

PRESENTATION TO

# Town of Amherstburg Council

Monday, May 12<sup>th</sup>, 2025



TOURISM  
**WINDSOR  
ESSEX**  
PELEE ISLAND

WE GO *Together*

[visitwindsoressex.com](https://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**

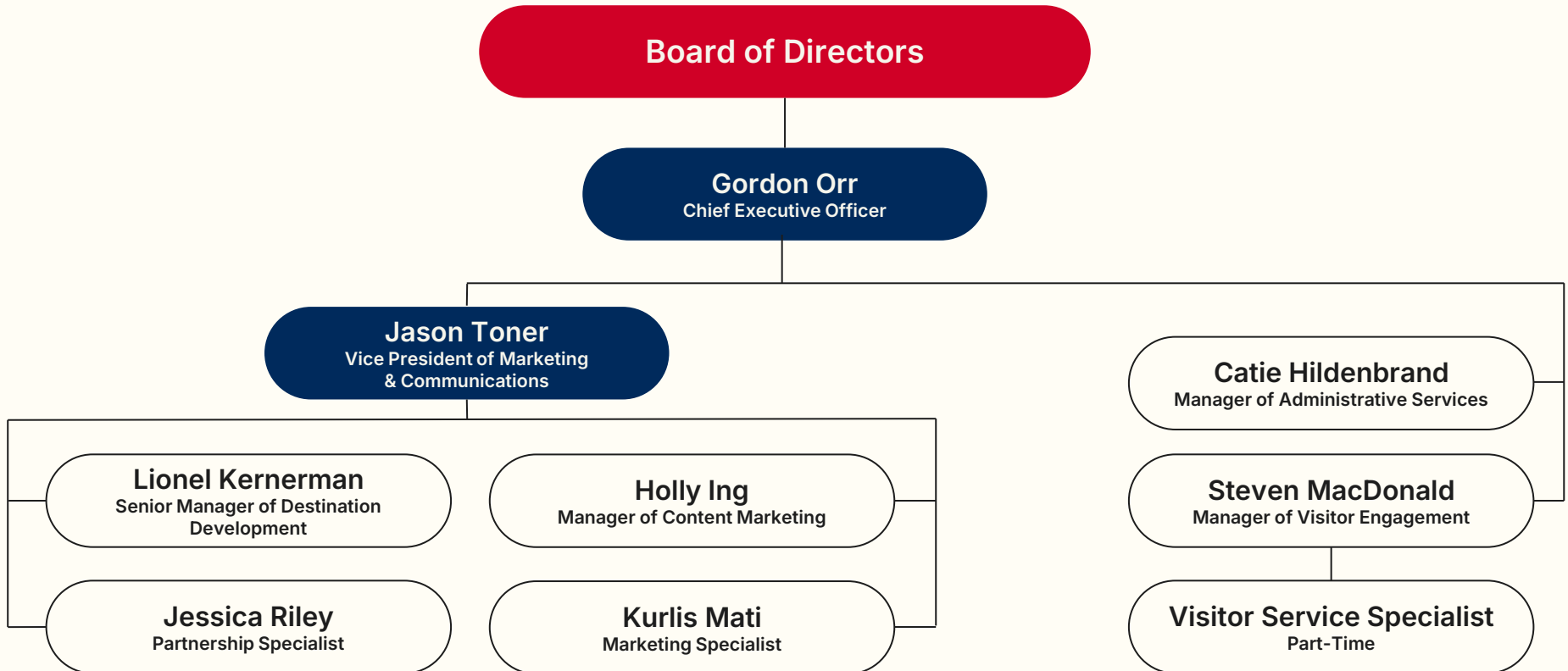


The official Destination Marketing Organization for our region's tourism industry.



