

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



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

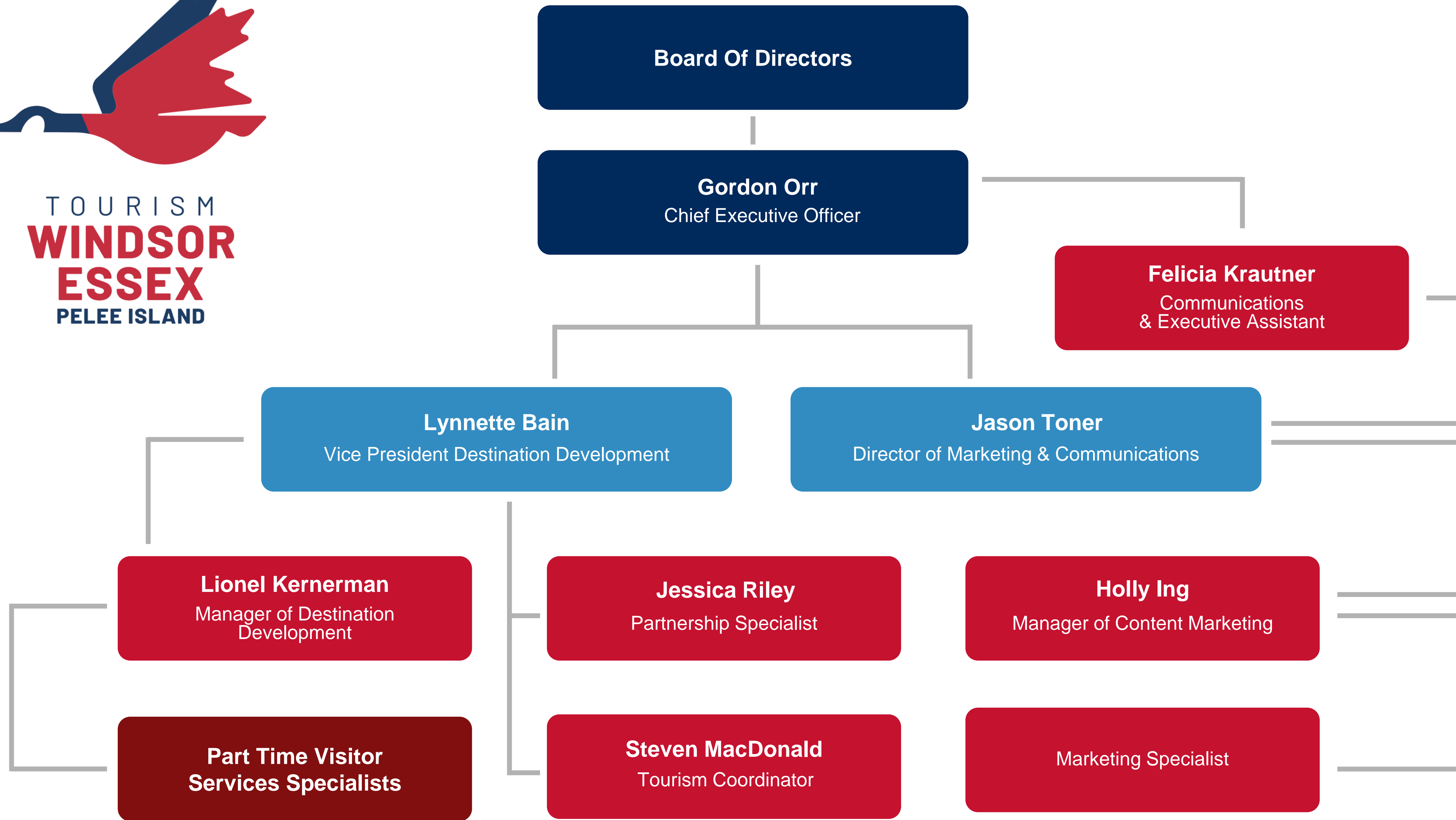
ACCREDITED BY:



**DESTINATIONS**  
INTERNATIONAL



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

## Directors

Mayor Drew Dilkens

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  
**WINDSOR**  
**ESSEX**  
PELEE ISLAND

