



2022



DESTINATION DEVELOPMENT & MARKETING PLAN



visitwindsor.essex.com

CONTENTS



03

MESSAGE FROM THE CEO | Welcome Letter

05

WHO WE ARE | Vision, Mission & Board of Directors

07

KEY PERFORMANCE INDICATORS

09

CONSUMERS & TRENDS | Travel Segments & 2022 Trends

10

TRAVEL SNAPSHOT

11

PROGRAM ENHANCEMENTS | Outdoor, Food & Drink, Culture & Entertainment

12

DESTINATION DEVELOPMENT PLAN | Initiatives, Partnership & Visitor Services

16

MEDIA PLAN | Target Markets & Spending

17

MARKETING PLAN

19

MARKETING CALENDAR

20

CONTENT PLAN | Targets & Topics



MESSAGE FROM THE CEO



Gordon Orr

Chief Executive Officer
gorr@tourismwindsor.essex.com

Over the past year, the tourism and hospitality industry has undergone a substantial shift from being in a lockdown to slowly reopening; from modified steps backwards to capacity limits imposed. While it appeared the hemorrhaging from the effects of the pandemic had subsided, the start of 2022 suggests otherwise.

We will have to wait longer than hoped to rebuild the landscape we once knew. **Forecasters do not see a full recovery until at least 2024.** In the interim, how our tourism suppliers adapt to ensure for a positive experience is a critical facet in reconnecting to the visitor economy.

On that note, the **2022 Destination Development & Marketing Plan** before you provides anticipated initiatives and campaigns that further encourage visitation and spend to the Windsor Essex region. Much like many other industry businesses, Tourism Windsor Essex Pelee Island has recalibrated our operation to better serve partners and stakeholders. Our organization has continued to provide opportunities to businesses to develop, enhance, refresh and market products, programs and experiences during this transitional time.

We look to 2022 with hope and optimism as we plan internally to recruit three full-time staff positions to help us execute our plan contained within. During this pandemic, as the **recovery has been uneven and incremental**, we have made difficult choices, like all of you, to reduce staffing levels until such time as the industry is better positioned to plan for the return of visitation.



“A positive experience is critical to reconnecting with our visitors.”



Within the province, revenue loss for many tourism businesses has been steep over the last two years, with a third of them experiencing staffing challenges, resulting in a growing industry labour shortage. Beyond this, a perfect storm of supply and demand issues, travel restrictions, rising operation costs and consumer uncertainty has seen our industry suffer enormous setbacks.

Bear in mind, prior to the pandemic, tourism was a \$36 billion dollar industry in Ontario with 200,000 businesses and 400,000 jobs, an integral part of the province's economy. Tourism accounted for 4.2% of Ontario's GDP and 5.5% of total provincial employment, and it will take 2-3 years to achieve these levels again. However, working collectively within a united industry, **we have the capacity to ready ourselves** for an uptick in domestic and international travel.

During the pandemic, our Minister of Heritage, Sport, Tourism & Culture Industries, the Hon. Lisa MacLeod, established a Ministerial Economic Recovery Tourism Task Force, which I was honoured she appointed me to; one of the recommendations that came from the Task Force was the **Ontario Staycation Tax Credit**. On that note, it is welcome news the Provincial Government is making the Staycation Tax Credit a reality this year to aid in the recovery of our industry. This program will put money back in the pockets of Ontario leisure travellers and families when they choose to travel within the province and inject upwards of \$270M worth of economic spend into the tourism and hospitality industry. It allows Ontarians to claim up to \$1,000 for individuals or \$2,000 for families (for a maximum credit of \$200 or \$400 respectively) on holiday rental accommodations. This credit will act as an incentive for locals to further explore their own backyard while appealing to visitors from across the province to spend time in our destination.



“We see a willingness in partners to find ways to push the pendulum back in our favour.”

As we continue with a sector turnaround, we anticipate accommodations and attractions, alongside small and medium-sized businesses, to once again encounter visitation and spend levels that will hopefully help sustain operations. According to Global Tourism Watch, 29.2 million U.S. travellers intend to visit Ontario in the next two years. In 2019, U.S. pleasure travellers to Canada stayed an average of 4.4 nights and spent approximately \$178 per night. **Ontario holds the highest share in terms of visits and visit expenditures within Canada.**

The border states of New York and Michigan are the top two states for the greatest amount of visitor spend in Ontario. This bodes well for the return of visitors doing daytrips or overnight stays in our area.

For our destination to succeed in moving forward, we need to focus development and marketing on (1) **experiences, places, products and programs**, while (2) **designing effective marketing campaigns** that act as a catalyst for local, domestic and international visitation.



Our **website** will continue to evolve in offering layouts, visuals, and content that understands the needs of the traveler through every facet of the purchase funnel. Our **campaigns** will continue to entertain visitors, including locals, with trip motivators



calling out to spontaneous or planned travel and providing the best experiences highlighting a sense, taste and pride of place.

