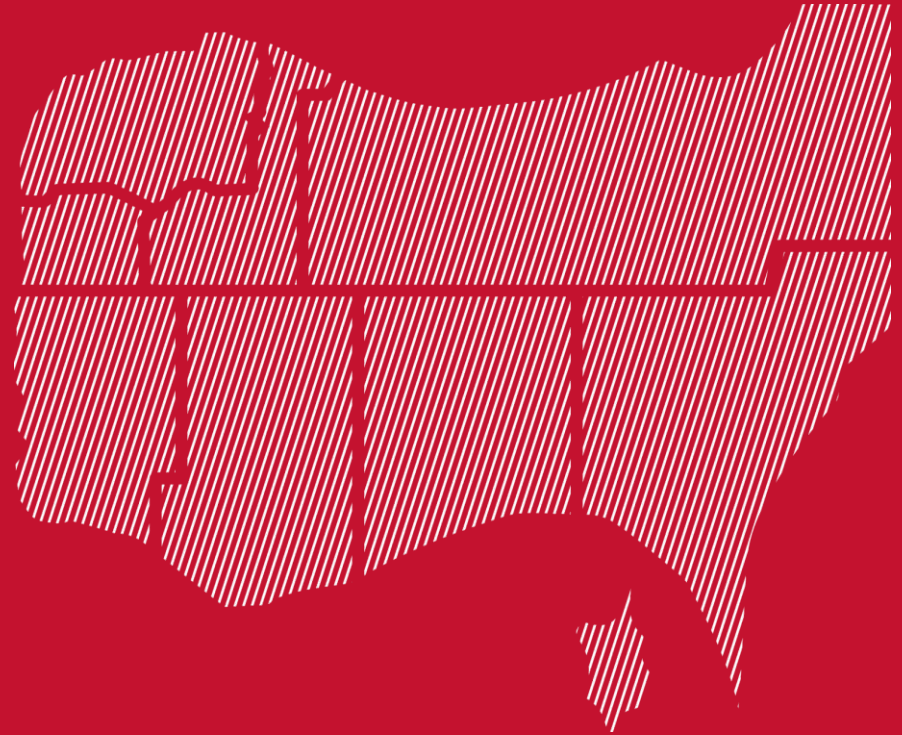


PRESENTATION TO

Essex County Council

Wednesday June 4th, 2025



TOURISM
**WINDSOR
ESSEX**
PELEE ISLAND

WE GO *Together*

[visitwindsoressex.com](https://www.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**



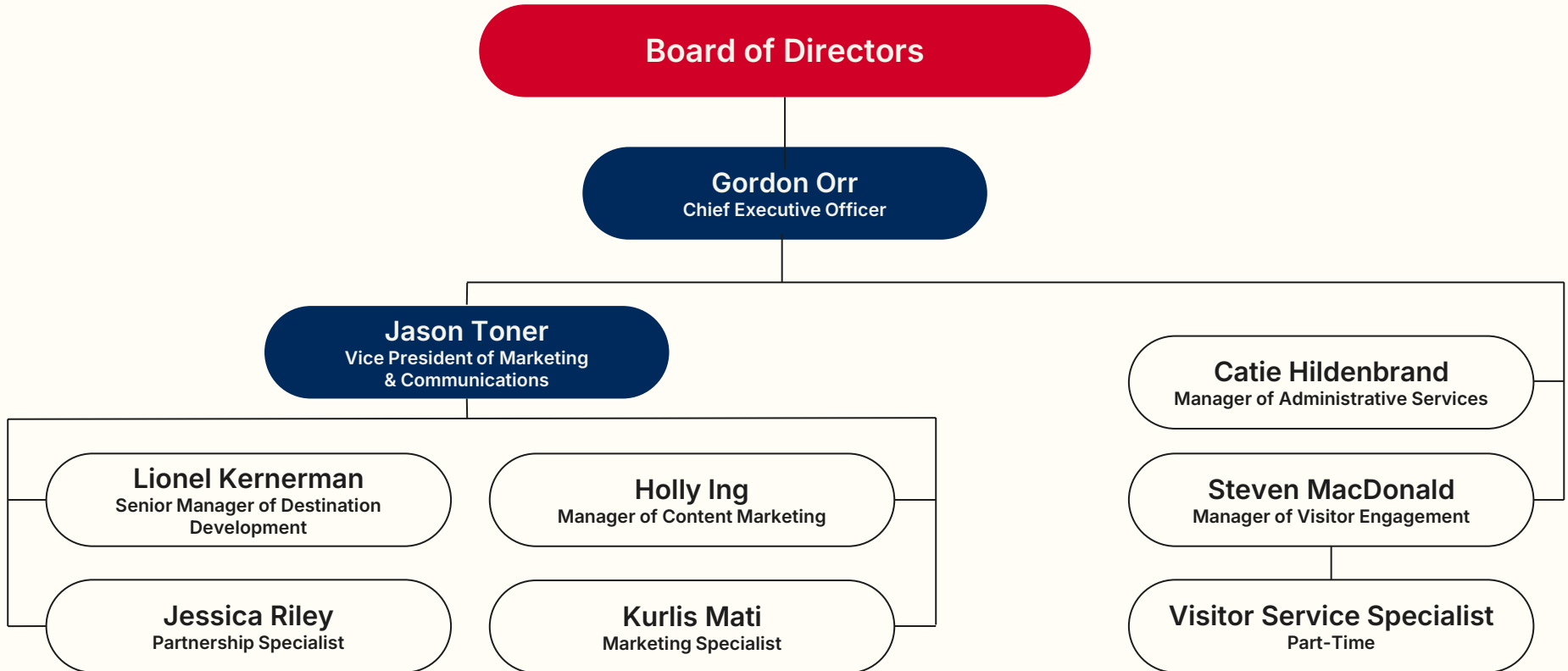
The official Destination Marketing Organization for our region's tourism industry.



