



WHERE CAN
WE
TAKE YOU?

LaSalle Town Council
Tuesday June 14th, 2022



visitwindsorsex.com

Our Mission

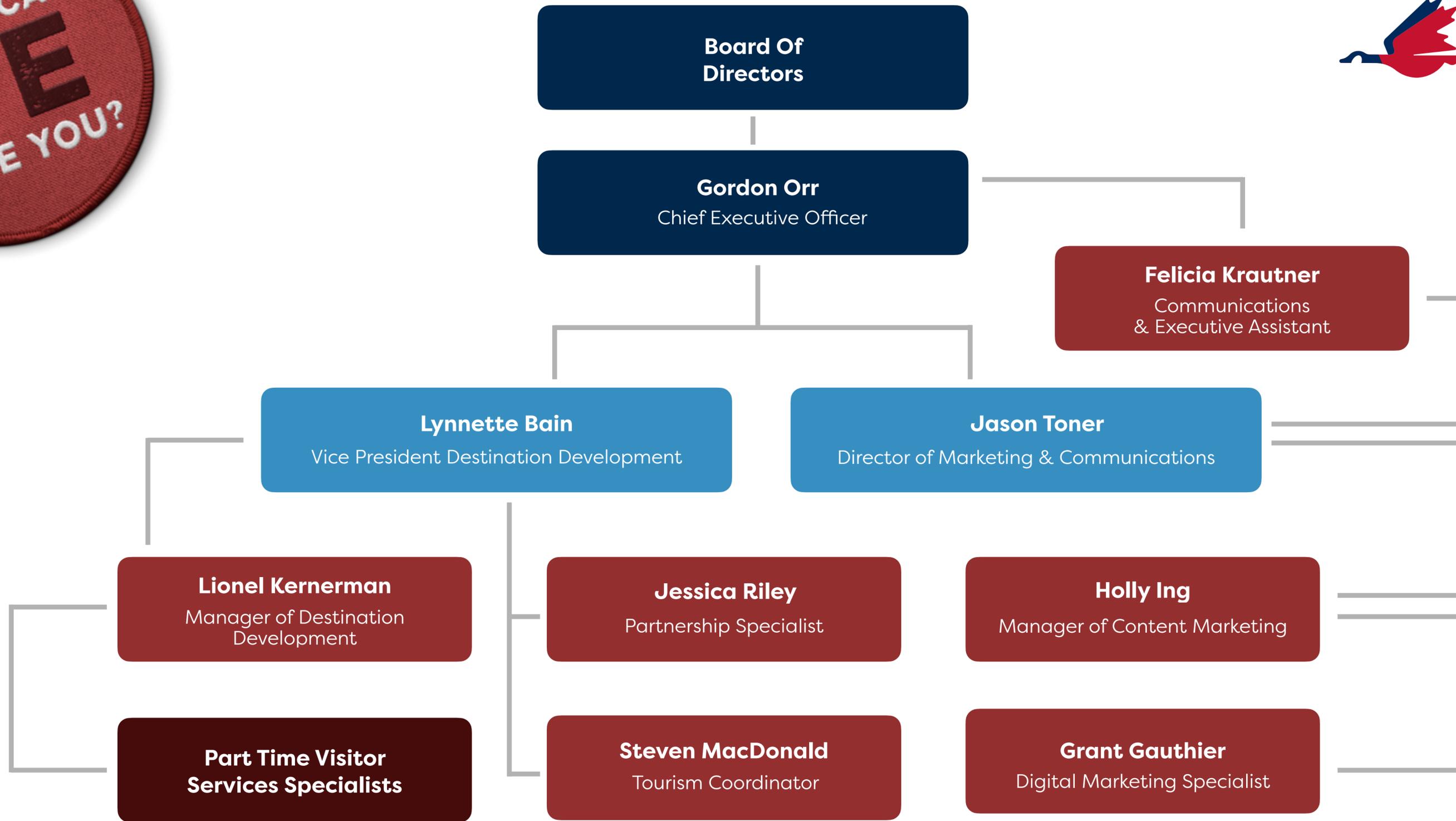
We are the leading tourism industry collaborative committed to enhancing the economy and quality of life through:

- 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



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 Dilkens - 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 photograph of a small cabin in a snowy forest at night, with a blue color overlay. The cabin has a gabled roof and a central door with a window. Two Adirondack chairs are on the porch, and a small cart is in the foreground. The text "Where we are now!" is overlaid in white.

Where we are *now!*

REACH **53.5k Followers**

 18.9k	 9k	 11.1k	 14.5k
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Social Media

