

LaSalle Town Council  
Tuesday June 11<sup>th</sup>, 2019

WHERE CAN  
**WE**  
TAKE YOU?



| [visitwindsor.essex.com](http://visitwindsor.essex.com)



TOURISM  
**WINDSOR  
ESSEX**  
PELEE ISLAND

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



VISION



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



MISSION



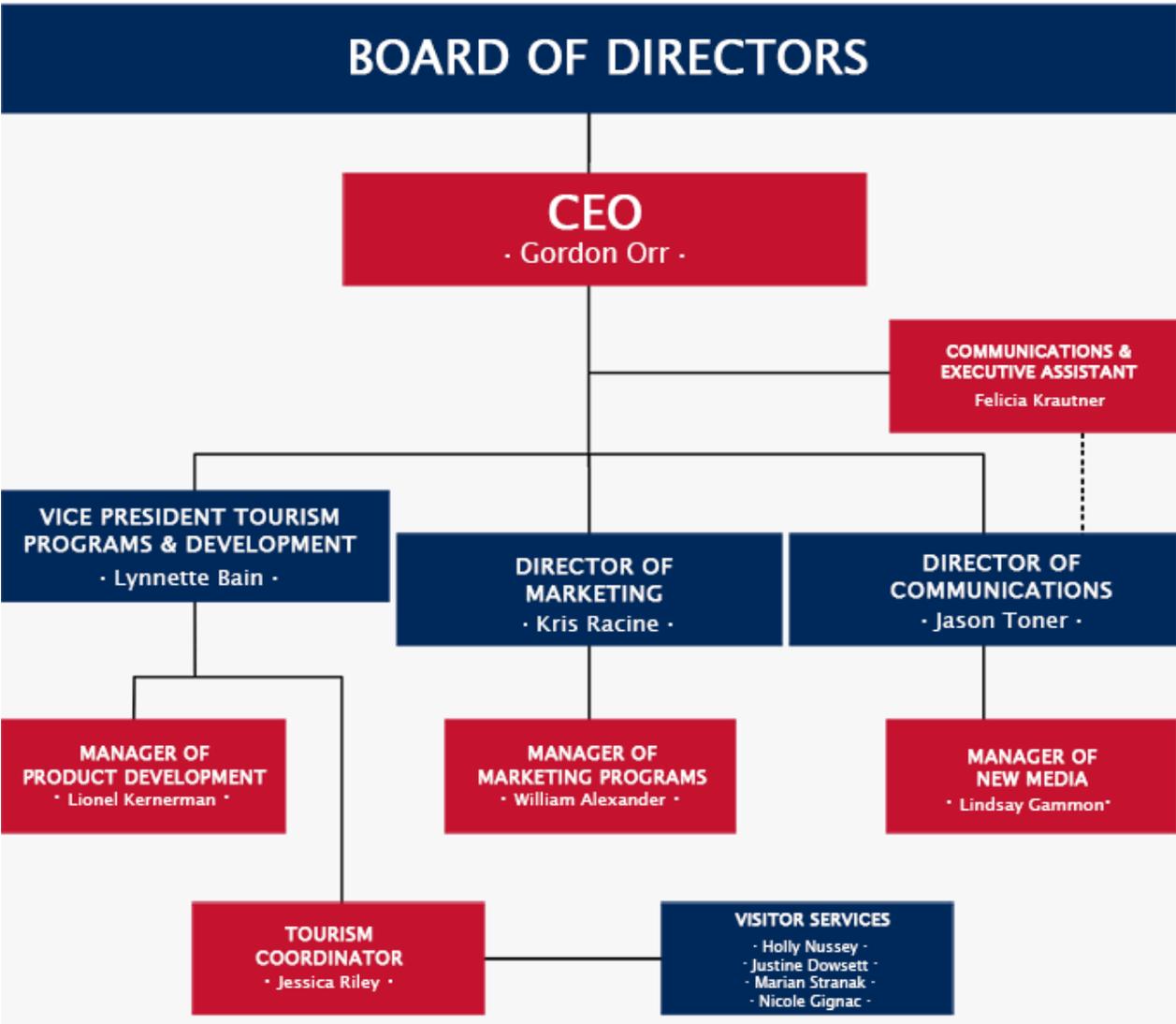
# The core functions of Tourism Windsor Essex Pelee Island in building a united tourism industry are:

- Marketing & Communications
- Visitor Services
- Event Attraction
- Product & Program Development



## MANDATE





# ORGANIZATIONAL CHART



## EXECUTIVE

- Mayor Nelson Santos - Chair
- Councilor Irek Kusmierczyk - Vice-Chair
- Danielle Stuebing – ERCA, Director-At-Large
- Gordon Orr - Secretary/Treasurer\*

## DIRECTORS

- Mayor Drew Dilkens - City of Windsor
- Warden Gary McNamara - County of Essex
- Mayor Ray Durocher - Township of Pelee
- Deputy Mayor Crystal Meloche - Town of LaSalle
- Councilor Jo-Anne Gignac - City of Windsor
- Natalie Lepine - Senior Manager Resort & Hotel Sales, Caesars Windsor
- Tom O'Brien – Partner, Cooper's Hawk Vineyards
- Chris Savard - General Manager, Devonshire Mall

\*non-voting member



# BOARD OF DIRECTORS

# WINDSOR ESSEX PELEE ISLAND



**WHERE CAN WE TAKE YOU?**  
2018 YEAR IN REVIEW



BARRELS BOTTLES & BREWS

COFFEE CULTURE

W.E. HEART LOCAL

EPIC WINERIES



visitwindsor-essex.com

## ON THE HORIZON

- 2019 Canadian Society of Association Executives Summit  
July 10-12, 2019
- Berkley 81 Canadian Fishing Championship  
August 8-11, 2019
- Kinrossville Highland Games  
June 22, 2019
- International Ozone Association  
August 30 - September 3, 2021
- PGA Tour Canada-Mackenzie Tour Windsor Championship  
July 1-7, 2019
- 29 PELEE ISLAND FIRE GAMES  
Cas-Am Police & Fire Games  
July 25-31, 2022

## EVENT DEVELOPMENT

- Hosted two large provincial conferences: 2018 Tourism Industry Association of Ontario Summit and the Ontario Motor Coach Association Marketplace
- Arnhemberg Unsummon Festival August 3-4, 2018
- Attended and participated in at least one festival in each of our towns/municipalities
- Hosted our 5th Annual Staycation Expo at Devonshire Mall including tastings
- Approximately 20 partners from across the region participated
- In partnership with County Wide Active Transportation System (CWATS), participated in all municipalities/towns promoting active living
- Hosted several consumer trade shows including our various products.
- The Gourmet Food & Wine Show October 22-25, 2018

## MANDATE

- Functions in building a united tourism industry are:
- Marketing and Communications
  - Visitor Services
  - Product and Program Development
  - Event Attraction

## DESTINATION DEVELOPMENT

- Launched W.E. Made It, an online resource highlighting handcrafted artisanal Windsor Essex-made goods
- Launched the Ontario Tourism Innovation Lab, a program focused on finding, fostering and supporting new tourism experiences, product ideas, and collaborative partnerships within Windsor Essex

- Wine Tasting, Amy Sato - Crafted on the Riverfront, Michael DiRocco - Racism Artistry, Jean Desjardins-Groves - G.I. Heritage Brewing Company

## W.E. HEART LOCAL MAKER'S SERIES

- In partnership with The Essex County Federation of Agriculture (ECFA) and Libre Credit Union, TWEPF hosted 2 Makers Classes in our W.E. Heart Local series this summer featuring hands on experiences with local chefs, producers, growers and butchers to learn why it's so much better to support local
- Partners with Ontario's SouthWest
- Blogger/Writers
  - 19 in total visited our region
  - 199 of our stakeholders were visited and promoted as a result

## OUR VISION

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



# 2018 YEAR IN REVIEW





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

WHERE CAN  
**WE**  
TAKE YOU?



EPIC Wine Route

Canada's Hottest Wine Region  
**EPIC WINERIES**

**Caesars Windsor**

Let the good times roll. Experience glitz and prestige on the gaming floor.  
[caesarswindsor.ca](http://caesarswindsor.ca)



**Barrels Bottles & Brews**

Home of Canadian whisky and 11 craft breweries and distilleries.  
[barrelsandbottlesandbrews.ca](http://barrelsandbottlesandbrews.ca)



[visitwindsor.essex.com](http://visitwindsor.essex.com)



WHERE CAN  
**WE**  
TAKE YOU?



