

WHERE CAN  
**WE**  
TAKE YOU?

**Tecumseh Town Council**  
Tuesday May 10th, 2022



## Our Mission

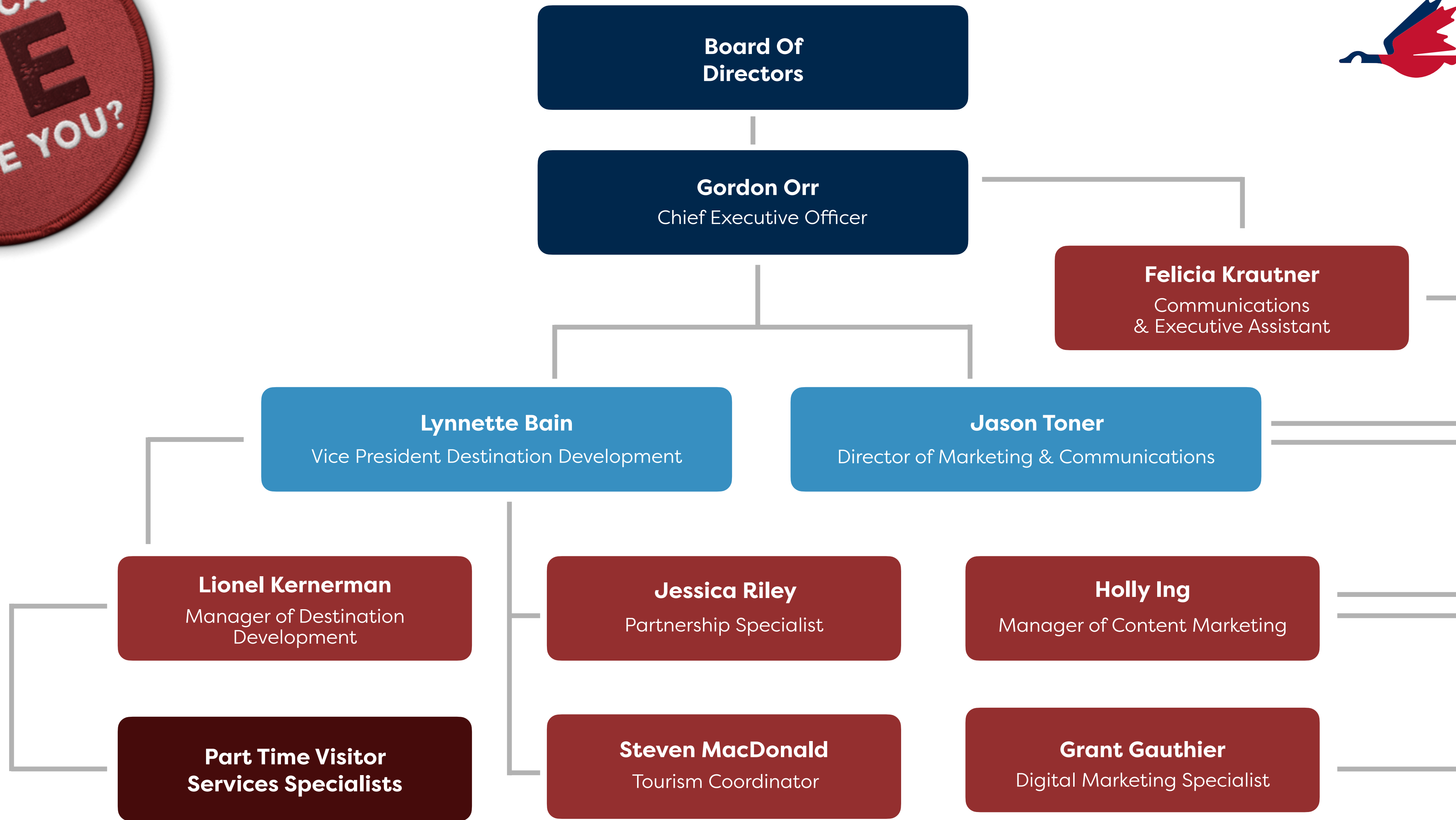
We are the leading tourism industry collaborative committed to enhancing the economy and quality of life through:

- Supporting industry development and individual operators
- Actively facilitating partner engagement
- Effectively marketing our destination



The official Destination Marketing Organization for our region's tourism industry.

ACCREDITED BY: DESTINATIONS INTERNATIONAL



# Board Of Directors

## Executive

- Mayor Nelson Santos - Town of Kingsville, Chair
  - Danielle Breault Stuebing - Director of Communications and Outreach Services, ERCA, Vice-Chair
  - Gordon Orr - Secretary Treasurer \*
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## Directors

- Mayor Drew Dilkens - City of Windsor
- Warden Gary McNamara - County of Essex
- Mayor Ray Durocher - Township of Pelee
- Councillor Jeewen Gill - City of Windsor
- Councillor Jo-Anne Gignac - City of Windsor
- Deputy Mayor Crystal Meloche - Town of LaSalle
- Natalie Lepine - Director, Hotel Sales and Hotel Operations, Caesars Windsor
- Tom O'Brien - Owner, Cooper's Hawk Vineyards
- Chris Savard - General Manager, Devonshire Mall



\*non-voting member

A photograph of a small cabin in a snowy forest at night, with a blue color overlay. The cabin has a gabled roof and a central door with a window. Two Adirondack chairs are on the porch, and a small cart is in the foreground. The text "Where we are now!" is overlaid in white.

Where we are *now!*

REACH **53.5k Followers**

 <b>18.9k</b>	 <b>9k</b>	 <b>11.1k</b>	 <b>14.5k</b>
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# Social Media