ACCREDITED BY:  **DESTINATIONS**  
INTERNATIONAL

# Organizational Chart



# Board of Directors



## Executive

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### **Mayor Crystal Meloche**

Town of LaSalle, Chair

### **Councillor Renaldo Agostino**

City of Windsor, Vice-Chair

### **Gordon Orr\***

Tourism Windsor Essex Pelee Island,  
Secretary Treasurer

*\*Non-voting member*

## Directors

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### **Mayor Drew Dilkens**

City of Windsor

### **Councillor Angelo Marignani**

City of Windsor

### **Jordan Goure**

President and CEO Picsume

### **Warden Hilda MacDonald**

County of Essex

### **Mayor Dennis Rogers**

Town of Kingsville

### **Scott Wilkins**

Owner Dancing Swallows Vineyard

### **Mayor Cathy Miller**

Township of Pelee

### **Natalie Lepine**

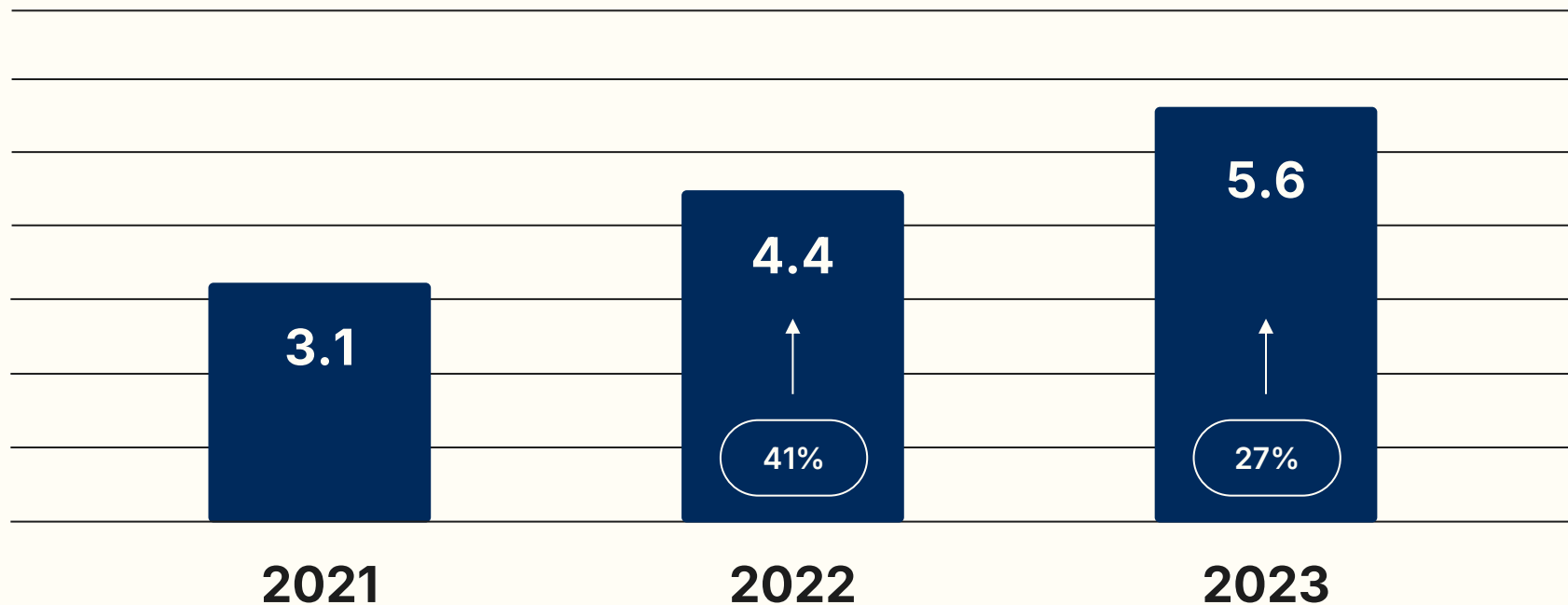
Director, Hotel Sales and Hotel  
Operations, Caesars Windsor