The Island Unplugged | Pelee Island, ON

**Kingsville Highland Games**

June 22, 2019 | Kingsville, ON  
[kingsville.ca](http://kingsville.ca)



**The Island Unplugged Music Festival**

August 2&3, 2019 | Pelee Island, ON  
[theislandunplugged.org](http://theislandunplugged.org)



**Kingsville Folk Music Festival**

August 9 - 11, 2019 | Kingsville, ON  
[kingsvillefolkfest.org](http://kingsvillefolkfest.org)



#PLAYQG | [visitwindsor.essex.com](http://visitwindsor.essex.com)



# NEW MARKETING CAMPAIGN



**CANADA'S SOUTHERN-MOST POINT**

*Discover Point Pelee National Park*



**VISIT WINDSOR ESSEX**

#DISCOVERYQG

**KEEP THE GOOD TIMES ROLLING**

*Discover Caesars Windsor*



**VISIT WINDSOR ESSEX**

#PLAYQG



**EXPLORE & POUR**

*Discover Our Craft Breweries & Distilleries!*



**VISIT WINDSOR ESSEX**

**DISCOVER OUR DOWNTOWN TRAILS**

*Explore Windsor's Waterfront*



**VISIT WINDSOR ESSEX**

**TASTE WINDSOR STYLE PIZZA**

*Shredded Pepperoni is a Must*



**VISIT WINDSOR ESSEX**

**DISCOVER OUR EPIC WINE COUNTRY**

*Same Latitude Different Attitude*

**VISIT WINDSOR ESSEX**



**NEW MARKETING CAMPAIGN**





WHERE CAN  
**WE**  
TAKE YOU?

*Explore Windsor Essex the Way We Live It*

VIEW OUR ITINERARIES BELOW

# WHERE TO DINE

FOOD & DRINK

FOOD & DRINK

## A SLICE OF WINDSOR PIZZA

By Tourism Windsor Essex

FOOD & DRINK

## EPIC WINERIES DAYTRIPPERS GUIDE

By Tourism Windsor Essex



# visitwindsor<sup>essex</sup>.com

# RESTAURANTS

**HIP EATERIES & AUTHENTIC CUISINE**

Lakeside charm is so prevalent here, suburban full-timers wish they could live in their cottages year-round. Waves lapping at your backyard offer a peace of mind during the day and depth of dreams in the evening.

#CULINARYQG

[BREAKFAST](#) | [BURGERS](#) | [FARM-TO-TABLE](#) | [FINE DINING](#) | [GLOBAL EATS](#) | [ITALIAN](#) | [PERCH](#) | [PIZZA](#) | [PUB & WINGS](#) | [SANDWICH](#) | [SUSHI](#) | [SWEETS](#) | [VEGETARIAN](#)



**Artisan Grill**  
 269 Dalhousie St, Amherstburg, ON, N9V 7W8  
 (519) 783-9009  
[www.artisangrill.ca/](http://www.artisangrill.ca/)  
 Artisan Grill is a premium casual restaurant located in Historic Downtown Amherstburg. We are fully licensed and have...



**Bistro 42**  
 130 County Road 50 E., Colchester, ON, N0R 1G0  
 (519) 584-2684  
[www.bistro42.ca](http://www.bistro42.ca)  
 Bistro 42, where Classics meet Fusion. Experience our southern hospitality with the farm to table creations of our...



**Caesars Windsor**  
 377 Riverside Drive East, Windsor, Ontario, N9A 7H7  
 (800) 991-7777  
[www.caesars.com/caesars-windsor/restaurants](http://www.caesars.com/caesars-windsor/restaurants)  
 Experience a gourmet adventure, starting with delectable, award-winning Henos Steakhouse. Esteemed chefs go to delicious culinary heights from...



**Calabria Coastal Bistro**  
 23 County Rd 34, Cottam, ON  
 (519) 839-9571  
 Located in the heart of Cottam, our casual dining bistro offers a variety of tastes to meet any...



