

Presentation to Town of LaSalle Council
June 13, 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





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

Facebook
Followers: **69%** growth
By press: **505%** growth


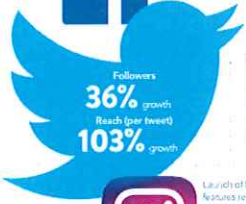


Twitter
Followers: **36%** growth
Reach (per tweet): **103%** growth

.com
Increased visitors and page views on the website (based on average per month):
1. Page views - 24% growth
2. Videos - 24% growth
3. Visitors - 21% growth

Instagram
Launched Instagram (June 2016) - profile features regional photos each week
264% growth in followers
359% growth in engagements

Contents

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



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

**YOUR HUB
FOR CELEBRATING
CANADA 150**

#WE150

TOURISM
windsor
essex
PELEE ISLAND

TOURISM
windsor
essex
PELEE ISLAND

SEARCH BY COMMUNITY

WINDSOR	PELEE	ESSEX
WINDSOR	PELEE	ESSEX
WINDSOR	PELEE	ESSEX

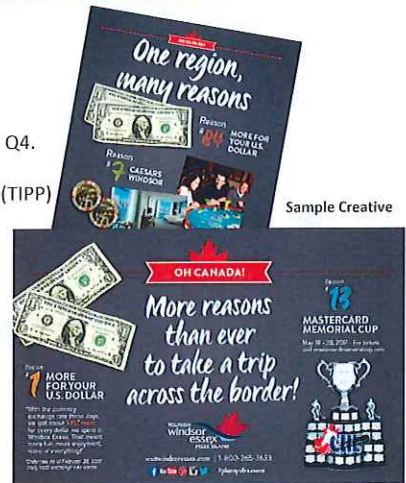
TOURISM
windsor
essex
PELEE ISLAND



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



WELCOME TO THE TOURISM WINDSOR ESSEX
PELEE ISLAND PARTNER PORTAL

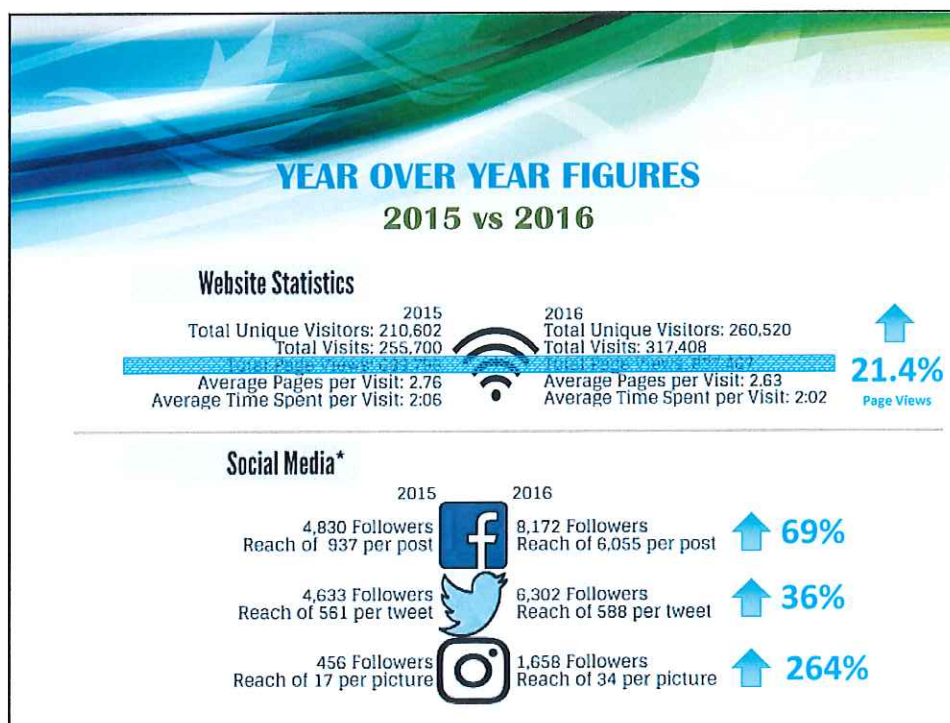
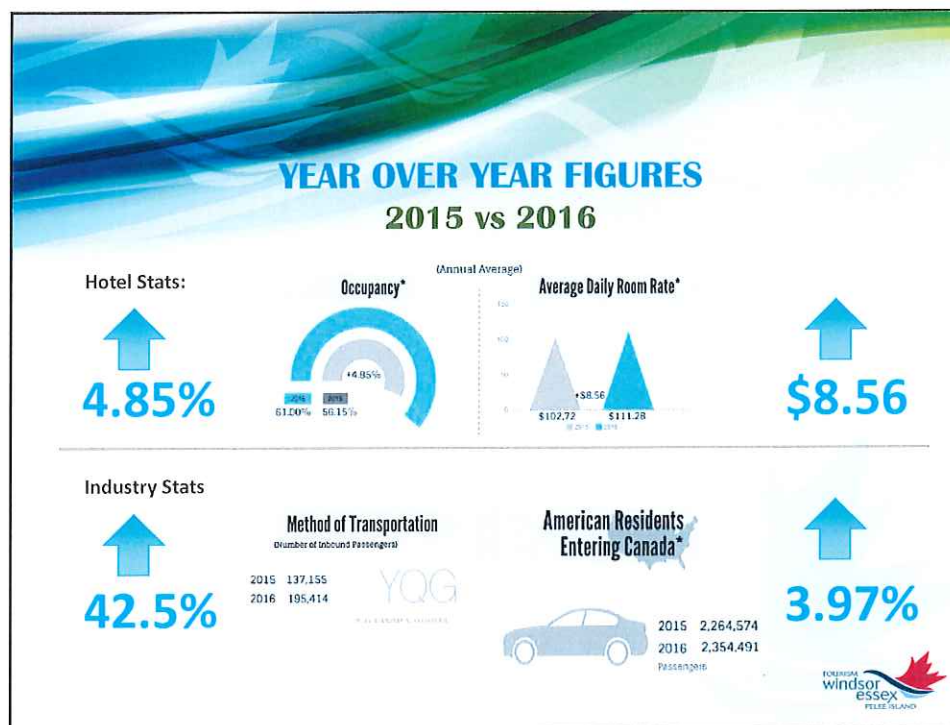
UPCOMING ENGAGEMENT OPPORTUNITIES

