



Our Mission

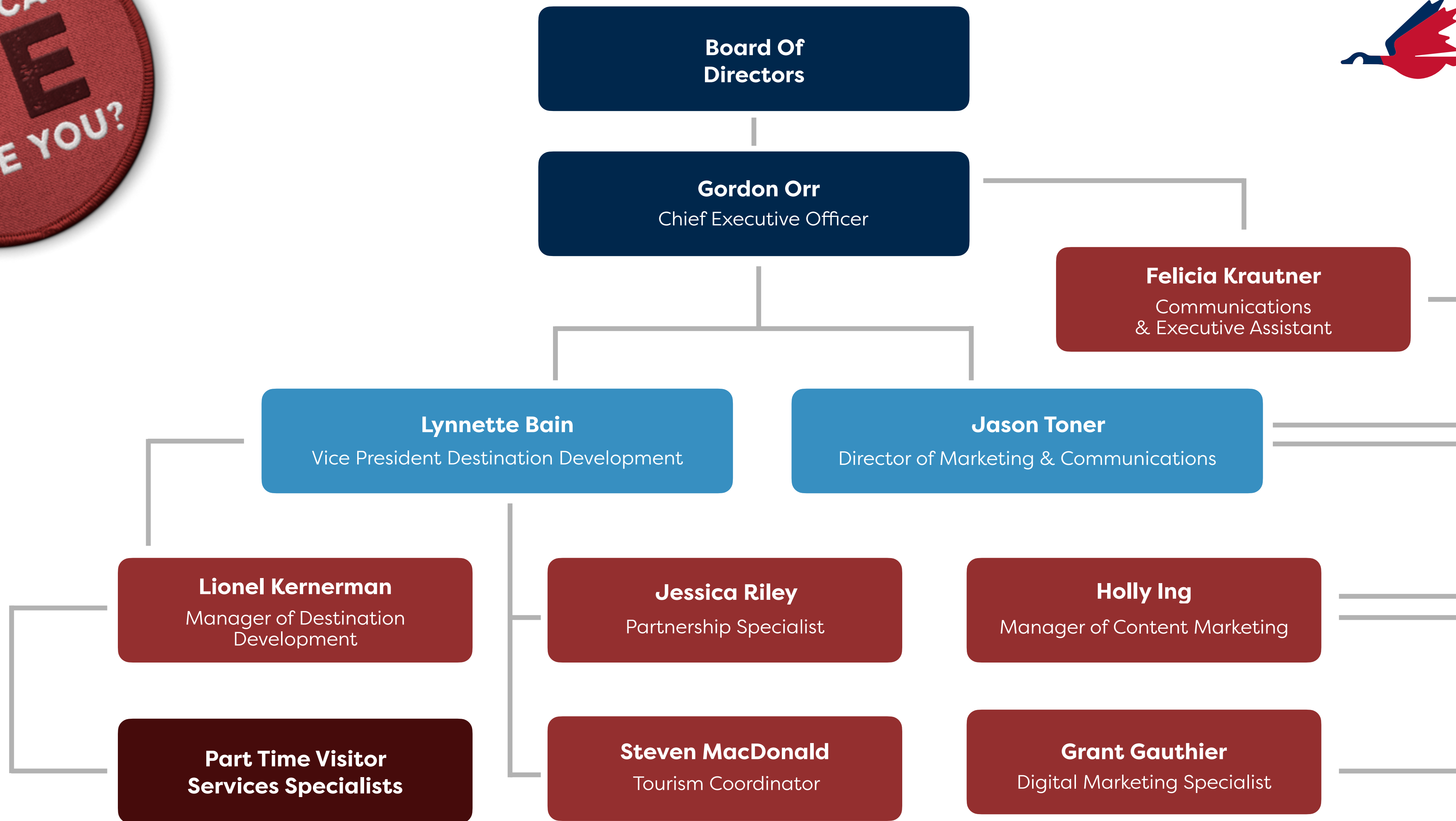
We are the leading tourism industry collaborative committed to enhancing the economy and quality of life through:

- 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 Dilkins – 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 small, dark-colored cabin with a steep, snow-covered roof is nestled in a dense forest of bare trees. The cabin's interior lights are on, casting a warm glow from the windows and the entrance. Two wooden Adirondack chairs sit on the snow-covered porch. A small wooden wagon with wheels is parked on the left side of the porch. The entire scene is bathed in a soft, warm light, creating a cozy and inviting atmosphere.