53.5k potential reach





Hotel Occupancy Rate

**40.46%**

VS. 39.95% SAME TIME 2021

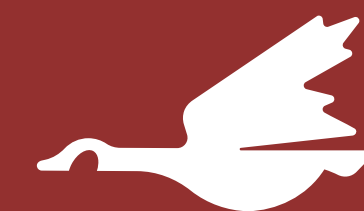
Average Daily Rate

**\$116.03**

VS. \$98.11 IN 2021

## Hotel Occupancy

40.46% as of April 2022

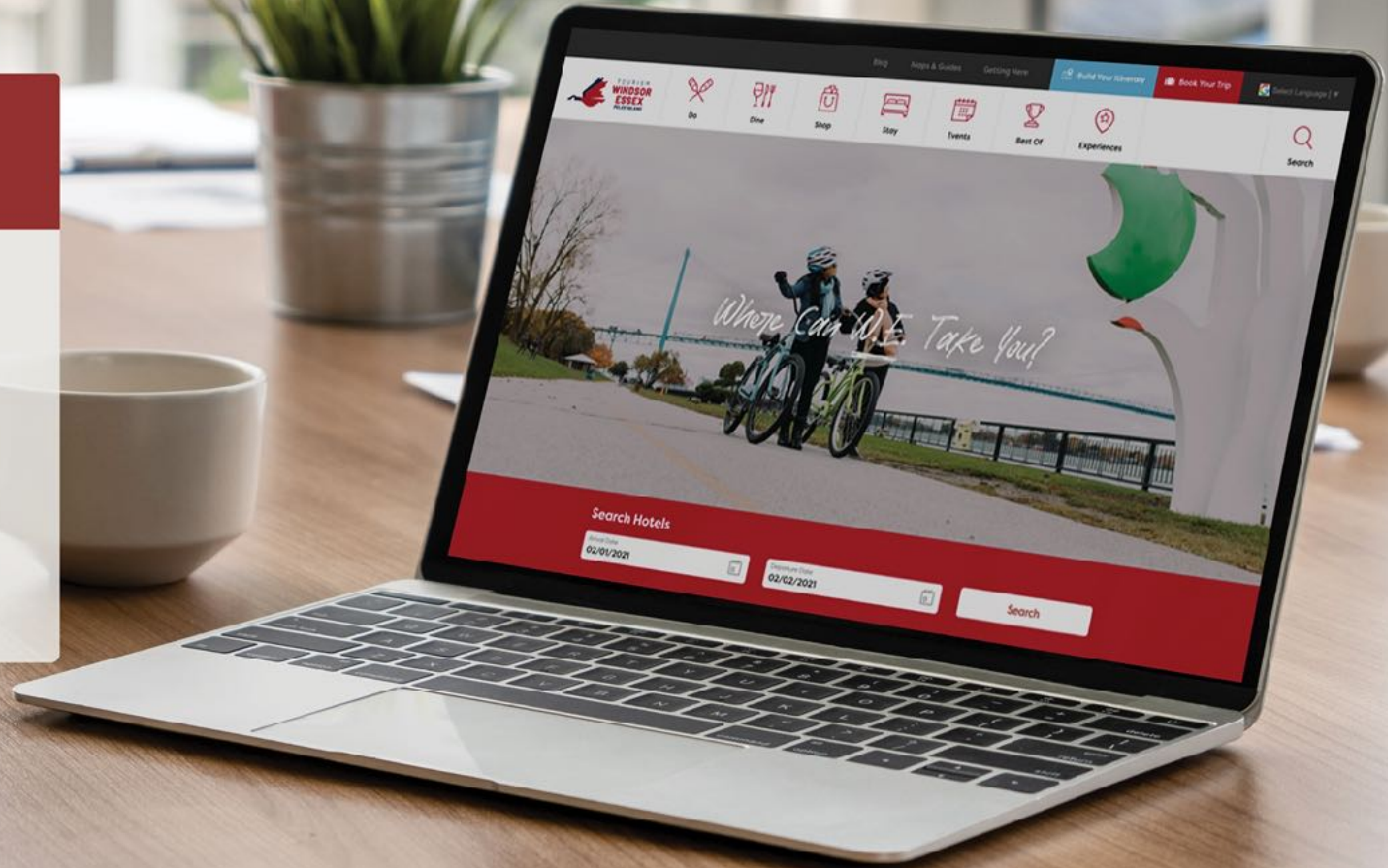


TOURISM  
**WINDSOR  
ESSEX**  
PELEE ISLAND

## WEBSITE TRAFFIC

# 1.15m Page Views

(VS. 975K SAME TIME APRIL-MARCH 2020-2021)



## Website Traffic

1.15m page views (18% increase over 2021)







CHECK IN CANADA  
REFERRAL REVENUE

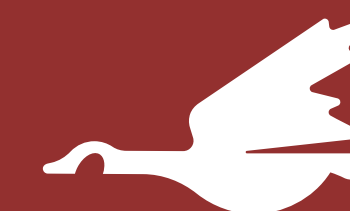
**\$444k**

(SINCE APRIL 2021)

BANDWANGO

**\$36.5k Revenue**

**Digital Services**



TOURISM  
**WINDSOR  
ESSEX**  
PELEE ISLAND

*It's Time!*



Gallery of Windsor - Fort Malden National Historic Site - Windsor Essex  
- Windsor Sculpture Park - Amherstburg River Lights - Colasanti's  
Tropical Garden - John R. Park - Point Pelee National Park  
Tip - Downtown Windsor Festival - Bright Lights Windsor -  
Halfhead Distillery - Walkerville - Anchor Coffee House - Pelee  
Island Winery - The Twisted - Gastropub - Downtown  
Windsor Farmers Market - Sp... - Stropub - Jose's Bar & Grill  
Commando's - Carrots n' Dates - Eng Bake Shop - El Mayor  
Cndbar Waterfront Grill - The... - Urban Surf Co. - Michael  
Grazio Reclaim Artistry - Ganatch... - Devonshire Mall - Kingsville  
Nat's Poppin' Popcorn Factory - Estetica Day Spa - The Grove Hotel  
Caesars Windsor - Dieppe Gardens & Windsor Waterfront - Point Pelee



# 7th Annual Best of Windsor Essex Awards

48 award winners and almost 11k votes





# 2022

## DESTINATION DEVELOPMENT & MARKETING PLAN



### MEDIA PLAN

#### DESTINATION DEVELOPMENT PLAN PROGRAM ENHANCEMENTS

Based on the four key drivers/trip motivators, product, program and experiential development (new, enhanced and refreshed) will be incorporated into:

##### ARTS & CULTURE

- Inventory public art listings and creation of a Bandwago murals & sculptures guide
- Collaborate with the Art Gallery of Windsor in developing a self-guided tour of street art and murals; packaging and cross-promotion with food & beverage diversity pride of place through storytelling and experiential development
- Engage with culture tourism partners in developing experiential programming
- Site assessment and mapping for a self-guided tour of historic and vanished villages in Windsor Essex

##### ENTERTAINMENT & EVENTS

- Enhance seasonal community-based event guides
- Develop new partnership opportunities for the W.E. Made It and ShopYQG programs
- Guide for retail shopping experiences

##### FOOD & DRINK

- Development of collaborative events and promotions for the Banna Bottles & Banna Trail
- Return of event-based digital ticket packaging for our EPIC Weeklies
- Assist in continued development of the agritourism program in the Town of Essex
- Grow participation with the W.E. Heart Local passport program and offer loyalty-based rewards via Bandwago for consumers
- Engagement with current FeastON members to leverage existing accreditation and promote to consumers

##### OUTDOOR ADVENTURE

- Add sustainability spotlight and feature packages to our Windsor Essex Birding Guide
- Enhance our Fishing Guide with additional fishing charters, indigenous operators and experiences
- Ensure existing and new tourism businesses remain or become bike-friendly certified while developing new cycling routes. Offer stakeholder workshops and curate group riding events for promotion
- Develop a Paddling Guide calling out to offshore excursions, launch points and outfitters

Typically our budget is... As the tourism campaigns to out-of-market the timing is...

### DESTINATION DEVELOPMENT PLAN

Destination Development is the sum of multiple pillars which ultimately define the visitor experience. The graphic below breaks down the various pillars with proposed initiatives for 2022 and how they tie into our 5-year strategic plan.



