



# State of Travel and Tourism Lake County





**OUR MISSION:**  
**Promote Lake County's tourism assets to increase overnight stays and drive economic development for our members, stakeholders and communities.**

# **Board of Directors**

**Bob Fiala – President – City of Willoughby**

**Dawn Cappelli – Vice President – Steris Corporation**

**Deanna Rowe – Treasurer – Homestead House**

**Kelly Webster – Secretary – Hampton Inn Madison**

**Rick Fike – Madison Combined Martial Arts**

**Loretta Todd – Debonne Vineyards**

**Michael Rice – New Day Christian Church**

**Brint Learned – Rabbit Run Community Arts**

**Dave Kuhar – Files.com**

# Board of Directors



**Amy Sabath**  
**President**



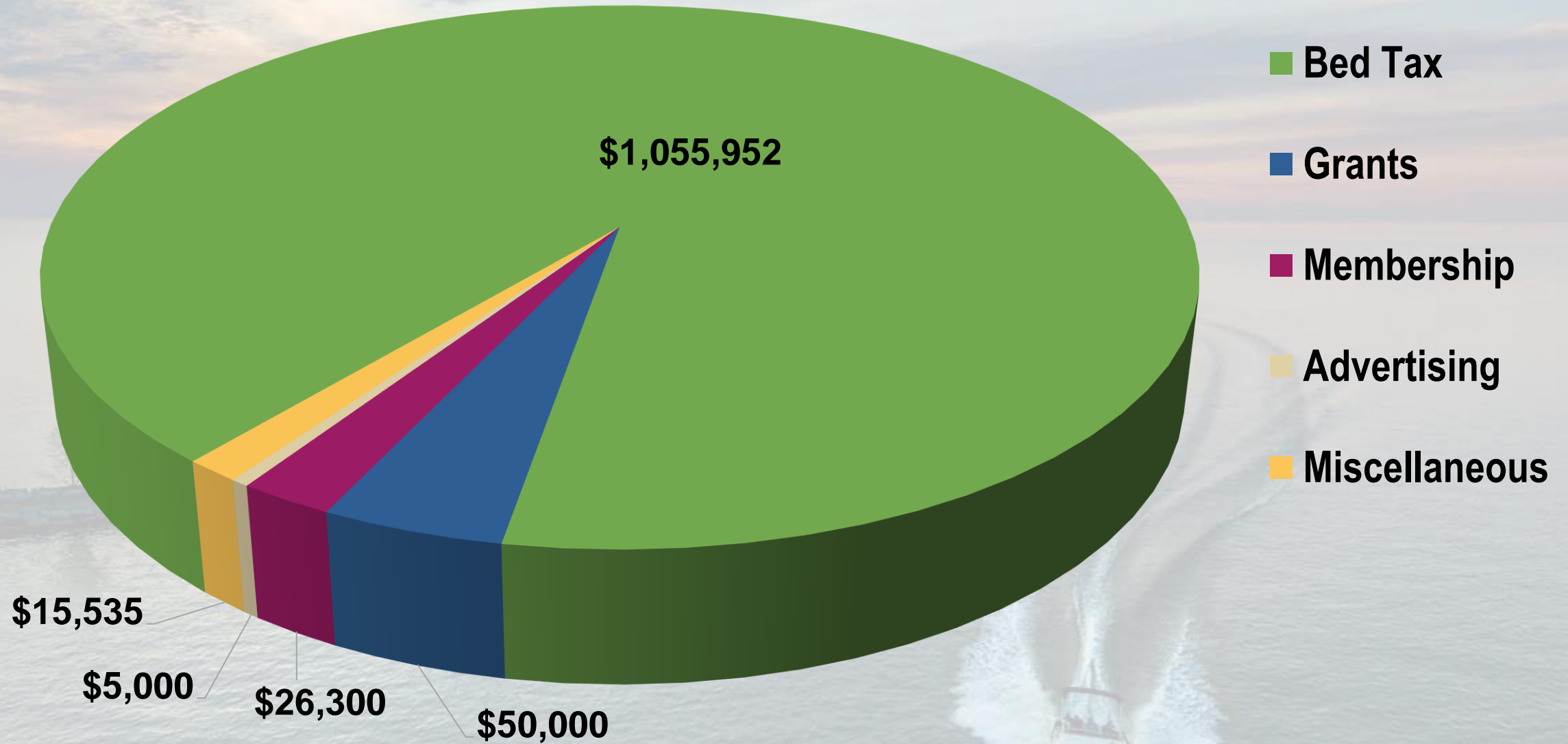
**Linda Wise**  
**Vice President**



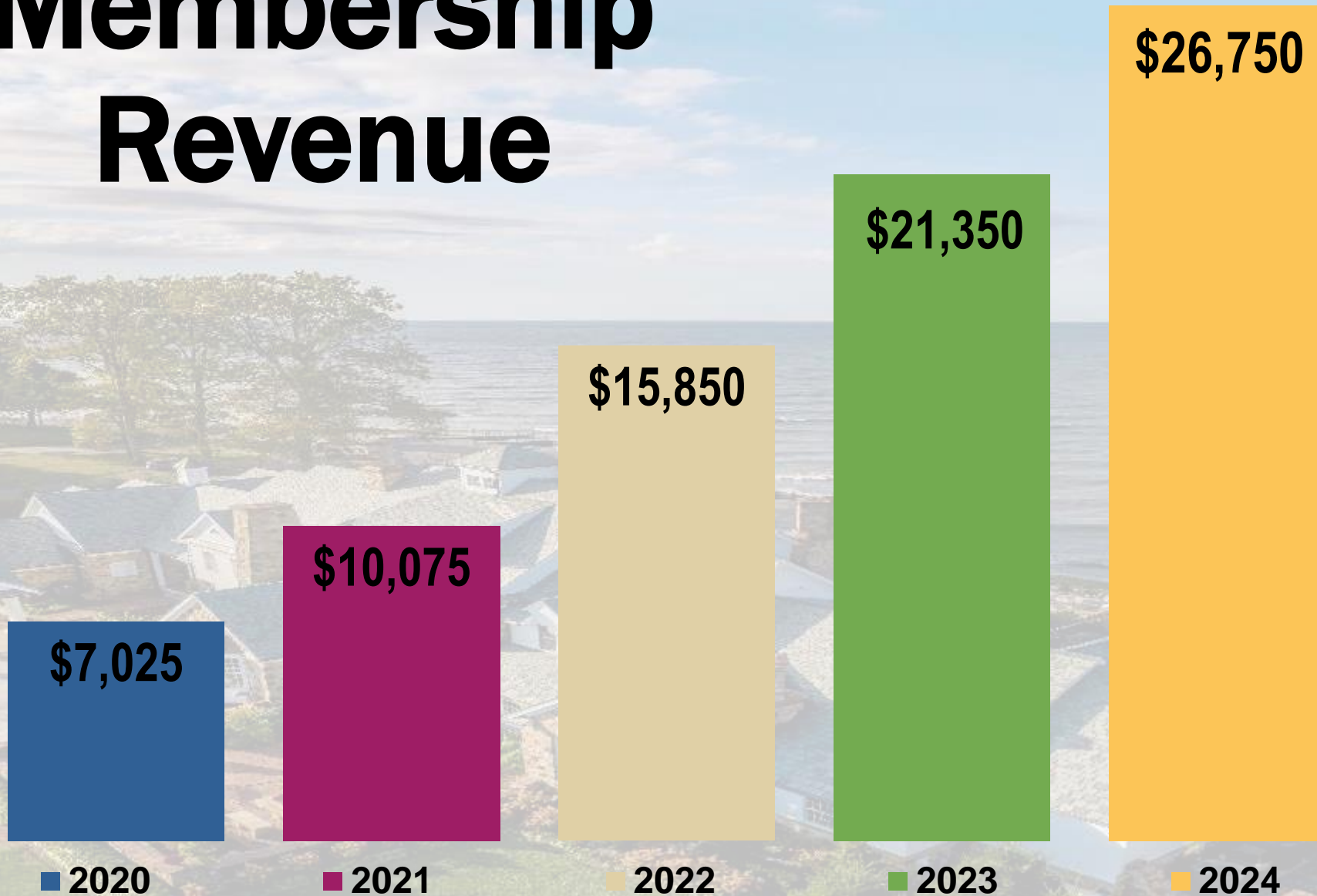
# State of Travel and Tourism Lake County

