

Member *minutes*

Tsunami Glassworks Inc. recently celebrated the grand opening of the first hot glass studio in Windsor. The studio is the first of its kind in our area and will serve as a unique gathering place for local glass artists and it's an important cultural resource to Windsor and community.

Glow Salon Hair & Esthetics celebrated their 1st anniversary. The salon now provides services such as hair extensions, facials, make-up applications, body treatments, ear piercing, etc. Glow has doubled their clientele since they opened a year ago. Congratulations!

Chatty Collection Boutique recently celebrated their 10th anniversary with an elegant fashion show held at the **Willistead Manor**. The show featured live music and refreshments. All proceeds benefited Hospice.

Former CCBA has been newly named **Downtown Windsor Business Improvement Association (DWBIA)**. They have adopted a new logo, revamped its newsletter and website, and unveiled its master plan for improving the downtown area.

The **DWBIA** is pleased to announce that the Destination Downtown hosts are offering free one hour Walking Tours every Sunday throughout the summer to fuse downtown Windsor's past, present and future into an unforgettable experience.

Windsor Star, winner of five newspapers awards at the 51st annual Ontario Newspaper Awards in London. The paper, which had 11 nominations, took home honours in an array of categories, including spot news photography, municipal reporting and design.

Devonshire Mall will be getting a facelift worth \$6 million. The 35-year-

old terrazzo floors will be replaced with new ceramic surfaces. Other areas include new skylights, new lighting and "soft seat" furniture.

John Doherty, owner of **Zephyrus Orchids**, just won an Oscar for the prized plant he nurtured. The award is only the latest acclaim for Doherty, sought out internationally for his orchid expertise. Doherty has also made it into the Guinness Book of World Records with his lady's slipper- the world's largest flower with petals 176 centimetres long.

Four local wineries collected 10 awards in the recent All-Canadian Wine Championships, in one of the toughest competitions in the event's 25-year history. The honours included two Best of Category prizes for **Colio Estates** and **Sanson Estate Wines**. **Pelee Island Winery** won four awards and **Erie Shore Vineyard** took gold and bronze prizes.

Comfort Inn, Leamington was recently presented with the Gold Hospitality Award, the highest honour awarded by Choice Hotels Canada. The hotel was also recently awarded, "Company of the Year" by the **Leamington & District Chamber of Commerce**.

Point Pelee National Park has opened new interactive displays at its visitor centre. The \$500,000 exhibit features life-size replicas of a sharp-shinned hawk, red-tailed hawk, great horned owl, and American kestrel. A northern harrier made of wood and resin hangs from the ceiling as if in flight.

Cooking classes have started at the **LCBO's Roundhouse Centre** store in the demonstration kitchen. They have become so popular they are having a hard time meeting the demand. The chef of **Caldwell's Grant** has taught some classes as well as

Food Network's chef Dave Burnett of London.

Casino Windsor is getting a \$400 million facelift. The expansion, announced for the former market property on the west side of McDougall, will include a 29-storey hotel tower, additional parking and 100,000 square feet of convention space including a ballroom and a 5,000-seat auditorium.

Pelee Island Winery is celebrating the career of renowned Stratford Festival actor William Hutt with two limited-release wines. The wines will be available at the winery as well as at **LCBO** stores.

VialtaliaDining.com, in conjunction with the International Dragon Boats For The Cure, hosted a weekend of epicurean delight on **Via Italia, Windsor's Little Italy**, at the first annual Roman Food Festival. With live entertainment and lots of food to sample, restaurants had tents setup in front of their establishments to serve the various tastes of Italy. Proceeds benefited breast cancer awareness.