# 2022 Destination Development & Marketing Plan

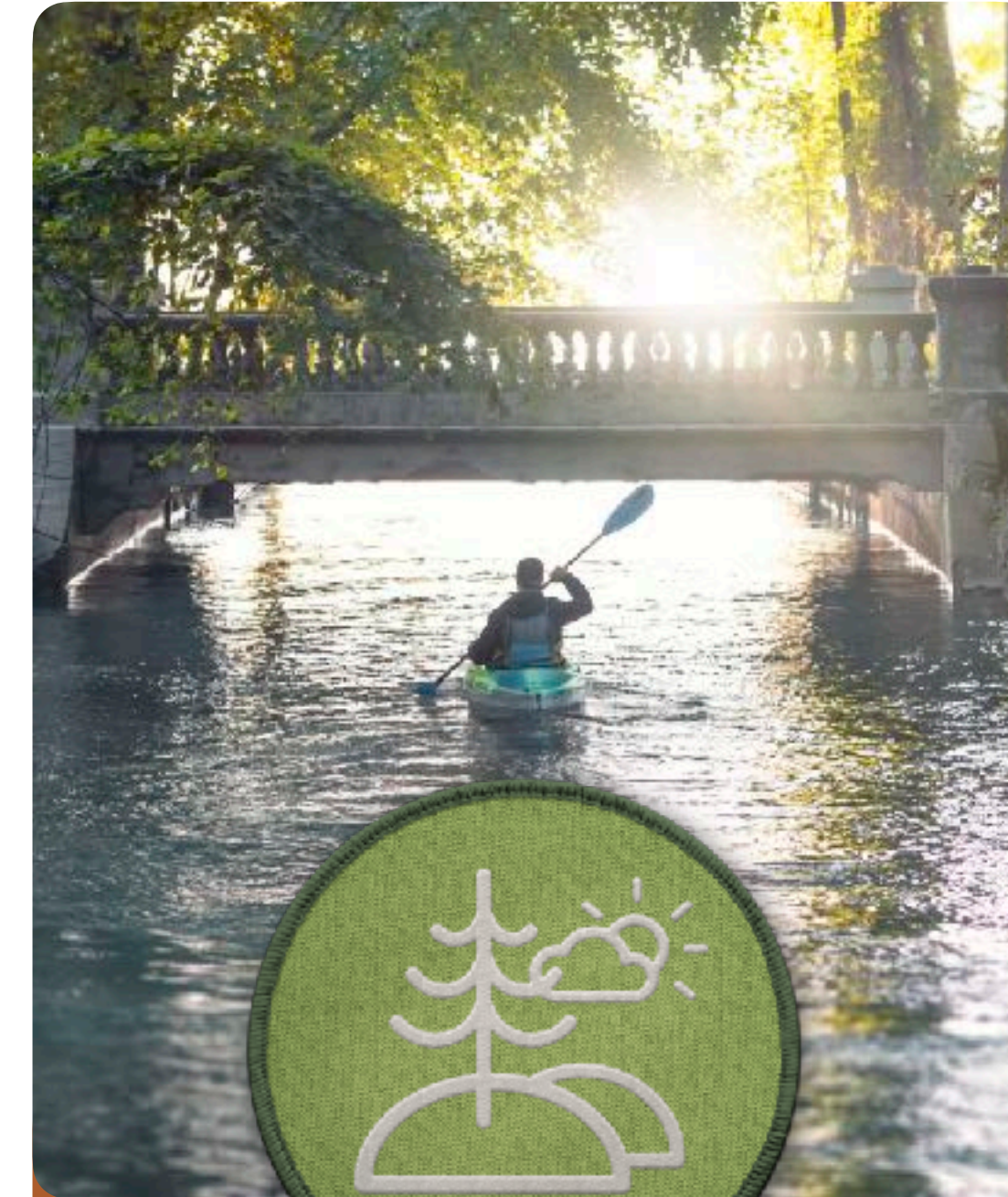




Food & Drink



Arts & Culture



Outdoor Adventure



Entertainment

# Areas of Focus

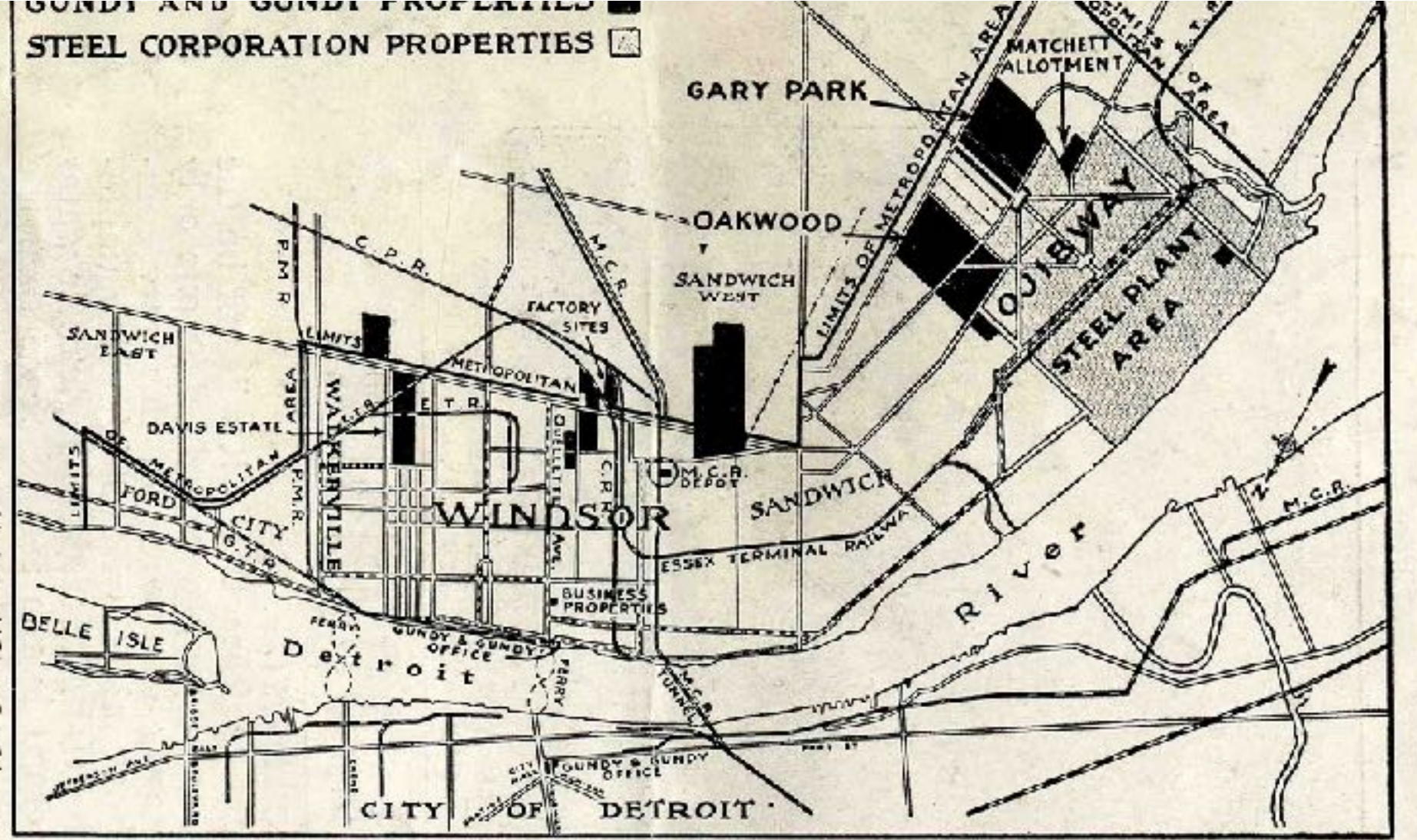
# PLAN OF OJIBWAY

AND ENVIRONS

J. A. LANIGAN, C. E.

SCALE 1000 FEET TO 1/2 INCH

NOTE THE SUPERB LOCATION OF  
THE BORDER CITIES COMPANY  
GUNDY AND GUNDY PROPERTIES  
OAKWOOD, GARY PARK,  
MATCHETT ALLOTMENT



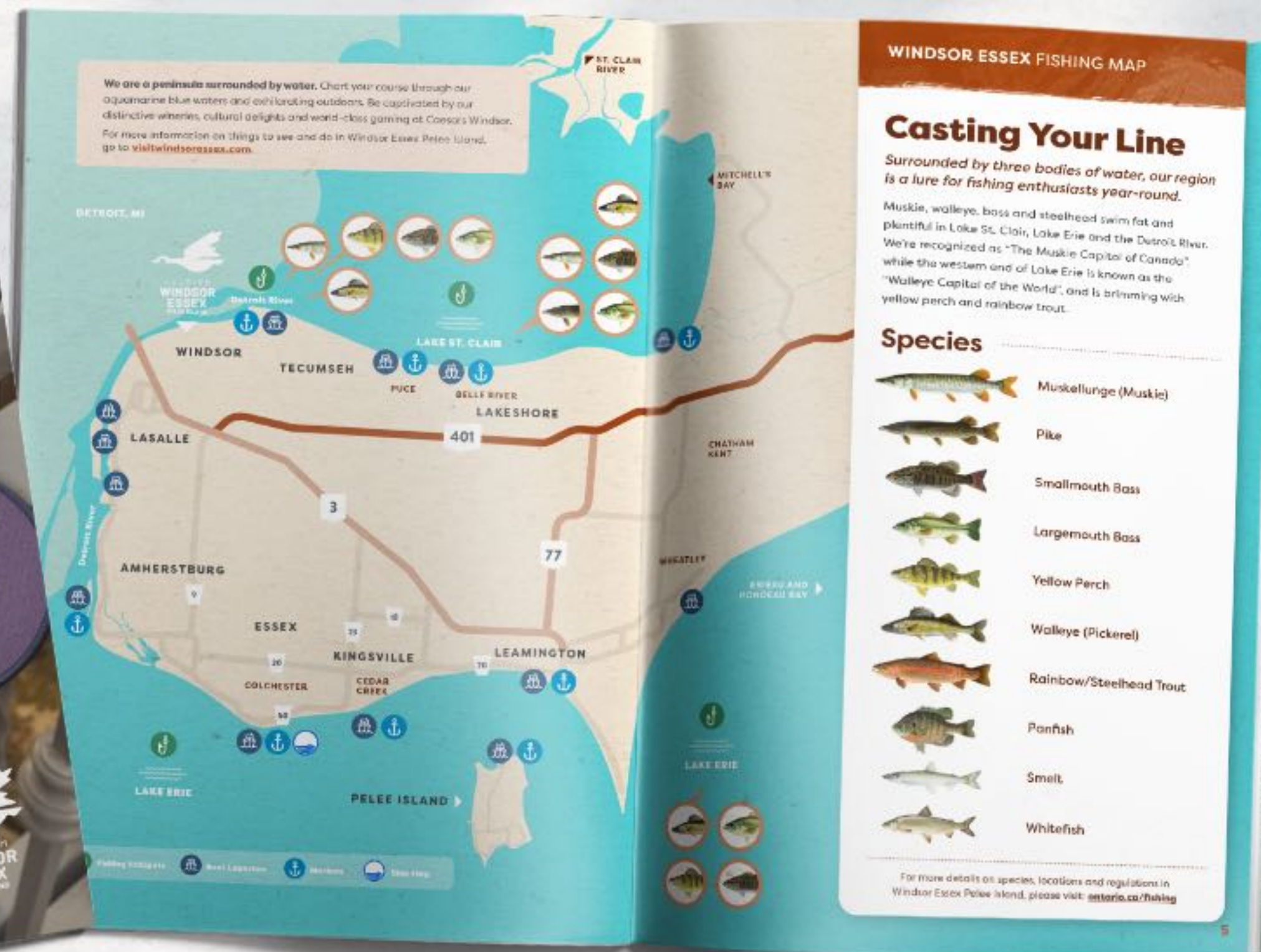
Historic Sites & Vanished Villages Trail





