TOURISM
WINDSOR
ESSEX
PELEE ISLAND

WHERE CAN
WE
TAKE YOU?

LaSalle Town Council
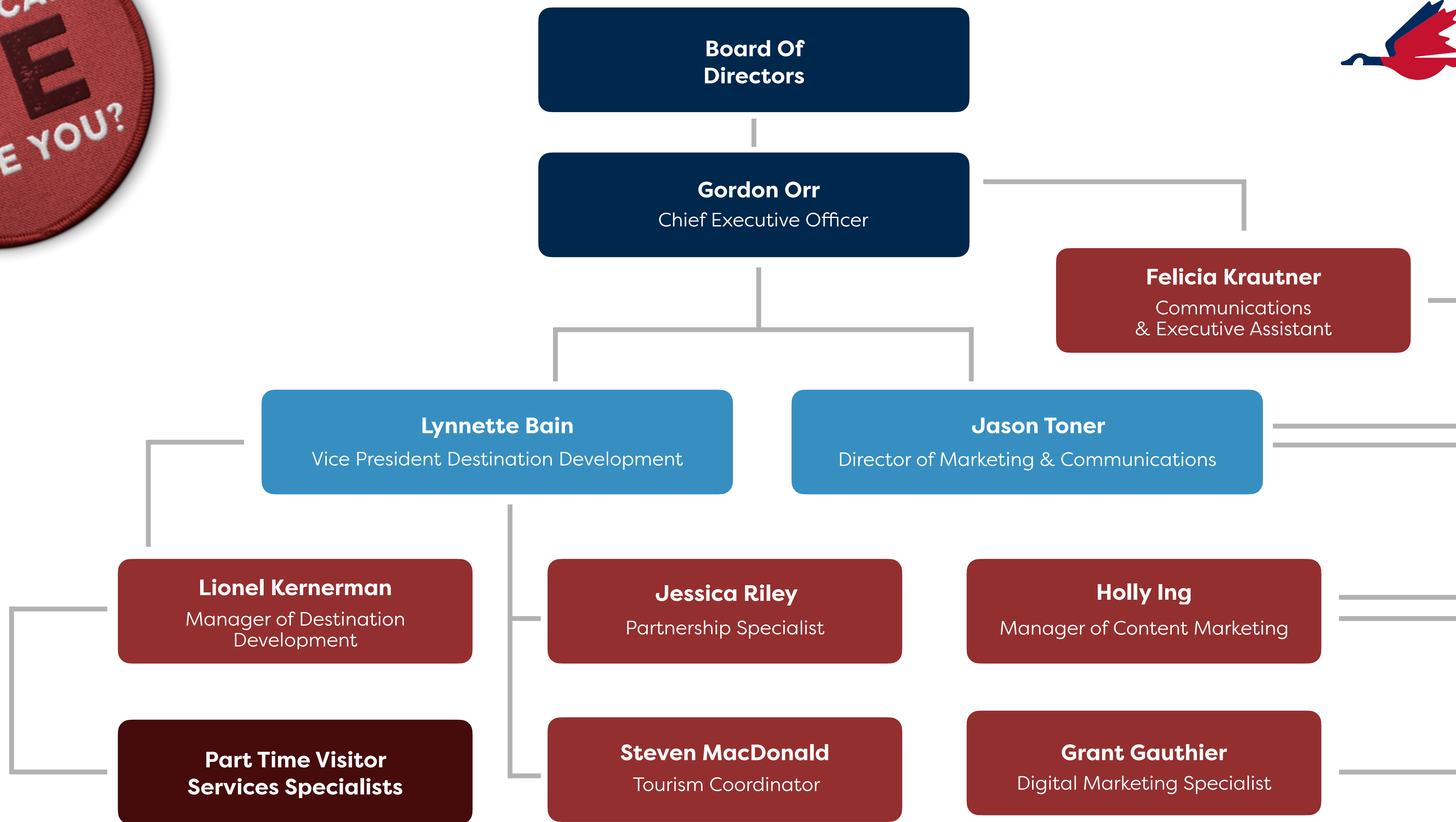Tuesday June 14th, 2022

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**

TOURISM
WINDSOR
ESSEX
PELEE ISLAND

TOURISM
WINDSOR
ESSEX
PELEE ISLAND

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

DESTINATION MARKETING
ACCREDITATION PROGRAM
ACCREDITED ORGANIZATION

ACCREDITED BY: DESTINATIONS INTERNATIONAL

WHERE CAN WE TAKE YOU?

TOURISM WINDSOR ESSEX PELEE ISLAND

Board Of Directors

Gordon Orr
Chief Executive Officer

Felicia Krautner
Communications & Executive Assistant

Lynnette Bain
Vice President Destination Development

Jason Toner
Director of Marketing & Communications

Lionel Kernerman
Manager of Destination Development

Jessica Riley
Partnership Specialist

Holly Ing
Manager of Content Marketing

Part Time Visitor Services Specialists

Steven MacDonald
Tourism Coordinator

Grant Gauthier
Digital Marketing Specialist

Board Of Directors

Executive

- Mayor Nelson Santos - Town of Kingsville, Chair

- Danielle Breault Stuebing – Director of Communications an d Outreach Services, ERCA, Vice-Chair

- Gordon Orr - Secretary Treasurer *

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

TOURISM
WINDSOR
ESSEX
PELEE ISLAND

*non-voting member

Where we are now!