As the pandemic moves towards becoming endemic and the industry **landscape continues to evolve**, we see a willingness among the stalwarts in every facet of tourism – accommodations, attractions, food and beverage, tours, meetings, events, retail, and transportation – to find ways to push the pendulum back in our favour – through a paradigm shift which encompasses a more sustainable, diverse and inclusive workforce and welcomes visitors of the same accord. We want to acknowledge the input and insights from consulting with the industry through our **Tourism Advisory Committee** and **Regional Tourism Committee**, alongside the leadership and guidance from our **Board of Directors**. In particular, I want to thank **my team of talented tourism professionals** for their expertise in crafting this plan and their willingness to own and execute it in tandem and through partnership with the industry we serve. Finally, we want to recognize our **dedicated partners** and **industry stakeholders** for continuing to inspire, motivate and innovate in finding ways to adapt and reimagine the tourism industry, and for that, we are truly grateful.

Remain **safe**. Remain **resilient**. Remain **engaged** with us.



Gordon Orr
Chief Executive Officer
Tourism Windsor Essex Pelee Island

* Given the current situation with the COVID-19 pandemic, please note that this plan is a fluid document and changes to it will likely occur.



WHAT DESTINATION DEVELOPMENT & MARKETING DO

Destination development defines the **visitor experience**. The focus is on a **tourism development portfolio** featuring (1) **tools/resources** (workshops, partner portal/database, digital platforms, research), (2) **strategy** (action plans and stakeholder engagement sessions), and (3) **products, programs and experiences** (new, refreshed or enhanced for partners/stakeholders, districts, workforce, visitor services). This is crucial in the evolution of destination needs and wants from the community, tourism businesses, and visitors.

Marketing and communications is the external communication arm of the organization. The focus is on a cohesive communications plan featuring (1) **external communication** (website, social media, email communications), (2) **publicity** (press releases, media interviews, media events design and execution), (3) **content creation** (travel writers, influencer engagement, writing), (4) **brand management** (campaign design and execution, corporate branding exercises), and (5) **event attraction** (meetings, conventions, sport and groups).

WHO WE ARE

Tourism Windsor Essex Pelee Island is the Official Destination Marketing Organization (DMO) for the regional tourism industry. We are a not-for-profit organization that is dedicated to promoting and selling Windsor, Essex County and Pelee Island as a remarkable destination for tourists, sport organizers, convention goers and business travellers.



Tourism Windsor Essex Pelee Island is proud to have accreditation from the Destination Marketing Accreditation Program (DMAP), an international accreditation program developed by the Washington, DC-based Destinations International (DI). In earning the DMAP accreditation, destination marketing organizations (DMOs) communicate to their community, buyers and potential visitors that their DMO has attained a significant measure of excellence.



BOARD OF DIRECTORS

CHAIR

Mayor Nelson Santos | Town of Kingsville

VICE CHAIR

Danielle Breault Stuebing | Director of Community Outreach Services, Essex Region Conservation Authority

SECRETARY TREASURER

Gordon Orr | Chief Executive Officer

**Non-voting member*

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

Councillor Jo-Anne Gignac | City of Windsor

Councillor Jeewen Gill | City of Windsor

Chris Savard | General Manager, Devonshire Mall

Tom O'Brien | Owner, Cooper's Hawk Vineyard

Natalie Lepine | Director, Hotel Sales and Hotel Operations, Caesars Windsor

VISION

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

MISSION

We are the leading tourism industry collaborative committed to enhancing the region's economy and quality of life through:

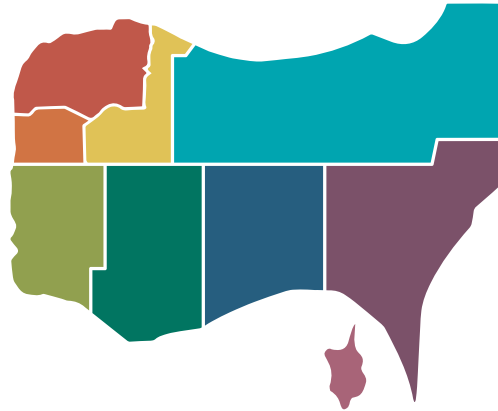
- Supporting destination development and industry operators
- Actively facilitating partner engagement
- Effectively marketing our destination

WHO WE ARE

ABOUT US

TOURISM WINDSOR ESSEX

represents *Windsor, Essex County and Pelee Island* and markets the destination as a vibrant destination to visit, work and live.



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

STRATEGIC PARTNERS

Tourism Windsor Essex Pelee Island aligns its areas of focus with staff in the municipal offices along with its partners and works collectively to collaborate on projects of interest.

Destination Ontario and Ontario's Southwest's (RT01) strategic market sectors, in many cases, mirror ours.



INTERNATIONAL & NATIONAL



PROVINCIAL



REGIONAL



MUNICIPAL



KEY PERFORMANCE INDICATORS

HOTEL STATS

<p>46.09%</p> <p>Occupancy Rate vs. 33.24% in 2020</p>	<p>\$101.63</p> <p>Average Daily Rate vs. \$108.21 in 2020</p>	<p>\$48.41</p> <p>Revenue Per Room vs. \$36.59 in 2020</p>
---	---	---

WEBSITE STATS

TOP 15 WEBPAGES

visitwindsorsex.com

- Holiday Gift Guide
- Events Calendar
- The Perfect Island Escape (Blog)
- DineYQG
- Road Trip Rewards
- Crossing Made Easy
- Summer of the Staycation
- Halloween Event Guide
- Windsor Santa Clause Parade (Event)
- yqgholidays Landing Page
- Stay (Hotel Listings)
- Holiday Beach Conservation Area (Listing)
- oTentiks at Point Pelee National Park (Listing)
- Sleep Eat Fun (Blog)
- Home for the Holidays