# Canadian Gay and Lesbian Chamber of Commerce Destination Audit

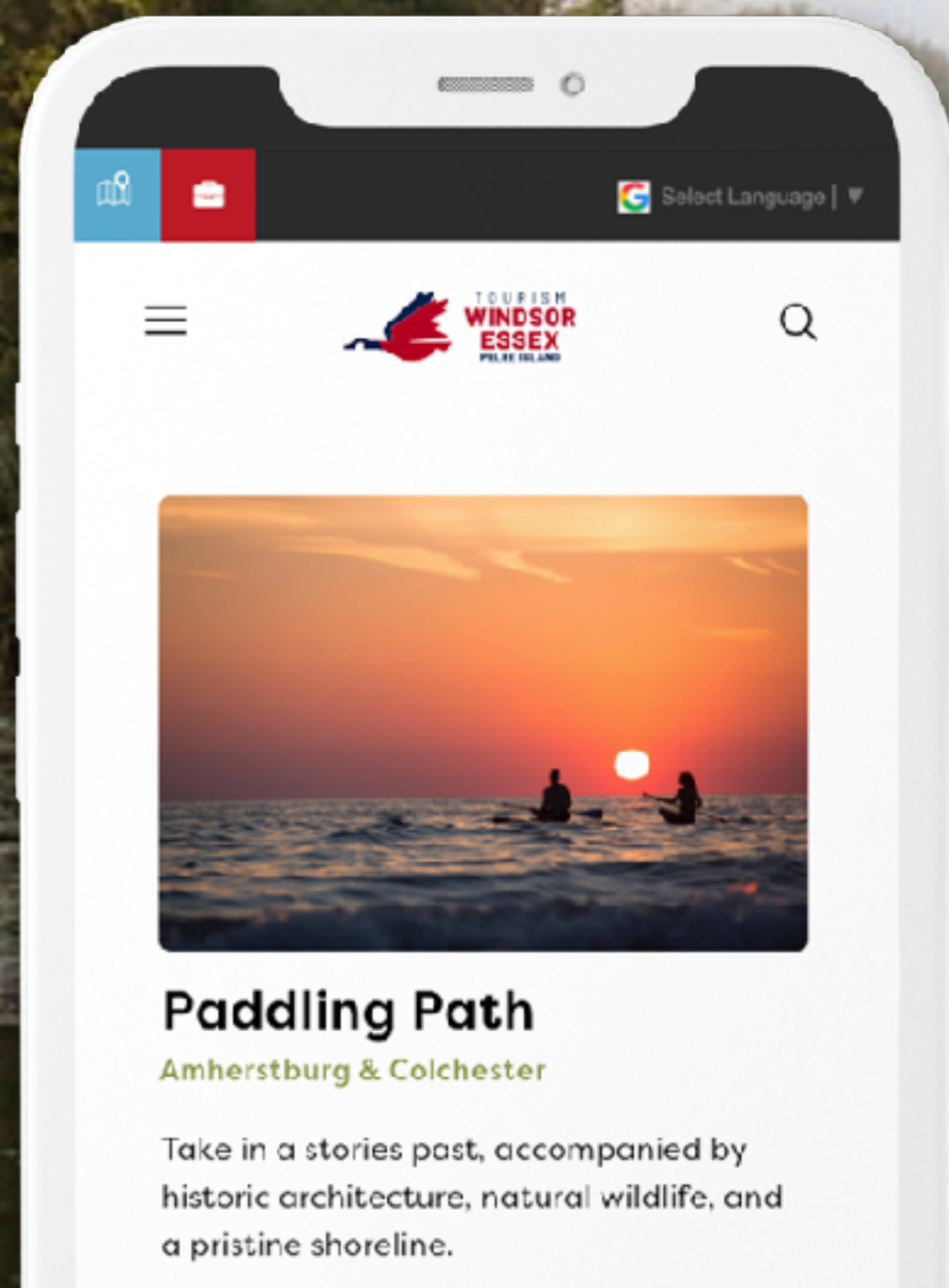




# 2022 Fishing & Birding Guides







# Paddling Guide



## Barrels Bottles & Brews Flight Log Tasting Passport

3 passport options starting at \$25





**BARRELS BOTTLES & BREWS**

# **FIESTA WEEKEND**

**Barrel Trail Events: Fiesta Weekend**



TOURISM  
**WINDSOR  
ESSEX**  
PELEE ISLAND



**EPIC WINE TASTING PASS**  
ESSEX PELEE ISLAND COAST

**8 EXCLUSIVE**  
*Tasting*  
**EXPERIENCES**

**\$50**

# EPIC Wine Tasting Pass

8 tasting offerings for \$50





**EPIC WINE  
COUNTRY**



WINDSOR ESSEX ONTARIO  
Your Future South West

←	COLCHESTER RIDGE ESTATE WINERY	1 KM
←	NORTH 42 DEGREES ESTATE WINERY	2 KM
←	VIEWPOINTE ESTATE WINERY	2 KM
←	PAGLIONE ESTATE WINERY	6 KM
←	COOPER'S HAWK VINEYARDS	11 KM

