



Oxford Tourism

Embrace our rural routes

February, 2026

Importance of Tourism

- Helps diversify local economies, especially when traditional industries are in decline.
- Businesses gain income from direct sales of homegrown and locally made products, keeping money circulating in the economy.
- Community engagement in tourism can build local pride and strengthen social cohesion as residents share their stories and traditions with visitors.
- Value of cultural and natural assets extends beyond resident quality of life offering spin-off economic benefits.
- Introduces visitors to communities and the opportunities available.

Destination Canada

“Tourism is an economic powerhouse and Canada’s second-largest service export—driving trade, attracting global customers, and creating prosperity in every region. It strengthens the economy, supports community infrastructure, and builds the Canada we want for future generations.”
Destination Canada” [source](#)

Canadian Federation of Independent Businesses

Tourism is a big deal in Canada, especially for small and mid-sized businesses. Tourism businesses represent about 6% of all businesses in Canada and 99.9% of them are small and medium-sized firms. Tourism businesses employ about 10% of all working Canadians, and account for over 2% of GDP². [source](#)

Tourism trends (Skyscanner, 2026)

- Travel will become more curated, grounded and uniquely personal
- Price, is still a factor and travellers are continuing to spend carefully
- Multi-generational travel is on the rise
- Travel demand continues its shift towards more conscientious choices

Canadian Travellers (Destination Canada)

- Canadians over-index in terms of being motivated to travel by a desire for novelty & authenticity, as well as fun
- Travel is a way to connect with loved ones
- They like friendly accepting destinations with access to nature
- Several key visitor segments over index (more than the average) for responsible travel.



Visitation 2025 vs 2024

1,380,700 Trips (Canada and US)

+15.8% (Canada), **+0.22%** (US)

Canada

Trips (YTD)

1,350.6K

Prior year: 1,166.3K (+15.8%)

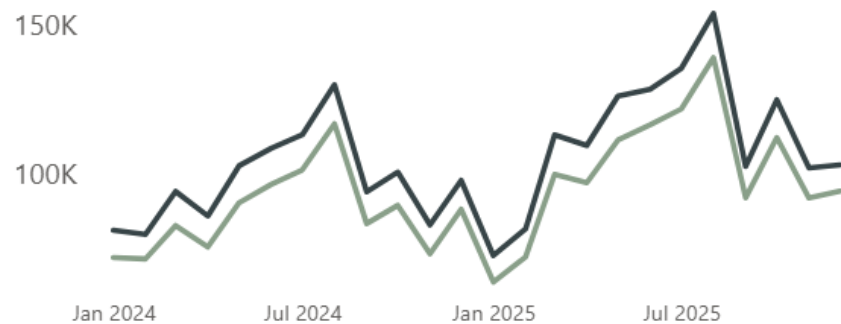
Nights (YTD)

1,823.3K

Prior year: 1,701.3K (+7.2%)

Monthly Visitors & Trips

● Trips ● Visitors



US Trips

Trips (YTD)

30.1K

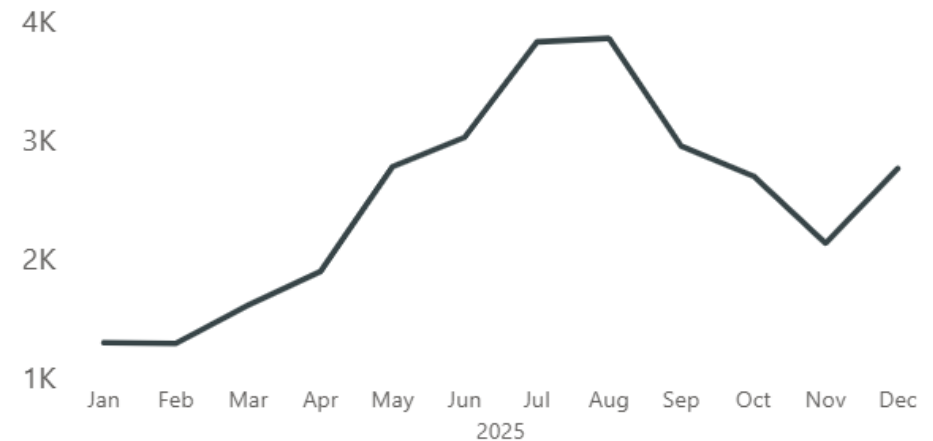
Prior Year: 30.0K (+0.22%)

