



# Tourism Oxford

*Our rural roots are showing*



**EMBRACE OUR  
RURAL ROUTES.**



[Click to open video in Youtube](#)



# Tourism Impact

1 million visits

\$53.8 million visitor spending

*(Ontario statistics, 2016)*





# Business Reliance on Visitors

- 38% rely on visitors for 26-50% of their business
- 11% rely on visitors for 51-100% of their business

(Sept 2021 Tourism Oxford Survey N-50)





# Business Challenges

- COVID Regulations (31%)
- Staffing (23%)
- Consumer habits (13%)
- Supply (11%)
- Inflation (6%)
- Location (5%)
- Other (11%)

(Sept 2021 Tourism Oxford Survey N-50)





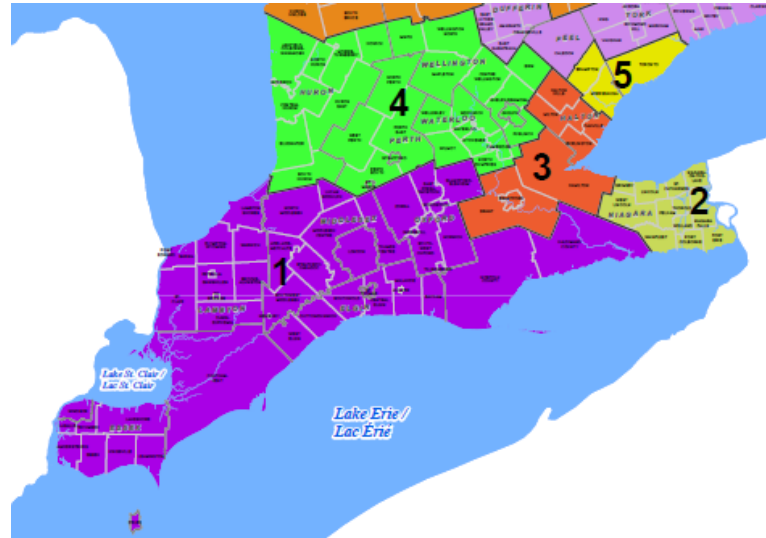
# Tourism Opportunities

- Outdoor & open spaces
- Smaller crowds
- Experiences





# Our Role In the Big Picture





# Success Through Partnership

- Oxford
  - 200+ Businesses partners
  - Community Futures Oxford
  - Oxford municipalities
- Regional:
  - SWOTC (Southwestern Ontario Tourism Corporation, aka Ontario's Southwest)
- Provincial:
  - Culinary Tourism Alliance
  - Destination Ontario
  - Tourism Industry Association of Ontario (TIAO)





# Our Focus





# Our actions

- Management
- Business Support
- Collaboration
- Marketing





# Management

- Partnership opportunities
- Website structure
- Visitor signage
- Responsive marketing
- Speaking engagements
- Diversity Equity & Inclusion (DEI)





