



WHERE CAN
WE
TAKE YOU?

Town of Essex Council
Monday June 21st, 2021



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

Our Mission

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

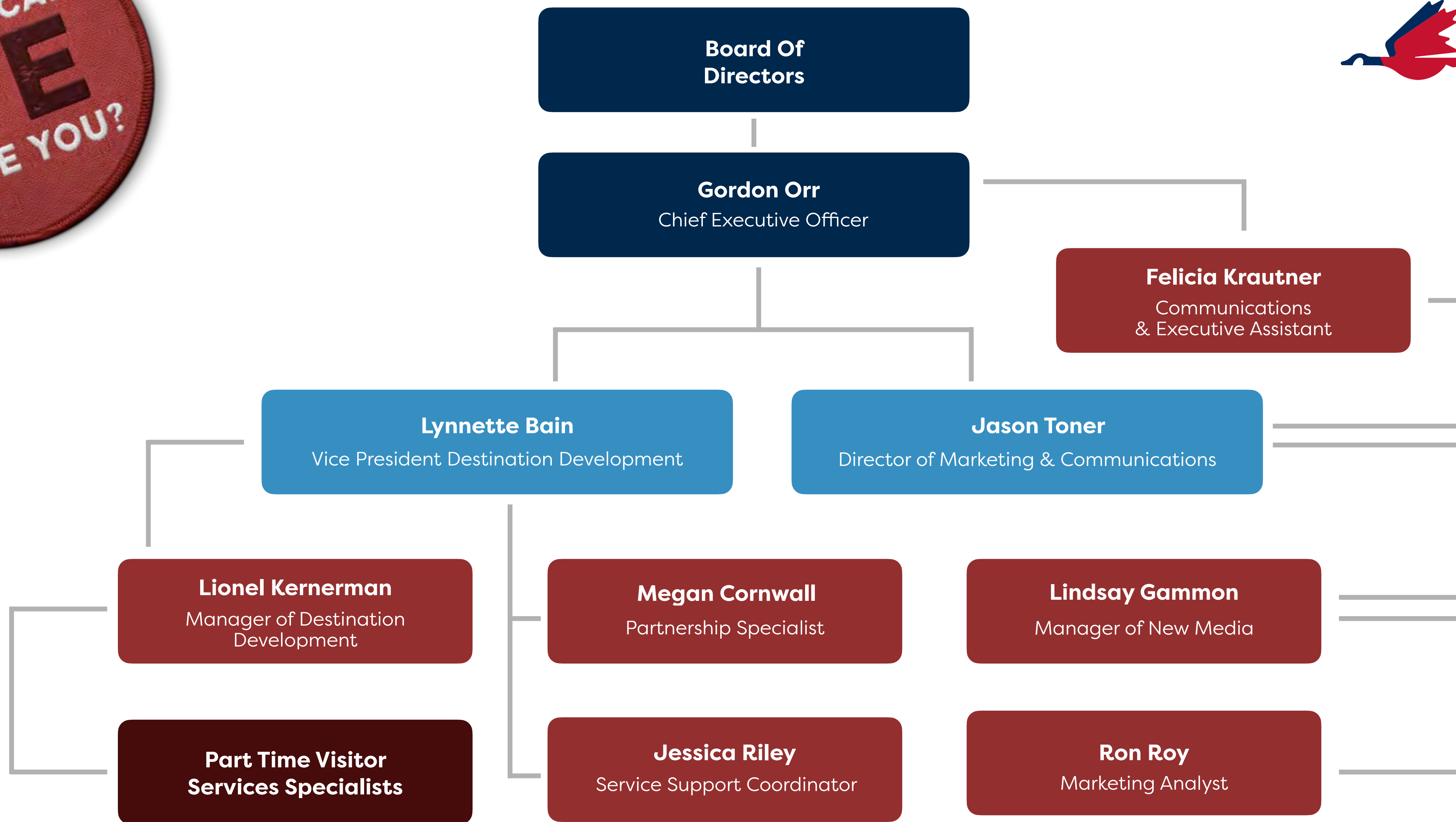
- Supporting industry development and individual operators
- Actively facilitating partner engagement
- Effectively marketing our destination





Destination Marketing Accreditation Program





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



2020. Restart. Reconnect. These are the words that, prior to the 2020 COVID-19 pandemic, would not have been associated in such a meaningful way with tourism and hospitality industry. Yet, we have redoubled as 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 - sustained through a loss in both revenue and expenditures.

