

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

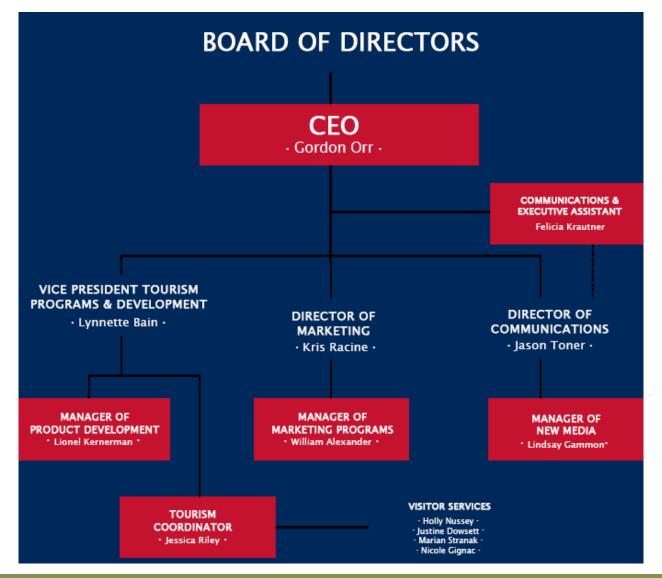


# The core functions of Tourism Windsor Essex Pelee Island in building a united tourism industry are:

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



# MANDATE





#### **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





#### ON THE HORIZON



2019 Canadian Society of Association Executives Summor Summit July 10-12, 2019



Kingsville Highland Galles



PGA Tour Canada-Mackenzie Tour Windsor Championship July 1-7, 2019





tomational Ozono August 30 - September 3, 2021



Can-Am Police & Fire Games July 25-31, 2022

#### **DESTINATION DEVELOPMENT**





. Launched W.E. Made It. an online resource highlighting handcrafted artisanal Windsor Essex-made goods







Lounched the Ontario Tourism Innovation Lab, a program focused on finding, fostering and supporting new tourism experiences, product ideas, and collaborative partnerships within Windsor Essax

Winners , from left, Amy Salsa - Crafted on the Riverfront, Michael Bifanio - Recisim Artistry Jen Desjardins-Grandin - GL Hertiage Snewing Company



### W.E. HEART LOCAL

Agriculture (ECFA) and Libro Credit Union, TWEP! hosted 2 Makers Classes in our W.E. Heart Local series this summer featuring hands on experiences with local chefs, producers, growers and butchers to learn why it's so much better to support local





#### Bioggers/Writers

- 19 in total visited our region
- · 199 of our stakeholders were visited and promoted as a result.

#### **OUR VISION**

Windsor Essex Pelee Island will be a top of mind regional tourism destination in







 Hosted two large provincial conferences 2018 Tourism Industry Association of Ontario Summit and the Ontario Motor Coach Association Marketplace

Municipality of Learnington. hosted the 2018 Southwest Ontario Tourism Corporation Conforonce



Hosted our 5th Annual

municipalities

Staycation Expo at Devenshire Mali including tastings Approximately 20 partners from across

the region participated

In partnership with County Wide Active Transportation System (CWATS), participated in all municipalities/towns promoting active living

· Attended and participated in at least

one festival in each of our towns/



IANDATE

nctions in building a united tourism industry are:

eeting and Communications

- Product and Program Development



2018 YEAR IN REVIEW

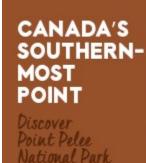






NEW MARKETING CAMPAIGN













Discover Our Craft Breweries & Distilleries!



# DISCOVER OUR DOWNTOWN TRAILS

Explore Windsors Waterfront



TASTE WINDSOR STYLE PIZZA Shredded Pepperoni is a Must







NEW MARKETING CAMPAIGN































visitwindsoressex.com























#### **HIP EATERIES & AUTHENTIC** CUISINE

BREAKFAST | BURGERS | FARM-TO-TABLE | FINE DINING | GLOBALEATS | ITALIAN | PERCH | PIZZA | PUB & WINGS | SANDWICH | SUSHI | SWEETS | VEGETARIAN



#### Artisan Grill

269 Dalhousie St. Amherstburg, ON, NSV TWB (519) 715-9009

Historic Downtown Amherstburg. We are fully licensed and



Calabria Coastal Bistro

25 County Rd 34, Cottom, ON

Located in the heart of Cottom, our casual dining bistro



#### Bistro 42

150 County Road 50 E., Colchester, ON, NOR 1GO (519) 984-2684

Bistro 42, where Classics meet Fusion. Experience our southern hospitality with the farm to table creations of



377 Riverside Drive East, Windsor, Ontario, NSA 7H7

award-winning Neros Steakhouse. Esteemed chefs go to delicious culinary heights from...