INCREASE OVER 2021

UP 21%

1.26m
Total Page Views

1.16m
visitwindsorsex.com

87.5k
Microsites

TOP 10 CITIES

Windsor:	29%
Toronto:	11%
London:	5%
Lakeshore:	3%
Brampton:	3%
Vaughan:	3%
Leamington:	2%
Hamilton:	2%
Kingsville:	2%
Tecumseh:	2%

AUDIENCE BREAKDOWN

● 58% Male
● 42% Female

AGE BREAKDOWN

18-24:	12%	45-54:	20%
25-34:	23%	55-64:	16%
35-44:	19%	65+:	10%

NEW INFLUENCER
BLOGS CREATED

20

BLOGS

41.8k Page Views

STAKEHOLDERS
FEATURED

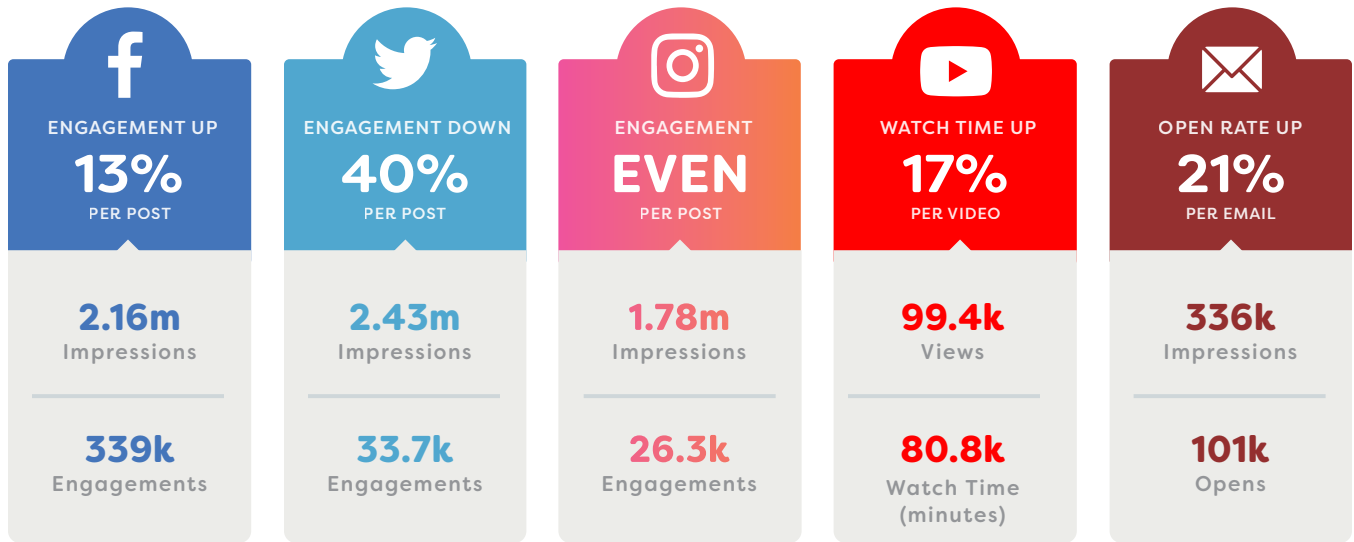
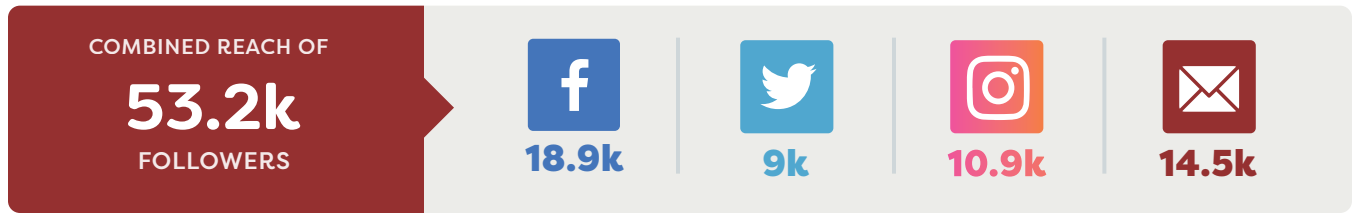
190

MYTRIP ITINERARIES

36.7k Partner Referrals

KEY PERFORMANCE INDICATORS

SOCIAL REACH



PUBLICATIONS



All data provided is year over year January 1 - December 31, 2021.