ACCREDITED BY:  **DESTINATIONS
INTERNATIONAL**



Organizational Chart



Board of Directors



Executive

Mayor Crystal Meloche

Town of LaSalle, Chair

Councillor Renaldo Agostino

City of Windsor, Vice-Chair

Gordon Orr*

Tourism Windsor Essex Pelee Island,
Secretary Treasurer

**Non-voting member*

Directors

Mayor Drew Dilkens

City of Windsor

Councillor Angelo Marignani

City of Windsor

Jordan Goure

President and CEO Picsume

Warden Hilda MacDonald

County of Essex

Mayor Dennis Rogers

Town of Kingsville

Scott Wilkins

Owner Dancing Swallows Vineyard

Mayor Cathy Miller

Township of Pelee

Natalie Lepine

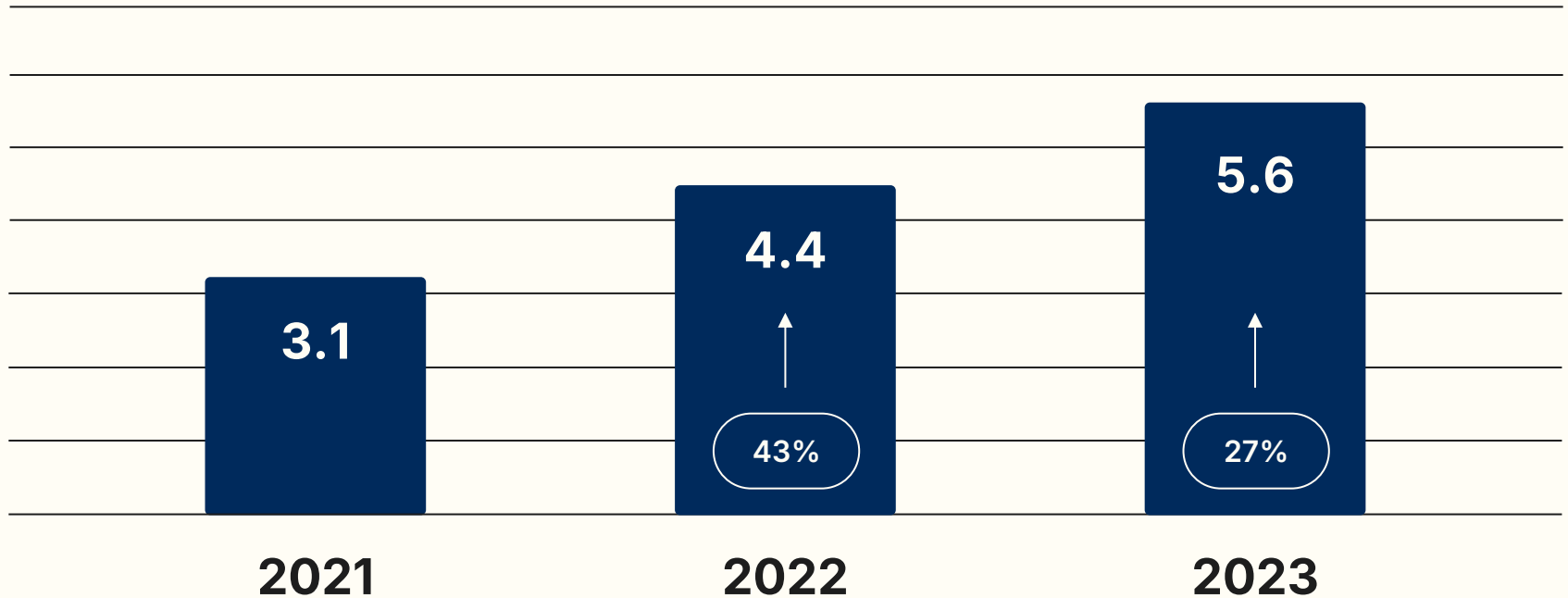
Director, Hotel Sales and Hotel
Operations, Caesars Windsor

