



WHERE CAN
WE
TAKE YOU?

Town of Tecumseh Council

Tuesday June 22nd, 2021



[visitwindsoressessex.com](https://www.visitwindsoressessex.com)

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

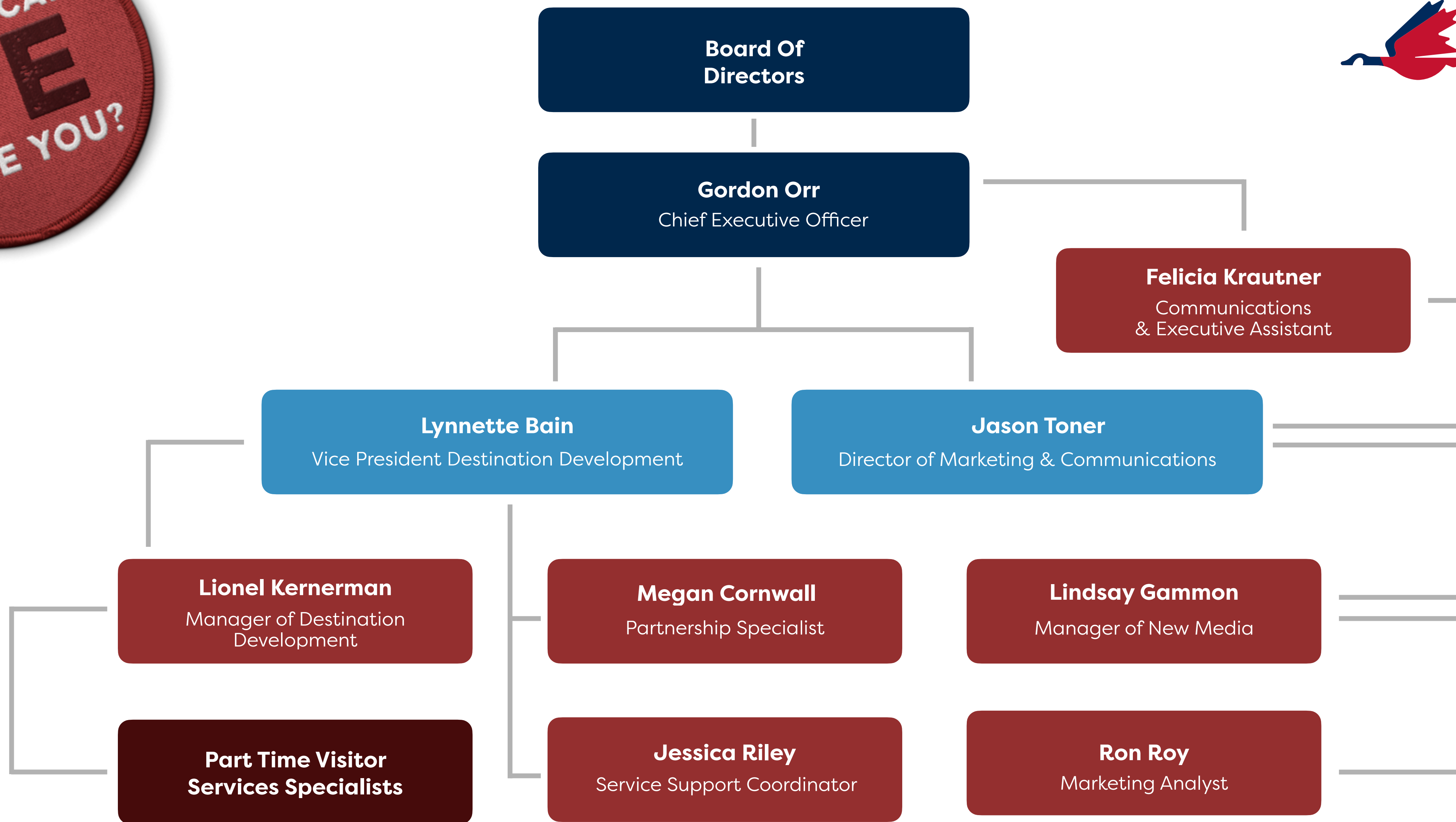




Destination Marketing Accreditation Program



TOURISM
**WINDSOR
ESSEX**
PELEE ISLAND



Board Of Directors

Executive

- Mayor Nelson Santos – Chair
- Danielle Breault Stuebing – ERCA, Vice-Chair
- Gordon Orr – Secretary/Treasurer*

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
- Deputy Mayor Crystal Meloche – Town of LaSalle
- Councillor Jo-Anne Gignac – City of Windsor
- Natalie Lepine – Director, Resort & Hotel Sales, Caesars Windsor
- Tom O’Brien – Partner, Cooper’s Hawk Vineyards
- Chris Savard – General Manager, Devonshire Mall

*non-voting member



2020 Year in Review



A MESSAGE FROM THE CEO

Gordon Orr, Chief Executive Officer

Respond. Restart. Recover. These are the words that, prior to the 2020 COVID-19 pandemic, would not have been associated in such a meaningful way with the tourism and hospitality industry. Yet, they have redefined us since the global pandemic hit Windsor Essex last March.

