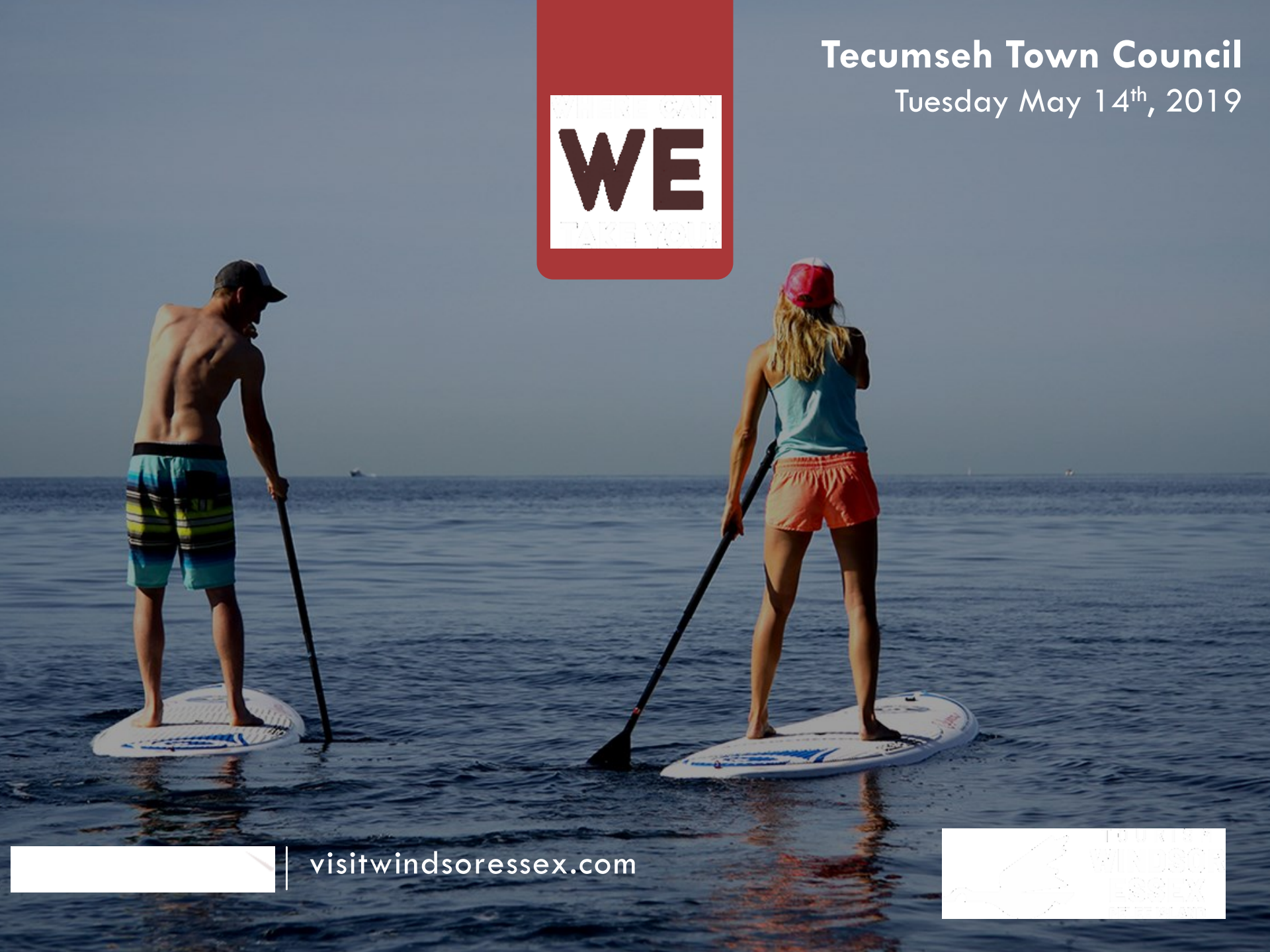
Tecumseh Town Council

Tuesday May 14th, 2019



visitwindsoressex.com

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

We are a tourism industry collaborative committed to enhancing the region's economy and quality of life through:

