

# County of Essex Council

Wednesday November 20<sup>th</sup>, 2024

WE GO *Together*

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

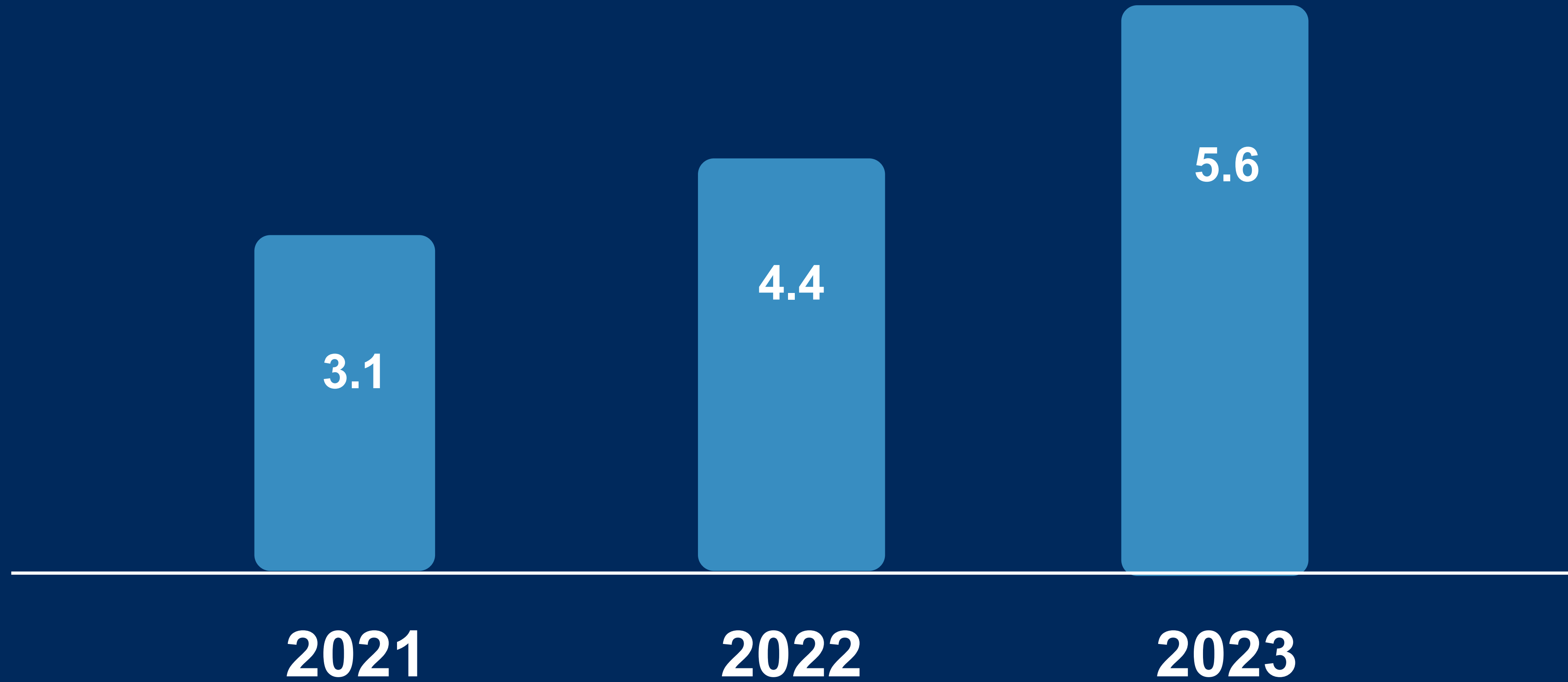


TOURISM  
**WINDSOR  
ESSEX**  
PELEE ISLAND



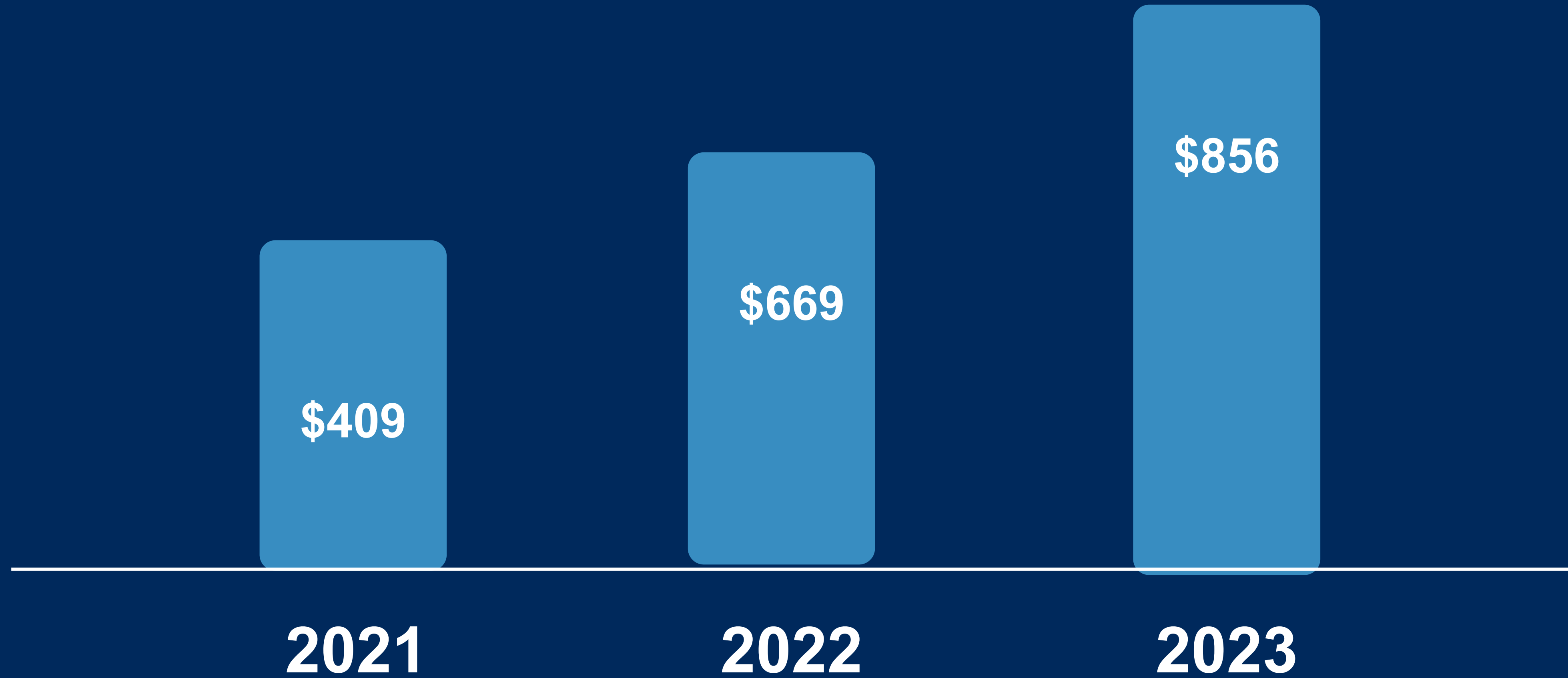
# Visitors

Amount of Visitors in Millions



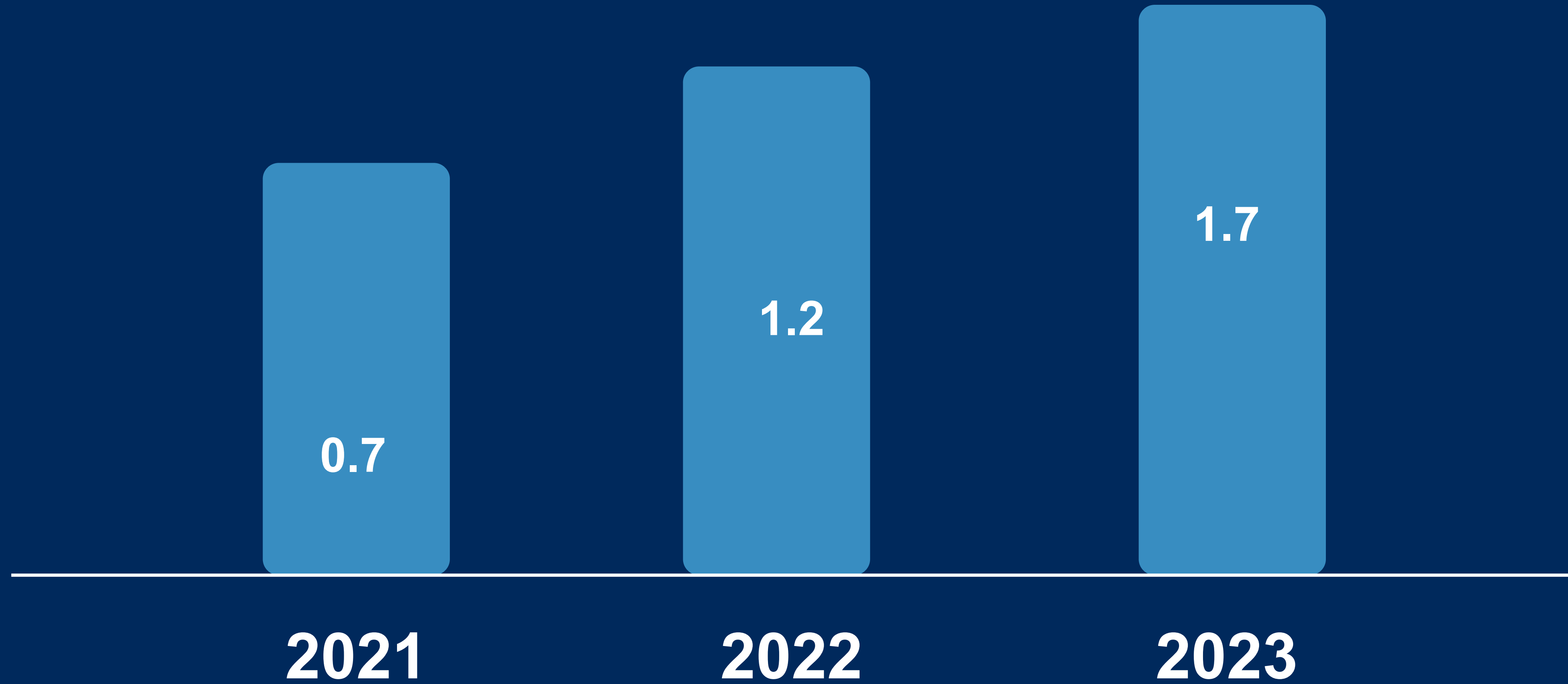
# Visitor Spend

Amount in \$ Millions



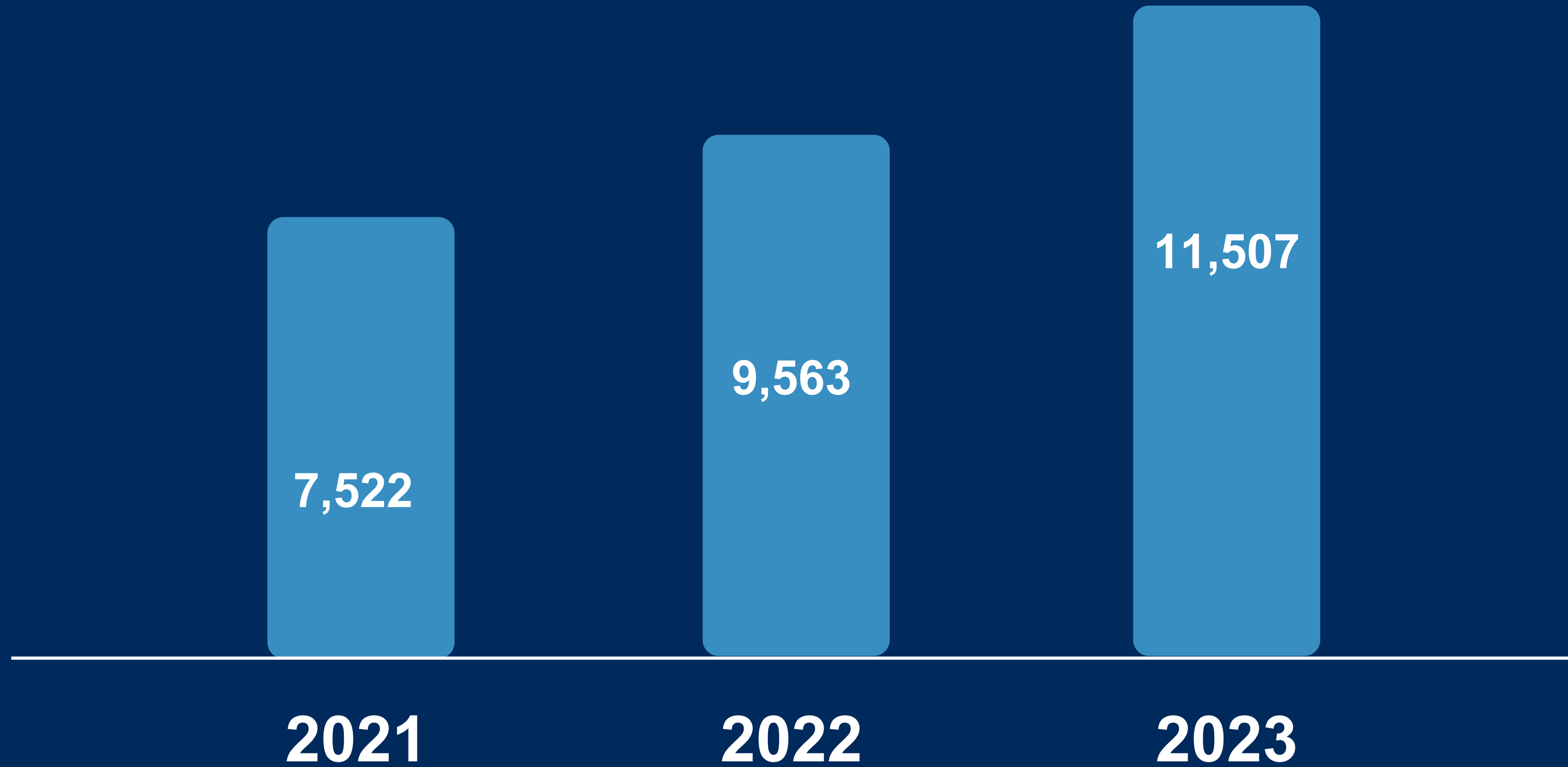
# U.S. / International Visitors

Amount of Visitors in Millions