As safety protocols have gone into place to curb the spread of the virus, it has been a steep price for our industry - devastated through a loss in both revenue and expenditures.

A talented team of dedicated professionals, I realized that to remain afloat, it was to increase partnership and engagement and while working within a united front.

Tourism Windsor Essex engaged with hundreds of stakeholders through the Tourism Industry Committee/Tourism Task Force, Regional Tourism Association, Economic Development Corporation's WPC COVID-19 Working Group, Regional Chamber of Commerce, Restaurant Hotel and Ontario's Southwest.

For our Barrels, EPIC Wine Country, and attractions and the forefront. #YQGSTANDSTRONG social media campaign has been critical in the use of community good news stories and shirt sales, which raised funds to the Tourism Industry Coalition.

Empathy. Pride. Resiliency. These are three words moving into 2021 we will use as we navigate through the pandemic, whereby you, our valued stakeholders and partners, will begin to rebound incrementally towards a better tomorrow.

Providing ongoing, timely information through our online COVID-19 Hub has also been critical as a resource for our businesses, stakeholders, residents and visitors.

We also became the first Destination Marketing Organization in Ontario with the 'Safe Travels' designation and worked with regional attractions and hospitality partners to get certified as well. The stamp, certified by the World Travel & Tourism Council and the Tourism Industry Association of Ontario, helps build consumer confidence and allows travellers to recognize companies around the world that have adopted health and hygiene standard protocols, so they can experience 'Safe Travels' while they visit.



Another key facet during this time was to pivot our marketing to align with the direction of our tourism partners and this led us to embracing our communities and businesses with our Take-out & Patio Dining Guide, Winery Delivery Guide, Brewery Delivery Guide, and Shop/YOG to support local retail partners.



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Gordon Orr
Gordon Orr
Chief Executive Officer
Tourism Windsor Essex
Pelee Island

SECRETARY TREASURER
Gordon Orr | Chief Executive Officer
DIRECTORS
Mayor Ray Durocher
City of Windsor



DESTINATION DEVELOPMENT

Lynnette Bain, Vice President, Destination Development
Support Team: Lionel Kernerman, Megan Cornwall, Jessica Riley

TOURISM DEVELOPMENT PORTFOLIO

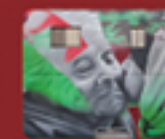


Worked with EPIC Wineries to establish consistent branded signage for social distancing at each vineyard.

Convened with the Business Improvement Associations (BIAs) of Windsor and Essex County to ensure they had the necessary resources for their stakeholders to reopen, which included information from the Windsor Essex Small Business Centre and the Windsor-Essex Regional Chamber of Commerce. Hosted sessions with the Ontario Business Improvement Area Association.



Launched the 2nd edition of the Ontario Tourism Innovation Lab in Windsor Essex for a second round of applications. The program is geared to find, foster and support new, early stage of finding, fostering and supporting new, early stage and start-up tourism experiences, product ideas and collaborative partnerships.



Under the federal Canadian Experiences Fund, developed a digital passport calling out to the Via Italia district. The program celebrates the Italian culinary and cultural experiences, and a mural installation depicting a sense and taste of place.



Partnered with Ontario's Southwest and the Township of Pelee to embark on a Destination Development Plan for Pelee Island.



Windsor Essex Pelee Island will be a top-of-mind regional tourism destination in Ontario offering authentic and diverse visitor experiences.

Warden Gary McNamara
County of Essex
Mayor Ray Durocher
Township of Pelee

Deputy Mayor Crystal Meloche
Town of LaSalle
Councillor Jo-Anne Gignac
City of Windsor



Worked with several dining establishments to become FeastOn certified, a program that recognizes businesses committed to sourcing Ontario grown and made food and drink, and elevate their inclusion in the Culinary Tourism Alliance's 2021 Great Taste of Ontario Campaign.



In tandem with Amherstburg Tourism, developed an augmented reality ghost tour to enhance visitation in the town and its related businesses.

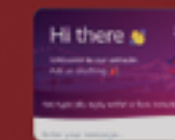


In partnership with the Tourism Industry of Canada, Tourism Industry Association of Ontario, the Culinary Tourism Alliance and Twenty31 Consulting, hosted "Elevating Canadian Experiences" workshops alongside developing a shoulder/winter season tourism strategy.

► 114 stakeholder participants



Invested in Bandwango, a destination experience engine platform, to develop various digital passports for our programs while enhancing partnership engagement through our database portal iDSS.



Providing virtual visitor services via live chat and a chatbot, while also offering in-person services during community events and at our kiosk spaces, all with safety measures in place.