2023

*SaTar*



TOURISM  
**WINDSOR**  
**ESSEX**  
PELEE ISLAND



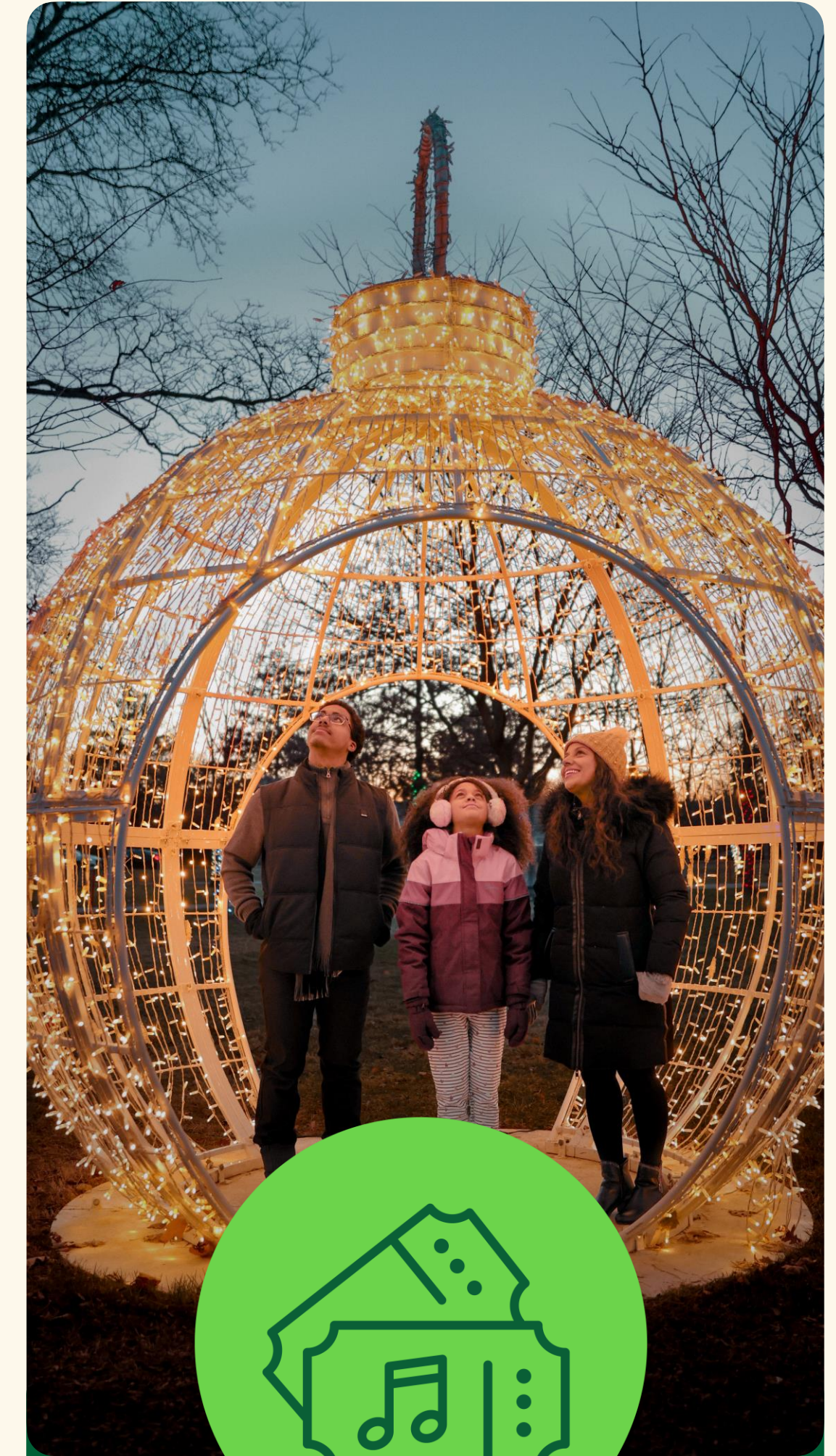
**Food & Drink**



**Arts & Culture**



**Outdoor Adventure**



**Entertainment**

*8th*  
ANNUAL

BEST OF  
**WINDSOR  
ESSEX**  
AWARDS



April 28 & 29

devonshire<sub>mall</sub>

**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





**FOLLOW THE  
FLAVOURS**

Investing  
in People  
MULTICULTURAL COUNCIL  
OF WINDSOR AND ESSEX COUNTY

**25+ Regional Partners**





ONTARIO  
*Yours to discover*

Destination  
Ontario

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Spring Seasonal Spotlight  
(Food & Drink)