REACH

53.5k Followers

f **18.9k** | 🐦 **9k** | 📷 **11.1k** | ✉ **14.5k**

Social Media

53.5k potential reach

TOURISM
WINDSOR
ESSEX
PELEE ISLAND

Hotel Occupancy Rate

40.46%

VS. 39.95% SAME TIME 2021

Average Daily Rate

$116.03

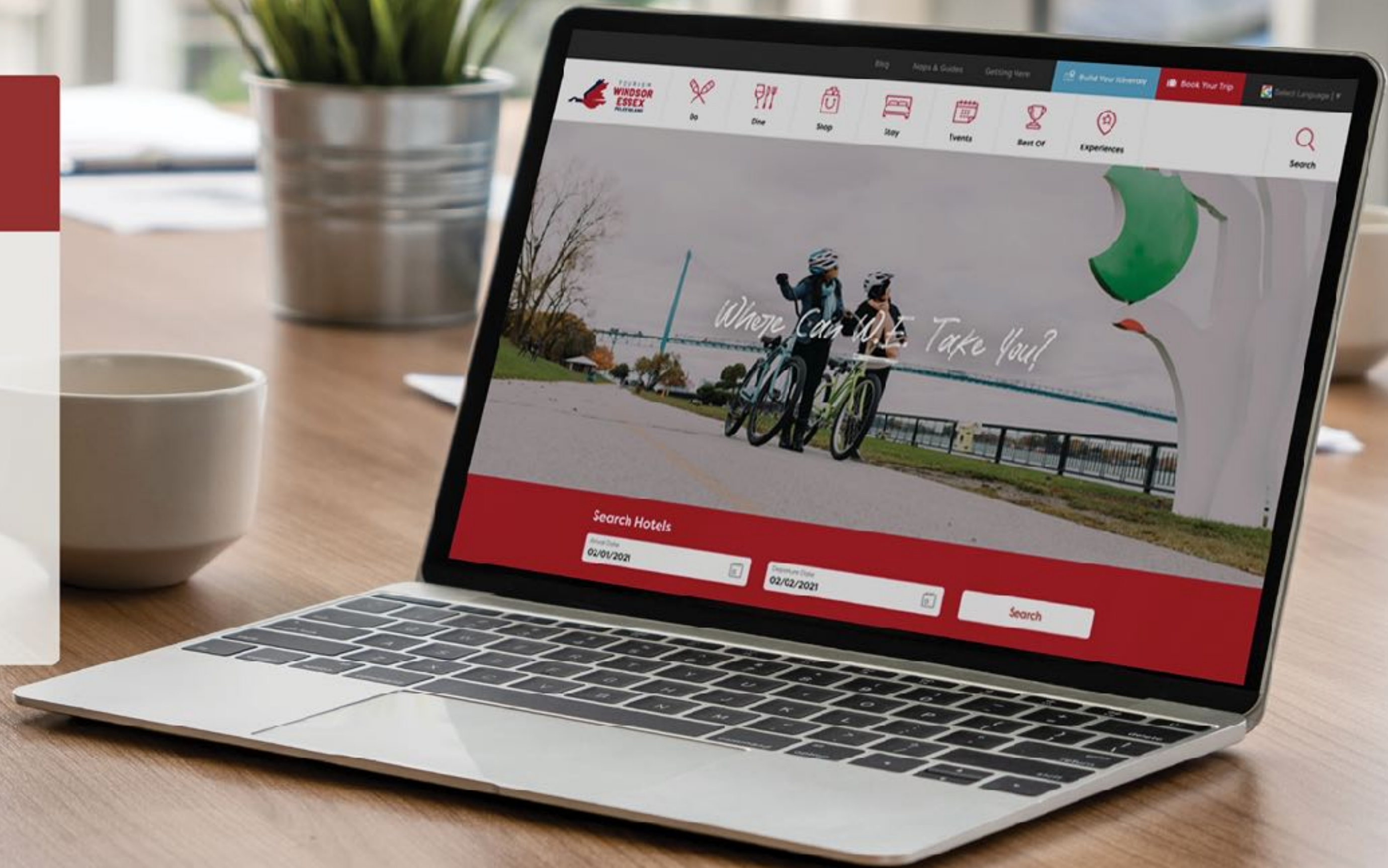VS. $98.11 IN 2021

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)

TOURISM
WINDSOR
ESSEX
PELEE ISLAND

CHECK IN CANADA
REFERRAL REVENUE

$444k
(SINCE APRIL 2021)