Where we are *now!*

REACH

53.5k Followers



18.9k



9k




11.1k



14.5k





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

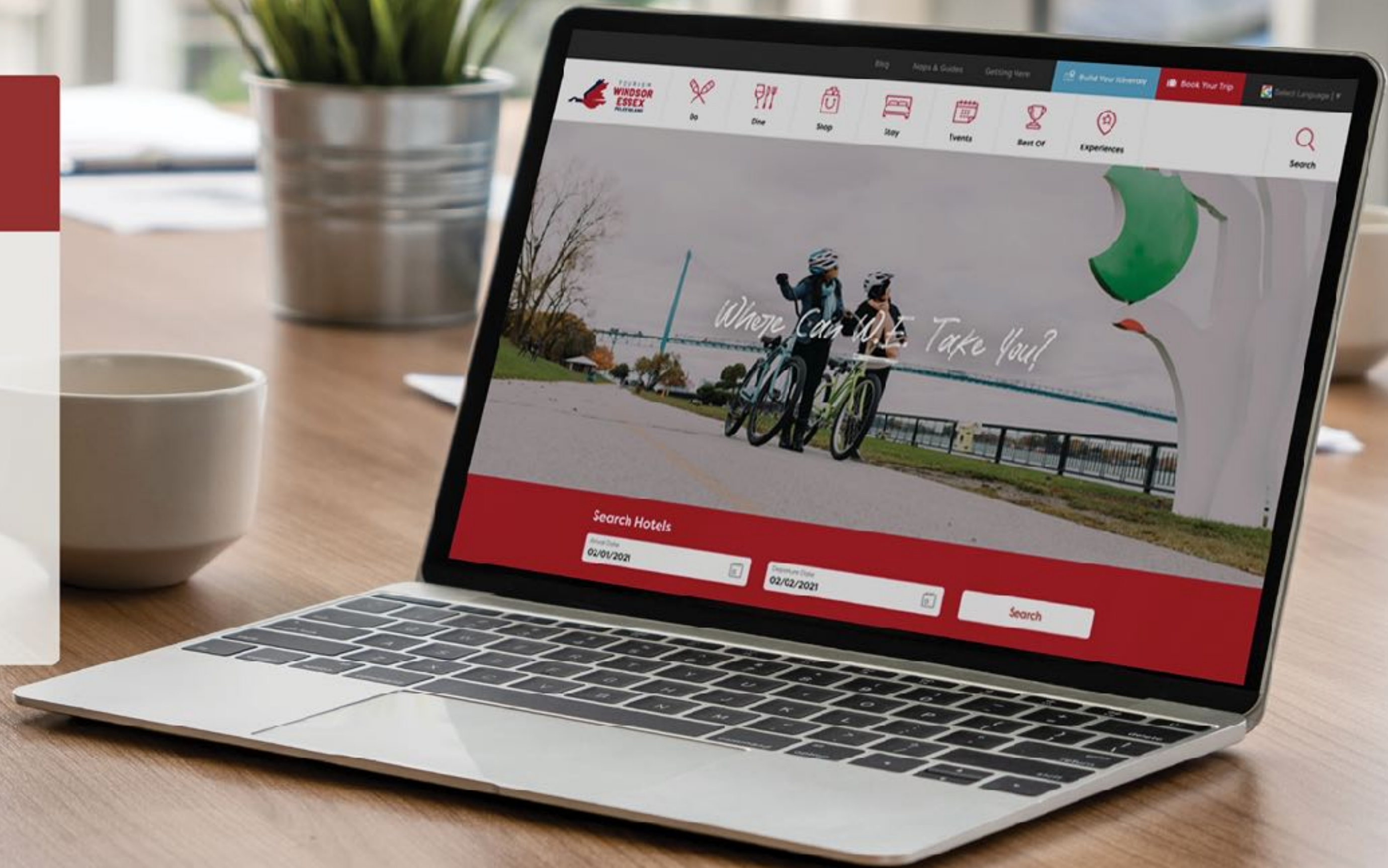


TOURISM
**WINDSOR
ESSEX**
PELEE ISLAND

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

It's Time





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/tip 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
- Engage and assist in the curation and cultivation of content showcasing cultural diversity pride of place through storytelling and experiential programming
- 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 rural shopping experiences

FOOD & DRINK

- Development of collaborative events and promotions for the Bannock Butties & Brews Trail
- Return of event-based digital ticket packaging for our EPIC Wineeries
- 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

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.