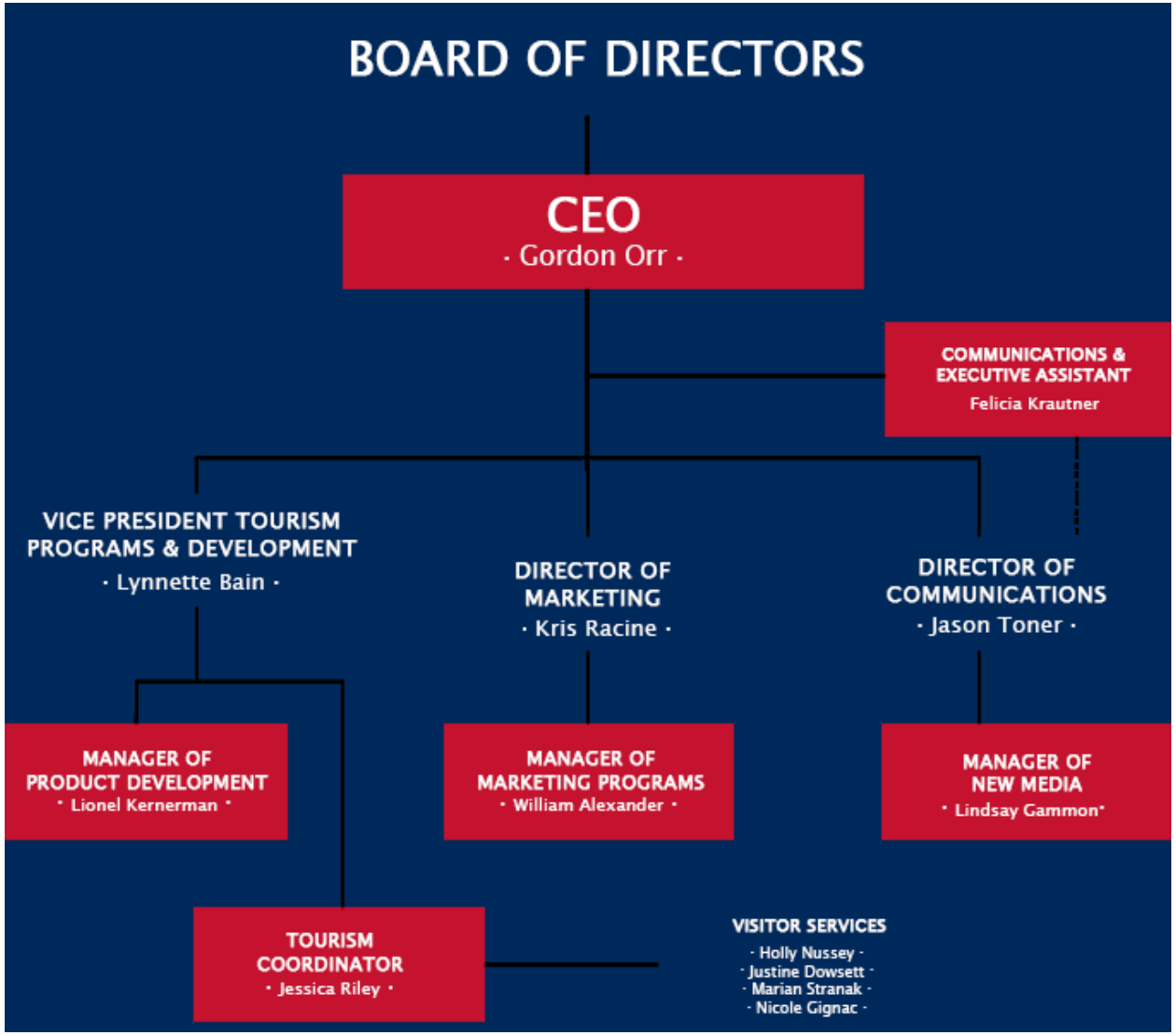
- Supporting industry development and individual operators
- Effectively marketing our destination
- Actively facilitating partner engagement

MISSION

The core functions of Tourism Windsor Essex Pelee Island in building a united tourism industry are:

- Marketing & Communications
- Visitor Services
- Event Attraction
- Product & Program Development

MANDATE



ORGANIZATIONAL CHART

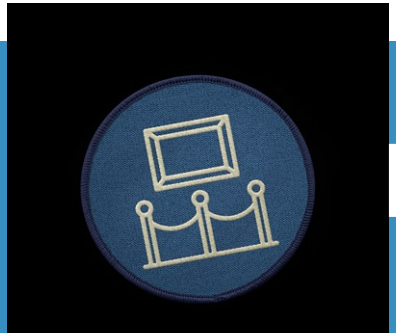
EXECUTIVE

- Mayor Nelson Santos - Chair
- Councilor Irek Kusmierczyk - Vice-Chair
- Danielle Stuebing – ERCA, Director-At-Large
- Gordon Orr - Secretary/Treasurer*

DIRECTORS

- Mayor Drew Dilkens - City of Windsor
- Warden Gary McNamara - County of Essex
- Mayor Ray Durocher - Township of Pelee
- Deputy Mayor Crystal Meloche - Town of LaSalle
- Councilor Jo-Anne Gignac - City of Windsor
- Natalie Lepine - Senior Manager Resort & Hotel Sales, Caesars Windsor
- Tom O'Brien – Partner, Cooper's Hawk Vineyards
- Chris Savard - General Manager, Devonshire Mall

