



Partnership Opportunities

Tourism  **Oxford**

Our rural roots are showing

WOODSTOCK | TILLSONBURG | INGERSOLL | NORWICH | ZORRA
SOUTH-WEST OXFORD | BLANDFORD-BLENHEIM | EAST ZORRA-TAVISTOCK

Tourism Oxford offers a variety of partnership opportunities for local tourism businesses and organizations looking to increase their reach and engage audiences. Businesses that meet program criteria, developed through research and consultation with the tourism industry, can participate in a variety of marketing activities, highlighted in this document. View tourism business categories and program criteria in the [Application Form](#).

The goal of criteria programs is to support more businesses in meeting the needs of tourists while ensuring a quality visitor experience. If businesses do not meet the program criteria they are encouraged to visit OxfordCounty.ca/TourismPartners. Here they will find training, resources and contact information for support in becoming market-ready.

The free website listing program, new in 2021, provides opportunity for more new and growing businesses to participate, while allowing those who can contribute to broader marketing campaigns to collaborate on other joint marketing opportunities. Read on for tourism opportunities and the benefits of partnering with Tourism Oxford.

Meredith Maywood
*Tourism Specialist
 County of Oxford*

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The Role of Tourism Oxford

Tourism Oxford is the Destination Management Organization (DMO) for Oxford County and serves two primary roles:

1. Supporting the development, management and enhancement of tourism products.

- Providing businesses with learning opportunities and resources to help grow their tourism business.
- Sustainable tourism growth and green tourism practices.
- Researching tourism trends and monitor tourism statistics for Oxford County.
- Fostering collaboration on various projects and tourism product development.
- Coaching businesses to achieve tourism market-readiness.

2. Marketing Oxford County as a tourism destination.

Our primary marketing activities are:

- **Destination Website:** ongoing development and promotion of the destination website www.tourismoxford.ca
- **Advertising:** year-round advertising (digital, print, other)
- **Social Media:** ongoing management of a range of social media channels
- **Database Marketing:** year-round email database acquisition activities and email marketing campaigns
- **Print Collateral:** development and distribution of a range of printed promotional materials
- **Collaborative Marketing Programs:** development and execution of a range of collaborative marketing programs which leverage available funding from Regional and Provincial tourism organizations and, cooperative partnerships with local tourism operators to leverage investments around themed product offerings (including Oxford County Cheese Trail, Embrace Our Rural Roots, Oxford Fresh)
- **Visual Assets:** ongoing development of photography and video assets used to market the destination
- **Travel Media:** Coordination of travel media visits and media coverage
- **Signage:** destination and attraction signage programs

Why Partner with Tourism Oxford?

Tourism Oxford's work of marketing the County as a tourism destination includes a variety of partnership opportunities for local businesses and organizations as outlined in this booklet. Benefits of partnership with Tourism Oxford include:

Reduced Costs – through cooperative and shared advertising campaigns, access to regional and provincial funding and leveraging Tourism Oxford's overarching marketing investments

Increased Reach – we provide access to markets you might otherwise not be able to afford, and your partnership helps extend the reach of our campaigns as well!

Engaged Audiences – access to our engaged audience of over 20,000 consumers via our social media and email subscriber databases

Respected Brand – alignment with Tourism Oxford's brand provides a competitive advantage and marketing exposure through our consumer website

When we work together, plan together and market together, we all succeed.

Please refer to the [Tourism Oxford Partnership Application Form](#) for general participation criteria, tourism categories and eligibility requirements.

Tourism Oxford Website

Tourism Oxford's consumer website is the cornerstone of our marketing activities. In 2021 www.tourismoxford.ca had over 157,000 visits and almost 367,000 pageviews. Take advantage of the opportunity to reach consumers planning their trip to Oxford County as well as in-market visitors who use the website as a guide during their visit.

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

Phillip Lehner – Habitual Chocolate

Tourism Oxford Website

Basic Listing

Cost: **FREE**

Tourism businesses that fall within defined categories and meet the program criteria can apply for a free listing on tourismoxford.ca. Learn more and apply with the [Partnership Application Form](#) to take advantage of this opportunity.



NEW for 2021!

Enhanced Profile

Cost: **\$250 year 1**

(\$150 per year for subsequent annual renewals)

An Enhanced Profile on tourismoxford.ca is a blog-style listing that provides you with even greater exposure and marketing value. Participating in this program increases your online presence, provides you with content you can leverage in your own marketing channels, and provides Tourism Oxford with enriched content that can be featured in social media and other marketing activities.

A Tourism Oxford writer will work with you to develop a blog-style profile. You will have the opportunity to review and revise the profile before it is published to the website. Up to three photographs/videos that you provide can be embedded into the profile.

Note: Applications for Enhanced Profiles are accepted year-round, but the service may be paused occasionally due to writer availability.

Please refer to the [Tourism Oxford Partnership Application Form](#) for participation criteria, tourism categories and eligibility requirements.



Experiential Tourism

Experiential travel connects the traveler with the essence of a place and its people. It engages visitors in a series of memorable travel adventures, revealed over time, that are inherently personal, engage the senses, and make connections on an emotional, physical, spiritual or intellectual level.

