

An aerial photograph of a coastal area. The top half of the image shows a dense green forest. Below the forest is a sandy beach area with some sparse vegetation. To the right, the blue water of a lake or ocean meets the shore. The text 'TOURISM SARNIA-LAMBTON' is overlaid in white, bold, sans-serif font, centered horizontally. The text is flanked by two horizontal white lines. Below the main title, the text '2024/2025 UPDATE' is written in a smaller, white, sans-serif font.

# TOURISM SARNIA-LAMBTON

2024/2025 UPDATE

# Mission & Vision Statement

## Mission Statement

Tourism Sarnia-Lambton (TSL) is a destination marketing and development organization serving Lambton County tourism assets to enhance economic growth and prosperity in the region.

## Vision Statement

Tourism Sarnia-Lambton (TSL) is as an industry leader supporting the vital contribution of the tourism industry to the local economies. TSL uses their expertise to encourage all levels of government to improve tourism related infrastructure. TSL encourages and facilitates leading edge marketing and product development to enhance the tourism industry and its partners.





# VISITORS

Through data collected and distributed through Environics and The Southwest Ontario Tourism Corporation, visitor trend data shows the unique visitors to Sarnia-Lambton and locations from which they have travelled

*(Note: Data available from Jan - Sept 2024)*

**1.4 mil**

Canadian  
Visitor  
Trips

**188.4k**

USA  
Visitor  
Trips

**2.2**

Average  
Nights  
Per Trip

# Digital Analytics

## Website - ONTBLUECOAST.COM

Unique Visitors	170,000	Total Page Views	304,351
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Top City (Toronto)	44,000	Organic Search vs. Direct	95,000/57,000
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### Top 10 Page Views

- |                              |                                 |
|------------------------------|---------------------------------|
| 1. Savouring Autumn - 53,801 | 6. Beaches - 3,638              |
| 2. Canatara Beach - 14,740   | 7. Things To Do - 3,289         |
| 3. Home - 10,990             | 8. How to Spend 8 Hours - 2,992 |
| 4. World U17 - 8,253         | 9. Cheers To The Coast - 2,974  |
| 5. Events - 3,677            | 10. Hotels & Inns - 2,823       |

## Website - DISCOVERSARNIALAMBTON.COM

Unique Visitors	5,100
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Total Page Views	14,900
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### Top 10 Link Click

- |                                      |                     |
|--------------------------------------|---------------------|
| 1. Facebook (ONTBLUECOAST)           | 6. The Arena        |
| 2. Ontbluecoast.com                  | 7. Shokas Pizza     |
| 3. Jotform (Order Page)              | 8. Brownstones      |
| 4. Gift Certificate Order Page (PDF) | 9. Imperial Theatre |
| 5. About Face Sarnia                 | 10. Boston Pizza    |



EXPERIENCE  
THE COAST



# Major Marketing Initiatives

1

## Horizon Travel & Lifestyle Partnership

- Full page advertisements – Six issues with 50,000 copies distributed
- Digital targeted email – 100,000 subscribers
- Young & Dundas digital video board – 200,000 impressions

2

## Global Heroes Print Advertising Partnership

- Seasonal advertorial for distribution Ontario editions of the Toronto Star, National Post, Globe & Mail and digital distribution
- Additional Advertising opportunities in Close Market US editions, Chicago & New York

3

## Global Heroes Video Partnership

- Seasonal video taping through the region for use in 15 & 30 second commercials
- Airing on Cottage Life, Bravo, OLN, CHCH, YesTV & Digital Platforms

4

## Canada Travel Print and Digital Partnership

- Full Page Advertisement
- digital Magazine distribution
- 401, Gardiner expressway digital billboards