# 2023 Lake County Visitors Bureau Revenue

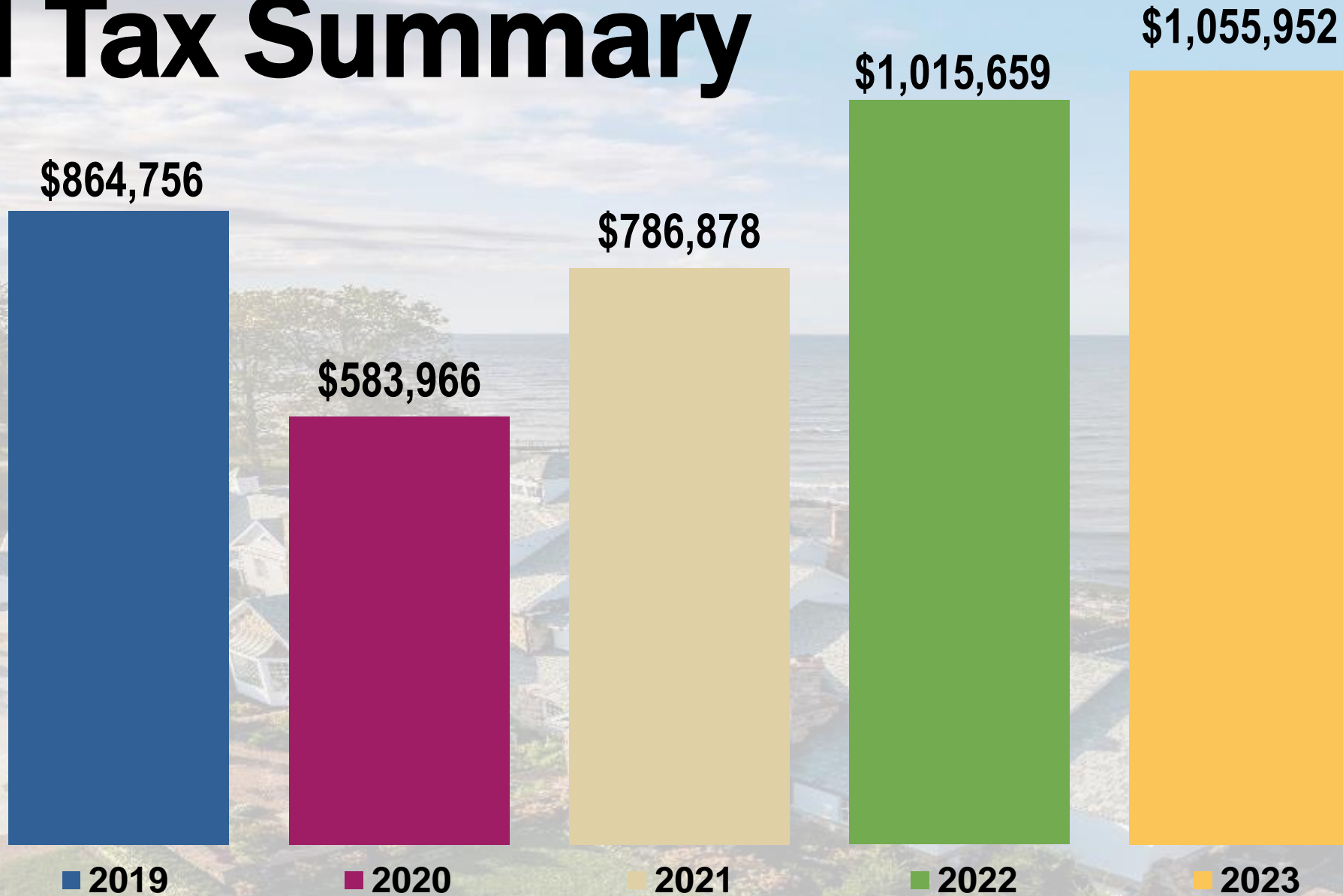
## Total Revenue: \$1,147,8379



# Membership Revenue



# Bed Tax Summary



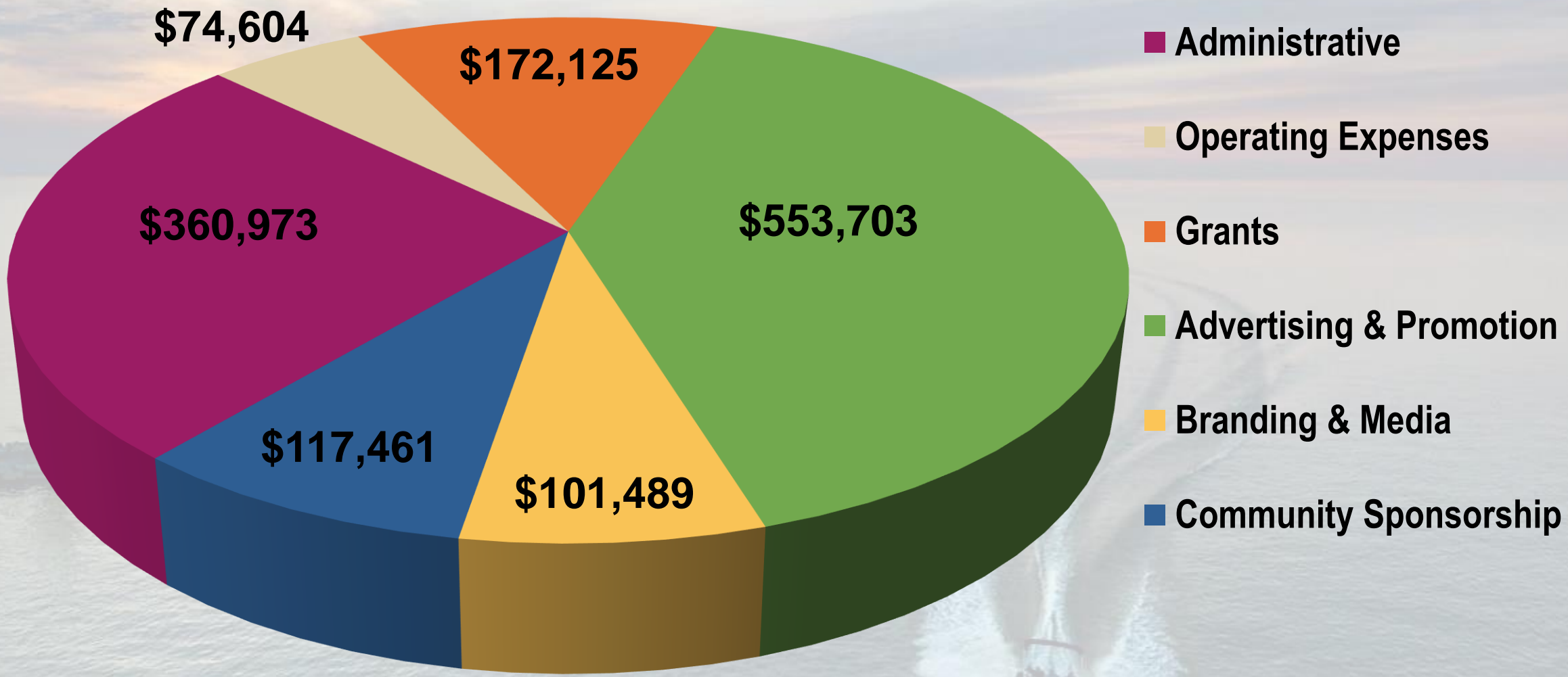


# Short-Term Rentals

- **State Legislators are working on language in state law to ensure STR (Airbnb, VRBO, etc.) are subject to same bed tax as hotels**
- **In Lake County, STR properties should be charging and remitting bed tax but only a handful out of ~400 are currently doing so**
- **New staff in County Finance Department are working on software to assist in the digital collection and remittance of bed tax for both hotels and STR properties**
- **Potential for >\$500,000 in additional bed tax revenue split between LCVB (~60%) and the Lake Development Authority (~40%)**

# 2023 Lake County Visitors Bureau Expenses

## Total Expenses: \$1,380,355



# Grant Programs & Community Partnerships

- **Arts & Culture Grants - \$119,660**  
(43 events – 10 new)
- **Community Events - \$16,147**
- **Community Partnerships - \$108,9000**
- **Total attendance > 475,000**