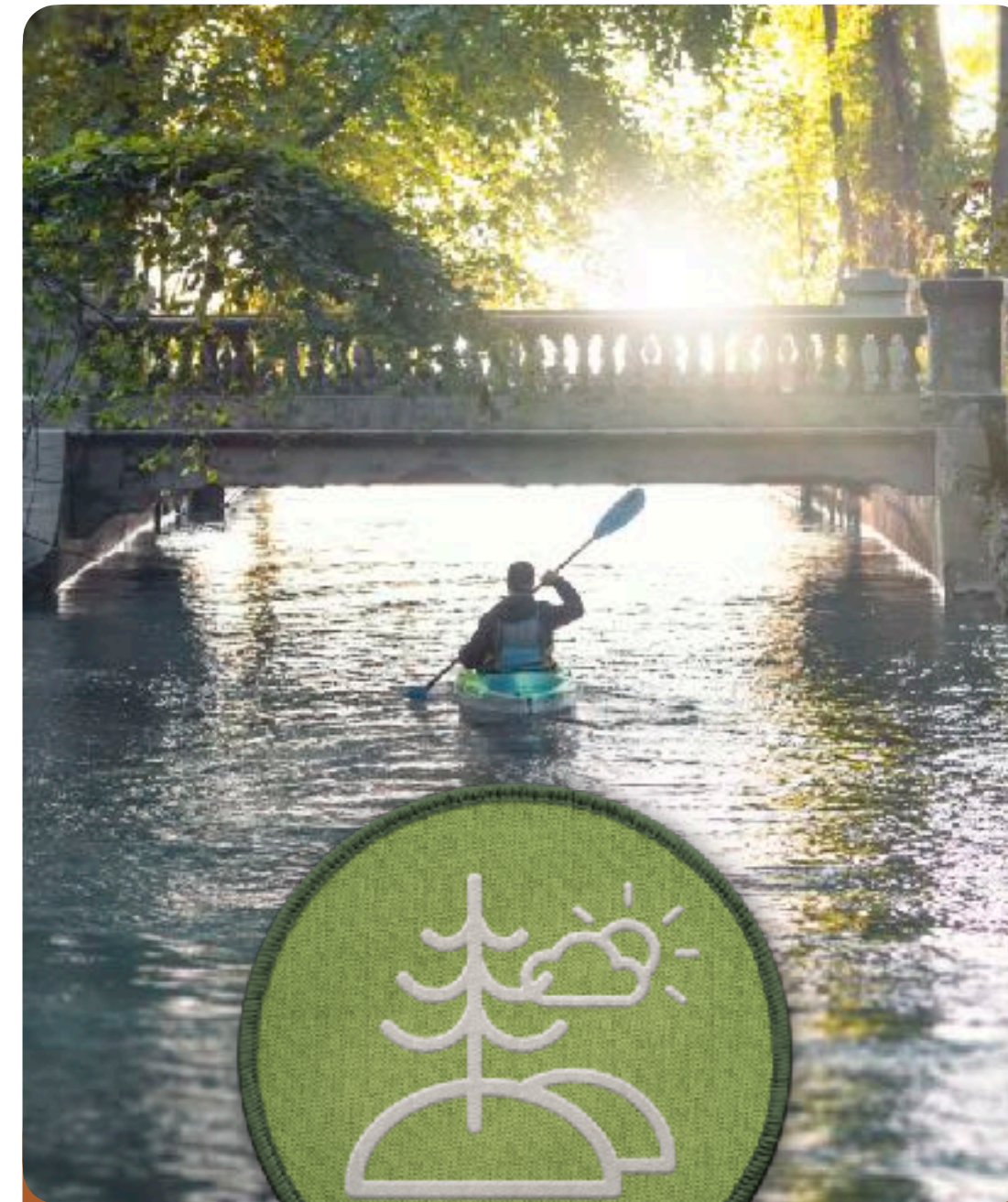




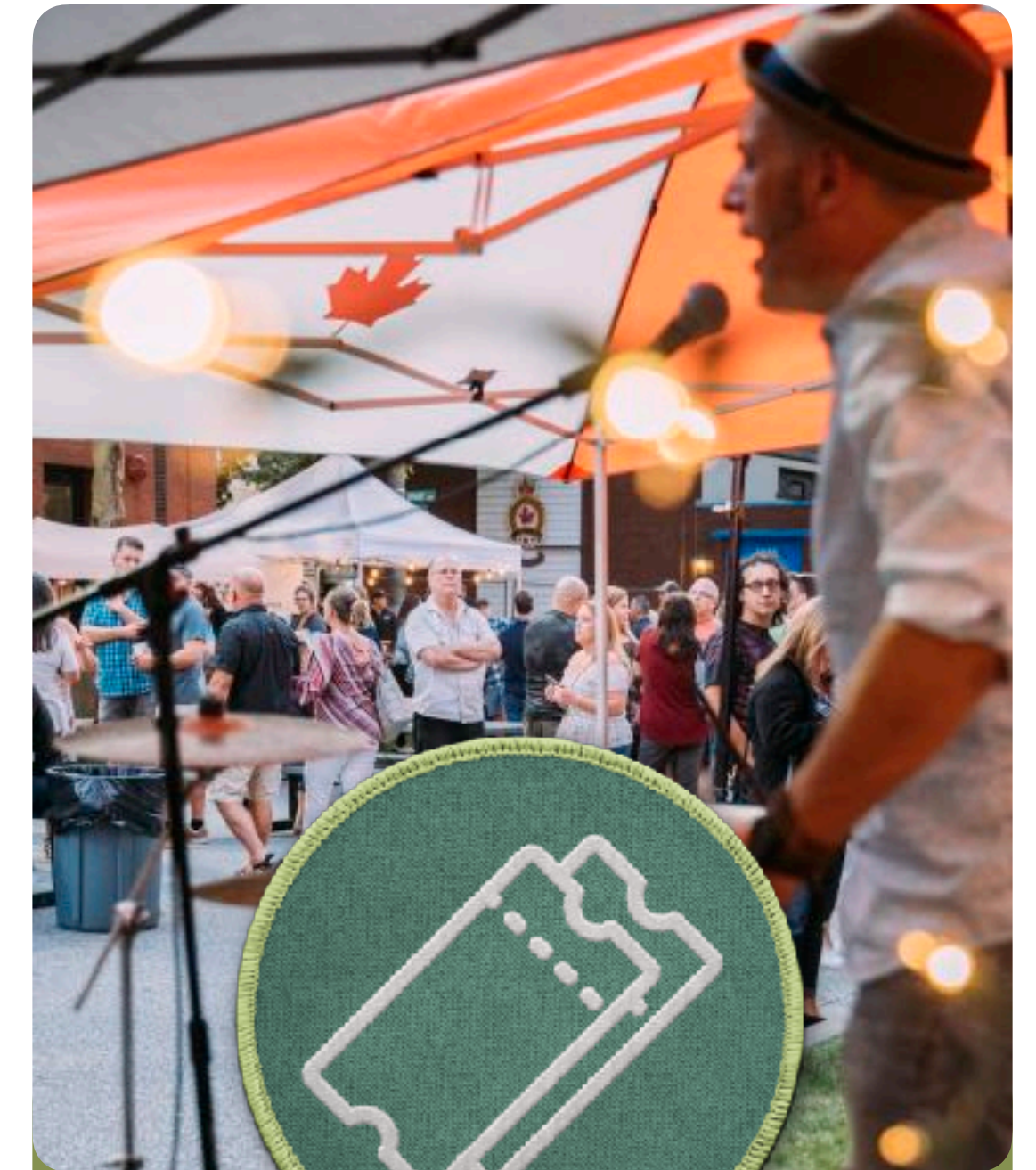
Food & Drink



Arts & Culture



Outdoor Adventure



Entertainment

Areas of Focus

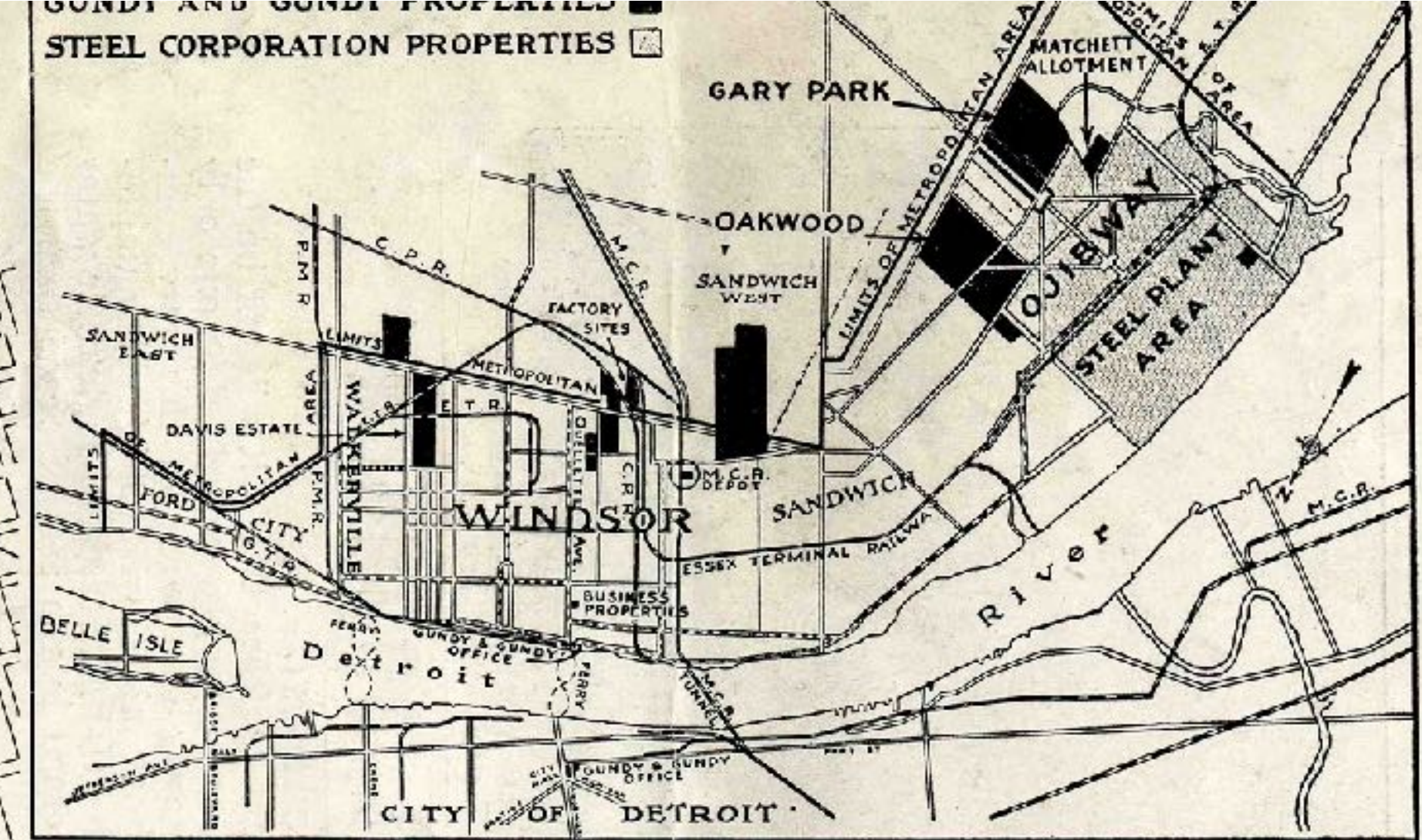
PLAN OF OJIBWAY

AND ENVIRONS

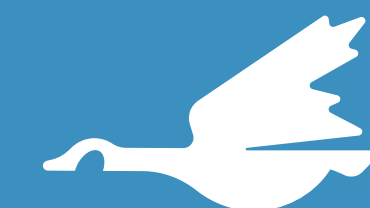
J. A. LANIGAN, C. E.

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

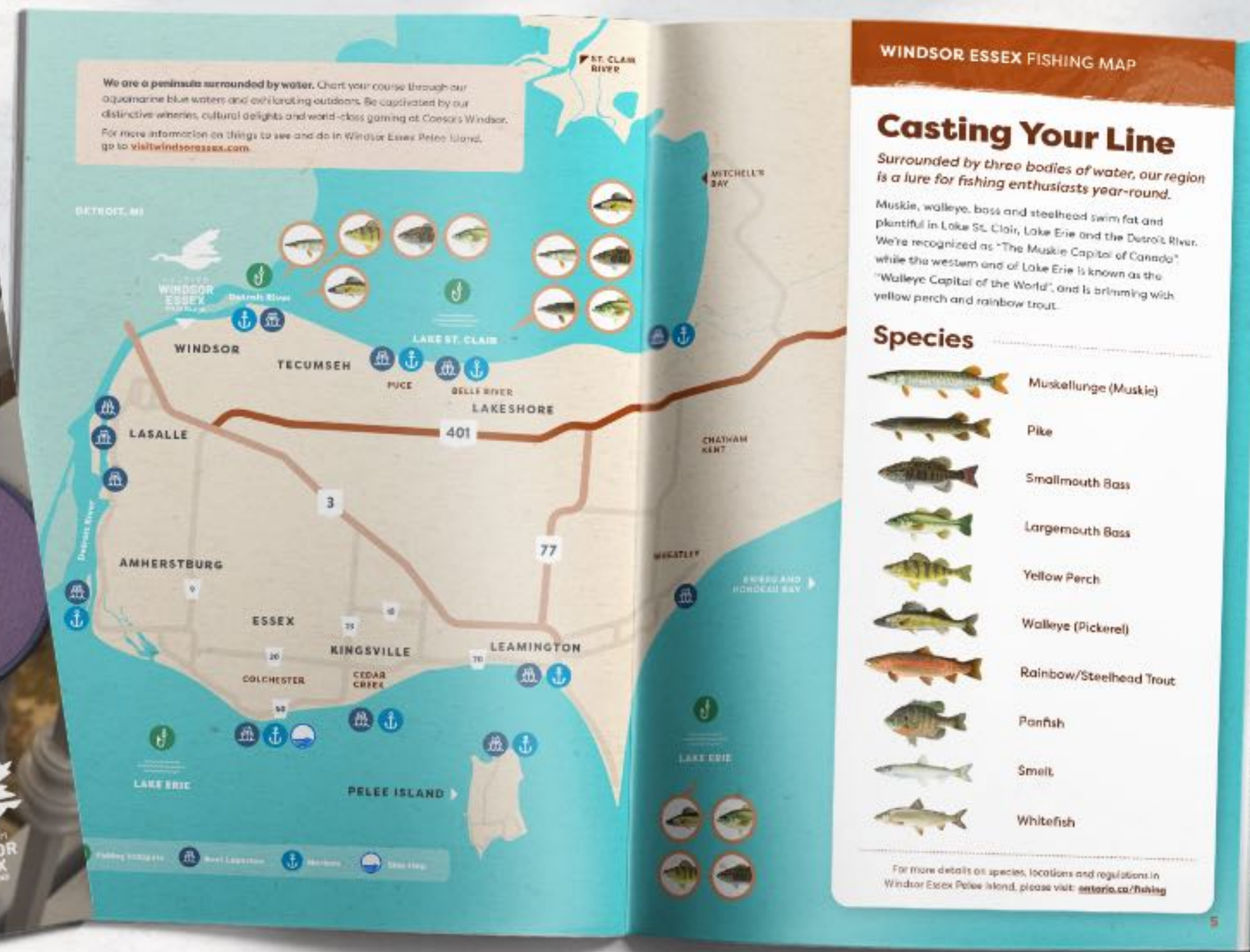


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Canadian Gay and Lesbian Chamber of Commerce Destination Audit





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

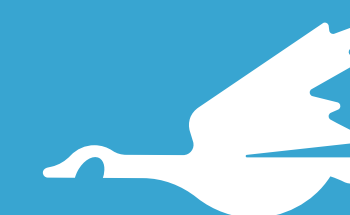


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EPIC Wine Tasting Pass

8 tasting offerings for \$50



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Wine Route Wayfinding Signage



