

Presentation to Kingsville Town Council  
June 26, 2017

# TOURISM WINDSOR ESSEX PELEE ISLAND

**Gordon Orr**, Chief Executive Officer

**Lynnette Bain**, Vice President, Tourism Programs & Development

**Kris Racine**, Director, Marketing & Special Events

# VISION, MISSION & MANDATE

**Vision:** Windsor Essex Pelee Island will be a top of mind regional tourism destination in Ontario offering authentic and diverse visitor experiences.

**Mission:** We are a tourism industry collaborative committed to enhancing the region's economy and quality of life through:

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

**Mandate:** The core functions of Tourism Windsor Essex Pelee Island in building a united tourism industry are:



# ORGANIZATIONAL GOVERNANCE

## BOARD OF DIRECTORS



### Executive Team

Mayor Nelson Santos - Chair  
Councillor Irek Kusmierczyk – Vice-Chair  
Scott Fischburg – Caesars Windsor – Director-At-Large  
Gordon Orr – Secretary-Treasurer

### Directors

Mayor Drew Dilkens  
Warden Tom Bain  
Mayor Rick Masse  
Mayor John Paterson  
Councillor Rino Bortolin  
Suzanne Dajczak – North 42 Degrees Estate Winery  
Danielle Stuebing – Essex Region Conservation Authority  
Adriano Ciotoli – Windsor Eats

# 2016-2020 STRATEGIC PLAN

Growing the Tourism Industry and Visitor Experiences

Maximizing Key Industry Partnerships and Relationships

Building our Capacities to Support the Tourism Industry

# 2016 YEAR-IN-REVIEW

## Awards:

- Winner of the Ontario Culinary Tourism Experience Award
- Winner of the Motorcities National Heritage Area's 2016 Award of Excellence in Tourism
- Finalist for the Ontario Culinary Tourism Leadership Award



## Destination Development:

- Workshops
  - Birding Tourism
  - Two-Wheeled Tourism
  - Trip Advisor
  - Social Media



# 2016 PROGRAM LAUNCHES

Barrels, Bottles & Brews Trail



Regional Tourism Committee

WINDSOR  
LASALLE  
TECUMSEH  
LAKESHORE  
AMHERSTBURG  
ESSEX  
KINGSVILLE  
LEAMINGTON  
PELEE ISLAND



Waterfront Trail – Pelee Island  
Honourable Eleanor McMahon  
Minister of Tourism, Culture and Sport

# 2016 YEAR-IN-REVIEW

## Event Development:

- Canadian Society of Professional Event Planners Conference
- CARHA Hockey World Cup
- Association of Municipalities Ontario Annual Conference
- FINA World Swimming Championships (25m)



## Marketing:

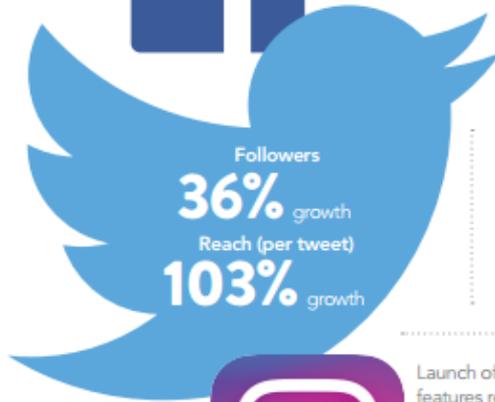
- 60 days/60 reasons
- Best of Windsor Essex Campaign
- Windsor Essex Staycation Giveaway



# 2016 YEAR-IN-REVIEW



Followers **69%** growth  
Impressions **505%** growth



Followers **36%** growth  
Reach (per tweet) **103%** growth

## .com

Increased visitors and page views on the website (based on average per month)

1. Page Views - 24% growth
2. Visits - 24% growth
3. Visitors - 21% growth



Launch of Instagram (June 2015) - profile features regional photos each week

**264%** growth in followers  
**359%** growth in engagements



### Contests

- 20% growth in amount of entries per contest vs. 2015
- 52% growth in stakeholder engagement vs. 2015