Tourism Oxford offers specialized supports to coach local businesses in developing experiential tourism products. All individuals interested in crafting a tourism experience are invited to meet with Tourism Oxford's Experience Trainers for coaching. Businesses are also encouraged to attend [Unlocked and Inspired training](#) available through the Southwest Ontario Tourism Corporation.

Businesses that complete the coaching and training process and meet eligibility requirements as outlined on the [Partnership Application Form](#) can apply for Tourism Oxford's Experiential Tourism Partnerships.

“We had an incredible response on all the photos and video materials that were taken in collaboration with Tourism Oxford. People were sharing it on social media and came out to the flower farm for a great “cut your own” experience! We can’t thank Tourism Oxford enough for this great opportunity!”

Hilde Makkink – Makkink’s Flower Farm

Experiential Tourism

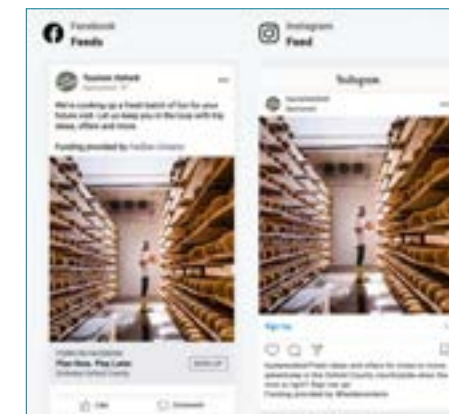
A program for businesses that have completed Oxford’s Experiential Tourism Training.



Video Partnership Cost: Varies per project

Tourism Oxford appreciates the investments made by businesses to develop new tourism experiences and recognizes the importance of using high quality content to promote them. Through the Video Partnership program, Tourism Oxford will facilitate the development of a one-minute story-telling video that profiles the tourism experience. The final video and photography assets from the project are available for use by the businesses and Tourism Oxford. The video is also featured in a dedicated blog article in the [Oxford Experiences section](#) on [tourismoxford.ca](#) and will receive promotion through a variety of marketing channels.

This program is funded in part through an arrangement with the Southwest Ontario Tourism Corporation (SWOTC.)



Digital Advertising Partnership Cost: \$250 per campaign

Each year, Tourism Oxford facilitates a provincial partnership application to Southwest Ontario Tourism Corporation (SWOTC) to receive matching funds from the Ministry of Heritage, Sport, Tourism & Culture (MHSTC) for Oxford County tourism marketing initiatives.

Experiential Tourism partners are encouraged to leverage this program by contributing \$250 to promote their individual tourism experience. Your funds are matched through partnership funds from the MHSTC and facilitated through SWOTC and Tourism Oxford. Tourism Oxford will work with you to identify seasonal priorities for your digital advertising program and, will provide you with a final report on the results of your campaign.

This program is funded in part through an arrangement with the Southwest Ontario Tourism Corporation (SWOTC.)

Please refer to the [Tourism Oxford Partnership Application Form](#) for participation criteria, tourism categories and eligibility requirements.

Culinary Tourism

Oxford County's agricultural heritage, rural nature and passionate growers and producers are the key ingredients that make our region a beloved destination for culinary tourists.

The rich farm land, diverse cultures, and innovative spirit of Oxford means visitors will find great diversity in the fields, on their plates and in the stories shared with them as they travel our back roads and small towns.

Culinary tourism is a primary feature of Tourism Oxford's marketing efforts including two key collaborative partnerships and programs: the Oxford County Cheese Trail and Oxford Fresh.

“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

Culinary Tourism



Oxford County Cheese Trail Partnership Cost \$300 per year

The Oxford County Cheese Trail is a curated list of over 20 attractions celebrating Oxford County's dairy heritage. Visitors explore stops including museums, restaurants, artisans and of course, cheesemakers. The Cheese Trail has a dedicated section on our consumer website, [Oxford County Cheese Trail](#) and is a primary feature in Tourism Oxford's annual marketing activities including print collateral, digital advertising and more.

Partnership opportunities are limited and subject to specific criteria and capacity. For more information about Oxford County Cheese Trail partnership, please email tourism@oxfordcounty.ca.



Oxford Fresh Partnerships

Oxford Fresh is a partnership of Tourism Oxford and the Oxford County Federation of Agriculture that helps locals and visitors shop the farms and producers of Oxford County.

Oxford Fresh marketing initiatives include a dedicated section on the Tourism Oxford website ([OxfordFresh.ca](#)), a farm gate signage program, digital advertising and a bi-annual printed map promoting local farmers, markets and artisan producers.

Oxford Fresh Map Cost: \$200 bi-annually

The next issue of the map will be printed in 2022. [See the current map](#) on the Oxford Fresh website. The next printing is spring 2022. [Learn more and apply.](#)

Oxford Fresh Laneway Signage Cost: \$150 per sign

The Oxford Fresh Laneway Signage program is available to qualifying farm gate operations across Oxford County. Signs are typically ordered each spring in March. [Learn more and apply.](#)

Please refer to the [Tourism Oxford Partnership Application Form](#) for participation criteria, tourism categories and eligibility requirements.



