



## LONG GROVE HISTORIC VILLAGE

### Long Grove, Illinois – 2011

Estimates from Lake County Sheriffs Dept., Lake County Dept. of Transportation, CMAP, parking usage counts and traffic studies

| <u>Visitor Averages</u> |                         |               |               |
|-------------------------|-------------------------|---------------|---------------|
|                         | 1 <sup>st</sup> Quarter | 500x13 weeks  | 6,500         |
|                         | 2 <sup>nd</sup> Quarter | 2000x13 weeks | 26,000        |
|                         | 3 <sup>rd</sup> Quarter | 4000x13 weeks | 52,000        |
|                         | 4 <sup>th</sup> Quarter | 4000x13 weeks | <u>52,000</u> |
|                         |                         |               | 136,500       |

| <u>Festival Attendance</u> |                                 |              |
|----------------------------|---------------------------------|--------------|
|                            | Ice Meltin' Blues ( March)      | 2,000        |
|                            | Chocolate Fest (May)            | 20,000       |
|                            | Strawberry Fest (June)          | 25,000       |
|                            | FineArt & Wine (August)         | 8,000        |
|                            | Irish/International (Labor Day) | 6,000        |
|                            | Apple Fest(October)             | 25,000       |
|                            | OctoberFest (October)           | <u>4,000</u> |
|                            |                                 | 90,000       |

| <u>Traffic Counts(ADT)</u> |                   |            |        |            |        |
|----------------------------|-------------------|------------|--------|------------|--------|
|                            | Route 22          | Eastbound  | 17,700 | Westbound  | 16,900 |
|                            | Route 83          | Northbound | 37,900 | Southbound | 44,000 |
|                            | Rt. 53/Hicks Road | Northeast  | 22,700 | Southwest  | 21,700 |
|                            | Lake Cook Road@53 | Eastbound  | 41,600 | Westbound  | 39,700 |

\*Old McHenry Road NW/SE 13,400

\*Robert Parker Coffin Road NE/SW 6,285

\* *Historic Business District Crossroads*

### Tourism

Regarded in Lake County's Top 5 Attractions, with nearby Six Flags Great America, Gurnee Mills, Keylime Cove, Chicago Botanic Gardens. Annually hosts 150+ group tours, and included on itineraries by 4 Regional Convention & Visitors Bureaus and the Illinois Bureau of Tourism. Voted winner of The Metropolitan Planning Council's "Chicagoland's Best Public Places" Award.

### [www.LongGroveOnline.com](http://www.LongGroveOnline.com)

30,000 unique visitors per month off-season, 60,000+ unique visitors in festival months.