Nights (YTD)

91.3K

Prior Year: 94.3K (-3.16%)

Trips



Source: Visitor View through Ontario's Southwest and Symphony Tourism Services

Trips: Travellers who spend one or more nights in the destination, regardless of the number of visits, over a measured time period.

Nights: Total number of nights stayed in the destination over a measured period

Oxford products

- Tour Oxford
 - [Your Next Stop](#)
 - [Cycling](#)
 - Handcrafted Routes (new 2026)
- [Experiential tourism](#)
- [Wellness and outdoors](#)
- Culinary
 - [Oxford Fresh](#)
 - [Oxford County Cheese Trail](#)



Oxford 5-Year Tourism Plan

Vision

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

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.

2025 Destination Management

Monitoring sector performance, driving strategy and delivering efficient and effective operations.

- \$55,000 investment in partnerships resulted in \$209,000 of partnership activities and grants.
- New TourismOxford.ca website and business extranet
- Completed the FedDev Ontario Tourism Growth Program



2025 Product Development

Advancing unique, quality tourism offerings in a welcoming and supportive environment.

- Your Next Stop
 - 6 routes, 49 new collaborators
- Training & networking events
 - 331 event registrations
- Oxford Tourism Innovation Grant
 - 3 funding partners
 - 3 recipients



2025 Marketing

Marketing Oxford County with the right message at the right time to the right audience.

- Entered a US marketing partnership
- 29 Media stories
- 7,415,178 marketing impressions
- Launched **TOUR OXFORD** campaign