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- Actively facilitating partner engagement;
- Effectively marketing our destination.

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City of Windsor
Chris Savard
General Manager, Devonshire Mall

Tom O'Brien
Owner, Cooper's Hawk Vineyard
Natalie Lepine
Director of Resort & Hotel Sales, Caesars Windsor





COVID-19 Hub





TAKE-OUT & DELIVERY *Guide*

#TakeOutTuesday



WINERY DELIVERY *Guide*

#WineOrderWednesday



BREWERY DELIVERY *Guide*

#FillUpFriday



PATIO DINING *Guide*



#YQGStandsStrong



Gallery of Windsor - Fort Malden National Historic Site - Windsor
Windsor Symphony Orchestra - Amherstburg River Lights - Colasan
opical Garden - John R. Park - Point Pelee National Park
Tip - Downtown Windsor Farmers Market - Cindy's 'Live With Tish'-
olfhead Disillery - Walkers Anchor Coffee House - Oxl
Estate Winery - The Twist's Gastropub - Downtown
Windsor Farmers Market - S Gastropub - Birdie's Perch
Armando's - Rock Bottom Sweet Reveng Bake Shop -
n Kettle Bed & Breakfast - Hama - Cindy's - Michael Difax
Reclaim Artistry- Urban Art Me - Devonshire Mall - Kingsville
- Timeless Treasures - Iron Kettle Bed & Breakfast - oTENTiks at
Point Pelee National Park - Caesars Windsor - Windsor Waterfront



