



TOURISM  
**WINDSOR  
ESSEX**  
PELEE ISLAND

# RT09 Tourism Summit & AGM

Friday September 9th, 2022

*Celebrate, Rejuvenate, Thrive!*

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Gordon Orr | CEO

Jason Toner | Director of Marketing and Communications



## 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





# Board of Directors

## Executive

### Mayor Drew Dilkens

City of Windsor | Past Chair

### Danielle Breault Stuebing

ERCA, Vice-Chair | Director of Communications and Education

### Gordon Orr

Tourism Windsor Essex | CEO

\* non-voting member

## Directors

### Warden Gary McNamara

County of Essex

### Mayor Ray Durocher

Township of Pelee

### Councillor Jeewen Gill

City of Windsor

### Councillor Jo-Anne Gignac

City of Windsor

### Deputy Mayor Crystal Meloche

Town of LaSalle

### Natalie Lepine

Director, Hotel Sales and Hotel Operations, Caesars Windsor

### Tom O'Brien

Owner, Cooper's Hawk Vineyards

### Chris Savard

General Manager, Devonshire Mall



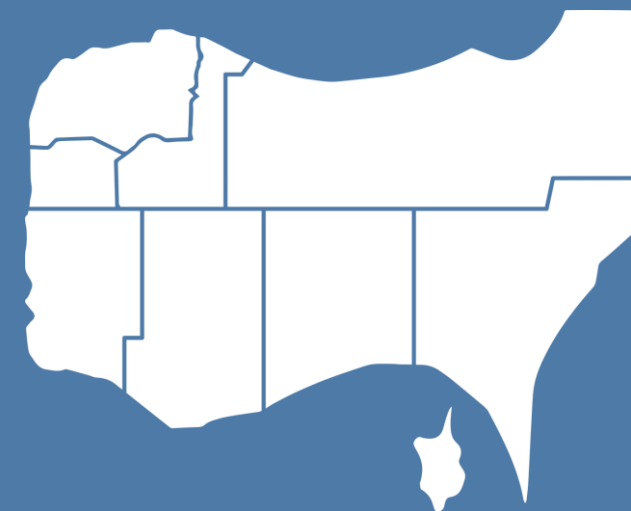
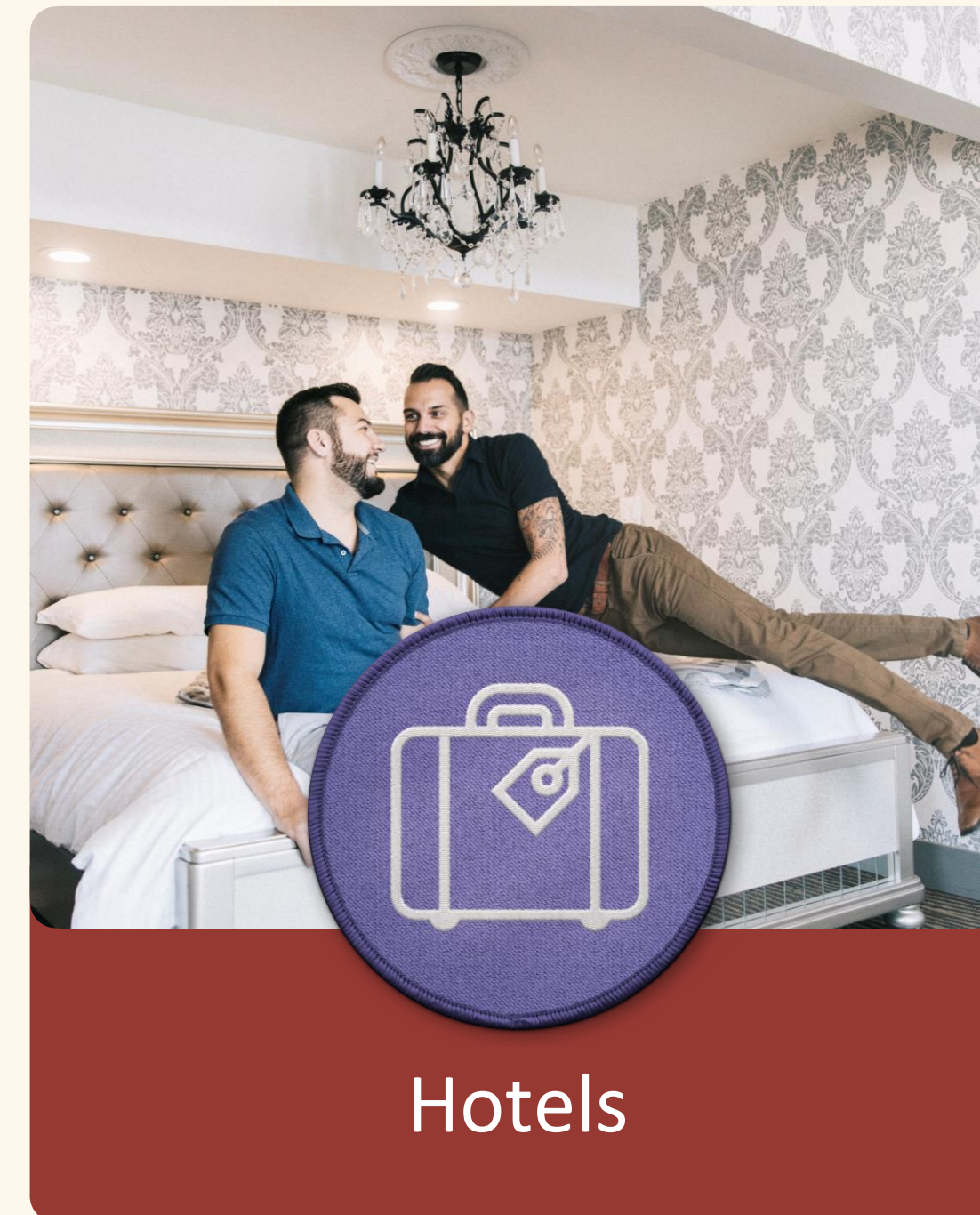