### **Patti Lauzon**

Executive Director Windsor  
Symphony Orchestra

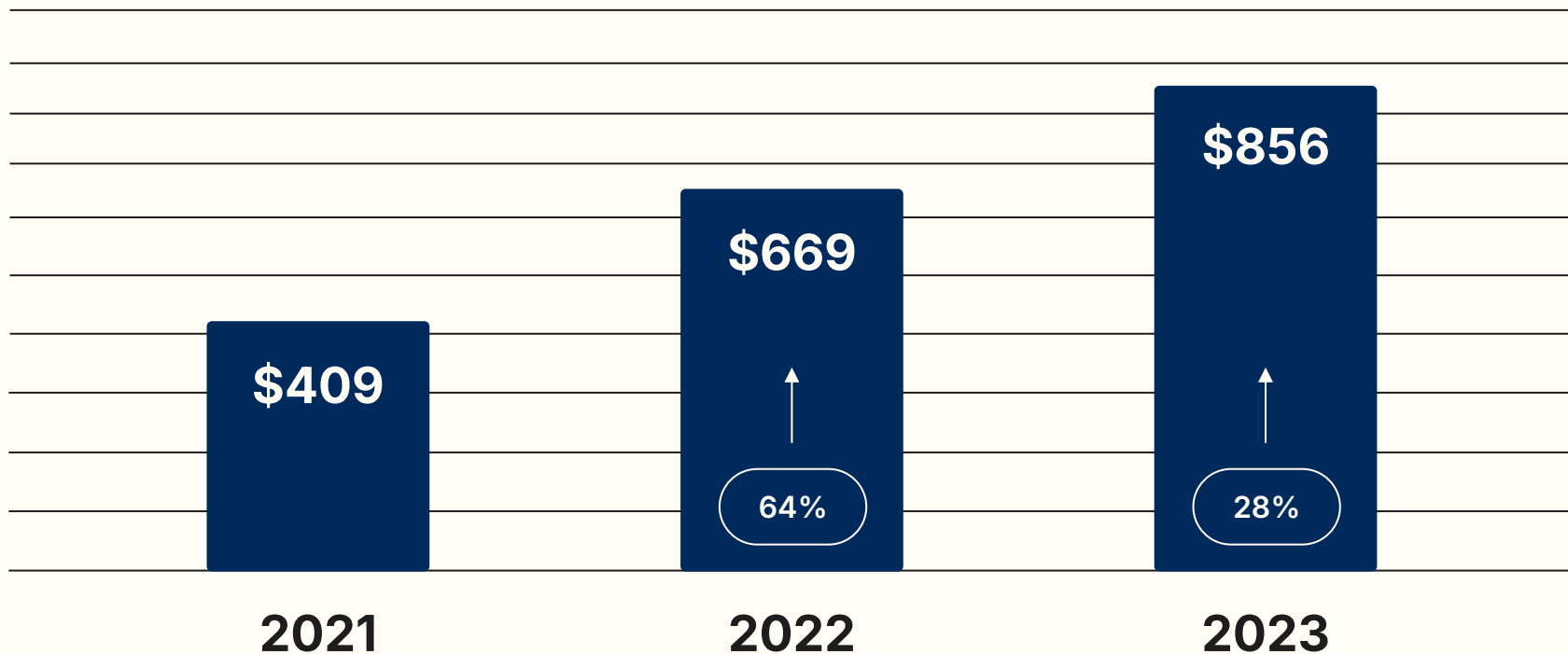
# Visitors

Amount of Visitors in Millions



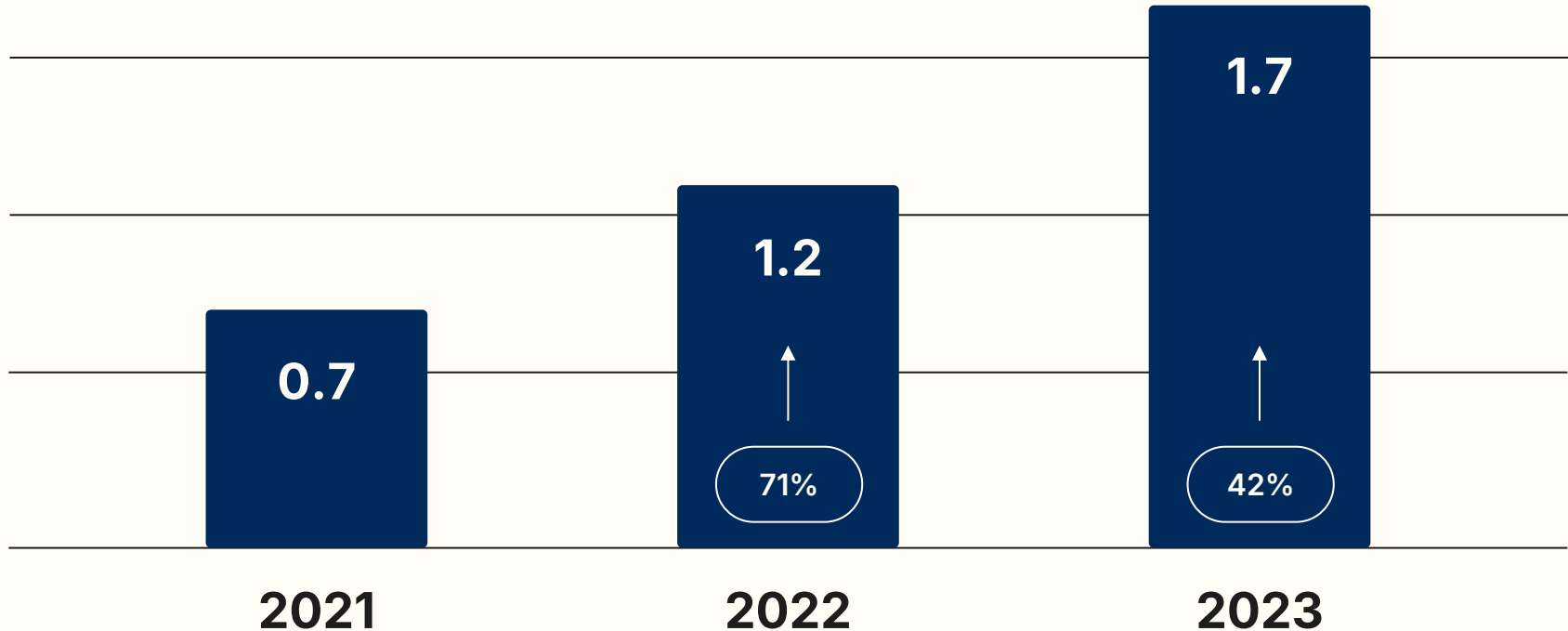
# Visitor Spend

Amount in \$ Millions

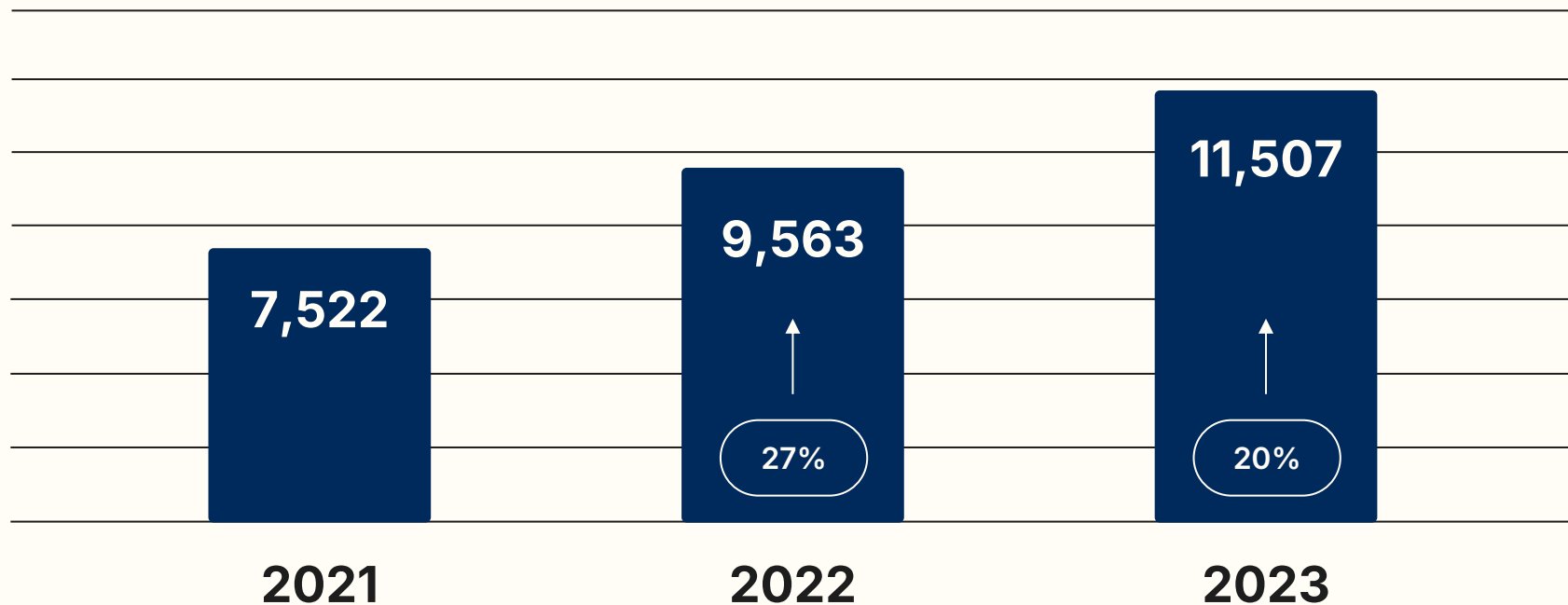


# U.S. / International Visitors

Amount of Visitors in Millions



# Tourism Workforce





# Hotel Indicators

Occupancy Rate

69.8%

Up 0.14%

Average Daily Rate

\$149.62

Up \$5.58

\*Note: YOY December 31, 2024 vs December 31, 2023



## Total Social Reach

# 76.6k



26.6k



16.8k



2.6k



9.8k



20.8k

# Destination Playbook

**DINE**  
**#YQG** BARRELS  
& BREWS  
#CRAFTBEER

**WINE**  
*Country*

FOOD & DRINK  
PLAY  
-IN-  
YQG

#BARREL TRAIL

[VISITWINDSORSESSEX.COM](http://VISITWINDSORSESSEX.COM)

ARTS & CULTURE

TUFTED TITMOUSE



History  
POUKS  
FROM THIS  
PLACE

#WHISKY

WINDSOR • AMHERSTBURG • ESSEX • KINGSVILLE • LAKESHORE  
LASALLE • LEAMINGTON • TECUMSEH • PEELEE ISLAND

