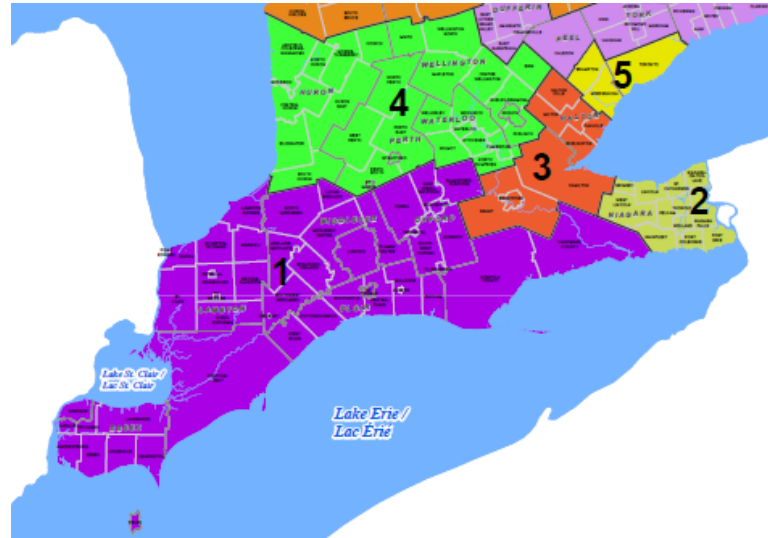




Tourism Oxford

Our rural roots are showing

Our Role In the Big Picture



An aerial photograph of a pond surrounded by dense green trees. The water is a vibrant green, and the surrounding foliage is lush and green. In the center of the pond, there is a small, white, cross-shaped platform made of many small, white, square tiles, resembling a chessboard. A person is sitting on the platform. The text "DMO: What we do" is overlaid on the left side of the image.

DMO: What we do

Business Support
Marketing
Management

A man with a beard and a black beanie stands in a field of lush green plants, possibly tobacco, under a dramatic, cloudy sky. He is wearing a blue short-sleeved button-down shirt and blue jeans. The field is filled with rows of green plants, and the sky is filled with large, dark, and light clouds. In the background, there are trees and a utility pole.