**\$50,000 in ARPA funding from  
Lake County Commissioners**





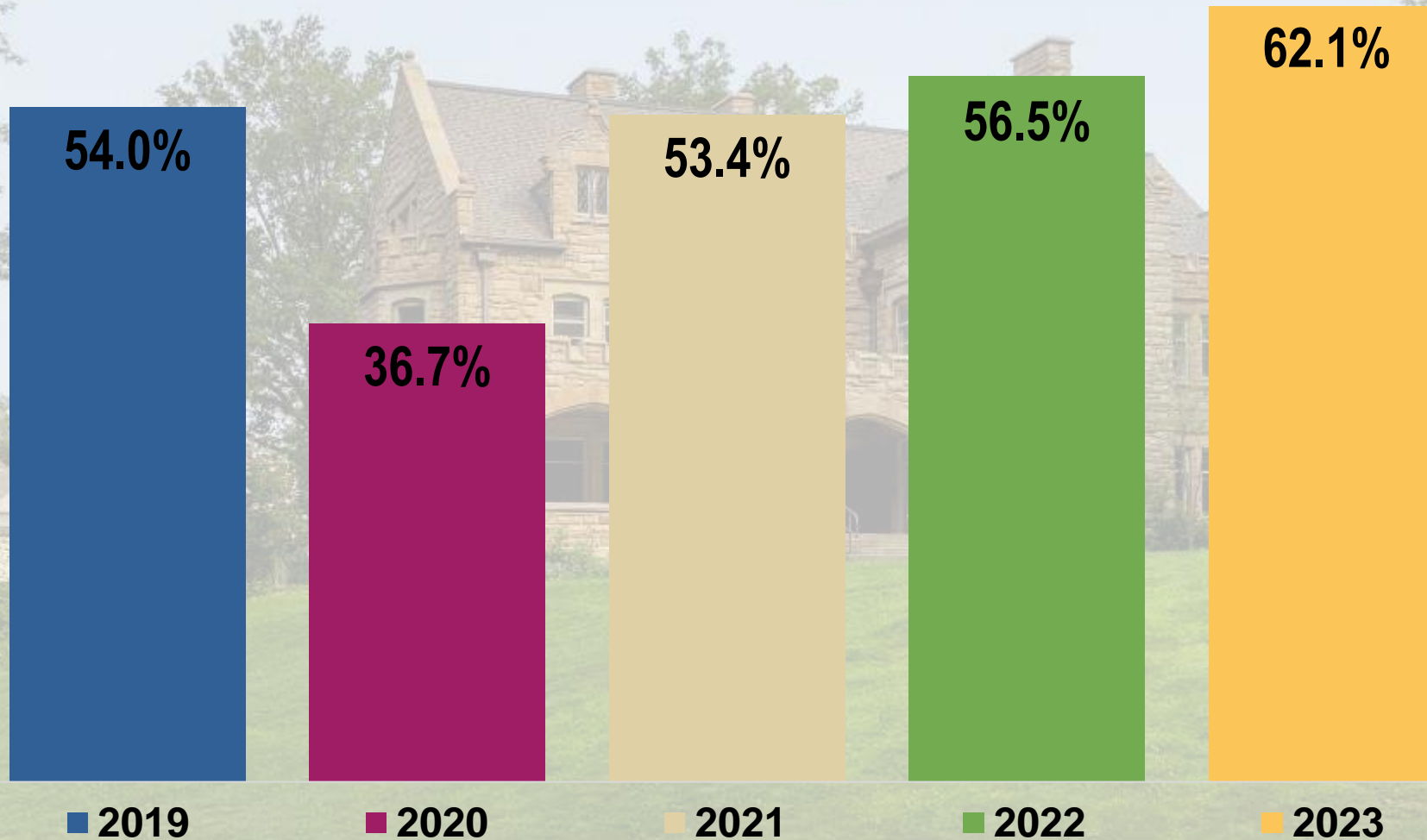
**GOBA**

Great Ohio Bicycle Adventure

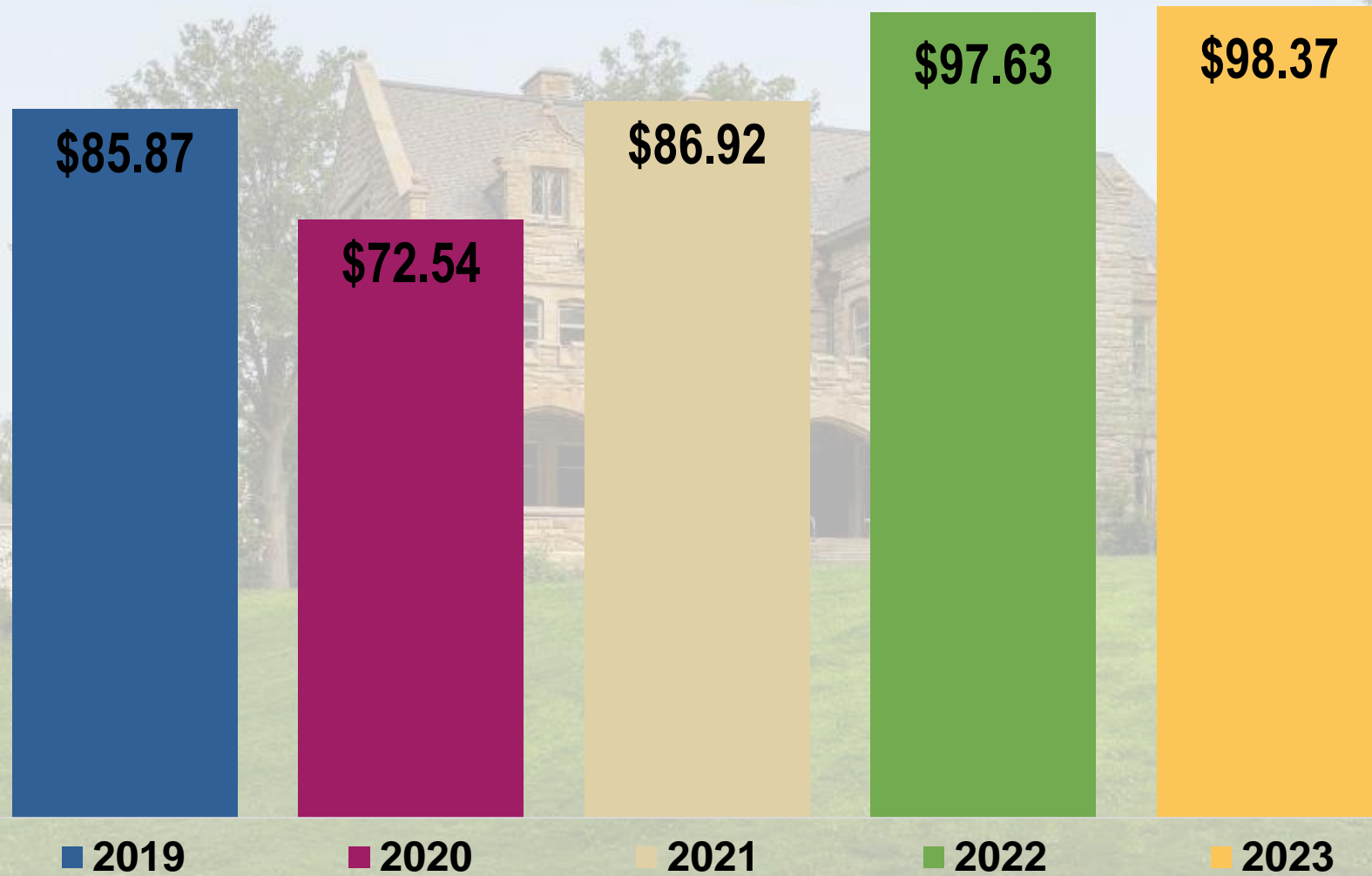


OHIO SOCIETY OF  
ASSOCIATION  
PROFESSIONALS