2025

TOURISM WINDSOR ESSEX PEELEE ISLAND  
**DESTINATION  
PLAYBOOK**



World Class  
**GAMING**

WHERE THE PAST  
Meets the Present



BEST OF  
WINDSOR  
ESSEX



TWO-NATION  
DESTINATION



COFFEE  
CULTURE

MUSEUMS WITHOUT WALLS

Lake to  
**PLATE**

GONE FISHIN'

**ISLAND LIFE**

Outdoor  
ADVENTURE



2-WHEELED  
ADVENTURE

TIP OF CANADA

FOLLOW THE  
FLAVOURS



ONE OF A  
KIND Finds

#WEMADEIT

Pedal & Paddle  
**BIRDING**

YQG

WE LOCAL



**Food & Drink**



**Arts & Culture**



**Outdoor Adventure**



**Entertainment**





## 2024/2025 Official Visitor Guide

259k

Digital Page Views

40k

Print Distribution

276

Advertising Partners

## 2025/2026 Official Visitor Guide

Release date: Thursday April 24th



*Night*  
**MARKET**  
**HOP**



# Destination Ontario Partnerships



## 2024 U.S. Digital Campaign:

510k

Unique Visitors

## 2024 U.S. Broadcast Partnership:

21.7m

Viewers

## 2025 Partnerships:

**Winter Seasonal Spotlight - Rest & Relax**  
January & February

**U.S. Digital Campaign**  
May - July & August - September

**Canadian Broadcast Partnership**  
June

**U.S. Broadcast Partnership**  
April & September



ANNUAL GENERAL MEETING

# Save the Date

Thursday June 12th



# Municipal Accommodation Tax (MAT) Purpose & Benefits

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- In 2017, the province enacted **O. Reg. 435/17 ('Transient Accommodation Tax')**, which granted municipalities authority to implement a MAT if they choose to:
- **Purpose of the MAT**
  - To support local tourism growth and development while providing municipalities with another source of revenue.
  - Amplifying existing tourism investments through marketing and product development.
- **MAT Benefits**
  - Developing and sustaining local tourism economics - economic resilience.
  - Increasing the ROI of local tourism offerings through diversified income.
  - Revenue/seed funding for municipalities.

