

Welcome

to the Tourism Windsor Essex 2023 Annual General Meeting



TOURISM
**WINDSOR
ESSEX**
PELEE ISLAND

WE GO *Together*

Hotel Occupancy

61.95%

Up 18.85%

Average Daily Rate

\$135.73

Up \$13.68

YTD Jan 1 - Apr 30, 2023 vs. STLY





Social Reach

61.5k



Website Impressions

2.4m

Social Media Impressions

12.8m

Advertising Impressions

91.8m

Earned Media Value

\$9.8m

Jan 1 - Dec 31, 2022

*Sources: Google Analytics, Sprout Social, Meltwater & digital advertising partners

Referral Revenue

\$597k

Up \$131k

Jan 1 - Dec 31, 2022 vs. STLY

inspirock™

bandwango™
The Destination Experience Engine

check in
CANADA





Digital Visitor Guide

Unique Visitors

14.1k

Page Views

333.1k

Jan 1 - Dec 31, 2022

EPIC Wineries Digital Pass

Passes Sold

1.1k

Revenue

\$71.4k





Visitor Services

Regional Activation Pop-Ups

64

Activations



April 28 & 29

at Devonshire Mall

40+

Exhibitors

53k+

Mall Foot Traffic





Content Creation

2023 Content Creation & Influencer Plan

660

Stakeholders to Be Profiled

27

Influencers to Be Engaged



@scenesfromdinner



@mytravellingbackpack



@tailgatetakeout

@travelingmitch

Thank You



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