In times of dedicated and resilient efforts, it was to increase partnership and engagement and to work within a walled city. Tourism Windsor Essex engaged with hundreds of businesses through their Tourism Industry Committee, Tourism Task Force, Regional Tourism Association, Economic Development Working Group, and the Chamber of Commerce.

Through this pandemic, we have worked for our community, EPIC Wine Country, and the local and regional tourism industry.

The forefront of our industry has been critical in the time of community support and sales efforts, which helped to the tourism industry's recovery.

Empathy, pride, resiliency. These are the 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, Whisky Delivery Guide, Brewery Delivery Guide, and Shop/Visit to support local retail partners.

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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



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

Councillor Jeeven Gill
City of Windsor

Chris Savard
General Manager, Devonshire Mall

Tom O'Brien
Owner, Cooper's Hawk Vineyard

Natalie Lepine
Director of Resort & Hotel Sales, Coopers 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





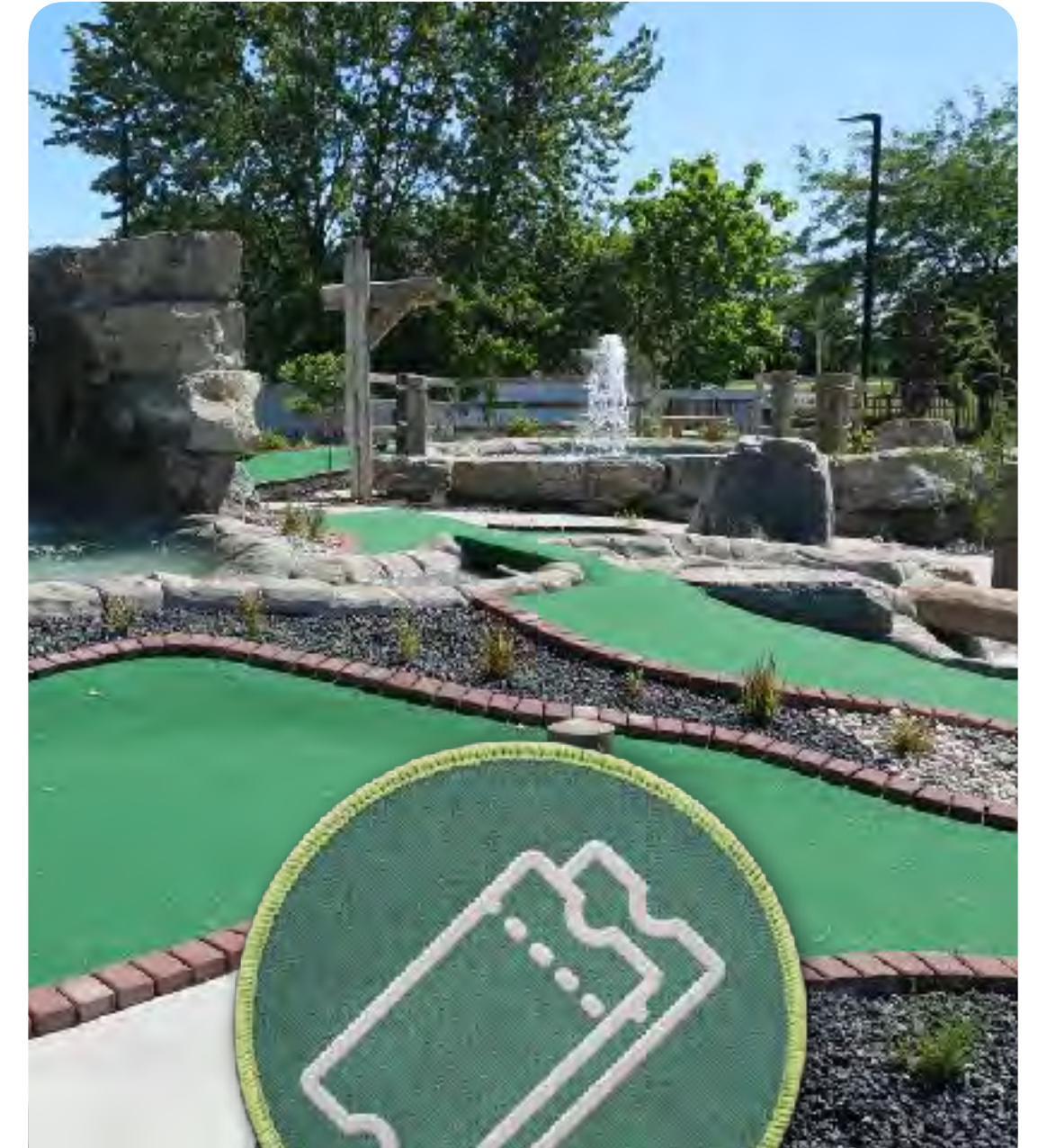
Food & Drink



Arts & Culture



Outdoor Adventure



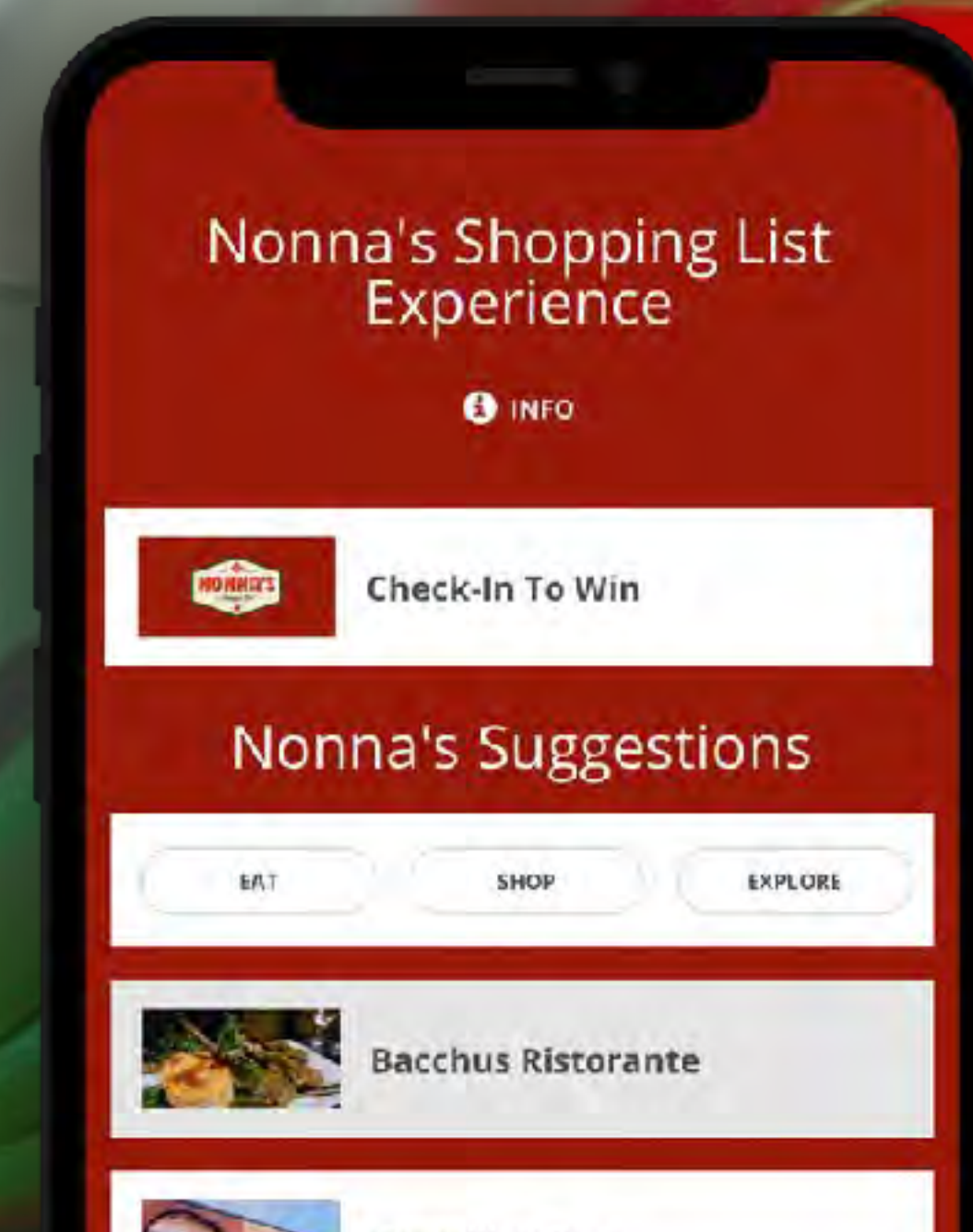
