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Tourism Windsor Essex & Workforce WindsorEssex Unveils First of Four Inspiring Videos on Careers in the Industry

Windsor, Ontario – Workforce WindsorEssex has partnered with Tourism Windsor Essex Pelee Island in producing a video series highlighting careers in the tourism and hospitality sectors across our region. The collaboration has brought together the region’s leader in workforce development with the destination’s marketing organization to create stories which will lure and motivate individuals to join the industry.

The videos showcase four local employers – Caesars Windsor, Colasanti’s Tropical Gardens, Wolfhead Distillery, and Pelee Wings Nature Store – and their employees who bring Windsor-Essex’s vibrant visitor economy to life – whether in food and beverage, accommodations, attractions, entertainment, or unique entrepreneurial ventures.

With our scenic waterfronts, rich cultural experiences, and thriving culinary and hospitality scene, Windsor-Essex stands out as a premier tourism destination. The tourism and hospitality industry is a key driver of economic growth, offering dynamic career paths for students, newcomers, and jobseekers looking to build their future in this exciting and rewarding sector.

Through firsthand accounts from industry professionals, these videos provide an inside look at the diverse opportunities available and highlight the passion and dedication of those working in the sector.

The videos will be featured through social media channels from both organizations, with plans to share them with local high schools, post-secondary institutions, and regional employment networks. By funding this initiative, Tourism Windsor Essex Pelee Island has made it possible to spotlight the people and businesses that make Windsor Essex a top destination. ApplerFilm, the videographer behind this series, was able to capture these stories with such amazing production values which enhance the quality of the content in each.

Quotes:

“There are scores of careers one can choose from within the tourism and hospitality industry. These videos help to illuminate potential employees on pathways they can consider. By being able to partner with Workforce WindsorEssex on this initiative, we will be able to prepare prospective jobseekers on the necessary skills, educational requirements, and opportunities that await them here in our destination. Each video offers insights on how to navigate through the industry and remain within it long-term. Our organization is delighted to have this video series come to fruition, as it acts as a catalyst in fulfilling industry demand.”

- *Gordon Orr, CEO, Tourism Windsor Essex Pelee Island*

<< Il existe une multitude de carrières dans l'industrie du tourisme et de l'hôtellerie. Ces vidéos aident à éclairer les employés potentiels sur les voies qu'ils peuvent envisager. En travaillant avec Workforce Windsor-Essex dans le cadre de cette initiative, nous serons en mesure de préparer les demandeurs d'emploi potentiels aux compétences nécessaires, aux exigences en matière d'éducation et aux



opportunités qui les attendent ici, dans notre destination. Chaque vidéo offre des aperçus de la manière de naviguer dans l'industrie et d'y rester à long terme. Notre organisation est ravie de voir cette série de vidéos se concrétiser, car elle sert de catalyseur pour répondre à la demande de l'industrie. >>

- *Gordon Orr, directeur général, Tourism Windsor Essex Pelee Island*

“Workforce WindsorEssex is proud to spotlight career opportunities in tourism and hospitality through this video series, showcasing why the industry is a rewarding long-term choice—especially here in Windsor-Essex. With a behind-the-scenes look at in-demand roles and what they require, we’re sharing the story of a vibrant, growing sector. We are so thankful to Tourism Windsor Essex Pelee Island for funding this initiative, which pairs fantastically with our Tourism and Hospitality in Windsor-Essex toolkit—a resource for employers, service providers, students, and jobseekers exploring local opportunities in the growing sector.”

- *Sarah Robson, Senior Project Communications and Events Lead, Workforce WindsorEssex*

<< Workforce Windsor-Essex est fier de mettre en lumière les possibilités de carrière dans le tourisme et l'hôtellerie grâce à cette série de vidéos, qui montre pourquoi l'industrie est un choix gratifiant à long terme - en particulier ici à Windsor-Essex. En jetant un regard en coulisses sur les postes les plus demandés et sur ce qu'ils exigent, nous partageons l'histoire d'un secteur dynamique et en pleine croissance. Nous sommes très reconnaissants à Tourism Windsor Essex Pelee Island de financer cette initiative, qui s'associe parfaitement à notre trousse d'outils sur le tourisme et l'accueil à Windsor-Essex - une ressource pour les employeurs, les fournisseurs de services, les étudiants et les demandeurs d'emploi qui explorent les possibilités locales dans ce secteur en plein essor. >>

- *Sarah Robson, responsable de la communication et des événements, Workforce Windsor-Essex*

Quick Facts/Links:

- The videos will be released weekly, and can be accessed at: <https://www.workforcewindsoressex.com/tourism-videos>
- Tourism and Hospitality in Windsor-Essex Toolkit can be accessed at: <https://www.workforcewindsoressex.com/tourism/>
- The sector is projected to grow 6% by 2029, according to Lightcast data.
- Top in-demand jobs for the sector include: Food Counter Attendants, Kitchen Helpers and Related Support Occupations; Cooks; Food Service Supervisors; Food and Beverage Servers; and Restaurant and Food Service Managers.
- [Workforce WindsorEssex](#) collects local job postings and apprenticeship postings from 50+ job boards and employer websites to better understand employer demand for talent and to simplify job search via our innovative job finding tools: [Job Board](#), [Job Map](#), and [Career Explorer](#).

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About Tourism Windsor Essex Pelee Island

Tourism Windsor Essex Pelee Island is the official Destination Marketing Organization (DMO) for the regional tourism industry. We are a not-for-profit organization that is dedicated to promoting and selling Windsor, Essex County and Pelee Island as a remarkable destination for tourist, convention goers and business travelers.

À propos de Tourism Windsor Essex Pelee Island

Tourism Windsor Essex Pelee Island est l'organisation officielle de marketing de destination (DMO) pour l'industrie touristique régionale. Nous sommes un organisme sans but lucratif qui se consacre à la promotion et à la vente de Windsor, du comté d'Essex et de l'Île Pelée en tant que destination remarquable pour les touristes, les congressistes et les voyageurs d'affaires
www.visitwindsoressex.com.

About Workforce WindsorEssex

Workforce WindsorEssex is a workforce and community development board whose mission is to lead regional employment and community planning for the development of a strong and sustainable workforce.

Workforce WindsorEssex is an experienced leader in the development of regional labour market tools, research, guides, and events that create positive change in the local labour market while saving others time and effort. These resources, created in close coordination with employment, education, and industry partners, are designed to help jobseekers, employers, students, and educators, as well as the community, make more informed labour market decisions using locally-responsive, data-rich, and unbiased resources. To learn more about Workforce WindsorEssex and view our tools and resources, visit www.workforcewindsoressex.com.

À propos de Workforce WindsorEssex:

Workforce WindsorEssex est une organisation à but non-lucratif dont sa mission est de diriger la planification de l'emploi et le développement communautaire avec l'objectif d'assurer une main-d'œuvre solide et durable.

Workforce WindsorEssex est leader expérimenté dans le développement d'outils, de recherches, de guides et d'événements sur le marché du travail créant des changements positifs qui font gagner de l'argent et du temps. Ces ressources, créées en coordination avec les partenaires en emploi, en éducation et en industrie, ont pour but d'aider les demandeurs d'emploi, les employeurs, les élèves, les éducateurs, et la communauté, à prendre des décisions plus informées sur le marché du travail en utilisant des outils impartiaux, riches en données et adaptés aux besoins locaux. Pour apprendre d'avantage de Workforce WindsorEssex, et pour engager avec nos outils et ressources, visitez www.workforcewindsoressex.com.