



5-Year Tourism Plan

- Presentation to County Council
- October 23, 2024

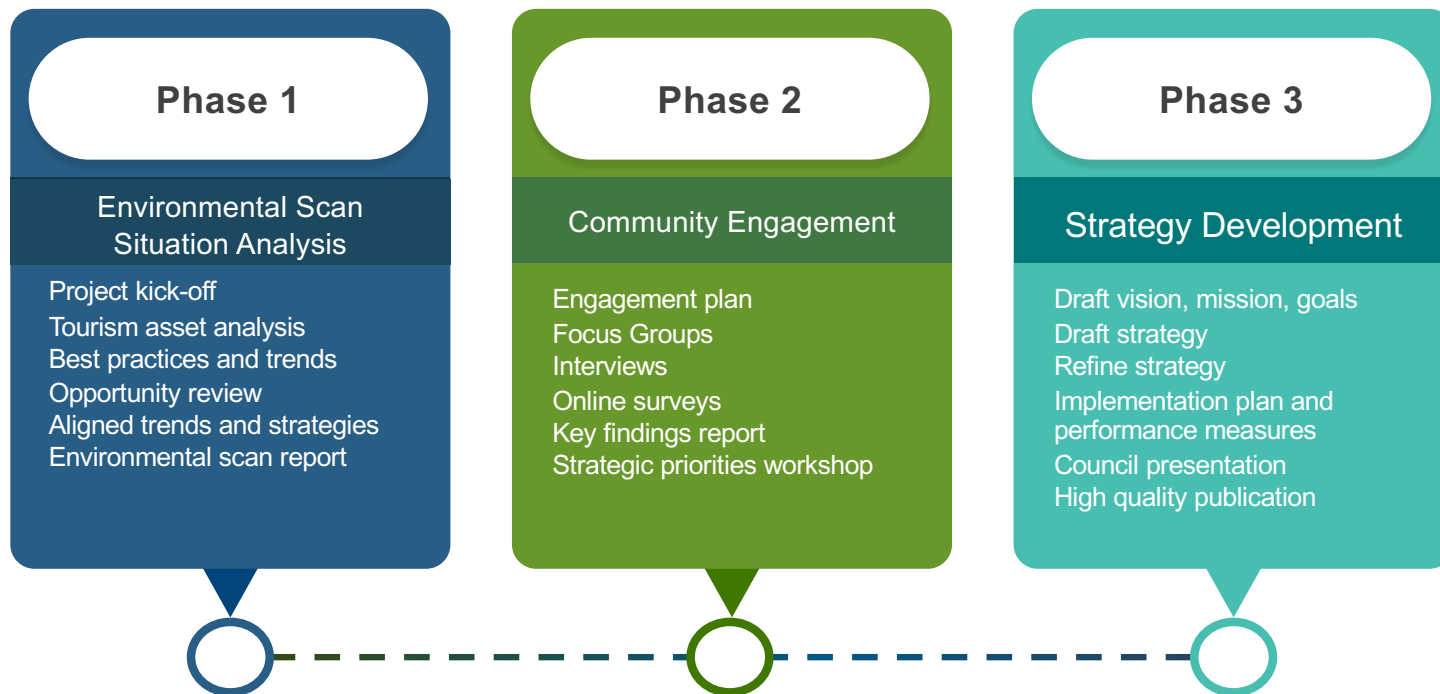


Project Objectives

- 5-year plan
- Guide tourism management, product development and marketing
- Build on community strengths, trends and opportunities
- Align with:
 - Oxford County Strategic Plan
 - Sustainable Tourism Plan
 - Ontario's Southwest Strategic Plan
 - Destination Ontario market research
 - Destination Canada's identified opportunities



Project Methodology



Economic Driver, Community Builder

- Brings **new money** & contributes to **tax base**
- **Diversifies** and **stabilizes** local economy
- Creates **jobs & business opportunities**
- Supports **community services & facilities** accessible to residents
- Promotes **civic pride**
- Encourages community **beautification, conservation & preservation** of natural, cultural & historic resources
- Contributes to overall **quality of life**