# CANADA 150 CELEBRATIONS



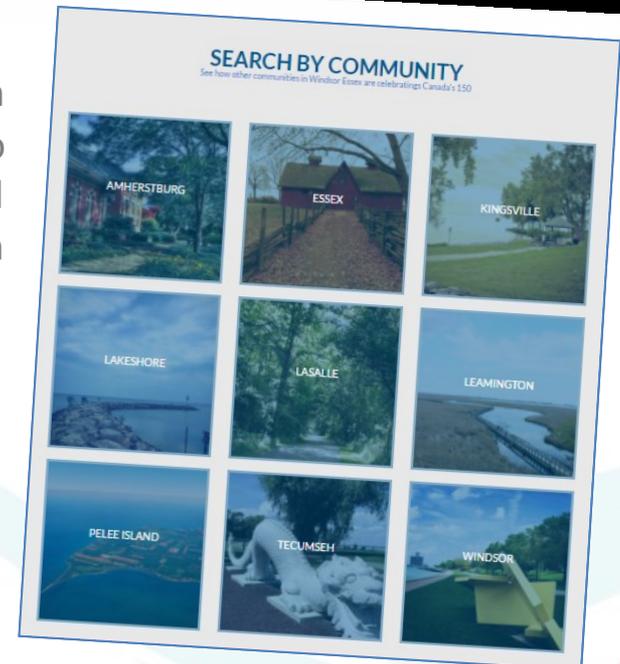
# ONTARIO 150



# CANADA 150 CELEBRATIONS

WE150.ca website & #WE150

- Serves as a hub to gather information on Canada 150 celebrations
  - Discusses our place in Canadian history:
    - Black History
    - Automotive History
    - Prohibition
    - War of 1812
- Offers event information searchable by community to showcase the patriotic spirit in all the municipalities in our region





**ARTS & CULTURE**  
Cultural Districts/Arts Initiatives



**OUTDOOR ADVENTURE**  
Two Wheel Adventures/Waterfront



**2017/2018**  
**MARKETING PLAN**  
**& DESTINATION**  
**DEVELOPMENT**  
**STRATEGY**



**FOOD & DRINK**  
Culinary & Wine, Bottles & Brews



**ENTERTAINMENT**  
Gaming/Events/Shopping

# 2017/2018 MARKETING PLAN & DESTINATION DEVELOPMENT STRATEGY

Reason #11 FREE 2017 PARKS CANADA DISCOVERY PASS  
 AT POINT PELEE NATIONAL PARK AND FORT MALDEN NATIONAL HISTORIC SITE

For more information on our 150 events across Windsor Essex please visit:  
[WE150.CA](http://WE150.CA)

CANADA 150

*We have plenty of reasons why you'll love this place.*

Reason #17 BARRELS BOTTLES & BREWS

As the birthplace of whisky in Canada, the tradition continues today with a new generation of craft brewers and distillers. Visit one of the stops along the Barrels Bottles & Brews Trail where you can experience how craft whisky is made and enjoy a flight of craft beer or small batch-ultra premium spirits.

[barrels-bottles-and-brews.ca](http://barrels-bottles-and-brews.ca)

[visitwindsoresex.com](http://visitwindsoresex.com) | 1-800-265-3633

Tourism Windsor Essex Pelee Island

Why do so many birders flock here?

Reason #13 POINT PELEE NATIONAL PARK

More than 390 species of birds have been sighted here, making this one of the premiere bird-watching locations in North America. The lush Carolinian Forest provides a breeding habitat for species that are rarely found anywhere else in Canada. Visit the Warbler Capital of Canada during the Festival of Birds, May 1 - May 22, 2017.

Reason #25 HOLIDAY BEACH CONSERVATION AREA

Each fall, climb the three-storey viewing tower to witness the spectacular migration of thousands of hawks, vultures, eagles, falcons and other birds of prey soar through this site on thermals through before heading to warmer destinations. This global Important Bird Area has been identified as one of the top hawk-watching sites in North America. For a special birding treat, don't miss the Festival of Hawks, September 9/10 & 16/17, 2017.

#plentyofreasons

[visitwindsoresex.com](http://visitwindsoresex.com) | 1-800-265-3633

Tourism Windsor Essex Pelee Island

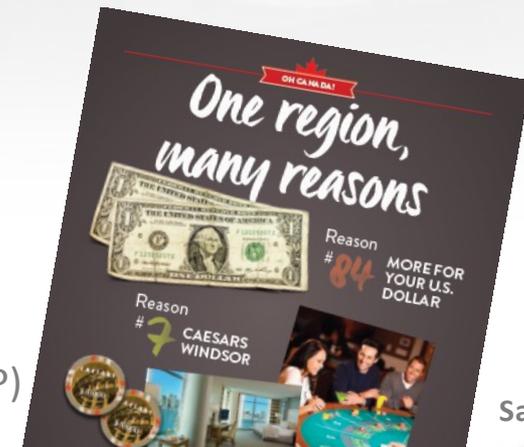
## Campaign Creative: "Reasons"

- Encapsulates our many diverse offerings in a clear, concise and captivating way.
- We use rich storytelling "snapshots", with engaging photography and direct testimonial-style copy.