# Tourism Workforce



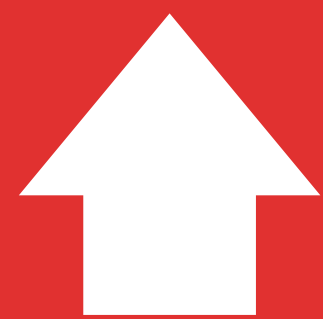


# Visitor Economy

YOY 2023 over 2021

Visitors

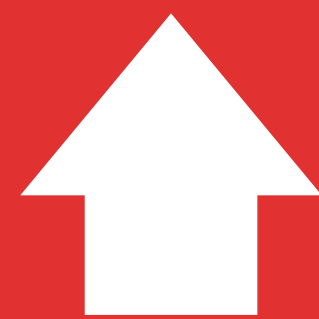
5.6m



80%

Visitor Spend

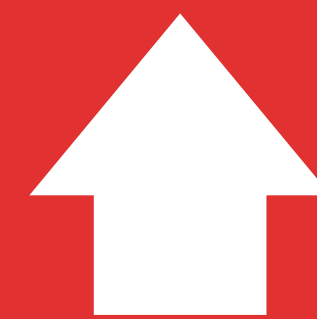
\$856m



109%

International  
Visitors

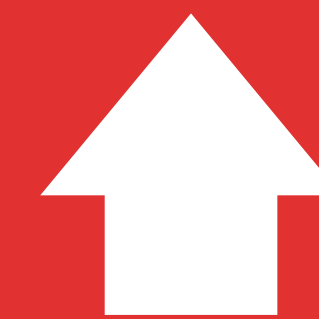
1.7m



142%

Workforce

11,507



53%



# Hotel Occupancy

# 70.4%

↑ 0.23%

YTD Jan – Sept 2024 vs STLY





Average Daily Rate

\$149.43

↑ 4.53%

YTD Jan – Sept 2024 vs STLY