*non-voting member



BOARD OF DIRECTORS

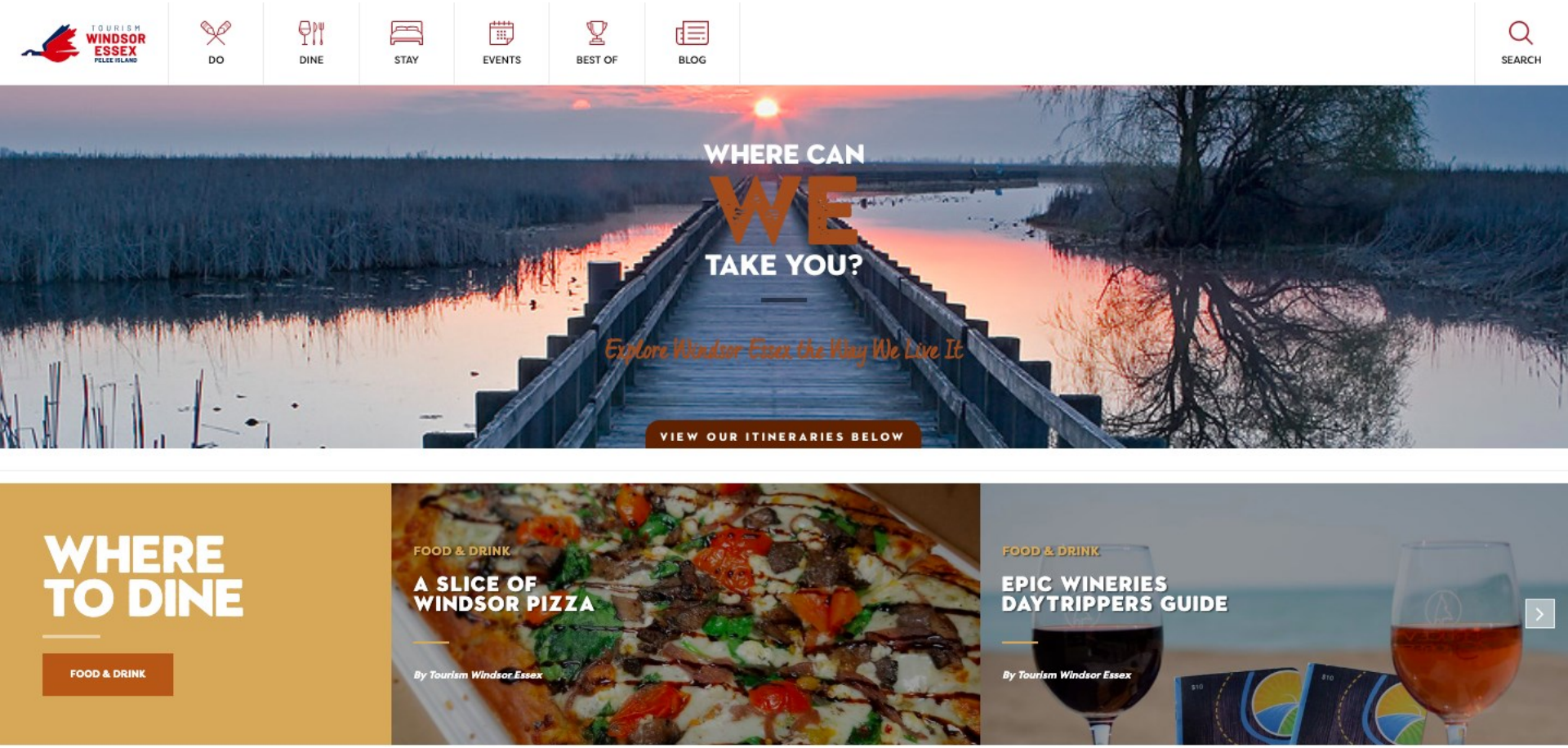
WHERE CAN WE TAKE YOU?

2018 YEAR IN REVIEW

TOURISM
WINDSOR
ESSEX
PELEE ISLAND

NEW MARKETING CAMPAIGN

NEW MARKETING CAMPAIGN



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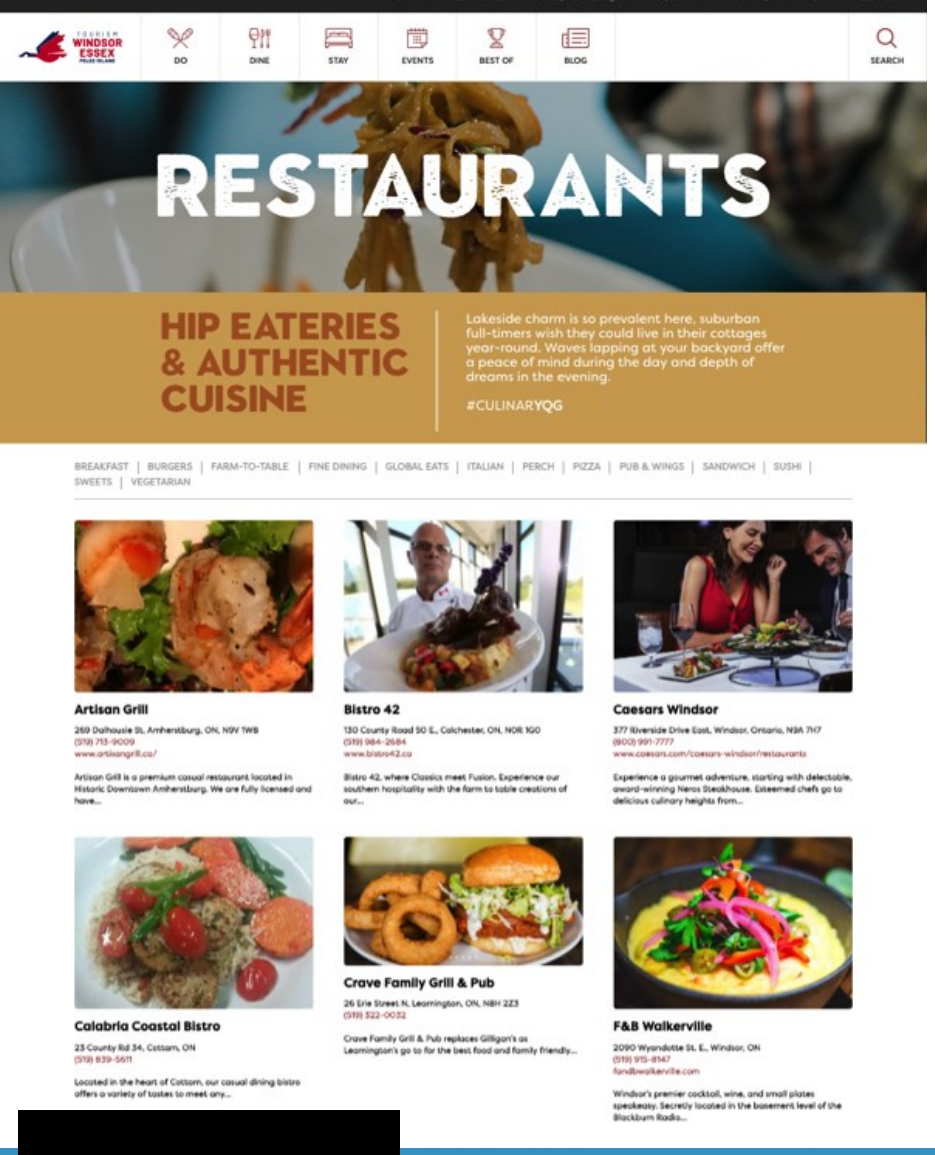

