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NEXT MEETING?**

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**SPACES**

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**GROUP  
EXPERIENCES**

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## GETTING HERE

Windsor Essex is easy to access whether your group arrives by plane, train or auto.

- A quick 15 minutes to downtown, Windsor International Airport offers frequent service via Porter Airlines, Air Canada Jazz and WestJet. Air Canada offers direct flights between Windsor and Montreal, and WestJet flies seasonally between Windsor and Calgary.
- Detroit Metropolitan Airport is only 45 minutes to downtown Windsor. It's one of Delta Airlines' busiest hubs and it's a fantastic option for those travelling in from Western Canada or the United States.
- VIA Rail Canada offers frequent service along the Windsor-Quebec corridor.
- By car or bus, Windsor is a four-hour drive from Toronto, and is easily accessed from the U.S. via the Ambassador Bridge and the Detroit-Windsor Tunnel.

Border crossing between Windsor and Detroit will be quick and convenient with the scheduled 2024 grand opening of the Gordie Howe International Bridge. Spanning the Detroit River, the structure will feature six auto lanes as well as a multi-use path for pedestrians and cyclists.

Maiden Lane is a colourful example of how local mural artists are turning downtown Windsor alleyways into outdoor galleries

# MEET IN WINDSOR

Windsor Essex is an accessible and experienced host for national and international meetings, conferences and sporting events.

There are plenty of reasons to bring your next meeting to Windsor. Not only is this dynamic business, entertainment and sports centre an international border city, it boasts a wide selection of ultra-modern meeting spaces, including Caesars Windsor, Canada's largest casino resort and convention centre. Innovative trendsetters have recently invested over \$76 million in hotel infrastructure upgrades in the region and five new hotel flags have entered the market.

Windsor provides unique and authentic experiences for visiting groups. Luxurious mansions, elegant estate vineyards and funky post-industrial event venues reflect the region's fascinating social, cultural and industrial heritage headlined by internationally acclaimed whisky distillers and complemented by cutting-edge wineries and craft brewers.

Sport hosting is Windsor Essex's strong suit. Champion sports teams, a passionate volunteer and fan base and impressive sport facilities combine to make the region a desirable destination for regional, provincial, national and international sport events.

Discover what Windsor Essex can do for your group!





# DISCOVER WINDSOR

With a proven track record for hosting major business gatherings, Windsor offers an impressive selection of meeting venues ranging from state-of-the-art convention facilities to charming century-old properties.

**Combined meeting space:** Over 135,000 sq. ft.  
**Ideal conference size:** 400–500  
**Maximum group size:** 1,500

Augustus 27, Caesars Windsor

## Accommodation Facts

Windsor Essex offers a significant hotel inventory at a variety of price points.

**\$76 MILLION+**

invested in hotel infrastructure upgrades

**850+**

guestrooms within a 10-minute walk of Caesars Windsor Convention Centre & Resort

**4,400+**

guestrooms in the Windsor Essex region

**5**

new hotel flags

## Largest Conference Hotels

- Caesars Windsor
- Best Western Plus Waterfront Hotel
- Holiday Inn & Suites Windsor (Ambassador Bridge)



Willistead Manor, Windsor





Caesars Windsor is an all-in-one meeting, entertainment and accommodation resort featuring panoramic views of the international waterfront from the spectacular Augustus 27 event venue. The resort also offers a 5,000-seat theatre and more than 110,000 sq. ft. of customizable meeting and convention space. The renovation of the property's guestrooms and suites will be completed in 2020.



Ontario Tourism Summit reception, Adventure Bay Family Water Park

## TOURISM INDUSTRY ASSOCIATION OF ONTARIO (TIAO)

*Ontario Tourism Summit 2018*

October 23–24, 2018

Attendees: 450

### Venues

**Conference sessions:** Caesars Windsor

**Welcome reception:** Adventure Bay Family Water Park

**Reception, first-time attendees:** Vu Bar, Caesars Windsor

**VIP appreciation dinner:** Fourteen Restaurant and Sky Lounge

**Local Connections:** Windsor Essex is a hotbed for entrepreneurs, industry leaders and academic trailblazers. TIAO tapped this depth of knowledge by inviting a panel of local entrepreneurs—including Henry Noestheden of Dutch Boys Chocolate and Doug Quick of the Kingsville Golf & Country Club—to speak at the conference. Larry Alexander, President and CEO, Detroit Metro Convention & Visitors Bureau, spoke about Detroit's bold revitalization strategy.