# MAT - Regulatory Overview

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- **Spending Restrictions on Tourism Entity Portion of MAT?**
  - Yes. Their portion of MAT must be spent on activities that promote tourism, which includes the development of tourism products.
- **Spending Restrictions on Municipal Portion of MAT?**
  - No. The municipality retains discretion on how to spend its portion of MAT revenues with an aim to support tourism.

# MAT By-Law Requirements

As per Municipal Act, section 400.1

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- **A MAT By-Law Must State:**

- Subject of the tax to be imposed
- Tax rate or amount of tax payable
- How the tax is to be collected

- **Other By-Law Contents**

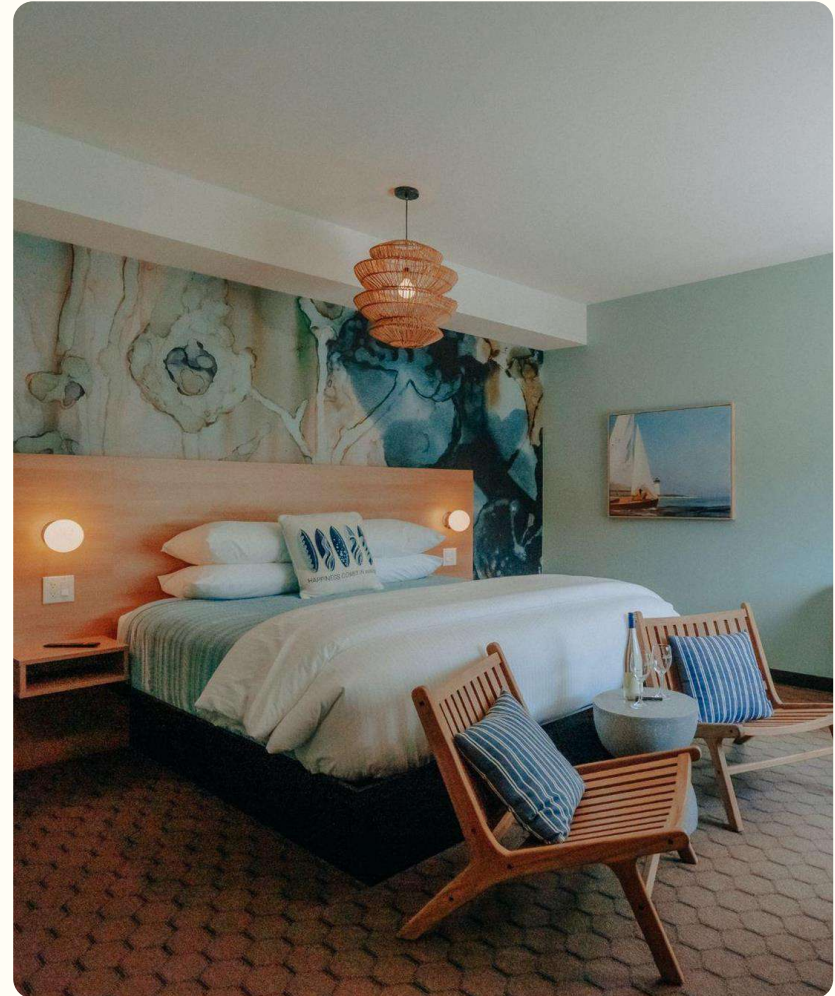
- Exemptions
- Rebates
- Penalties, interest on outstanding taxes/penalties, assessment of outstanding tax/penalties/interest
- Audit and inspection powers
- Dispute resolution mechanism
- Enforcement measures



# Board Direction

Received direction from our board to investigate the implication of a MAT for Essex County towns/municipalities.