Entertainment

Areas of Focus



Tourism Windsor Essex Programs







**Safe
travels**

by

WORLD
TRAVEL &
TOURISM
COUNCIL

**124 Certified Locations in W.E.
21 Certified Locations in Essex**



TOURISM
**WINDSOR
ESSEX**
PELEE ISLAND



2021 Fishing & Birding Guides



TOURISM
**WINDSOR
ESSEX**
PELEE ISLAND



Summer Of
The Staycation





**Windsor Essex
Road Trip**



2021 - 2022 Official Visitor Guide



On the water

Known as the "100 Mile Peninsula", our region is blessed with abundant coastal beauty and scenic waterways. To truly discover Lake St. Clair and Lake Erie, try kayaking, paddleboarding or kayaking. Make waves over to Urban Surf Co., where they'll set you up with a stand-up paddleboard, canoe or kayak, and paddling gear. After your aquatic adventure, quench your thirst at the shoreside smoothie bar. For a day at the beach, our region offers plenty of ways to catch rays and make a splash. Located on the north shore of Lake Erie, Colchester Beach is one of Essex's cleanest and most attractive beaches. As Colchester Harbour, the beach is adjacent to a playground and splash pad. An outdoor shower, new washroom facilities



net are cloudy. On Windsor's River Beach is where Lake St. Clair meets the Detroit River. This clean and scenic spot is popular with residents and visitors alike. The area offers a shaded grassy area, a concession stand, and a playground. Not far from here, the park is a great spot for walking trails. You can also have or charter a boat for the day. Known as the "100 Mile Peninsula", the park is a great spot for walking trails. You can also have or charter a boat for the day. Known as the "100 Mile Peninsula", the park is a great spot for walking trails. You can also have or charter a boat for the day.



Take to the Water

Urban Surf Co.
Discover Lake St. Clair by paddle board, canoe or kayak. Refuel by the smoothie bar after your adventure.

River Canoe Co.
Offers canoe, kayak or stand-up paddle board (SUP) rentals as well as multi-person rowing adventures, including team and corporate events.

Pelee Windy Water Store
This store is a water lover's dream. Just minutes from Pelee Island National Park, Pelee Windy Water Store is a must-visit for anyone who loves water. The store has a large selection of kayaks, canoes, paddleboards, and more. They also offer rentals and repairs. The store is located on the north shore of Lake Erie, near Colchester Beach.

Places to launch from

From rentals to boat launches, here are more ways to have fun in the sun.



Leamington Municipal Marina
This deep-water marina on Lake Erie features a state-of-the-art floating pier system and is equipped for water hook-up, electricity and Wi-Fi.