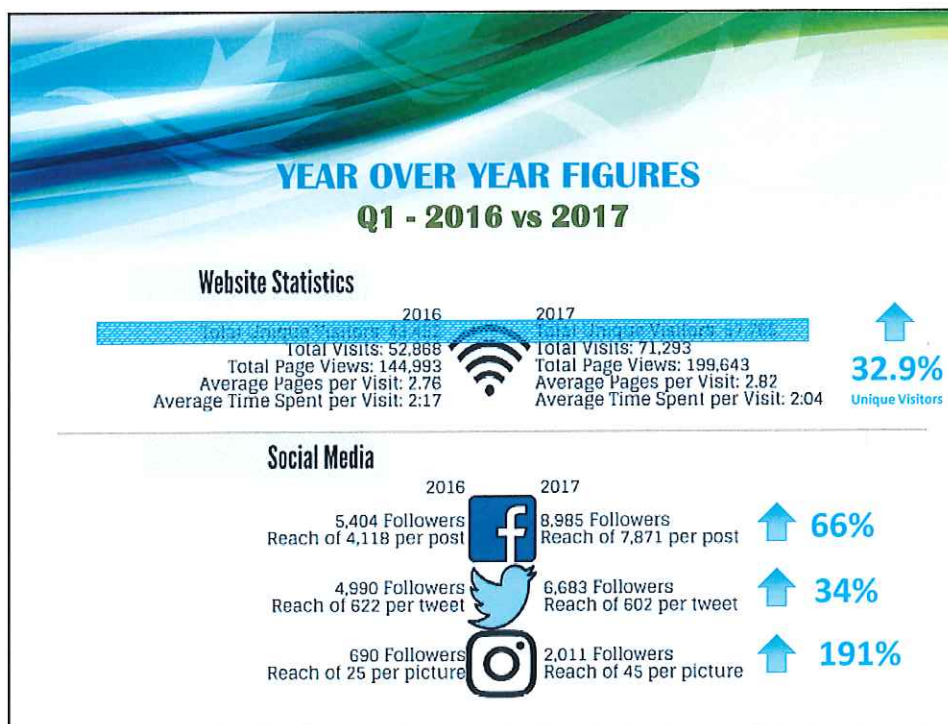
- ANNUAL TOURISM WINDSOR ESSEX PELEE ISLAND PARTNERSHIP MEETING
- June 2017 - Tourism Windsor Essex Pelee Island Annual Partner Meeting
 - 18 September 2017 - 4th Annual Tourism Windsor Essex Pelee Island Partners Get Together
 - December 2017 - Tourism Windsor Essex Pelee Island Holiday Social
- 2017 TOURISM WINDSOR ESSEX PELEE ISLAND PARTNERSHIP MEETING
- 17-19 February 2017 - London Golf Show
 - 23-26 February 2017 - Toronto Golf Show
 - 11-12 March 2017 - Michigan Golf Show
 - 7-9 April 2017 - Hardtack Food & Drink Fest
 - 8 April 2017 - Oak Ridge Golf Club
 - 16-18 June 2017 - London Beer & BBQ Show



Windsor Essex Coffee Trail







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, particularly during the lead into Canada Day.













2017 ANNUAL GENERAL MEETING



Annual General Meeting
PELEE ISLAND

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



6TH ANNUAL PREMIER
TOURISM
windsor essex
PELEE ISLAND
GOLF TOURNAMENT

MONDAY, SEPTEMBER 18, 2017
KINGSVILLE GOLF & COUNTRY CLUB