# Scenario Model





# Destination Alignment Variables

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**Business  
Support**



**Community Group &  
Resident Support**



**Government  
Support**



**Organization  
Governance**



**Workforce  
Development**



**Hospitality  
Culture**



**Equity, Diversity  
& Inclusion**



**Funding  
Support & Certainty**



**Regional  
Cooperation**



**Sustainability  
& Resilience**



**Emergency  
Preparedness**



**Economic  
Development**



# Destination Strength Variables

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Attractions &  
Experiences



Arts, Culture &  
Heritage



Dining, Shopping &  
Entertainment



Outdoor  
Recreation



Conventions &  
Meetings



Events &  
Festivals



Sporting  
Events



Accommodation



Local Mobility  
& Access



Destination  
Access



Communication  
Infrastructure



Health &  
Safety



# Stakeholders

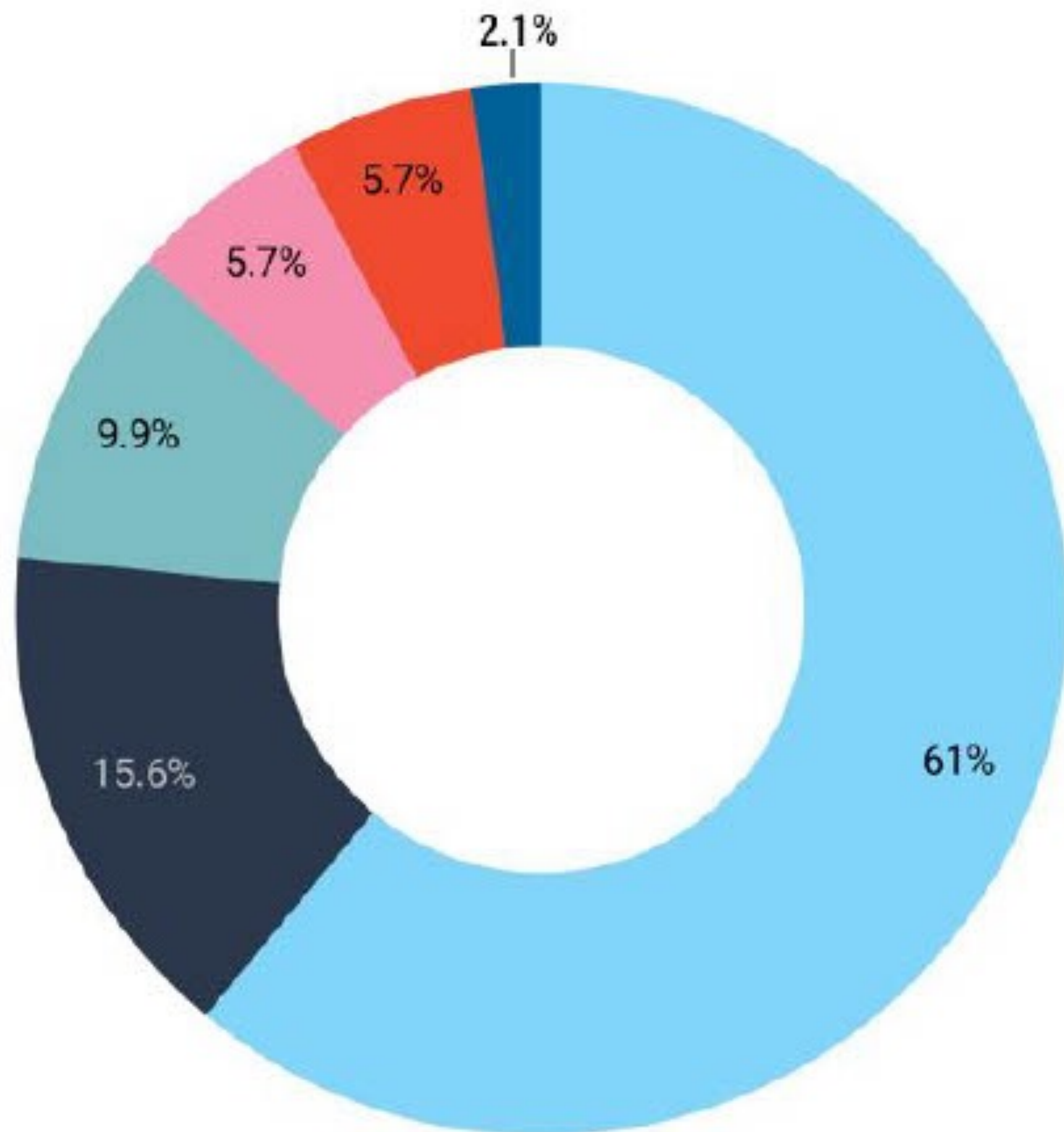




# Stakeholder Groups

Total Respondents

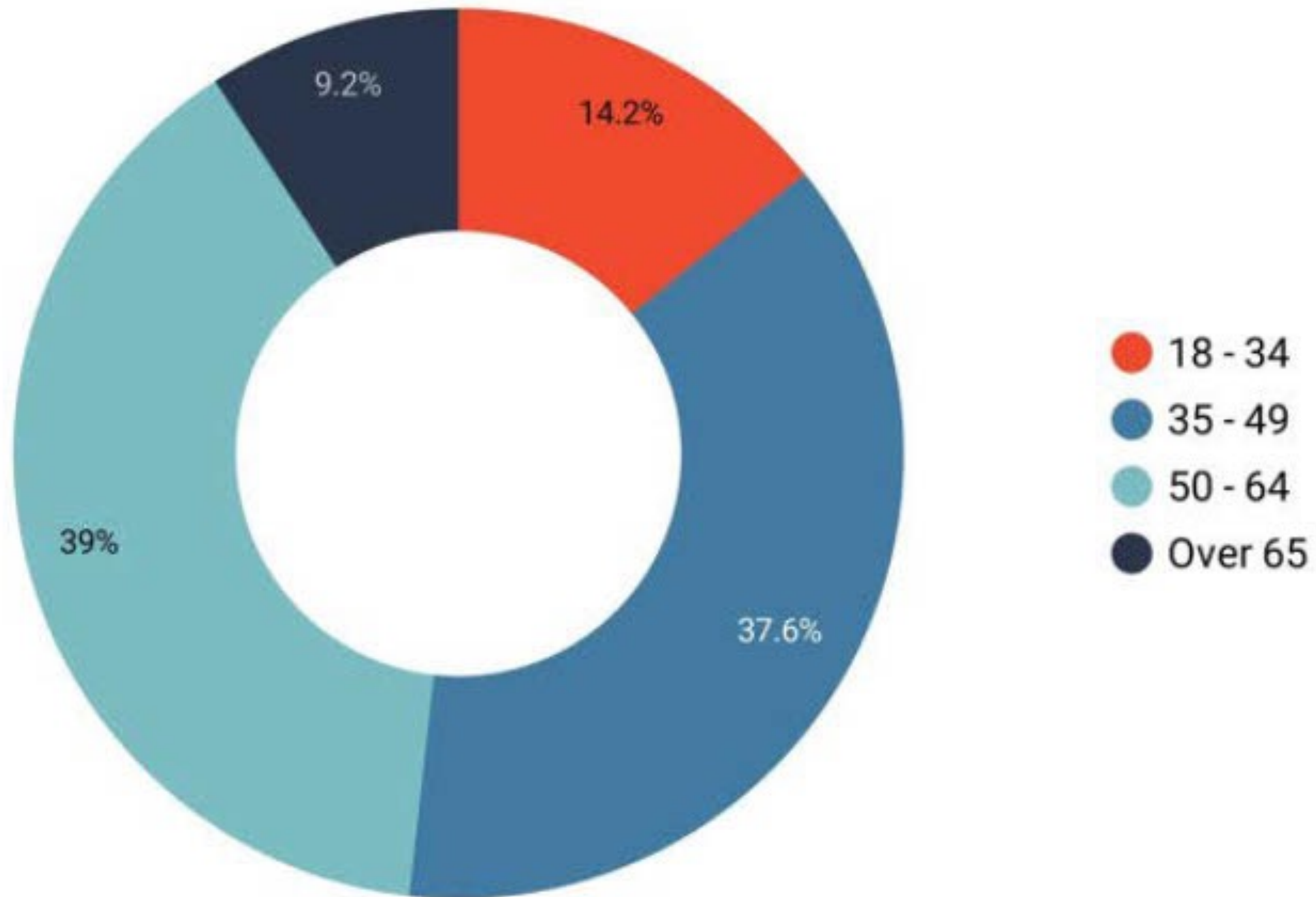
