

# Presentation to Essex County Council

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**May 16, 2012**

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# Presentation Outline

- **2012 Marketing Plan Overview – Executive Summary**
  - Key initiatives executed to date
  - Key initiatives going forward
- **General Marketing Initiatives – On-line, Print**
- **Product Development Clusters & Marketing Initiatives**
  - Outdoor Experiences – Birding/Golf
  - Wineries & Agri-Tourism
  - Culture & Heritage – War of 1812, Black History
  - Meetings & Conventions
  - Sports Tourism
- **New 2012/2013 Official Visitor Guide**
- **Questions?**

# Marketing Plan – Overview

- Collaboration with 80 of our stakeholders
  - Product Cluster meetings held in Fall 2011
  - Valuable input provided from key stakeholders

## 2012 Marketing Plan

### Contents

- Marketing Outline
- Tourism Trends
- Situation Analysis
  - Organizational Analysis
  - Customer Analysis
  - Competitor Analysis
  - Collaborators
  - Climate (PEST Analysis)
  - SWOT Analysis
- General Marketing Initiatives
- Product Development Spend
- Product Cluster Initiatives
  - Product Cluster Highlights
  - Cluster Analysis/ SWOT
  - Tactical Plan
  - Additional Ideas
  - Stakeholder Involvement
  - Budget Detail
- Glossary of Terms

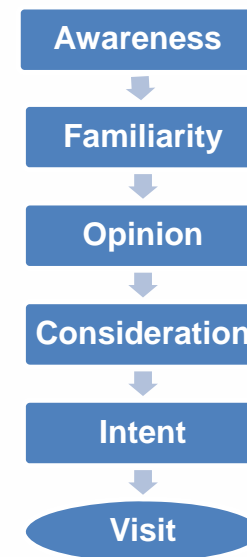
# Our Approach

- **Pragmatic, results oriented**
- **Drive audience members through consideration funnel**
- **Framework integrates efforts across multiple channels**

## Consideration Funnel

Marketing Channels

Target Audiences



# Marketing Plan

**Plan has 2 sections:**

- General Marketing Initiatives
- Product Development Cluster Marketing Initiatives



# General Marketing Initiatives

## To Date:

### On-Line

- Photography
- Click-On Detroit

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### Print

- Visit Detroit – 2 issues
- Summer Fun Guide Windsor Star
- Lake Erie Living/Long Weekends

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So much to celebrate!  
Windsor Essex Pelee Island offers over 100 activities – and with every festival, event and celebration, there's something for everyone. From the historic Stone Boat Festival, through the vibrant parade of the 1812 Bicentennial, to the exciting new festival on the shores of Lake Erie, there's always something to celebrate. Find out how to make the most of this exciting year with the new magazine, *1812 Celebrate!*

Find out how you can experience an unforgettable event at the Stone Boat Festival, August 23-25, 2012.

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WINDSOR 1812 ESSEX

Where it all began...

Stone Boat Festival of the Stone Boat where the first shot was fired on the 10th of 1812. Explore the history and heritage of this historic festival. Includes the parade and the 1812 Bicentennial parade. Includes the 1812 Bicentennial parade. Includes the 1812 Bicentennial parade.

2012 FESTIVAL CHECK LIST

- Stone Boat Festival, August 23-25
- 1812 Bicentennial Parade, August 24
- 1812 Bicentennial Parade, August 25
- 1812 Bicentennial Parade, August 26
- 1812 Bicentennial Parade, August 27

Find out how you can experience an unforgettable event at the Stone Boat Festival, August 23-25, 2012.

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# General Marketing Initiatives