Patti Lauzon

Executive Director Windsor
Symphony Orchestra

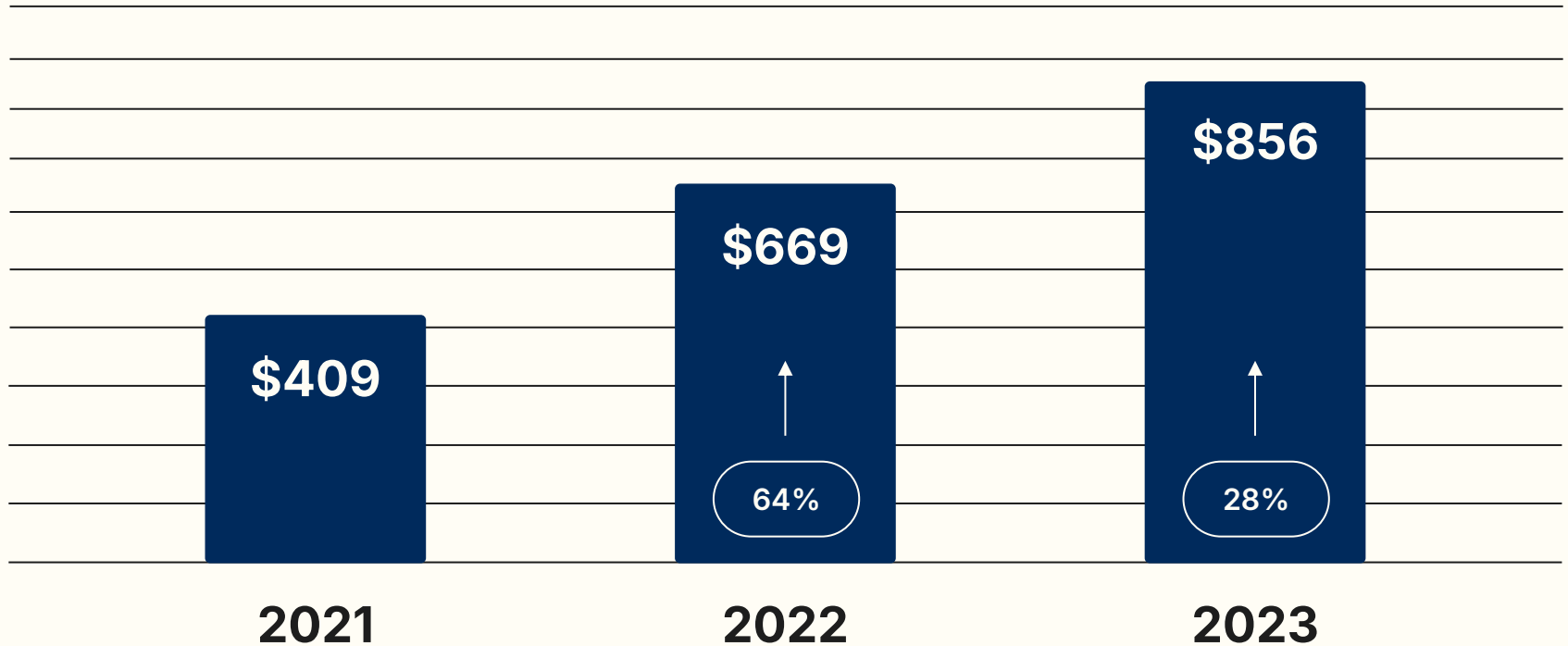
Visitors

Amount of Visitors in Millions



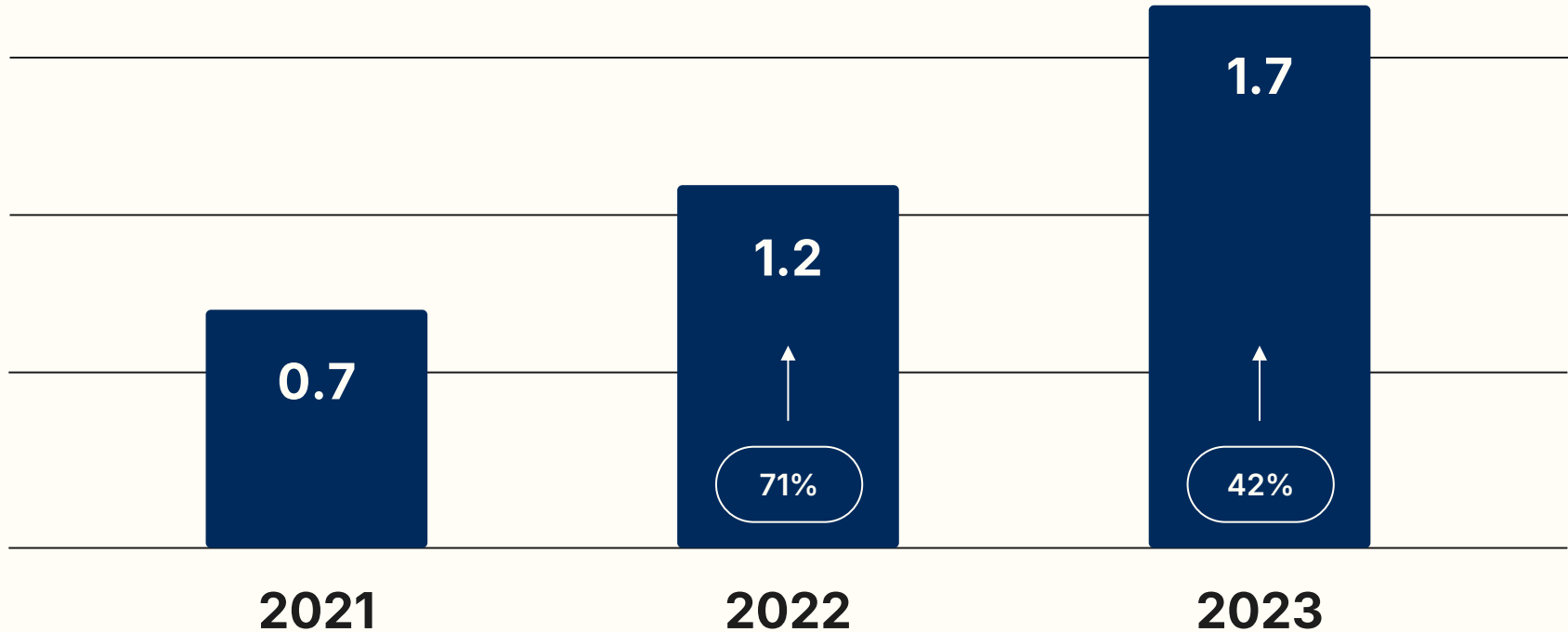
Visitor Spend

Amount in \$ Millions

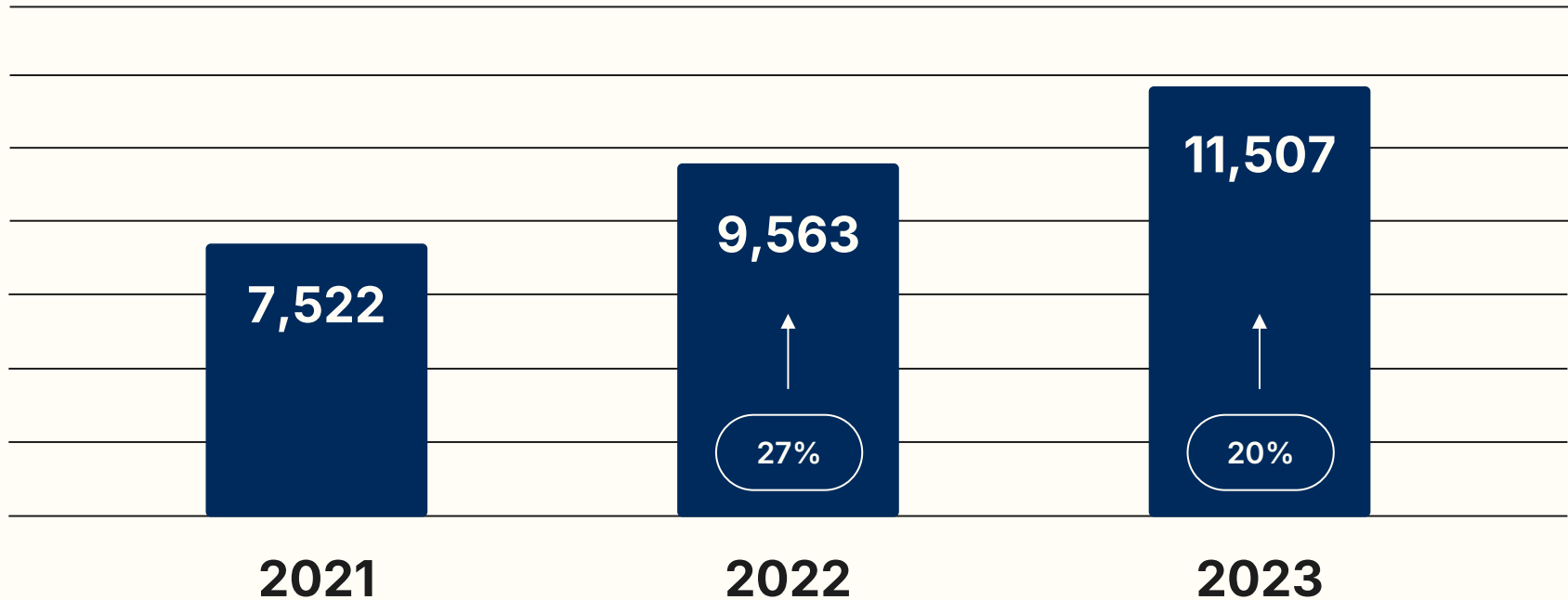


U.S. / International Visitors

Amount of Visitors in Millions



Tourism Workforce



Hotel Indicators

Occupancy Rate

60.91%

Down 2.49%

Average Daily Rate

\$152.13

Up \$7.28



*Note: YOY as of April 30th, 2025

Total Social Reach

78k



27k



17.4k



2.6k



9.8k



21.2k

Destination Playbook