# 2017/2018 MARKETING PLAN & DESTINATION DEVELOPMENT STRATEGY

## U.S. Cross Border Initiative

- Campaign Creative: Plenty of Reasons
- Focused mainly on digital and social
- The campaign starts in August and runs through Q3 & Q4.
- \$100,000 in total buy
- Received \$30,000 Tourism Industry Partners Program (TIPP) grant from OTMPC
- Have secured participation from:
  - Adventure Bay / Chimczuk Museum
  - Caesars Windsor
  - EPIC Wineries
  - Sunray Hotel Group
  - Windsor Crossing
  - Windsor Essex Economic Development Corporation



Sample Creative



# 2017 STAKEHOLDER INITIATIVES

## Tourism Windsor Essex Pelee Island Partner Portal



ACCOUNT INFORMATION



EVENTS CALENDAR



UPCOMING ENGAGEMENT  
OPPORTUNITIES



INDUSTRY REPORTS



TRAINING MANUALS (IDSS)

WELCOME TO THE TOURISM WINDSOR ESSEX  
PELEE ISLAND PARTNER PORTAL!

### UPCOMING ENGAGEMENT OPPORTUNITIES

#### ANNUAL TOURISM WINDSOR ESSEX PELEE ISLAND NETWORKING OPPORTUNITIES:

- June 2017- Tourism Windsor Essex Pelee Island Annual General Meeting
- 18 September 2017- 6th Annual Tourism Windsor Essex Pelee Island Premiere Golf Tournament
- December 2017- Tourism Windsor Essex Pelee Island Holiday Social

#### 2017 CONSUMER SHOW OPPORTUNITIES:

- 17-19 February 2017- London Golf Show
- 24-26 February 2017- Toronto Golf Show
- 11-12 March 2017- Michigan Golf Show
- 7-9 April 2017- Hamilton Food & Drink Fest
- 8 April 2017- Go Wild Grow Wild
- 16-18 June 2017- London Beer & BBQ Show



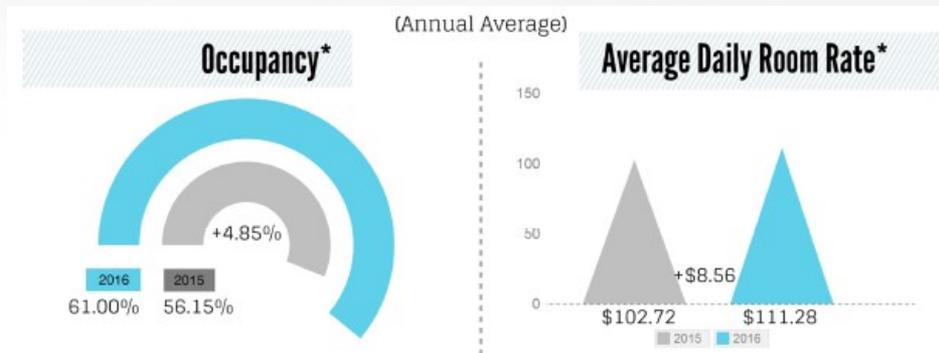
Windsor Essex Coffee Trail

# YEAR OVER YEAR FIGURES

## 2015 vs 2016

### Hotel Stats:

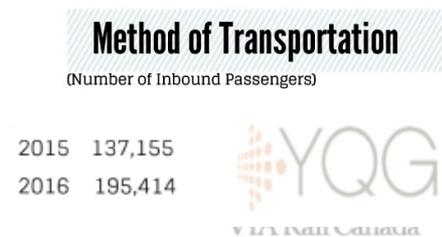
↑  
**4.85%**



↑  
**\$8.56**

### Industry Stats

↑  
**42.5%**



2015 2,264,574  
2016 2,354,491  
Passengers

↑  
**3.97%**

# YEAR OVER YEAR FIGURES

## 2015 vs 2016

### Website Statistics

2015	2016
Total Unique Visitors: 210,602 Total Visits: 255,700	Total Unique Visitors: 260,520 Total Visits: 317,408
Average Pages per Visit: 2.76 Average Time Spent per Visit: 2:06	Average Pages per Visit: 2.63 Average Time Spent per Visit: 2:02