## Wine Route Wayfinding Signage



# Market Intelligence



**U.S. Drive Campaign**





**IT'S YOUR**

**NEIGHBOUR**

**Destination Ontario Campaign**

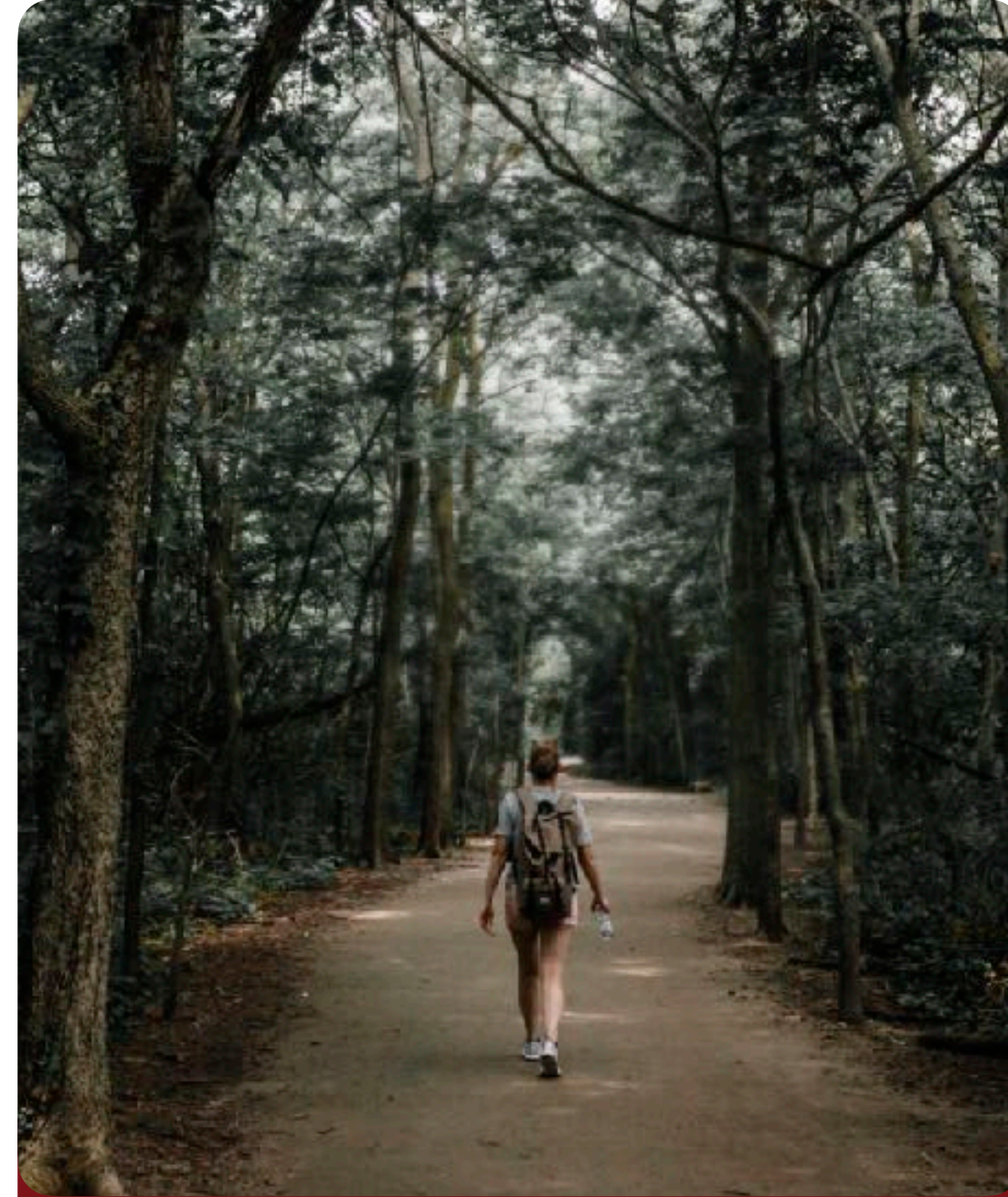


**TOURISM  
WINDSOR  
ESSEX  
PELEE ISLAND**

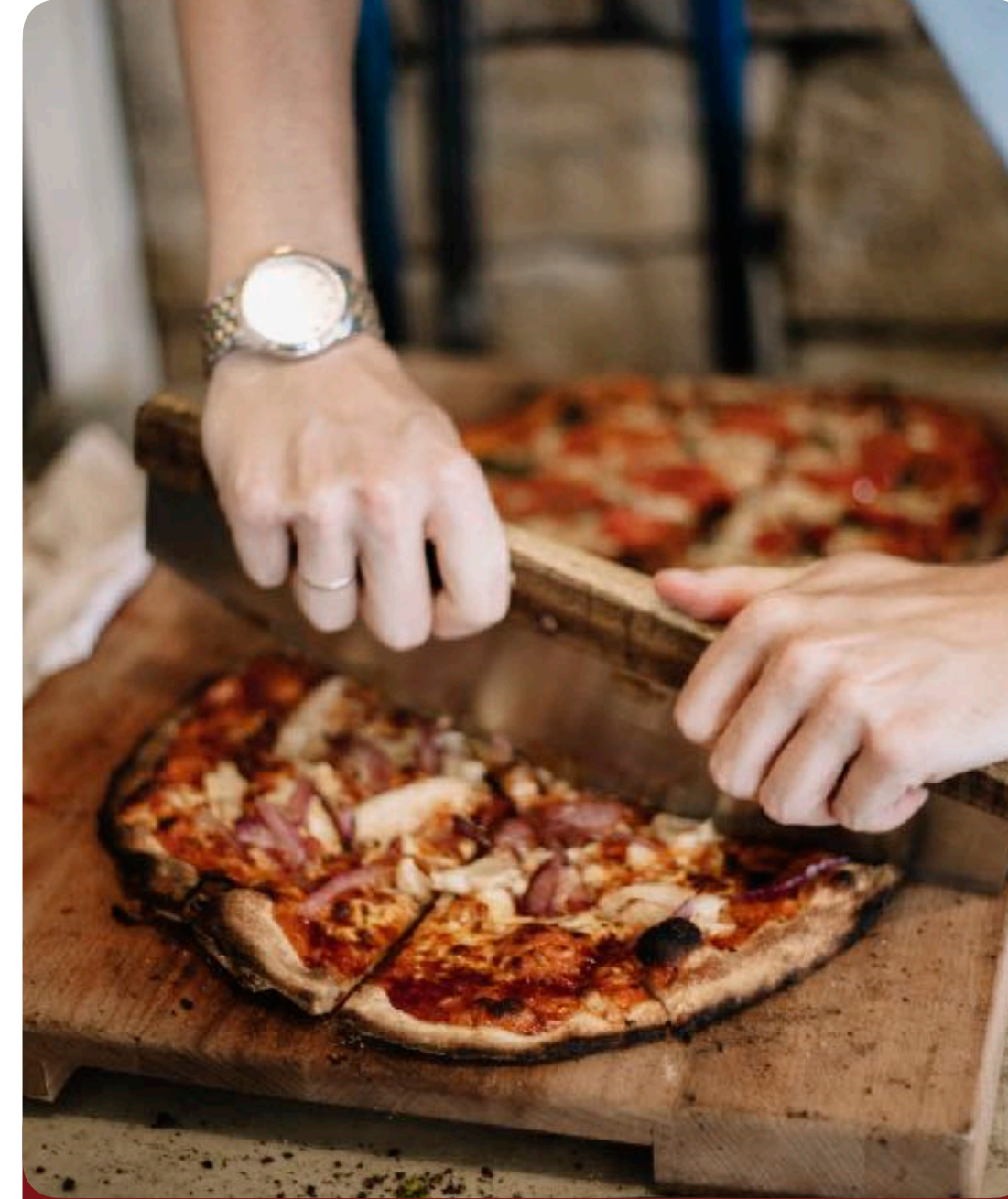




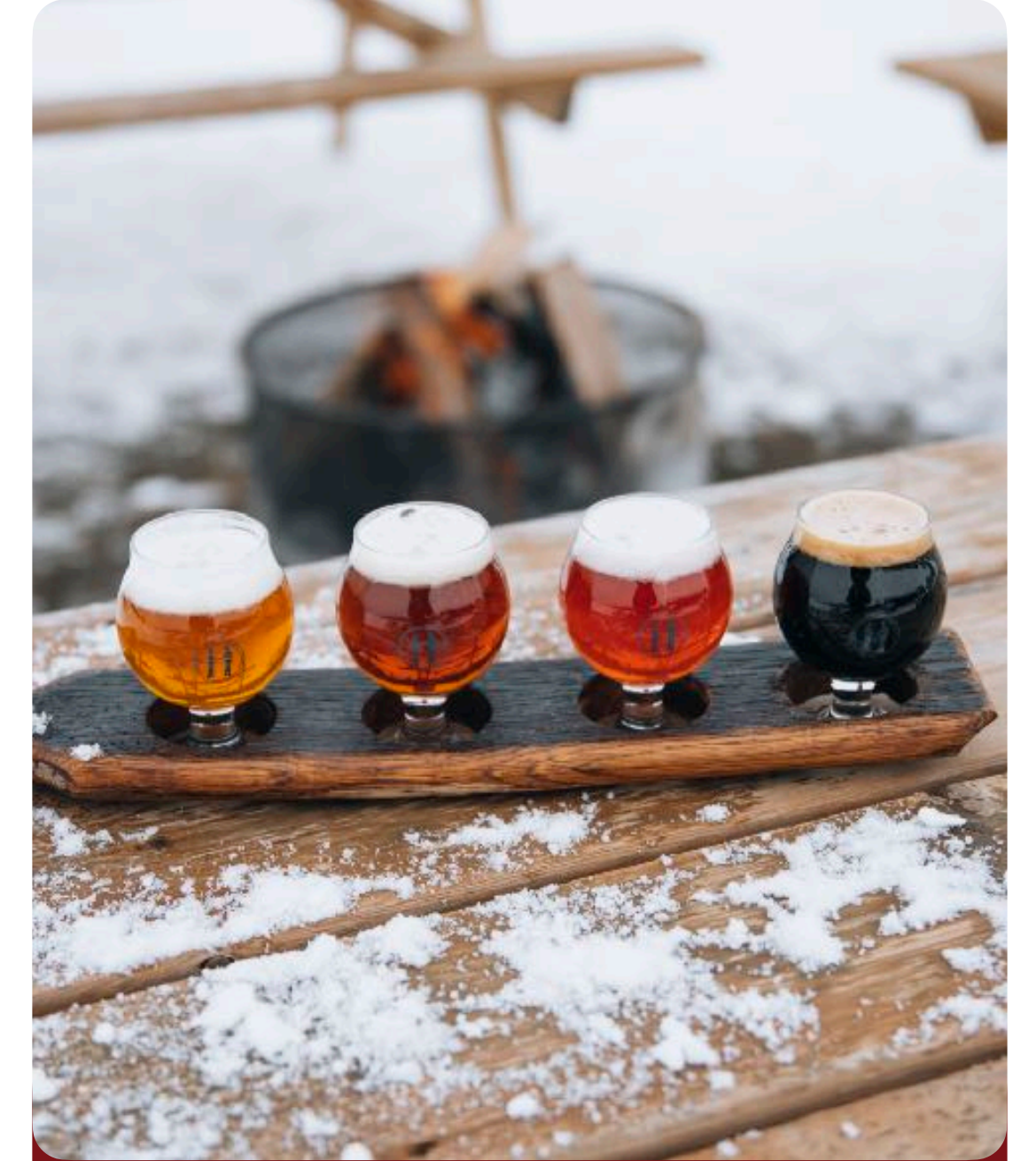