DINE **BARRELS** **EPIC** **FOOD &**
#YQG **BOTTLES** **WINE** **DRINK**
& BREWS **Country** **#BARREL** **PLAY**
#CRAFTBEER **TRAIL** **-IN-** **YQG**

VISITWINDORESSEX.COM

ARTS &
CULTURE



History
POUKS
FROM THIS
PLACE **#WHISKY**

WINDSOR • AMHERSTBURG • ESSEX • KINGSVILLE • LAKESHORE
LASALLE • LEAMINGTON • TECUMSEH • PEELE ISLAND

2025

TOURISM WINDSOR ESSEX PEELE ISLAND
DESTINATION
PLAYBOOK



World Class
GAMING

WHERE THE PAST
Meets the Present



BEST OF
WINDSOR
ESSEX

TWO-NATION
DESTINATION

COFFEE
CULTURE

Lake to
PLATE

GONE FISHIN'

ISLAND LIFE

Outdoor
ADVENTURE

FOLLOW THE
FLAVOURS

#WEMADEIT

2-WHEELED
ADVENTURE

TIP OF CANADA

YQG

LOCAL

Shop
YQG

ONE OF A
KIND

Pedal & Paddle
BIRDING

KEEP
THE
GOOD TIMES
ROLLING

KEEP
THE
GOOD TIMES
ROLLING

#WEMADEIT

YQG

LOCAL



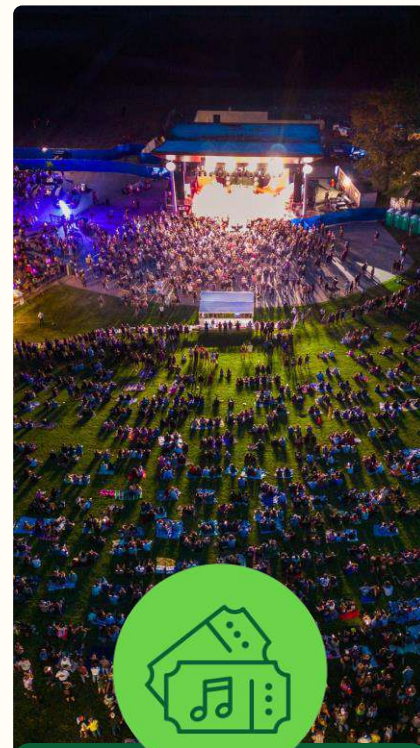
Food & Drink



Arts & Culture



Outdoor Adventure



Entertainment



The Night Market Hop

Running May Through October 2025

7

Essex County Partners

- Mill St. Market (Leamington)
- Kingsville Block Party
- LaSalle Night Markets
- Amherstburg Night Markets
- Belle River Stroll the Street
- Tecumseh Night Market
- Essex Night Market