5

## Destination Ontario Marketing Partnership

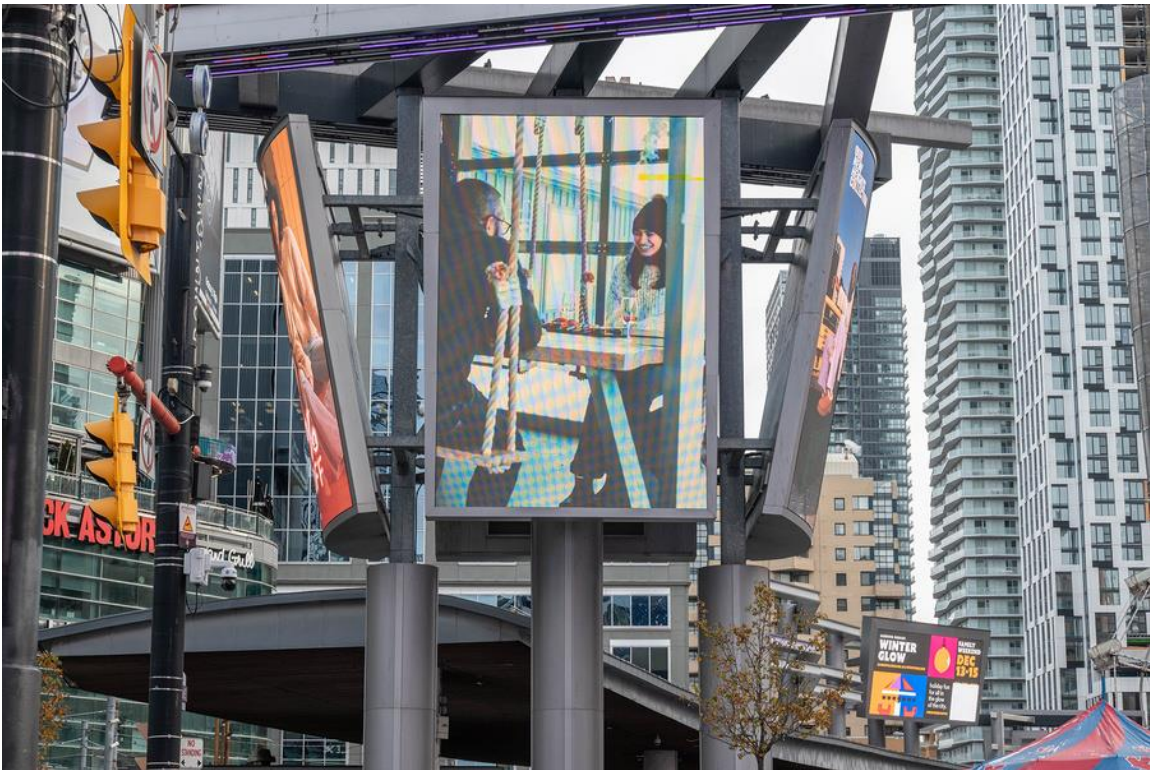
- Fall Ontario food & drink spotlight
- Targeted Digital Media campaign
- 167,063 impressions

# Marketing Asset Aquisition

Partnerships with Regional,  
Provincial and Federal Tourism  
Organization to acquire  
updated regional marketing  
assets including photography  
and video.





# Horizon Travel Advertising Partnership



Shale Ridge Winery

IT'S TIME  
TO EXPLORE  
**SARNIA-LAMBTON**

A couple of hours west of the GTA awaits adventures and excitement in Sarnia-Lambton. Discover unique local shops, taste freshly created culinary treats and relax in style with the perfect accommodations for any budget. It's time to book your spring getaway along Ontario's Blue Coast in Sarnia-Lambton and explore the best there is to offer!



PLAN YOUR ADVENTURE TODAY  
[ontbluecoast.com](http://ontbluecoast.com)