“One of the reasons we chose to meet at Caesars Windsor was because it was named Tourism Employer of the Year by our Ontario Tourism Awards of Excellence. That says a lot about the working relationship between their management and employees, attention to detail and support. For our conference, having everybody together in one hotel and conference venue worked well for our group. The venue provided the right amount of space, the food was great and the team was really easy to work with.”

— Beth Potter, President and CEO, Tourism Industry Association of Ontario (TIAO)

## UNIQUE OFF-SITE VENUES

Just the right venue can set the mood for productive meetings and memorable special events whether the gathering calls for stunning riverfront views, a lively Prohibition-themed speakeasy, lush vineyards or a grand century-old mansion.

**Willistead Manor** is an impressive 36-room estate constructed in the early 20th century by the son of Canadian whisky tycoon Hiram Walker.

Founded by Hiram Walker in 1890, **Walkerville Brewery** today occupies one of the original buildings and brews fine craft beer and cider.

Close to downtown attractions, **St. Clair College Centre for the Arts** is an affordable, spacious, full-service meeting and convention centre for gatherings of any size.

Centrally located with views of Windsor's waterfront and the Detroit skyline, the **Art Gallery of Windsor** is a unique alternative to traditional meeting and event spaces.

With picturesque views of the Detroit River and nestled inside North America's largest distillery, the **J.P. Wiser's Experience Distillery Tour** is a great way for groups to explore Windsor's whisky past and get a taste of this liquid gold during special events.

Enhance your meeting program by inviting academic experts from the University of Windsor and St. Clair College to conduct workshops or deliver your keynote address.

# EXPERIENCE WINDSOR

Windsor has a fascinating and colourful history. The area saw conflict during the War of 1812, it was a final stop on the Underground Railroad and Canadian automotive production began here more than a century ago. Home to internationally renowned whisky brands Canadian Club and J.P. Wiser's, large-scale distilling started here in the 19th century but really got rolling as a supplier to the United States during Prohibition.

## Bring Windsor experiences to your event

A lunch and learn session is a great way to discover how to pair local artisan cheeses with the region's award-winning wines. Or offer a beer, cider or whisky tasting experience to your guests featuring local craft producers.



The J.P. Wiser's Experience is an all-in-one private event space that's perfect for board of directors meetings, casual receptions or formal dinner events

## Food & Drink by the Numbers

600+

Restaurants

18

Wineries

10

Breweries

2

Distilleries

## ROTARY CLUBS

### *Rotary District 6400 Annual Conference*

May 10–12, 2019

Rotary District 6400 member clubs are located in Southwestern Ontario and Southeastern Michigan.

**Attendees:** 277

**Venue:** Caesars Windsor

**Local Connections:** Windsor-based Jennifer Jones, president, Media Street Productions, was a speaker during the conference, and Gordon Orr, a Rotarian as well as CEO of Tourism Windsor Essex Pelee Island, served as a session moderator. Local vendors, such as Tagged It Paper Co., operated booths in the common spaces and musical performers Tartan Army and Dawn & Elvis entertained guests.

**Off-site Activities:** A pre-conference bus tour visited the Walkerville Brewery, J.P. Wiser's Experience Distillery Tour, and Safety Village where guests enjoyed a tasting session featuring regional wines.

“We worked closely with Tourism Windsor Essex and Gordon Orr, who came to one of our committee meetings and offered suggestions for the conference. They provided sponsorships as well as maps, tourist information and items for our giveaway bags.

We wanted a conference that was busy and full of activities. Caesars Windsor's customer service was exceptional—anything we asked for, they delivered. We used four meeting rooms and had a hospitality room where the music, board games, Jenga and mini-golf were a big hit. Because our meeting was at a casino, we used that theme to help our members network: We wrote numbers on poker chips and handed them out as everyone arrived at one of the lunches. They had the opportunity to meet new people when they sat at the numbered tables that matched their chips.”

— Wendy Parsons, Co-chair,  
Rotary District 6400 Annual Conference



## GET INTO THE LOCAL SPIRIT

- Pelee Island Winery, Canada's oldest estate winery, features wine tours and tastings overlooking beautiful Lake Erie.
- Cocktail receptions, group dinners and hands-on planting advice are on offer at the lush greenhouses of Colasanti's Tropical Gardens.
- Cooper's Hawk Vineyards features an outdoor covered stage.
- Sprucewood Shores Estate Winery is the only Lake Erie north shore winery with a beach.
- The Bull & Barrel Urban Saloon features an authentic country vibe with plenty of space for line dancing.