nightmarkethop.ca



Barrels Bottles & Brews

10

Essex County Partners

Addition of Essex County Cideries

- Carolina Cider
- Wagner Estate Orchards
- Windmill Ridge Cider

Fiesta Weekend - May 3rd & 4th, 2025

254

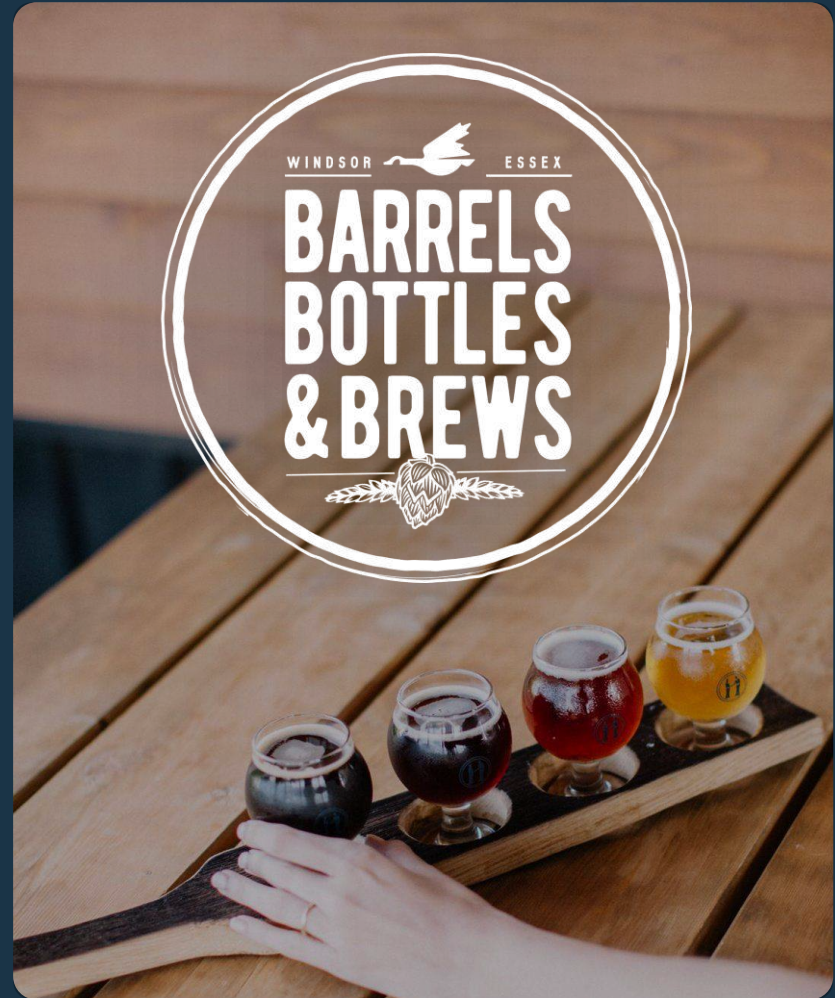
Passes Sold

25%

Increase in Pass Sales

100%

Increase in Pass Redemptions



W.E. Heart Local Program

Launched April 25th, 2025

50

Essex County Partners

- Road Side Stands
- Growers & Producers
- Markets
- Craft Beverage Partners
- Farm-to-Table Dining

Open Farms Day

Save the Date

Saturday September 13th



EPIC Wineries

15

Essex County Partners

- Two new partners in 2025
- Updated EPIC Wine Route Map

Consumer Shows

- London Food & Wine Show (January)
- Kitchener Food & Drink Show (April)
- Grand Rapids International Food & Drink Show (November)

