



TOURISM  
**WINDSOR  
ESSEX**  
PELEE ISLAND



WE GO *Together*

We want to keep you in the loop on what's happening in the industry! This week's industry newsletter includes:

- ICYMI: Check out our 2026 Destination Playbook
- Voting ends Sunday for the Best of Windsor Essex Awards
- Register today to take part in the 2026 Staycation Expo



In case you missed it, last week we released our **2026 Destination Playbook**, a strategic roadmap designed to align our collective efforts, strengthen our messaging, and position Windsor Essex Pelee Island for continued growth.

The Playbook outlines the priorities guiding our marketing, partnerships and destination development efforts in the year ahead, including:

- target markets, trip motivators and travel segments in 2026
- campaigns focusing on the opening of the **Gordie Howe International Bridge**
- launch of the **Explorer Pass** profiling local attractions
- **WE Are All Welcome** certification program
- growth in our **Content Creator program**

Each of these focus areas reflects our commitment to growing visitation, increasing overnight stays, strengthening inclusivity, and enhancing the overall visitor experience. All while ensuring our stakeholders are equipped with the insights and tools needed to align with regional efforts.

**Destination Playbook**

# DON'T FORGET!

**VOTING CLOSES THIS SUNDAY AT MIDNIGHT.**



**The Finalists for the 11th Annual Best of Windsor Essex Awards have been announced!**

**Voting closes THIS Sunday!** Now in its 11th year - the Best of Windsor Essex Awards are a social media campaign organized by Tourism Windsor Essex Pelee Island to promote where locals want to dine, shop, play, explore and stay. We recognize that where locals like to go, so will visitors.

We have seen a huge jump in engagement over last year. To date we have seen over 5.5k votes - a 31% increase day-to-day over last year's numbers and pacing towards the most votes in the past 4 years.

#### Key Facts:

- **Voting is LIVE NOW** at [www.bestofwindsorsex.ca/vote](http://www.bestofwindsorsex.ca/vote)
- Voting runs through **THIS Sunday, March 1st at 11:59pm**
- Users can vote once per valid email address

The winners will be announced on Tuesday April 14th in a live celebration at the Capitol Theatre.

[Vote Now!](#)

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**Apply Now To Be Part of The Staycation Expo!**



Showcase your experiences and attractions at the **STAYCATION EXPO** in partnership with Devonshire Mall.

Taking place **Friday April 24th & Saturday April 25th** at **Devonshire Mall**, this expo is the opportunity to showcase all of the great things to see and do in the region to locals & visitors alike.

**Register early** to receive your space. **Space is limited and first-come first-served.**

Applications are open today and are complimentary for those advertising (either through a paid listing or purchased advertisement) in the 2026/2027 Tourism Windsor Essex Pelee Island Official Visitor Guide or are a stakeholder of a Tourism Windsor Essex Pelee Island program.

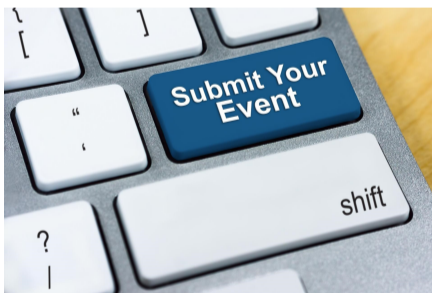
Additional fees apply for non-engaged stakeholders and W.E. Made It Market members.

**The event will include:**

- Engagement zones in like-minded categories, like outdoor adventure, entertainment & more
- A passport program to explore each zoned area in the mall for the chance to win \$\$\$\$
- W.E. Heart Local offering local growers and producer tastings
- W.E. Made It Market in partnership with the Urban Art Market
- Tasting sessions between 12pm and 5pm including:
  - EPIC Wineries offering wine tastings and bottle purchases
  - Barrels Bottles & Brews Trail offering craft brews, spirits and ciders and can or bottle purchases

[Apply Today](#)

## You Should Know



**Submit Your Upcoming Events - Free Marketing Support!**

Take advantage of our **FREE marketing opportunities** to promote your upcoming promotions, events and specials for upcoming holidays in our Event Guides. **Our event guide for Black History Month is live now!**

The opportunity to be featured is FREE and each guide will be extensively marketed in the weeks leading up to the special events. These guides are supported through organic social media, our marketing email blasts and paid META advertisements:

Upcoming Guides

- **March Break Guide - now live**
- **St. Patrick's Day Guide - now live**
- **Easter Guide - to be published March 23rd**

[Submit Your Events](#)

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## Important Links

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An Event



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