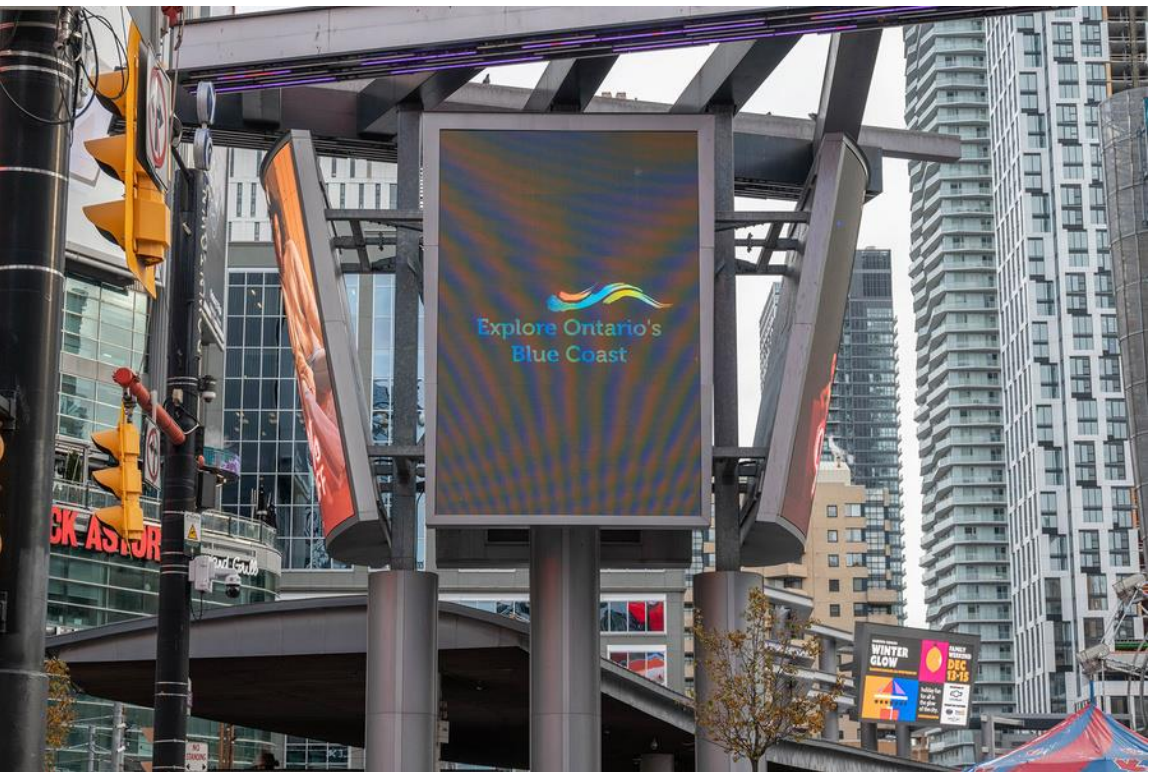
ONTARIO'S  
BLUE COAST  
LAMBTON COUNTY  
TOURISM  
Sarnia-Lambton



The Lake Hound



Oil Museum of Canada



# Global Heroes Advertising Partnership

Photo © Dudek Photography






From Vineyards to Vistas:  
Six Reasons to Explore  
Ontario's Southwest

GLOBAL HEROES


ADVERTISING SUPPLEMENT

July • 2024



Avoid the crowds in Southwestern Ontario,  
where the locals are as welcoming as the views!

USE THE QR CODE TO START PLANNING YOUR ESCAPE  
OR VISIT [ONTARIOSOUTHWEST.COM](https://ontariosouthwest.com)



## RESPONSIBLE TRAVELER

### From Vineyards to Vistas: 6 Reasons to Explore Ontario's Southwest

Looking for a destination that has it all, no matter the season? Look no further than Ontario's Southwest—from top-notch beverage experiences to stunning landscapes, unique adventures, family fun, immersive culture, and more, Windsor-Essex and Sarnia-Lambton have everything you're looking for, and then some. Whether you're a wine connoisseur, a nature enthusiast, or a culture seeker, this region has something to offer for everyone. Here are six reasons Ontario's Southwest should be on your must-visit list.

IT'S A TOP BEVERAGE DESTINATION

Raise your glass to a region that boasts flavorful sips that are well worth the trip. Explore the makings of your drink of choice or find a new favorite in the exciting region. Start with Sarnia-Lambton's Cheers to The Coast Trail, which weaves through 10 breweries, three wineries, and unique ciders and meadery locations. With 15 unique locations, ranging from urban excitement to rural backroads, it's an adventure that will please not just your taste buds but your wanderlust, too.

As you up your way through, make sure to visit SPIC Winery, Canada's hottest wine region nestled along the Lake Erie North Shore. Here, you'll find Canada's only beachfront winery at Spicewood Shores Estate Winery, the sprawling Pelee Island Winery, and the ruins of Canada's first commercial winery, Vin Villa, on Pelee Island. There's no better place to be for wine lovers, and even the most discerning palate will find satisfaction in these expertly crafted sips.