**Spring/Summer**



**Spring/Summer**



**Fall**



**Winter**

**Destination Ontario Campaign**





@thecuriouscreature



@travelingmitch



@dobbernationloves



@tailgatetakeout



@millarhill



@sippinsocialite

# Influencers & Content Creators



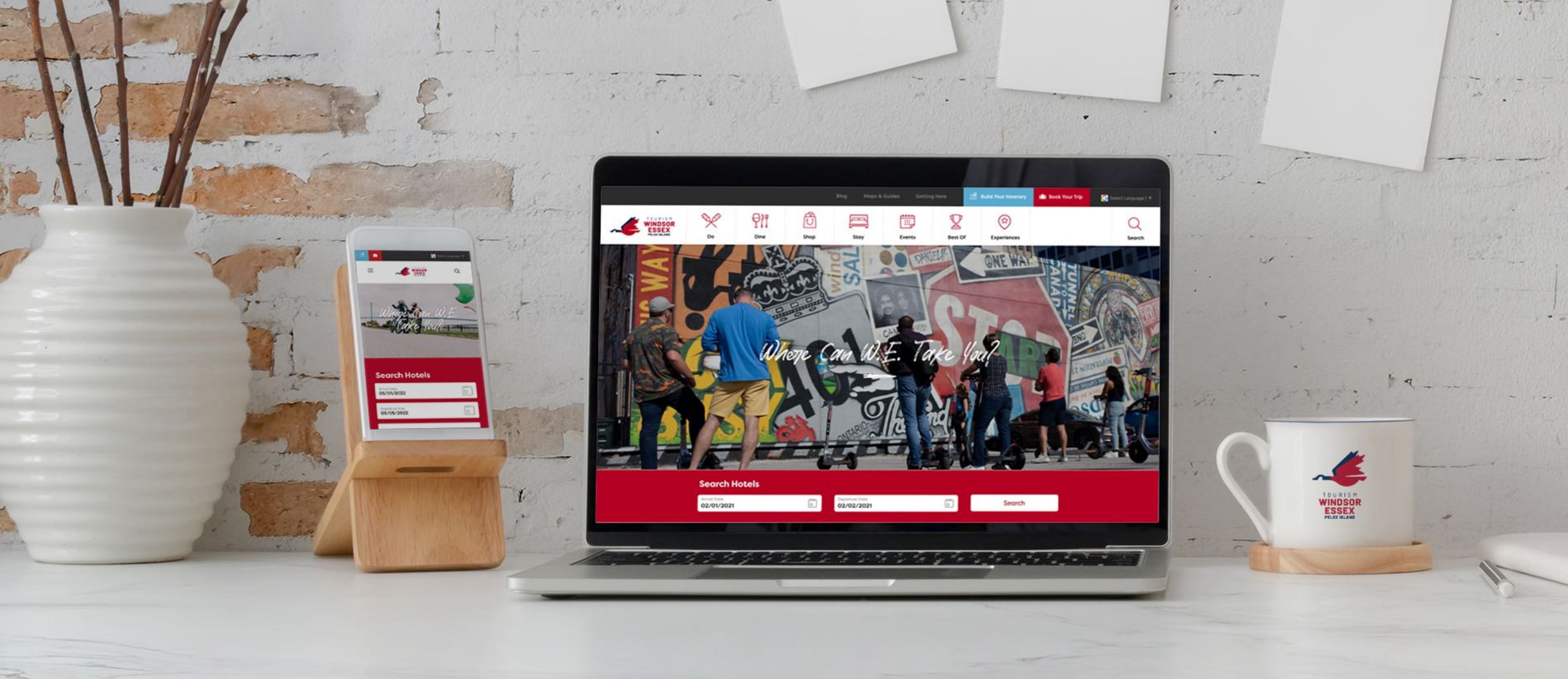
# Summer of the Staycation





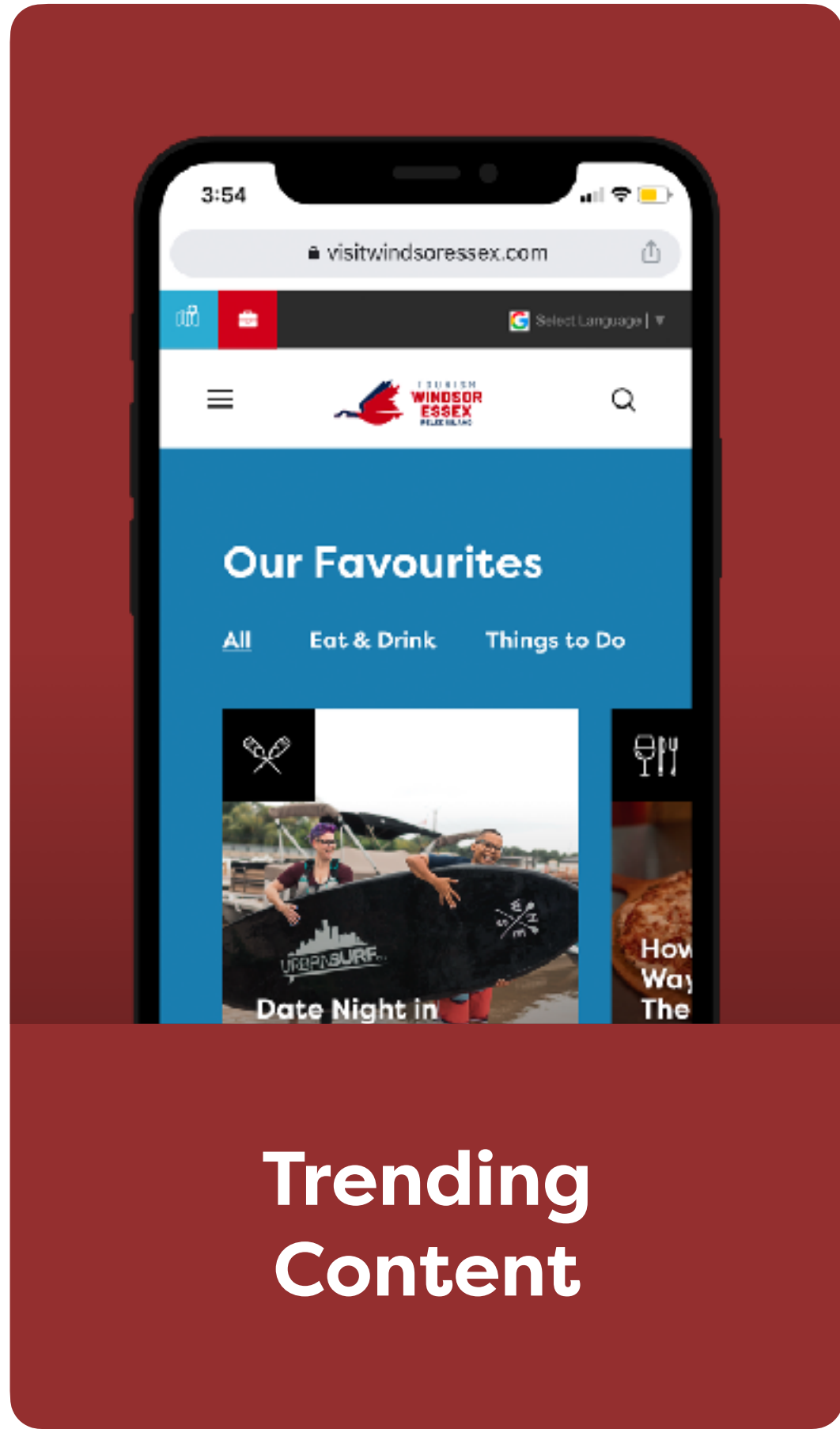
2022 - 2023 Official Visitor Guide



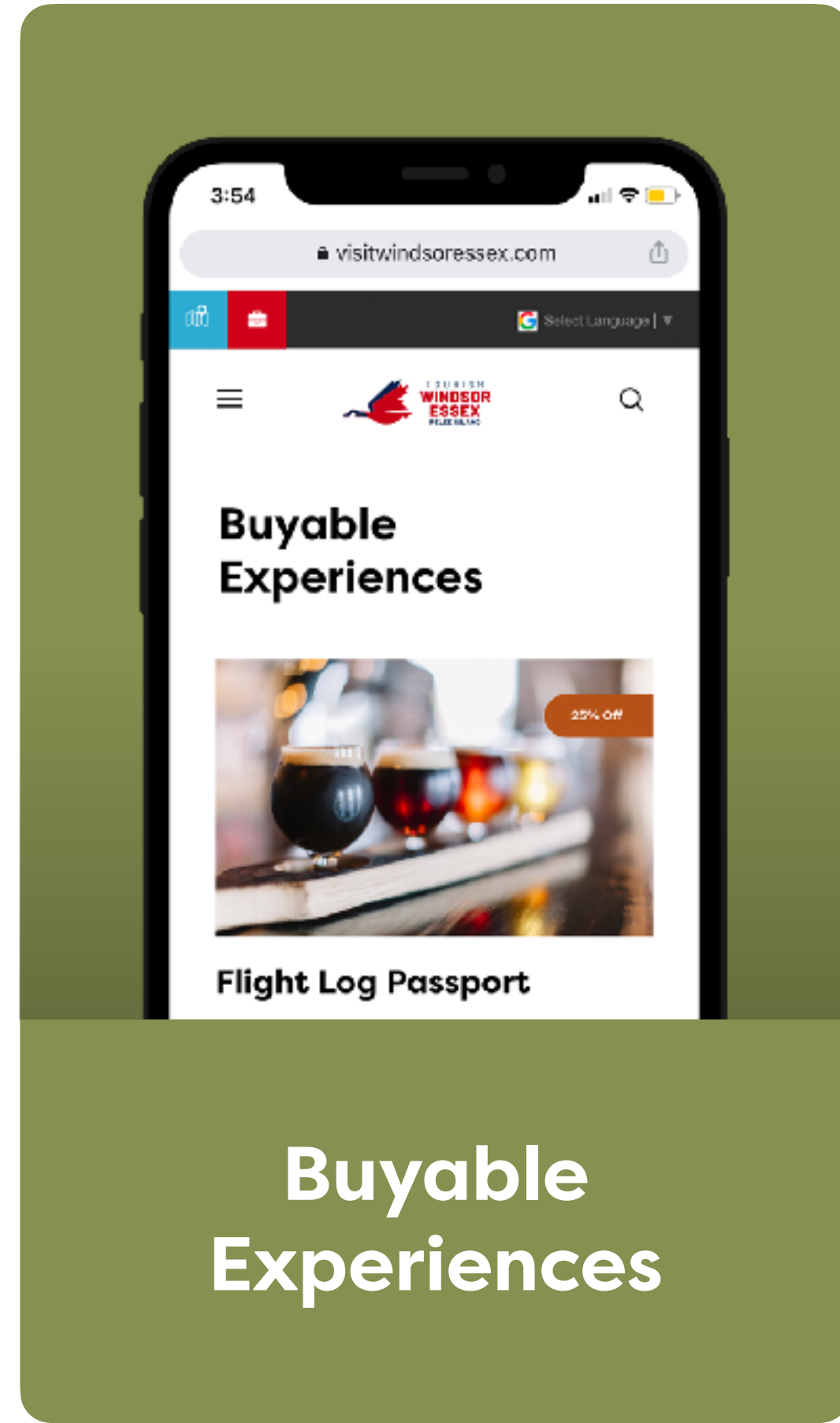