53.5k potential reach





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

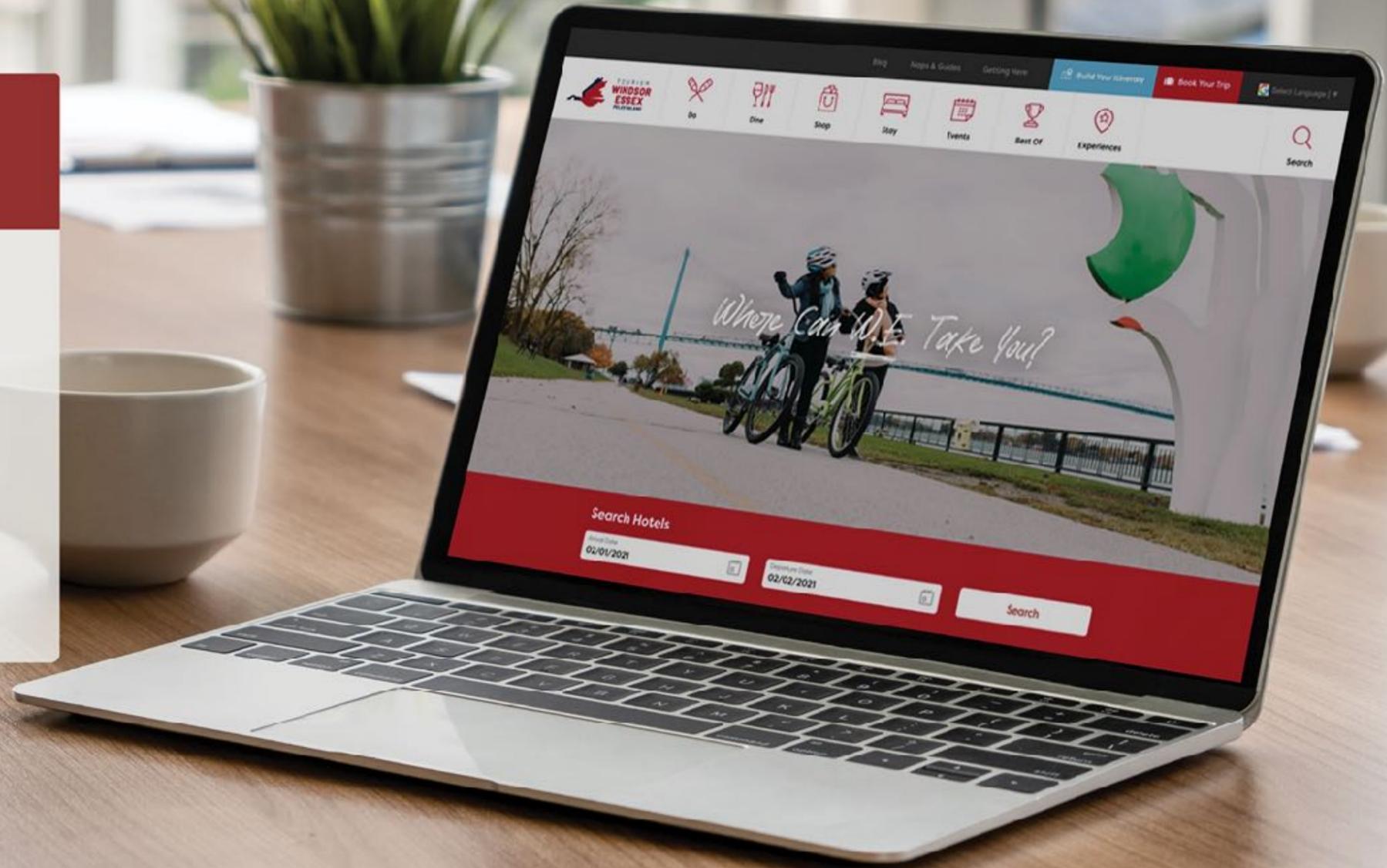


TOURISM
**WINDSOR
ESSEX**
PELEE ISLAND

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



TOURISM
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ESSEX**
PELEE ISLAND

It's Time!



Gallery of Windsor - Fort Malden National Historic Site - Windsor Essex
- Windsor Sculpture Park - Amherstburg River Lights - Colasanti's
Tropical Garden - John R. Park - Point Pelee National Park
Tip - Downtown Windsor Festival - Bright Lights Windsor-
Halfhead Distillery - Walkerville - Anchor Coffee House - Pelee
Island Winery - The Twisted - Gastropub - Downtown
Windsor Farmers Market - Sp... - Stropub - Jose's Bar & Grill
Commando's - Carrots n' Dates - Eng Bake Shop - El Mayor
Cndbar Waterfront Grill - The... - Urban Surf Co. - Michael
Grazio Reclaim Artistry - Ganatch... - Devonshire Mall - Kingsville
Nat's Poppin' Popcorn Factory - Estetica Day Spa - The Grove Hotel
Caesars Windsor - Dieppe Gardens & Windsor Waterfront - Point Pelee



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/trip 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 diversity pride of place through storytelling and experiential development
- 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 ShopTQG programs
- Guide for retail shopping experiences

FOOD & DRINK

- Development of collaborative events and promotions for the Banna Bottles & Banna Trail
- Return of event-based digital ticket packaging for our EPIC Winesap program
- 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