Oxford's DNA

Environment

People

Traditions

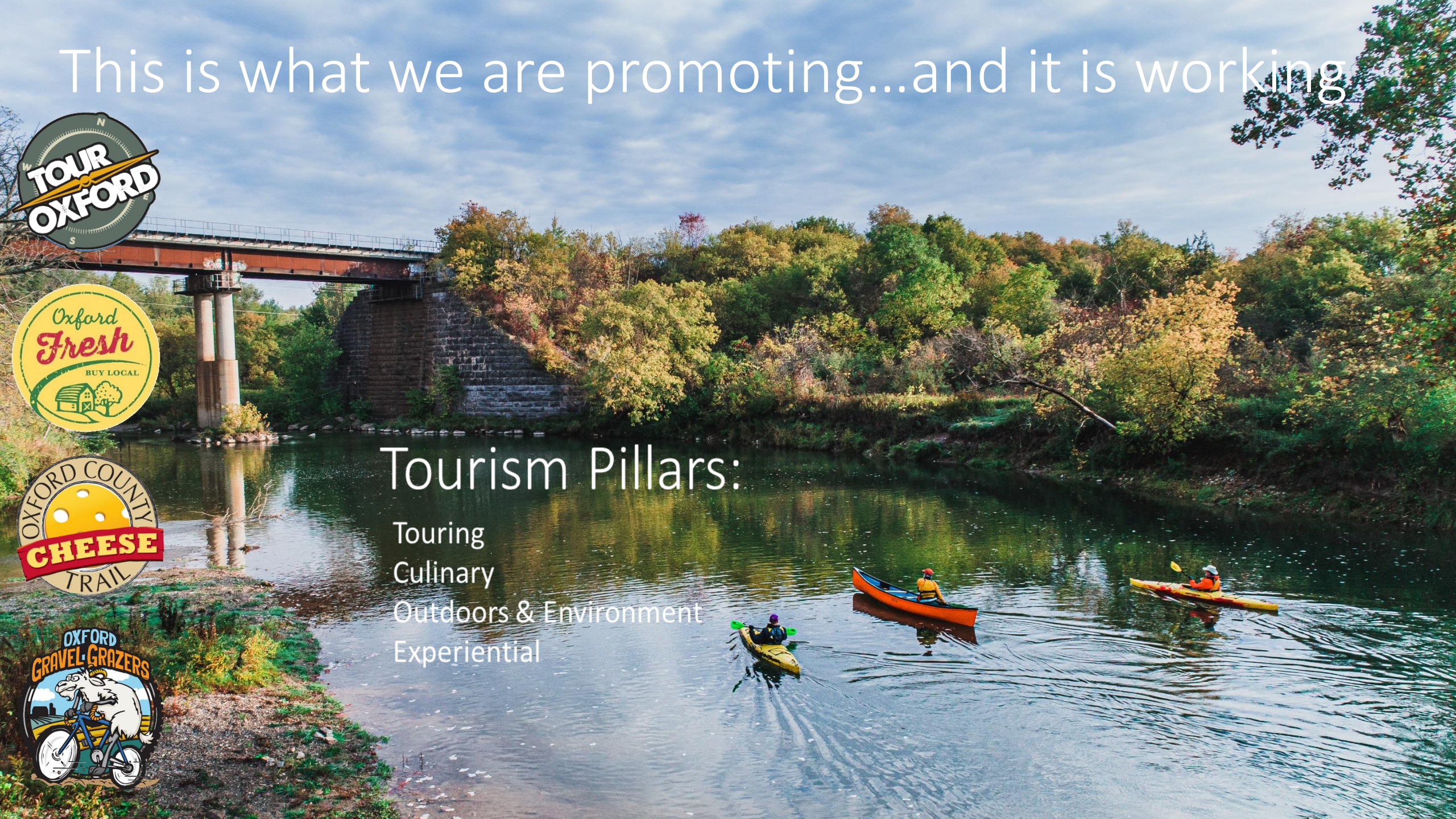
Inspire us to do what we do

This is what we are promoting...and it is working



Tourism Pillars:

Touring
Culinary
Outdoors & Environment
Experiential



Experiential Tourism

- Celebrates authentic Oxford
- Transformative
- Small groups
- High yield

www.TourismOxford.ca/Experiences



12 Experiences and Counting

www.TourismOxford.ca/Experiences



Truffle Camp



Tree to Table



Sunset Campfires



Picnics in the Patch



Flower Arranging



Chef's Table



Affinage 101



Brewed Exploration



Churn Back Time



Coffee Roasting Lab

As a county we have a lot to be proud of

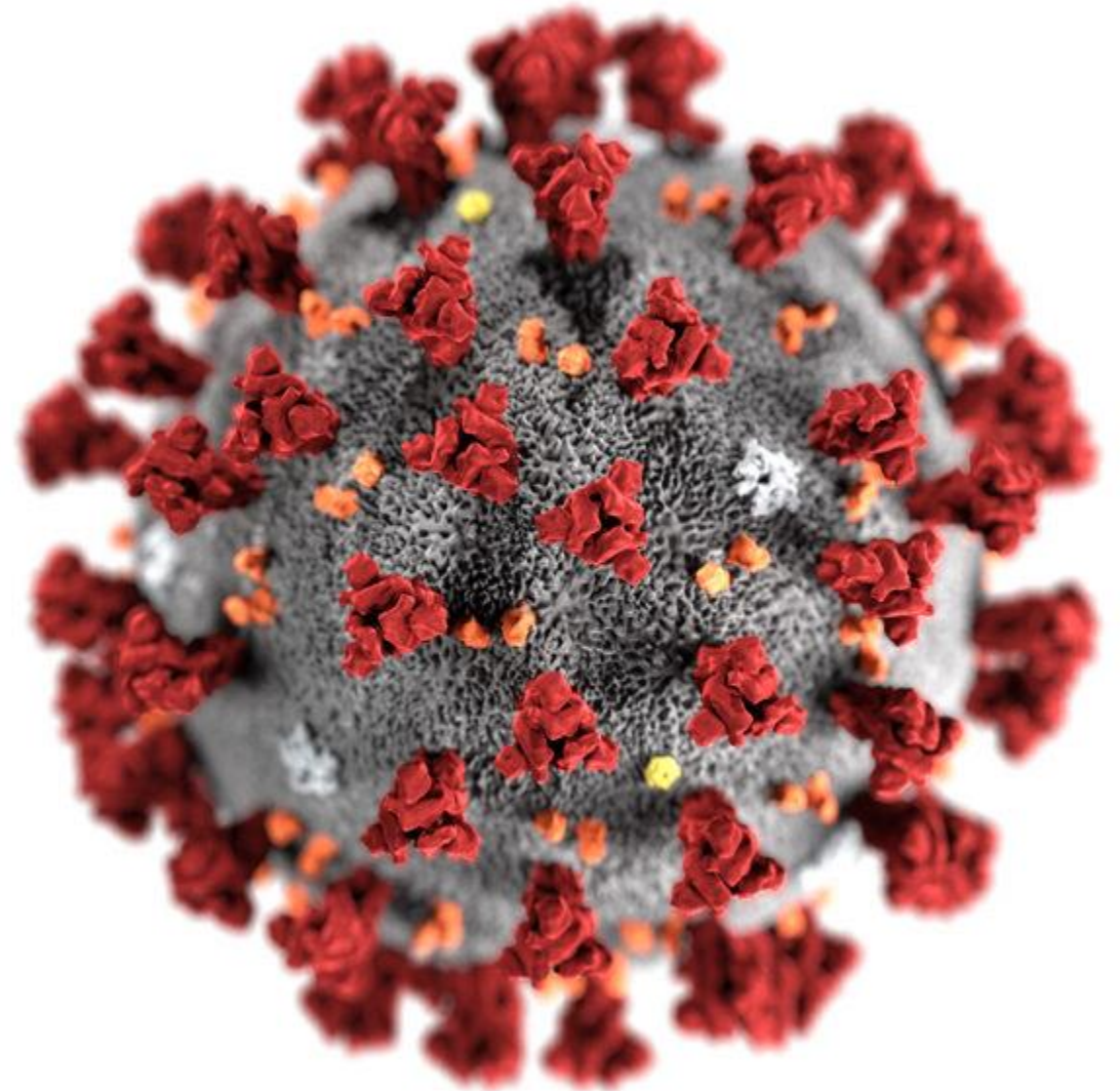


COVID - Impact

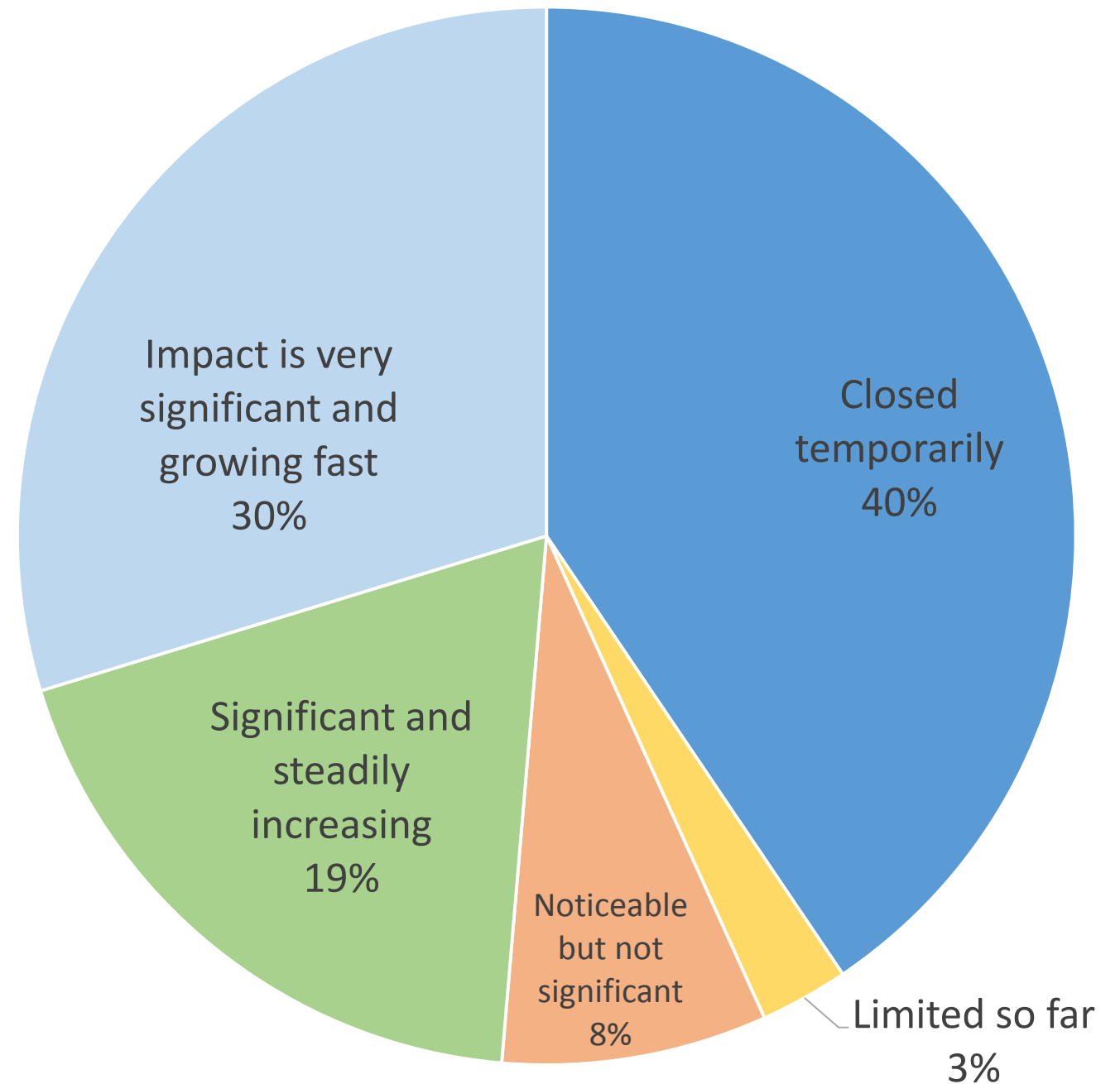
The first sector impacted financially.