Crave Family Grill & Pub

26 Erie Street, N. Learnington, ON, NBH 2Z3

Crave Family Grill & Pub replaces Gilligon's as Learnington's go to for the best food and family friendly...



F&B Walkerville

2090 Wyondotte St. E., Windsor, ON fandtwalker/ille.com

Windsor's premier cacktoil, wine, and small plates speakeasy. Secretly located in the basement level of the





























INTS FROM	EVENTS TO	SEARCH		
Date	Date	Keyword	CLEAR FILTERS	REFINE SEARCH



May Art Gallery Listings in Windson

Wednesday, May 1 to Friday, May 31 This month's art gallery listings in Windsor Essex

Shore | [2] [3]



May Museum Listings in Windso

Wednesday, May 1 to Friday, May 31 Take a look at this month's museum listings in Winds

there | 🔯 🗓



May Printable Calenda

Wednesday, May 1 to Friday, May 31

W.E. love to explore and we know you do tool Keep our andy printable calendar of events nearby to stay "in-the know" about everything going on in our region. The action never stops with page after page of fun things to see and

Shore | 🖸 🗓



#### Windsor River Cruises: 2 Hour Sightseeing Tour

**Bubbles & Blooms with The Cheese** 

there! [2]



Hillman Marsh Shorebird Celebration

Wednesday, May 1 to Sunday, May 19 Hillman Marsh, 1826 Mersea Rd 2, Learningto Bird enthusiasts from around the world make Leamington one of their bucket list destinations each May

Share | 🖂 🗒



Symphony for the Senses

North 42 Degrees Estate Winery, 130 County Rd 50,

Enjoy an enchanted evening of music, wine and cuisine with North 42 Degrees Estate Winery and the Windsor

Share | 🖺 🖺



Cheese Board Workshop with The



Live Music at Carrots N' Dates



visitwindsoressex.com



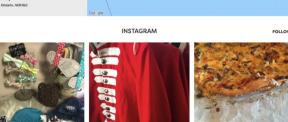


# EPIC WINERIES DAYTRIPPERS GUIDE

Window Essex wine is becoming a commonly understood phenomenon to from of fermented grapes everywhere. Located at the same latitude as the Mediterranean and some of Europe's popular wine regions, Pelee Island and the Lake Erie North Shore receive more sun hours than any other area in Canada. This allows for the exquisite production of grape varieties that are crafted into







TWITTER POLICIONTourlam Window Eases @ 671/07

Tourlam Windo



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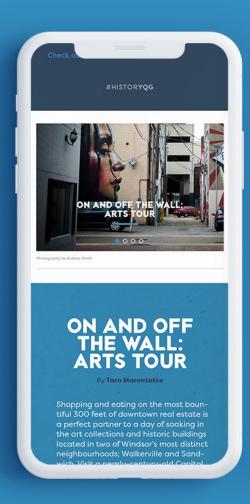




visit windsoressex.com









of current site traffic is from mobile platforms



# MOBILE WEBSITE





4<sup>th</sup> annual

BEST OF WINDSOR ESSEX AWARDS



46 awards

42% increase in votes





## **BARREL TRAIL**

Pour & Explore



# **COFFEE TRAIL**

Full of Perks



EPIC Wine Route

## **WE HEART LOCAL**

Local Tastes Better





TOURISM PROGRAMS







W.E. MADE IT

WINDSON ESSEX ESSEX **RATE** 

65.66 % Qp 3.50%

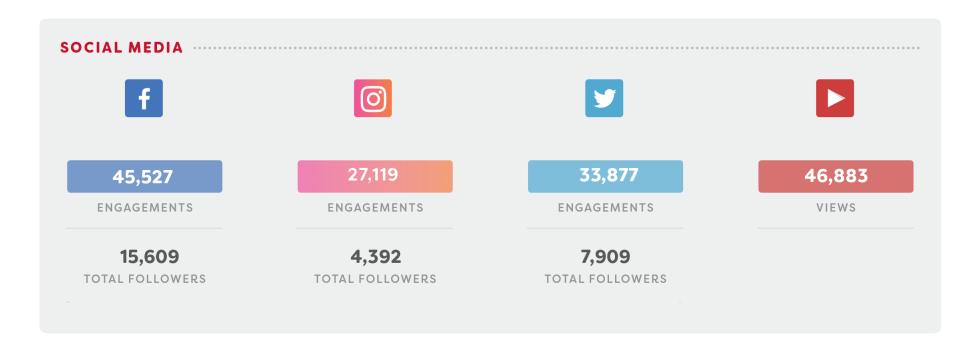
AVERAGE DAILY ROOM RATE \$1 25.35 up \$7.63