**Crave Family Grill & Pub**  
 26 Erie Street N, Leamington, ON, N8H 2Z3  
 (519) 322-0032  
 Crave Family Grill & Pub replaces Gilligan's as Leamington's go to for the best food and family friendly...



**F&B Walkerville**  
 2090 Wyandotte St. E., Windsor, ON  
 (519) 975-8547  
[fandwalkerville.com](http://fandwalkerville.com)  
 Windsor's premier cocktail, wine, and small plates speakeasy. Secretly located in the basement level of the Blockroom Road...

# EVENTS

EVENTS FROM:  DATE:  EVENTS TO:  SEARCH:  CLEAR FILTERS

[Annual Festivals](#) | [Arts & Culture](#) | [Entertainment](#) | [Food & Drink](#) | [Outdoor Adventure](#)



**May Art Gallery Listings in Windsor Essex**  
 Wednesday, May 1 to Friday, May 31  
 This month's art gallery listings in Windsor Essex!



**May Museum Listings in Windsor Essex**  
 Wednesday, May 1 to Friday, May 31  
 Take a look at this month's museum listings in Windsor Essex!



**May Printable Calendar**  
 Wednesday, May 1 to Friday, May 31  
 We love to explore and we know you do too! Keep our handy printable calendar of events nearby to stay "in-the-know" about everything going on in our region. The calendar never stops with page after page of fun things to see and do.



**Windsor River Cruises: 2 Hour Sightseeing Tour**  
 Wednesday, May 1  
 3:00 pm to 5:00 pm  
 Quailette Avenue and Riverside Drive, 78 Riverside Dr W, Windsor  
 Enjoy a special two hour Windsor River Cruise along the shorelines of Windsor and Detroit!



**Hillman Marsh Shorebird Celebration**  
 Wednesday, May 1 to Sunday, May 18  
 Hillman Marsh, 1626 Marsao Rd 2, Leamington  
 Bird enthusiasts from around the world make Leamington one of their bucket list destinations each May.



**Symphony for the Senses**  
 Wednesday, May 1  
 6:30 pm to 8:30 pm  
 North 42 Degrees Estate Winery, 130 County Rd 50, Starnoc  
 Enjoy an enchanted evening of music, wine and cuisine with North 42 Degrees Estate Winery and the Windsor Symphony Orchestra!



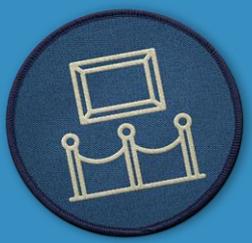
**Bubbles & Blooms with The Cheese**



**Cheese Board Workshop with The**



**Live Music at Carrots N' Dates**



# visitwindsor.essex.com



Home | More Food & Drink Itineraries >

# EPIC WINERIES DAYTRIPPERS GUIDE

Windsor Essex wine is becoming a commonly understood phenomenon to fans of fermented grapes everywhere. Located at the same latitude as the Mediterranean and some of Europe's popular wine regions, Pelee Island and the Lake Erie North Shore receive more sun hours than any other area in Canada. This allows for the exquisite production of grape varieties that are crafted into wines worth savouring on any special occasion.



## SPRUCEWOOD SHORES ESTATE WINERY

Sample handcrafted 100% Ontario VQA wines at this premier lakefront destination. Located on the sandy shores of Lake Erie, visitors can enjoy picnic lunches on the beach or simply surround themselves with picturesque ponds, vineyards and gardens.

## ATTRACTIONS



**Sprucewood Shores Estate Winery**  
7238 County Road 50 W., Amherstburg, Ontario, N0R 1G0  
(519) 738-9233  
[www.sprucewoodshores.com/](http://www.sprucewoodshores.com/)

Sample handcrafted 100% Ontario VQA wines at one of Ontario's premier lakefront destination Wineries. Located on the sandy...



**Oxley Estate Winery**  
535 County Rd. 50, Harrow, Ontario, N0R 1G0  
(519) 738-3264  
[oxleyestatewinery.com/](http://oxleyestatewinery.com/)

Oxley Estate Winery, in the heart of the wine route on charming County Road 50, makes small batch...