# Our Team





# Committees & Working Groups



Regional Tourism Committee | Tourism Advisory Committee



# Partnerships



DESTINATION  
ONTARIO

WINDSOR-ESSEX REGIONAL  
Chamber of Commerce



visit**detroit**





# Advocacy





# Celebrate!



Destinations International

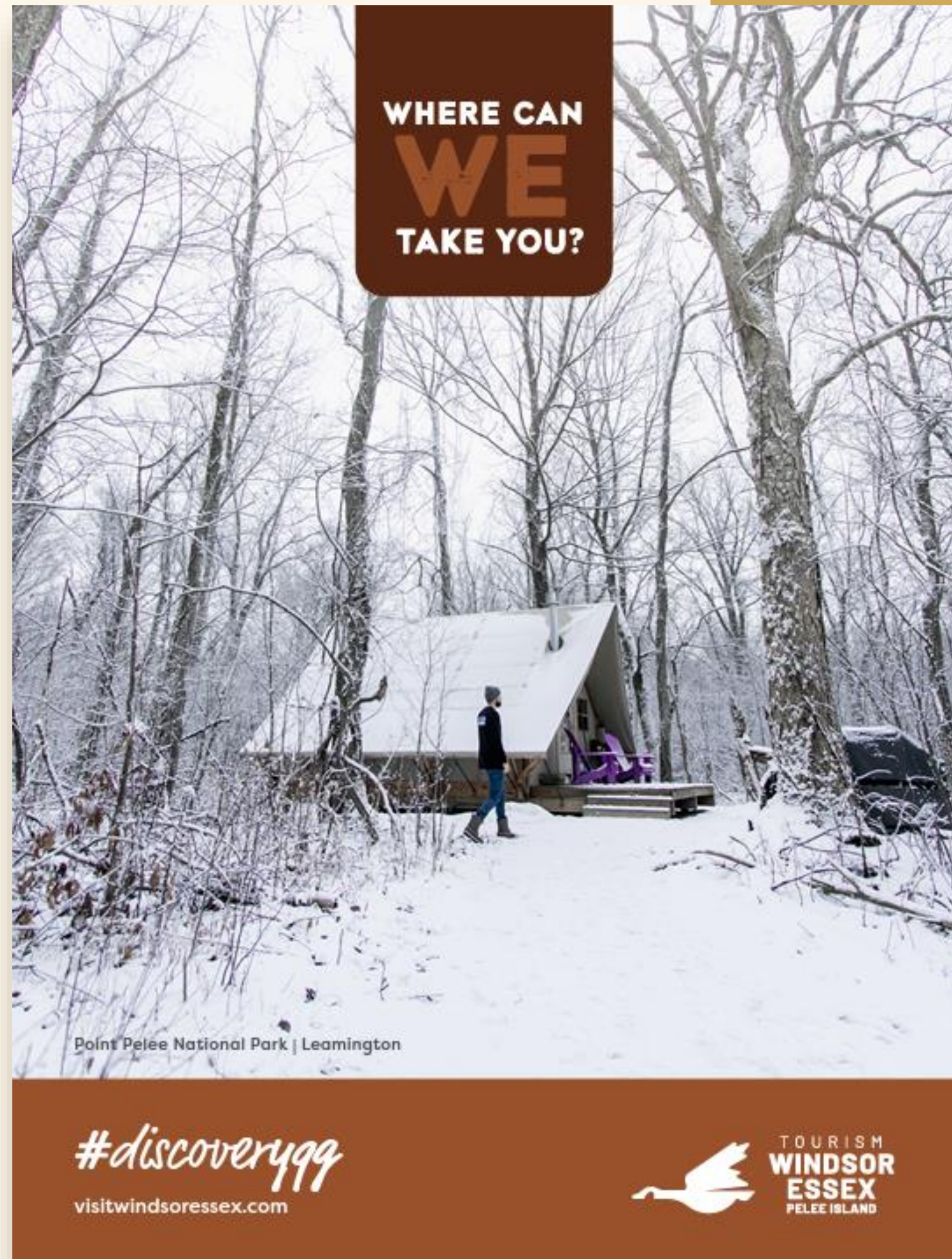


Rainbow Registered  
Canadian Gay & Lesbian Chamber  
of Commerce





# Celebrate!



**yqgholidays.ca**

TIAO Marketing Campaign  