Cancellations in weeks leading up to shut down

Expected to be the last sector to recover

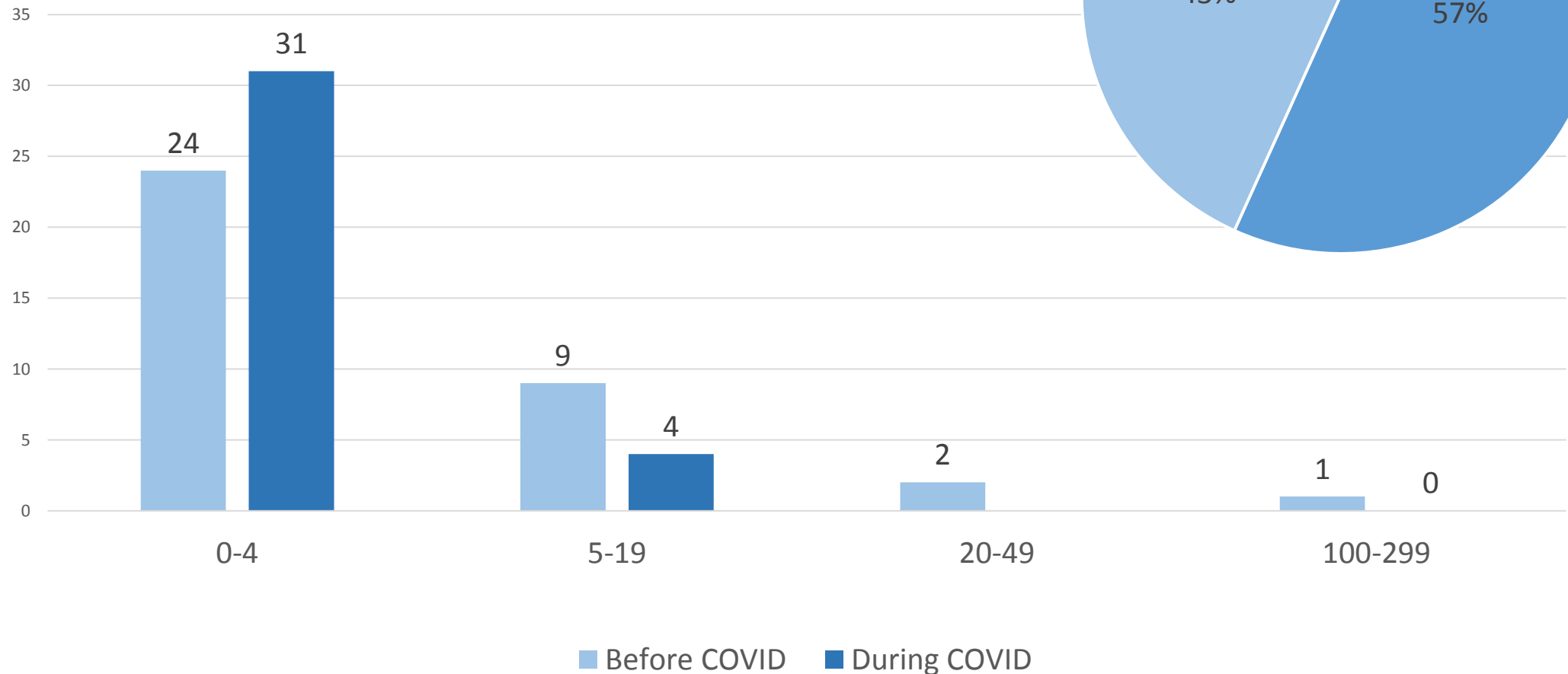


Oxford: May 2020, Impact of COVID-19 on Tourism



Source: May 2020 Warden's Caucus Survey. Filtered for Oxford Sectors: Hospitality, Tourism, Arts & Select Retail N=37)

Oxford: May 2020 Change in Employment



Source: May 2020 Warden's Caucus Survey. Filtered for Oxford Sectors: Hospitality, Tourism, Arts & Select Retail N=37)



Looking Forward

March 2021 Business Survey

- 97% had to make investments to adapt
- 51% reduced workforce
- 68% reduced inventory, hours, services
- 34% cancelled planned expansion
- 61% respondents had a sales decrease of 25% or more
- 71% had fewer visitors
- 71% are in a better position to address challenges of COVID-19



COVID-19 Strategy

- Immediate need
- Long term plan





supportingoxford @findmio

@findmio is an ethical accessory company selling their handmade products via their online store. Learn what inspires Silvia to design and create these beautiful pieces.