**North 42 Degree Estate Winery**  
192 County Road 92 East, Colchester, Ontario, N0R1G0  
(519) 884-2624  
[www.north42degrees.com](http://www.north42degrees.com)



## INSTAGRAM

FOLLOW+



## TWITTER

FOLLOW+



## WEEKEND IT IN WINDSOR

SHARE ARTICLE  
12 13 14

Windsor is a city with a lot to offer, and this weekend itinerary is designed to help you make the most of your time in the city. From art galleries to outdoor activities, there's something for everyone in Windsor.



**WINDSOR WINEWALK**  
Windsor Wine Walk is a self-guided tour of the city's wine scene. It includes visits to several wineries, including Sprucewood Shores Estate Winery, Oxley Estate Winery, and North 42 Degree Estate Winery.

SHARE THIS POST



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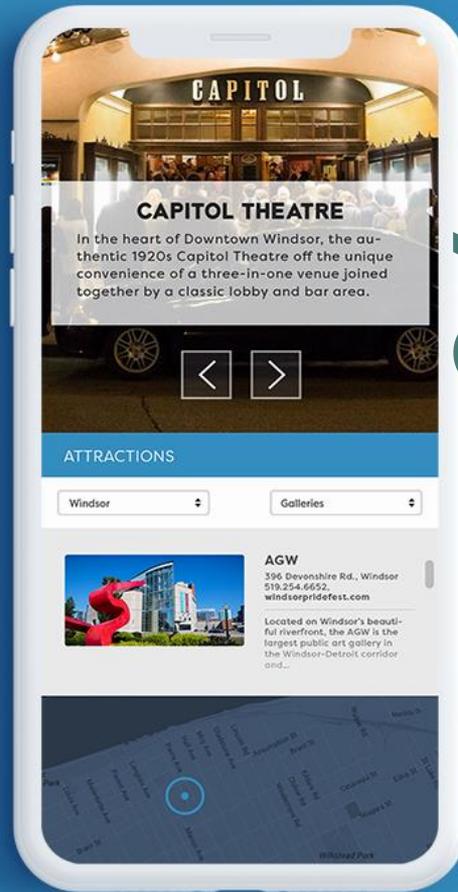
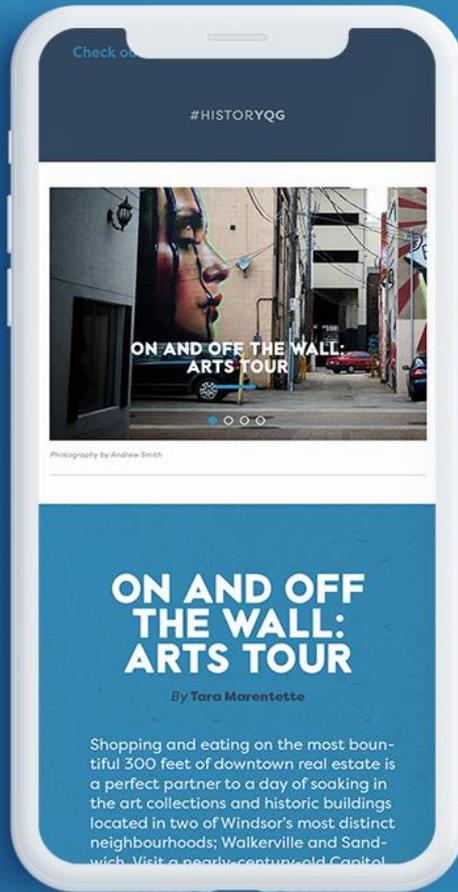
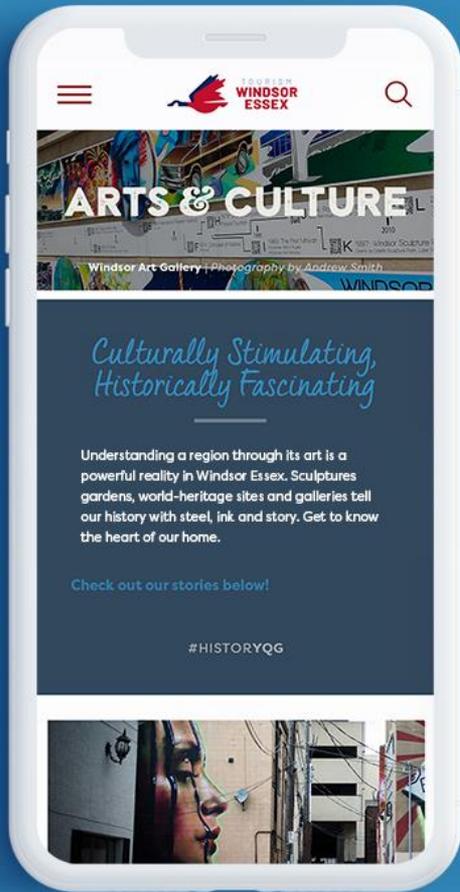