of the Year (under \$50k)

2020

**Where Can W.E. Take  
You Campaign**

TIAO Marketing Campaign  
of the Year (\$50k plus)

2019

**Culinary  
Leadership Award**

OTCA 2018

**Plenty of Reasons  
Video Series**

Technology &  
New Media Award  
EDCO 2018



# Rejuvenate!

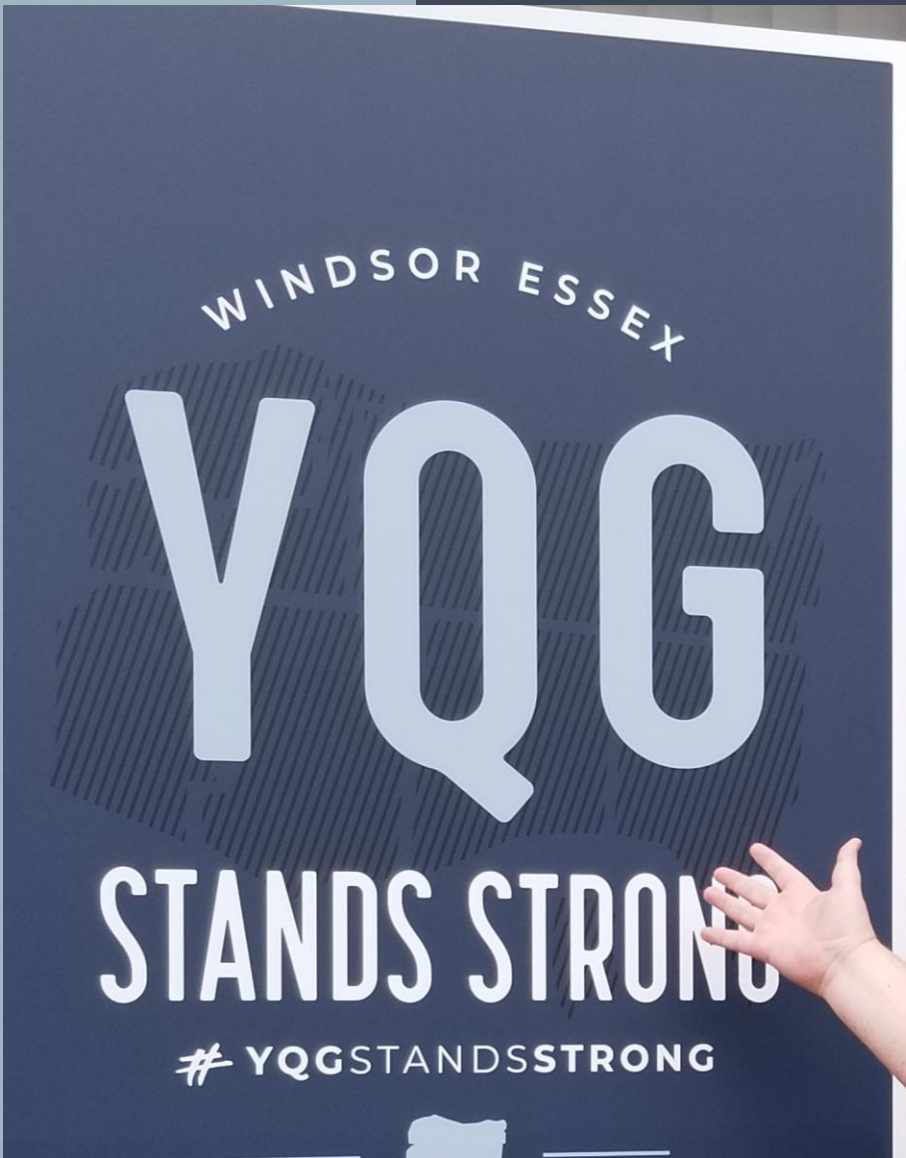
- Respond Restart & Recover Plan (4 incarnations)
- 2021 Destination Development & Marketing Plan
- 2022 Destination Development & Marketing Plan