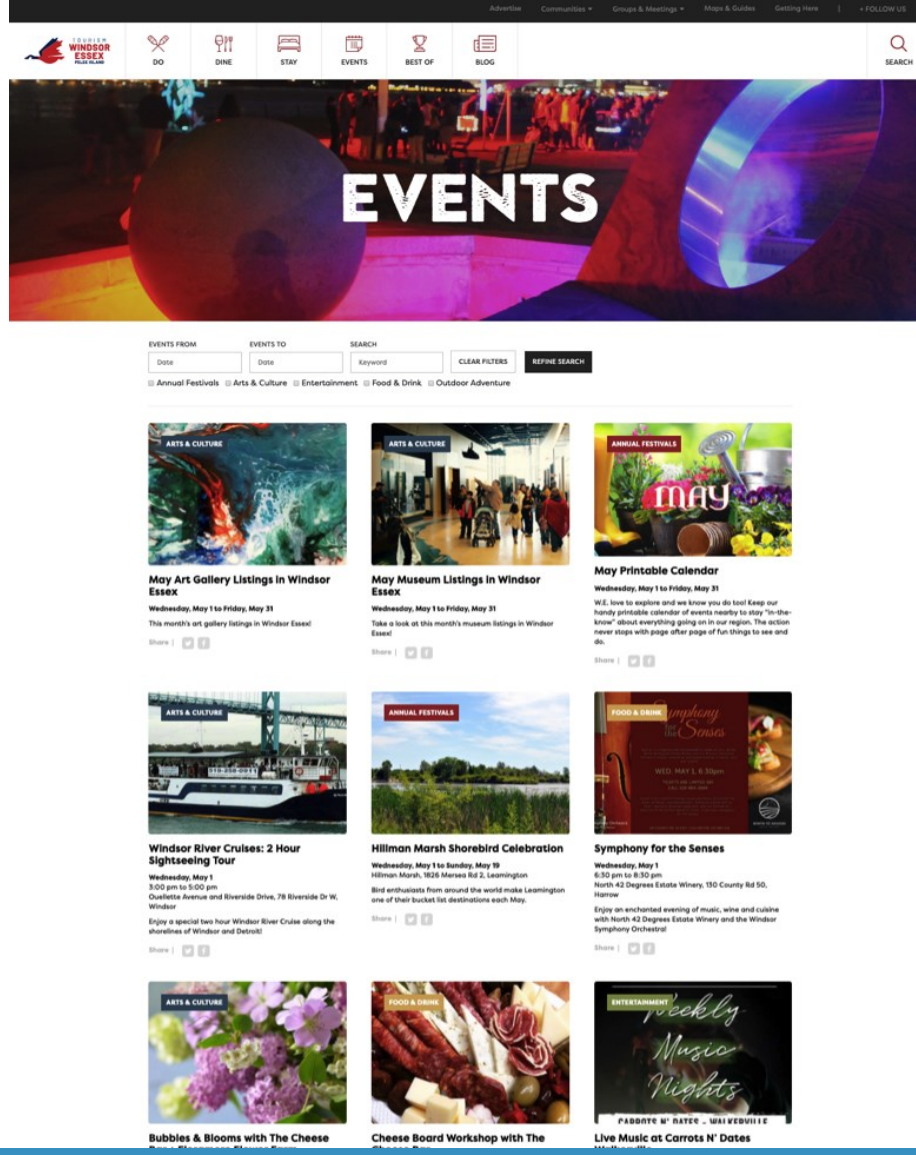

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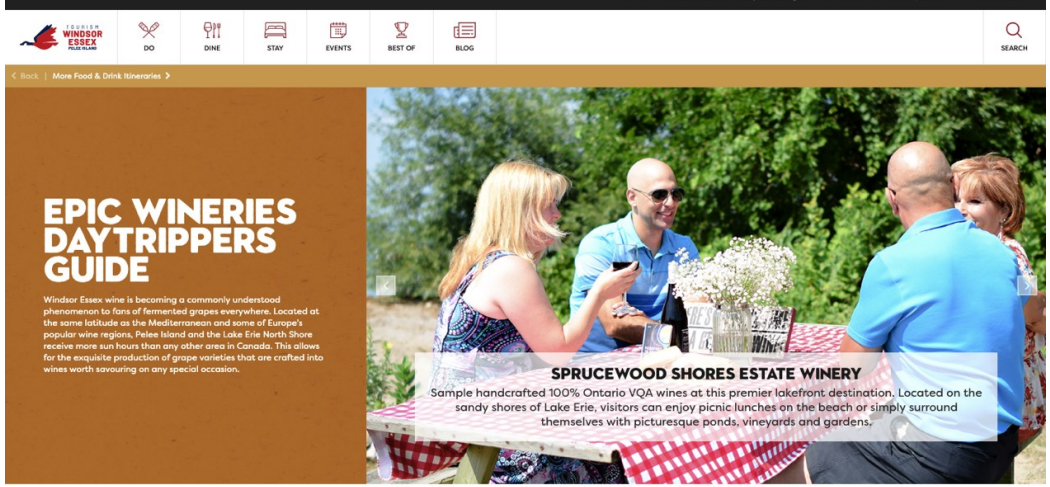