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# visitwindsor.essex.com





70%

of current site traffic is from mobile platforms



MOBILE WEBSITE





4<sup>th</sup> annual

BEST OF WINDSOR ESSEX AWARDS



TOURISM  
WINDSOR  
ESSEX  
PELEE ISLAND



**46** awards

—  
**42%** increase in votes



4<sup>th</sup> annual  
**BEST OF WINDSOR ESSEX  
AWARDS**



# BARREL TRAIL

*Pour & Explore*



# COFFEE TRAIL

*Full of Perks*



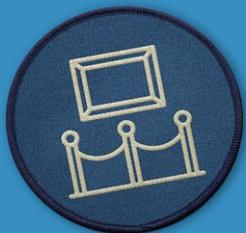
# EPIC WINERIES

*EPIC Wine Route*



# WE HEART LOCAL

*Local Tastes Better*



# TOURISM PROGRAMS



EXPLORE & SHOP THE  
**MAKERS & ARTISANS**  
OF WINDSOR ESSEX



W.E. MADE IT



OCCUPANCY  
RATE

65.66% up 3.50%

AVERAGE DAILY  
ROOM RATE

\$125.35 up \$7.63

REVENUE PER  
AVAILABLE ROOM

\$82.61 up \$9.12



KEY PERFORMANCE INDICATORS

HOTELS YEAR OVER YEAR



TOURISM  
WINDSOR  
ESSEX  
PELEE ISLAND

SOCIAL MEDIA



45,527

ENGAGEMENTS

15,609

TOTAL FOLLOWERS



27,119

ENGAGEMENTS

4,392

TOTAL FOLLOWERS



33,877

ENGAGEMENTS

7,909

TOTAL FOLLOWERS



46,883

VIEWS

**153k** engagements  
(9.5% over 2017)



KEY PERFORMANCE INDICATORS

DIGITAL YEAR OVER YEAR



TOURISM  
WINDSOR  
ESSEX  
PELEE ISLAND

## MARKETING DATABASE .....

Subscribers: 18,142

Opens: 97,850

Clicks: 47,373

## STAKEHOLDER DATABASE .....

Subscribers: 1,453

Opens: 15,730

Clicks: 3,786

**113k**  
Engagements

(26.9% increase  
over 2017)



KEY PERFORMANCE INDICATORS

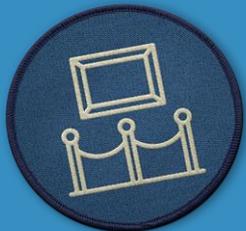
DIGITAL YEAR OVER YEAR



TOURISM  
WINDSOR  
ESSEX  
PELEE ISLAND



WINDSOR  
AMHERSTBURG  
ESSEX  
LAKESHORE  
LASALLE  
LEAMINGTON  
KINGSVILLE  
PELEE ISLAND  
TECUMSEH



ONE REGION. COUNTLESS  
STORIES.