For the connoisseur of craft, the Borealis Distillery & Sherry Trail in Windsor-Essex will not disappoint. This unique barrel trail is the birthplace of Canadian whiskey, showcasing 11 craft breweries and two distilleries. Home to award-winning vodkas and a haven for craft breweries featuring some of the finest ales, lagers, stouts, and more, it's a tasting experience that will surely impress.

THE INCREDIBLE LANDSCAPES ARE WORTH THE TRIP

Nature lovers, rejoice! Southwestern Ontario has lush greens and tropical blues that indulge your inner adventurer.

Start by heading to Point Pelee National Park, where you can stand at the southernmost tip of mainland Canada. Hike the boardwalk marsh trails, paddle through the marsh with Pelee Wings rentals, and, if you visit during a dark sky night, witness breathtaking views of the moon and stars in one of Canada's dark sky events. For a truly immersive experience, stay overnight in an iSTENTN— a one-of-a-kind outdoor experience that combines the joy of camping with the comfort of cozy interiors, any time of the year.

Craving a beach day? Ontario's Blue Coast in Sarnia-Lambton offers miles of tropical blue waters and sandy beaches. Must-visit locations include the Pinery Provincial Park, Grand Bend Main Beach, Highland Glen Conservation Area, and Canatara Beach in Sarnia. Immerse yourself in the serenity of these picturesque landscapes—it's called the Blue Coast for a reason.

UNIQUE EXPERIENCES MAKE FOR SPECIAL MEMORIES

This trip will be one you'll remember forever, especially if you include some of the unique experiences this region has to offer. Strengthen your green thumb at Forest Glen Herb Farm, a charming bed and breakfast with a variety of craft workshops, classes, and local goods to shop. Don't miss out on the Crapevine and Cram Experience at Pelee Island Winery, a half-day adventure exploring Canada's first commercial winery and historic attractions, along with a Pelee Island Wine tasting in the cellars. To top it off, you'll find unique accommodations like the Plympton-Carnegie Chapel, The Kiwi Motel, and Lungport Beach Retreat to rejuvenate your spirit before you head out on another day of adventure. Nights await welcome—The Walnut Grove Bed & Breakfast is the perfect place to enjoy a leisurely evening and build some lifelong memories while you lay under the stars and gaze upon the stunning views of the night sky.

FAMILY FUN MAKES EVERYTHING BETTER

When it comes to family-friendly entertainment, Ontario's Southwest has it all. There's something for every age and interest, from virtual reality and escape rooms at District 84, live theatre at Imperial Theatre, and classic bowling at Hi-Way Bowl. At Valley Ave Sarnia, you can try out new experiences like axe-throwing or experience old favorites like beach volleyball, jelly ball, and more. There's no better place to find your new "thing" than in Ontario's Southwest. Head to Adventure Bay in Windsor-Essex for a day of waterpark fun or take a trip to the historic Fort Malden for Hands on History, complete with interactive demonstrations and tours. These parent and kid-approved activities are the perfect addition to your adventure and will surely become beloved family traditions.

FIND OUT WHERE HISTORY AND ART MEET

In a region like Ontario's Southwest, there's so much to learn as there is to explore. Immerse yourself in the rich history and culture through re-creations and demonstrations at Sarnia-Lambton Museums, including the Oil Museum of Canada and Lambton Heritage Museum. The Armstrong Freedom Museum welcomes people of all ages to experience the history of the Underground Railroad and the compassion and solidarity it took to make this network possible—a powerful and engaging trip through time.

For art lovers, the Sudek & Norman Art Gallery showcases world-class art exhibits, while the back alleys and districts of Windsor-Essex reveal unique murals and graffiti. Explore the region's history through a guided scooter tour and experience the vibrant Free For All block festival each October, where you can see a rebirth of new murals across the region, including 50+ new murals installed in 2023 alone.

