



TOURISM
**WINDSOR
ESSEX**
PELEE ISLAND

Town of Amherstburg

Monday November 27th, 2023

WE GO *Together*

Our Mission

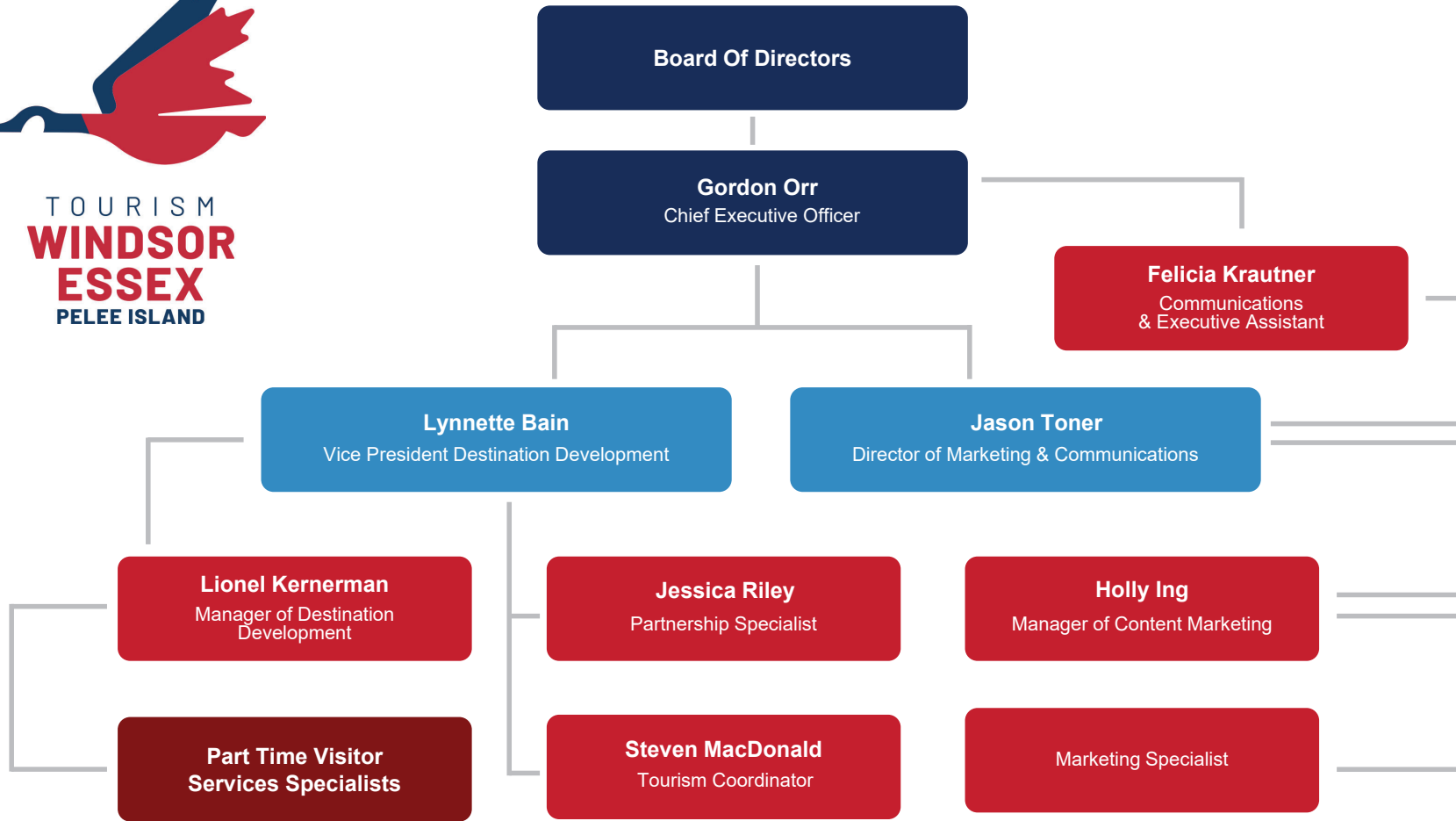
We are the leading tourism industry collaborative committed to enhancing the economy and quality of life through:

