakeCounty



**Website Visits up 28.8%**

Jul: 62,073 | Aug: 49,436 | Sept: 44,602  
FY 16 YTD: 209,350



**Social Media Engagement - up 52.5% YTD**  
FY 16 YTD: 614,499 Impressions & Engagement Reach

Jul: 125,092 | Aug: 81,798 | Sept: 84,967

We shared this Fall photo on Instagram of the Des Plaines River Trail in Lincolnshire.



**Group Sales Productivity July - September, 2015**

To generate new business for Lake County hotels and venues, the VLC Sales team attended several shows this quarter and met with 205 clients who are responsible for selecting locations for future meetings, conferences and tours. Additionally, the sales team hosted 6 client site tours of Lake County with decision-makers representing reunions, sports tournaments and corporate meetings.

SALES TEAM REPRESENTATION AT CLIENT SHOWS	
EVENTS	# OF CLIENT APPOINTMENTS/CONTACTS
MEETINGS & INCENTIVES PARTNER FAIR:	15 ASSOCIATES RESPONSIBLE FOR MEETING SITE DECISIONS.
WISCONSIN/MINNESOTA ASSOCIATION OF SENIOR CENTERS:	90 GROUP TOUR PLANNERS + 3 SALES CALLS PRIOR TO THE SHOW.
HUMBOLDT CO. HB CARES:	100 ASSOCIATES RESPONSIBLE FOR MEETING SITE DECISIONS.

**SALES TEAM RESULTS JULY - SEPT, 2015**

	GROUPS	ATTENDANCE	ROOM NIGHTS	ECONOMIC IMPACT
BUSINESS LEADS/REFERRALS	137	16,115	9,220	\$3,240,110
DEFINITE BOOKINGS	119	14,485	8,672	\$3,081,125



# Branding



## Summer Spaces

LAKE COUNTY, ILLINOIS

**Gurnee Mills**

- One of Illinois' top tourist attractions
- Hundreds of the best names in retail
- Entertainment for the whole family
- Gurnee Mts...It's All About You!

**KeyLine Cove Indoor Waterpark Resort**

- Official Resort of Six Flags Great America
- 414 Guest Suites and State Rooms
- Lost Paradise Indoor Waterpark
- Food, Shops, Arcade, Spa & more

**Six Flags Great America/Hurricane Harbor Water Park**

- New BUCCANEER BATTLE Water Ride
- FREE Hurricane Harbor Water Park
- Over 35 cool rides for kids
- Spectacular shows and parades

**Register to Win**  
 a \$1,000 Gurnee Mills shopping spree,  
 4 passes for Six Flags Great America, and a 2-night stay at  
 KeyLine Cove Indoor Waterpark Resort and  
**download special offers at**  
**SummerSpaces.com!**

Located midway between Chicago and Milwaukee,  
 Lake County has 50 family-friendly hotels and resorts  
 with super affordable rates.

## NEXT WEEKEND SMILE

Illinois Beach State Park

Some of the most memorable experiences aren't planned, they just happen. Like the draw of the shoreline with a brand new sand pail. So next weekend, instead of hours of video games, let the ride take you to fresh air and family fun in Lake County, Illinois.

Download your **FREE** Getaway Guide and discover special offers and events at [VisitLakeCounty.org](http://VisitLakeCounty.org)

## NEXT WEEKEND SCREAM

Goliath at Six Flags Great America

Some of the most memorable experiences aren't planned, they just happen. Like a tasty bachel roll and a ten-story free fall that leaves your jaw hanging open. So next weekend, instead of another burnt hamburger on the BBQ, let the ride take you to hair-raising adventure in Lake County, Illinois.

Download your **FREE** Getaway Guide and discover special offers and events at [VisitLakeCounty.org](http://VisitLakeCounty.org)

## Visitor Guides

### Lake County, Illinois Visitors Guide

# SPACES

LAKE COUNTY ILLINOIS  
 Natural Spaces, Fun Places  
 Volume Three • lakecounty.org

## WHAT ARE YOU DOING NEXT WEEKEND?

### HEAD TO LAKE COUNTY, ILLINOIS

# LAKE COUNTY, ILLINOIS BOATING

BoatingLakeCounty.com

800-Lake-Now

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# TUBE

LAKE COUNTY

Your premier boating destination is right here.

Welcome to the premier website dedicated to outdoor fun on the beautiful lakes and waterways of Lake County, Illinois.

Fishing, water skiing, canoeing, sailing, paddle-boarding or kayaking—Lake County has it all—in 75 sparkling lakes and mile after mile of magnificent Lake Michigan shoreline.

Bring your own boat. Take out a rental. Or go for a charter cruise. There are so many ways to enjoy the beauty and fun of Lake County boating.

**Docklines**

Stay Informed  
 Sign up for Docklines, our email newsletter.

BoatingLakeCounty on Instagram

## Design Projects



Key Lime Cove Indoor Waterpark Resort  
Call 888-976-1065 or visit [KeyLimeCove.com](http://KeyLimeCove.com)

**NEXT WEEKEND  
SPLASH  
DOWN  
IN LAKE COUNTY, ILLINOIS**

Download your Next Weekend Getaway Guide and discover special offers, coupons and events at [VisitLakeCounty.org](http://VisitLakeCounty.org)

**WHAT ARE YOU DOING NEXT WEEKEND?**  
HEAD TO LAKE COUNTY, ILLINOIS

**ILLINOIS**

**Key Lime Cove**  
INDOOR WATERPARK RESORT

**LAKE COUNTY**  
ILLINOIS

The advertisement features a young boy in a blue inflatable ring floating on a yellow and red background. A small inset image shows a collage of weekend activities. Logos for Illinois, Key Lime Cove, and Lake County Illinois are at the bottom.



## **Anthony Haag**

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