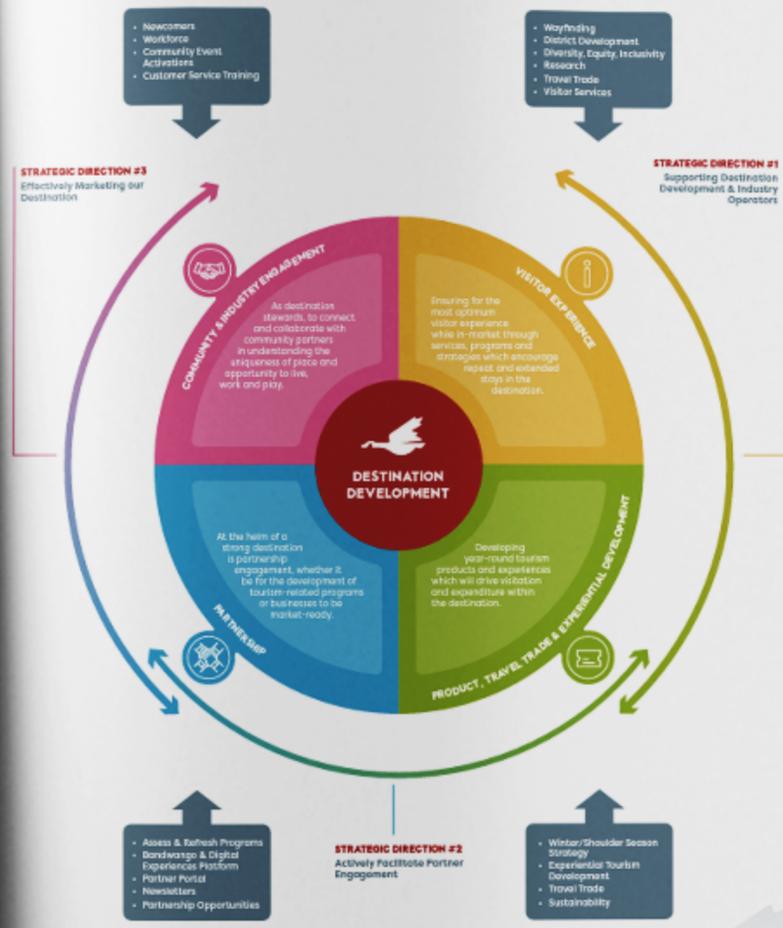
OUTDOOR ADVENTURE

- 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

Typically our budget is... As the tourism campaigns to out-of-market the timing is...

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.