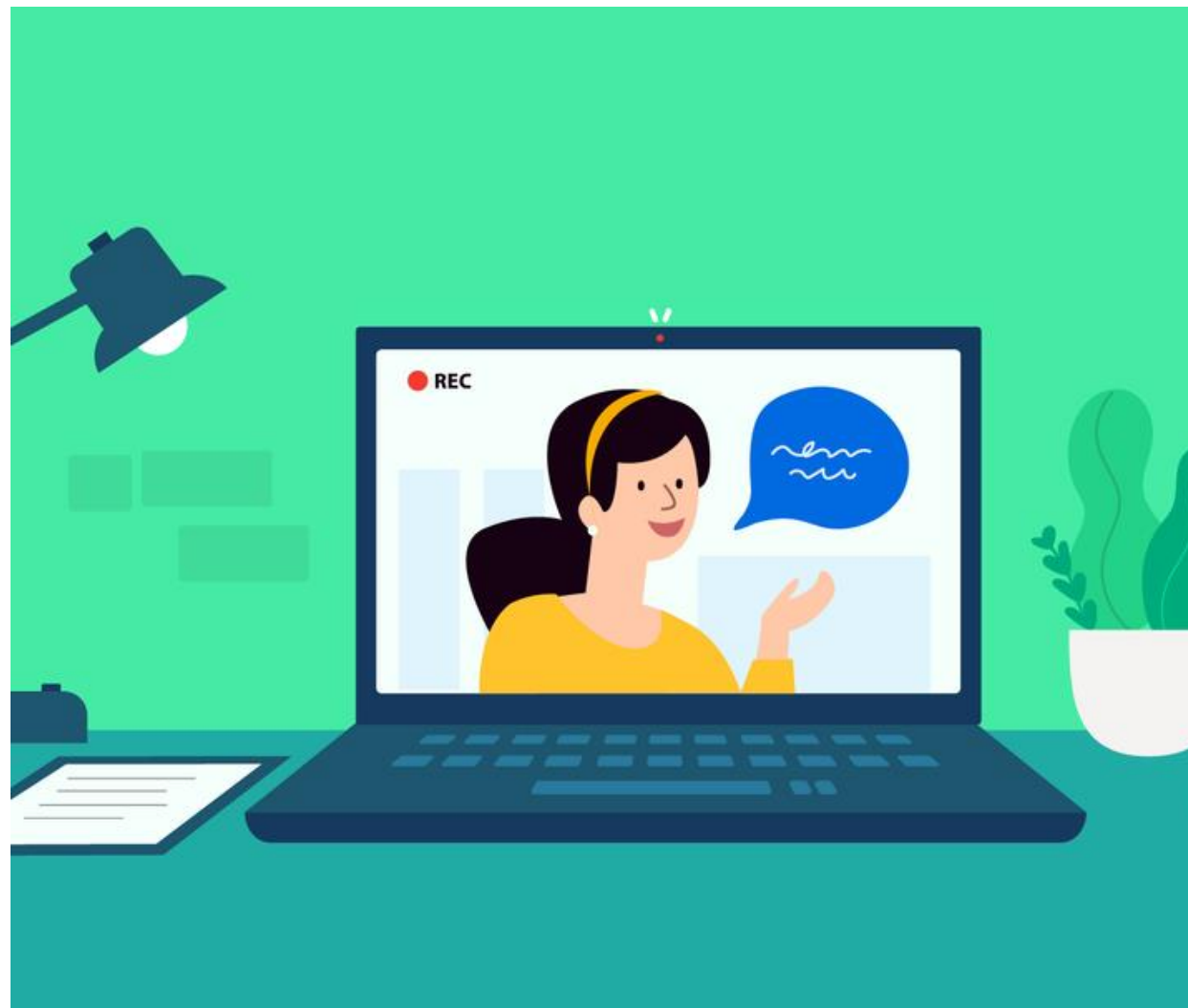
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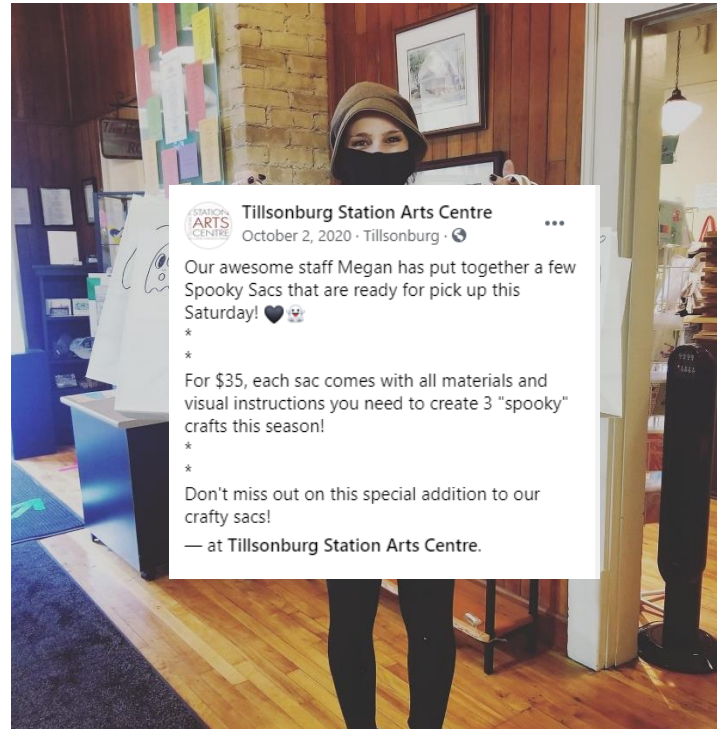
200+ session registrations



Information Sharing & Learning



Proud Moments



TourismOxford

Our rural roots are showing

Let's get one thing straight: we do not have to physically distance from local food and that is amazing news. 🥕
Not only does eating local during COVID-19 mean that you can support your local farmers, but it also means that you can have delicious food delivered right to your doorstep. Check out this recent blog post and get the scoop on what [Oxford Fresh](#) producers are delivering!



TOURISMOXFORD.CA

Groceries to Your Door: Oxford Fresh Partners Doing Deliveries

Uplift Community



tourismoxford When the COVID-19 pandemic hit Ontario, Carl and Andrea of Blue Cow Delivery/ [@greenerpasturesecofarm](#) were in the middle of a big move to a farm just outside Woodstock. Within the first week of closures, Carl and Andrea lost 15-20% of their business from cancelled school milk programs and commercial clients. 🐮 Fortunately, according to Andrea though, things flipped a week later with an explosion of support from the community who hopped on the opportunity to have fresh groceries from Blue Cow Delivery brought right to their door. 🥕 🥬 🥦

Planning for the future: COVID-19 Recovery Recommendations

developed by the following partners:



COMMUNITY
EMPLOYMENT
SERVICES



Research:

- Oxford County Data
- Global & Provincial Research
- Surveys & consultation

Sector Consultation:

- Oxford County Economic Development Survey
- Consultations & interviews with Oxford tourism business
- Outreach to provincial organizations

COVID-19 Recovery

Short-term Goal:

Tourism businesses that are viable now and in the future while also supporting community togetherness.