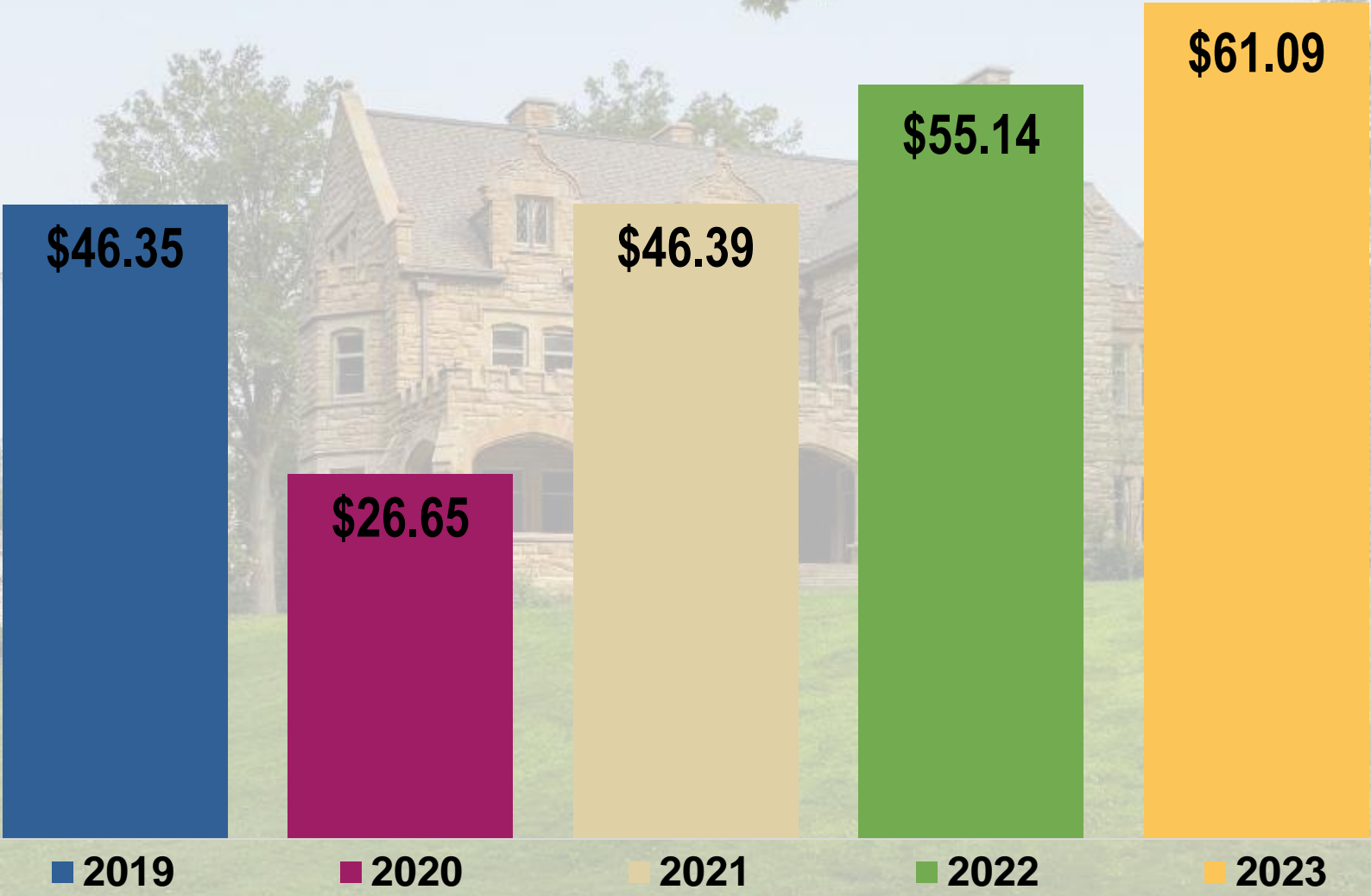
# Hotel Statistics – Occupancy Rate



# Hotel Stats – Average Daily Rate



# Hotel Stats – Revenue per Available Room



# 2023 Marketing Highlights

- Received awards from Ohio Travel Association:



**Ohio Travel**  
ASSOCIATION

- **Social Media Campaign (1<sup>st</sup> place)**
- **Marketing Campaign (2<sup>nd</sup> place)**
- **Print Advertisement (2<sup>nd</sup> place)**
- **E-mail Newsletter (2<sup>nd</sup> place)**
- **Target Markets: Columbus, Pittsburgh, Youngstown, Erie, Akron/Canton & west side of Cleveland**
- **Four (4) different Co-Op Social Media marketing campaigns in 2023 featuring ~20 different partners**
- **Hired additional staff member which helped increase member engagement and on-site social content**





## Stay for the Encore

Remarkable by day, breathtaking by night



Request a guide at  
[MyLakeOH.com](http://MyLakeOH.com)  
#RemarkableLakeCountyOH



## It's Always *Happy Hour* Here

Award-winning craft breweries 20 minutes east of Cleveland



Request a guide at  
[MyLakeOH.com](http://MyLakeOH.com)  
#RemarkableLakeCountyOH



# 2023 Print Ads

# Events

YOU ARE NOW VIEWING  
EVENTS

FILTER BY DATE

EVENT CATEGORIES

VIEW ON MAP

OR

search events

SUBMIT YOUR EVENT

Powered by  
ITIDIGITAL




**State of Travel & Tourism Annual Event**  
Mar 22, 2024  
Fri, 8:00 AM (EDT)



**Total Eclipse tees for sale!**  
Jan 29 - Apr 8, 2024  
Mon, 7:00 PM



*The Gallery at Lakeland Celebrates Women*  
**from WOMAN XVII**  
Created by women, and about women  
Celebrate Women's History Month:  
from WOMAN XVII...Created by women, of women and about women  
Closing Reception: Sunday, March 24  
Feb 15 - Mar 24, 2024



**Total Solar Eclipse**  
April 8, 2024



**Total Eclipse at the Mentor Public Library**  
Lakeland County, OH  
Mar 1 - Apr 8, 2024



**WINEGROWERS**  
THE FUTURE OF VALLEY



**100th ANNIVERSARY**  
1914-2024



**CASA ODES**



**FRIDAY NIGHTS**  
MARCH 1, 8, 15 & 22  
BEGINS AT 6PM

APPETIZER - GARDEN YOUNGERS  
ENTREE - GRAND SEVEN CELLARS  
DRESSY - DARK SOFT



# 2023 Marketing Highlights

- Almost **27 million** digital ad impressions delivered across all markets in 2023 including:
  - Display, OTT, Broadcast ~18 million
  - Social Media ~9 million
  - Google Search ~500,000
- Summer Co-Op campaign featuring Live Music & Festivals drove over 25,000 website visits

*Stay for the Encore*

Remarkable by day,  
breathtaking by night

Plan your Trip

Remarkable Lake County, OH

This advertisement features a vibrant sunset over a lake with a sailboat. The text is set against an orange background with a white outline of Ohio. A yellow button with the text 'Plan your Trip' is positioned at the bottom right.

**Corks Popping**  
Without the Name Dropping

Explore 30+ Wineries

Plan your Trip

Remarkable Lake County, OH

This advertisement features a group of people socializing at a winery. The text is set against a green background with a white outline of Ohio. A green button with the text 'Plan your Trip' is positioned at the bottom right.

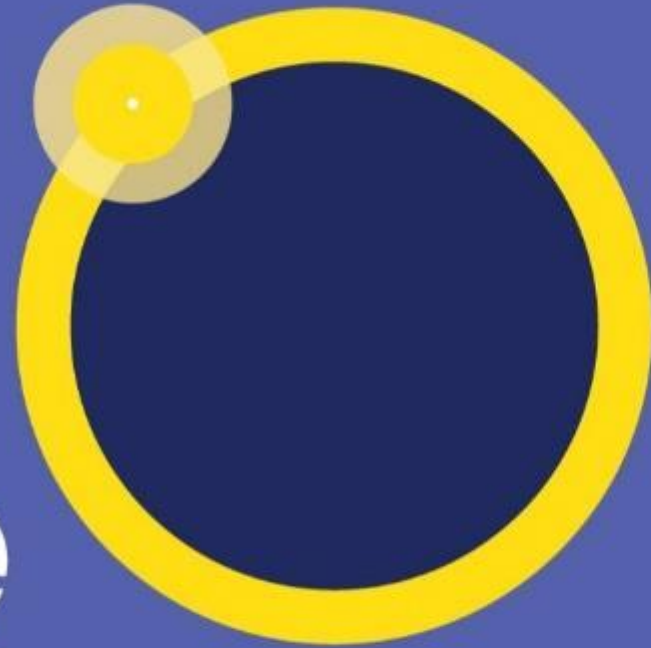


LOOKING

AHEAD

# April 8 – Total Solar Eclipse

2024  
Total  
**Eclipse**  
Lake County, OH



# Museum Improvement Projects

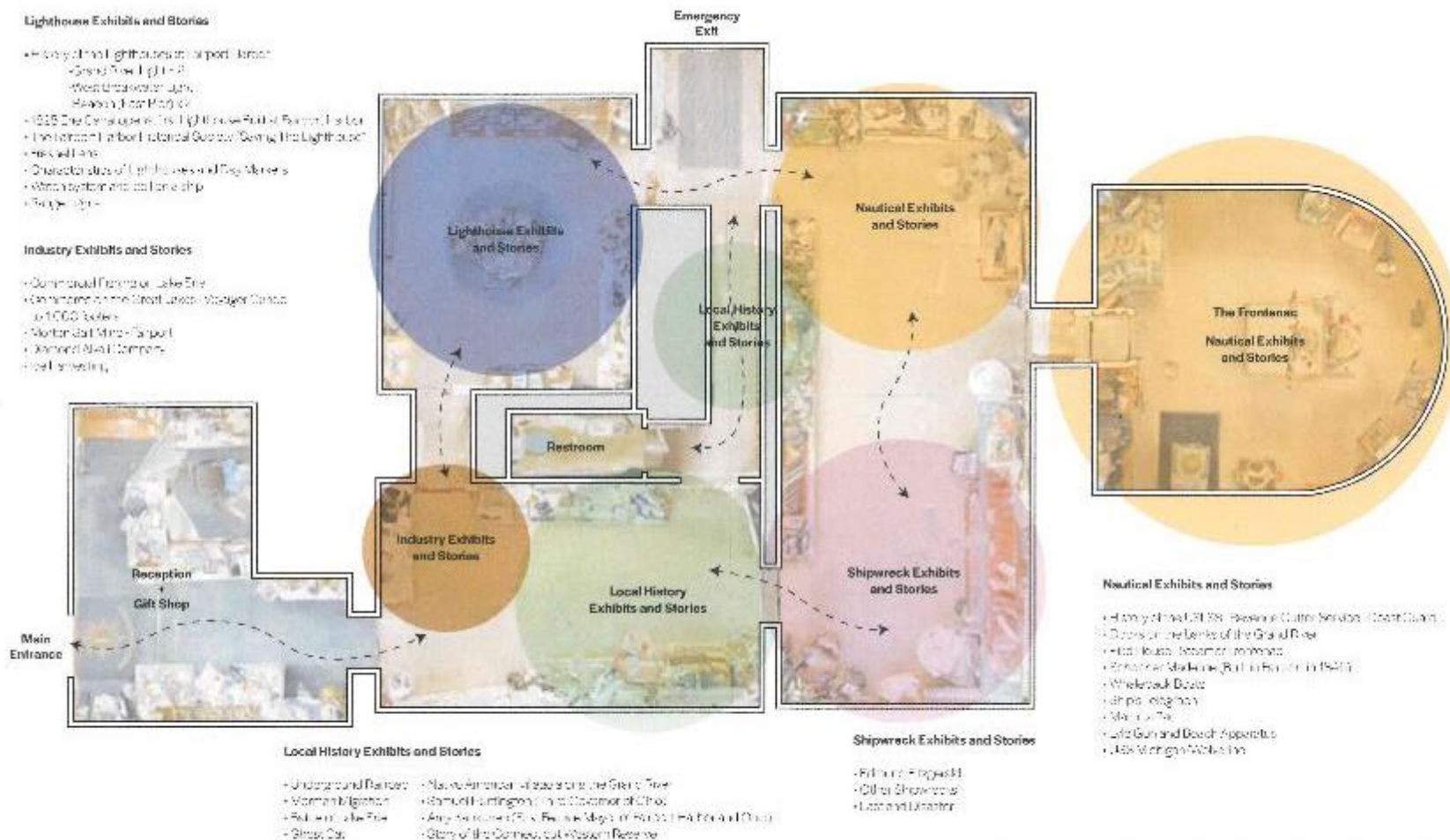
## Fairport Harbor Marine Museum & Lighthouse