## SIGNATURE EXPERIENCES

- Windsor's Old Walkerville neighbourhood dates back to the mid-19th century and is a testament to the business acumen of Hiram Walker. Walking tours provide a fascinating reminder of the city's colourful whisky-making heritage.
- The Barrels Bottles & Brews trail is a great way to discover a new generation of craft brewers and distillers. There are 12 stops along the trail, including Walkerville Brewery, FRANK Brewing Co., Brew Microbrewery, J.P. Wiser's and Wolfhead Distillery.
- Drive or cycle the picturesque Essex Pelee Island Coast (EPIC) wine trail to discover 18 local wineries.
- Play with fire at Tsunami Glassworks where groups can make beautiful handblown glass paperweights and ornaments.
- Splish splash at Adventure Bay Family Water Park, featuring Ontario's only FlowRider indoor surfing machine.

Windsor is among Canada's most culturally diverse areas with immigrants representing more than 25 per cent of the population. A strong Italian heritage is reflected in authentic dishes such as classic Neapolitan pizza. Windsor's thriving culinary scene also includes Lebanese, Greek and Chinese dining, to name just a few.



Windsor-style pizza



Urban Surf Company group adventures

Water sports come naturally in Windsor, which is bordered by three waterways—the Detroit River, Lake Erie and Lake St. Clair.

- Urban Surf Company offers customized experiences for groups, including sunset paddle sessions (paddle board, canoe or kayak).
- Groups can glide through the waters of Point Pelee National Park in a 10-person freighter canoe, guided by a park interpreter.
- Windsor River Cruises offers fully catered private charters seasonally along the Detroit River.

### Annual Events

Windsor is a year-round meeting destination. Here are just a few of the region's seasonal festivals and events:

- Windsor International Film Festival (WIFF)
- Carrousel of the Nations
- Detroit River Ford Fireworks
- Bluesfest Windsor
- Art in the Park



# SOMETHING FOR EVERYONE

## WINDSOR INTERNATIONAL AQUATIC & TRAINING CENTRE

Windsor Essex is a natural choice for hosting large regional, provincial, national and international sport competitions thanks to extensive experience complemented by a full range of state-of-the-art venues for any size sporting event.

Windsor International Aquatic and Training Centre, Windsor

## SPORT EVENT ROSTER

- **FINA Diving World Series** (2014-2017)
- **CARHA Hockey World Cup** (2016)
- **MasterCard Memorial Cup** (2017)
- **Ontario Artistic Gymnastics Championships** (2018)
- **Windsor Championship Mackenzie Tour—PGA TOUR Canada** (2018-2020)
- **Swimming Canada, Speedo Eastern Championships** (2018, 2020)
- **Athletics Ontario U14-18 Outdoor Track & Field Championships** (2019)
- **UANA Pan American Artistic Swimming Championships** (2019)
- **Berkley B1 Canadian Fishing Tournament** (2020-2021)
- **FINA Diving Grand Prix—Canada Cup** (2020, 2021)
- **Can-Am Police-Fire Games** (2022)

## SPORT FACILITIES

### Windsor International Aquatic and Training Centre

A cutting-edge 50-metre competition pool as well as a diving well featuring springboard and platform options.

### University of Windsor St. Denis Centre

Fieldhouse, pool, outdoor stadium, grass fields and more.

### St. Clair College Sports Plex

Modern facility featuring a triple gymnasium, fitness centre, elevated walking track, workout studios and team rooms.

### Additional facilities in the region:

WFCU Centre (Windsor)  
Central Park Athletics (Windsor)  
Atlas Tube Centre (Lakeshore)  
Essex Centre Sports Complex (Essex)  
Leamington Kinsmen Recreation Complex (Leamington)  
Kingsville Arena Complex (Kingsville)  
Libro Credit Union Centre (Amherstburg)  
Tecumseh Arena (Tecumseh)  
Vollmer Culture and Recreation Complex (LaSalle)



## WINDSOR CHAMPIONSHIP

*Mackenzie Tour – PGA TOUR Canada  
2018, 2019 and 2020*

July 1–7, 2019

**Players:** 156 international pro golfers

**Attendees:** 7,000

**Volunteers:** 210

**Annual economic impact:** \$2.3 million

**Venue:** Ambassador Golf Club

**Accommodations:** Holiday Inn Express  
Windsor Waterfront; Best Western Plus  
Waterfront Hotel

**Local Connections:** When they weren't out on the course, some of the participating golfers toured the EPIC wineries or attended a Detroit Tigers game. Charitable fundraising activities during the Windsor Championship raised over \$100,000 for The Hospice of Windsor & Essex County. Among the efforts was a charity golf challenge and a special luncheon featuring the two top Canadians on the PGA TOUR, Adam Hadwin and Corey Connors.