Long-term Goal:

A thriving Oxford Tourism industry that rebounds in a socially responsible manner while developing new opportunities to grow tourism in the region.



Funding Opportunities & Partnerships

- Regional Relief Recovery Fund
- Business grants
- Collaborations
 - SWOTC
 - Community Futures Oxford
 - Rural Oxford
 - Oxford Connections



COVID-19 Response

Safe Travel

- Consumer education
- Business training

**Safe
travels**

by

**WORLD
TRAVEL &
TOURISM
COUNCIL**

tiao)))
Tourism Industry
Association of Ontario



DISCOVER YOUR LOCAL

TourismOxford.ca

COVID-19 Response

Marketing message and audience

- Timely & relevant
- Outdoors and bubble activities
- Hyperlocal



COVID-19 Response

Marketing message and audience

- Creative
- Tone & timing



Marketing

Oxford Fresh
Published by Gabrielle Rose · May 25, 2020 ·

Fresh, local food is right at your fingertips. Read on for the 411 on local food in Oxford County.



OXFORDFRESH.CA
Local markets to support right now.
A list of markets you can support right now in Ox...

[Learn More](#)

325 33 Comments 50 Shares

Supporting Oxford
Published by Gabrielle Rose · April 28, 2020 ·


Discover local businesses offering delivery and curbside pick-up that are ready to serve you in Oxford County.



SUPPORTING OXFORD

Tourism Oxford
Published by Gabrielle Rose · August 11, 2020 ·

Loads of Oxford restaurants, pubs and cafes have opened their patios for the summer. Enjoy the sun on one of many!



TOURISMOXFORD.CA
Soak in the Sun on a Patio This Summer
Tourism Oxford ~ Oxford County Ontario, Canad...

[Learn More](#)

2021: Visitor Services

Signage

- Spring 2021, cheese trail
- 2021-2022 county wide





2021 Partnerships

“The interest for our chocolate products has increased exponentially thanks to our enhanced website profile on the Tourism Oxford website.” Phillippe Lehner, Habitual Chocolate

“Tourism Oxford has been an integral part of our business since day one. They have championed promotion of our cheeses and events that we hold and always have a wealth of creative ideas to help put some excitement into our business! We are deeply grateful to their team and specifically on their outstanding work on The Cheese Trail, Oxford Fresh map program and our laneway signage. We look forward to continuing our positive relationship into the future.” Colleen & Shep Gunn’s Hill Artisan Cheese



2021 Rural Routes Collaborations

“Organizing a Rural Routes tour seemed daunting but we felt 100% supported. The team at Oxford Tourism offered us guidance, insight, and constructive feedback from beginning to end.” Wendy Colcuc, Co-Owner – Berrylicious Fruit Farm

Honey meets Blueberries meets Cheese

Sample, tour & learn for Free!
1 Saturday, 3 local flavours
Saturday August 11th, 9 a.m. to 4 p.m.

Fun for the Family!

445172 Gunn's Hill Rd, Woodstock 519-424-4024
Gunn's Hill Artisan Cheese
Sample Brie with honey & blueberries
Tours (11 am & 3 pm) www.gunnshillcheese.ca