# Rejuvenate!

## #YQGStandsStrong

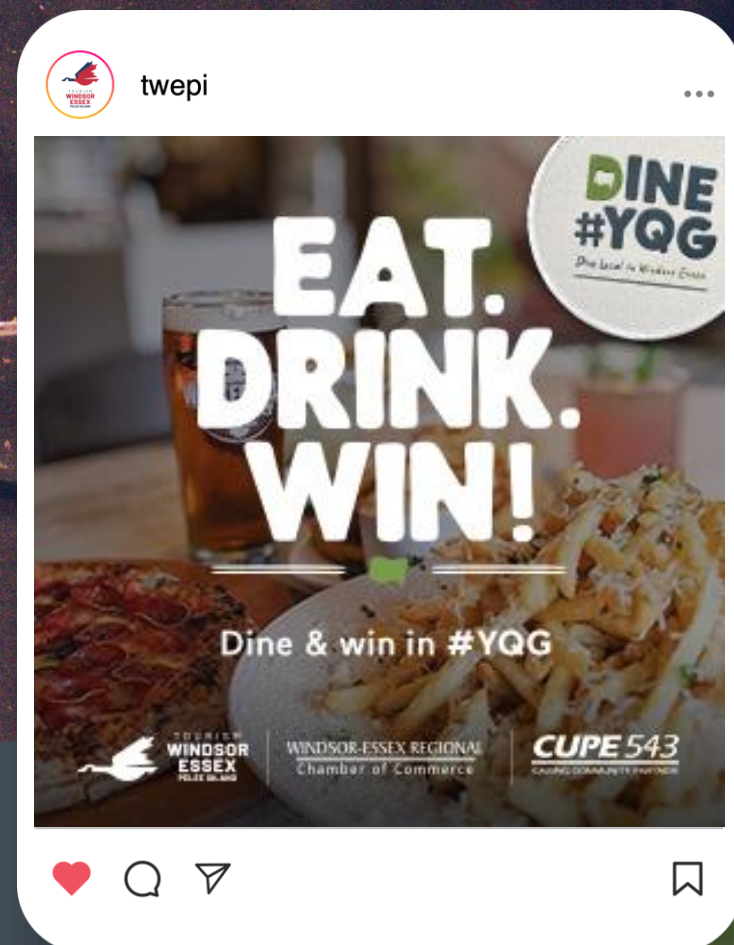




Support Local

# Rejuvenate!

## #DineYQG



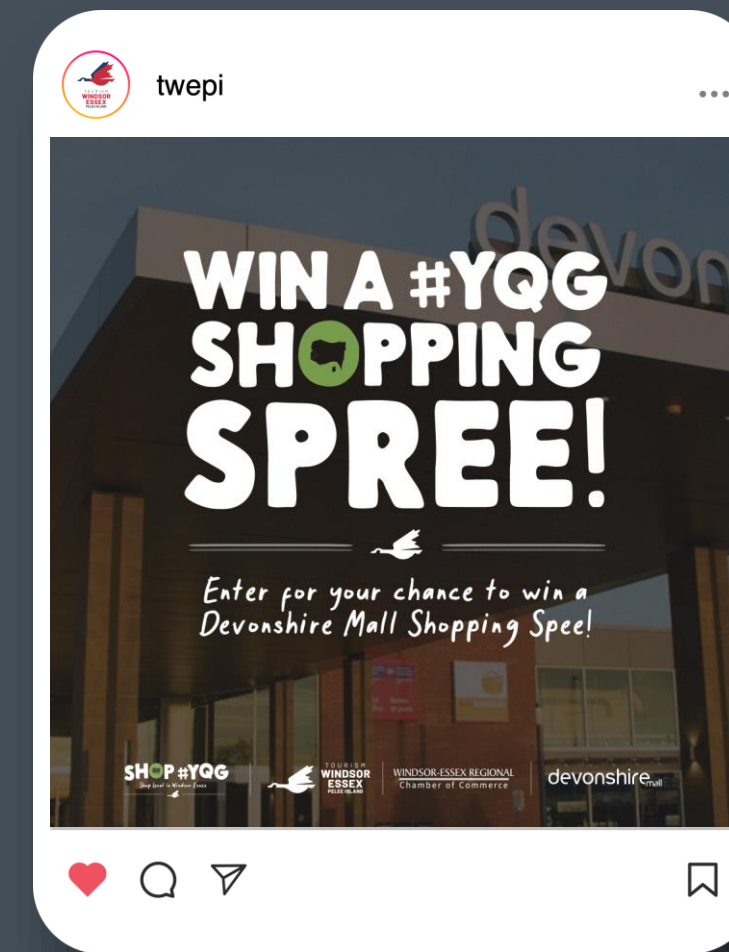
TOURISM  
**WINDSOR  
ESSEX**  
PELEE ISLAND