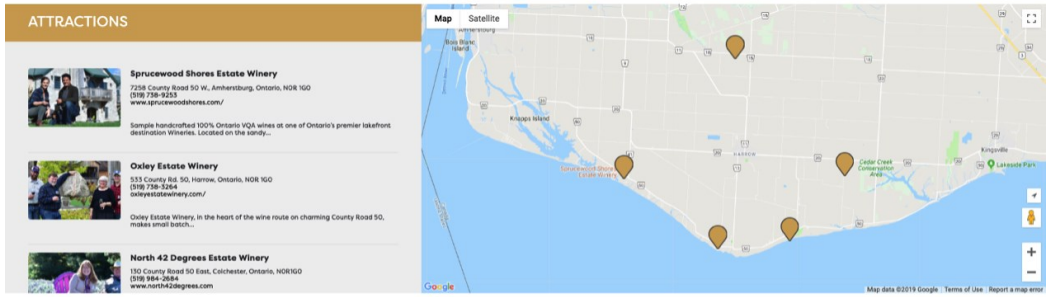

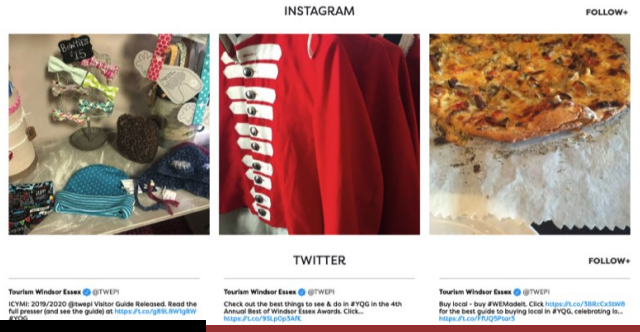

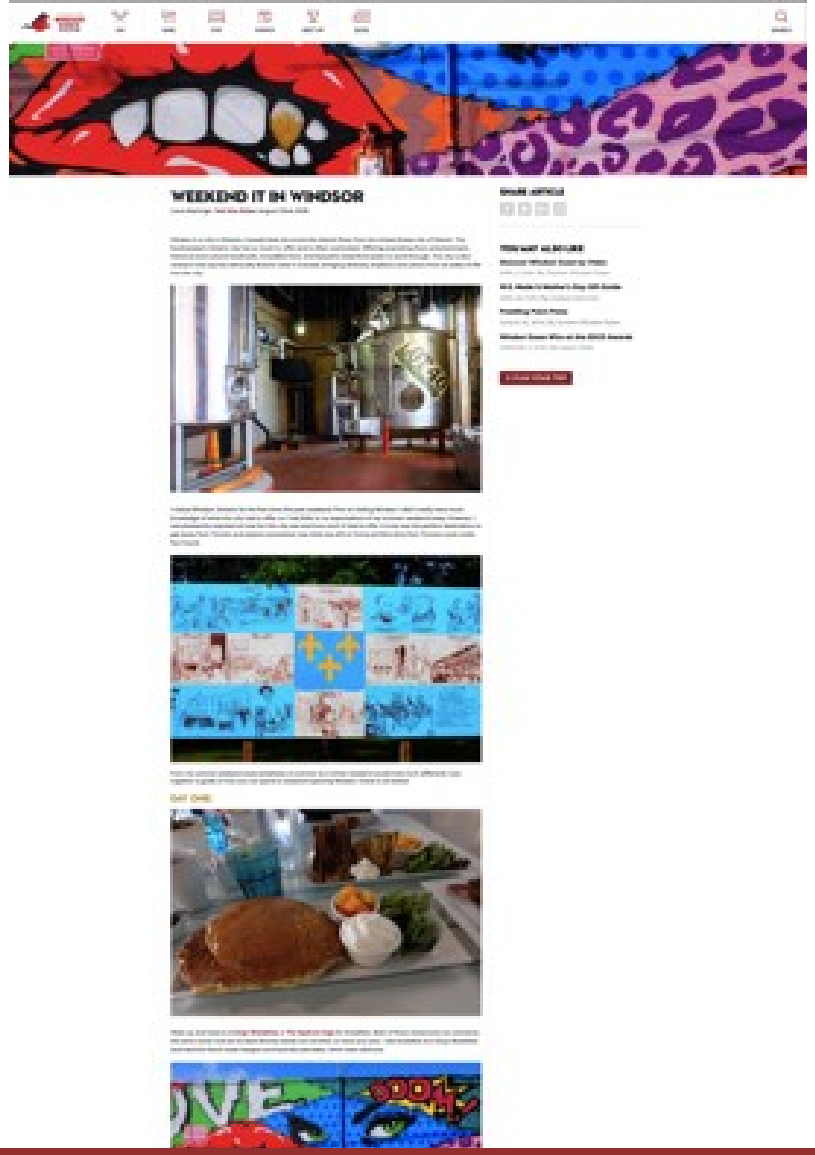

WHERE CAN WE TAKE YOU?