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





TOURISM
**WINDSOR
ESSEX**
PELEE ISLAND



Board of Directors

Executive

Mayor Crystal Meloche
Town of LaSalle, Chair

Councillor Renaldo Agostino
City of Windsor, Vice-Chair

CEO Gordon Orr
Tourism Windsor Essex Pelee Island,
Secretary Treasurer *

*non-voting member

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City of Windsor

Warden Hilda MacDonald
County of Essex

Mayor Cathy Miller
Township of Pelee

Councillor Angelo Marignani
City of Windsor

Mayor Dennis Rogers
Town of Kingsville

Tom O'Brien
Owner, Cooper's Hawk Vineyard

Natalie Lepine
Director, Hotel Sales & Hotel Operations, Caesars Windsor

Chris Savard
General Manager, Devonshire Mall

Danielle Breault Stuebing
Director of Communications and Outreach Services,
Essex Regional Conservation Authority



TOURISM
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2023 *Sa Far*



TOURISM
WINDSOR
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PELEE ISLAND



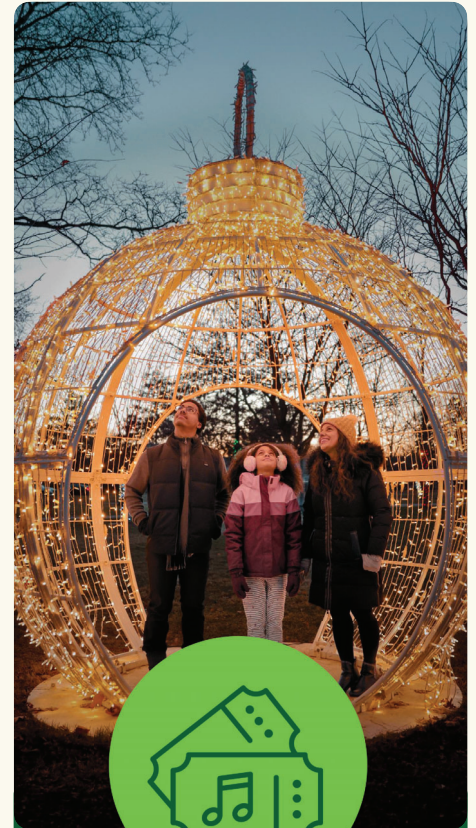
Food & Drink



Arts & Culture



Outdoor Adventure



Entertainment

8th
ANNUAL

BEST OF
**WINDSOR
ESSEX**
AWARDS



April 28 & 29

devonshire_{mall}

40+

Exhibitors

53k+

Mall Foot Traffic



- 70+ Partners
- 750+ Passes Registered
- 2 Open Farms
Activation Weekends



2023 Official Visitor Guide

Digital Page Views

304k

Up 4%

Year to Date

Print Copies

40k

Advertising
Partners

268



2023 AGM

LaSalle Event Centre

June 15th

Partners

186

Keynote Speaker
**Christopher
Bloore**

President & CEO
Tourism Industry Association of Ontario





25+ Regional Partners





ONTARIO
Yours to discover

Destination
Ontario

Spring Seasonal Spotlight
(Food & Drink)

45k Clicks to [visitwindsorsex.com](https://www.visitwindsorsex.com)

37.5k Partner Referrals



ONTARIO
Yours to discover

Destination
Ontario

U.S. Digital Partnership Campaign

741.8k U.S Traffic Clicks to
visitwindsorsex.com

Top 3 Traffic Sources:

Detroit, MI | Cleveland, OH | Toledo, OH





ONTARIO
Yours to discover

Destination
Ontario

U.S. Broadcast Partnership
Sept 13 & 14



3.2 million

Combined Listenership



Event Activations

- 41 Activations
- 34 Locations Visited
- XX Days
- 5.3k Inquiries

Partnership With:

ONTARIO
Yours to discover



XCROSSROADS

Historical Guide

Number of Locations

50+

Launched October 12th



Ontario Tourism Summit Accolades

Two Awards of Excellence Wins

- Tourism Digital Marketing Award
My Happy Place Campaign
- Travel Media Story Award
BlackTipH Fishing Video Series