“ The day before the Windsor Championship began, we hosted a kickoff dinner at the club for about 300 guests that featured Detroit Red Wing alumni players Darren McCarty and Kirk Maltby as guest speakers. Throughout the tournament, we provided the golfers with transportation services, on-site food vouchers, local restaurant discounts and dry cleaning services.

For the spectators, we provided local entertainment during the charity golf challenge and we made food and beverages available on the course throughout the week.

We provided volunteers with a shirt and hat as well as meals during their shifts, tickets to Windsor Spitfires and LaSalle Vipers hockey games, and restaurant discount coupons. Part of the \$45 volunteer fee helped us to maximize our donation to the hospice charity.

Tourism Windsor Essex developed a visitors' guide for our event that included maps and information on local festivals and attractions. They're a fantastic group of people to work with who care about this area and are very passionate about what they do. ”

— Adam Wagner, Tournament Director, Windsor Championship,  
PGA of Canada; Director of Golf Operations, Ambassador Golf Club



PHOTO: MIKE KOVALEV/MACKENZIE TOUR

Dawson Armstrong,  
winner of the Windsor  
Championship 2019

WFCU Centre: Windsor's largest multi-purpose sports and entertainment complex featuring four rinks, a 25-metre pool, two gymnasiums, meeting space and a reception centre.





Windsor Spitfires

## WHERE THE PROS PLAY

Catch professional league action in Windsor, home to the Spitfires, the 2017 Memorial Cup champions, and the back-to-back winning Windsor Express. Detroit is a quick hop across the border to see a full complement of major league sports teams.

**Windsor Express** (National Basketball League of Canada)  
**Windsor Spitfires** (Ontario Hockey League)

**Detroit Red Wings** (National Hockey League)  
**Detroit Tigers** (Major League Baseball)  
**Detroit Lions** (National Football League)  
**Detroit Pistons** (National Basketball Association)

## DIVING PLONGEON CANADA

*FINA Diving Grand Prix –  
Canada Cup*

May 2020; Spring 2021

**Athletes:** 100-125 divers from  
15+ countries

**Competition venue:** Windsor  
International Aquatic and  
Training Centre

**Volunteers:** 75

**Local Connections:** Windsor Essex is an experienced host for diving competitions having hosted the FINA Diving World Series from 2014 to 2017. In terms of community legacies, the Windsor Diving Club will be a major beneficiary of hosting the FINA Diving Grand Prix, and local schools and youth groups will be invited to attend the event and meet the athletes, including Olympic medalists.



2017 FINA Diving World Series at the Windsor International Aquatic and Training Centre

PHOTO: DIVING PLONGEON CANADA

“We have a strong history of hosting in Windsor and the city did a great job designing their diving facility. It’s such an intimate space compared to many other pools that are like cavernous stadiums. I equate it to a band playing a smaller venue—you just get that much more of a closer experience with our sport. Our relationship with the folks at the tourism bureau has been built over the last six or seven years. They’re always very helpful in referring us to local event planners and service providers and we’re going to be using many of the same people we worked with during the World Series. I find that it’s really beneficial to us when a tourism bureau doesn’t have a lot of turnover. They have all that built-up knowledge, making it so much easier to host another event there.”

— Jeff Feeney, Director,  
Events and Communications,  
Diving Plongeon Canada



# WE'VE GOT YOU COVERED

Windsor has a proven track record for hosting major conventions, meetings and sporting events.

Tourism Windsor Essex Pelee Island (TWEPI) is the official destination marketing organization for the regional tourism industry and your first point of contact when considering Windsor Essex for conventions, conferences and sporting events. Their team of experienced and dedicated professionals work hard to ensure the success of your program by maximizing relationships with stakeholder partners. Conference and group support services include:

- Site inspections and venue reviews
- Bid preparation
- Marketing assistance
- Suggested teambuilding activities and tour itinerary planning
- Catering connections

“CEO Gordon Orr and his team are fantastic to work with. They really gave everybody a taste and feel of what the area has to offer. It was amazing how they leveraged their relationships so that our delegates walked away with a feeling of what Windsor Essex tourism is all about.”

— Beth Potter, President and CEO, Tourism Industry Association of Ontario (TIAO)

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# WE.

WHERE SPORT  
MEANS BUSINESS



GOLD MEDAL  
**TESTIMONIALS**

WHERE THE  
**PROS PLAY**

GET IN THE SPIRIT  
**SIGNATURE  
EXPERIENCES**



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