2022 Destination Development & Marketing Plan

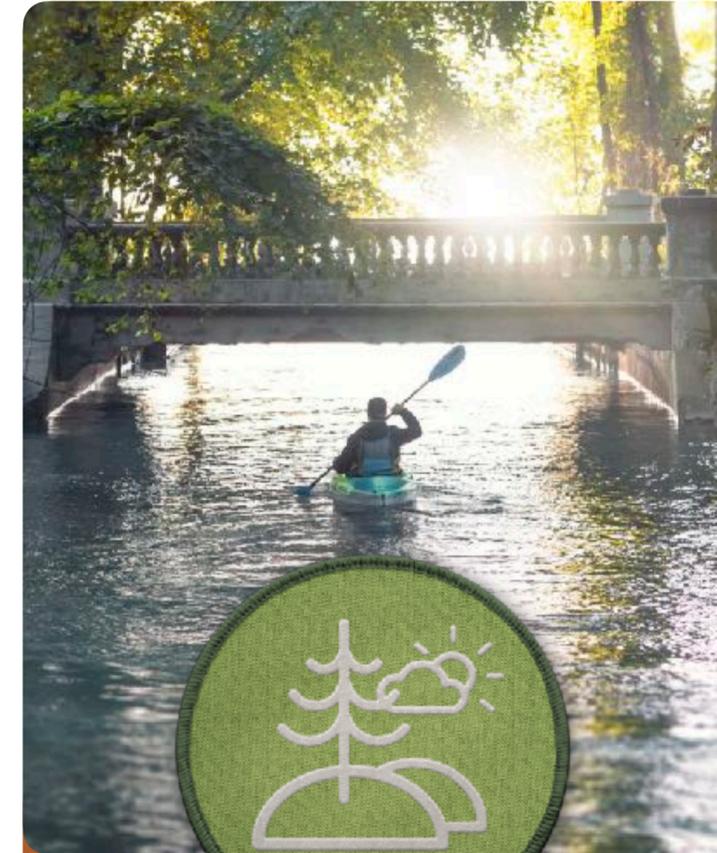




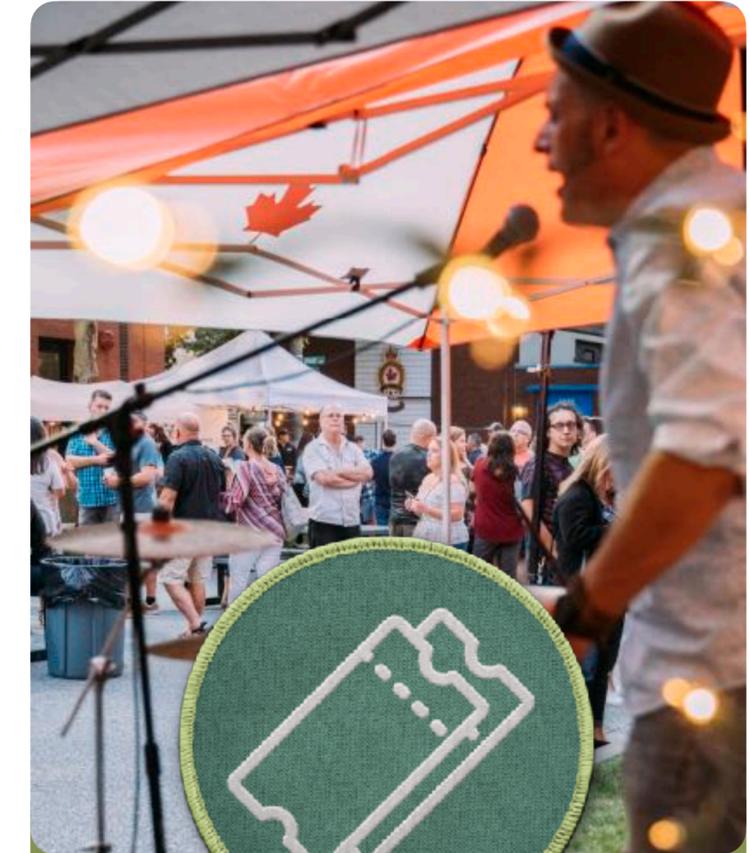
Food & Drink



Arts & Culture