WINDSOR-ESSEX REGIONAL  
Chamber of Commerce

**CUPE 543**  
CARING COMMUNITY PARTNER



# Rejuvenate! #ShopYQG



WINDSOR-ESSEX REGIONAL  
Chamber of Commerce

devonshire mall





# Destination Development Programs



EPIC Wineries



Barrels Bottles and  
Brews Trail



W.E. Heart Local



W.E. Made It



# Marketing Programs



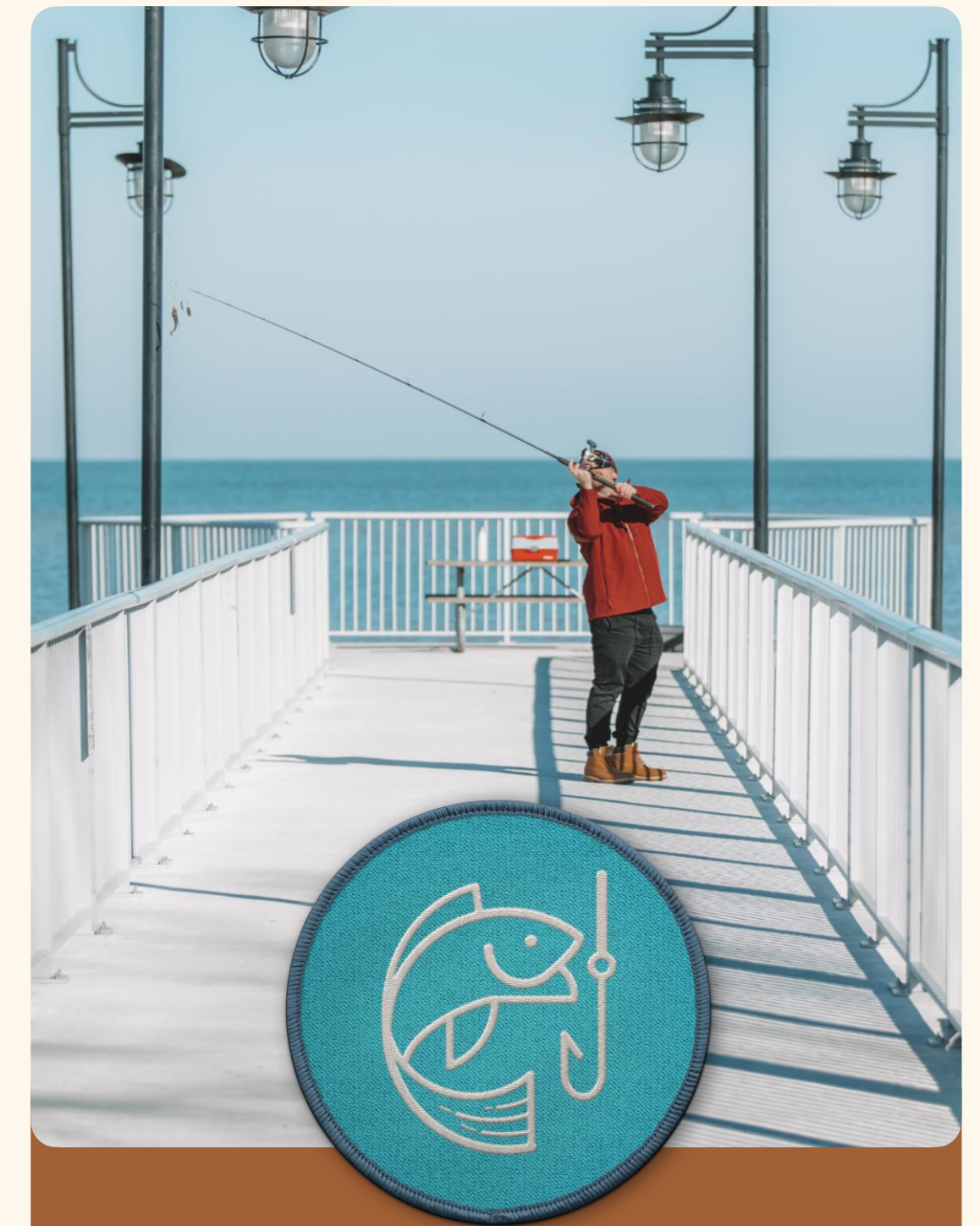
Coffee Culture



Windsor Pizza Club



Nonna's Shopping List



Fishing