Lakeview Park Marina
Where the Detroit River meets Lake St. Clair, this marina features plenty of parking for your boat and trailer and great fishing from shore - one of the best places to fish for Perch.



Colchester Harbour Marina
This blue flag status harbour is a busy fishing and boating location. The beach is one of the cleanest and there are two shipwrecks nearby.



Belle River Marina
This full-service, deep-water marina has a restaurant, gas, pump-out facilities, 24-hour security and much more! Nearby amenities include playgrounds, splashpads, amphitheatre and sand volleyball.

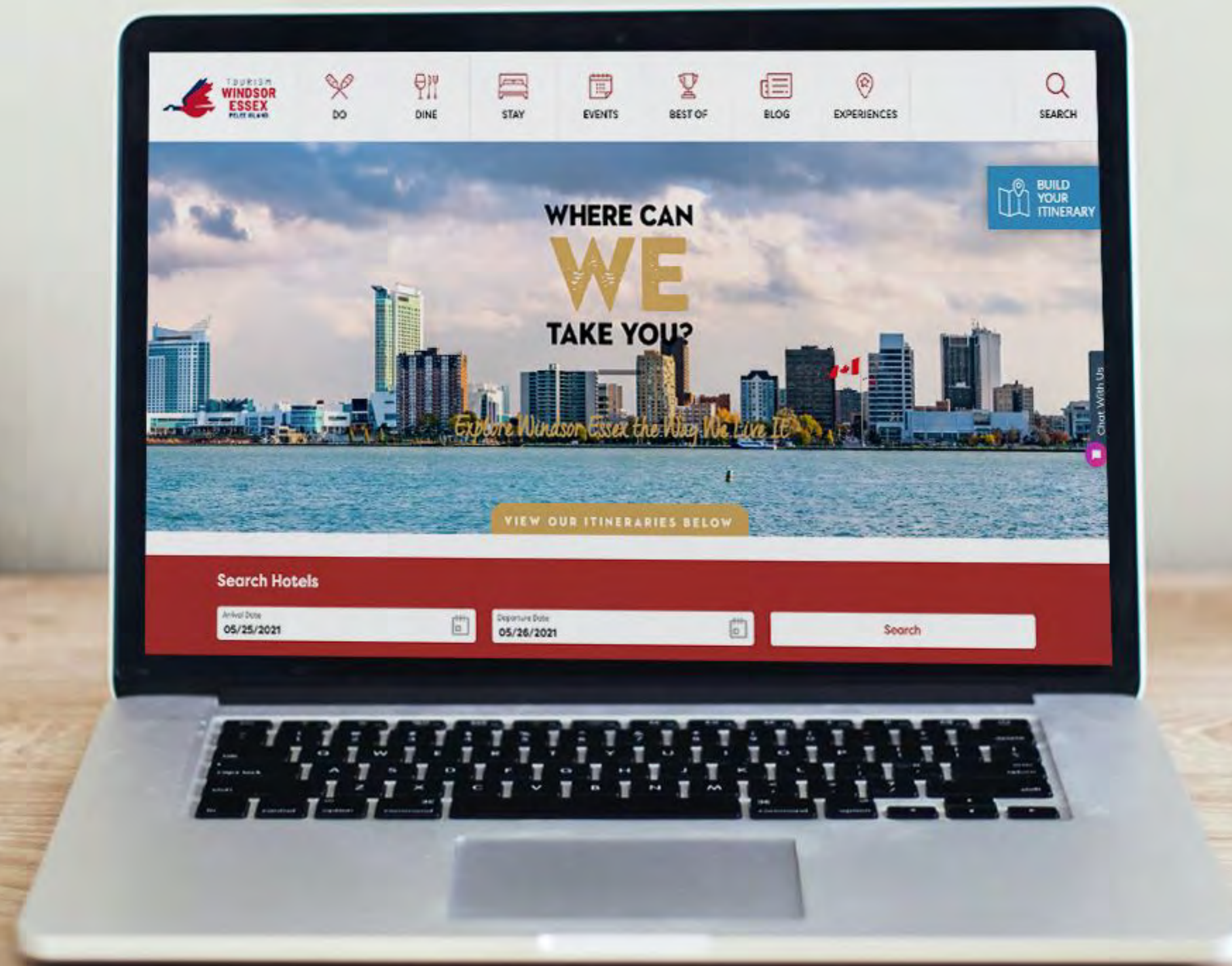


Windsor Road Trip Rewards Hotel Incentive Campaign



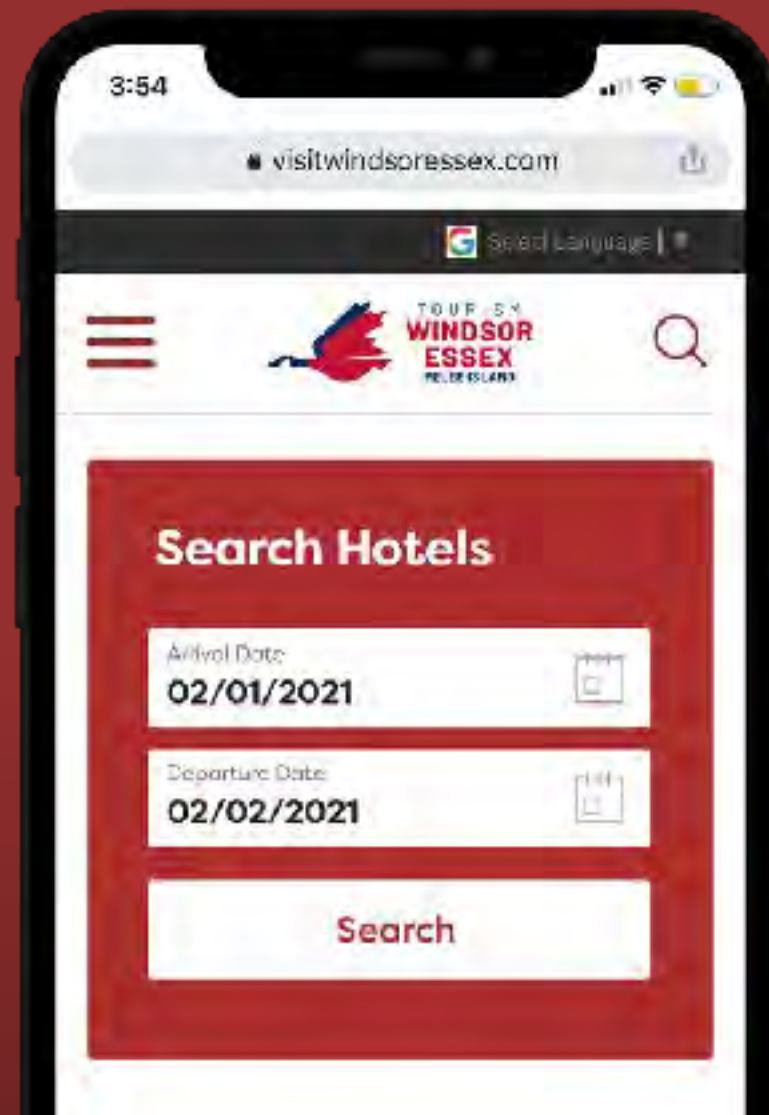


Support
Local Campaigns

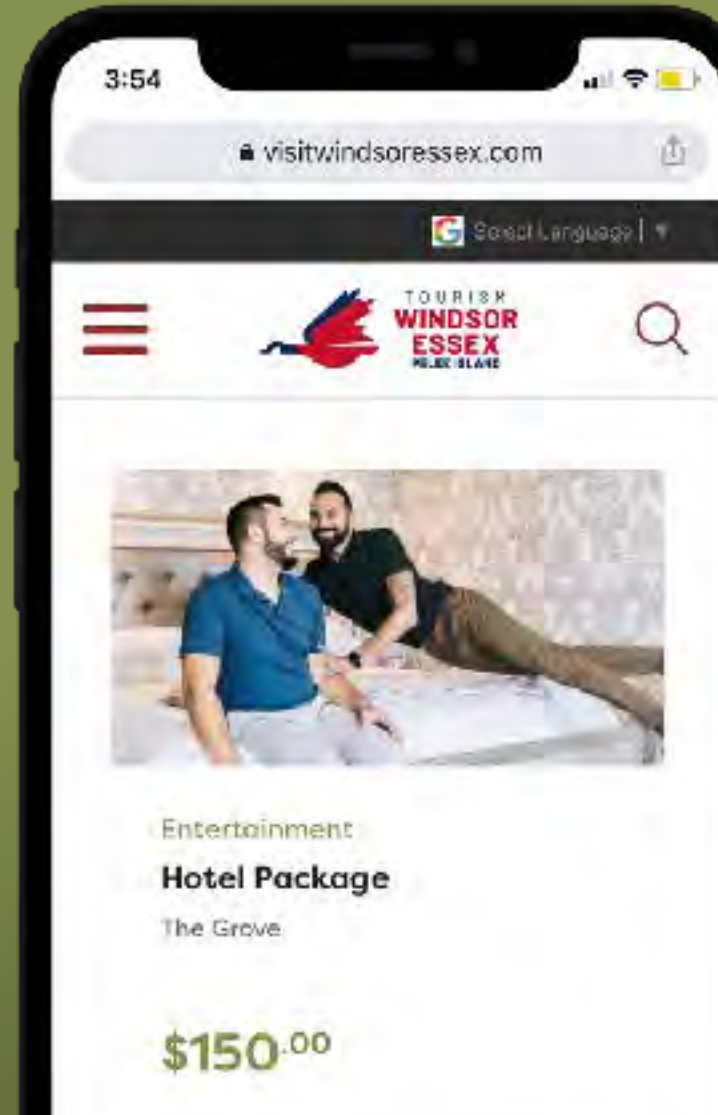


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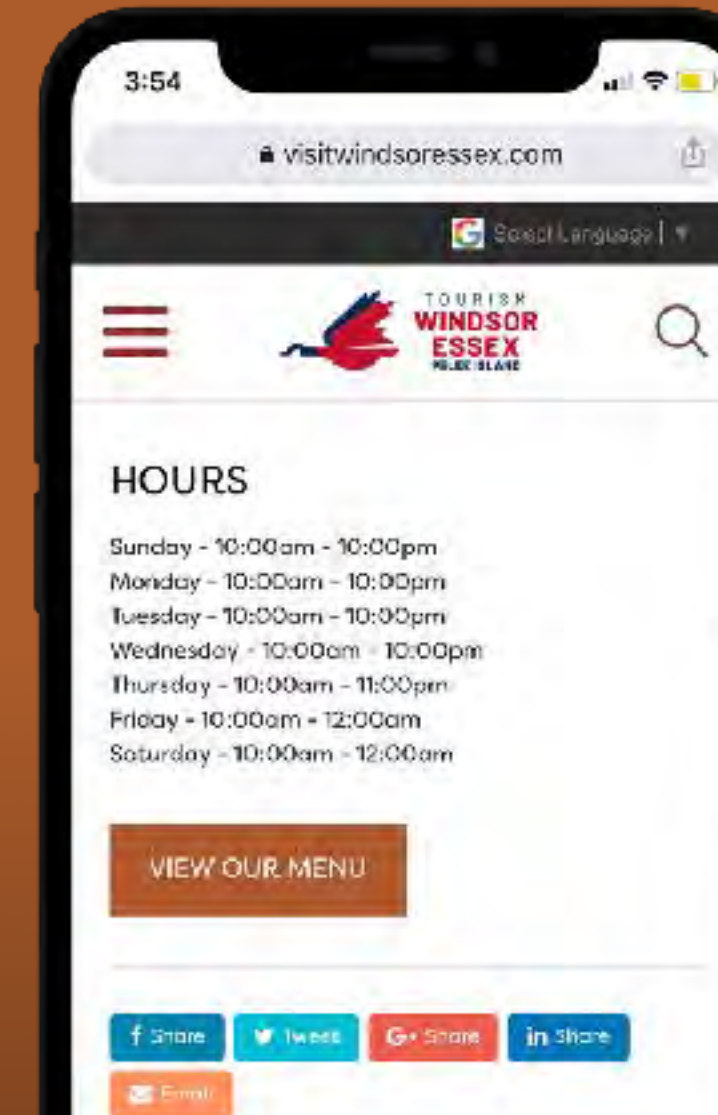