# PROVINCE OF ONTARIO

**\$34.1** billion in annual receipts

**4.3%** of GDP



## ONTARIO BY THE NUMBERS



# PROVINCE OF ONTARIO

**\$34.1** billion in annual receipts

**4.3%** of GDP



## WINDSOR & ESSEX COUNTY



**16k** employees

**\$1 / 2 BILLION** economic benefit



**#TOURISMMATTERS**



**What's**

**NEW**

**What's**

**NEXT**





TOURISM  
**WINDSOR  
ESSEX**  
PELEE ISLAND

**2019/2020**

DESTINATION DEVELOPMENT STRATEGY  
& MARKETING PLAN



2019/2020

**DESTINATION DEVELOPMENT  
& MARKETING PLAN**



## OUTDOOR ADVENTURE

- Two Wheeled Adventures
- Waterfront



## FOOD & DRINK

- Culinary & Wine
- Beverage Discovery Trails



## ENTERTAINMENT

- Gaming
- Events
- Shopping



## ARTS & CULTURE

- Cultural Districts
- Arts Initiatives



# AREAS OF FOCUS



### Boblo Trail Amherstburg & Colchester

- Boblo Island is a great escape from the city with a variety of activities and scenic views.
- Public Bus Routes connect the Capital Region to the Island.
- Holiday homes to give you a taste of life in the country, or a weekend getaway in the city.
- Cycle-friendly routes for all abilities.
- Historical sites and museums.