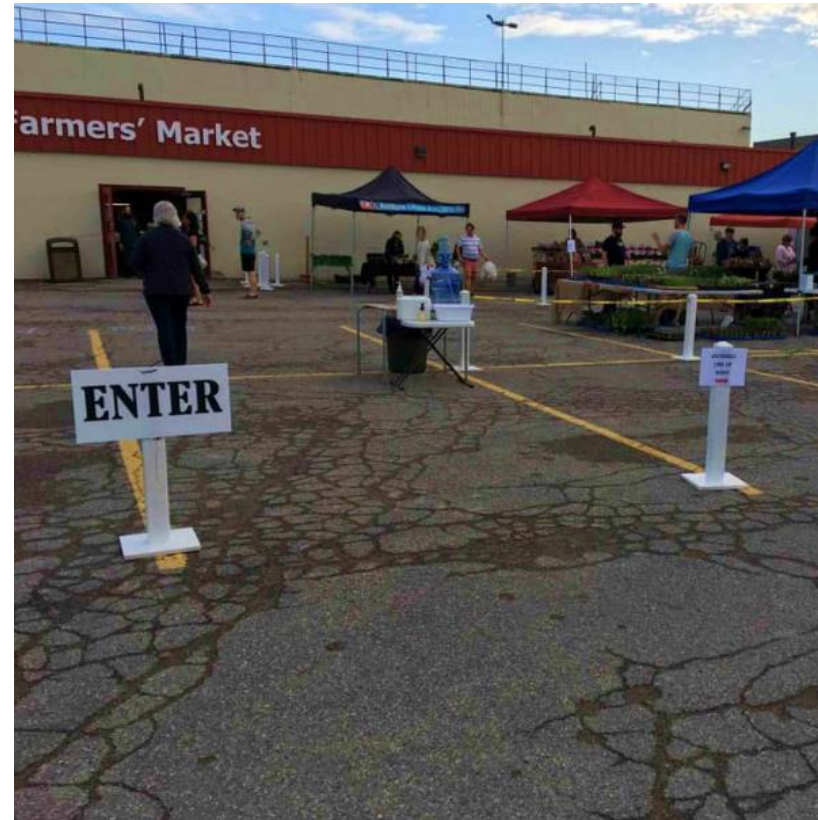
384954 Salford Rd, Burgessville 519-550-1096
Oxford Honey
Honey sampling
Bee-keeping demonstrations
Tours (9am-4pm) www.oxfordhoney.ca

425533 Substation Rd, Burgessville 519-424-3147
Berrylicious
Blueberry sampling
Pick your own
Berry benefits debrief
Tours (10 am & 2 pm)
www.berryliciousfruit.ca

Oxford Fresh
BUY LOCAL

Oxford Fresh Agricultural Tour 2018

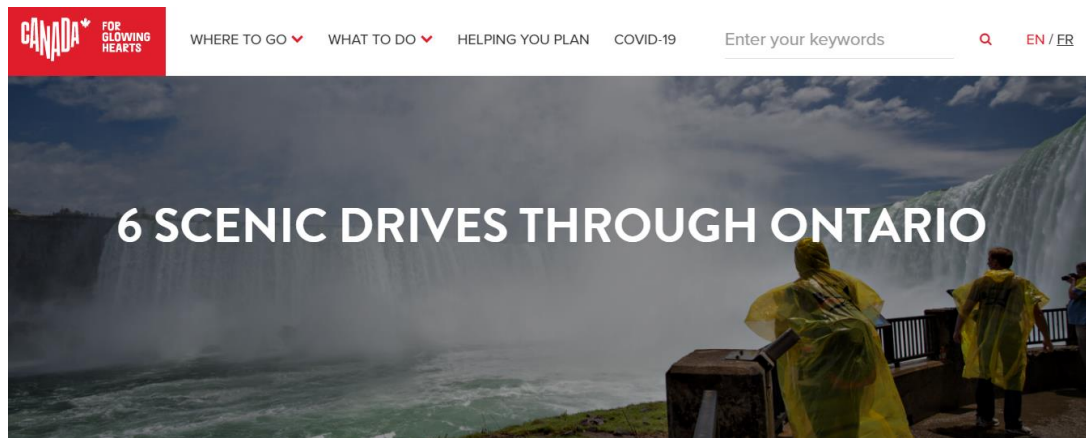




INGERSOLL
CHEESE FACTORY
MUSEUM

Proud moments





Proud moments

From Otterville to Tillsonburg Ontario: Surprising Gems of Southwest Ontario

Published: September 8, 2020 - Last updated: September 14, 2020 • By: Lauren

Blog, Canada, Ecotourism, Kind Travel, Ontario, Small Town Guides, Southwest Ontario, Sustainability, Travel Guides



Proud moments





Jeanne Turner



Gabrielle Mueller



Meredith Maywood



Thank you & Stay Social

Industry Website

www.OxfordCounty.ca/TourismPartnersResources (handouts, training, newsletter)
[Read our 2020 highlights](#)

Consumer:

www.TourismOxford.ca

Facebook – Instagram – Twitter – YouTube