*Data sources: Smith Travel Research (STR), Google Analytics, Inspirock, Sprout Social, Tidio, Tempest Marketing, FlipPage Publishing

TRENDS & TRAVEL SEGMENTS



DESTINATION DEVELOPMENT

Lynnette Bain

Vice President, Destination Development
lbain@tourismwindsorsex.com

TRENDS

Based on the COVID-19 pandemic, several changes are taking place with travel consumer demand; these will shape 2022:

- Have shorter trips, closer to home
- Staycations, exploring and supporting local
- Increased desire for outdoor exploration and fresh air
- Staying in accommodations whose surroundings are more intimate
- Smaller, customized visits, experiences and tours
- Eco-friendly, sustainable tourism
- Growing tourism opportunities during the shoulder and winter seasons
- Being immersed in the moment and enjoying one's surroundings over being highly socially connected
- Greater focus on inclusivity and diversity
- Appreciating local food options with farm to fork travel
- Travel will not be taken for granted
- Practicing mindfulness and looking for destinations and activities for generating meaningful memories during travel
- Opportunities for wellness and rejuvenation are critical when coping with mental stress

TRAVEL SEGMENTS



GENTLE EXPLORERS

Travel 'on condition' and demand the very best and most comfortable environments for themselves when they do.



REJUVENATORS

Are family-oriented who travel with others to escape from the stresses of everyday life by getting pampered and indulging themselves.



NO-HASSLE TRAVELERS

Are cautious, dutiful and reserved who seek secure group travel that allows them to escape from the duties and obligations of everyday life.



FREE SPIRITS

Are highly social, open-minded, experimental and adventurous, indulging in high-end experiences that are shared with others.



CULTURAL EXPLORERS

Love to travel frequently, embracing, discovering and immersing themselves in the culture, people and settings of the places they visit.



AUTHENTIC EXPERIENCERS

Look for authentic, tangible engagement with destinations, especially learning about the history of the places they visit.

TRAVEL SNAPSHOT



Based on the pandemic, **pent-up travel demand** is high and potential travellers have accumulated significant savings.



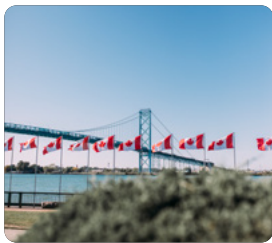
A **lifting of restrictions** for travellers who have been fully vaccinated alongside case counts will play an integral role in welcoming back visitation to destinations within Ontario.



All destinations will be competing to lure vaccinated travellers. Therefore, Ontario has a short window of opportunity to solidify domestic visitation with a focus on **“buy local”**.



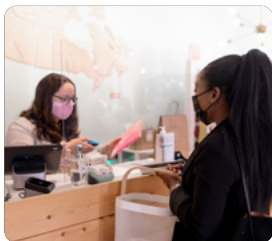
A switch from overly active resort and rural destinations to **urban centres** will be a prime opportunity.



As travel demand ramps up, **inflation** and the supply chain need to be factored into the full visitor experience.



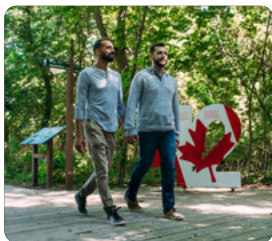
Tourism’s recovery is ultimately tied to a **high vaccine uptake** both domestically and abroad. An immunization requirement for international travel has broad support.



The global population getting **fully vaccinated**, combined with emerging COVID-19 variants and a vaccination hesitancy, could hamper tourism recovery.



Based on the current trends, tourism spending in Canada is expected to **recover to 2019 levels** by early 2025. This might happen by 2023 if global vaccination efforts are successful and Canadians put a greater share of the outbound dollars towards Canadian destinations.



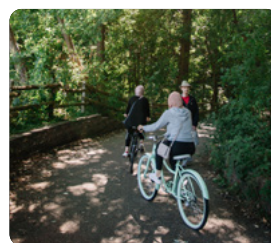
Domestic tourism spending is expected to **rebound faster** than international tourism into Canada.



After protective measures are lifted, Ontarians **level of comfort** with activities is strong for dining in restaurants and moderately strong for flying in airplanes and attending large gatherings.



Ontario’s **positive sentiment** towards domestic visitors increased while welcoming visitors from the U.S. and other international markets remains low.



Ontarians **feel safe** when thinking about travel within Canada as opposed to the U.S. or other international destinations.

PROGRAM ENHANCEMENTS

Based on the four key drivers/trip motivators, product, program and experiential development (new, enhanced and refreshed) will be incorporated into:

ARTS & CULTURE

- Inventory public art listings and creation of a **Bandwango murals & sculptures guide**
- Collaborate with the Art Gallery of Windsor in developing a self-guided tour of **street art and murals**; packaging and cross-pollination with food & beverage
- Engage and assist in the curation and cultivation of content showcasing cultural diversity pride of place through storytelling and experiential development
- Engage with culture tourism partners in developing experiential programming
- Site assessment and mapping for a self-guided tour of **historic and vanished villages** in Windsor Essex



ENTERTAINMENT & EVENTS

- Enhance seasonal community-based **event guides**
- Develop new **partnership opportunities** for the **W.E. Made It** and **ShopYQG** programs
- Guide for **rural shopping experiences**



FOOD & DRINK

- Development of collaborative events and promotions for the **Barrels Bottles & Brews Trail**
- Return of event-based digital ticket packaging for our **EPIC Wineries**
- Assist in continued development of the **agritourism program** in the Town of Essex
- Grow participation with the **W.E. Heart Local** passport program and offer loyalty-based rewards via Bandwango for consumers
- Engagement with current **FeastON** members to leverage existing accreditation and promote to consumers