**IT'S RIGHT
AROUND THE
CORNER.**



**HAPPINESS IS
HOMEGROWN.**



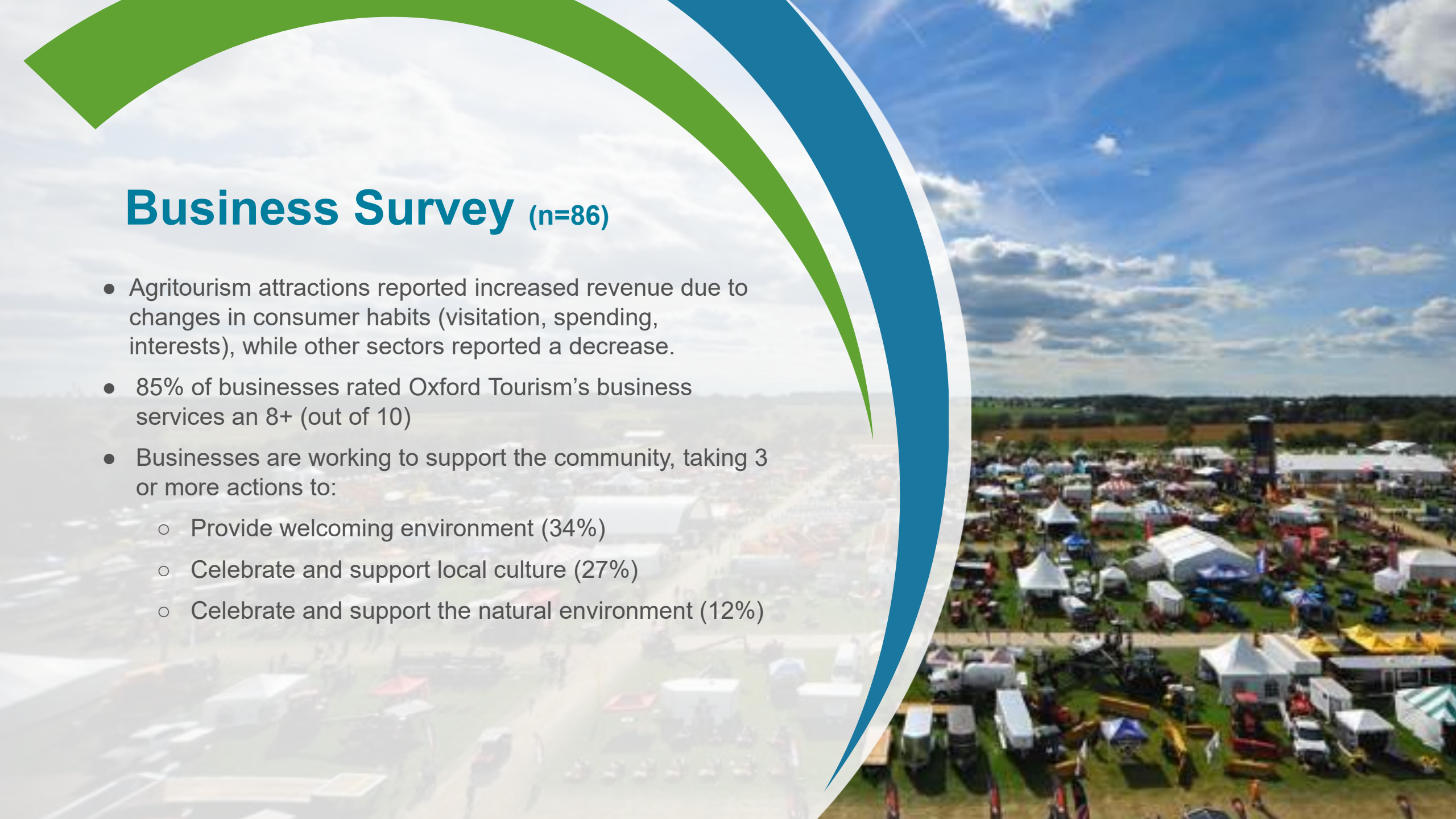
**LIVE.
LOVE.
LOCAL.**



**EMBRACE
OUR PLACE.**

Business Survey (n=86)

- Agritourism attractions reported increased revenue due to changes in consumer habits (visitation, spending, interests), while other sectors reported a decrease.
- 85% of businesses rated Oxford Tourism's business services an 8+ (out of 10)
- Businesses are working to support the community, taking 3 or more actions to:
 - Provide welcoming environment (34%)
 - Celebrate and support local culture (27%)
 - Celebrate and support the natural environment (12%)