On July 25th the Bureau staff along with four hotel sales managers organized a familiarization tour, visiting member establishments in order to promote their facility more effectively. **The tour included Windsor Water World, Canada South Science City, Willistead Manor, Walkerville Brewing Co., Hiram Walker & Sons, Windsor Inn on the River, University of Windsor and St. Clair College Residences, XS Family Fun Centre, Slots at Windsor Raceway and Holiday Inn.** The tour was both enjoyable and informative and we'd like to thank all the members for taking the time out of their busy schedules to accommodate us. A special thanks goes to Maria Philpott from Windsor Inn on the River for hosting a delicious lunch. ■

Tourist *attraction*

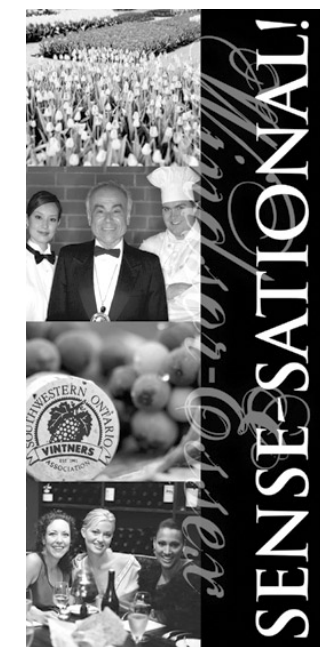
Windsor, Essex County and Pelee Island are a "Sense-sational" region, rich in history, natural beauty, agriculture, hospitality and recreation. Two of the three designated viticultural areas of Ontario are found here and by 2006, our County will be home to *twelve* wineries, providing an ideal destination for tourists.

The Southwestern Ontario Vintners Association (SWOVA), in cooperation with the Convention & Visitors Bureau (CVB), has enlisted local partners to initiate a plan that builds awareness of our growing wine region. This initiative includes an application for funding through the Ontario Tourism Marketing Partnership's Industry Partner Program.

The plan will target specific audiences and offer all-season "Sense-sational" tour packages that reveal the excitement of our region. These packages can be customized to include accommodations, meals, entertainment and tours of the local wineries.

Our objectives include creating awareness of Windsor, Essex County and Pelee Island as a close-to-home option for "getaways". The marketing will also dispel common myths surrounding Windsor to bring local and international awareness to our unique, natural habitat and abundance of recreational activities.

As per the criteria of the IPP, financial commitments from industry partners need to be secured. These core dollars, combined with OTMP funding and in-kind donations from vast media sources, allow us to reach an international target audience of 4.6 million people! Everyone will benefit from the



increased awareness of our region, and local businesses will benefit from the associated activities that result from the visitor's stay (sightseeing, shopping, restaurant visits, etc.).

The "Sense-sational" program allows us to attract leisure travelers and this fall, a huge opportunity presents itself with regard to the group tour market.

Metro Detroit will be host to the National Tour Association's Annual

Convention November 4-8; one of the most important Group Tour conventions in the country. This convention will bring in close to 3000 group tourism colleagues, including 600 of the top tour operators. In order to "WOW!" this crowd like only our region can, we need your help in volunteering to make this the best NTA convention ever. The Detroit Metro CVB has broken up the volunteering needs into committees: Sightseeing, Welcoming, Hospitality, Ice Breaker Event, and the Dine Around. Needs range from airport greeters and bus escorts to sightseeing guides and hospitality desk workers at the host hotels and Cobo Conference & Exhibition Center. This is a wonderful opportunity to gain exposure in the group tour market! For more information or to volunteer your services, contact **Nathan Hermiston at 313-202-1972** or e-mail at nhermiston@visitdetroit.com. Of course, you can always contact the Director of Tourism at 253-3616 ext 231 or sbradt@city.windsor.on.ca. ■

Have a great summer,

Sandra Bradt
Director of Tourism



Where Service Comes Naturally

SIGN UP TODAY!

Convention Bureau Member price is only \$70/person.

TRAIN YOUR STAFF & RECEIVE EVEN BIGGER SAVINGS!

This program will show employees how to significantly improve the level of service to customers through a high-impact, seven-hour workshop.

To register contact Maria at 253-3616, ext. 234 or mferraro@city.windsor.on.ca