BANDWANGO

$36.5k Revenue

Digital Services

TOURISM
WINDSOR
ESSEX
PELEE ISLAND

It's Time

7th Annual Best of Windsor Essex Awards

48 award winners and almost 11k votes

TOURISM
WINDSOR
ESSEX
PELEE ISLAND

2022 Destination Development & Marketing Plan

Food & Drink

Arts & Culture
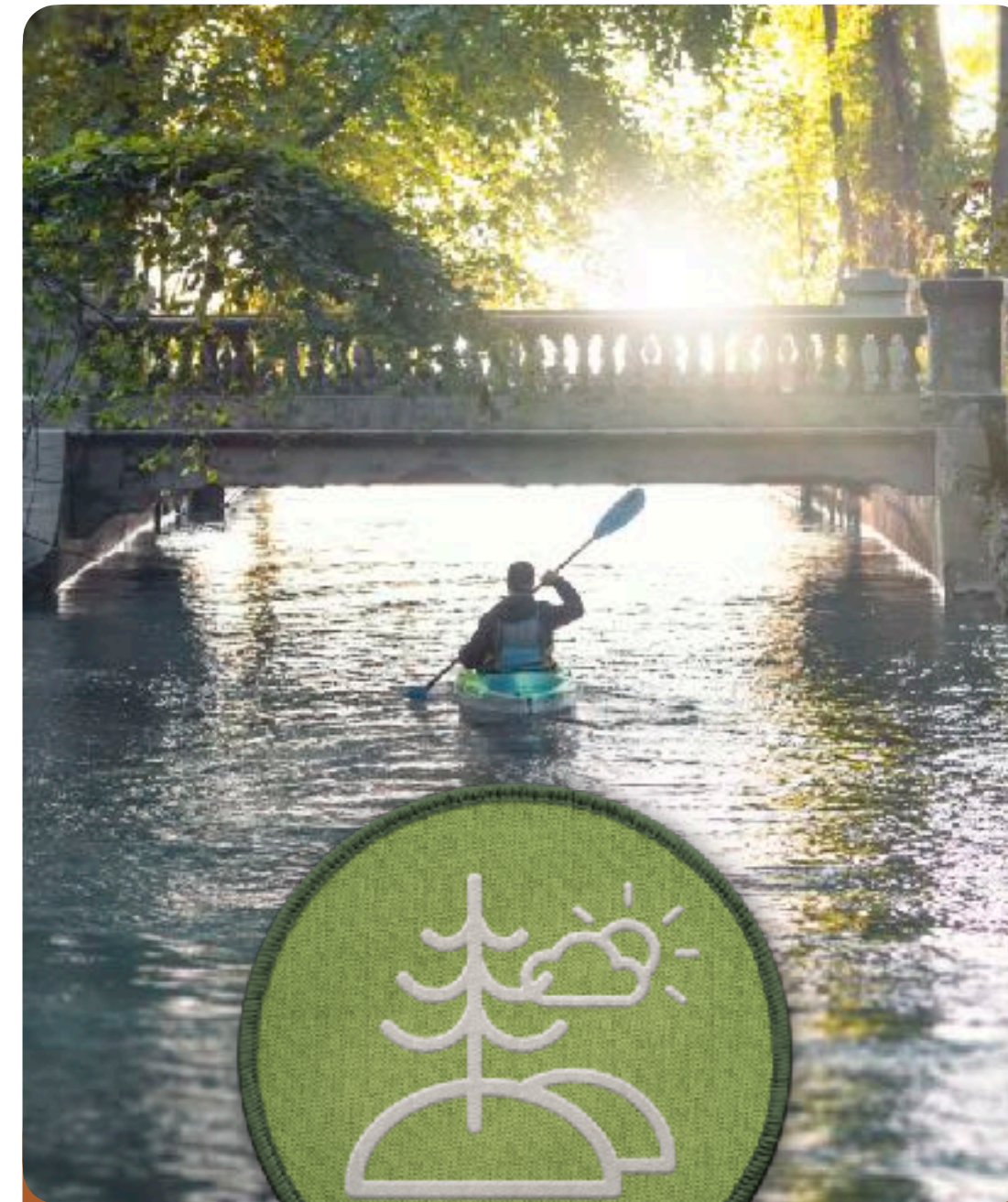
Outdoor Adventure
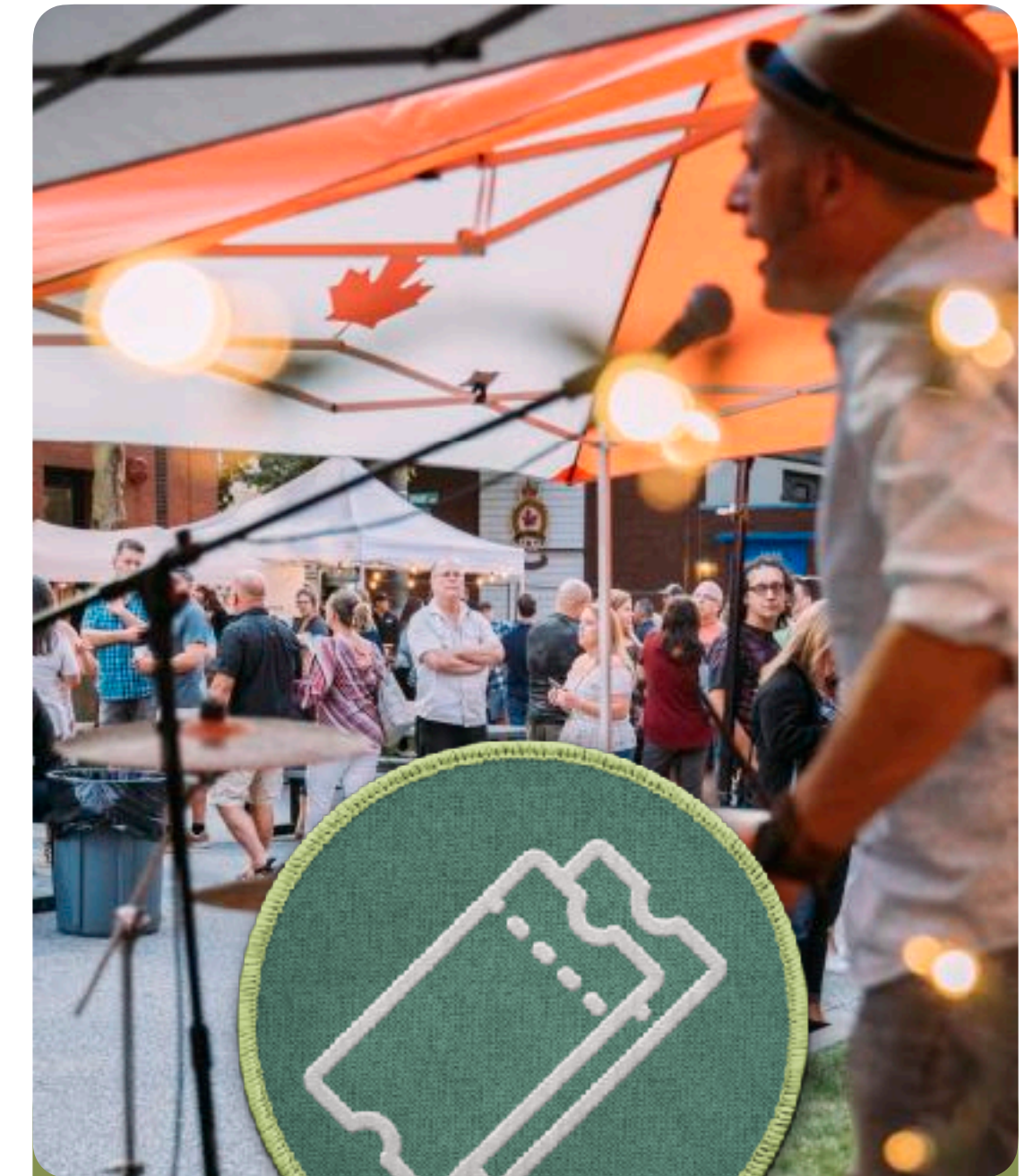
Entertainment
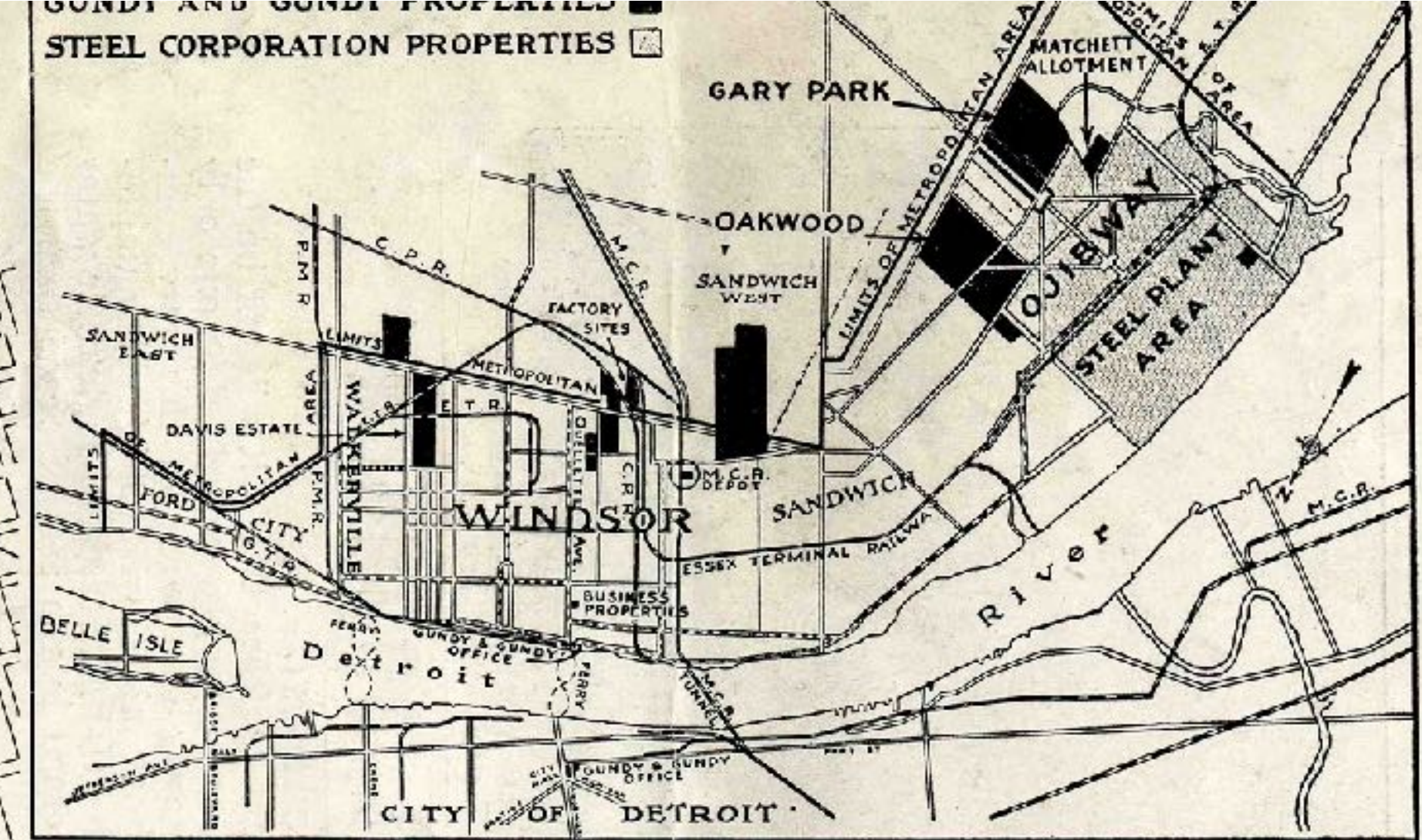
Areas of Focus