Outdoor Adventure



Entertainment

Areas of Focus

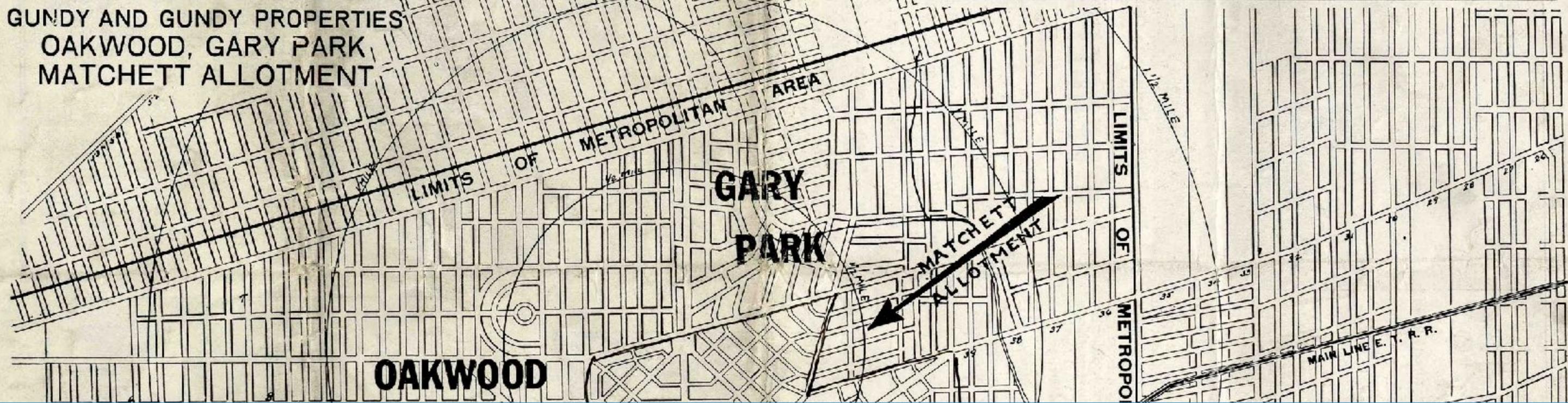
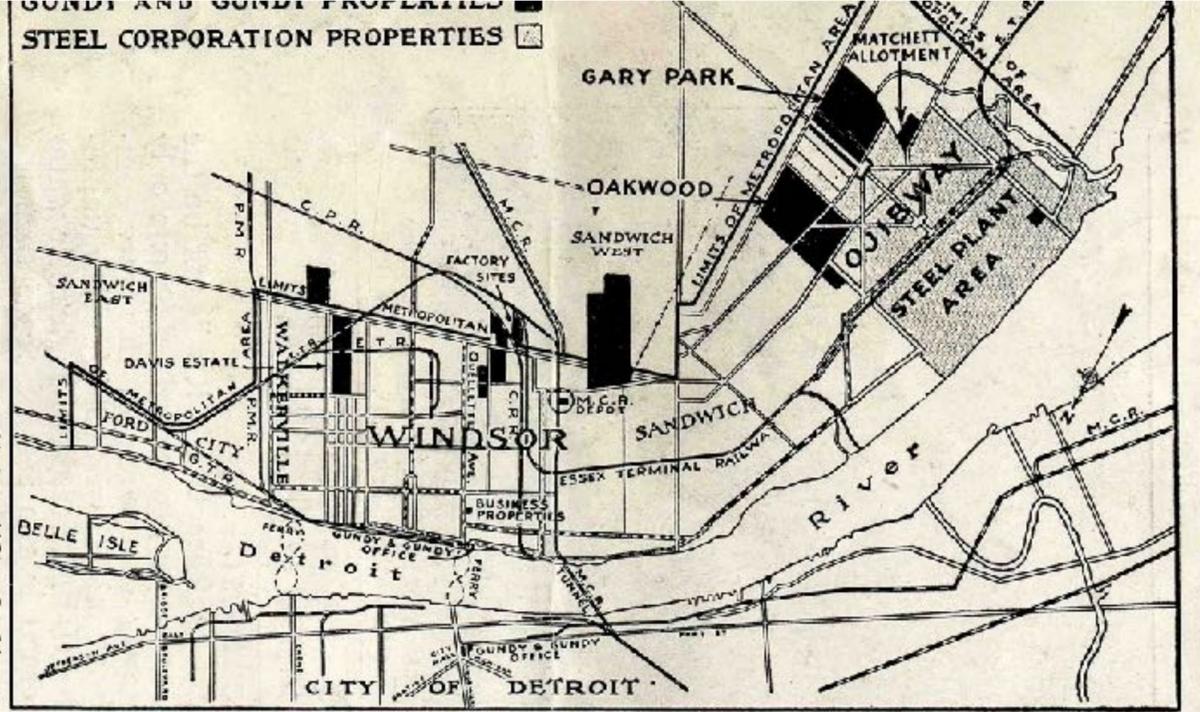
PLAN OF OJIBWAY