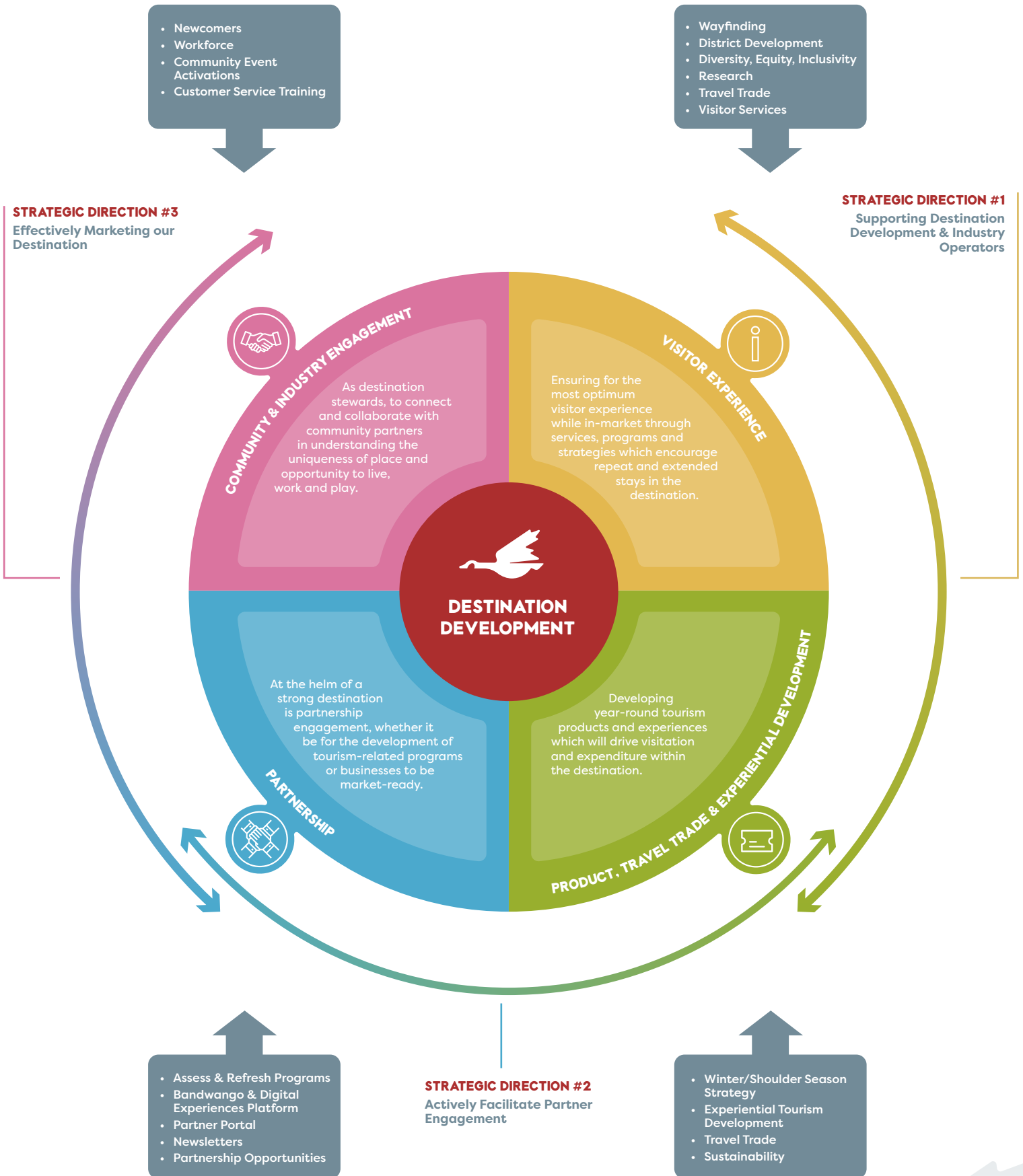
OUTDOOR ADVENTURE

- Add sustainability spotlight and feature packages to our **Windsor Essex Birding Guide**
- Enhance our **Fishing Guide** with additional fishing charters, Indigenous operators and experiences
- Ensure existing and new tourism businesses remain or become **bike-friendly certified** while developing new cycling routes. Offer stakeholder workshops and curate group riding events for promotion
- Develop a **Paddling Guide** calling out to offshore excursions, launch points and outfitters



DESTINATION DEVELOPMENT PLAN

Destination Development is the sum of multiple pillars which ultimately define the visitor experience. The graphic below breaks down the various pillars with proposed initiatives for 2022 and how they tie into our 5-year strategic plan.



DESTINATION DEVELOPMENT PLAN

VISITOR EXPERIENCE DEVELOPMENT PILLAR

This pillar is at the heart of developing authentic and immersive experiences for Windsor Essex through:



VISITOR SERVICES

Objective – Offering timely, relevant ways for visitors to access the information they need to explore and experience the destination is critical to ensuring increased and/or extended visitation and spend.

Planned Initiatives:

- Deployment of staff at strategic venues including a mix of stakeholder locations and pop-ups
- Event Activations - CAN-AM Police Fire Games, Detroit Grand Prix, North American International Auto Show, etc.
- Leverage partnerships via municipalities, Destination Ontario Travel Centres and event organizers
- Develop strategy to educate and inform newcomers, relocates, post-secondary students and faculty

DISTRICT DEVELOPMENT

Objective – Enhancing existing or developing new product or programs through our destination’s districts with assistance from Ontario Business Improvement Area Association. The focus will be on two district/community hubs, which have developed market-readiness amongst their businesses, but require an assessment in ensuring for more unique experiences.