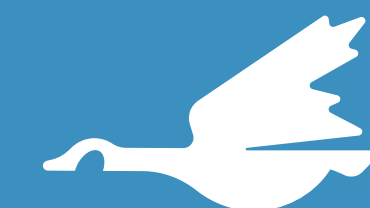TOURISM WINDSOR ESSEX PELEE ISLAND

PLAN
OF
OJIBWAY

AND ENVIRONS

J. A. LANIGAN, C. E.

SCALE 1000 FEET TO ½ INCH

NOTE THE SUPERB LOCATION OF
THE BORDER CITIES COMPANY
GUNDY AND GUNDY PROPERTIES
OAKWOOD, GARY PARK
MATCHETT ALLOTMENT

GARY
PARK

OAKWOOD

MATCHETT ALLOTMENT

LIMITS OF METROPOLITAN AREA

LIMITS OF METROPOLITAN

GUNDY AND GUNDY PROPERTIES
STEEL CORPORATION PROPERTIES

GARY PARK

OAKWOOD

SANDWICH WEST

SANDWICH EAST

DAVIS ESTATE

WINDSOR

SANDWICH

WALKERVILLE

DETROIT

BELLE ISLE

CITY OF DETROIT

River

MATCHETT ALLOTMENT

OJIBWAY

STEEL PLANT AREA

MAIN LINE E.T.R.R.

Historic Sites & Vanished Villages Trail

TOURISM
WINDSOR ESSEX
PELEE ISLAND

Canadian Gay and Lesbian Chamber of Commerce Destination Audit

TOURISM
WINDSOR
ESSEX
PELEE ISLAND
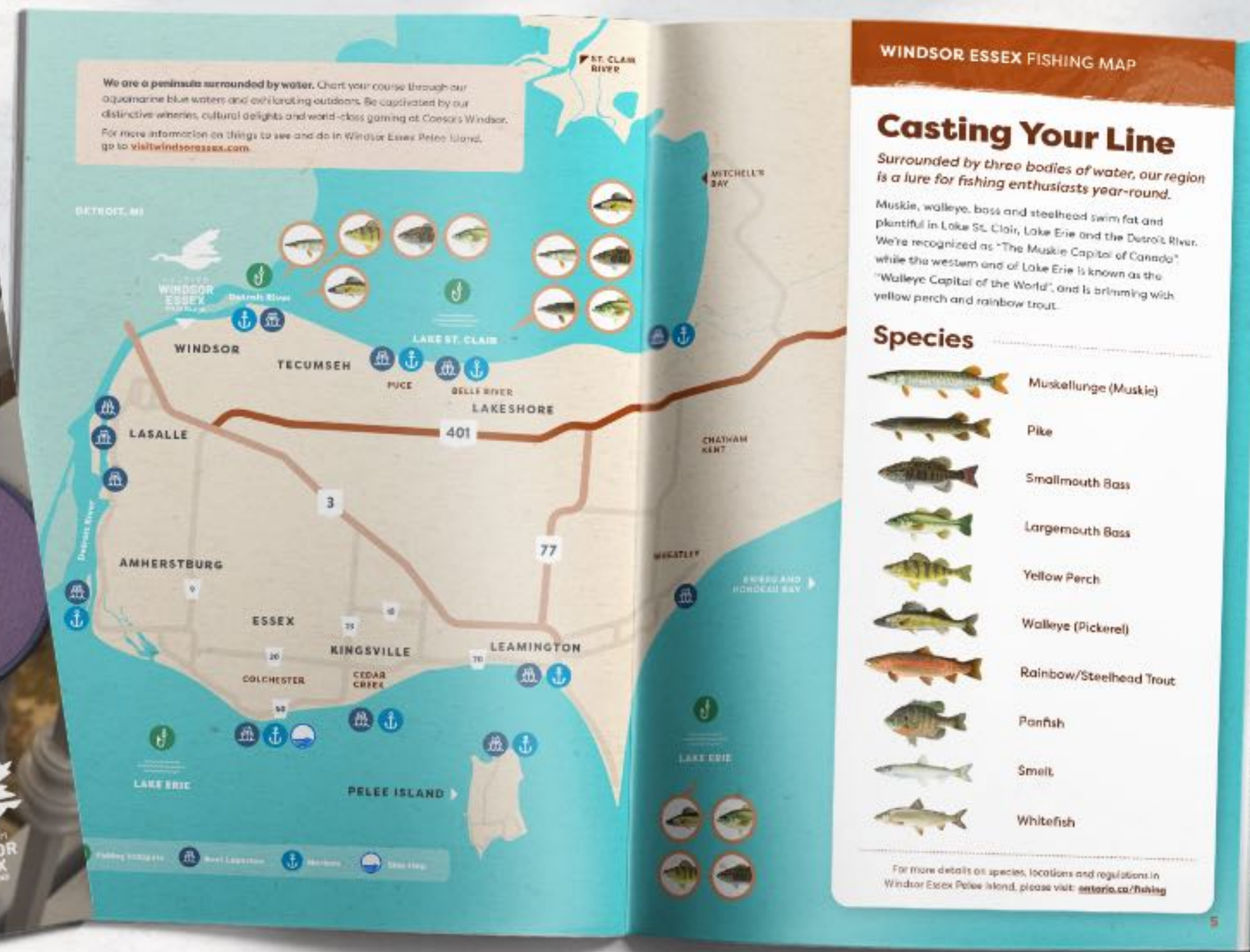
2022 Fishing & Birding Guides

Paddling Path
Amherstburg & Colchester

Take in a stories past, accompanied by historic architecture, natural wildlife, and a pristine shoreline.

Paddling Guide

TOURISM
WINDSOR
ESSEX
PELEE ISLAND

Barrels Bottles & Brews Flight Log Tasting Passport

3 passport options starting at $25

TOURISM
WINDSOR
ESSEX
PELEE ISLAND

BARRELS BOTTLES & BREWS

FIESTA WEEKEND

Barrel Trail Events: Fiesta Weekend

TOURISM
WINDSOR
ESSEX
PELEE ISLAND

EPIC WINE TASTING PASS
ESSEX PELEE ISLAND COAST

8 EXCLUSIVE *Tasting* EXPERIENCES
$50

EPIC Wine Tasting Pass

8 tasting offerings for $50
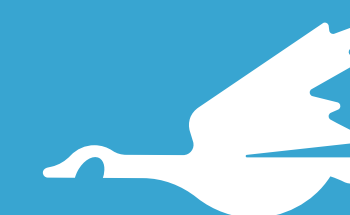
TOURISM WINDSOR ESSEX PELEE ISLAND

Wine Route

EPIC WINE COUNTRY

←	COLCHESTER RIDGE ESTATE WINERY	1 KM
←	NORTH 42 DEGREES ESTATE WINERY	2 KM
←	VIEWPOINTE ESTATE WINERY	2 KM
←	PAGLIONE ESTATE WINERY	6 KM
←	COOPER'S HAWK VINEYARDS	11 KM