ENJOY WORLD-CLASS GAMING AND ENTERTAINMENT

Indulge in world-class gaming and entertainment at Caesars Windsor, Canada's largest casino resort, located on the shores of the Detroit River. Boasting non-stop slot and gaming table action, the 24/7 Fun zone makes for a fantastic night out. In addition to gaming, Caesars Windsor is known for its mouthwatering food options—with over a decade of fine dining under their belts, you'll be in the right place to grab a bite and enjoy the entertainment. You'll be in good company—the Coliseum, a 5,000-seat auditorium, has hosted renowned artists like Celine Dion, Drake, Maroon 5, Bruno Mars, Billy Joel, and more.

In Ontario's Southwest, you can choose your own adventure based on the activities that stand out most to you. Plus, with a reasonable exchange rate, get ready to experience 30 percent more on this trip. Whatever you choose, you're in for a relaxing rural drive with plenty of pretty scenery along the way, no matter which way you've headed. Once you have decided what you want to do, you'll want to take a moment to plan out the most efficient driving route in advance. Find out what responsible travel means to Ontario's Southwest by reading their Responsible Travel Pledge at [ontariotravelpledge.com](https://ontariotravelpledge.com).

## It's Time to Stay & Play in Sarnia Lambton

SPONSORED CONTENT • TRAVEL



GLOBAL HEROES

It's Time to Stay & Play in Sarnia Lambton



0:00

-0:00

Two women having fun in Sarnia-Lambton at Widder Station © Dudek Photography

Planning a vacation can be tricky, from finding the perfect place to stay and figuring out the logistics of getting to your planned activities to picking the ideal places to eat, drink and explore.

In Sarnia-Lambton, just a few hours west of Toronto, the perfect on-site accommodations, activities, and more are right at your doorstep, making planning a 'stay & play' getaway easy and affordable. From relaxing retreats along Ontario's Blue Coast to exciting activities and adventures right at your doorstep,

# Canada Travel Advertising Partnership



Discover unique, locally crafted gifts in Sarnia-Lambton, where artisans blend creativity and community to offer one-of-a-kind treasures.

Find new favourite flavours with fun and creative breweries, wineries, cideries and more along the CHEERS TO THE COAST TRAIL.

Share in the excitement of Sarnia-Lambton events, from live sports and fall festivals to world-class concerts and more.

Plan your adventure today  
[ontbluecoast.com](http://ontbluecoast.com)



## It's Time To Explore Sarnia-Lambton

Experience world-class art, family-fun entertainment, serene landscapes, breathtaking sunsets, and delicious food and drinks in Sarnia-Lambton. With endless options, the perfect getaway close to home, where you can relax and unwind from your busy everyday schedule, is waiting for you along Ontario's Blue Coast in Sarnia-Lambton.

EXPLORE AND EARN REWARDS EACH TIME YOU VISIT SARNIA-LAMBTON

TOURISM Sarnia-Lambton

ONTARIO'S BLUE COAST LAMBTON COUNTY

[ontbluecoast.com](http://ontbluecoast.com)

# MARKETING Partnerships

**HOCKEY**  
A travelling exhibition developed by  
the Canadian Museum of History

**JULY 17 TO  
NOVEMBER 9**

**FEATURE EXHIBIT**

SEC 10035 ROW MUSEUM RD SEAT GRAND BEND PRICE FREE\*  
\*For residents of Lambton County

LAMBTON HERITAGE MUSEUM CANADIAN MUSEUM OF HISTORY MUSÉE CANADIEN DE L'HISTOIRE Canada

**THE LARGEST BBQ** OUT AT THE SPEEDWAY  
CELEBRATING CANADA DAY  
JUNE 28 TO JULY 1

RIMS AND RIBS  
GRAND BEND  
RIMSANDRIBS.CA

**SARNIA POP CULTURE SHOW**  
A ONE DAY, MULTI-GENRE, ALL-AGES CONVENTION

**SPCS**  
SARNIA POP CULTURE SHOW

SUNDAY, APRIL 14 10AM-6PM  
POINT EDWARD MEMORIAL ARENA

**SARNIA KINSMEN RIBFEST**  
1999-2024  
**25<sup>th</sup> ANNIVERSARY**

CARPENTERS LOCAL 1256 SARNIA CONSTRUCTION ASSOCIATION

**HARD OIL**  
MUSIC FESTIVAL  
**AUGUST 15-17**  
• Josh Moss • Tom Cochrane • Sam Roberts Band  
• Madeline Merlo • April Wine • Trouble Charger