Planned Initiatives:

- Destination assessment (case study)
- Creation of self-guided tours of district’s point of interests through Bandwango



WAYFINDING SIGNAGE STRATEGY

Objective – With the County of Essex, developing tourism wayfinding signage which is critical in creating connectivity and accessibility while in-market.

Planned Initiatives:

- Stakeholder consultation
- Inventory points of interests
- Implementation plan



DIVERSITY, EQUITY & INCLUSIVITY IN TOURISM

Objective – Being one of the most multicultural regions in the country, developing initiatives, which reflect this through tourism partners, is a key component in telling our story.

Planned Initiatives:

- Diversity, equity and inclusivity awareness and education through consultation in partnership with Multicultural Council of Windsor Essex
- Visitor source and demographic research
- Stakeholder consultation and market readiness assessments
- Develop a Multicultural Trail Program and aligning experiences



DESTINATION DEVELOPMENT PLAN

RESEARCH

Objective – Improve our Key Performance Indicator reporting to provide a more accurate snapshot of visitation and spend.

Planned Initiatives:

Generate a comprehensive data dashboard on our Partner Portal and provide economic impact through external data sources (such as Destinations International’s Impact Calculator) and the following providers:

- Telus Insights
- Environics
- AirDNA & Smith Travel Research (STF)
- Destination Ontario



COMMUNITY & INDUSTRY ENGAGEMENT PILLAR



STAKEHOLDER ENGAGEMENT

Objective – As destination stewards, to connect and collaborate with community and industry partners in understanding the uniqueness of place through data and discussion with tourism committees and the strategic partners identified on page 6.

Planned Initiatives:

- While outcomes can vary with each partner, the focus among community partners needs to be finding the best approach to “love of place”, and how this is going to be embraced among residents and visitors alike
- Community event activations
- Resident sentiment insight survey through the Best of Windsor Essex campaign about local tourism, providing a benchmark to measure against future years

WORKFORCE DEVELOPMENT

Objective – With the advent of the pandemic, the acceleration of workforce shortages/woes has been a defining moment in the tourism and hospitality industry. Looking at ways to ensure businesses are prepared with their training, understanding and inclusion of diverse cultures, while providing the best customer service is critical going forward.



Planned Initiatives:

Diversity & Inclusivity

- Development of toolkit and content on stakeholder portal
- Partner and stakeholder training

Online Industry-Related Training Platform

- Online hospitality training platform for tourism operators that both employees and employers can participate in to learn skills from industry experts

DESTINATION DEVELOPMENT PLAN



PARTNERSHIP PILLAR

Objective – At the helm of a strong destination is partnership engagement, whether it be for the development of tourism-related programs, products or for businesses to be market-ready.

Planned Initiatives:

- Enhance or refresh existing programs; assess targeted campaigns using Bandwango
- Streamline Partner Portal access and enhance content
- Develop partnership opportunities to increase stakeholder participation via programs, consumer shows, events, and co-operative marketing



PRODUCT AND EXPERIENCE DEVELOPMENT



TRAVEL TRADE DEVELOPMENT

Objective – Explore the inventory for key travel trade opportunities, determine an action plan, and ultimately develop packages that will entice fully independent travel and group visitation to Windsor Essex.

Planned Initiatives:

- Workshop
- Identify product & experiences
- Develop packages



WINTER/SHOULDER TOURISM SEASON

Objective – Generate new and enhanced opportunities and packages for year-round discovery of the destination and execute elements of our newly published Winter Shoulder Season Strategy.

Planned Initiatives:

- Product/Experiences related to: Food & Drink and Domestic Drive Market
- Inventory market-ready product to include in campaigns
- Develop packages & itineraries

EXPERIENTIAL TOURISM DEVELOPMENT

Objective – Visitors are looking for safe, meaningful, sensory experiences while in-market. Supplying our partners/ stakeholders with tools to assist them in developing experiential tourism is critical to increasing inventory. Delivering on the following initiatives will provide support to and motivation for our stakeholders offerings:

Planned Initiatives:

- Experiential Partnership Toolkit
- Inventory points of interests, products & experiences
- Preparing tourism suppliers in qualifying for signature experience designation
- Tourism innovation

SUSTAINABILITY (EXPLORATORY)

Objective – With a shift from overconsumption to embracing regenerative tourism, destinations realize protecting the local ecology is critical in long-term sustainability and ensuring a better tomorrow.

Planned Initiatives:

- Explore/identify gaps/benchmarks/situational scan
- Develop strategy for regenerative tourism including partnership with ERCA/Parks Canada
- Look to alignment with TIAO/TIAC, such as Sustainable Tourism 2030 pledge



MARKETING & COMMUNICATIONS

Jason Toner

Director of Marketing & Communications
jtoner@tourismwindsoressex.com

As the industry continues to open and traveller confidence grows, an important part of our marketing will still be on the “hyper-local” or “staycation” market, in addition to attracting visitors across Ontario and fully vaccinated visitors from the U.S. rubber tire market.