REVENUE PER AVAILABLE ROOM \$82.61 up \$9.12



KEY PERFORMANCE INDICATORS

HOTELS YEAR OVER YEAR



# 153 (engagements (9.5% over 2017)



Y PERFORMANCE INDICATORS

IGITAL YEAR OVER YEAR



113k Engagements

 Subscribers:
 1,453

 Opens:
 15,730

STAKEHOLDER DATABASE

(26.9% increase over 2017)

Clicks: 3,786



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







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\$34.1 billion in annual receipts 4.3% of GDP





#### WINDSOR & ESSEX COUNTY





County of ESSEX 16K employees

\$1/2 BILLION economic benefit



**#TOURISMMATTERS** 



# Whate NEW What's NEXT





DESTINATION DEVELOPMENT & MARKETING PLAN

# Two Wheeled Adventures Waterfront









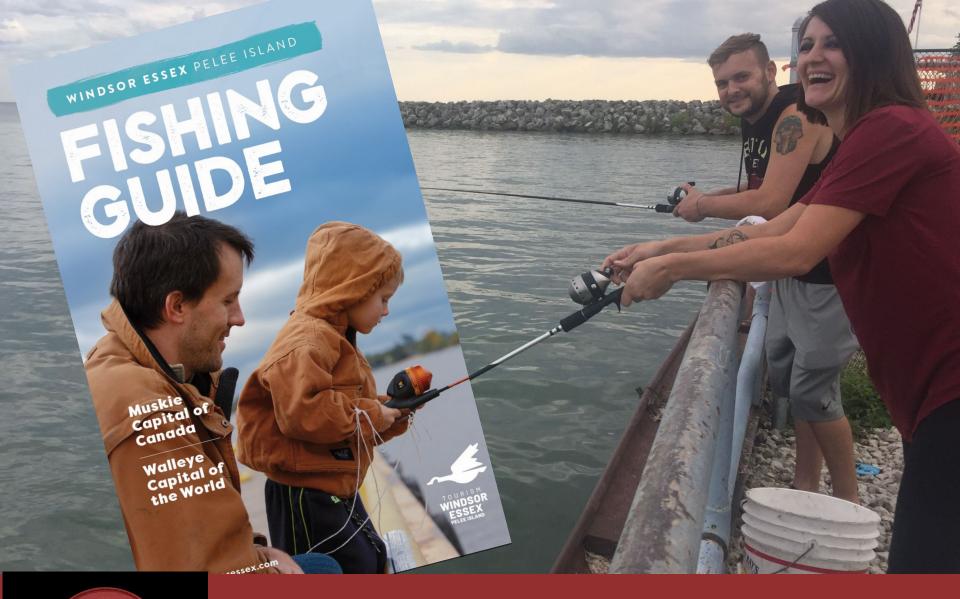
AREAS OF FOCUS





CYCLE TOURISM MAP







FISHING GUIDE



# 85k distributed across Ontario and into Ohio & Michigan





2019/2020

OFFICIAL VISITOR GUIDE





# ANNUAL GENERAL METING

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 6<sup>th</sup>) in LaSalle
- Ontario Craft Beer Week (June 12<sup>th</sup>) in Windsor







**OUR TEAM** 







CWATS CELEBRATIONS







W.E. MADE IT PROGRAM





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!



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

Tourism Windsor Essex





Published by Sprout Social [?] - August 21, 2018 - 3

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-thecob 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!



# EVENT SUPPORT, PROMOTION & VISITOR SERVICES







#### **WEEKEND IT IN WINDSOR**



After you've picked yourself up a pizza and indulged in it, head to Urban Surf for the rest of your day/evening. Urban After you've picked yourset up a pizza and indusped in it, head to **United Nutri** for the rest of your day/evening. United Soff lis located in Fourmells, Charolin, debut 20 minuses from Window's kity central, one off effers stand-up paddeboording, koyds, rentals and classes. This is a great way to explore Lole St. Clair by the water. My friend and if did the Sunset Paddiel that takes place every night in the summer or 7.30pm for only \$25 CAD. Unfortunately there want much class of a sunset the night we went but it was still beoutful to get out on the water.



\$150 CAD a night you can stay on board the sallboat 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 bonfin

#### SHARE ARTICLE

#### YOU MAY ALSO LIKE

New Tourism Windsor Essex Pelee Island

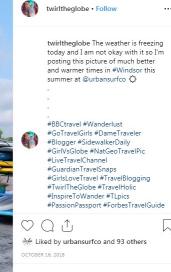
An Unplugged Getaway

Surprising Learnington

Ultimate Guide to Windsor Essex

PLAN YOUR TRIP





Add a comment...