Tourism in Oxford County

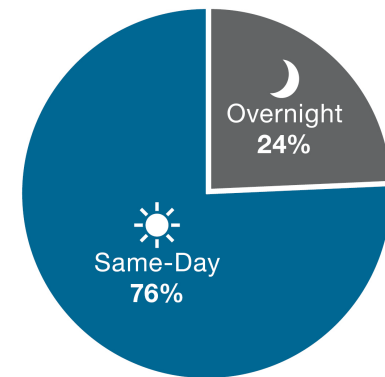
190 tourism businesses working with
Tourism Oxford (2024)

3,415 employed in tourism sector
(Tourism Data Collective 2021)

670,000 Canadian and US visitor trips
(Environics Analytics VisitorView 2023)

1.4 million nights
(Environics Analytics VisitorView 2023)

Length of Stay, Ontario Southwest, 2021



Average spend per same
day visitor
Ontario's Southwest, 2021



Average spend per person
per overnight visit
Ontario's Southwest, 2021



Key Themes Environmental Scan



Tourism
offering fit



Visiting friends
& relatives



Sustainability



Longer stays



Technology:
Inspiration and
enabler



Welcoming
visitor
experience



Workforce
development



Consultation: 472 touchpoints

Tourism Operators, community stakeholders, residents, municipal staff, elected officials



8

Tourism Planning
Committee members



2

Focus Groups,
36 participants



13

Interviews



3

Surveys
428 responses

Consultation Themes



Enhancing attractions and infrastructure



Collaboration



Marketing and promotion



Sustainability



Tourism readiness



Welcoming

5-Year Plan Elements



Vision
Mission

Goal & Objective
Goal & Objective
Goal & Objective
Goal & Objective

5
Goals & Objectives

Action
Action
Action
Action
Action
Action
Action
Action
Action
Action
Action
Action

45
Related Actions

Vision & Mission



Vision

A vibrant tourism destination that contributes to Oxford County's economic, social and environmental wellbeing.

The future state that Oxford County and its partners are working towards.



Mission

To build resiliency in the tourism sector in collaboration with residents, businesses and local government through:

- **Destination management:** Monitoring sector performance, driving strategy and delivering efficient and effective operations.
- **Product development:** Advancing unique, quality tourism offerings in a welcoming and supportive environment.
- **Marketing:** Marketing Oxford County with the right message at the right time to the right audience.

What Oxford County and its partners do and why.



Goals & Objectives

	Goal	Objective
1	Economic, social and environmental benefit	Tourism is an important contributor to the County's economy , environmental sustainability and overall well-being .
2	Resilient, thriving tourism industry	Tourism businesses have the data, tools, resources and coaching they need to thrive.
3	Compelling product offering	Oxford County's tourism offerings and experiences build on the unique character of the region, welcoming and delighting visitors year-round .
4	Effective marketing and promotion	Tourism Oxford's marketing and promotion program is effective, efficient and provides high-quality customer service .
5	Collaborative tourism network	Tourism partners are engaged and work collaboratively for their mutual benefit.





Goal 1: Economic, social and environmental benefit

Objective: Tourism is an important contributor to the County's economy, environmental sustainability and overall well-being.

1. Develop efficient **systems to measure, monitor and report** on:
 - a. The economic, social and environmental **impact of the tourism industry**.
 - b. Tourism **trends and research**, identifying high yield, low impact markets and product offerings with the greatest benefit to the County.
 - c. **Tourism impact on businesses, residents and visitors**, including over-tourism.
2. Demonstrate, foster and celebrate tourism development that supports **environmental sustainability and overall well-being** in Oxford County.
3. Celebrate **sustainability** achievements and provide resources for visitors to make their travel more sustainable.
4. Work with transit providers to increase visitor access and use **of alternative transportation** options.



Goal 2: Resilient, thriving tourism industry

Objective: Tourism businesses have the data, tools, resources and coaching they need to thrive.