### Lighthouse Exhibits and Stories

- History of the Lighthouse on Fairport Harbor
  - Ground Floor (1911-18)
  - West End Water Light
  - Phase 1 (1870-1907)
- 1918 The Construction of the Lighthouse Public Building on the Harbor
- The National Harbor Historical Society "Saving the Lighthouse"
- Rebuild Plans
- Characteristics of Lighthouses and Day Markers
- Water systems and long ship
- Relay Light

### Industry Exhibits and Stories

- Commercial Fishing on Lake Erie
- Commercial on the Great Lakes: Manager's Office
- up 1000 Lakes
- Motor Boat Museum - Fairport
- Commercial Boat Company
- Boat Building



### Local History Exhibits and Stories

- Underground Railroad
- Woman's Migration
- Religion on Lake Erie
- Shore Club
- Native American - Missions and Great Fire
- Samuel Huntington - first Governor of Ohio
- Anglo-American (C.W. Beckwith) Migration (1850-1860) and Ohio
- Glory of the Commodore Western Reserve

### Nautical Exhibits and Stories

- History of the USCG - Reserve Cutter Services - Coast Guard
- Clubs on the Banks of the Grand River
- Yacht Clubs - Tourism - Lakeside
- Recreation on Lake Erie - Boat Building (1930)
- Wholesale Boat
- Yacht Industry
- Motor Yacht
- Yacht Gun and Beach Appointments
- Yacht Industry - Waterlines



INTERIOR LOCATION PLAN

FAIRPORT HARBOR LIGHTHOUSE + MARINE MUSEUM | CONCEPT DESIGN  
JUNE 2017 2023 | © RGI CREATIVE

# New Lodging Properties



# Grand River Valley – Ohio's Wine Country





# Panelists

## Mike Palubiak



## Mike Profeta



## Mike Neundorfer





# wine





# STANDING ROCK FARMS



# Panelists



**Mike  
Palubiak**



**Mike  
Profeta**



**Mike  
Neundorfer**

# State of Travel and Tourism Lake County

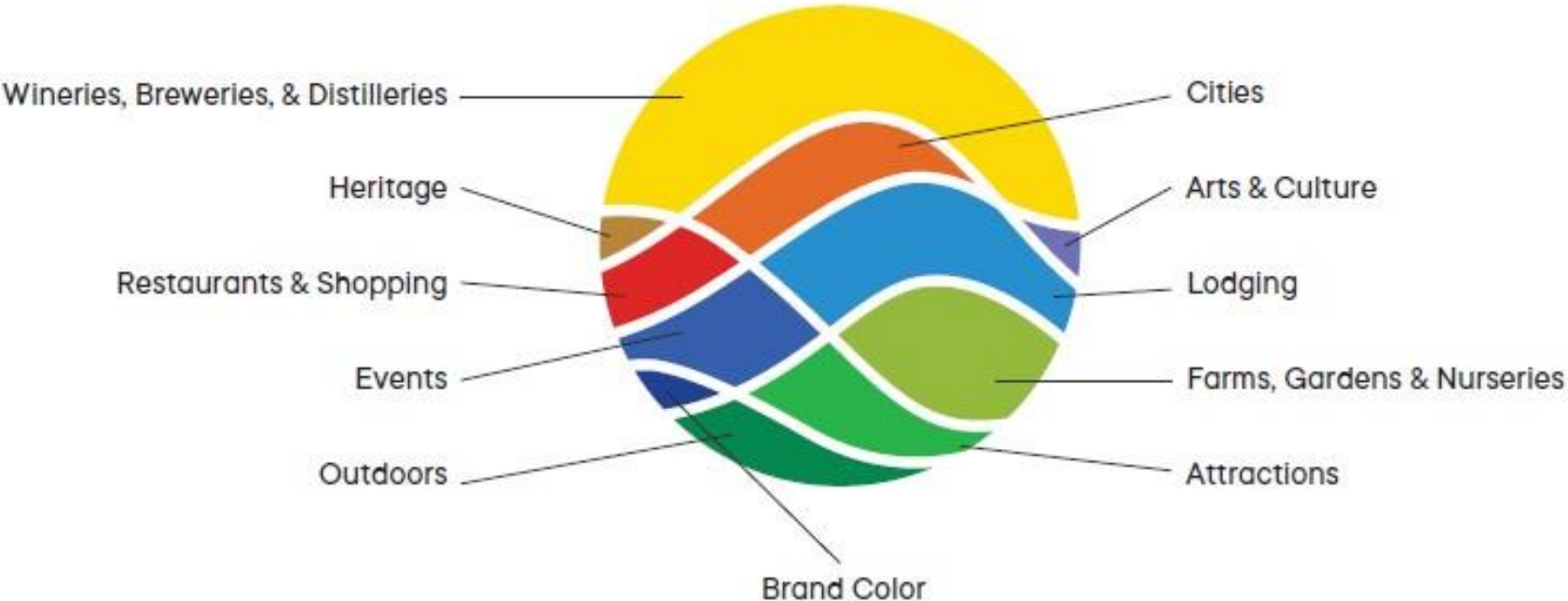




**Remarkable  
Lake County, OH**



**Whether traveling for business or making memories with family, you'll find an experience what can only be described as "remarkable" in Lake County, OH. With a variety of attractions, we've made it easier for our visitors to plan their own remarkable experience by designating ten categories (below). Represented by color in our logo, each come together in a circle to display an authentic reflection of Lake County as a tourist destination and unified vision of our community. The land, lake, and sky are tied together by the threads of our diverse, vibrant community, who embrace the region with an immeasurable sense of civic pride.**