visitwindsoressex.com

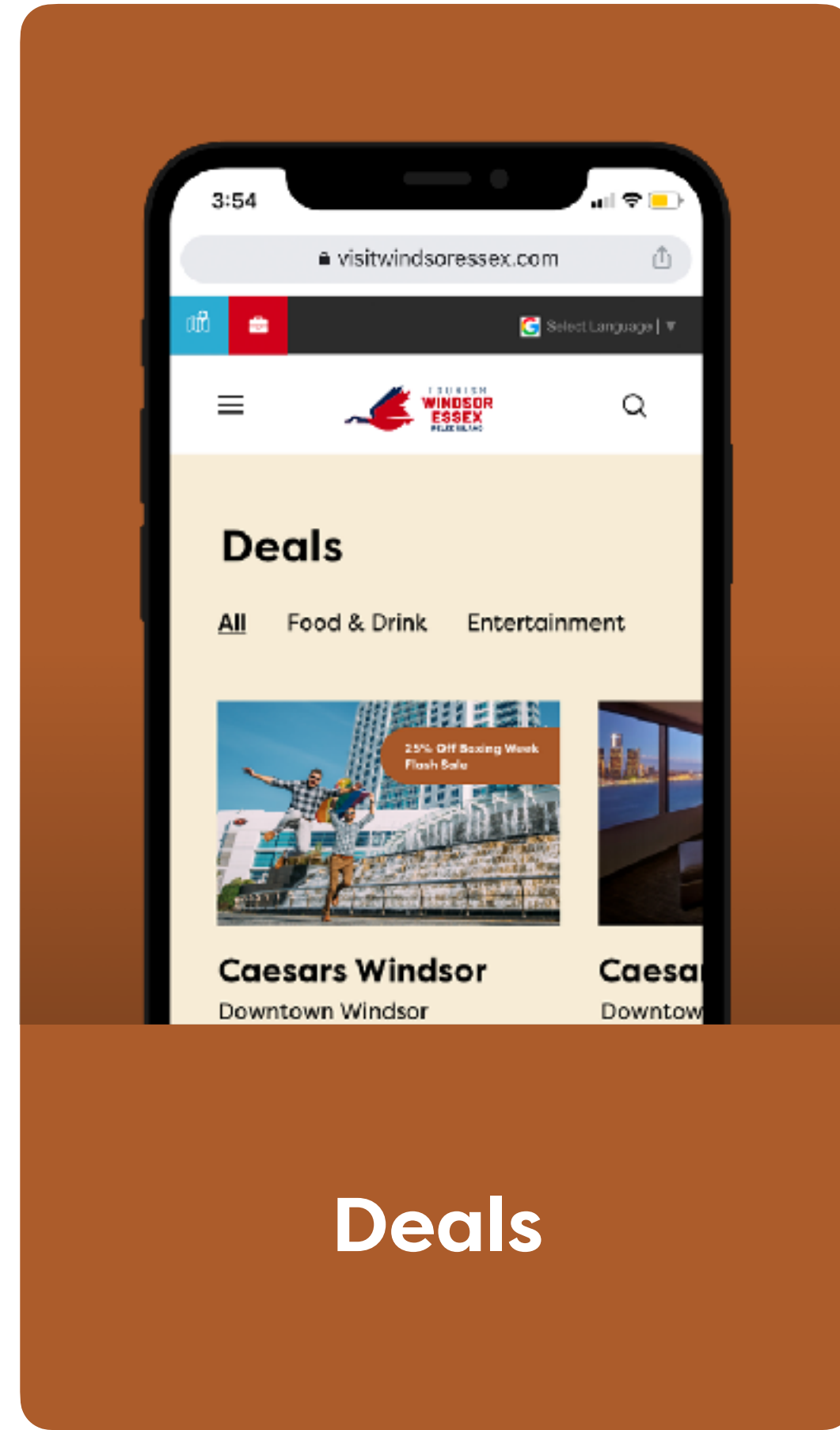




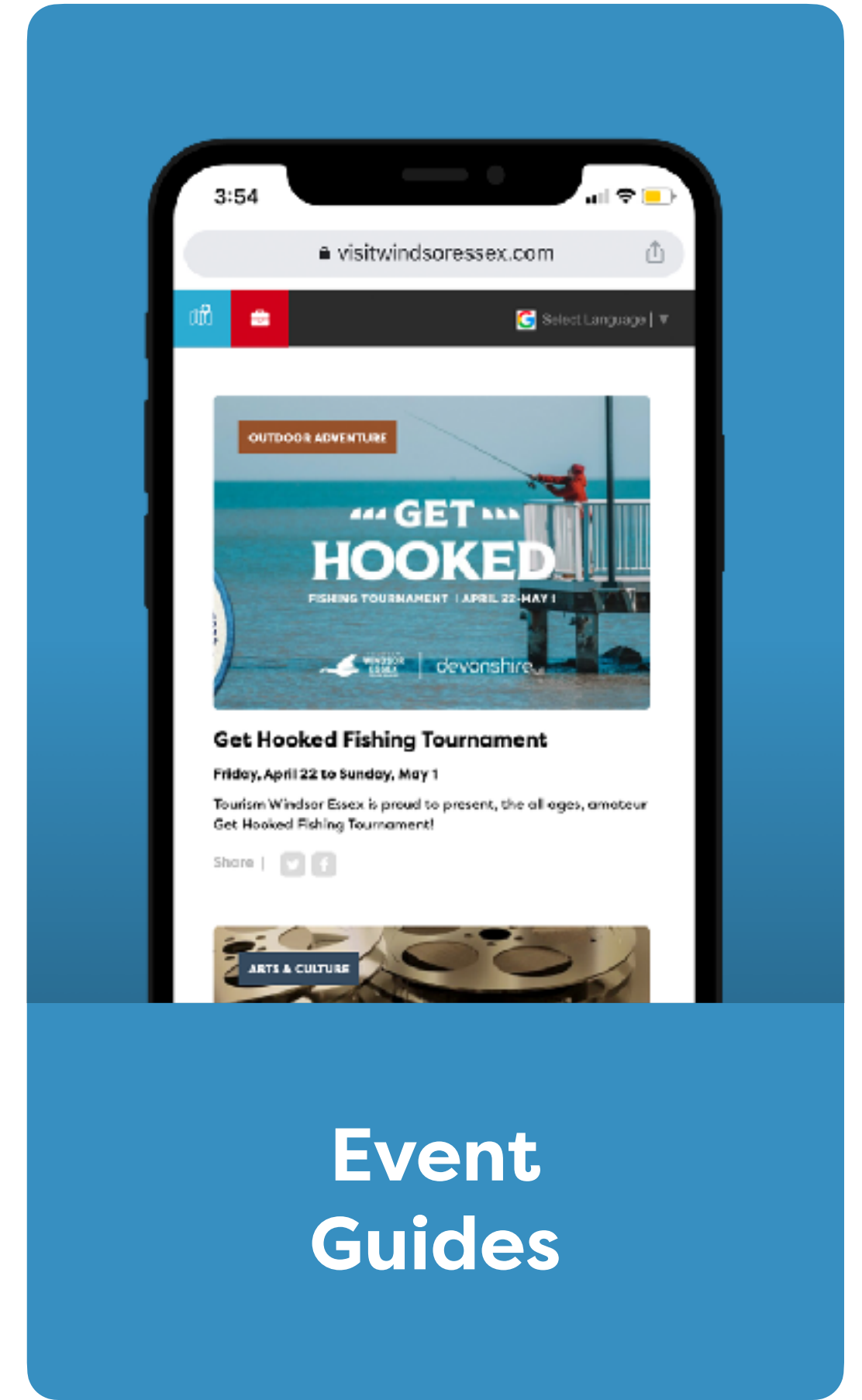
## Trending Content



## Buyable Experiences



## Deals



## Event Guides



## Ontario Staycation Tax Credit

\$200 per person or \$400 per household



TOURISM  
**WINDSOR  
ESSEX**  
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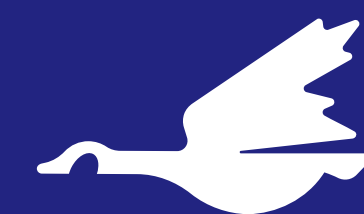