141



- Tourism Partners
- Community Leaders
- Customers
- Staff
- Government Leaders
- Board



Total Respondents  
**141**





## Participating Destinations

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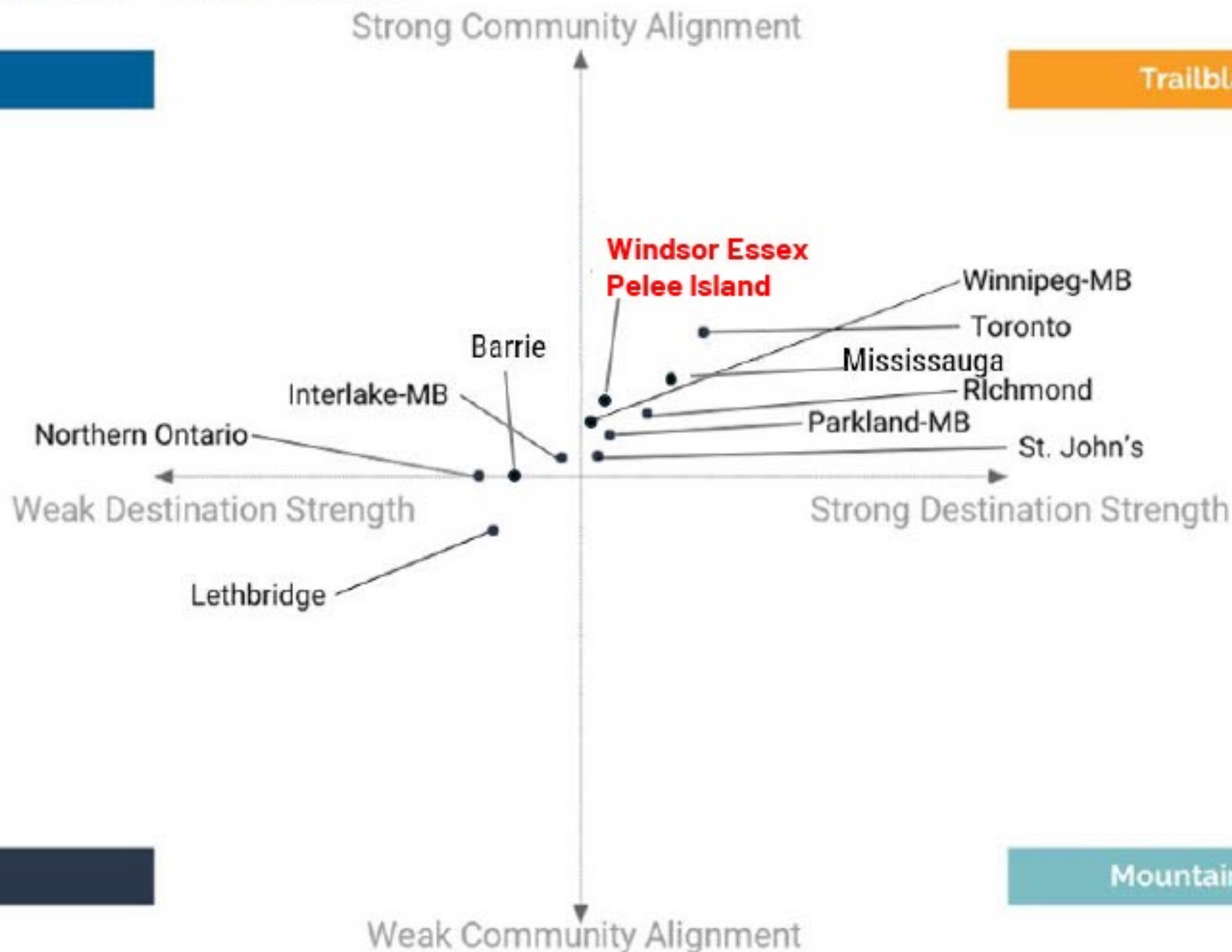
- **Richmond, BC**
- **Lethbridge, AB**
- **Barrie, ON**
- **Mississauga, ON**
- **Ottawa, ON**
- **Toronto, ON**
- **Windsor, ON**
- **Northern Ontario**
- **Manitoba**
  - Winnipeg, Interlake,  
Parkland, West, East,  
North, Central
- **St John's, NL**