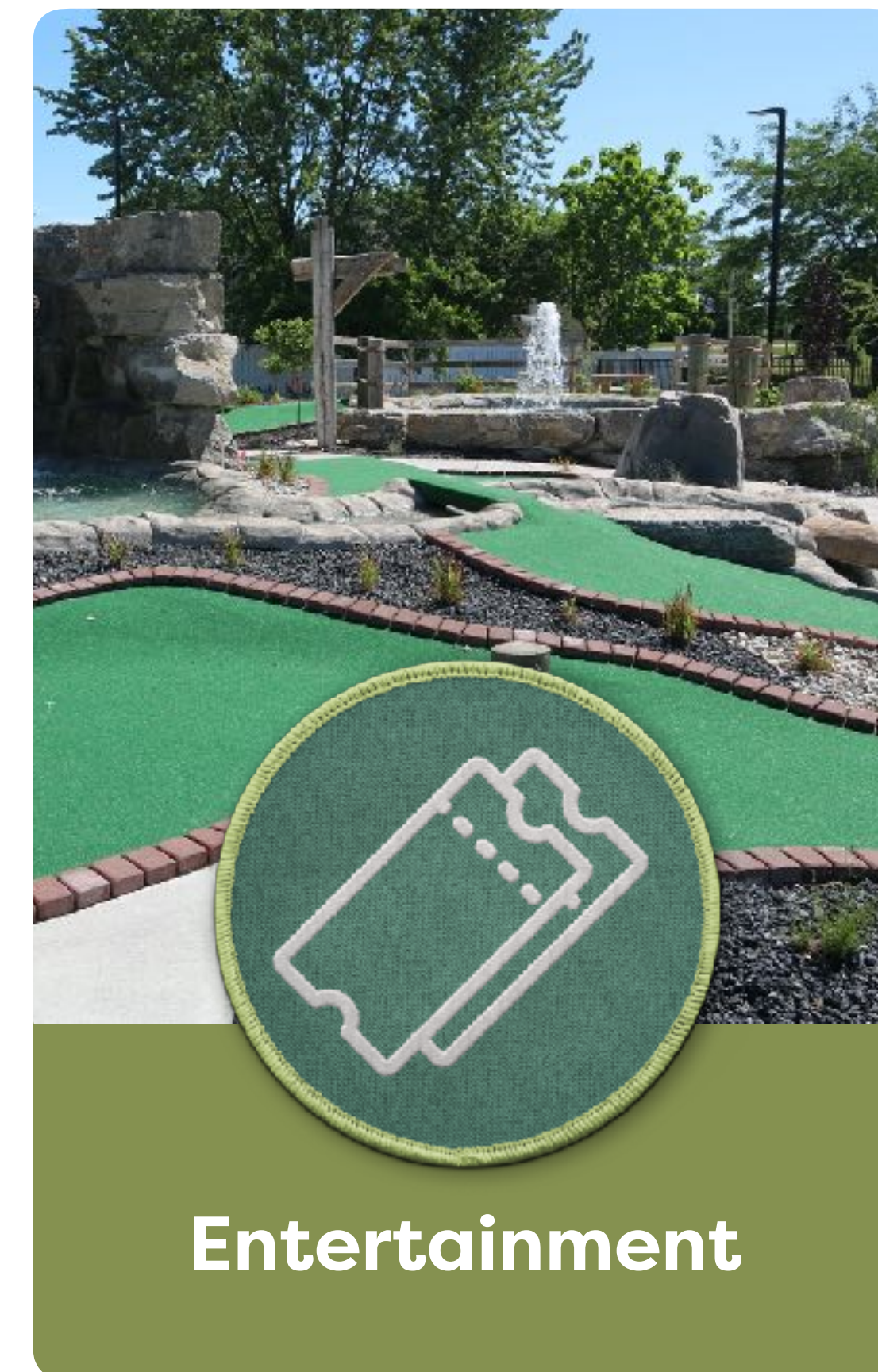
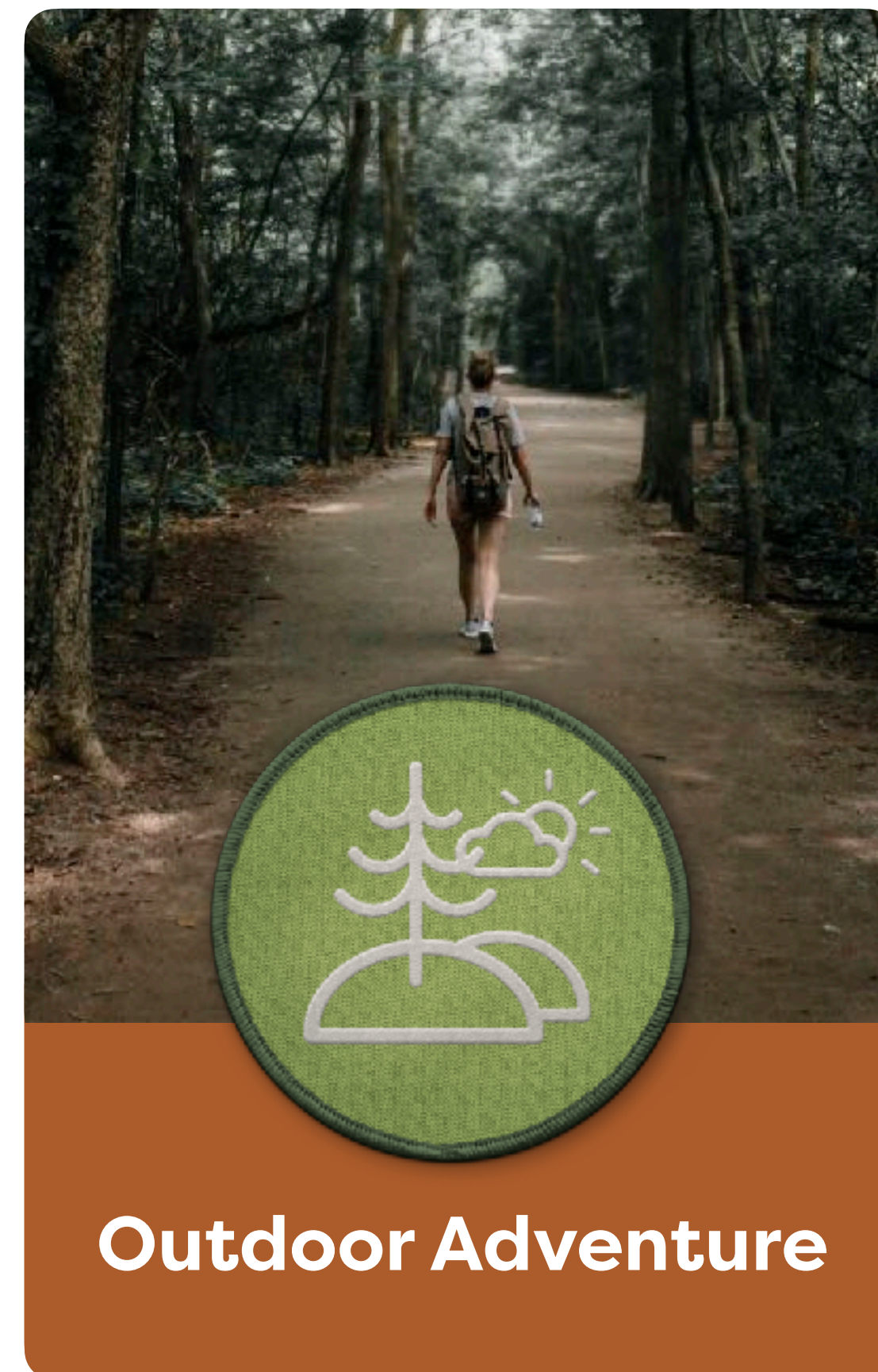
**6th Annual
Best of Windsor Essex Awards**