Wine Route Wayfinding Signage

TOURISM
WINDSOR
ESSEX
PELEE ISLAND

Market Intelligence

U.S. Drive Campaign

TOURISM
WINDSOR
ESSEX
PELEE ISLAND

IT'S YOUR NEIGHBOUR

Destination Ontario Campaign

TOURISM
WINDSOR
ESSEX
PELEE ISLAND
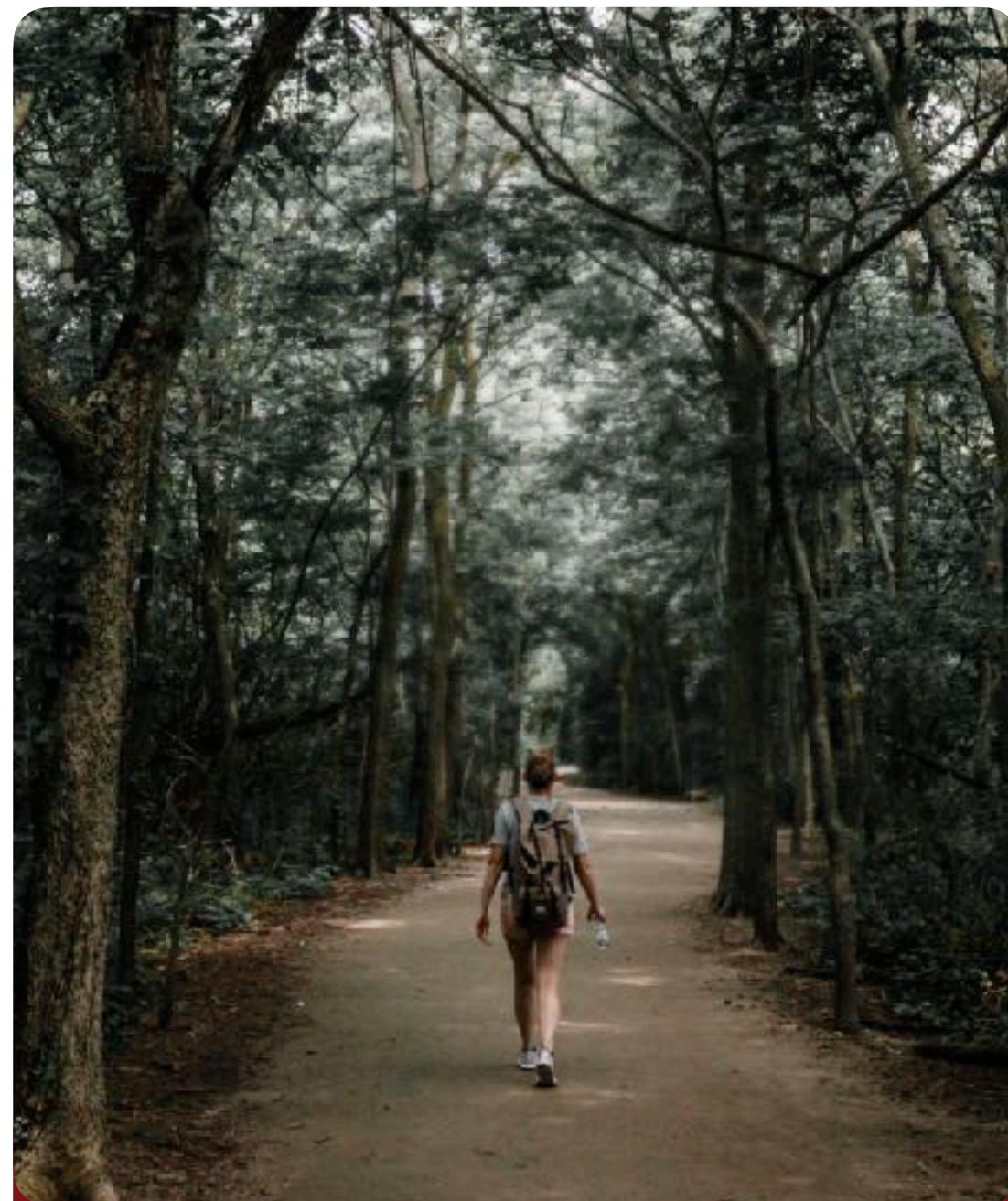
Spring/Summer

