



Are you a Lake County _____?

Champion	Fanatic	Advocate
\$500	\$300	\$150

2024 Membership Benefits

NEW Option to purchase two-page spread with advertorial in 100,000 LCVB Visitors Guides (strict limit of 3)	•		
Company/Event featured in at least one (1) email newsletter (13,897 subscribers)	•		
Recognition at LCVB Annual Meeting	•		
NEW At least one (1) social media video reel feature during the year	•		
NEW Events created on member's Facebook page will be automatically uploaded to LCVB Event Calendar	•		
Consideration for any travel writer or influencer inquires	•	•	
Event listings on LCVB Event Calendar	•	•	•
Promotional social media posts (per year) 16.1 7,119 4,035	24	10	5
Participate in LCVB Digital & Print Marketing Co-Op opportunities (See Co-Op Advertising collateral)	•	•	•
Listing on LCVB website with live link to company/event website	•	•	•
NEW Share media coverage and/or articles about your organization on LCVB website	•	•	•
Listing in 100,000 LCVB Travel and Tourism Guides	•	•	•
NEW Free pairs of Eclipse Glasses (4/8/2024)	100	50	20
NEW May purchase additional discounted Eclipse Glasses through LCVB bulk ordering program	•	•	•
NEW Eligible to apply for Eclipse Event Grant Program (details at MyLakeOH.com/eclipse)	•	•	•
May purchase advertisements in 2024 LCVB Travel & Tourism Guide	•	•	•
Nominate candidates for open positions on the LCVB Board of Directors	•	•	•
Display company/event literature at LCVB Welcome Center in Downtown Painesville	•	•	•
Free tickets to LCVB annual meeting (\$25 value/ticket)	4	2	1
Receive LCVB Travel & Tourism Guides for distribution at your company/event	•	•	•
Receive LCVB member e-newsletter and general e-newsletter	•	•	•

For more information visit: tourlakecounty.com/memberships

Lake County Visitors Bureau Tourism Facts & Figures

The LCVB spent over **\$600K** in 2023 on regional marketing, promotions and community outreach.

2023 Media Markets

Akron/Canton.....68m	Columbus..... 171m
Buffalo..... 166m	Erie..... 75m
Cleveland.....38m	Pittsburgh.....125m
Cincinnati..... 278m	



Hotel Statistic- Occupancy Rate

54%

2019

56.5%

2022

Hotel occupancy in Lake County has far surpassed pre-pandemic levels and demand continues to increase

Visitors to Lake County spent **\$571 million** in 2021. Tourism accounts for **8,975** jobs in the County, generating **\$245 million** in wages! Travel & Tourism generated **\$28.2 million** in local taxes from direct and indirect sales in 2021. This saved each local household **\$684** in state and local taxes!

The mission of the Lake County Visitor's Bureau is to promote Lake County's Tourism assets to increase overnight stays and drive economic development for our members, stakeholders and communities.

Co-Op Advertising

Co-Op Advertising Opportunities Exclusive to LCVB Members

The LCVB offers Co-Op opportunities for members to help stretch their marketing budget and increase views, clicks and sales. Opportunities may include both digital and print marketing options.

For more information contact Katie Montz at **440-975-1234** | kmontz@mylakeoh.com

Example: June/July Co-Op Social Program

The Co-Op Social Program targeted people who live outside of Lake County, OH and delivered an above average CTR of 2.88% to support local Live Music (Average CTR is 2.6%)