2021 Destination Development & Marketing Plan





Areas of Focus



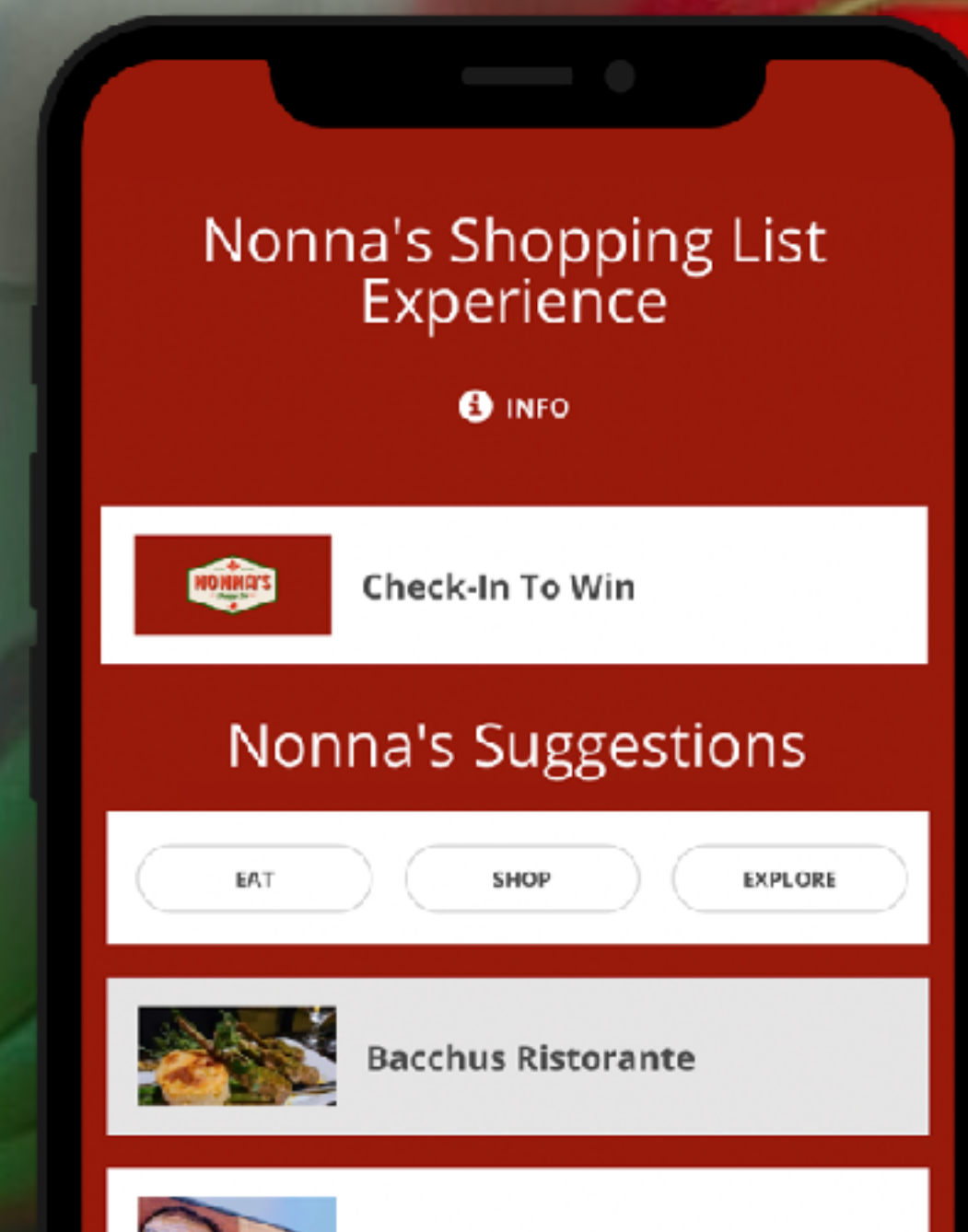
Tourism Windsor Essex Programs



TOURISM
**WINDSOR
ESSEX**
PELEE ISLAND



*Benvenuti in
Via Italia!*





Safe travels

by

WORLD
TRAVEL &
TOURISM
COUNCIL