# Celebrate!



## 7<sup>th</sup> Annual Best of Windsor Essex Awards



# Celebrate!

# Staycation

# Expo



devonshire<sub>mall</sub>



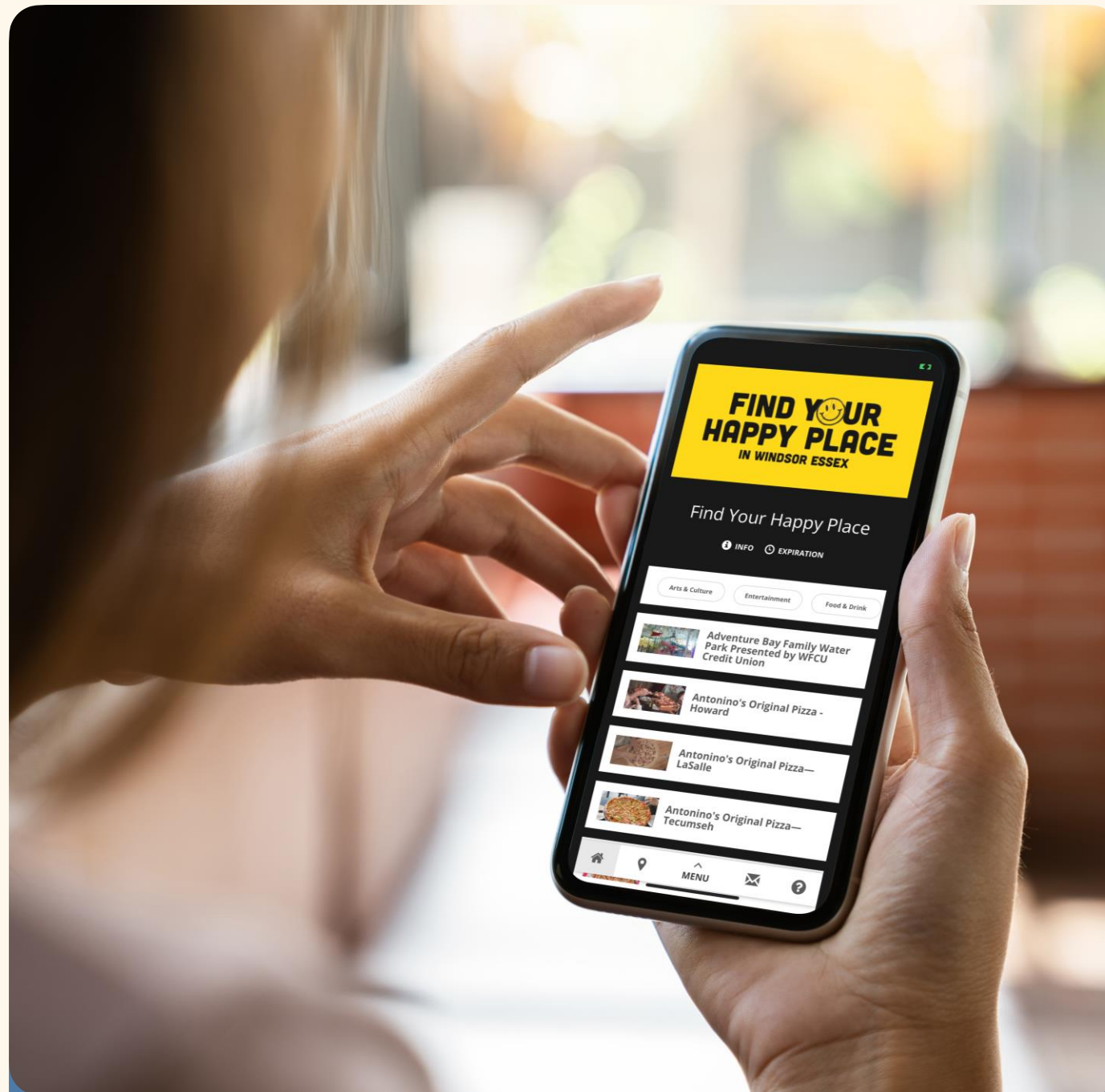


YQGholidays.ca





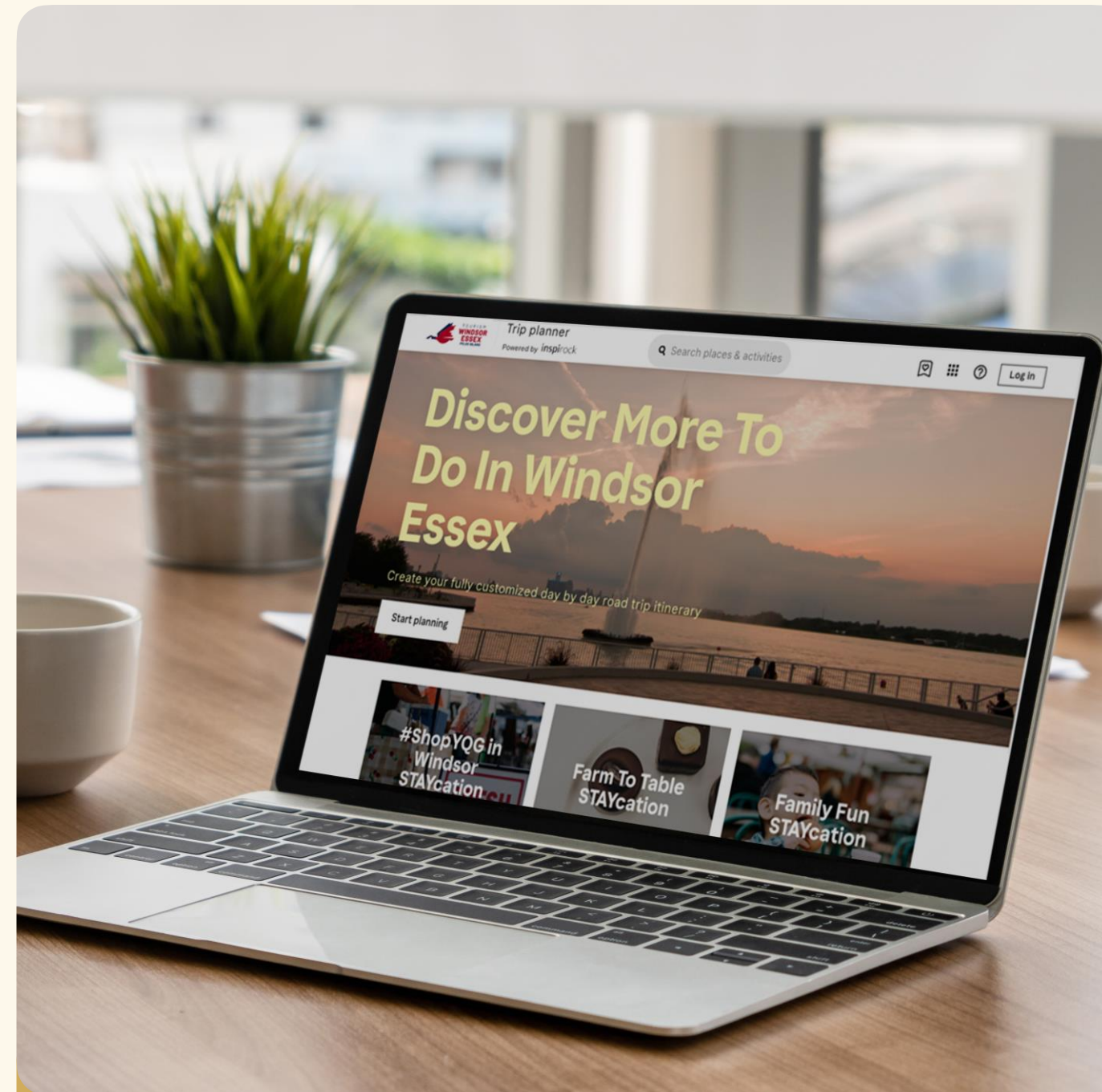
# Thrive!