The map below highlights our target market areas as hyper-local and out-of-market.



As restrictions continue to be lifted and confidence in visitors is restored with our stakeholder partners, we will continue to explore our return to the U.S. market, being led by our provincial partners at Destination Ontario.

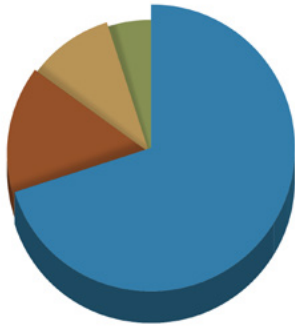
 **HYPER-LOCAL**

 **OUT-OF-MARKET**

- Hyper-local advertising will continue in region to focus on **#SupportLocal campaigns** in addition to local staycation engagement
- Out-of-market (Canada) campaigns will focus on key traveller segments to **encourage 1+ night stays** with incentive based travel programs including the Ontario Staycation Tax Credit
- Out-of-market (U.S.) campaigns will be executed in partnership with **Destination Ontario** to leverage dollars and **brand recognition**

MARKETING MIX

As highlighted below, we will continue to utilize digital media partners as our main marketing channel, leveraging data partnerships and existing travel segment profiles to reach the right audience with each medium.



DIGITAL
70%

2020: 53%
2019: 60%

PRINT
15%

2020: 28%
2019: 28%

RADIO
10%

2020: 11%
2019: 5%

OUTDOOR
5%

2020: 8%
2019: 7%

DIGITAL

A majority of this year's budget will continue to be executed through digital platforms, affording the opportunity for frequent content updates and optimization of ad units.

This year we will dive deeper into retargeting campaigns and psychographic advertising while utilizing data from Environics to help compile a more accurate digital audience profile to control our cost per click.

PRINT

Special interest publications with longer term shelf life will be utilized to hit niche markets both in and out-of-market.

RADIO

Local media radio partners will be utilized to amplify our hyper-local campaigns.

OUTDOOR

To emphasize local branding, billboard and/or transit media partners may be utilized.

CONTENT MARKETING

As people continue to travel further from home, we will continue to leverage media partnerships in addition to influencer relationships to create and distribute authentic content through their channels in addition to cross promotion at visitwindsorsex.com.

Unboxing influencer kits will also be created for each campaign launch to gain organic reach. Influencers and media partners will be selected based on the target audience of the specific campaign.

GROUPS, MEETINGS & SPORT

Re-engagement with the industry will be paramount for our sports, motorcoach and convention partners, and presence will be secured at events including the Sports Congress (March), Destination Direct & Tete-a-Tete (April), Canadian Meetings & Event Expo (August) and the OMCA Marketplace (November).

MARKETING CAMPAIGNS



Best of Windsor Essex Awards

January – March

In it's 7th year, this hyper-local campaign involves residents nominating and voting on their favourite places to go & things to do in Windsor Essex.



Destination Ontario Food & Drink Spotlight Partnership

February – March

In partnership with Destination Ontario, Ontario's Southwest and ROT1 DMO's London, Oxford and Middlesex, a campaign supporting our shoulder season strategy focusing on food & drink will be executed across Ontario.



Shoulder Season Itineraries

January – April

A hyper-local campaign based on pre-designed itineraries and custom itinerary building through our MyTrip Digital Itinerary Builder that will focus on shoulder season attractions and experiences.



Get Hooked Fishing Tournament

April

A virtual fishing experience encouraging people to utilize the Windsor Essex Fishing Guide and casting their reel along our 100 mile coastline and log their catches virtually.



Earn Your Patches

April – October

Hyper-local campaign encouraging locals to visit new, key or undiscovered attractions and partners using the technology of a Bandwango passport for a check-in style contest with escalating prizes based on check-in volume. Integration with our MyTrip Digital Itinerary Builder with easy one-day itineraries to maximize the most visits to partner locations.



Destination Ontario U.S. Drive Partnership Campaign

May – August

In collaboration with Destination Ontario and top-tier DMO's, Toronto, Niagara Falls and Ottawa, a significant U.S. targeted digital campaign will be placed in rubber tire markets to welcome safe travel to our region and province.



Windsor Road Trip Rewards

May – October

Incentive based campaign encouraging 1+ night stays at key hotelier partners with escalated incentives based on the length of stay including Ontario Staycation Tax Credit.



Holiday Gift Guide

November – December

Hyper-local campaign encouraging #SupportLocal and stay local during the holiday season, including:

- 2022 Holiday Gift Guide profiling 200+ locally made gifts and small businesses
- Holiday Event Guide profiling events, experiences and itineraries to explore the region
- Home for the Holidays encouraging hotel stays during the holiday season to visiting family & friends