Other Partnerships and Opportunities

“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

Other Partnerships and Opportunities

Rural Routes Partnership

Cost: \$300 per campaign

A program that promotes businesses that work together to create a special event/seasonal tour route to several stops within close proximity to each other. Each site should be offering a special feature/activity/tasting to give people a reason to visit. This program provides up to \$300 in matching funds towards a digital campaign run by Tourism Oxford promoting the collaboration.

[Learn more and apply.](#)

Photography and Video Partnership

Cost: varies

Visual assets are an important part of your tourism marketing toolkit! Tourism Oxford will partner with qualifying business to share costs on production of photo and video assets. You benefit from shared costs, high-quality images and exposure through Tourism Oxford’s marketing channels! [Learn more.](#)

Travel Writer Partnership

Cost: varies

Each year, Oxford County hosts travel writers visiting to explore and write about our region. If there is a travel writer you would like to work with or, if you would like to support a visit by assisting with the cost of hosting a writer at your location (e.g., accommodation, meals, and experiences) please contact us at tourism@oxfordcounty.ca.

Note that we are typically organizing visits 6-12 months in advance and last-minute visits to the region are rarely facilitated.

Giving Back Days

Tourism Oxford is looking for businesses that want to offer events for visitors to help our community. We are looking for businesses that want to offer a 2+ hour activity that allows people to help with environment, food security, and culture. Activities can include clean-up, preservation, social service, and restoration activities. For example a clean-up day on a trail, tree planting, restoration of a heritage site, or harvesting/preserving food for charity. The event should include a celebration component to thank volunteers. Tourism Oxford has a budget to assist with marketing and expenses.

[Contact us for details.](#)

Tourism Oxford Awards:

In 2022, Tourism Oxford launched the Tourism Oxford Awards to celebrate tourism businesses in Oxford County. Nominate your business or another that you admire. [Learn more.](#)

Oxford Tourism Innovation Grant

Oxford County and Community Futures – Oxford have partnered to offer two \$3000 grants to support new innovative activities to increase visitation to Oxford County. The grant applications are open in January with recipients being announced in March. [Learn more.](#)

Tourism Oxford Map:

Cost \$50 per printing.

Free if you have an Enhanced Profile (see pg 5) on TourismOxford.ca

Maps are continually an important resource for visitors. Get a listing on the Tourism Oxford destination map. This simple listing provides your name, website and an “x” to mark your spot in the county. For details about the next map printing contact the [tourism team.](#)

Please refer to the [Tourism Oxford Partnership Application Form](#) for participation criteria, tourism categories and eligibility requirements.

Keep Informed

Access the following resources to keep up to date on the latest Tourism Oxford activities and developments.

Websites:

Industry Website: www.oxfordcounty.ca/tourismpartners

- Resources, program information, opportunities and contact information.

Consumer Website: www.tourismoxford.ca

- Trip planning and travel inspiration for Oxford County.

Newsletters:

Newsletters are the key way to stay informed and share time sensitive information

- **Industry Newsletter:** [see recent issues](#), [sign-up](#) (21 newsletters in 2020)
- **Consumer Newsletters:** [sign-up](#) (typically sent bi-weekly)

Oxford County Newsroom:

Media releases about tourism growth and opportunities in Oxford County.

- [Visit Newsroom](#)
- [Subscribe for E-alerts](#)

Committee Involvement:

Oxford County coordinates and participates in a variety of committees.

- **Tourism Oxford Coordinated**
 - Accommodations
 - Oxford County Cheese Trail
- **County (Tourism Oxford is a member)**
 - Oxford County Trails Council
 - Oxford County Cycling Advisory Committee
 - Oxford County Local Immigration Partnership
- **Regional (Tourism Oxford is a Member)**
 - SWOTC DMO
 - SWOTC Marketing
- **Provincial (Tourism Oxford is a member)**
 - SWOTC – Provincial Abacus Research Project
 - Culinary Tourism Alliance – Great Taste of Ontario Advisory Committee

Reports, & Planning

- [Oxford County 2021 Business Plan](#) (Tourism see pg 257)
- [Annual Report Newsletter](#) (issued every year highlighting accomplishments and future plans)

Meetings, Consultation & Training

- Training and networking sessions are scheduled throughout the year. Learn about upcoming opportunities in the Tourism Oxford Industry Newsletter. [Sign-up now](#)

Consumer Social Media:

Facebook: [Tourism Oxford](#), [Oxford Fresh](#)

Twitter: [Tourism Oxford](#), [Oxford Fresh](#)

Instagram: [Tourism Oxford](#)

Youtube: [Tourism Oxford](#)

Pinterest: [Tourism Oxford](#)

Word of Mouth Grows Tourism

Oxford County's tourism industry is encouraged to share information and resources from these channels. By accessing all of our networks more people will be informed of services, resources and opportunities to grow Tourism in Oxford County.

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