# CHALLENGES

## INTERNAL

1. The current logo is too abstract for an average person to understand the meaning behind the logo, especially at-a-glance
2. The name “Remarkable” doesn’t describe us as an organization in the tourism industry
3. Having 11 different colors in a logo presents challenges in numerous applications
4. Logo doesn’t help explain geographically where Lake County is located
5. The existing logos don’t translate well in a one-color version



## FROM TWIST CREATIVE

1. Most stakeholders surveyed don’t understand what and who Remarkable Lake County is
2. The name Remarkable Lake County is too abstract, creating a barrier to clarity and understanding
3. Naming needs to support clarity immediately



# GOALS



**Twist Creative**

- Gather and leverage insights to articulate a brand platform.
- Identify the brand's positioning, characteristics, and value propositions.
- Clarify hierarchy and role of the brands that occupy the space.
- Author messages that support the positioning and the perception transitions we seek to create.
- Demonstrate messaging through creative demo.
- Determine communication tactics that can overall increase brand awareness and admissions.



**TOUR**  
**Lake**  
**County**  
**OH**™



Dan Simon  
Studio Simon



Skye Dillon  
Skye Design Studios



## **Grapes – Grand River Valley Wine Region**

**The 30+ wineries in the Grand River Valley, Ohio's Wine Country, are the #1 tourist attraction for both Lake and Ashtabula counties and this is where we spend a significant amount of our marketing budget.**

### **Research from Twist Creative:**

**What is Lake County known for? - 39% - Grand River Valley Wineries**

**What is Lake County's best kept secret? Wineries**

**What do you love about Lake County? Wineries**

**Favorite activity for a weekend getaway? - 53% - Visit a winery, brewery, or distillery**



## **Water – Lake Erie and the Chagrin & Grand Rivers**

**Visitors to Ohio’s Lake Erie region spend almost \$11 billion annually – nearly 30 percent of Ohio’s tourism dollars. Regional tourism supports more than 100,000 northern Ohio jobs and generates \$750 million in state and local taxes.**

### **Research from Twist Creative:**

**What is Lake County known for? - 22% - Beaches & Watersports**

**What is Lake County’s best kept secret? Lakes**

**What do you love about Lake County? Lake Erie**

**Favorite activity for a weekend getaway? - 14% - Water-related Activities**



## Beaches – Headlands, Fairport Harbor, Lake Erie Bluffs

Lake County is home to Headlands Beach, the longest beach along Lake Erie, as well as the numerous award-winning beach at Fairport Harbor Lakefront Park and the extremely popular natural beach located along Lake Erie Bluffs.

### Research from Twist Creative:

**What is Lake County known for? - 22% - Beaches & Watersports**

**What is Lake County's best kept secret? #1 Answer = Beaches**

**When you encounter tourists, where do you recommend? Beaches & Lakeshore/Metroparks**

**Favorite activity for a weekend getaway? - 14% - Water-related Activities**





## **Lighthouse – Attractions & Historic Tourism**

**The numerous attractions across Lake County are a key component of our marketing mix. The iconic lighthouse in the logo, representing the Fairport Harbor Lighthouse, is easily recognizable and stands for all of the notable, historic attractions here in Lake County.**

### **Research from Twist Creative:**

**Most popular souvenirs? Lighthouse items, Sunset Photos**

**When you talk to tourists, what do you recommend? Lighthouses, Garfield Home, history**

**Favorite activity for a weekend getaway? - 14% - Water-related Activity and 6% Historic Tours**



## **Parks & Agriculture**

**Home to extremely diverse parks including Lake Metroparks' park system, Holden Arboretum and community-run parks, Lake County can compete with anywhere in the Country for people looking for outdoor activities. Plus, the agriculture business in Lake County including grapes and wine, nurseries and farms are massive contributors to our economic development.**

### **Research from Twist Creative:**

**What is Lake County known for? - 8% birding, fishing, hiking, outdoor activities**

**What is Lake County known for? - 8% Lake Metroparks Farmpark**

**What is Lake County known for? - 7% Holden Arboretum**



## Location Icon - Sunshine

**One of our goals within the new branding was to have a logo that called out where Lake County is located within the State of Ohio. The “location icon” is a commonly used icon in travel and tourism and shows Lake County’s location in NE Ohio. The bright yellow color is a nod to the sunny days and sunny, and welcoming disposition of the residents of Lake County.**

### **Research from Twist Creative:**

**What is Lake County’s best kept secret? How welcoming the community is  
Most popular souvenirs? Sunset photos**

# Alternate Color & Background Applications

TLC\_Pri\_WhiteBkgrd\_FC



TLC\_Pri\_BlueBkgrd\_FC



TLC\_Pri\_YellowBkgrd\_FC



TLC\_Pri\_TanBkgrd\_FC



TLC\_Pri\_WineBkgrd\_FC



TLC\_Pri\_GreenBkgrd\_FC



TLC\_Pri\_WhiteBkgrd\_1C



TLC\_Pri\_BlackBkgrd\_1C





**LAKE COUNTY**  
MONTANA



LAKE  
ERIE



Fairport Harbor  
West Breakwater Light



Painesville  
Township Pier



Lake Erie  
Bluffs



Rabbit Run  
Theater



MADISON

RTE 528



Grand River Valley



Painesville  
Railroad  
Museum



PAINESVILLE

Fairport Harbor  
Marine Museum  
and Lighthouse



Mentor Lagoons  
Nature Preserve  
& Marina



MENTOR



James A. Garfield  
National Historic  
Site

MENTOR

CONCORD



Jordan Creek  
Park



Hell Hollow  
Wilderness Area

Girdled Road  
Reservation



Holden  
Arboretum



KIRTLAND

Penitentiary  
Glen  
Reservation



Kirtland  
Temple

Lake County  
Captains



WICKLIFFE

WILLOUGHBY  
HILLS



Squire's Castle



Lake Metroparks  
FarmPark



TOUR  
Lake  
County  
OH

# TourLakeCounty.com



## Welcome to Lake County, OH

Our modest 250 square miles of land makes Lake County, Ohio, the smallest in the state. And yet our 31 miles of golden coastline with lengthy stretches of sandy beaches, hundreds of acres of lakefront parks, nature preserves, and hiker-friendly forests make little Lake County a big place to visit. Here, you'll encounter an unpretentious paradise that blends the unique charms of The Grand River Valley's 30 wineries with romantic bed