Ontario Tourism Summit Accolades

Gordon Orr

Recipient
Lifetime Achievement Award



Where We Are *Now*



TOURISM
WINDSOR
ESSEX
PELEE ISLAND

Total Social Reach

67.1k



24.6k



14k



1.2k



9.5k



17.7k



**Reach
Per Post Up**

45%



**Reach
Per Post Up**

128%



**Email Open
Rate Up**

9.8%



Hotel Indicators Occupancy Rate

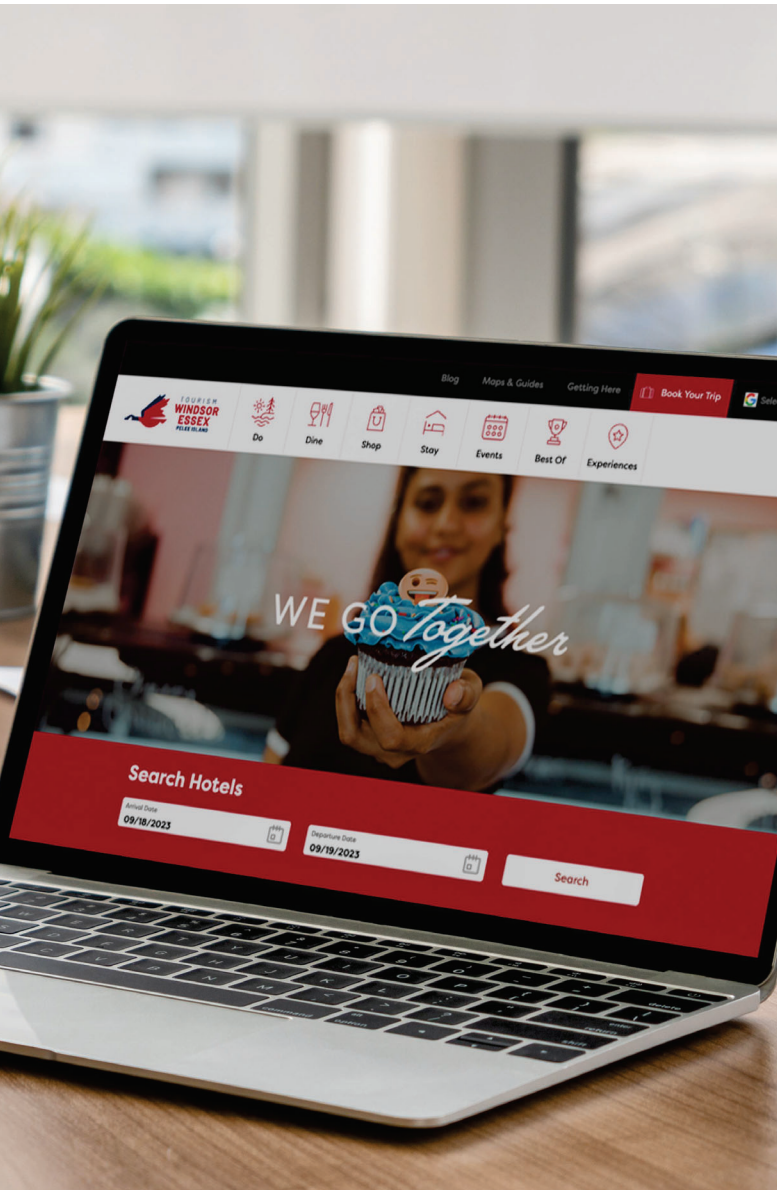
69.3%

Up 16.7%

Average Daily Rate

\$140.48

Up \$12.34



Website Traffic

Unique Visitors

2.1 million

Page Views

1.3 million

Up 17%

Digital Referral Revenue

\$515k

inspirock™

bandwango™
The Destination Experience Engine

check in
CANADA



Impacts in context (2022)



\$669M VISITOR SPENDING

The \$669 million in visitor spending means that approximately **\$1.8 million was spent EVERY DAY** by visitors in Windsor Essex.