124 Certified Locations in W.E.
8 Certified Locations in Tecumseh





2021 Fishing & Birding Guides





Summer Of
The Staycation





Windsor Essex
Road Trip



2021 - 2022 Official Visitor Guide



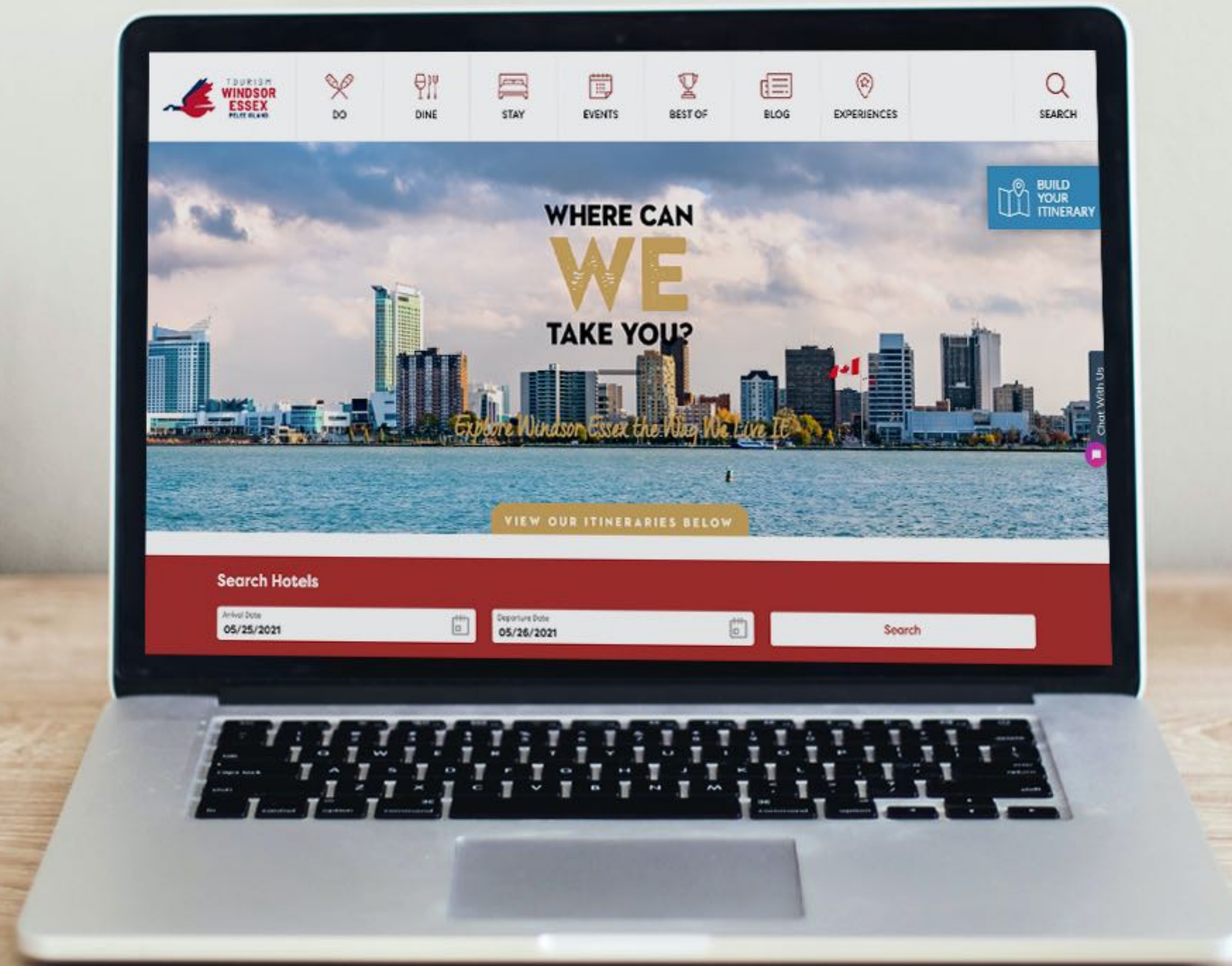


Windsor Road Trip Rewards Hotel Incentive Campaign