TICKETS AVAILABLE AT PETROLIA150.COM

**BLUEWATER BORDERFEST**



**ALVINSTON PRO RODEO**  
JUNE 14-16, 2024

**TICKET** 041594 8194

TICKETS AVAILABLE AT OUR LOCATION **AUTOPART**  
1455 VENETIAN BLVD. POINT EDWARD

**GET THEM TODAY!**

TOURISM Sarnia-Lambton

**rev•el•ree**  
MUSIC FESTIVAL 2024  
PRESENTED BY **LiUNA!**

**2024 CANADIAN ELITE/U23 BOXING CHAMPIONSHIPS**  
NOVEMBER 20 - 23, 2024

Bouts are 1-4pm and 7-10pm daily

Tables Available:  
Email: info@bluewaterboxingclub.ca  
Phone: 519-331-2551

Held at the Royal Scots Academy  
2175 Wellington Street, Sarnia, Ontario, Canada

**BADGER** **LamSar**

# Major Event Hosting



# Monthly DOMESTIC STATS

Domestic Travel Data Overview as presented through Environics data Collection and Ontario's Southwest Tourism Corporation for stays within Sarnia-Lambton



## 137.3k Monthly Trips

**Top Month - AUG**

283,207 trips

### TOP 3 PROVINCES

<b>Ontario</b>	92.0%
<b>Quebec</b>	3.64%
<b>Alberta</b>	1.45%

### Top 5 Cities

Toronto, ON  
London, ON  
Brampton, ON  
Mississauga, ON  
Hamilton, ON

# Monthly USA STATS

United State Travel Data Overview as presented through Environics data Collection and Ontario's Southwest Tourism Corporation for stays within Sarnia-Lambton



## 8.1k Monthly Trips

16,875 trips

## TOP 3 States

<b>Michigan</b>	53.4%
<b>Ohio</b>	11.83%
<b>New York</b>	5.21%

## Top 5 Cities

Wayne County, MI  
St. Clair County, MI  
Oakland County, MI  
Macomb County, MI  
Lucas County, OH

# Overnight Stays

## Occupancy 2024 vs 2023

London	- 4.6%
Oxford	0.2%
<b>Sarnia-Lambton</b>	<b>9.3%</b>
Windsor	0.3%
Norfolk	-2.2%

## RevPAR 2024 vs 2023

Average Daily Rate by Occupancy Rate

London	- 0.0%
Oxford	10.7%
<b>Sarnia-Lambton</b>	<b>11.9%</b>
Windsor	4.1%
Norfolk	1.0%

## Revenue 2024 vs 2023

London	- 1.6%
Oxford	7.8%
<b>Sarnia-Lambton</b>	<b>10.0%</b>
Windsor	12.1%
Norfolk	1.6%

## 2024 Revenue - \$25,209,786



# 2025 Upcoming Initiatives



**ONTARIO'S  
BLUE COAST**  
LAMBTON COUNTY



**WINERIES** → 1-10




**BED & BREAKFAST** → 2-6




**GIFT SHOPS** → 1-3

partners  
in tourism






**TOURISM  
Sarnia-Lambton**  
Ontario, Canada



**Sports & Recreation**



Discoveries  
That Matter

1 800 265 0316  
tourismsarnialambton.com



The Bidding for Events



**Gift Certificates**



**Accepted Here**





**SEE YOU IN 2025!**

The Tourism Sarnia-Lambton Office and Visitor Centre will be closed December 29th - January 6th



**WINTER PASS**



## Travel Marketing and Promotion

PRODUCTS COMMERCIAL BRAND  
MARKETING ADVERTISERS SERVICE  
PROMOTION RESEARCH TELEVISION MOBILE  
PRODUCT INTERNET MEDIA  
BUSINESS CAMPAIGN SOCIAL MEDIA MESSAGES  
SPONSORSHIPS RADIO  
BRANDING INCENTIVES



**New Jobs & Tax Revenues**

**Increased Visitor Trips**



**TRAVEL  
PROMOTION'S  
VIRTUOUS  
CYCLE**



**Additional Visitor Spending**