WINDSOR ESSEX  
PELEE ISLAND TRAILS

## WINDSOR ESSEX Cycle Tourism Map

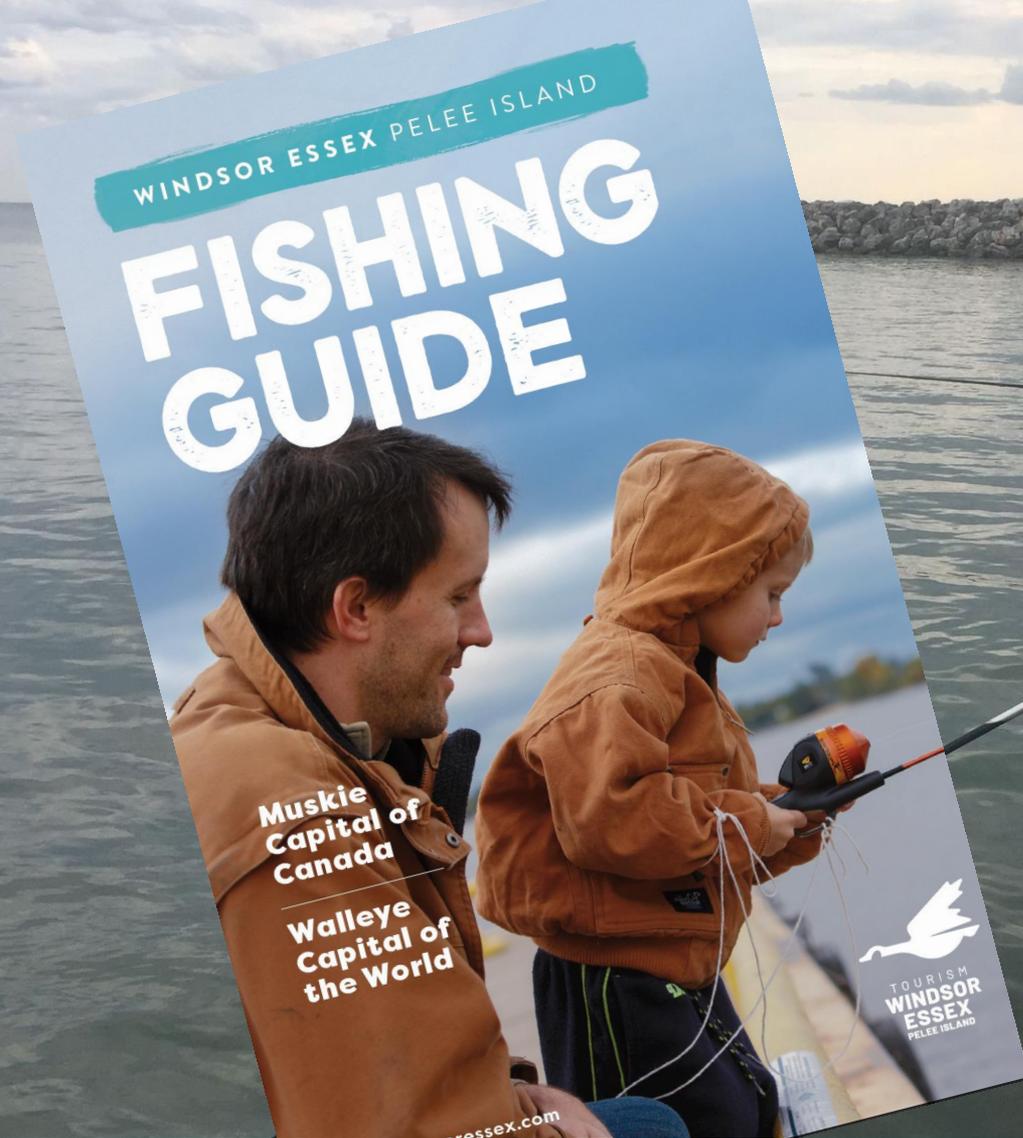


WINDSOR ESSEX  
PELEE ISLAND TRAILS



# CYCLE TOURISM MAP





# FISHING GUIDE



# 85k distributed across Ontario and into Ohio & Michigan



2019/2020

# OFFICIAL VISITOR GUIDE



TOURISM  
WINDSOR  
ESSEX  
PELEE ISLAND

TOURISM WINDSOR ESSEX PELEE ISLAND

# ANNUAL GENERAL MEETING

THURSDAY JUNE 13TH | 11:30AM

PRESENTED BY: **wfcu**  
CREDIT UNION

AT

*Canadian Historical Aircraft Association*

AGM • LUNCH • EXPLORE & POUR

**TICKETS: \$45** | MAY 24 - JUNE 8  
FEES INCLUDED

[visitwindsor-essex.com](http://visitwindsor-essex.com)



2019

# ANNUAL GENERAL MEETING



## Program Pop-Ups

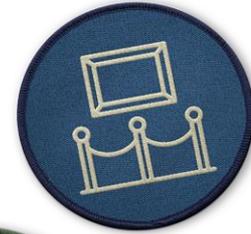
- Pelee Island in the City (May 28<sup>th</sup>) in Ford City
- WE Heart Local (June 6<sup>th</sup>) in LaSalle
- Ontario Craft Beer Week (June 12<sup>th</sup>) in Windsor
- Ontario Wine Week (June 21<sup>st</sup> & 22<sup>nd</sup>) in Devonshire Mall

## Media Events

- Cycle Tourism Map launch
- Barrels Bottles & Brews Flight Log and Video launch
- 2019 Annual General Meeting
- WE Heart Local Map launch
- Wine Route Map launch

## Events

- Chamber of Commerce June Social @ Cooper's Hawk Vineyard



# JUNE IS TOURISM MONTH





# OUR TEAM





# LASALLE CRAFT BEER FESTIVAL





# REGISTER NOW AT

[BIT.LY/TRAILSYPORIUM](https://bit.ly/trailsymposium)

CONNECTING COMMUNITIES

## South Western Ontario Trails Symposium

FRIDAY JUNE 1, 2018 | 9AM - 3PM



TOWN OF LASALLE  
VOLLMER RECREATION COMPLEX

*In partnership with Ontario Trails Council.*



# TRAILS SYMPOSIUM



Pottery Cupboard | LaSalle



EXPLORE & SHOP THE  
**MAKERS & ARTISANS**  
OF WINDSOR ESSEX



W.E. MADE IT



 Tourism Windsor Essex   
@TWEPI

If you love craft beer then you wanna join us tonight at the LaSalle Craft Beer Festival. Click [bit.ly/2McwZNz](https://bit.ly/2McwZNz) for details - then stop by the @twepi booth for your chance to win an exclusive takeaway from the event



 Tourism Windsor Essex   
@TWEPI

This Sunday get ready to be livin' LaSalle at the first night market of the season. Click [bit.ly/2WTqjdr](https://bit.ly/2WTqjdr) and join us for food, music, games, & fun. #YQG



 Tourism Windsor Essex   
@TWEPI

Sweet. Juicy. Fresh. Today's the last day of the LaSalle Strawberry Festival. Join us for delicious bites & great family fun! [bit.ly/2GOTVA2](https://bit.ly/2GOTVA2)



# DIGITAL PROMOTION





# RENDEZ-VOUS VOYAGEUR



# VOYAGEUR

SEPTEMBER - 20 & 21 - SEPTEMBRE 2019



RENDEZ-VOUS VOYAGEUR





THANK  
YOU