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



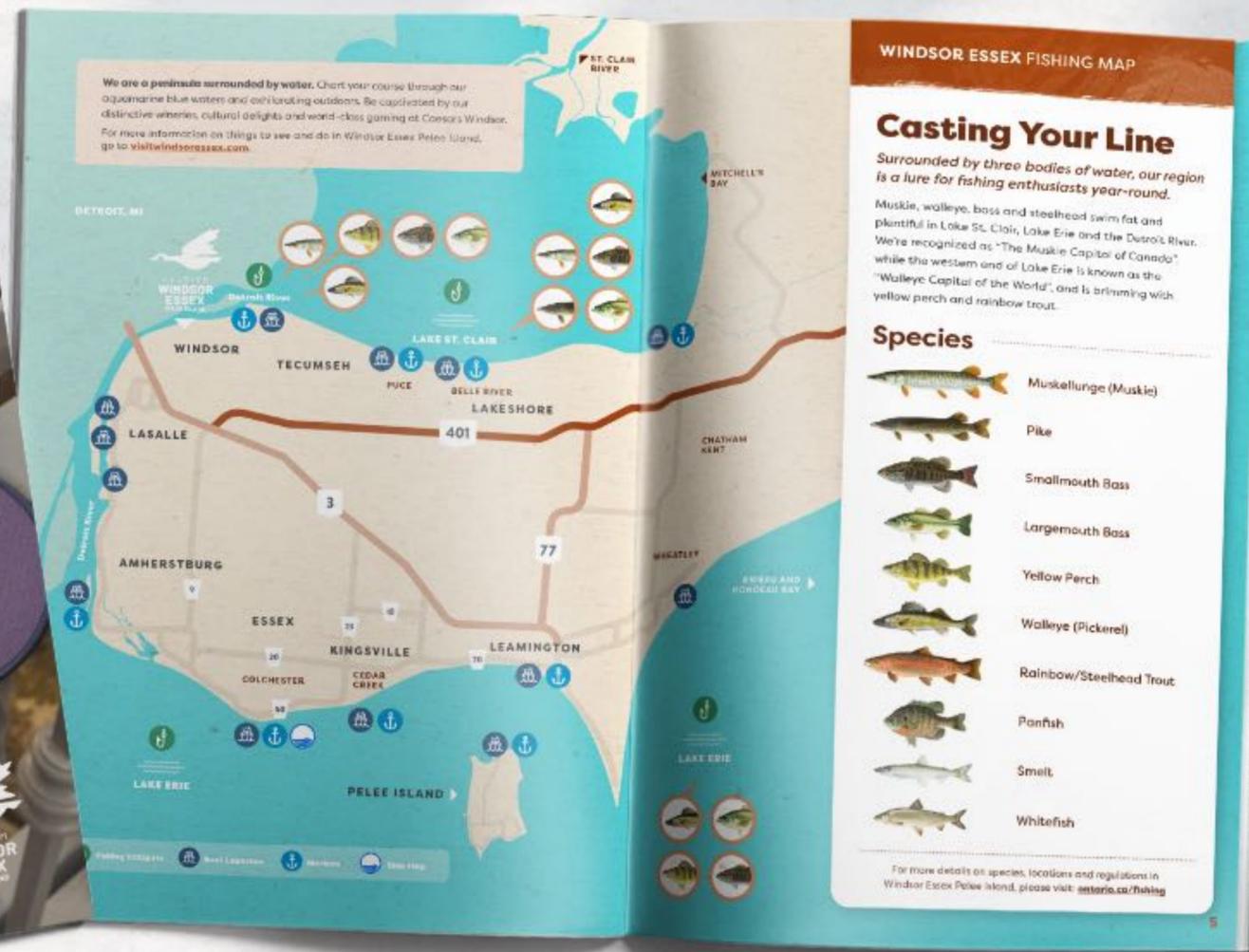
Historic Sites & Vanished Villages Trail





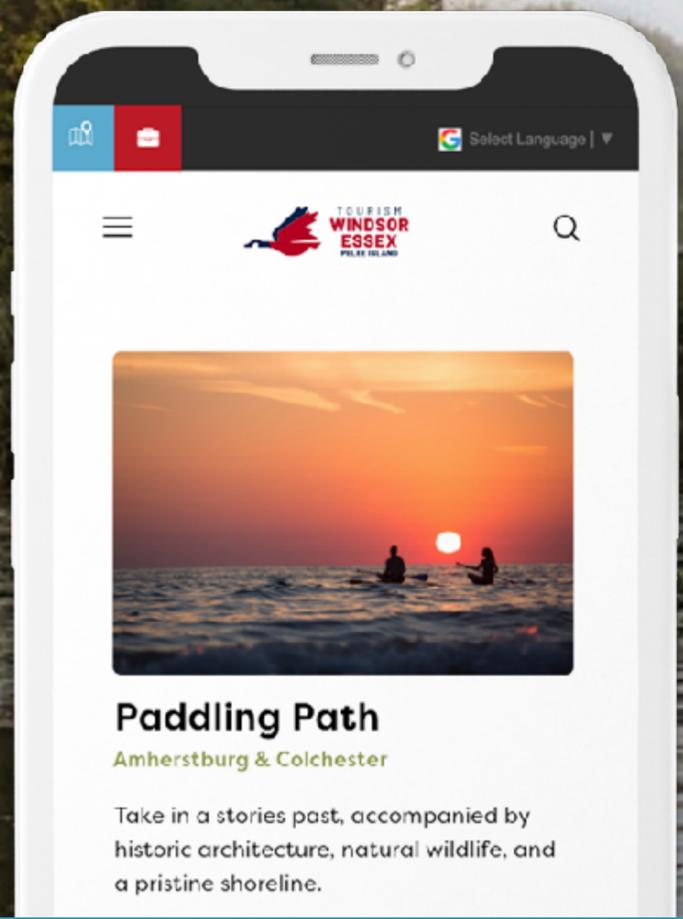
Canadian Gay and Lesbian Chamber of Commerce Destination Audit