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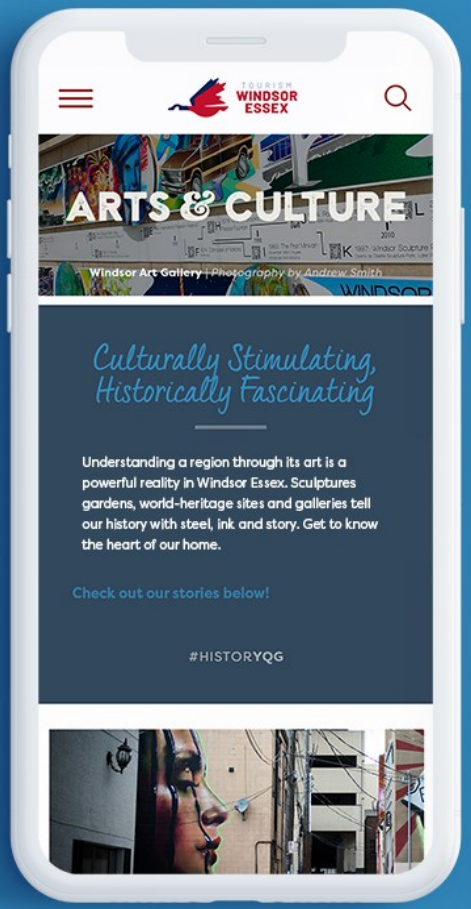
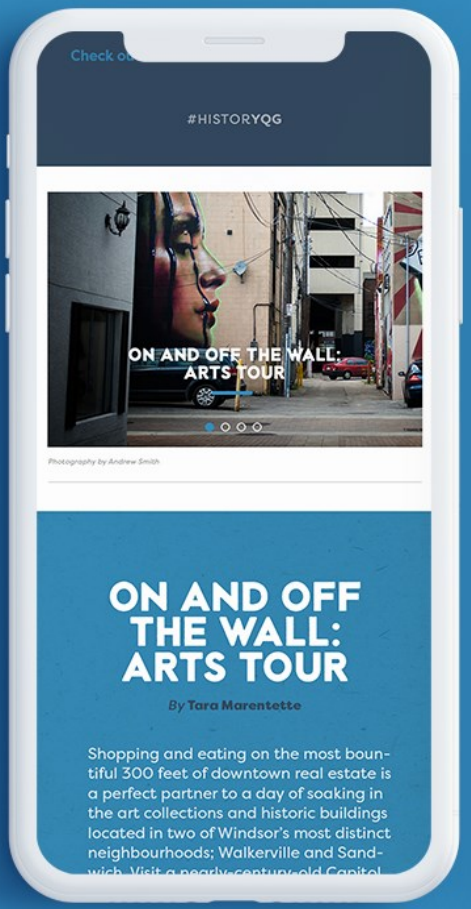
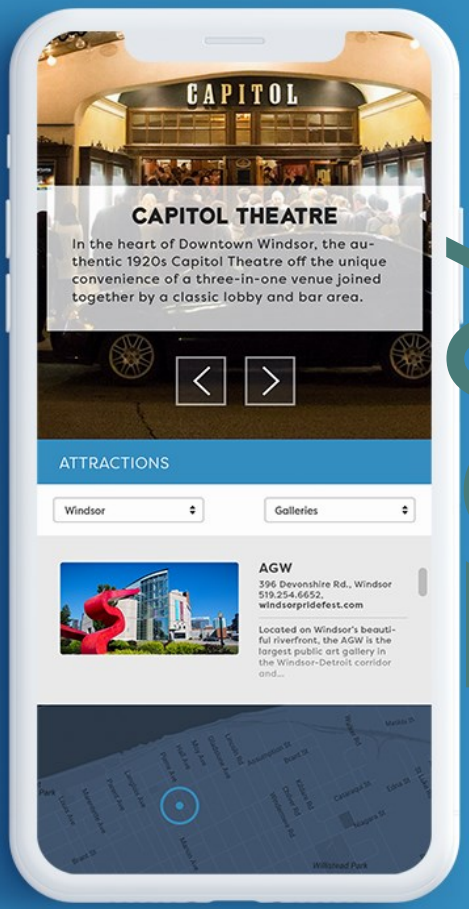






70%

of current site traffic is from mobile platforms

MOBILE WEBSITE

4th annual

BEST OF WINDSOR ESSEX AWARDS

BEST OF WINDSOR ESSEX AWARDS

TOURISM WINDSOR ESSEX

46 awards

42% increase in votes

4th annual

BEST OF WINDSOR ESSEX AWARDS

BARREL TRAIL
Pour & Explore

COFFEE TRAIL
Full of Perks

EPIC WINERIES
EPIC Wine Route

WE HEART LOCAL
Local Tastes Better

TOURISM PROGRAMS

WINDSOR ESSEX
W.E. MADE IT
#YQG
EXPLORE & SHOP THE
MAKERS & ARTISANS
OF WINDSOR ESSEX

W.E. MADE IT

OCCUPANCY RATE 65.66% up 3.50%

AVERAGE DAILY ROOM RATE $125.35 up $7.63

REVENUE PER AVAILABLE ROOM $82.61 up $9.12

KEY PERFORMANCE INDICATORS

HOTELS YEAR OVER YEAR

SOCIAL MEDIA

45,527	27,119	33,877	46,883
ENGAGEMENTS	ENGAGEMENTS	ENGAGEMENTS	VIEWS
15,609	4,392	7,909	
TOTAL FOLLOWERS	TOTAL FOLLOWERS	TOTAL FOLLOWERS	

153k engagements (9.5% over 2017)

WHERE CAN WE TAKE YOU?

Y PERFORMANCE INDICATORS

IGITAL YEAR OVER YEAR

MARKETING DATABASE

Subscribers:	18,142
Opens:	97,850
Clicks:	47,373

STAKEHOLDER DATABASE

Subscribers:	1,453
Opens:	15,730
Clicks:	3,786

113k

Engagements

(26.9% increase over 2017)

KEY PERFORMANCE INDICATORS

DIGITAL YEAR OVER YEAR

WINDSOR
AMHERSTBURG
ESSEX
LAKESHORE
LASALLE
LEAMINGTON
KINGSVILLE
PELEE ISLAND
TECUMSEH

ONE REGION. COUNTLESS STORIES.