1. Develop and implement a tourism **industry communication plan** that:
 - a. Provides easy access to **industry data** and resources for tourism partners.
 - b. Provides **training and updates** for tourism related businesses on tourism trends, consumer preferences and other relevant data.
 - c. Provides **municipal and county councils and staff** with annual updates on the impact of tourism in Oxford County.
 - d. Gathers feedback from **businesses** on **training opportunities and needs**.
2. Support tourism businesses and organizations with:
 - a. **Experiential tourism** training.
 - b. **Market readiness** and **customer service** training.
 - c. Marketing training and supports.
 - d. **Diversity, equity, inclusion** and **accessibility** training and certifications.



Goal 2: Resilient, thriving tourism industry Cont'd

Objective: Tourism businesses have the data, tools, resources and coaching they need to thrive.

3. Continue to implement the Oxford County destination **signage plan** including:
 - a. Working with municipalities to implement the **community hub signs**.
 - b. Installation of **itinerary and general visitor signage** at businesses.
 - c. Promoting the **provincial Tourism-Oriented Destination Signage (TODS)** wayfinding signage program in Oxford County.
4. Recognize and celebrate **excellent customer service** by tourism businesses.



Goal 3: Compelling product offering

Objective: Oxford County's tourism offerings and experiences build on the unique character of the region, welcoming and delighting visitors year-round.

1. Celebrate partners that invest in **sustainability, accessibility, Rainbow Registered** and other **DEI** programs and training.
2. Support the implementation of the **cycling and hiking trail master plan**, with **visitor-focused information**, including trail information including maps, distance, uses, grade, and etiquette.
3. Maintain the **tourism innovation grant partnership program**.
4. Expand **shoulder season** tourism product and collaborations.

Tourism Pillars

Primary Pillars

- Touring (Tour Oxford: Embrace our Rural Routes)
 - Experiences
 - Town and country diverse attractions
 - Cycling
- Culinary (Oxford County Cheese Trail & Oxford Fresh)

Secondary Pillars (focus on development)

- Green Tourism
- Outdoors (waterways, trails)





Goal 4: Effective marketing and promotion

Objective: Tourism Oxford's marketing and promotion is efficient, effective and provides high quality customer service.

1. Create a **new TourismOxford.ca website** with an integrated **Customer Relationship Management (CRM)** database, as outlined in the 2023 Technology Report.
2. Develop a new visiting friends and family (**VFR**) **ambassador program** to generate awareness, visitation and civic pride.
3. Celebrate **sustainability, DEI and local cultural stories** in Tourism Oxford marketing.
4. Continue to **educate tourism operators** on consumer segments and digital marketing.
5. Increase the number of engaged Tourism Oxford **email subscribers**.
6. Continue to target **key markets and desired high-yield visitor segments** identified through market research.
7. Partner with Ontario's Southwest and Destination Ontario in **U.S. targeted marketing activities**.



Goal 5: Collaborative tourism network

Objective: Tourism partners are engaged and work collaboratively for their mutual benefit.

1. **Meet** annually with **municipal and tourism partners** to share information, identify collaboration opportunities and support tourism development.
2. Continue to develop **Your Next Stop travel itineraries**, encouraging tourism operators to **promote complementary nearby attractions**.
3. Increase **business engagement** with Tourism Oxford staff through **networking** events and **technology enhancements**.
4. Provide **marketing incentives** for businesses to pilot **new collaboration and product development** ideas.

Next Steps

- Develop the implementation plan
- Establish performance measures
- Integrate into annual work planning

Tourism Planning Committee

Tourism Oxford

Project Lead: **Meredith Maywood**, Tourism Specialist

Karlee Slattery, Tourism Officer

Tourism Planning Committee

Jenn Boyar

Co-owner, Sixthirtynine Restaurant

Marja DeBoer-Marshall

Co-owner, Golspie Dairy

Alon Gurman

General Manager, Elmhurst Inn

Kerry Jarvi

Downtown Development Officer, City of Woodstock

Melanie Jaycock

Willow Lake Campground and RV Park

Matthew Lloyd

Curatorial Administrator, Norwich and District. Historical Society

Meghan & John Snyder

Co-owners, Snyders Family Farm

Tabitha Verbuyst

Executive Director and Curator, Stations Arts Centre

Joanne Wolnik

Executive Director, Ontario's Southwest



Thank you



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