Market Intelligence



U.S. Drive Campaign





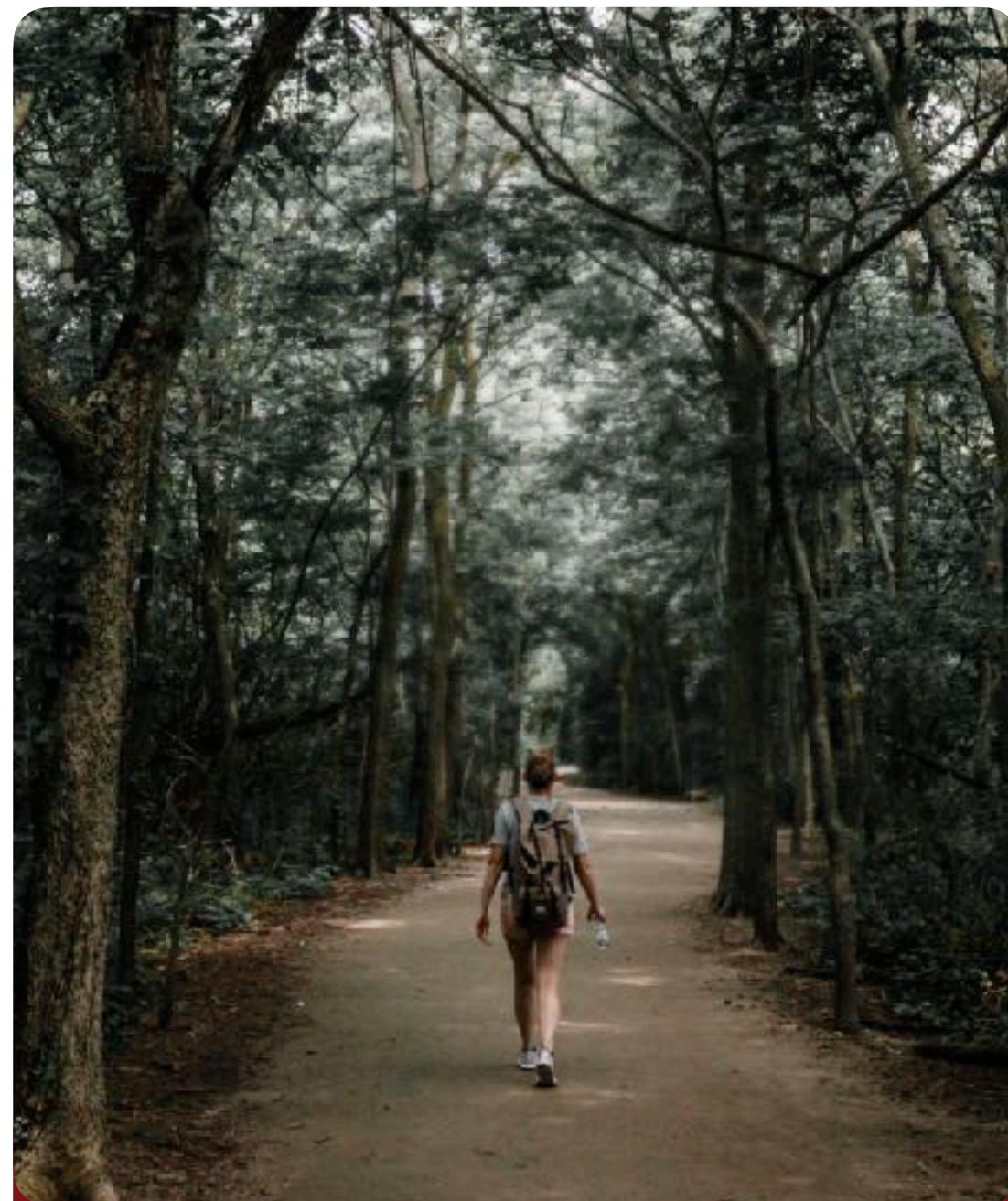
IT'S YOUR NEIGHBOUR

Destination Ontario Campaign

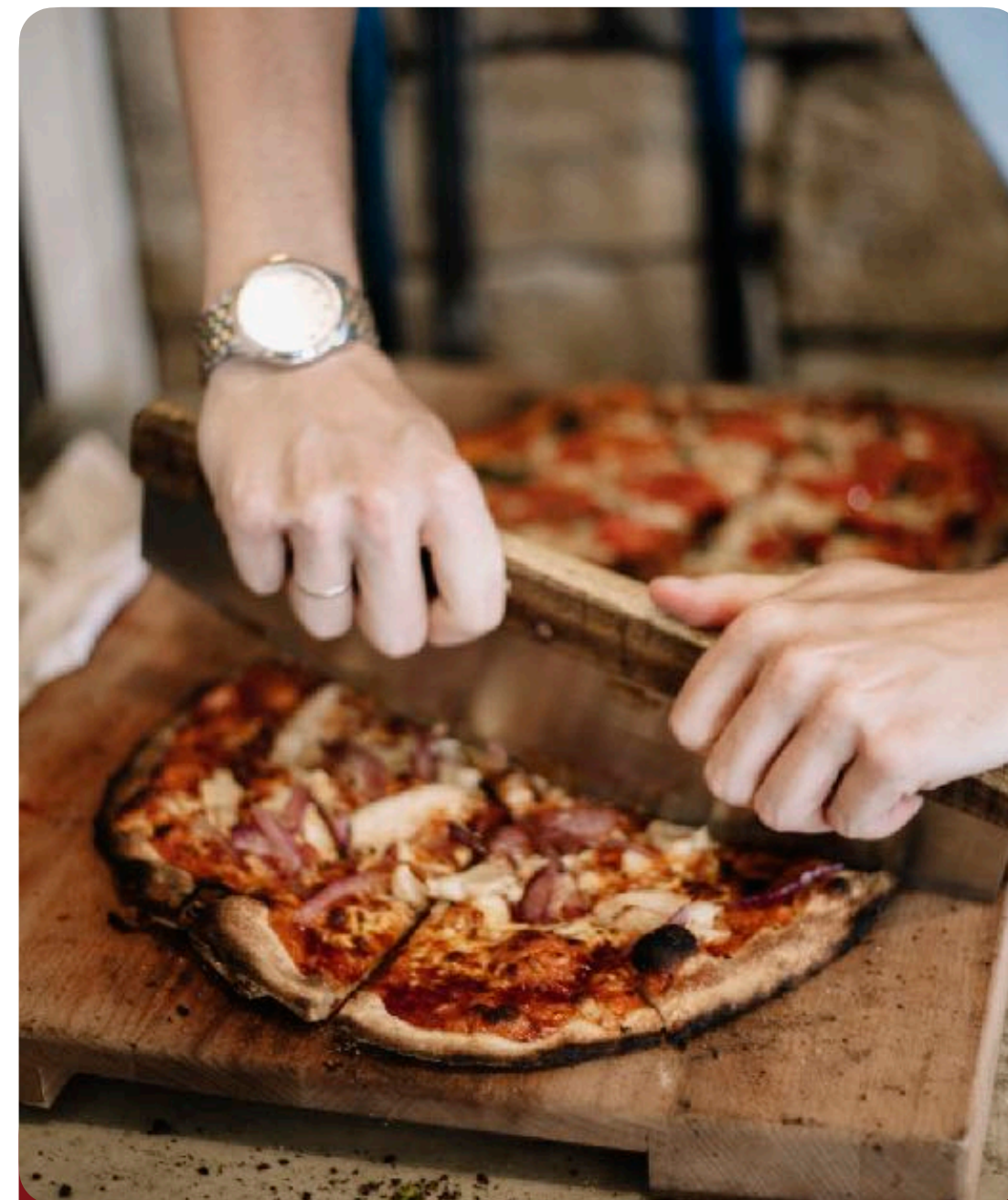




Spring/Summer



Spring/Summer