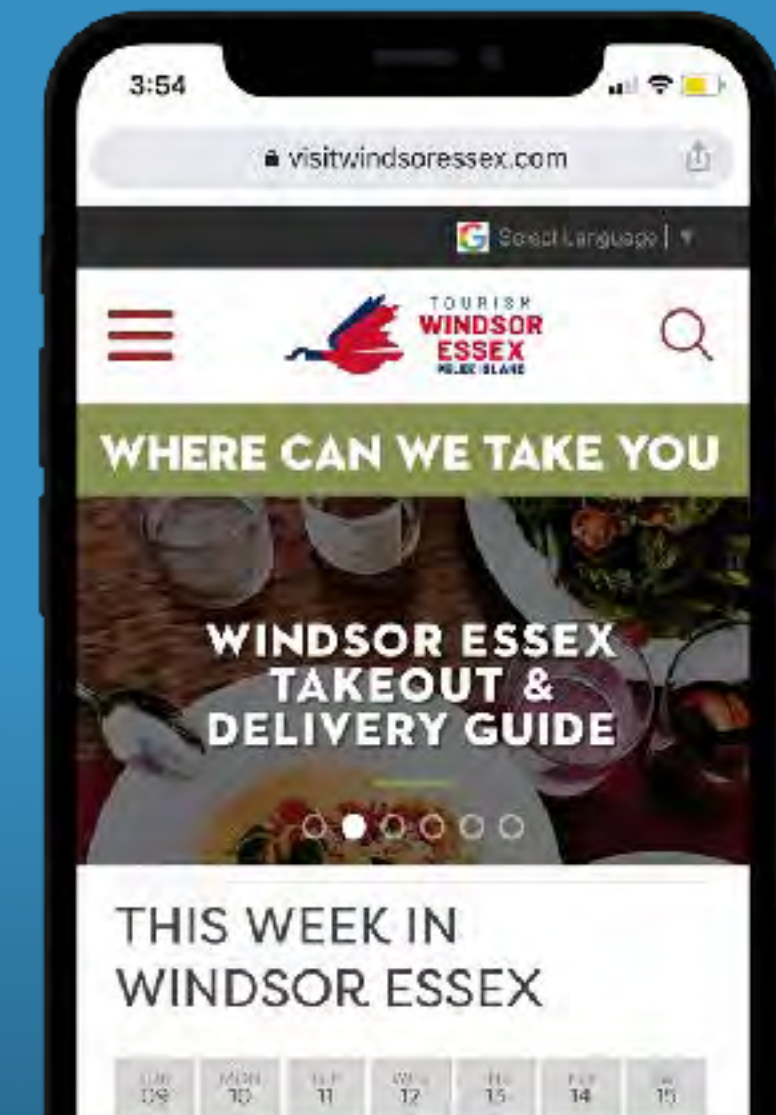
Check In Canada
Integration



Package
Integration



Menus on
Website



Feature Area for
New Content

visitwindsoressex.com





Our Team





**THANK
YOU.**

Windsor
Amherstburg
Essex
Lakeshore
LaSalle
Leamington
Kingsville
Pelee Island
Tecumseh