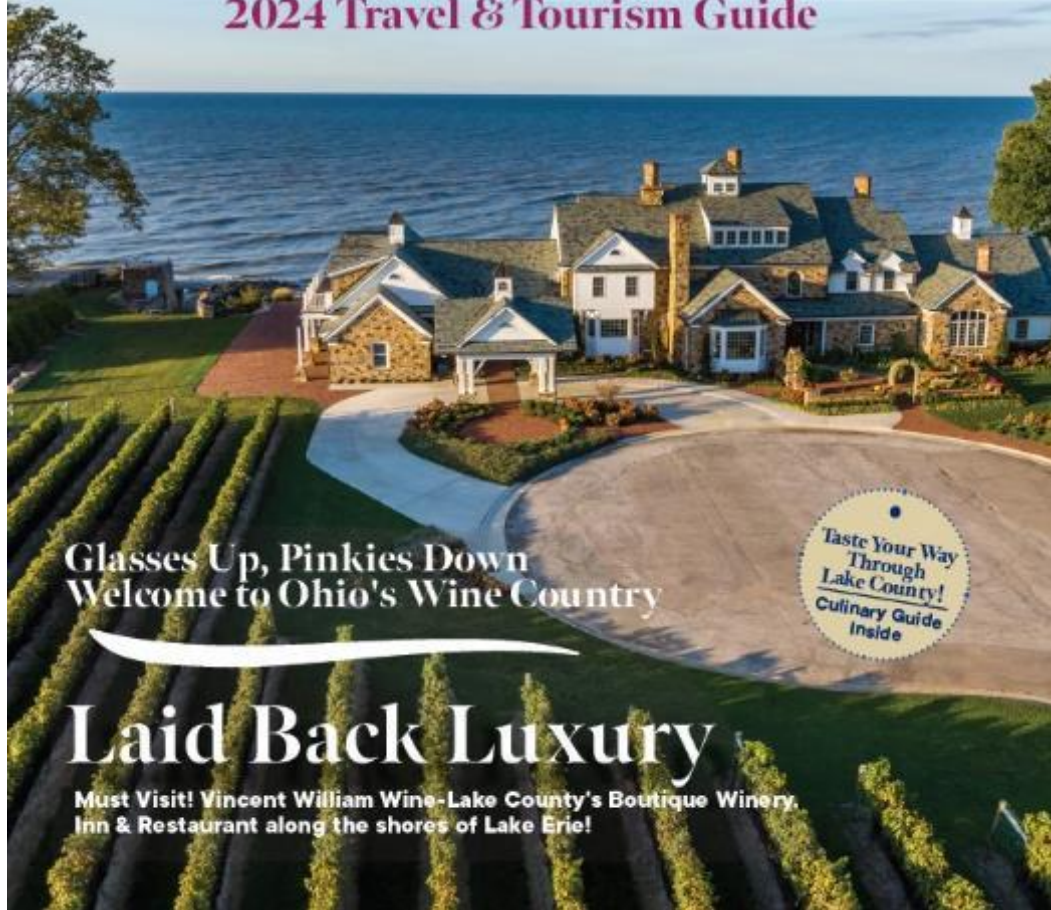
## Welcome to Lake County, OH

Our modest 250 square miles of land makes Lake County, Ohio, the smallest in the state. And yet our 31 miles of golden coastline with





## 2024 Travel & Tourism Guide



Glasses Up, Pinkies Down  
Welcome to Ohio's Wine Country

# Laid Back Luxury

Must Visit! Vincent William Wine-Lake County's Boutique Winery,  
Inn & Restaurant along the shores of Lake Erie!

Taste Your Way  
Through  
Lake County!  
Culinary Guide  
Inside

# Outdoors

Explore over 30 miles of shoreline, fishing, boating, kayaking, birdwatching and award-winning beaches along the shores of Lake Erie. Head inland for parks featuring waterfalls, river walks, castles, and one of the largest arboreta in the country!

## Beaches

Headlands Beach State Park  
9601 Headlands Rd.  
Mentor 44060  
ohiodnr.gov

Lake MetroParks  
Lake Erie Bluffs  
3301 Lane Rd.  
Painesville 44027  
(440) 368-7275  
lakemetroparks.com

Lake MetroParks Fairport  
Harbor Lakefront Park  
301 Huntington Beach Dr.  
Fairport Harbor 44077  
(440) 639-9972  
lakemetroparks.com

## Birding

48 Bruce Yeo Park  
35971 Reeves Rd.  
Eastlake 44095  
(440) 961-1416  
eastlakeohio.com

Carol H Sweet Nature Center  
at Mentor Marsh  
5185 Corduroy Rd.  
Mentor 44060  
(440) 267-0777  
cmn.ho.org/mentor-marsh

Headlands Dunes State  
Nature Preserve  
9601 Headlands Rd.  
Mentor 44060  
(614) 265-6561  
ohiodnr.gov

Holden Arboretum  
9550 Sperry Rd.  
Kirtland 44094  
(440) 946-4400  
holdenfg.org

Lake MetroParks  
Lake Erie Bluffs  
3301 Lane Rd.  
Painesville 44027  
(440) 368-7275  
lakemetroparks.com

Mentor Lagoons  
Nature Preserve  
8365 Harbor Dr.  
Mentor 44060  
(440) 205-3625  
cityofmentor.com



## Cross-Country Skiing

Girdled Road Reservation  
12924 Redcife Rd.  
Concord Twp. 44077

Pine Lodge Ski Center  
10381 Hobart Rd.  
Willoughby 44094  
(440) 255-3870  
lakemetroparks.com

Penitentiary Glen Reservation  
8668 Kirtland Chardon Rd.  
Willoughby 44094  
440) 256-1404  
lakemetroparks.com

Mentor Lagoons  
Nature Preserve  
8365 Harbor Dr.  
Mentor 44060  
(440) 205-3625  
cityofmentor.com

## Charters

Eyes Ready Charters  
Captain Joe Takaos  
(440) 749-6150  
eyesready.com

JEO Sailing  
Captain Jim O'Donnell  
(216) 401-9017  
jeosailing.net



Mentor Lagoons



## Mentor Lagoons

### A Birder's Paradise

The Mentor Lagoons Nature Preserve features hundreds of acres of beautiful green space, over three miles of hiking & biking trails, boardwalk & observation deck, and access to a wild natural beach. A birders paradise with over 250 species identified this past year! Kayak, canoe, paddleboard, pedalboat rentals available during summer to explore the marsh and harbor.

(440) 205-3625 • [mentorlagoons.com](http://mentorlagoons.com)

[f](https://www.facebook.com/mentorrecreation) [@mentorrecreation](https://www.instagram.com/mentorrecreation)





# It starts with a splash!

Begin your tour of Lake County, OH, with a splash on the shores of Lake Erie, and then savor the taste of a splash of wine at over 30 wineries in Ohio's Wine Country.



Start your Tour at  
[TourLakeCounty.com](http://TourLakeCounty.com)  
f i X d #tourlakcountyoh



New in 2024

# Headlands Birding Festival

September 20 - 22

Headlands Beach State Park in Mentor  
along the shores of Lake Erie.



Keynote speakers Jim McCormac and Greg Miller

Stay tuned for more details and registration information  
Visit [TourLakeCounty.com/Events](http://TourLakeCounty.com/Events)



# Start with a Toast

30+ Wineries in Ohio's Wine Country



Start your Tour



# Start with a Splash



Start your Tour



# Start at the top... the very top



Start your Tour



**Trista Wright**

Creative Director



**Katie Montz**

Director of Digital Marketing &  
Strategy



**Elyse Downie**

Events & Engagement Manager



# let's be *Friends*

Visit us at  
**TourLakeCounty.com**

Tell your story &  
share your memories!  
Tag us on social  
**#TourLakeCountyOH**