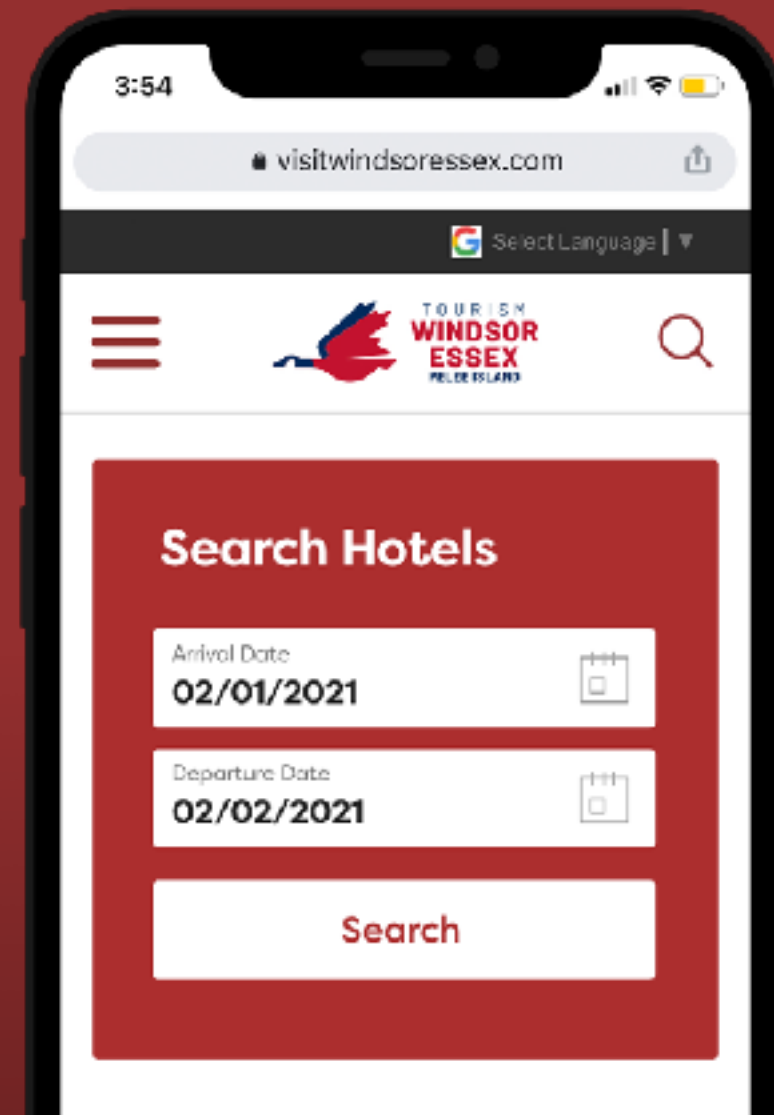


Support
Local Campaigns

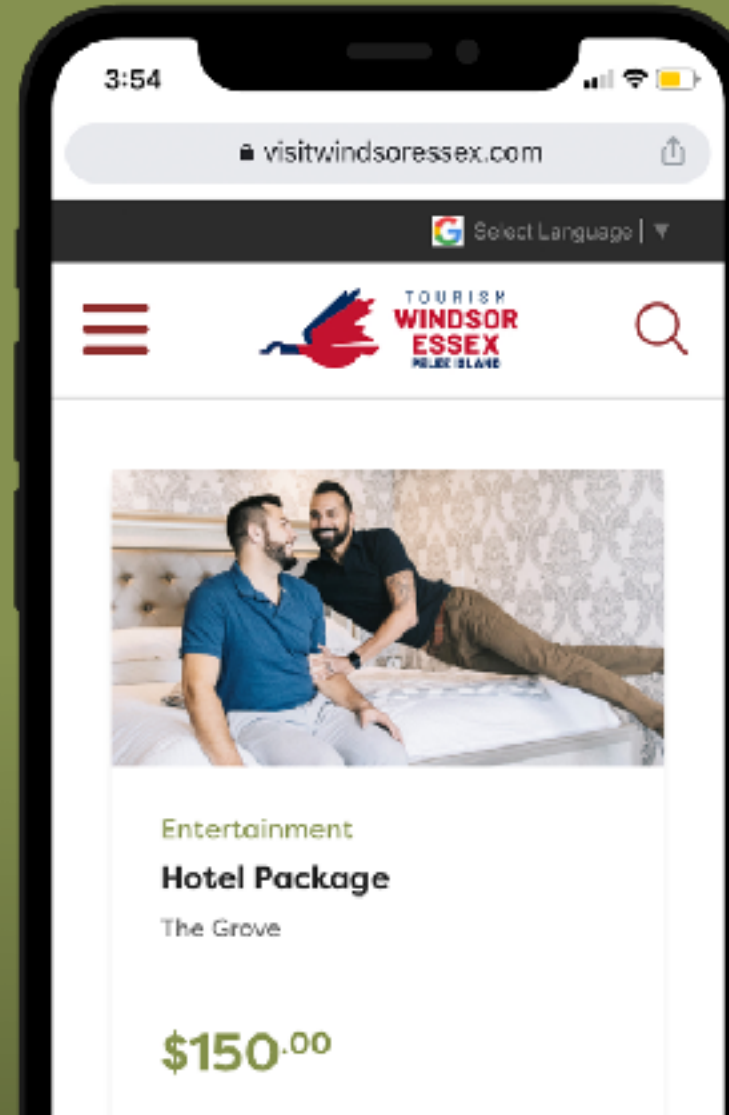


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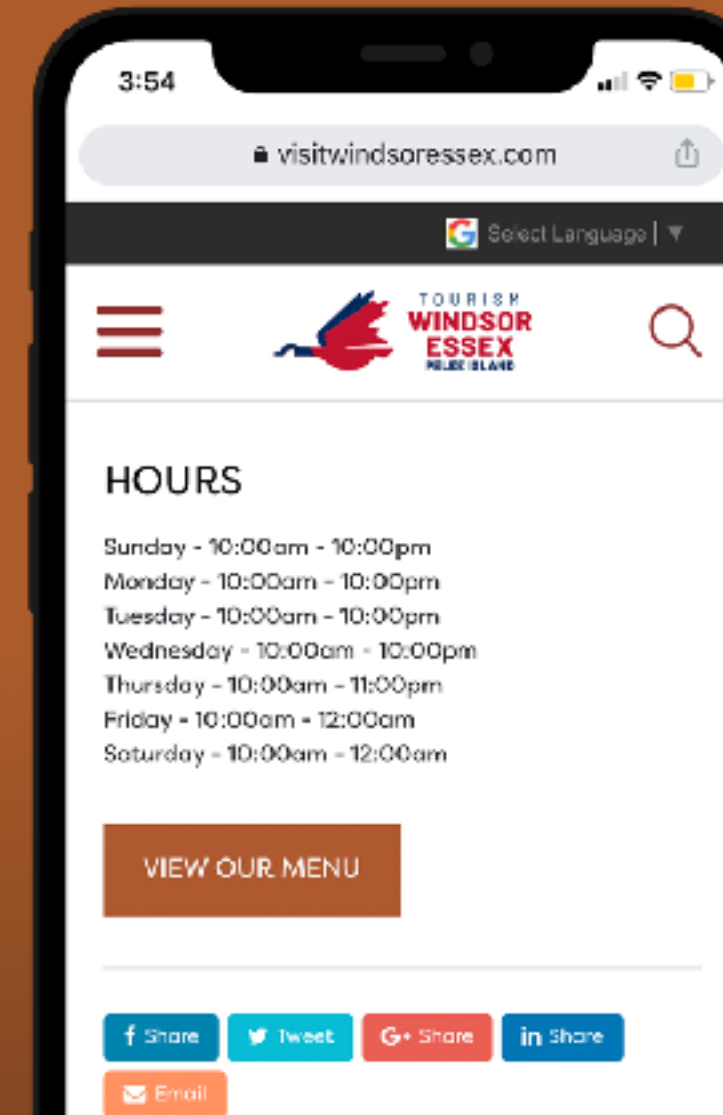




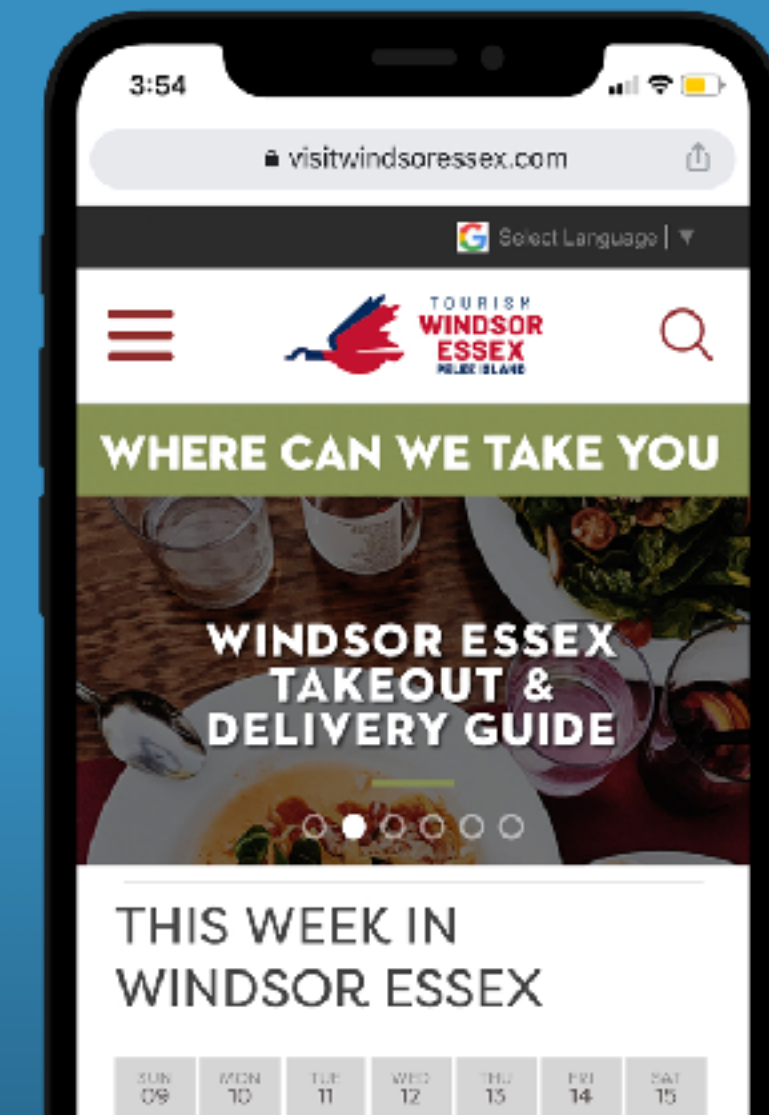
Check In Canada
Integration



Package
Integration



Menus on
Website



Feature Area for
New Content

visitwindsor-essex.com





Our Team



TOURISM
**WINDSOR
ESSEX**
PELEE ISLAND



Windsor
Amherstburg
Essex
Lakeshore
LaSalle
Leamington
Kingsville
Pelee Island
Tecumseh