  
**21.4%**  
Page Views

### Social Media\*

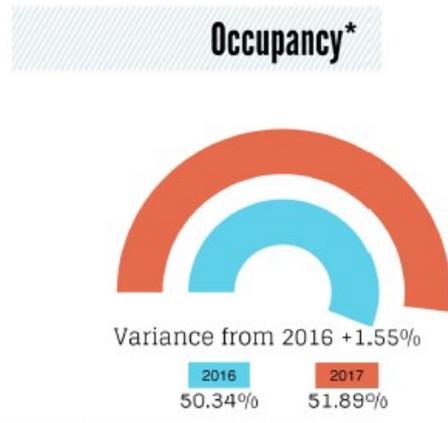
2015	2016
4,830 Followers Reach of 937 per post	8,172 Followers Reach of 6,055 per post
4,633 Followers Reach of 561 per tweet	6,302 Followers Reach of 588 per tweet
456 Followers Reach of 17 per picture	1,658 Followers Reach of 34 per picture

# YEAR OVER YEAR FIGURES

## Q1 - 2016 vs 2017

### Hotel Stats

↑  
**1.55%**



**Average Daily Room Rate\***



↑  
**\$4.56**

# YEAR OVER YEAR FIGURES

## Q1 - 2016 vs 2017

### Website Statistics

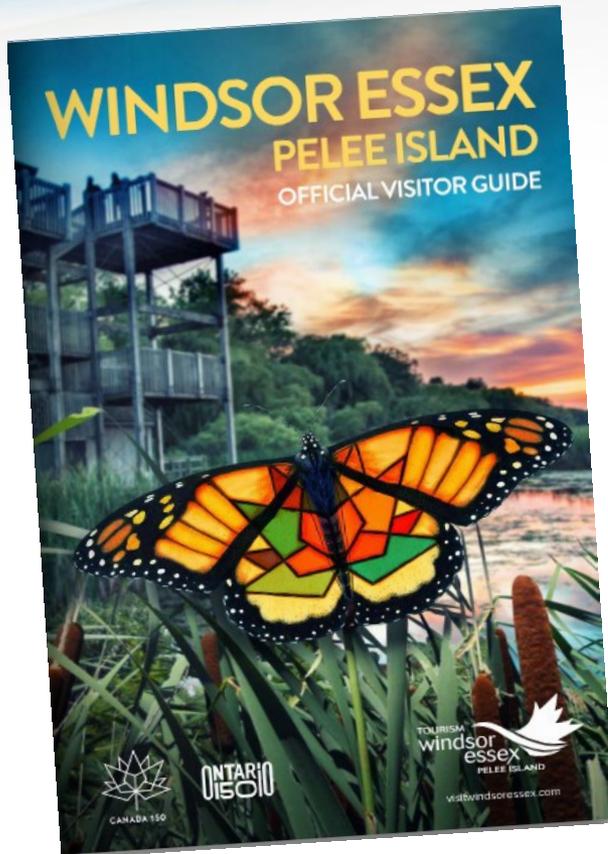
2016	2017
Total Visits: 52,868	Total Visits: 71,293
Total Page Views: 144,993	Total Page Views: 199,643
Average Pages per Visit: 2.76	Average Pages per Visit: 2.82
Average Time Spent per Visit: 2:17	Average Time Spent per Visit: 2:04

↑  
**32.9%**  
Unique Visitors

### Social Media

2016	2017	
5,404 Followers Reach of 4,118 per post	8,985 Followers Reach of 7,871 per post	↑ <b>66%</b>
4,990 Followers Reach of 622 per tweet	6,683 Followers Reach of 602 per tweet	↑ <b>34%</b>
690 Followers Reach of 25 per picture	2,011 Followers Reach of 45 per picture	↑ <b>191%</b>

# 2017/2018 OFFICIAL VISITOR GUIDE



## Stakeholders/Partners:

- 88 page book includes 241 listings and 61 advertisements

## Distribution:

- Ontario Travel Information Centres, targeted Tourist Information Outlets in Ontario, Michigan and Ohio
- Provided to all stakeholders & meetings/conventions
- 95,000 print quantity

# TWEPI CELEBRATES JUNE AS TOURISM MONTH

## Key activities:

- Video highlighting Tourism Month
- Ontario's Tourism Week at the OTIC Open House
- TWEPI Annual General Meeting
- We Heart Local campaign launch
- Sponsor of the Chamber of Commerce After Business event
- Launch EPIC Wine Country's new 18.67 wine
- Social Media promotion of [WE150.ca](http://WE150.ca), particularly during the lead into Canada Day.



# 2017 ANNUAL GENERAL MEETING



Thursday, June 8 2017  
12 pm – 2 pm  
Capitol Theatre

Lunch and networking followed by the business portion of the meeting hosted by Tourism Windsor Essex Pelee Island Board Chair Mayor Nelson Santos and Tourism Windsor Essex Pelee Island CEO Gordon Orr.