Spring/Summer
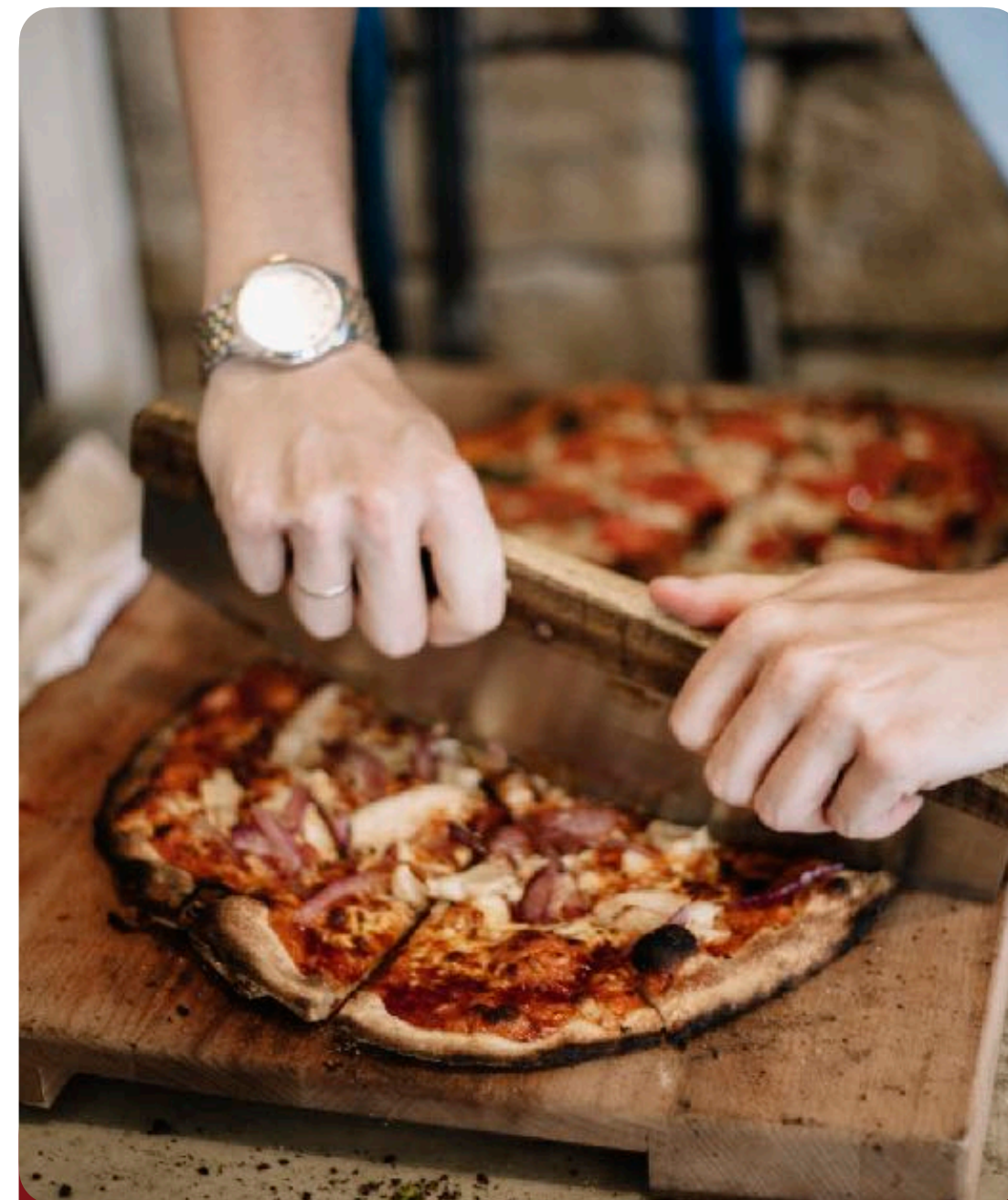
Fall

Winter

Destination Ontario Campaign

TOURISM
WINDSOR
ESSEX
PELEE ISLAND

@thecuriouscreature

@travelingmitch

@dobbernationloves

@tailgatetakeout

@millarhill

@sippinsocialite

Influencers & Content Creators
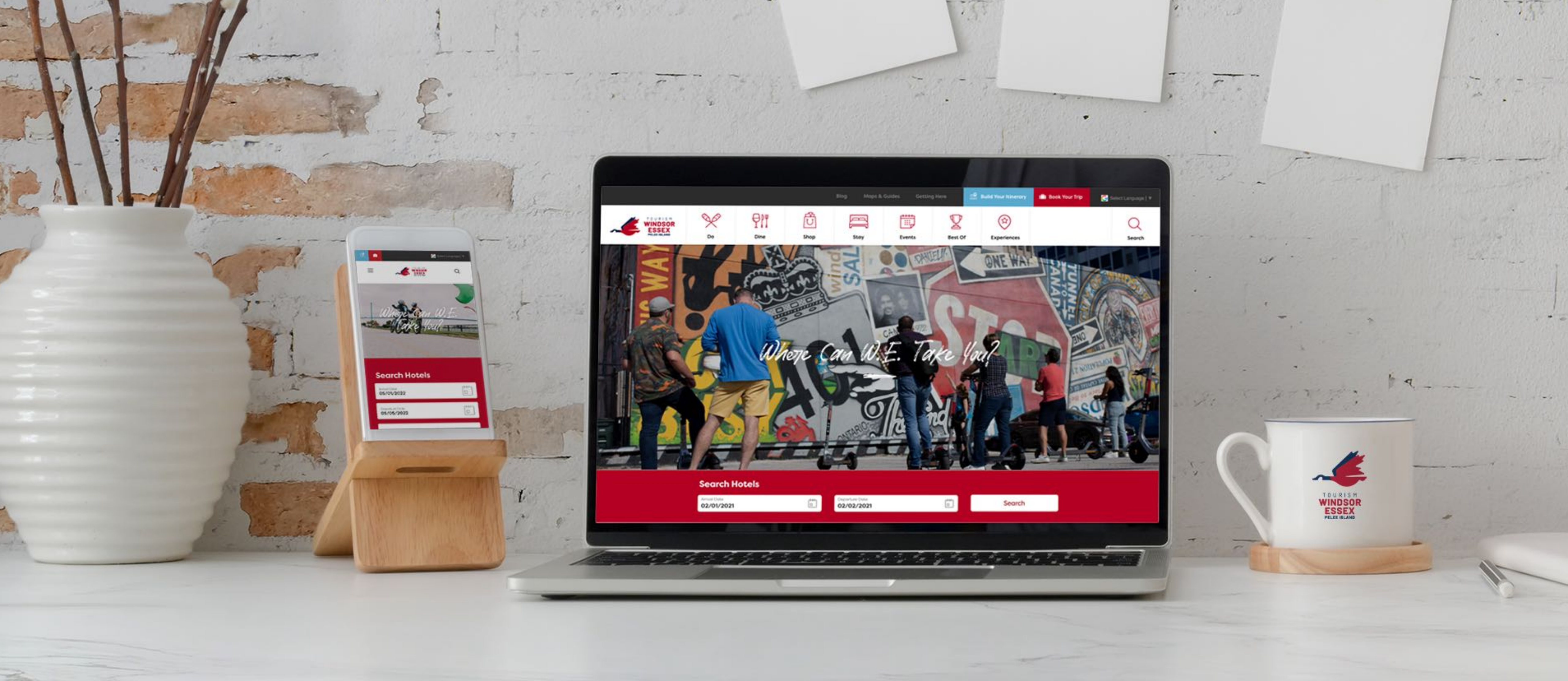
TOURISM
WINDSOR
ESSEX
PELEE ISLAND

Summer of the Staycation

VISIT
WINDSOR ESSEX
PELEE ISLAND

Dine in the Vines

2022 - 2023 Official Visitor Guide
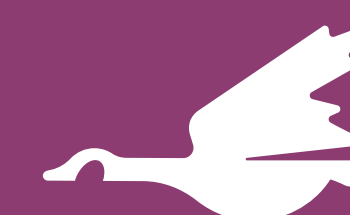
TOURISM
WINDSOR ESSEX
PELEE ISLAND