Support Local Campaigns



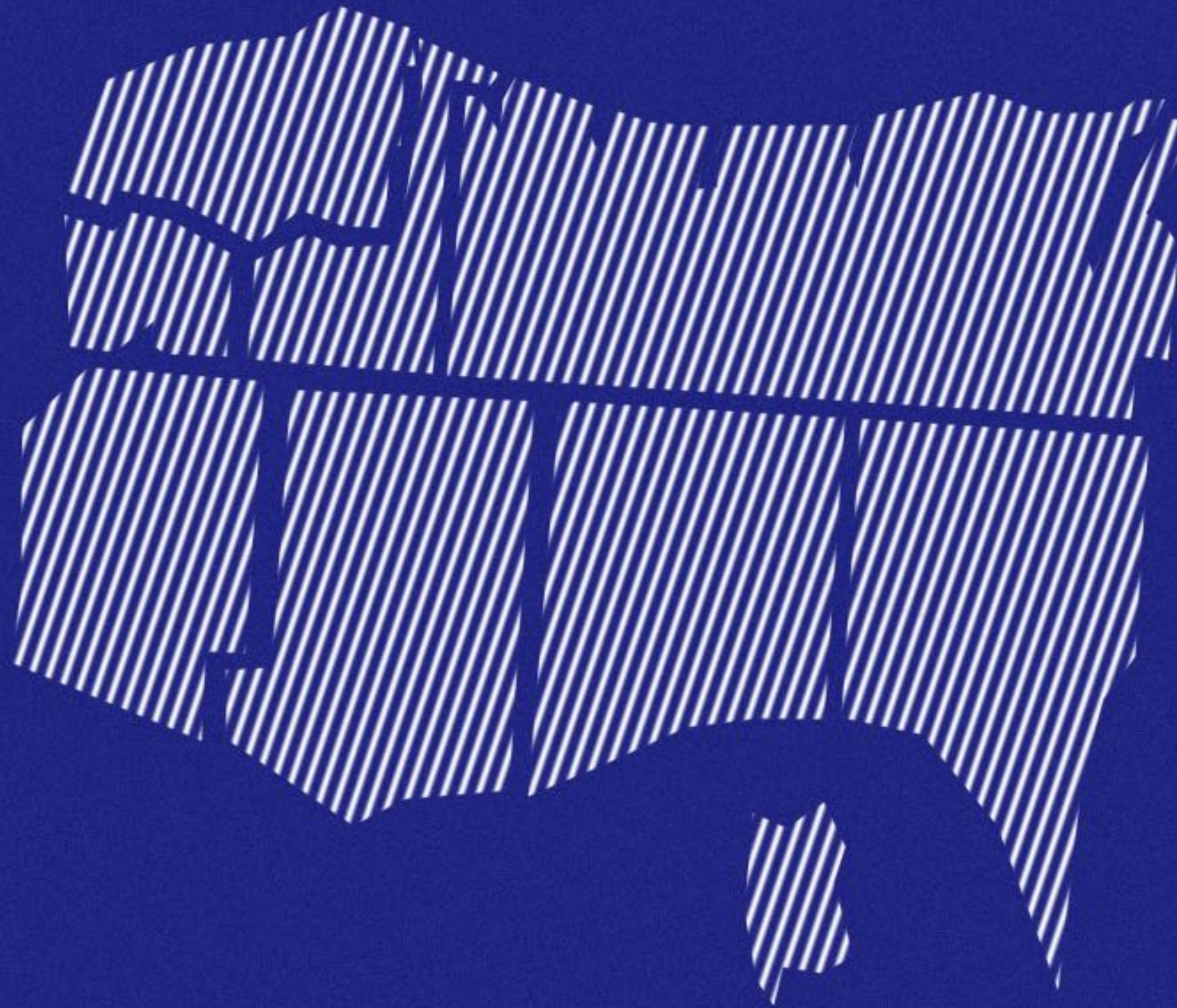


# Tourism Windsor Essex Pelee Island Annual General Meeting

June 16th, 2022 - Canadian Transportation Museum & Heritage Village



TOURISM  
**WINDSOR  
ESSEX**  
PELEE ISLAND



*Thank  
You!*



Windsor | Amherstburg | Essex | Lakeshore | LaSalle | Leamington | Kingsville | Pelee Island | Tecumseh