Fall



Winter

Destination Ontario Campaign





@thecuriouscreature



@travelingmitch



@dobbernationloves



@tailgatetakeout



@millarhill



@sippinsocialite

Influencers & Content Creators



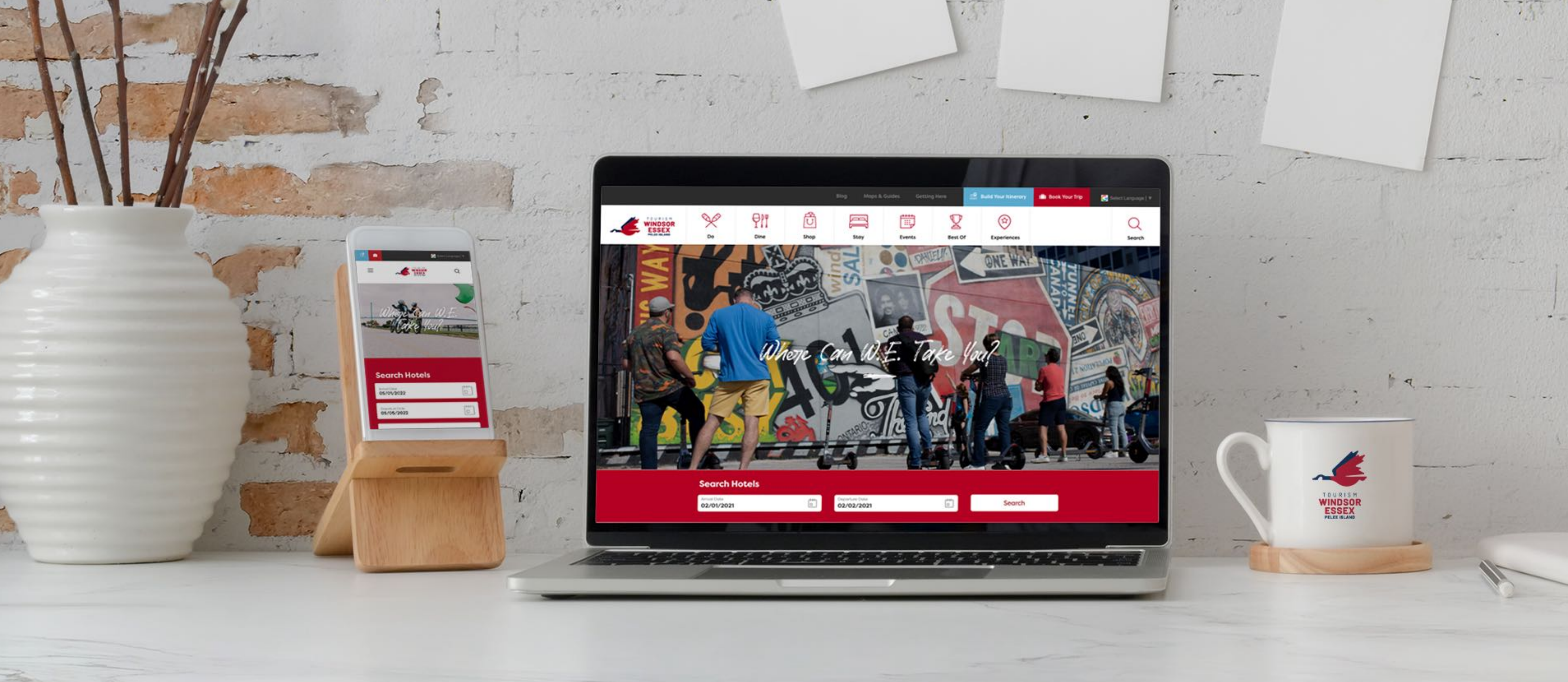