1. **May 2024 - CAO Regional Meeting**
2. **June 2024 - Hosted a MAT Tax Workshop with TIAO**
3. **January 2025 - Hosted a follow-up meeting**
4. **Next Step: April/May 2025 - Visit each municipality/town council meeting**



# MAT- Town of Amherstburg

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113

**Accommodation Listings**  
Short Term Rentals & Hotels/Motels

\* As of December 31<sup>st</sup>, 2024. Sources: MetaBase and Smith Travel Research.

# MAT- Town of Amherstburg

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49%

Occupancy Rate

\* As of December 31<sup>st</sup>, 2024. Sources: MetaBase and Smith Travel Research.

# MAT – Town of Amherstburg

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**\$3.2m**

**Total Estimated Revenue**

\* As of December 31<sup>st</sup>, 2024. Sources: MetaBase and Smith Travel Research.



# MAT – Town of Amherstburg

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**\$128k**

MAT 4%

**\$64k**

Amherstburg Share

**\$64k**

TWEPI Share

**\$192k**

MAT 6%

**\$96k**

Amherstburg Share

**\$96k**

TWEPI Share

\* As of December 31<sup>st</sup>, 2024. Sources: MetaBase and Smith Travel Research.

# MAT- County of Essex

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1,243

Accommodation Listings

\$41.9m

Total Estimated Revenue

\$1.7m

MAT 4%

\$2.5m

MAT 6%

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\* As of December 31<sup>st</sup>, 2024. Sources: MetaBase and Smith Travel Research.

# Proposed Mechanics

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1

## **Collection Agency - Regional Shared Service with City of Windsor**

- 2% or 3% to the municipality/town
- 2% or 3% to Tourism Windsor Essex Pelee Island

2

## **By-law - City of Windsor template**

# Sample By-law

## Corporation of the City of Windsor

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### BY-LAW NUMBER 133-2018

#### A BY-LAW TO ESTABLISH A MUNICIPAL ACCOMMODATION TAX IN THE CITY OF WINDSOR

Passed the 17<sup>th</sup> day of September, 2018.

**WHEREAS** section 400.1 of the *Municipal Act, 2001*, S.O. 2001, c. 25 (the "Act"), provides that the council of a local municipality may pass by-laws imposing a tax in respect of the purchase of transient accommodation within the municipality;

**AND WHEREAS** pursuant to section 400.1 of the *Act* and Ontario Regulation 435/17, the Council of the Corporation of the City of Windsor has approved the imposition of a new Municipal Accommodation Tax on the purchase of transient accommodation in the City of Windsor;

**THEREFORE** the Council of The Corporation of the City of Windsor enacts as follows:

#### **DEFINITIONS**

1. In this by-law,

**"Accommodation"** means Lodging, and the right to use Lodging, that is provided for monetary compensation, whether or not the lodging is actually used, for a continuous period of thirty days or less;

**"Bed and Breakfast"** means a home-based business for the temporary Accommodation of the traveling public located within a single detached

# Growth in Municipal Funding

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## City of Windsor

- MAT in City of Windsor at 4% started on October 1, 2018 and funding has grown since 2019 by 27%
- Increase to 6% MAT effective April 1, 2025
- City/County Funding - based on 2011 census per capita
  - 2011 - City 55% County 45%
  - 2024 - City 66% County 34%

# In Closing

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## Motion from the Board of Directors

That the Board of Directors ENDORSES the need to implement a Municipal Accommodation Tax (MAT), throughout the towns/municipalities in Essex County, and encourages all Councils do so in an effort to benefit from the revenue stream derived, thereby supporting tourism infrastructure and marketing programs. FURTHER, that Tourism Windsor Essex Pelee Island be the designated tourism entity to receive 50% of the monies collected (distribution of revenues to be 50/50 based on the net revenues (total revenues less cost/expenses of collection agency); the City of Windsor to be the collection agency and that Town/Municipal responses are respectfully received by August 31, 2025 in order to plan a path forward.



*Thank  
You!*



TOURISM  
**WINDSOR  
ESSEX**  
PELEE ISLAND

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