visitwindsoressex.com

TOURISM
WINDSOR
ESSEX
PELEE ISLAND
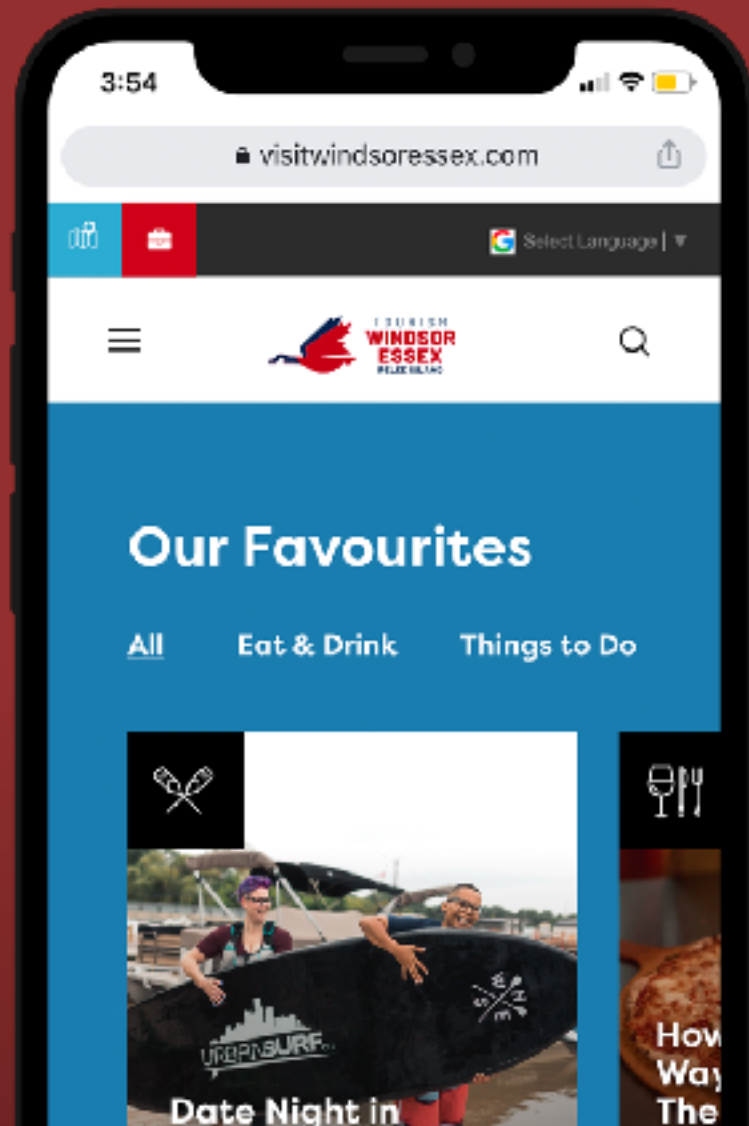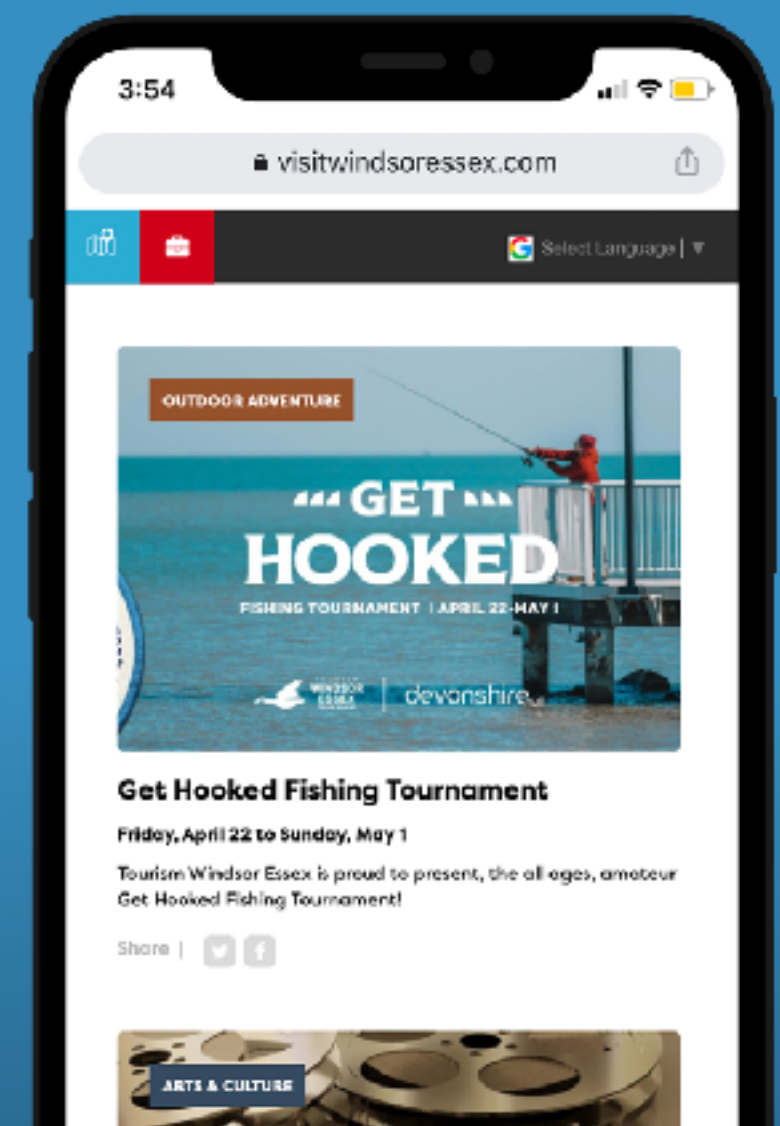
Trending Content
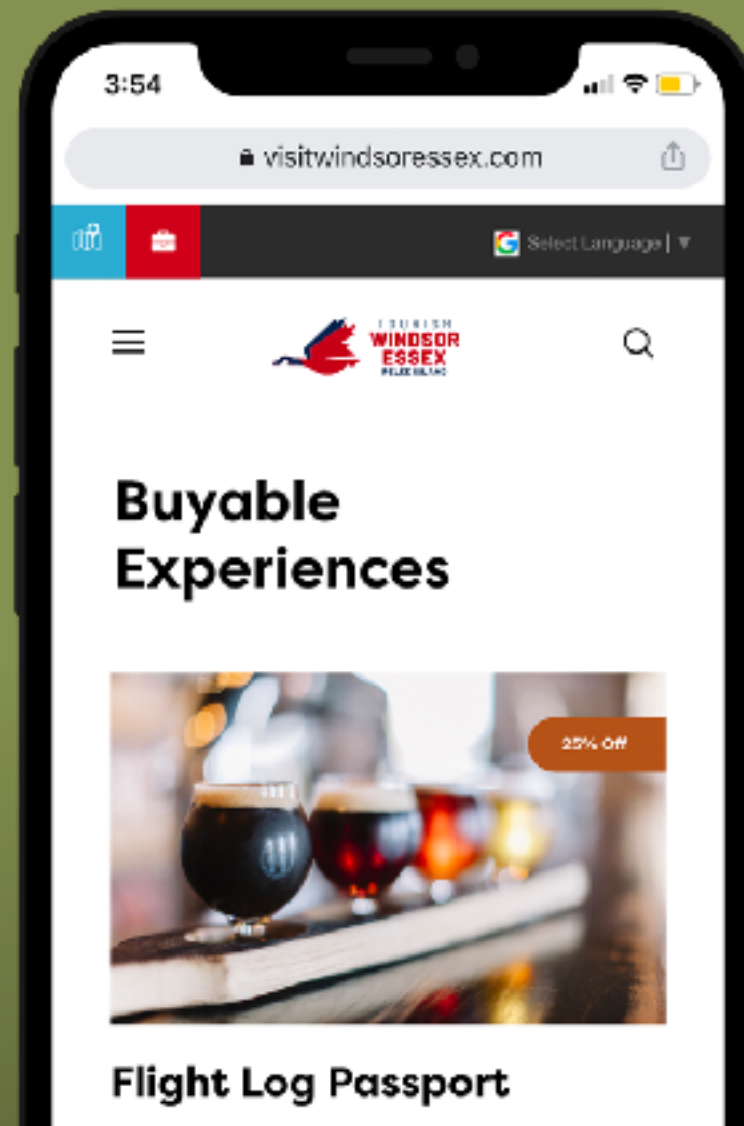
Buyable Experiences
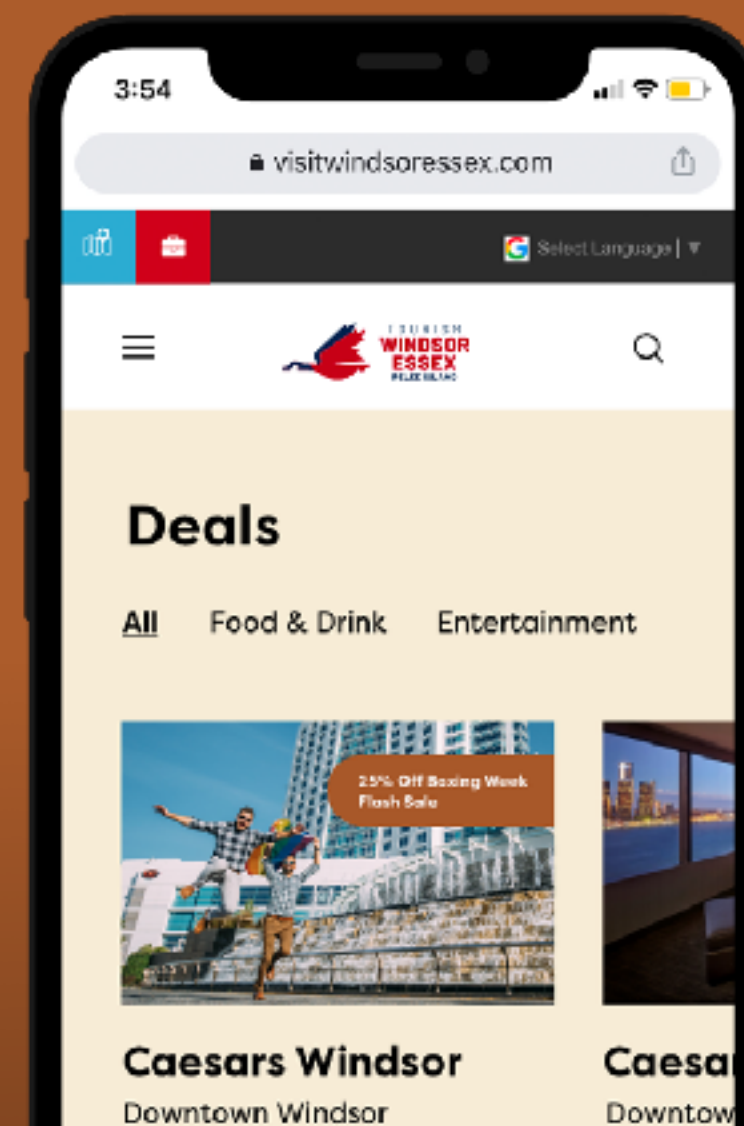
Deals