PROVINCE OF ONTARIO

$34.1 billion in annual receipts

4.3% of GDP

Ontario

tiao
TOURISM INDUSTRY ASSOCIATION OF ONTARIO

WHERE CAN WE TAKE YOU?

NTARIO BY THE NUMBERS

PROVINCE OF ONTARIO

$34.1 billion in annual receipts

4.3% of GDP

Ontario

tiao
TOURISM INDUSTRY ASSOCIATION OF ONTARIO

WINDSOR & ESSEX COUNTY

THE CITY OF WINDSOR ONTARIO, CANADA

County of Essex

16k employees

$1/2 BILLION economic benefit

WHERE CAN WE TAKE YOU?

#TOURISMMATTERS

What's NEW What's NEXT

2019/2020

DESTINATION DEVELOPMENT & MARKETING PLAN

OUTDOOR ADVENTURE

- Two Wheeled Adventures
- Waterfront

FOOD & DRINK

- Culinary & Wine
- Beverage Discovery Trails

ENTERTAINMENT

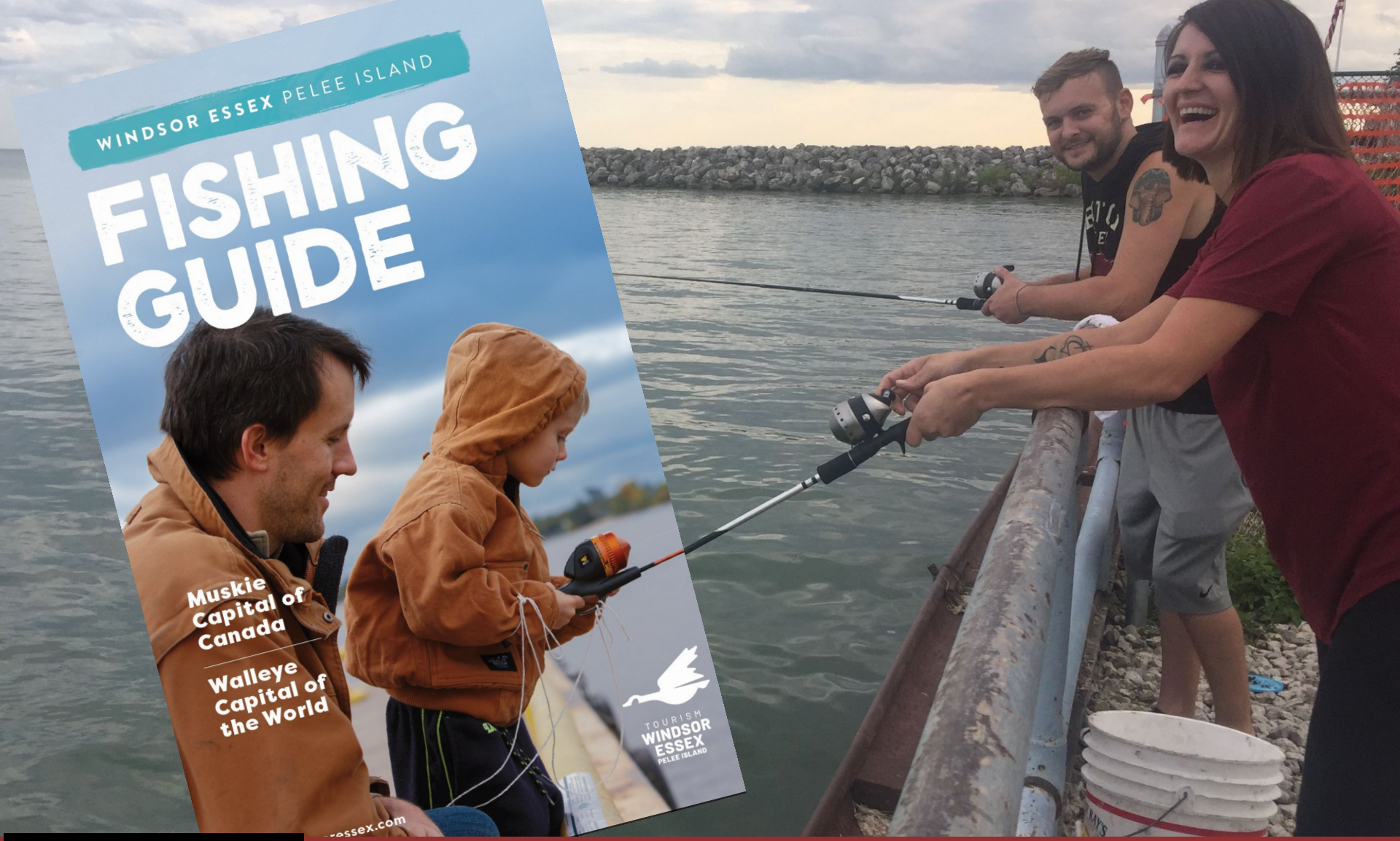
- Gaming
- Events
- Shopping

ARTS & CULTURE

- Cultural Districts
- Arts Initiatives

AREAS OF FOCUS

CYCLE TOURISM MAP



WHERE CAN WE TAKE YOU?