Summer of the Staycation



2022 - 2023 Official Visitor Guide

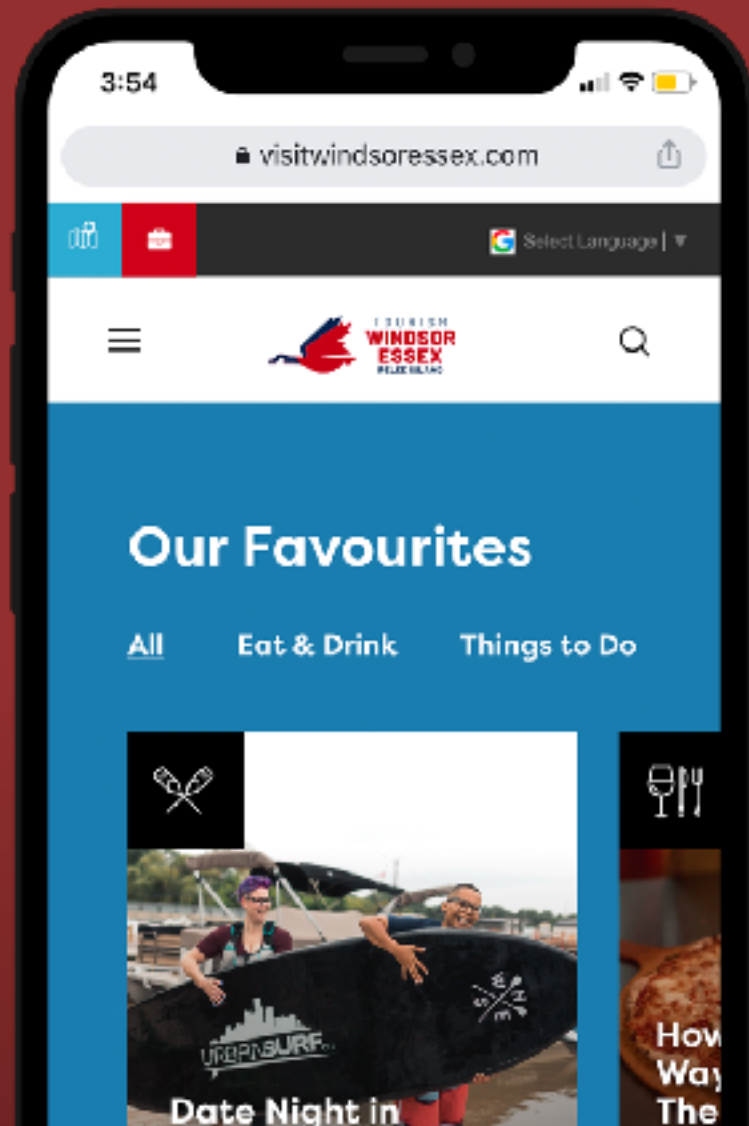


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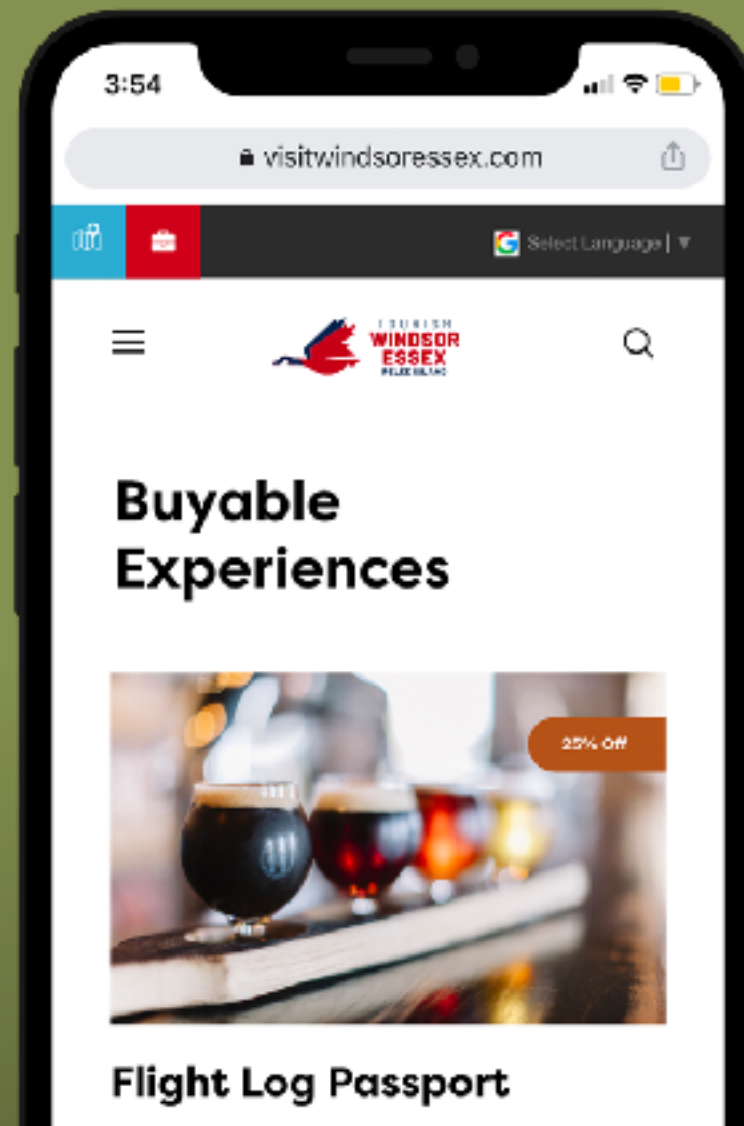