## Guest Speakers



**Honourable  
Eleanor McMahon**  
Minister of  
Tourism, Culture  
and Sport

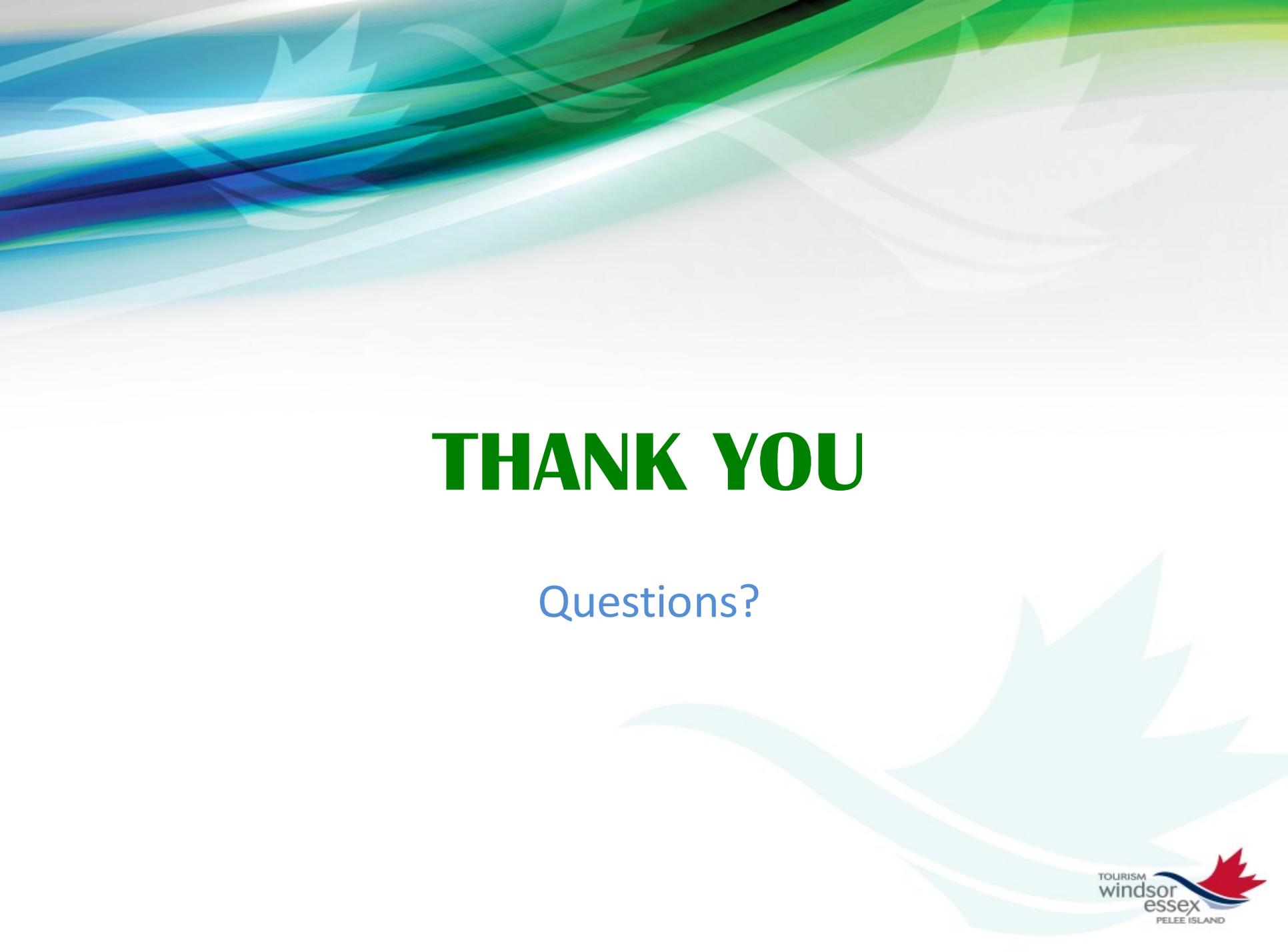


**Beth Potter**  
President & CEO  
Tourism Industry  
Association  
of Ontario

# 2017 GOLF TOURNAMENT

6<sup>TH</sup> ANNUAL PREMIER  
TOURISM  
windsor  
essex  
PELEE ISLAND  
GOLF TOURNAMENT

MONDAY, SEPTEMBER 18, 2017  
KINGSVILLE GOLF & COUNTRY CLUB



# THANK YOU

Questions?