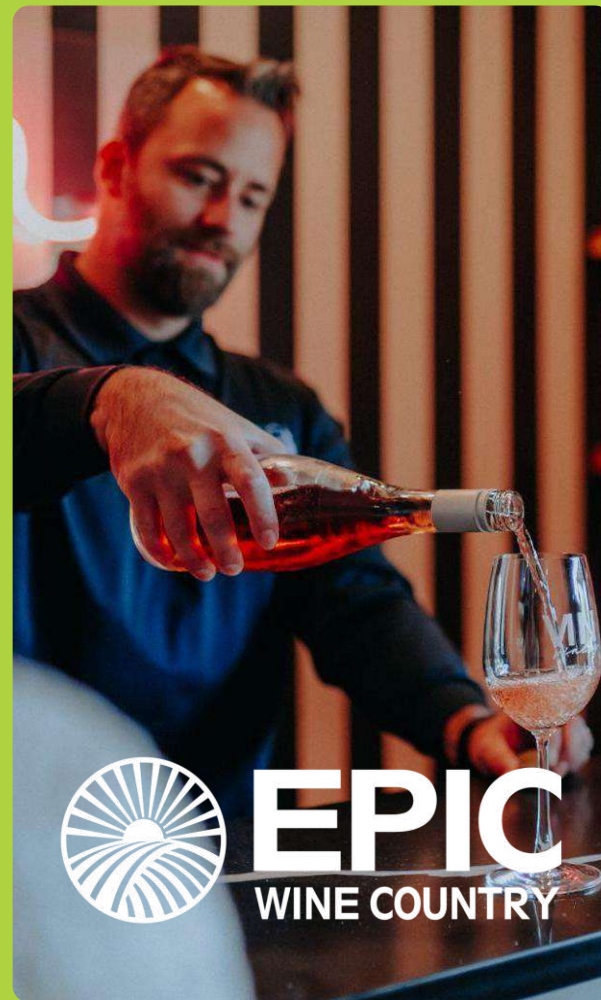
Digital Passes

356

Tasting
Passes Sold

711

March Mac'ness
Passes Sold



Summer Event Guide

5k

Print Copies

2k

Visits to Online Edition

52

Essex County Events
Listed

42

TWEPI Activation Days



2025/2026 Official Visitor Guide

Released Thursday April 24th

71.9k

Digital Page Views

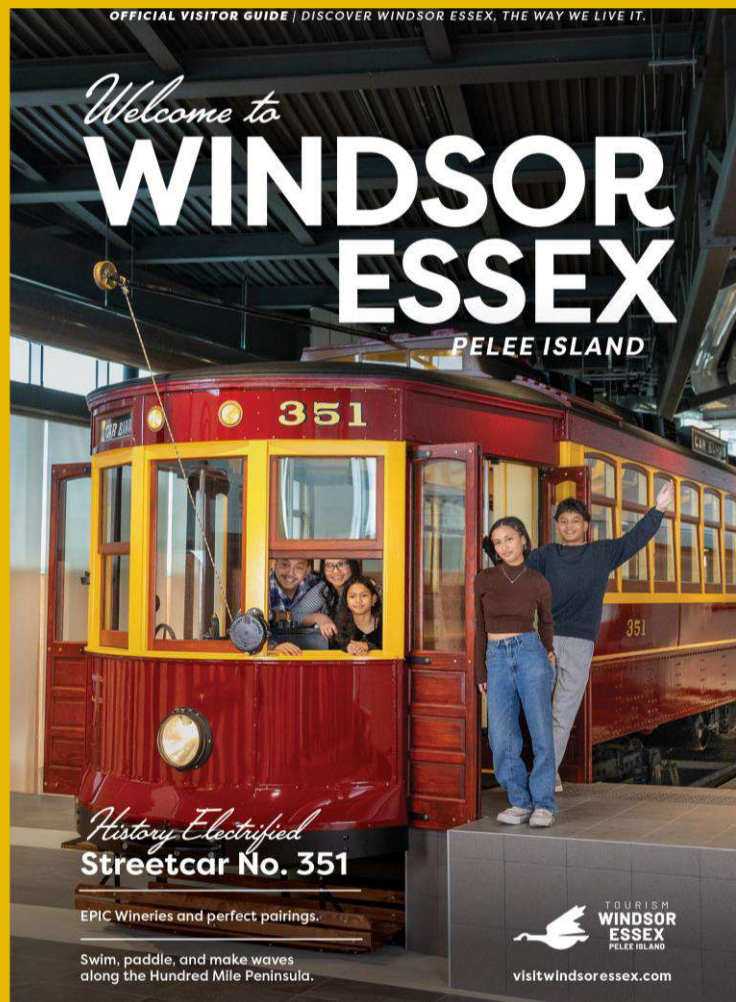
45k

Print Distribution

151

Essex County Partners

YTD April 24th - May 28th, 2025



11th Annual Staycation Expo

April 25th & 26th, 2025

46k

Mall Patrons

38

Essex County
Exhibitors

35%

Increase Passport
Engagement



U.S. Marketing

U.S. Digital Campaign

May - July & August - September

Canadian Broadcast Partnership

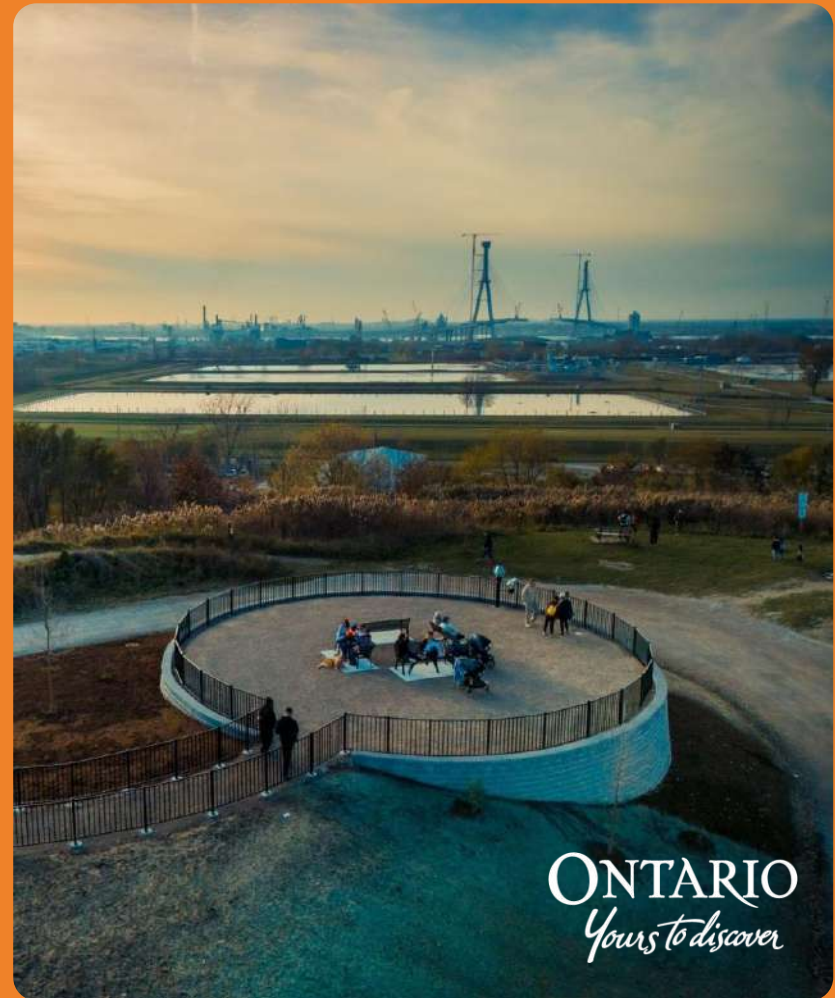
Q3

U.S. Broadcast Partnership

April & September

Event Activations

- Hometown Tourist Day (May)
- Detroit Grand Prix (May)
- Detroit Bookfest (July)
- Society of American Travel Writers Conference (September)
- Detroit International Marathon Health Expo (October)
- Grand Rapids International Food Drink & Wine Show (November)



ONTARIO
Yours to discover

Ontario Marketing

Digital Campaign

May - September

Direct Mail Destination Lure

June

125k Southern Ontario & GTA residences

Weather Network & Adara (Hotel Booking)

Programmatic Ads

June - September

Foodism Magazine

May, June and September Editions



Local Marketing

Made In Canada Broadcast Feature

April

AM800 CKLW

Digital Campaign

June - October

Direct Mail Destination Lure

June