MEDIA PLAN

MARKETING CALENDAR

		CAMPAIGNS	EVENT GUIDES	PUBLICATIONS
JAN		7th Annual Best of Windsor Essex Awards Shoulder Season Itineraries		
FEB		7th Annual Best of Windsor Essex Awards Shoulder Season Itineraries Black History Month Destination Ontario Food & Drink Spotlight Partnership	Valentine's Day Guide Family Day Guide Super Bowl Guide	
MAR		Shoulder Season Itineraries Destination Ontario Food & Drink Spotlight Partnership	March Break Guide Paczi Guide	Fishing Guide Released
APR		Shoulder Season Itineraries Get Hooked Fishing Tournament SWOTC & Destination Ontario What A Ride Partnership Program	Easter Guide	Birding Guide Released
MAY		Earn Your Patches Windsor Road Trip Rewards Birding Month SWOTC & Destination Ontario What A Ride Partnership Program Destination Ontario U.S. Drive Partnership Campaign	Mother's Day Guide	Visitor Guide Released Paddling Map Released
JUN		Earn Your Patches Windsor Road Trip Rewards Tourism Month Destination Ontario U.S. Drive Partnership Campaign	Father's Day Guide	
JUL		Earn Your Patches Windsor Road Trip Rewards Destination Ontario U.S. Drive Partnership Campaign	Canada Day Guide	
AUG		Earn Your Patches Windsor Road Trip Rewards Destination Ontario U.S. Drive Partnership Campaign		
SEP		Earn Your Patches Windsor Road Trip Rewards	Pick Your Own Guide	
OCT		Earn Your Patches Windsor Essex Road Trip Windsor Road Trip Rewards Windsor Pizza Club	Thanksgiving Guide Halloween Guide	
NOV		Holiday Gift Guide Holiday Event Guide Home for the Holidays	Holiday Event Guide Remembrance Day Guide	Holiday Gift Guide Released
DEC		Holiday Gift Guide Holiday Event Guide Home for the Holidays	New Year's Eve Guide	

CONTENT PLAN

INFLUENCERS & CONTENT CREATORS

We will continue to engage with both local and out-of-market content creators to develop unique blogs and articles based on our key messaging each season. We will also enhance our marketing campaigns by using authentic influencer content to showcase the region with itinerary focused content profiling new experiences and attractions.

We will profile travel writers and influencers that have visited the region multiple times to share a consistent tone to messaging. Influencers and writers will include:



Solmaz Khosrowshahian

Toronto based influencer from @solmaz.



Travelling Mitch

Toronto based influencer from @travellingmitch & @ultimateontario.



Arienne Parzei

Toronto videographer from @seeyousoontravel.



Jennifer Brignall-Strong

Local food focused influencer.
@tailgatetakeout



Millar Hill

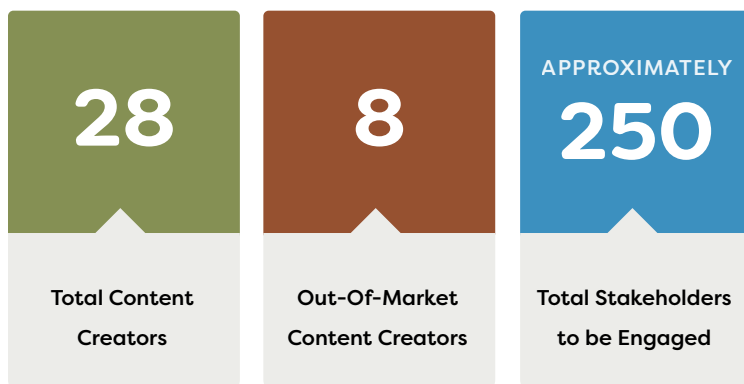
Local LGBT & arts writer.



Toonny

Local family focus writer.

TARGET CREATORS IN 2022



2022 CONTENT TOPICS

- Barrels Bottles & Brews Flight Log
- Birding & Outdoors
- Cycle Tourism Map
- Farm-to-Table Dining & Harvesting
- Fishing
- Multi-Generational Travel
- Paddling
- Snowbird Travel
- Wellness & Relaxing Getaway

CONTENT PLAN

WEBSITE DEVELOPMENT

UNIQUE VISITORS UP

34%

With an increase of unique visitors by **34% over 2020** (or 38% over 2019 – our busiest year ever), investment in the look, feel & accessibility of the website is paramount for an ideal visitor experience before they come to the region.

Continued investment in Check In Canada **hotel reservation platform** integrated into visitwindsor.essex.com profile 15 hotels that participate in our Hotelier Working Group that generated referral amount of over \$351k.

REFERRAL REVENUE

\$351k

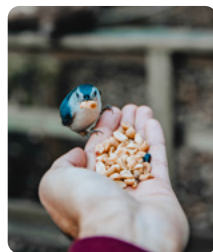
In addition to continued updates to layouts to fit trends, the main look of visitwindsor.essex.com will see a change coming, which will further highlight key marketing messages including:

- Hotel and accommodation options
- Buyable tours & experiences
- Fresh and sticky content
- Events calendar(s)
- Key attractions of the month



PHOTOGRAPHY & VIDEO CONTENT

We will continue to gather photography from key tourism assets and experiences across the region and share through our Online Photo Library powered by Image Relay for stakeholder and media use.



Stakeholders can access our library for free use of photos and videos available on the cloud platform in their marketing efforts including website, social media, printed display items and print advertisements.

Video assets for all Tourism Windsor Essex programs are also available in the Online Photo Library.

1,114

Content Added
in 2021

2,806

Total Videos &
Photos Available





info@tourismwindsorsex.com

visitwindsorsex.com

Phone: 519.255.6530

Toll Free: 1.800.265.3633