FISHING GUIDE

85k distributed across Ontario and into Ohio & Michigan

2019/2020

OFFICIAL VISITOR GUIDE

TOURISM WINDSOR ESSEX PELEE ISLAND

ANNUAL GENERAL MEETING

THURSDAY JUNE 13TH | 11AM

AT

Canadian Historical Aircraft Association

AGM • LUNCH • EXPLORE & POUR

EARLY BIRD TICKETS: $35

Early Bird ends May 23rd

visitwindsoressex.com

2019

ANNUAL GENERAL MEETING

Program Pop-Ups

- Pelee Island in the City (May 28th) in Ford City
- WE Heart Local (June 6th) in LaSalle
- Ontario Craft Beer Week (June 12th) in Windsor
- Ontario Wine Week (June 21st & 22nd) in Devonsh

Media Events

- Cycle Tourism Map launch
- Barrels Bottles & Brews Flight Log and Video
- 2019 Annual General Meeting
- WE Heart Local Map launch
- Wine Route Map launch

Events

- Chamber of Commerce June Social @ Cooper's Hawk

JUNE IS TOURISM MONTH

OUR TEAM

WHERE CAN WE TAKE YOU?

CWATS CELEBRATIONS

W.E. MADE IT PROGRAM

Tourism Windsor Essex
Published by Sprout Social [?] · August 21, 2018 ·

This weekend join us in Tecumseh for fun, rides, music & more - it's the Tecumseh Corn Festival 2018!

Click http://bit.ly/2OokEHD for more details.

Summer isn't over until it's Corn Festival weekend - delicious corn-on-the-cob farm fresh from Windsor Essex, the biggest small town parade, live entertainment & so much more!

Bring the family for games, ride, mini golf, pony rides and so much more!

And don't forget - load up on all the sweet delicious farm fresh corn!

Tourism Windsor Essex
Published by Jason Toner [?] · June 17, 2016 ·

There is never an excuse to say 'I'm bored' when you live in #WindsorEssex - every weekend is another great festival or event to check out!

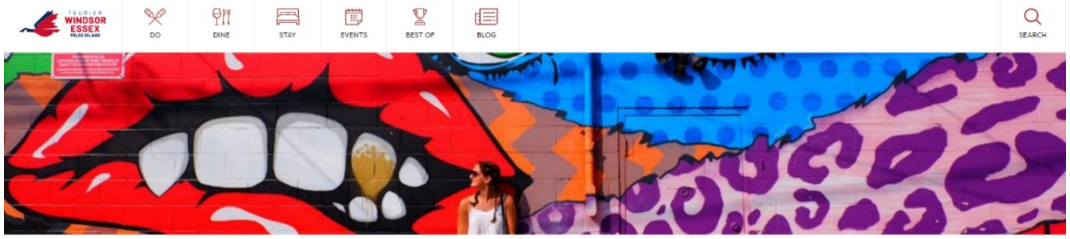
Trying to plan your summer out? Click http://bit.ly/1QfGNAC and check out our festival & event guide to check out what's happening & where. Like this weekend you can experience:

- Carrousel of the Nations all across Windsor
- Leamington Fair
- Amherstburg Garden Stroll
- Taste of Tecumseh
- Windsor Summer Fest...and so much more!

Tourism Windsor Essex
@TWEPI

It's Tecumseh Cornfest weekend - join us today for the last day! Join us for fun for all ages - games, rides, live music & more. And delicious corn-on-the-cob. Click bit.ly/2OokEHD for more details #YQG

EVENT SUPPORT, PROMOTION & VISITOR SERVICES

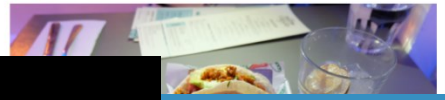


WEEKEND IT IN WINDSOR

Laura Marinigh, **Twirl the Globe** | August 22nd, 2018

After you've picked yourself up a pizza and indulged in it, head to **Urban Surf** for the rest of your day/evening. Urban Surf is located in Tecumseh, Ontario, about 20 minutes from Windsor's city centre, and offers stand-up paddleboarding, kayak rentals and classes. This is a great way to explore Lake St. Clair by the water. My friend and I did the Sunset Paddle that takes place every night in the summer at 7:30pm for only $25 CAD. Unfortunately there wasn't much of a sunset the night we went but it was still beautiful to get out on the water.

Urban Surf owners also just recently launched their own AirBnb in their sailboat that's docked on the grounds. For $150 CAD a night you can stay on board the sailboat for the night and also get two free rentals, plus two free smoothies from their smoothie shack. I'm always down for unique experiences, especially when it comes to where you're staying, and this was definitely a cool one. The boat also has its own little deck with Muskoka chairs, a bonfire pit and an outdoor shower!



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New Tourism Windsor Essex Pelee Island Brand & Campaign Announced
APRIL 18, 2018 | By Jason Toner

An Unplugged Getaway
APRIL 2, 2018 | By Tourism Windsor Essex

Surprising Leamington
JULY 15, 2018 | By Jim Byers

Ultimate Guide to Windsor Essex
FEBRUARY 27, 2019 | By Lindsay Gammon

PLAN YOUR TRIP

twirltheglobe • Follow

twirltheglobe The weather is freezing today and I am not okay with it so I'm posting this picture of much better and warmer times in #Windsor this summer at @urbansurfco
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.
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#BBCtravel #Wanderlust #GoTravelGirls #DameTraveler #Blogger #SidewalkerDaily #GirlVsGlobe #NatGeoTravelPic #LiveTravelChannel #GuardianTravelSnaps #GirlsLoveTravel #TravelBlogging #TwirlTheGlobe #TravelHolic #InspireToWander #TLpics #PassionPassport #ForbesTravelGuide

Liked by urbansurfco and 93 others

OCTOBER 16, 2018

Add a comment... Post

TRAVEL WRITERS & SOCIAL MEDIA INFLUENCERS

WHERE CAN WE TAKE YOU?