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

37.5k Partner Referrals



ONTARIO  
*Yours to discover*

Destination  
Ontario

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U.S. Digital Partnership Campaign

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741.8k U.S Traffic Clicks to  
[visitwindsorsex.com](https://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
- 60 Days
- 5.3k Inquiries

Partnership With:

**ONTARIO**  
*Yours to discover*



# **X CROSSROADS**

**Historical Guide**

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**Number of Locations**

**50+**

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**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





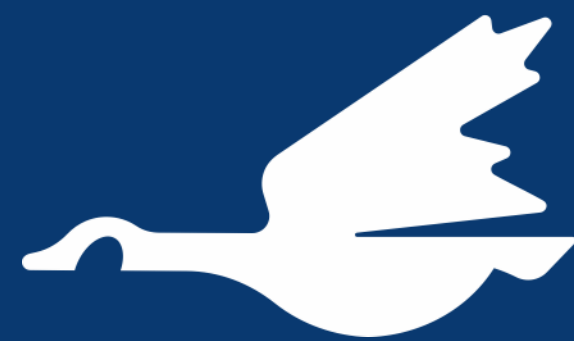
## Ontario Tourism Summit Accolades

# 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**

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**45%**



**Reach  
Per Post Up**

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**128%**



**Email Open  
Rate Up**

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**9.8%**



## Hotel Indicators

### Occupancy Rate

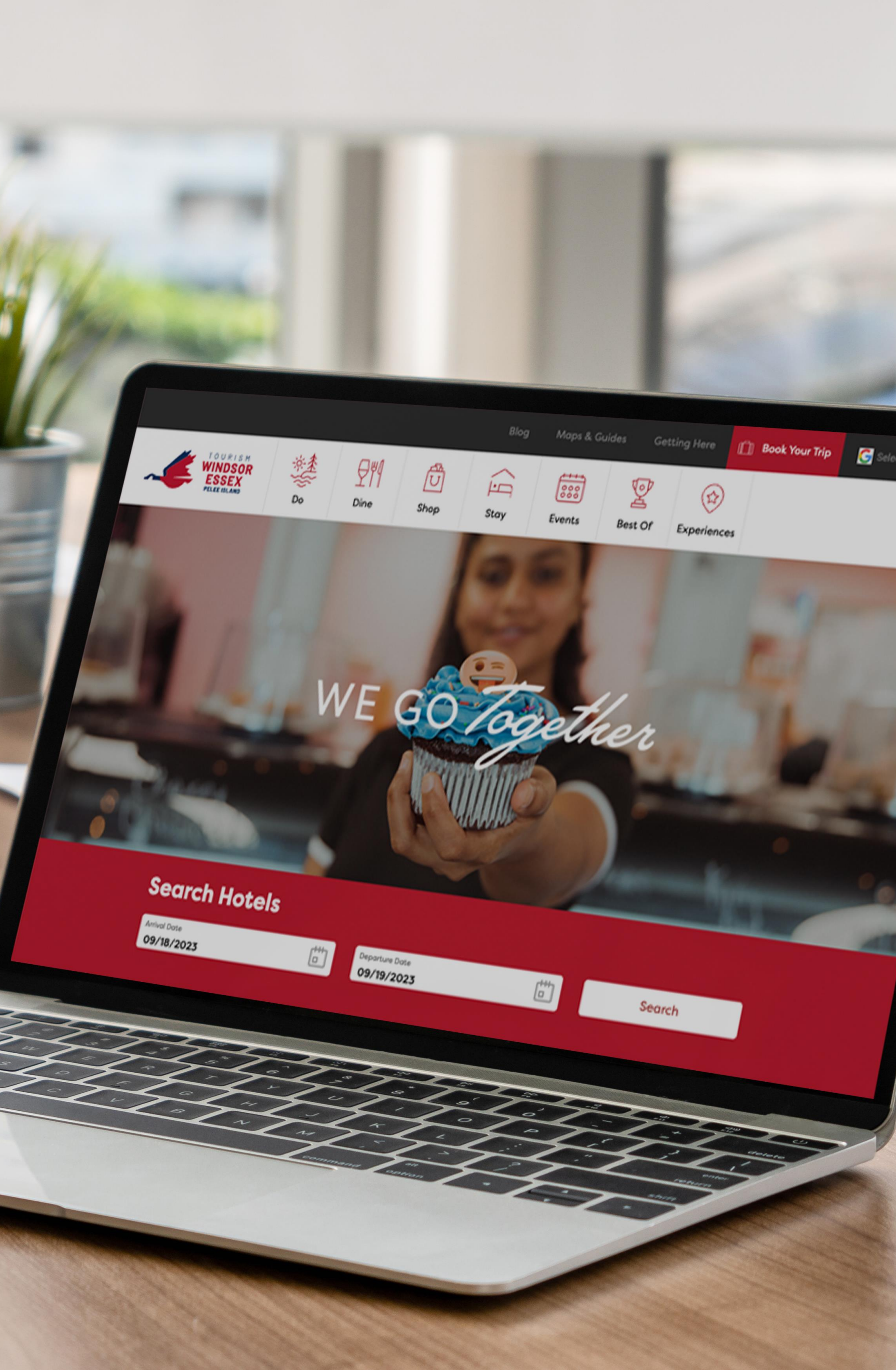
**69.3%**

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

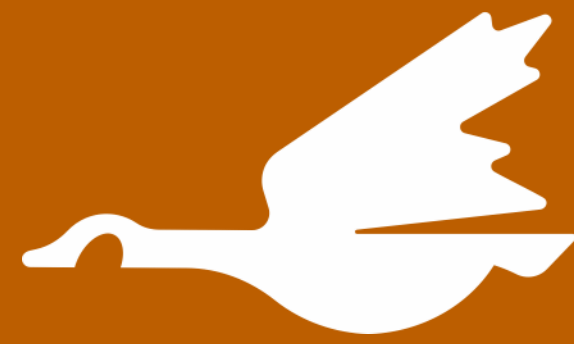
The \$328 million in total income generated by the visitor economy is the equivalent of **\$1,980 for every household** in Windsor Essex.



## \$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*



TOURISM  
**WINDSOR**  
**ESSEX**  
PELEE ISLAND

**DINE** **BARRELS** **SHOP IN** **FOOD**  
**#YQG** **BOTTLES** **YOG** **& DRINK**  
**#CRAFTBEER** **& BREWS** **#WEMADEIT** **#BARREL**  
 **TRAIL** **PLAY IN** **#YQG**  
**visitwindsorsex.com** **HISTORY**  
**HIP EATERIES** **#EPIC** **POURS** **#WHISKY**  
**ARTS & CULTURE** **WINE** **FROM THIS**  
**#EPIC** **COUNTRY** **PLACE**

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