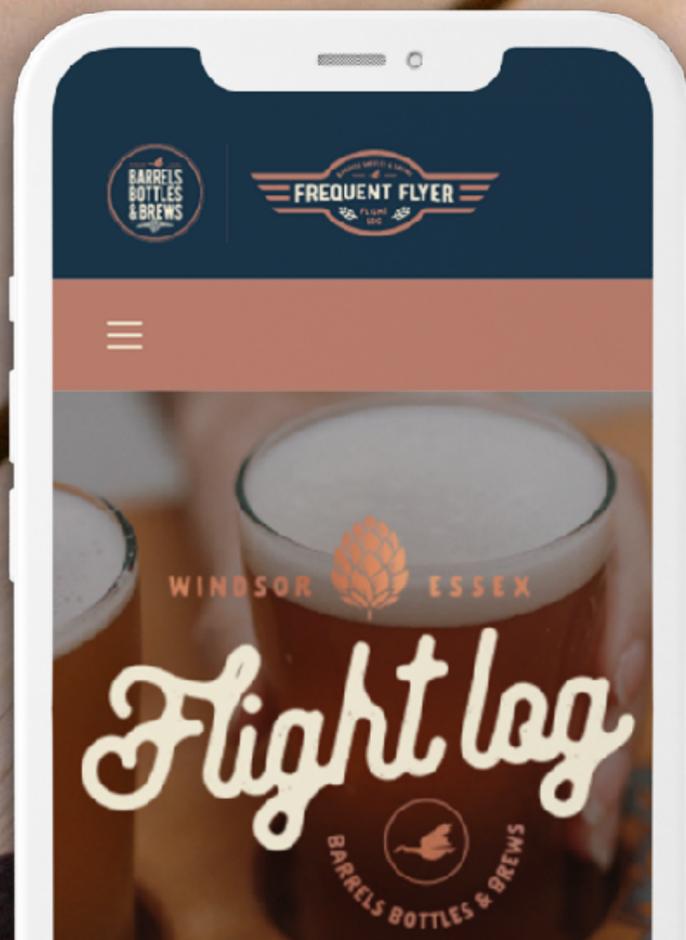


2022 Fishing & Birding Guides





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
ESSEX PELEE ISLAND COAST

8 EXCLUSIVE
Tasting
EXPERIENCES

\$50

EPIC Wine Tasting Pass

8 tasting offerings for \$50





Wine Route Wayfinding Signage



Market Intelligence



U.S. Drive Campaign





IT'S YOUR

NEIGHBOUR

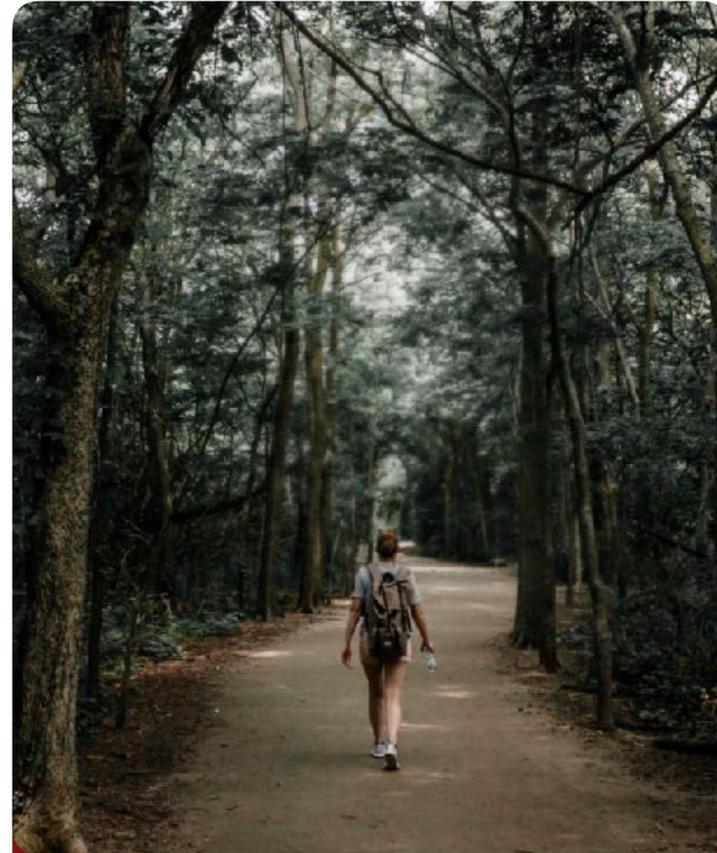
Destination Ontario Campaign



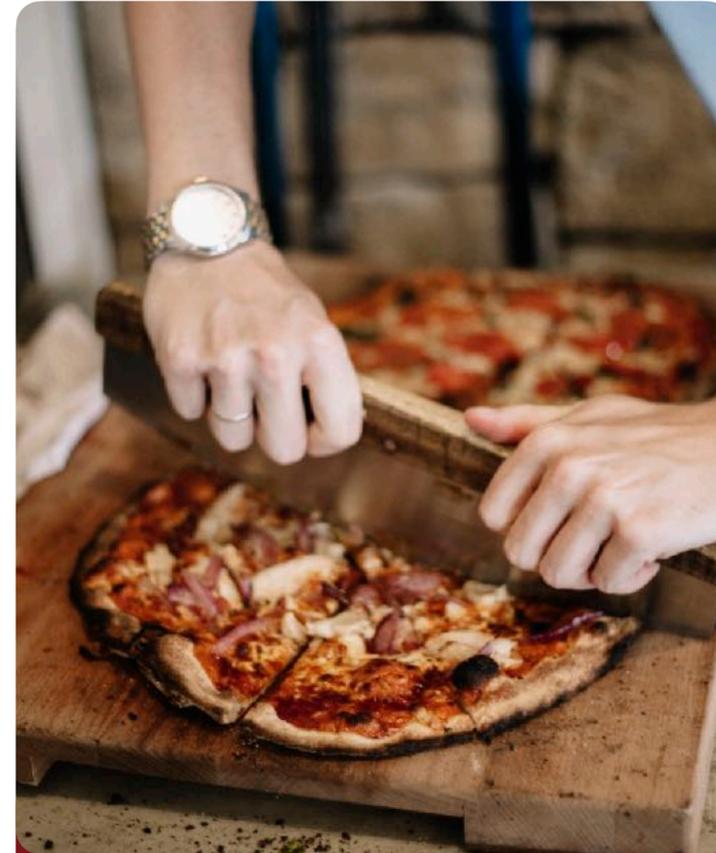
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Spring/Summer