# Overall Assessment - CDLC Clients

Voyagers

Trailblazers

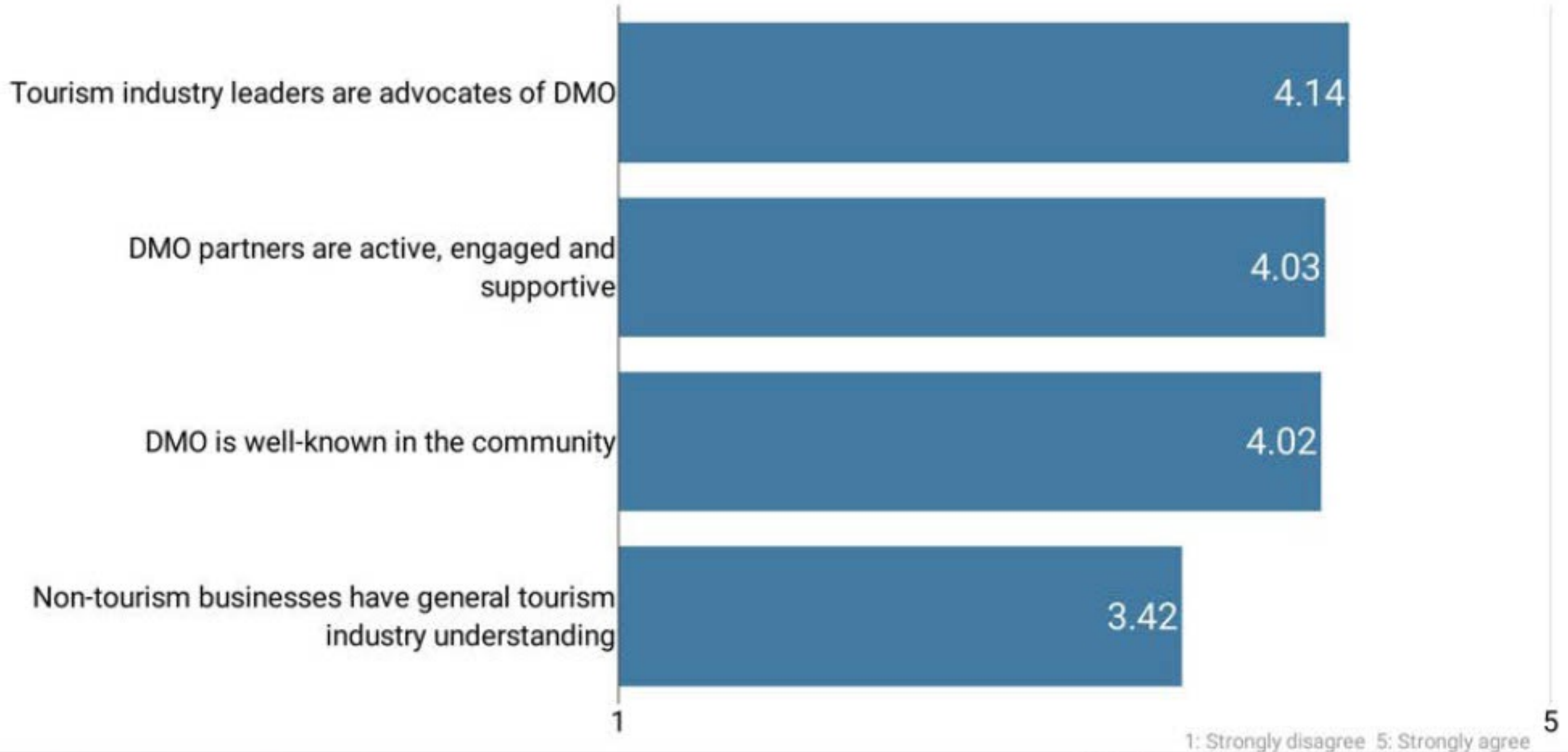


Explorers

Mountaineers



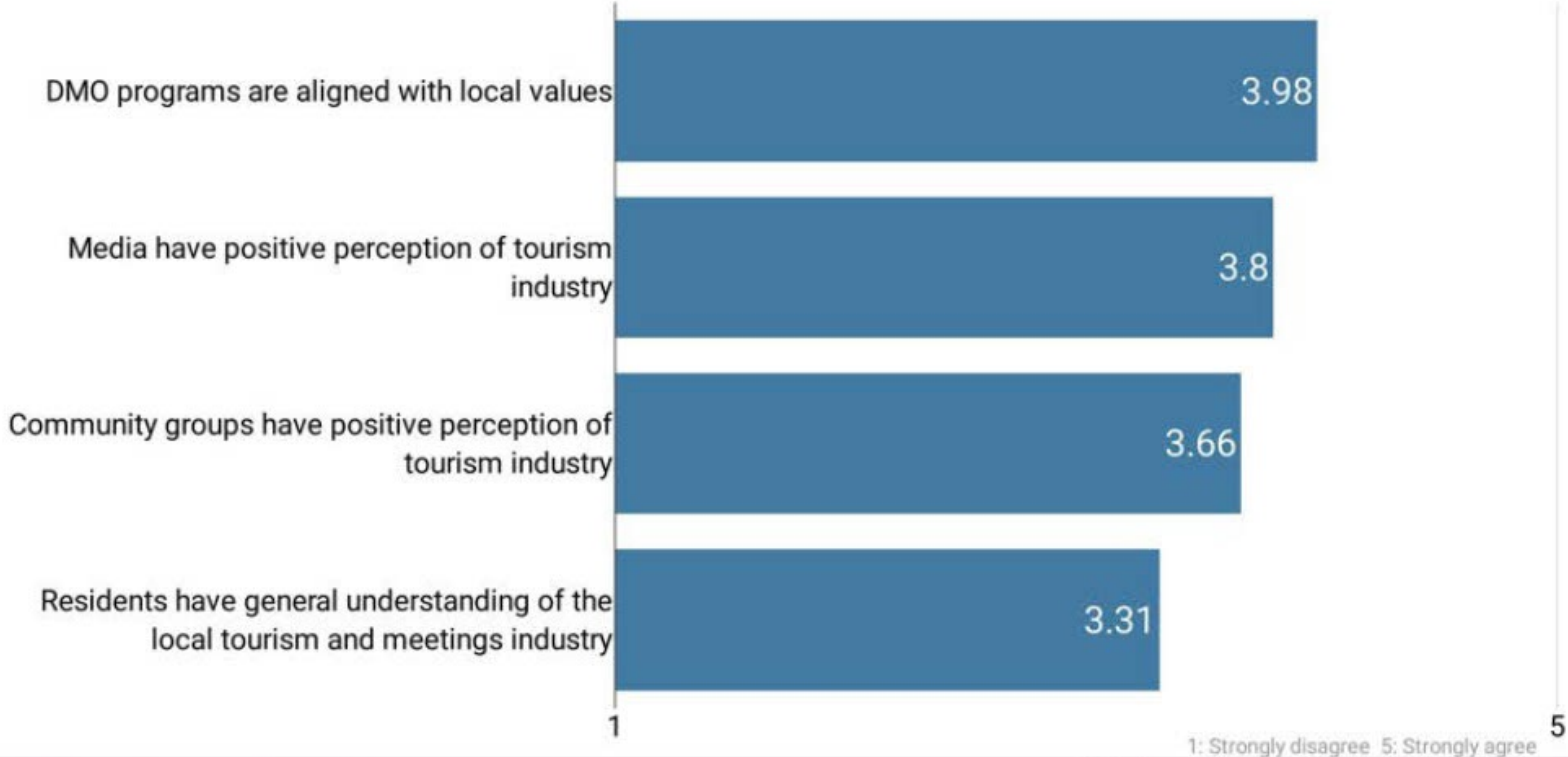
# Business Support



1: Strongly disagree 5: Strongly agree



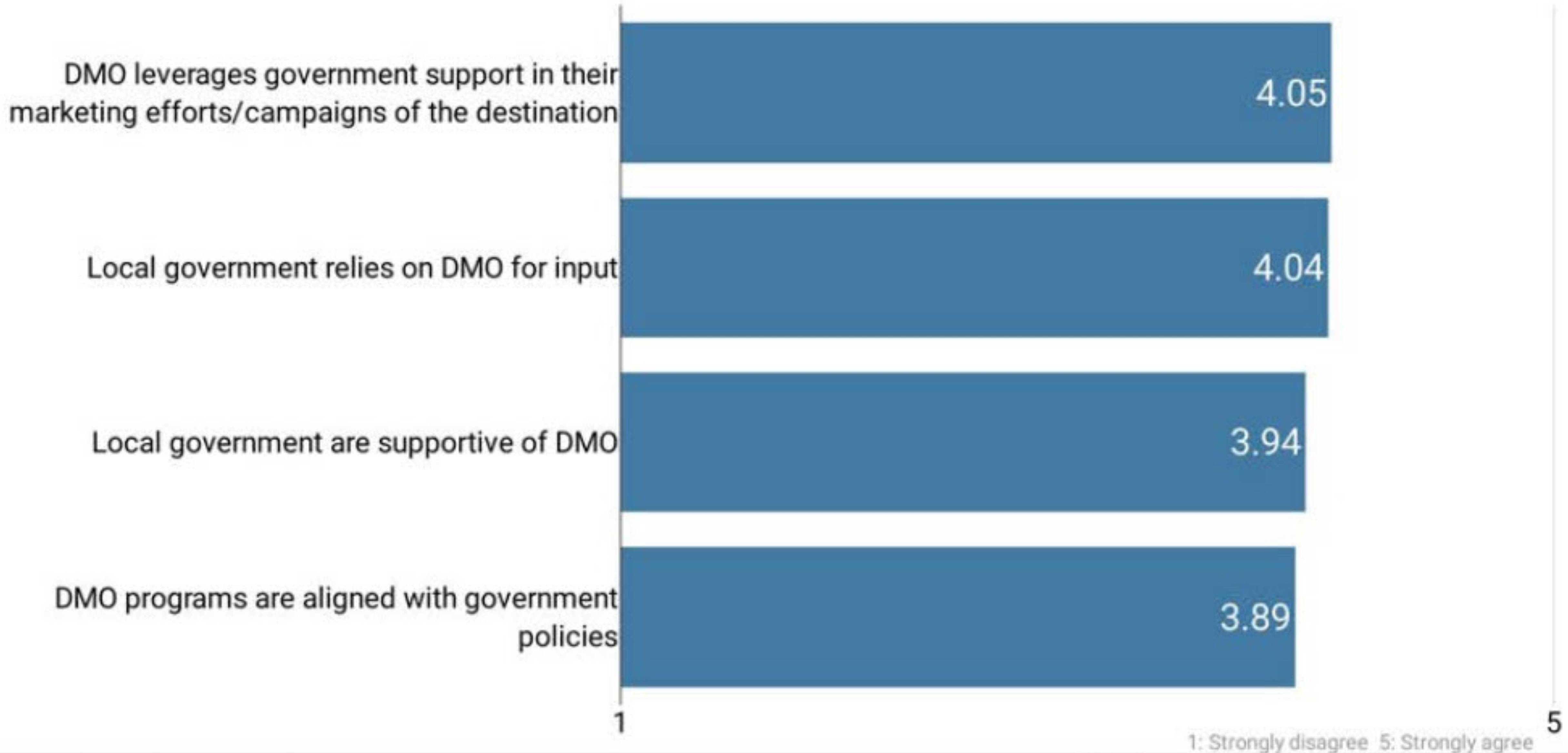
# Community & Resident Support



1: Strongly disagree 5: Strongly agree



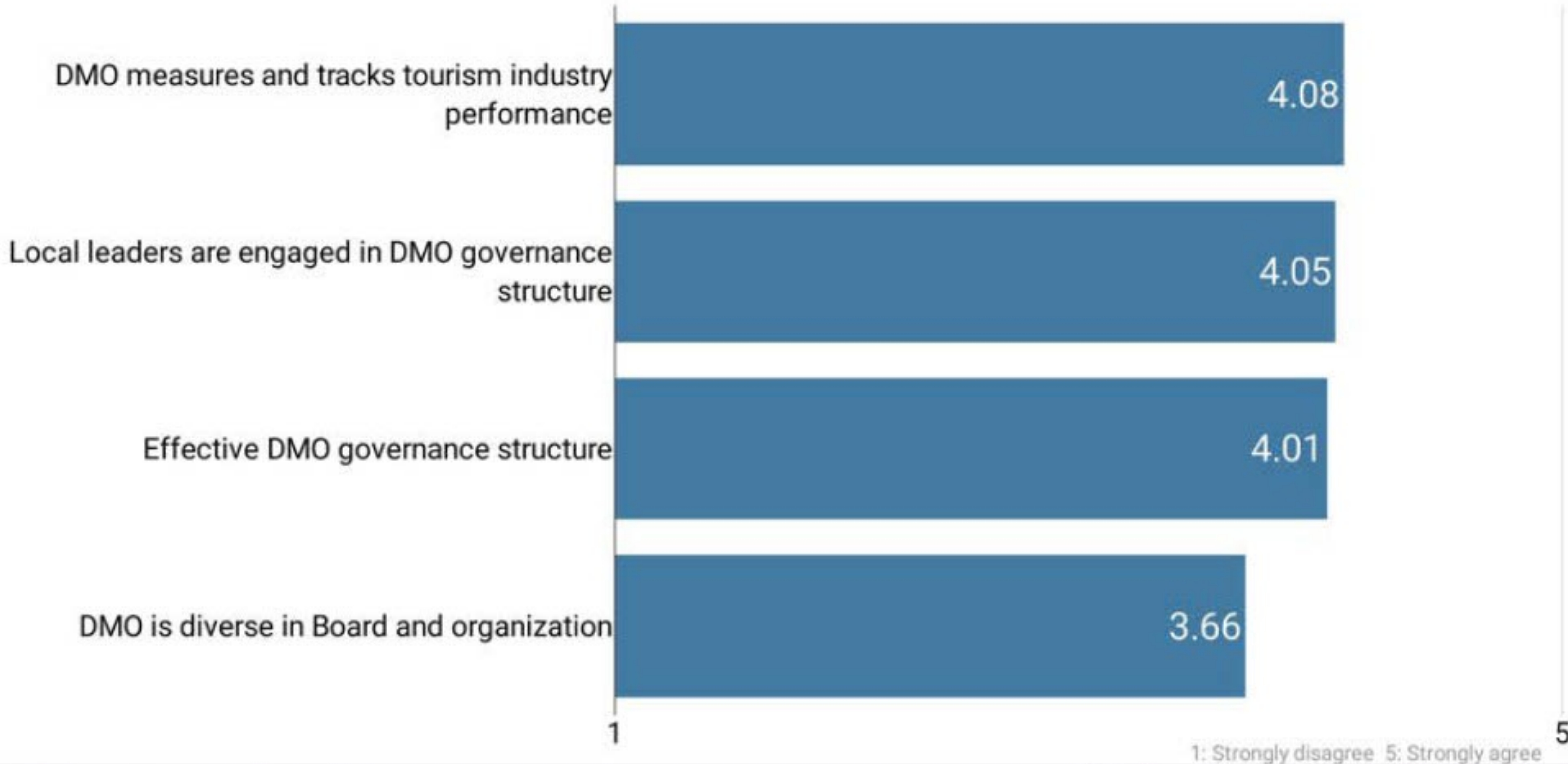
# Government Support



1: Strongly disagree 5: Strongly agree



# Organization Governance Model



1: Strongly disagree 5: Strongly agree



- Tourism Windsor Essex Pelee Island is in the trailblazer quadrant with above average scores for community alignment and destination strength.
- Different stakeholder groups have different perceptions of Windsor Essex Pelee Island. Tourism partners rated the destination lower in community alignment and respondents over age 65 rated the destination much lower overall.

## Key Priorities for the Visitor Economy

1. Accelerate Downtown Windsor clean-up and tourism product development
2. Enhance collaboration between public and private sectors with resident input
3. Increase connectivity throughout the region
4. Enhance and diversify tourism promotion





WINDSOR ESSEX

# Holiday Gift Guide

YOUR GUIDE TO #SUPPORTLOCAL

## 6TH ANNUAL TOURISM WINDSOR ESSEX GIFT GUIDE

[SHOP LOCAL](#)

A PROUD PROGRAM OF:

TOURISM WINDSOR ESSEX PELEE ISLAND



# Holiday SOCIAL

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DEC 5

5PM - 7PM



WILLISTEAD MANOR



TOURISM  
WINDSOR  
ESSEX  
PELEE ISLAND



Thank you

WE GO *Together*

[visitwindsorsex.com](http://visitwindsorsex.com)



TOURISM  
**WINDSOR  
ESSEX**  
PELEE ISLAND