visitwindsoressex.com

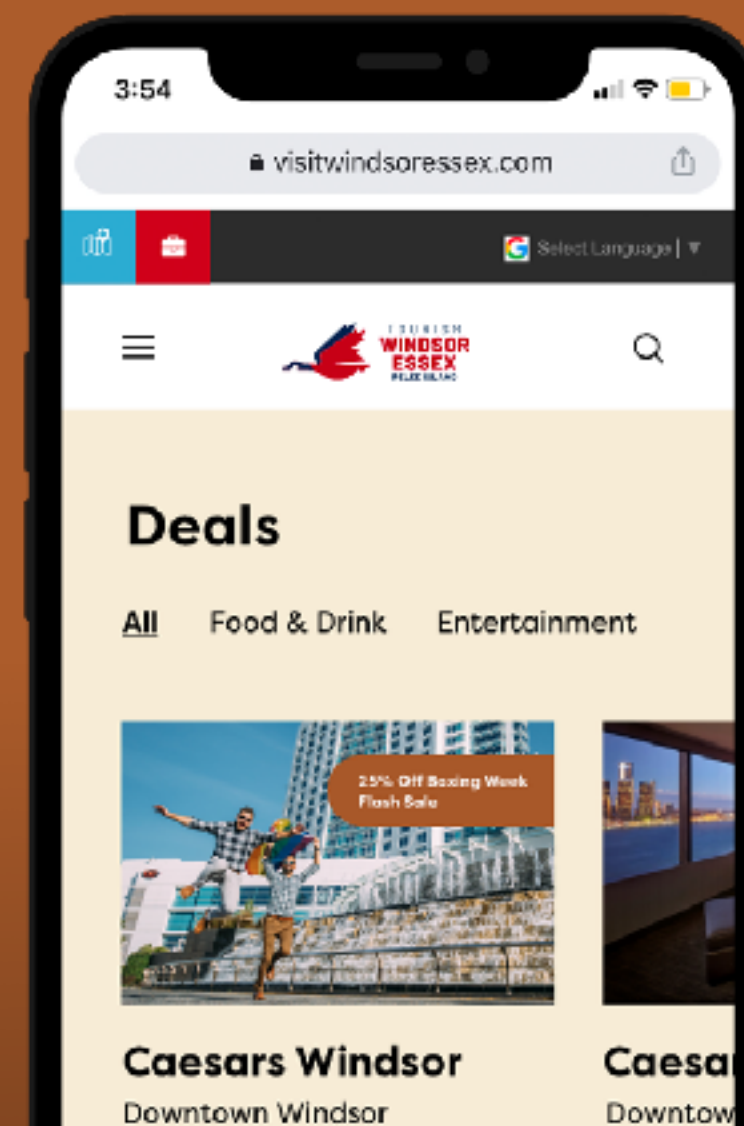




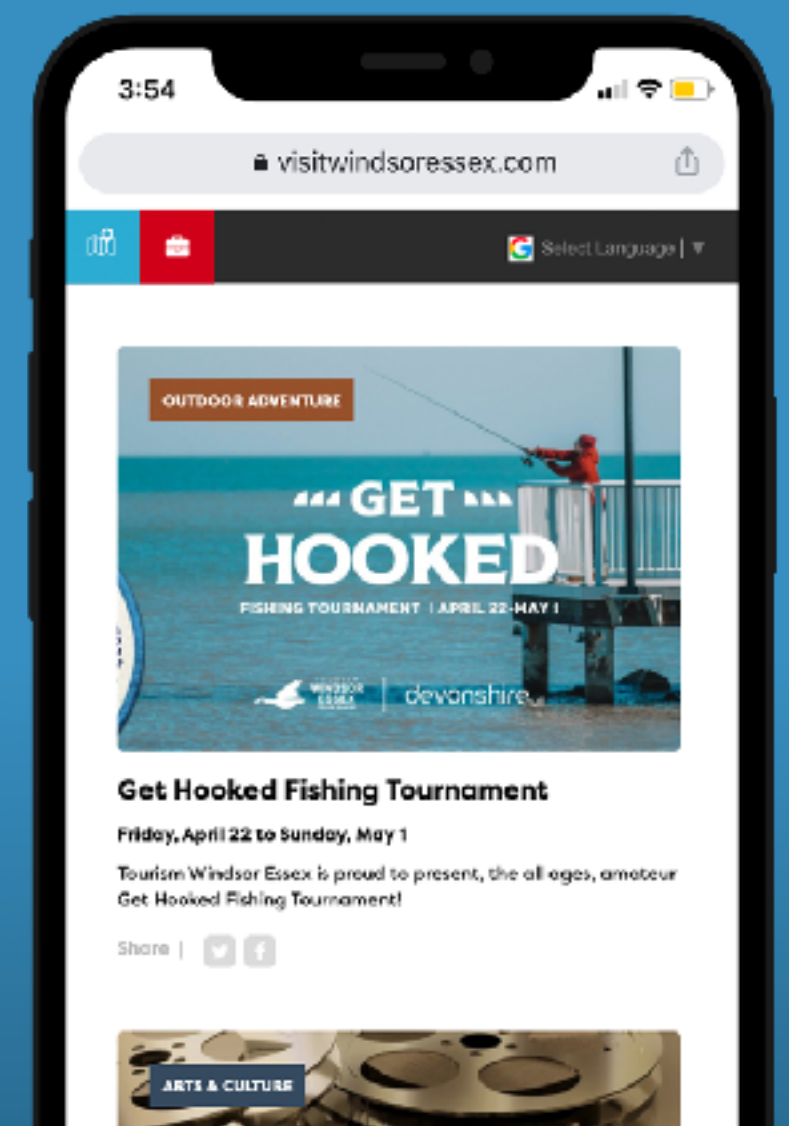
Trending Content



Buyable Experiences



Deals



Event Guides

visitwindsor.essex.com





Ontario Staycation Tax Credit

\$200 per person or \$400 per household



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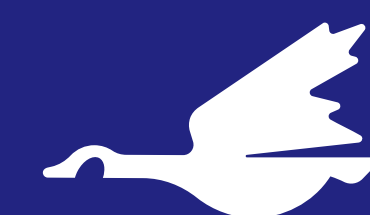


Support Local Campaigns

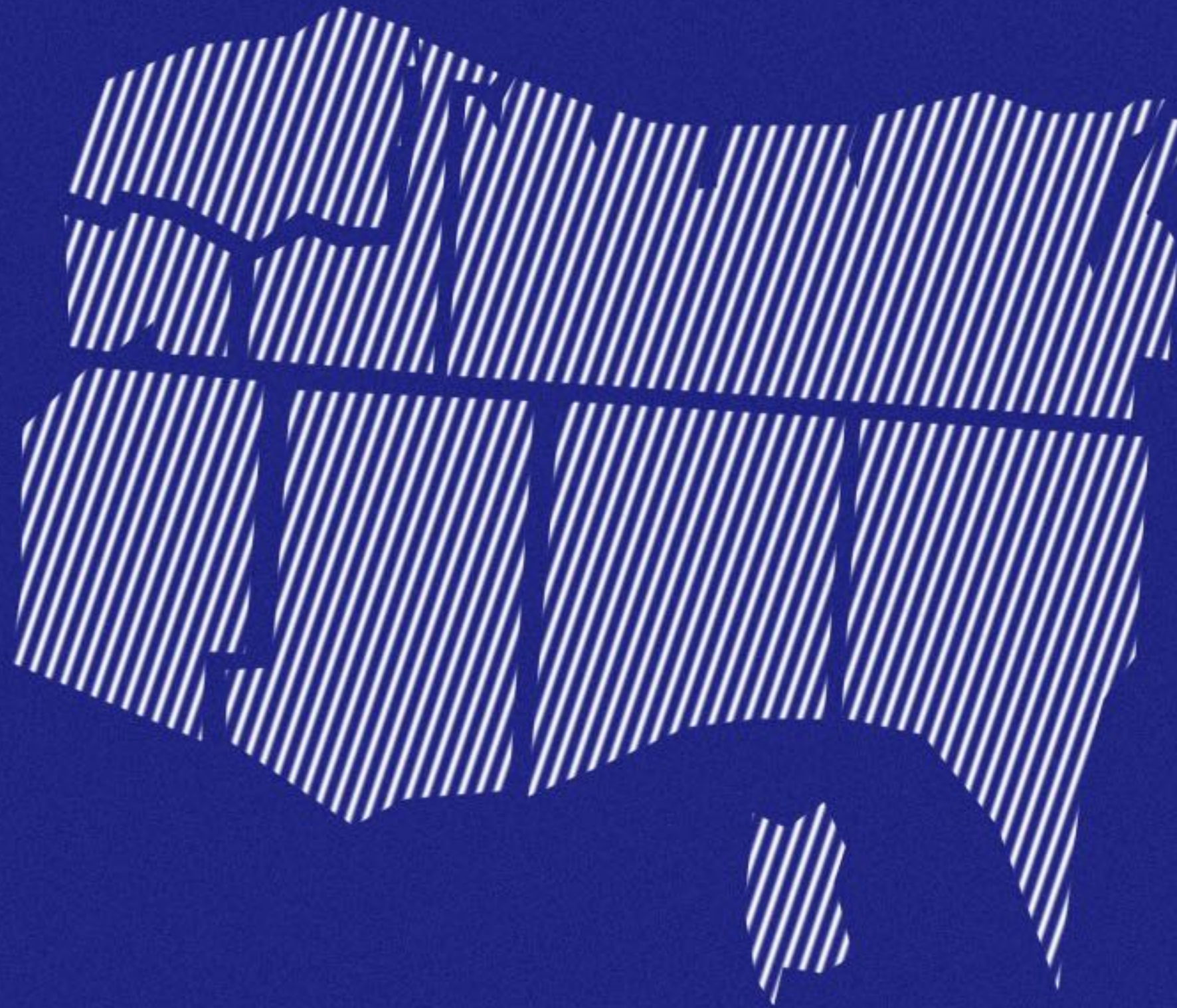


Tourism Windsor Essex Pelee Island Annual General Meeting

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



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*Thank
You!*



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