9,563 JOBS

The number of jobs sustained by the visitor economy (9,563) supports **5.5% of all jobs** in Windsor Essex.



\$328M LABOR INCOME

The \$328 million in total income generated by the visitor economy is the equivalent of **\$1,980 for every household** in Windsor Essex.



\$155M PROVINCIAL & LOCAL TAXES

Each household in Windsor Essex would **need to be taxed an additional \$938** to replace the visitor taxes received by the provincial and local governments in 2022.

Looking Into *2024*



DINE
#YQG
#CRAFTBEER
visitwindsorsex.com
HIP EATERIES
ARTS & CULTURE

BARRELS
BOTTLES
& BREWS

SHOP IN
YQG
#WEMADEIT

**FOOD
& DRINK**
#BARREL
TRAIL
PLAY IN
#YQG
#WHISKY

WINDSOR · LASALLE · TECUMSEH · LAKESHORE · ESSEX
AMHERSTBURG · KINGSVILLE · LEAMINGTON · PEELE ISLAND

2024 | **DESTINATION DEVELOPMENT
& MARKETING PLAN**

WORLD CLASS
GAMING & CONCERTS
TWO-NATION DESTINATION ★

BIRDING

COFFEE CULTURE

OUTDOOR ADVENTURE
Pedal & Paddle

ISLAND LIFE
2-WHEELED ADVENTURE

STAY-CATION

SHOP LOCAL
ONE OF A KIND FINDS #WEMADEIT

KEEP THE GOOD TIMES ROLLING

BEST OF WINDSOR ESSEX
W.E.O. LOCAL
Museum Without Walls

LAKE TO PLATE
#WEHEARTLOCAL

FOLLOW THE → FLAVOURS
Gone Fishin'

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2024

**Destination Development
& Marketing Plan**



Rainbow
Registered
Arc-en-ciel
Officiel

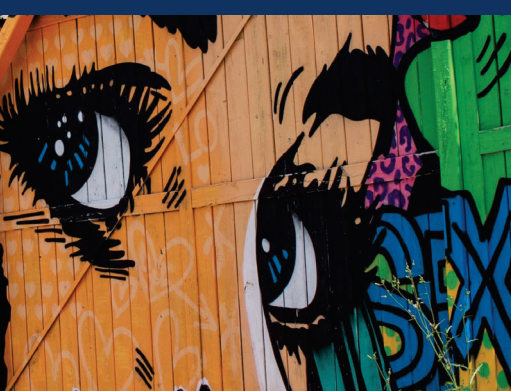


-
- New Member Onboarding
 - Itinerary Development
 - Marketing Campaign & Itineraries



Public Art Trail

Launching Q2 2024





@lostwithluis

Influencer Engagement

2023 Recap YTD

186k

Blog Page Views

20%

Of All Website Traffic

2024 Planning

30

Creators

- Influential out-of-market partnerships
- Increase in creators from Michigan, Ohio, GTA including:



Online Photo Library

- Currently 5.3k Photos and Video Assets
- 4.8k Downloads by Stakeholders in 2023



Tickets On Sale Now

\$40



New Office

98 Chatham Street East
Windsor, ON N9A 2W1

TF: 519.255.6530
info@tourismwindsor-essex.com

  @visitwindsor-essex

   @TWEPI



WE GO *Together*

Bold Reds & Blue Skies

WE GO Together

visitwindsor-essex.com

North-42 Degrees Estate Winery | Essex

Family & Fun

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Colasanti's Tropical Gardens | Kingsville

Home Is Where the Pizza Is

Learn More

visitwindsor-essex.com

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Enjoy Bold Reds & Blue Skies

Learn More

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WE GO Together

Hidden Trails & Open Waters

Learn More

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WE GO Together

Sip Through the Summer

Learn More

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WE GO Together

Somewhere New & Sunny

Learn More

visitwindsor-essex.com

WE GO Together

Bike Rides & Beautiful Places

visitwindsor-essex.com

WE GO Together

Stanton Woods | Ludlow

Thank
You!



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PELEE ISLAND

WE GO *Together*
Plan Your Trip Now



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