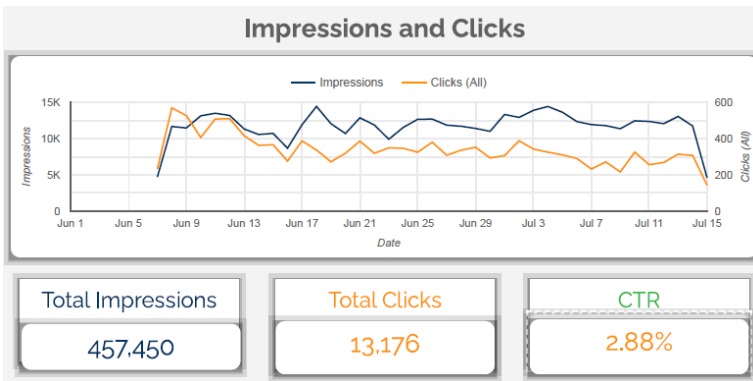
Partners received increased reach and visibility with affordable budgets by extending their reach through our Facebook Co-Op Program delivered from the LCVB Social page.

Partners received extended exposure by participating in the Co-Op Social Program 450K ad impressions to visitors in Cleveland, Pittsburgh, Youngstown, and Erie

Program Cost \$250

Avg. CPM \$0.54

*Traditional digital marketing rates for individual businesses range from \$8 - \$10 CPM



DMA	Impressions	Clicks (All)	CTR (All)
1. Cleveland-Akron (Canton)	351,641	11,346	3.23%
2. Pittsburgh	40,026	653	1.63%
3. Toledo	27,760	438	1.58%
4. Youngstown	23,188	454	1.96%
5. Erie	14,835	285	1.92%

Lake County Ohio Visitors Bureau
Sponsored · 🌐

Celebrate summer with live music! You'll find music from every genre on a patio, deck, winery or park in Lake County, Ohio

Willoughby Summer Concert Series
Live music in Willoughby!

Painesville the Park
free 3-day mu

You, Maria Infalvi Yost and 343 others

5 57

Like Comment Share

Letter from the Director

Dear Stakeholder,

In four short years the Lake County Visitors Bureau has taken massive strides forward in everything from our expanded, regional marketing campaigns to increased community awareness and outreach to a growing and engaged membership base to the fun and delicious Taco Trail to one of the largest social media followings in the area. And we're only getting started!

We have so many exciting things planned for 2024 and here's a small taste of what's in store:

- Undertaking a re-branding effort to better position Lake County as a true travel destination with a brand that reflects the personality of our organization, stakeholders and communities
- Updated mission statement to not only reflect our tourism role, but our important place in economic development: "Promote Lake County's tourism assets to increase overnight stays and drive economic development for our members, stakeholders and communities."
- Expanding our full-time staff to better respond and engage with our community partners and events
- New, interactive website that is sure to become your go-to, daily website for events and happenings in Lake County
- Completely new Lake County Travel and Tourism Guide building off the success and positive feedback from our prior award-winning visitor's guides
- Collaborating with our peers at the Ashtabula County Visitors Bureau to more effectively and efficiently promote and brand the Grand River Valley wine region, Ohio's Wine Country, as this has become the #1 tourist draw for the region
- Growing the Lake County Taco Trail to include more participants, new prizes and Taco Parties!
- Continuing the rapid growth of our social media followings as we share our own engaging content, videos and photos as well as great content from our members
- Visits and content from a more diverse, wide-reaching group of social media influencers who'll help highlight the best parts of Lake County
- Renewed emphasis on highlighting and financially supporting the events, attractions and businesses that focus on growth and drawing more visitors to Lake County

We at the Lake County Visitors Bureau are blessed to have so many great assets to promote (thanks to all of you and your businesses) and we'll always be the #1 cheerleader for Lake County.

Our challenge to all of you...whether you're a member, a resident or an employee, is in order for this area to truly reach its full potential as a regional travel destination, we need you to join us in doubling-down to help spread the word about what makes Lake County an amazing place to visit, work and call home. We invite you to try new places, visit attractions or wineries you haven't been to in a few years, eat at a new Mexican restaurant on the Taco Trail and go to our great museums right here in your own backyard. We're also asking you to tell your friends and family about the great things that you do and love here in Lake County. Tell them in person and/or share your experiences on social media, and please continue to be an Advocate, Fanatic or Champion for Lake County.

Neil Stein