# Business Support

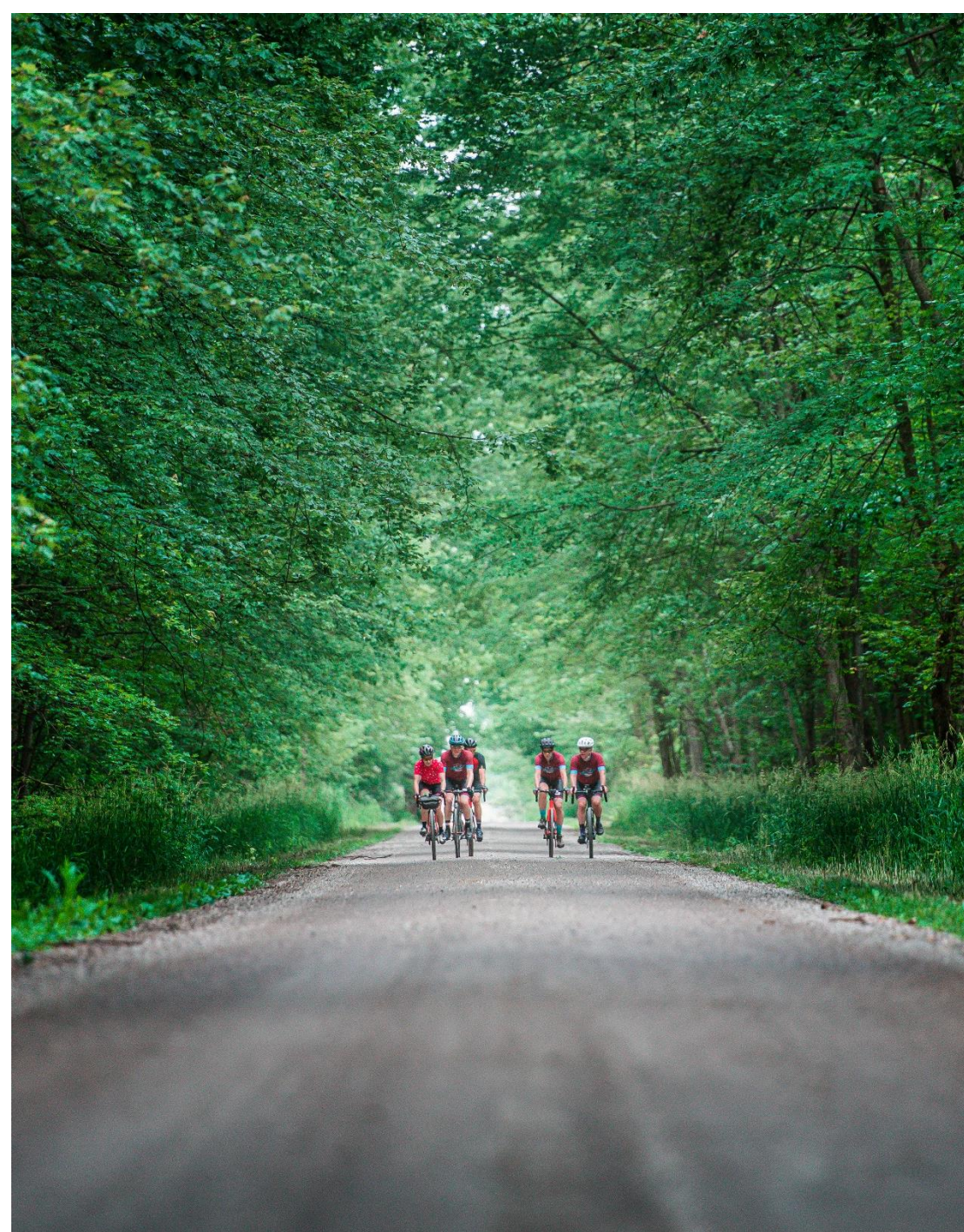
- New visitor experiences
  - Harvest Brunch
  - Soap and Solace
  - Udderly Ridiculous Farm Life
- 1 New tour operator
- 5 Rural Routes Partnerships
- Business training/resources





# Photography & Video

- 9 photo sessions
  - SWOTC
  - Ontario Creates
  - 4 SWOTC, Destination Ontario, Destination Canada
- 35 Videos
  - 7 SWOTC & Business Partnership
  - 29 Rural Oxford Videos





# Marketing Results

- 2,711,000 digital impressions  
(Sept 2021)





# Marketing Results

- 20 Media stories
  - 2 National coverage
  - 10 earned media
  - 9 SWOTC partnerships

» TORONTO STAR «

FOOD&DRINK

Parenting  
ToGo

DOBBERNATION  
LOVES

ON City  
CHINTV





# Investment & growth





# Slow Return of Events

- 1909 Culinary Academy
- Embro Fair
- Harvard Fly Days
- ITOPA
- Outdoor Farm Show special events
- Snyders Family Farm
- Station Arts Centre Classes
- Woodstock Museum





# Business Perspective





# Meghan Snyder



**Snyder's**  
**FARM**



**Fear Farm**.ca