50k local residences

Radio :15 Tags

Ongoing

Mix 96.7, Country 95.9

Digital Display Ads

Dragonfly Digital

Content Creators

10 district visits June - September



2025 Content Creators

23

Out-of-Market &
Local Creators

250

Stakeholders to be
Profiled

2024 Highlights

- Vineyards & Voyages **163k views**
- Vibes Detroit **155k views**
- foodincleveland **113k views**
- Daydreamdiaries **49.5k views**



Municipal Accommodation Tax Council Meetings

- Monday April 28th– Town of Kingsville
- Monday May 5th– Town of Essex
- Monday May 12th– Town of Amherstburg
- Tuesday May 13th– Town of LaSalle
- Tuesday May 13th– Town of Tecumseh
- Tuesday May 20th– Municipality of Lakeshore
- Monday May 26th– Municipality of Leamington



MAT- County of Essex

1,243

Accommodation Listings

\$41.9m

Total Estimated Revenue

\$1.7m

MAT 4%

\$2.5m

MAT 6%

* As of December 31st, 2024. Sources: MetaBase and Smith Travel Research.

2025 Annual General Meeting

Thursday June 12th

 **Caesars Windsor
Augustus Ballroom**

- 11:30am - Networking
- 12pm - AGM & Keynote Speaker

Keynote speaker:

Bridging Opportunities

Heather Grondin | Chief Relations Officer
Windsor-Detroit Bridge Authority

Tickets: Individual \$45

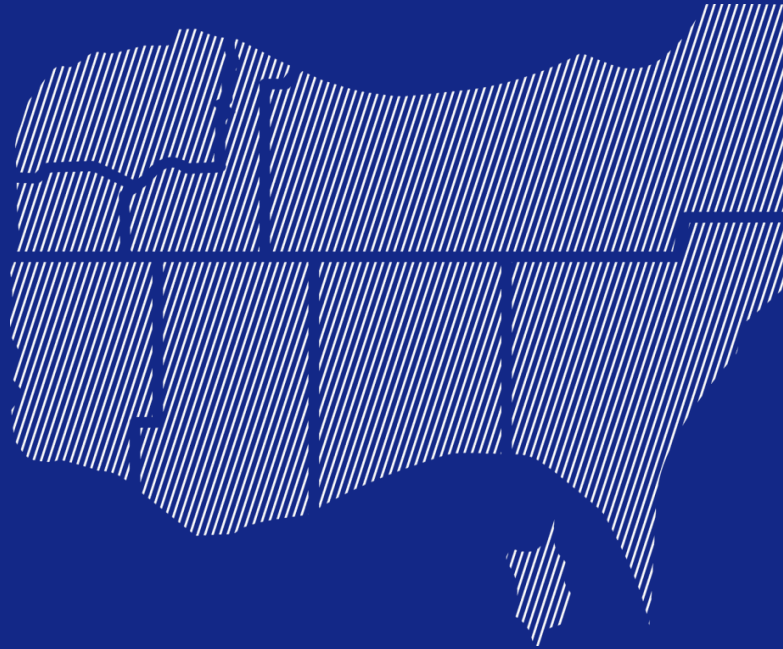
Table of 8: \$320

**LAST CALL
FOR TICKETS**



TOURISM
WINDSOR
ESSEX
PELEE ISLAND

WDBA APWD
WINDSOR-DETROIT BRIDGE AUTHORITY | ANNUAL GENERAL MEETING



*Thank
You!*



TOURISM
**WINDSOR
ESSEX**
PELEE ISLAND

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