Spring/Summer



Fall



Winter

Destination Ontario Campaign





@thecuriouscreature



@travelingmitch



@dobbernationloves



@tailgatetakeout



@millarhill



@sippinsocialite

Influencers & Content Creators



Summer of the Staycation

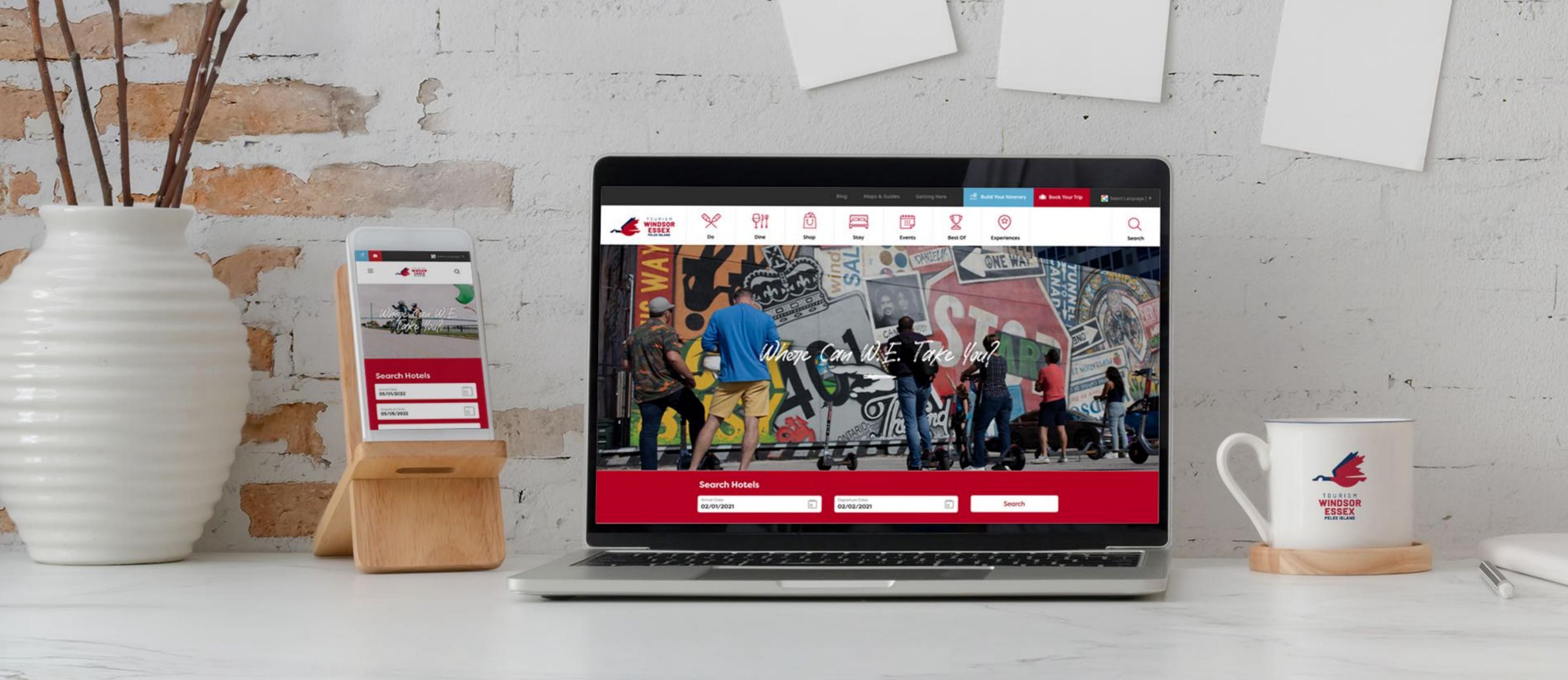




2022 - 2023 Official Visitor Guide

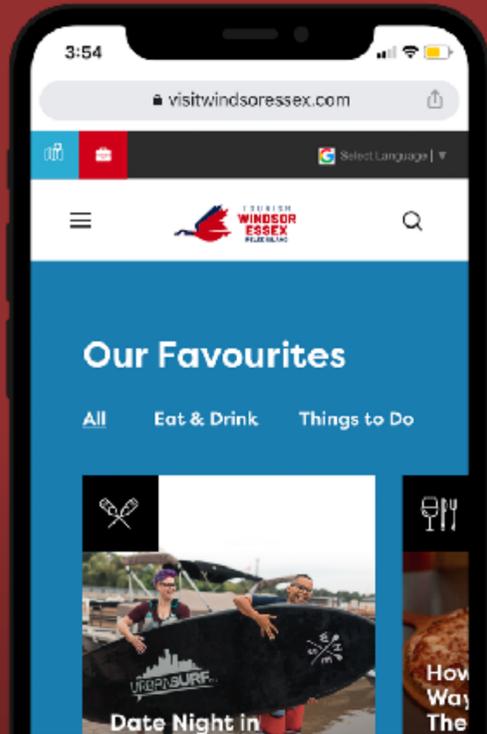


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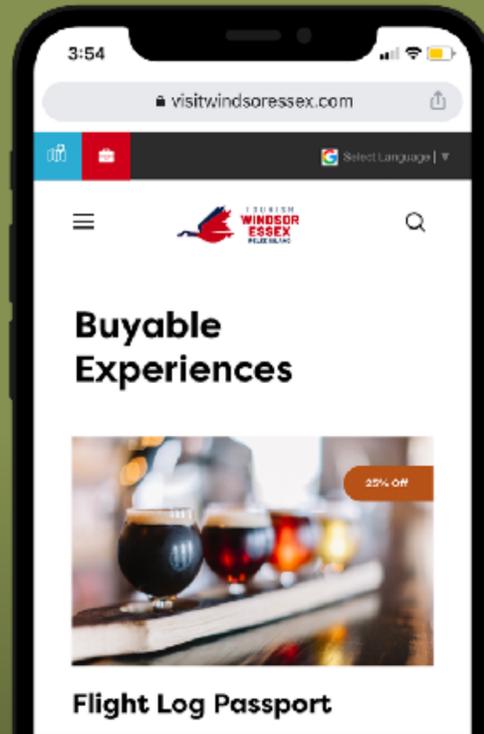


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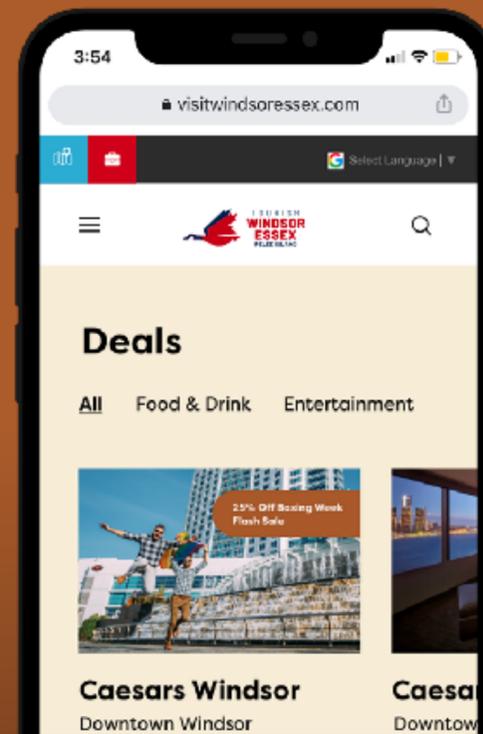




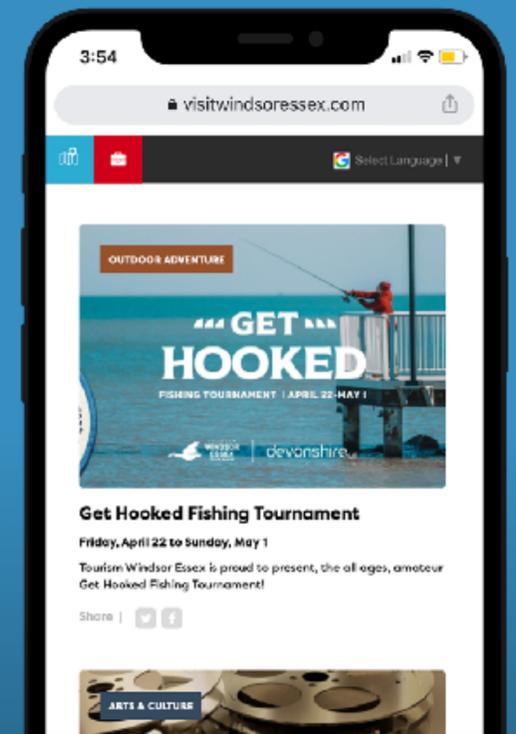
Trending Content



Buyable Experiences



Deals



Event Guides



Ontario Staycation Tax Credit

\$200 per person or \$400 per household



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PELEE ISLAND



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