Event Guides

TOURISM
WINDSOR
ESSEX
PELEE ISLAND

Ontario Staycation Tax Credit

$200 per person or $400 per household

TOURISM WINDSOR ESSEX PELEE ISLAND

Support Local Campaigns

TOURISM
WINDSOR
ESSEX
PELEE ISLAND
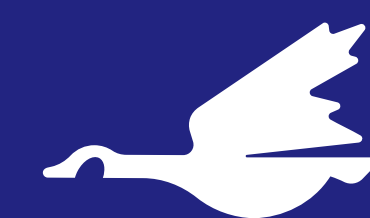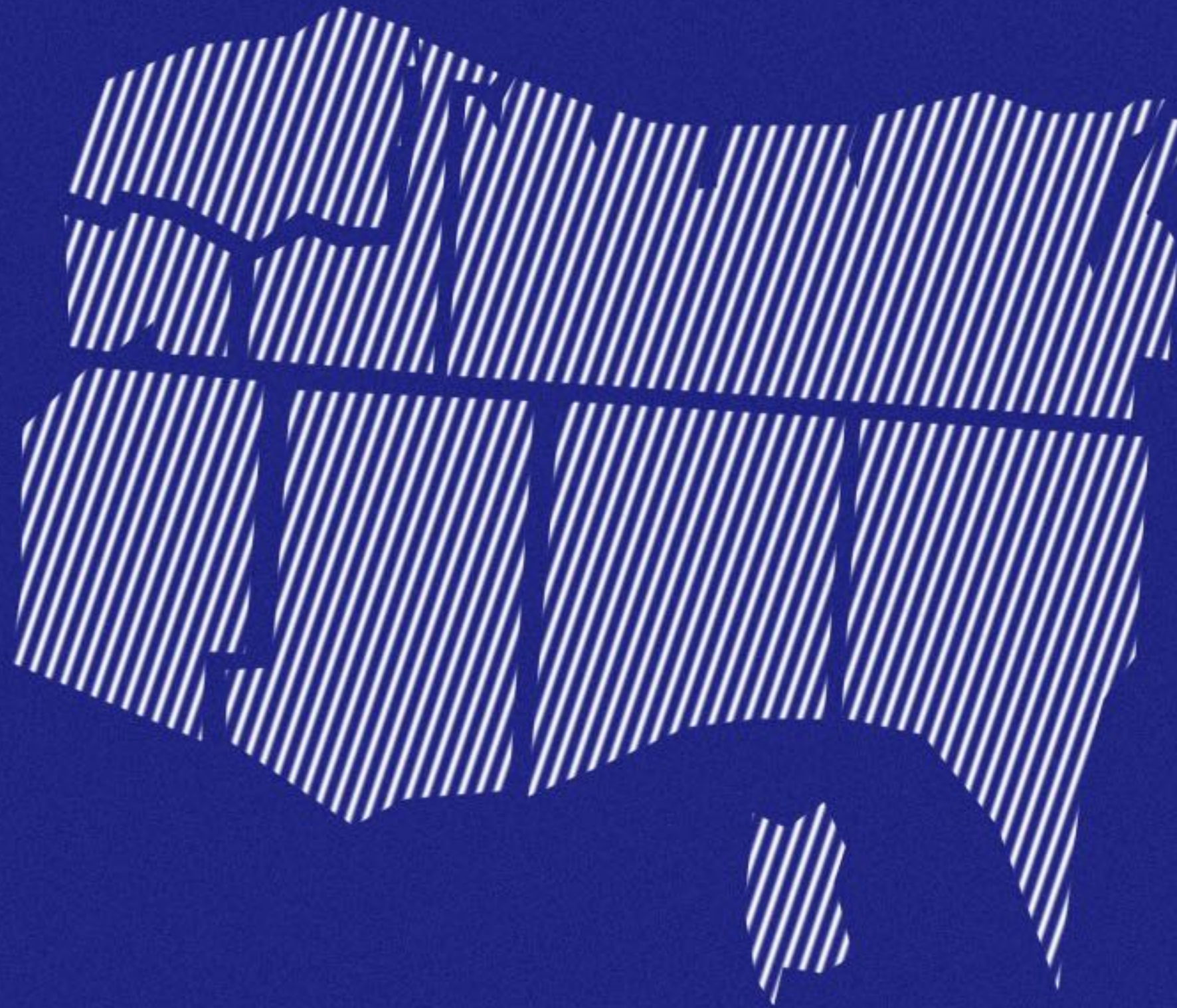
Tourism Windsor Essex Pelee Island Annual General Meeting

June 16th, 2022 - Canadian Transportation Museum & Heritage Village

TOURISM
WINDSOR
ESSEX
PELEE ISLAND

Thank You!

TOURISM
WINDSOR
ESSEX
PELEE ISLAND

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