

## *Abstract*

*Linow Lake is the name of one of tourist spot that located in the village of Lahendong, North Sulawesi. This lake has a natural uniqueness, which is the color of water that can change color, so it is often called the lake of three colors. The absence of an effective promotional strategy against this attraction makes the potential of Linow Lake still not known to the public. Given these problems, it is necessary to design promotion. This design uses a qualitative method. The existence of this promotion can be expected that people are aware of the the potential of Linow Lake, and can increase the tourist visitors of Linow Lake.*

*Keyword : Promotion, tourism, Linow Lake, North Sulawesi.*