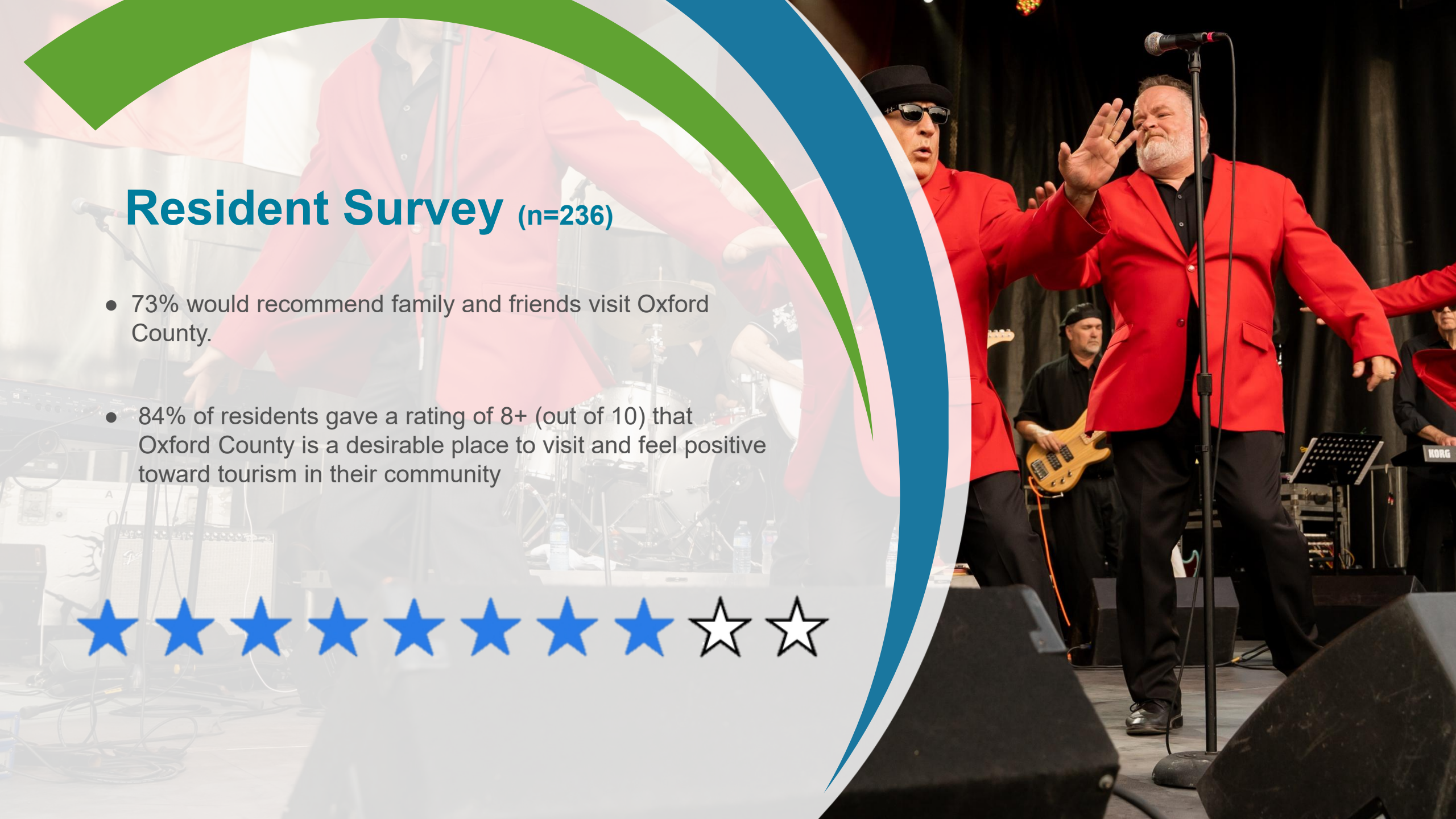
Visitor Survey (n=95)

- September- October (62%) and July-August (54%) were the most frequently chosen months to visit
- 88% are likely to return;
- 83% are likely to recommend to family or friends visit
- 77% of visitors gave a score of 8+ (out of 10) to the importance of having a positive impact on destinations they visit (support small business, sustainability, diversity, equity and inclusion)



Resident Survey (n=236)

- 73% would recommend family and friends visit Oxford County.
- 84% of residents gave a rating of 8+ (out of 10) that Oxford County is a desirable place to visit and feel positive toward tourism in their community



2026 Business Plan

- Discover Your Roots Genealogy Tourism
- Sustainable Travel
- Handcrafted Routes





Handcrafted Routes

A tourism route to appreciate, create and be inspired by the past and present handcrafted culture in Oxford County.

- Museums & historic sites
- Artisans
- Galleries
- Retailers of supplies
- Retreats, classes & events



Working Together

Oxford Tourism is eager to work with municipalities

Data sharing

Business outreach

Partnerships

Investing in vibrant communities



Embrace our rural routes

Questions

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Oxford County

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www.oxfordcounty.ca/tourism (industry resources)

www.TourismOxford.ca (public website)

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