Bandwango Checkins

12.2k

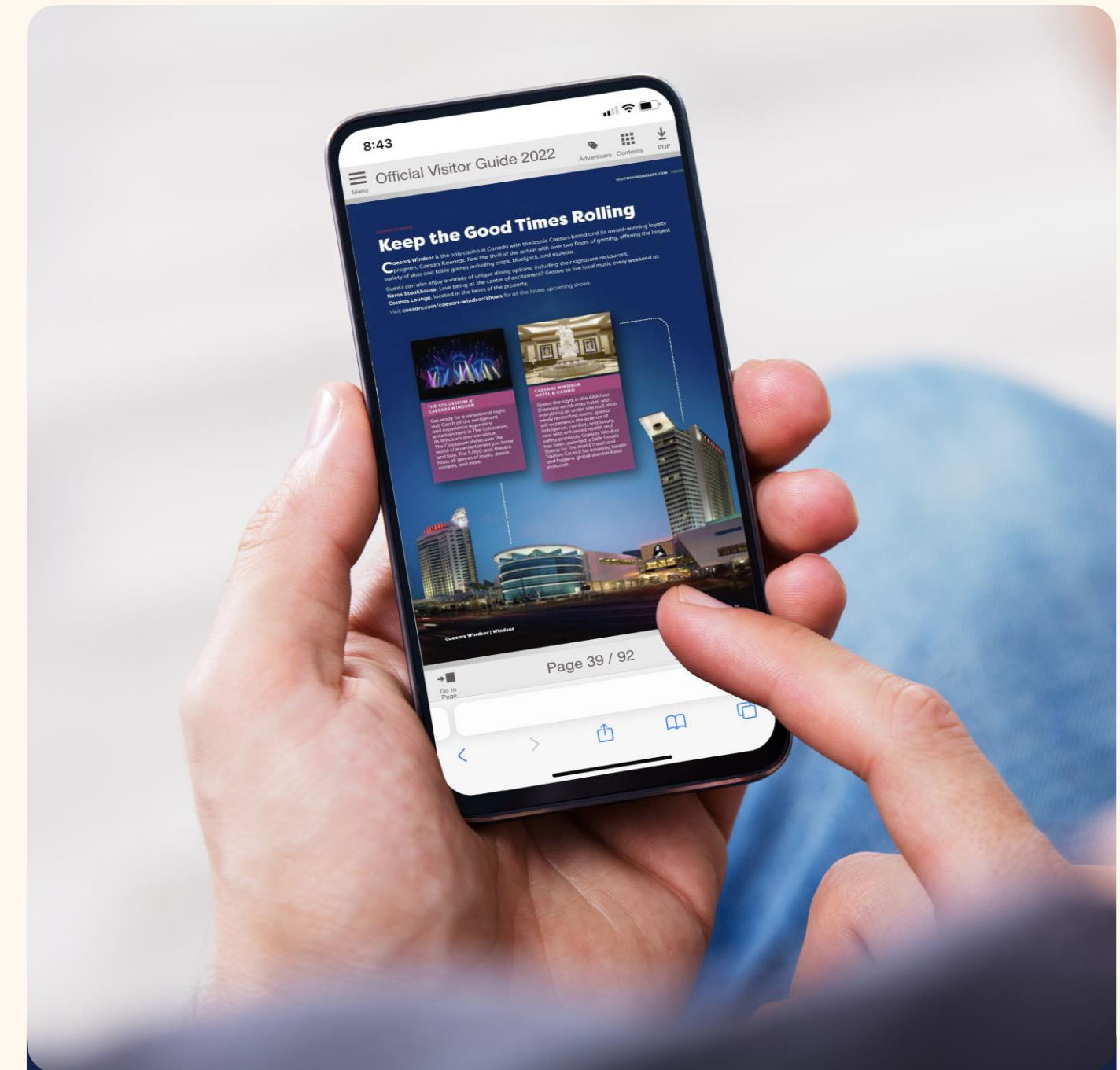
\$88k revenue



Inspirock Itineraries

3.6k

\$134k referral revenue



Flippage Views

311k

Up 6% vs 2021



# Thrive!

## Out-Of-Market Content Creators

792.2k Total Followers



13.5k Followers

@yashyanthi



15.5k Followers

@thefoodiesgroup



5k Followers

@dobbernation



664k Followers

@blacktiph



26.3k Followers

@dianashealthyliving



28.4k Followers

@thecuriouscreature



16.5k Followers

@travelingmitch



23.2k Followers

@irene\_matys



# Thrive!

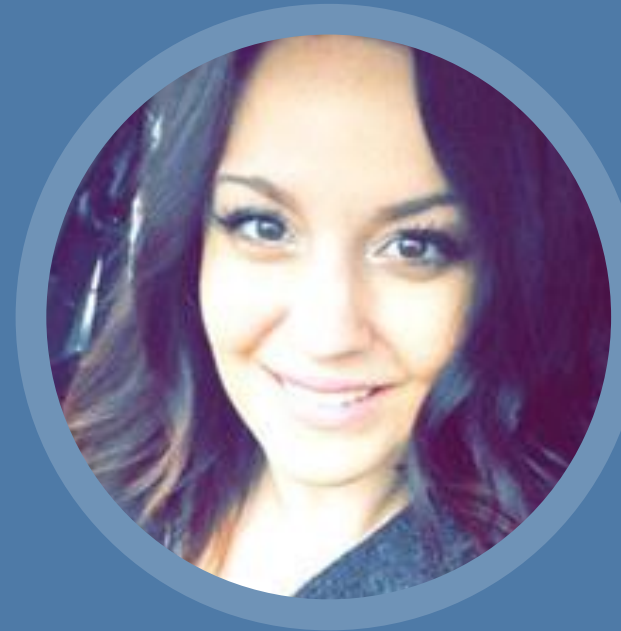
139.1k Total Followers

## In-Market Content Creators



1k Followers

@thesippingsocialite



12.2k Followers

@scenesfromdinner



59.9k Followers

@thelesliestyle



10.8k Followers

@ashleylaurensoul



3.7k Followers

@hannahwithabee



1.5k Followers

@thetailgatetakeout



1.4k Followers

@millarhill



# Thrive!

## My Happy Place

- In-market & out-of-market
- Cohesive brand
- Digitally targeted campaign
- Bandwango passport
- 2.1k registered (to date) and 13.1k checkins at partners (to date)
- 350 offers redeemed at partners
- \$20k+ in gift cards distributed

Thrive!



MYHappyplace.ca









Official  
**HAPPY  
PLACE**







*Thank  
You!*



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