

March 28, 2022

The Light It Up Blue Initiative: Global Meetings Industry Day – April 7th, 2022

Tourism Windsor Essex is delighted to support **Global Meetings Industry Day**, a day which advocates annually the value that the meetings industry has on people, business and communities.

After a two-year pause based on the COVID-19 pandemic, we are excited to welcome back the meetings industry and recognize the tremendous impact it has on the economy, local businesses and residents.

Across Canada, throughout the province of Ontario, and within our own destination of Windsor Essex, we realize meetings provide the opportunity to showcase the best of what is unique, what are the sources of local pride, and what great hospitality is truly all about.

The industry creates hundreds of thousands of jobs, generates billions of dollars of revenue and supports communities around the world. Each time we host an event, convention or trade show, we bring in new visitors who stay in our hotels, eat in our restaurants, shop in our neighbourhood stores and bring new revenue.

Our organization's mission is to bolster the image and economy of the region by developing, marketing and promoting our destination in cooperation within a united tourism industry. A critical part of that is through meetings and events, which culminate in sensory experiences that resonate well with delegates and visitors alike. The backdrop of so many of our meetings, conferences, trade shows and related events are celebrating Windsor Essex's cultural attractions, rich history, heritage, stories, people, geographical landscape, and cuisine. Meeting planners understand this full cultural experience can only be appreciated through cross-pollination with various other tourist sectors, which thereby churn and sustain further revenue growth within the region, and in turn, support the tourism industry as a whole. Meetings and events also yield solid partnership engagement and related excursions, coupled with further enhancement and enrichment of our destination's unique sense, taste and pride of place.

Today's event is crucial in connecting our meeting planners through networking opportunities that solidify a clear understanding of where we are at present day, and how best to overcome challenges for an innovative and promising tomorrow.

The resilience demonstrated within the industry over the last two years is truly awe-inspiring. We look forward to experiencing in-person meetings and events once again. May this event and many more to follow act as a catalyst in helping our industry to turn the corner towards a bright and prosperous future.

Sincerely,



Gordon Orr
Chief Executive Officer