**2024** | **DESTINATION DEVELOPMENT & MARKETING PLAN**

**WORLD CLASS** **BIRDING** **BEST OF WINDSOR ESSEX** **W.E. LOCAL**  
 **GAMING & CONCERTS**  **Museum Without Walls**  
**TWO-NATION DESTINATION** **COFFEE CULTURE**  
**ISLAND LIFE** **OUTDOOR ADVENTURE** **LAKE TO PLATE** **Gone Fishin'**  
**2-WHEELED ADVENTURE** *Pedal & Paddle*  **#WEHEARTLOCAL**  
**SHOP LOCAL** **ONE OF A KIND FINDS** **#WEMADEIT** **STAY-CATION** **FOLLOW THE FLAVOURS**  
**KEEP THE GOOD TIMES ROLLING**  **TOURISM WINDSOR ESSEX PELEE ISLAND**  
 visitwindsorsex.com

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

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## 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've Moved!*



WE GO *Together*

# Bold Reds & Blue Skies

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North 42 Degrees Estate Winery | Essex

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# Family & Fun

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Colasanti's Tropical Gardens | Kingsville

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# Home Is Where the Pizza Is

Learn More

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# Enjoy Bold Reds & Blue Skies

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# Hidden Trails & Open Waters

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# Sip Through the Summer

Learn More

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# Somewhere New & Sunny

Learn More

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# Bike Rides & Beautiful Places

Stanton Woods | LaSalle

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Thank  
You!



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**WINDSOR**  
**ESSEX**  
PELEE ISLAND

WE GO *Together*  
Plan Your Trip Now



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[visitwindsorsex.com](http://visitwindsorsex.com)