## Going Forward:

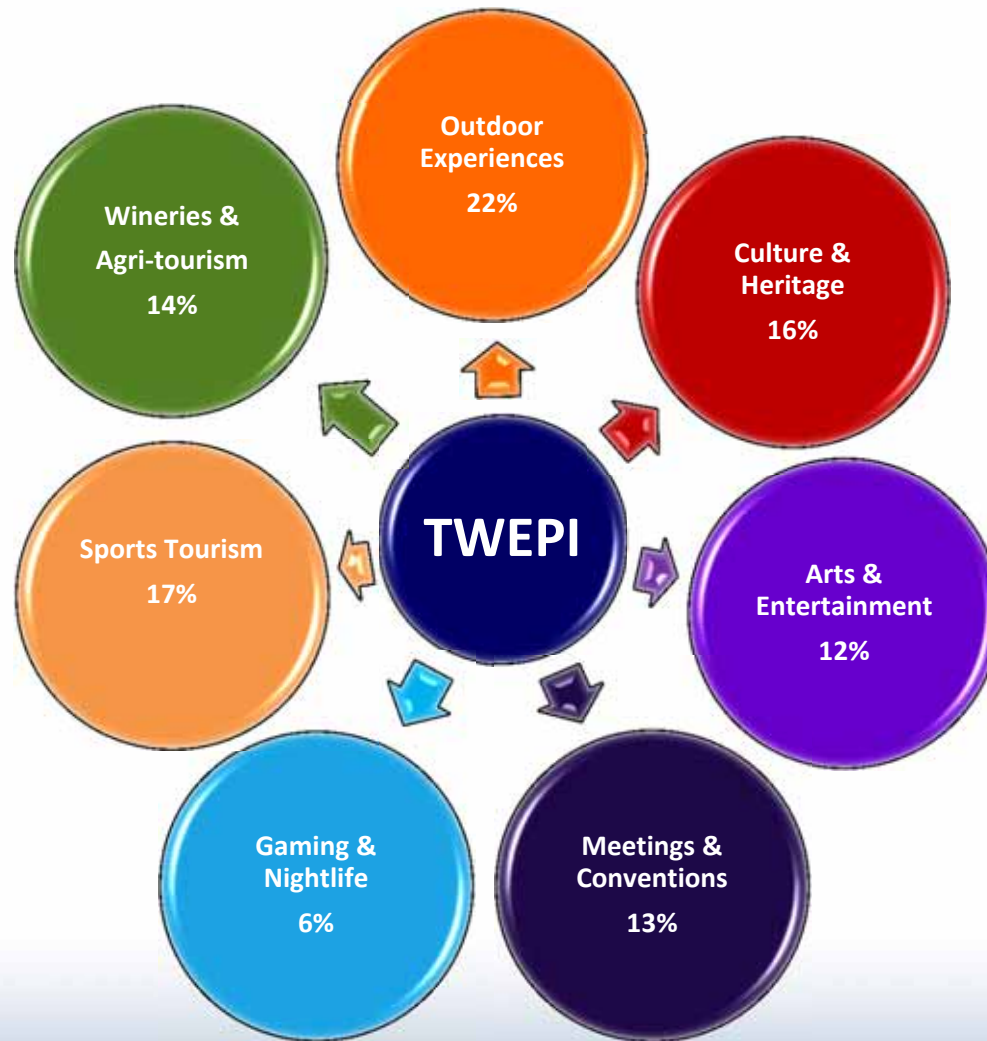
### On-Line

- Google Ad word campaign
- Trip Advisor
- OTMPC

Google AdWords



# Product Development Clusters





# Product Development

**Strategy based on:**

- **Return on Investment**
- **Commitment from stakeholders**
- **Cross-pollination**
- **Generating traffic to stakeholders**

# Product Development – Cluster Highlights

## Outdoor Experiences – Birding To-Date

- Regional Media Plan

## Going forward

- Regional Birding App



# Product Development – Highlights

## **Golf To Date:**

- Exhibited at London Sport & Recreation and Toronto Golf Shows

## **Going Forward**

- Partner with ORMHA for TWEPI Golf Tournament



# Product Development – Highlights

## Wineries/Agri-Tourism

- **To date**
  - Exhibited at London Food & Wine Show and Kitchener/Waterloo Food & Wine Show with wineries
- **Going forward**
  - New and improved Wine Route map
  - Recently put in bid to host 2013 Bring Food Home Conference

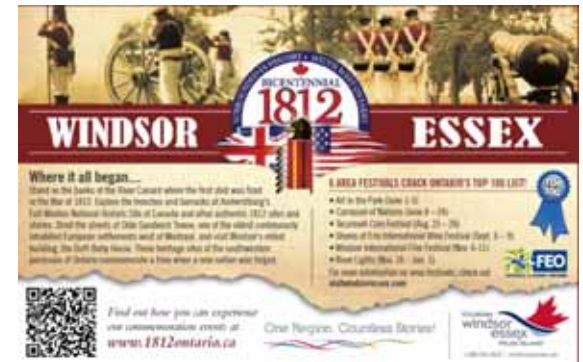


# Product Development – Highlights

## Culture/Heritage

### To date:

- **War of 1812**
  - Advertised in Canadian Geographic – January issue
- **Black History**
  - Black History Month Package



### Going Forward:

- **War of 1812**
  - Regional Commemorative Guide
- **Black History**
  - GLAMER Shows in Kentucky, Ohio and Pittsburgh



# Product Development – Highlights

## Meetings & Conventions

### To Date:

- IGNITE Magazine

### Going Forward

- FCM Sustainable Communities Conference in 2013
- AMO Conference 2015



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# 2012 Sports Tourism

## To Date:

- Skate Canada Synchronized Skating Championships
- Lead on Ontario 55+ Summer Games – City of Windsor and Town of Amherstburg

## Going forward:

- Windsor Roseland Charity Golf Classic
- Skate Canada International
- 2013 International Children's Games



# 2012/2013 Visitor Guide

- New sizing, layout and strategy
- Editorial focus
- 76 pages
  - 170 listings
  - 39 advertisers







**Thank you!**  
**Questions?**

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