

2025 Tourism Survey Report

In the fall of 2025, **Oxford Tourism** conducted a tourism survey to gain a better understanding of the tourism landscape in **Oxford County**. The survey targeted three key groups, local businesses, visitors and residents, with each audience receiving a tailored set of questions designed to capture their perspectives on the value and impact of tourism in the county. This document highlights the findings from this survey.



A total of **417** responses were collected, including **86** from businesses, **95** from visitors and **236** from residents.

** Percentages shown are % of total respondents.*

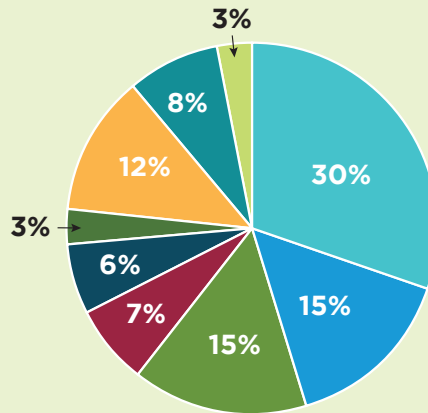
** Statistics rated 'highly' or 'strongly' indicate a score of 8 or greater out of 10.*



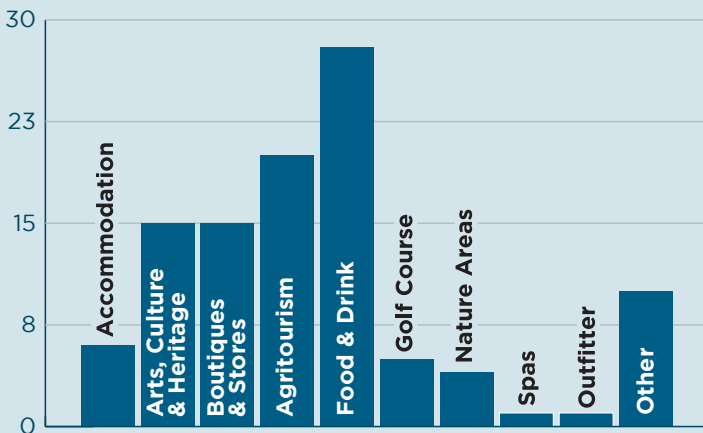
Businesses

Primary business locations across Oxford County

- City of Woodstock
- Town of Tillsonburg
- Town of Ingersoll
- Township of Norwich
- Township of Zorra
- Township of East Zorra Tavistock
- Township of South-West Oxford
- Township of Blandford-Blenheim
- Outside Oxford County



Type of tourism businesses



Top 3 Tourism Oxford services being accessed by businesses

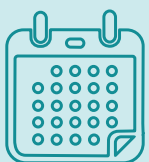
1. Free listing on tourismoxford.ca (89%)
2. Login to tourismoxford.ca extranet to edit listing: 53 (63.86%)
3. Program partnership (55%)

Top 3 factors that resulted in cost savings or increased revenue

1. Consumer habits (54%)
2. Good weather (48%)
3. Grants and funding (16%)

Top 3 factors that resulted in reduced revenue

1. Consumer habits (60%)
2. Inflation (41%)
3. Extreme heat (24%)



The primary tourism season is **May** to **October**.

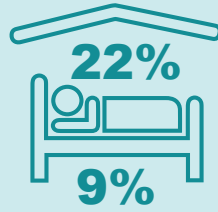


57% of businesses have staff trained to serve visitors with diverse needs.

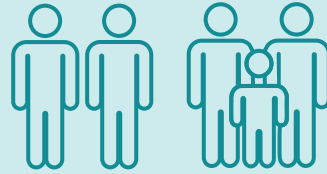


85% of Oxford businesses rated Oxford Tourism services for businesses highly.

Visitors



While **69%** of visitors visited Oxford County for daytrips only, when visitors did stay overnight **22%** stayed 1-2 nights, **9%** stayed 3+ nights.



Visitors are primarily **older adults** and **families with children**.



Top 5 most common activities:

1. Dining and restaurants
2. Cheese trail, breweries, cafes, chocolatiers, bakeries, farm markets
3. Exploring local communities
4. Shopping
5. Festivals/events and hiking, birding, nature observation



What matters most when visitors choose a business

1. **92%** value locally owned businesses
2. **88%** value locally made products
3. **80%** value restaurants serving local food
4. **68%** value environmentally responsible businesses
5. **66%** value inclusive and accessible businesses



90%

of visitors rated Oxford County businesses and residents as highly welcoming.

88%

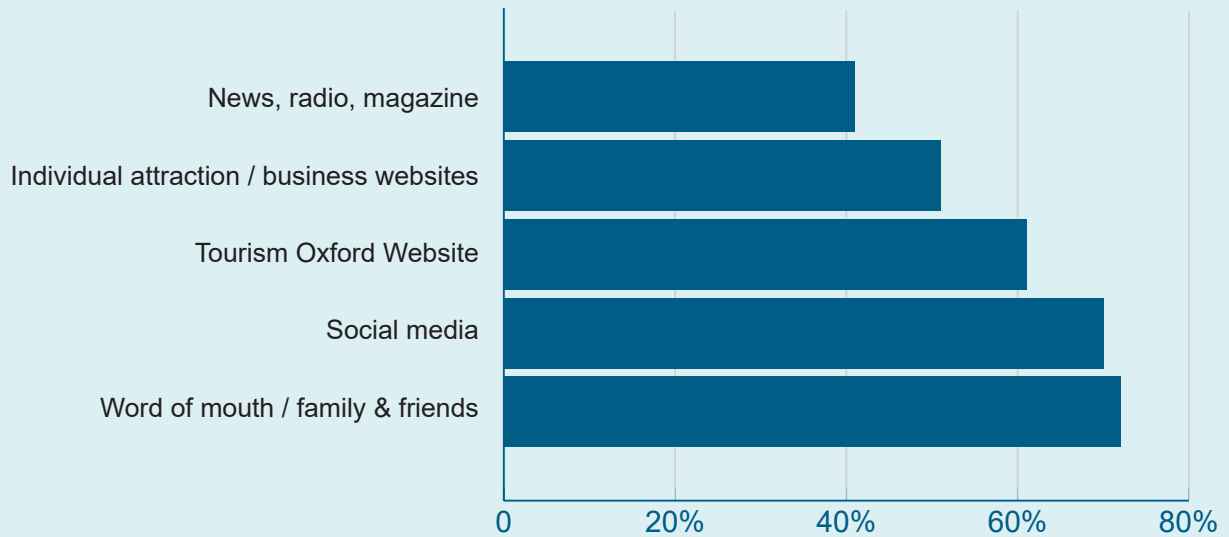
of visitors reported a high likelihood of returning to Oxford County.

83%

of visitors reported a high likelihood of recommending Oxford County to friends or family.

Residents

Top 5 ways residents are finding out about local things to do:



69% of residents responded highly when asked if they enjoy participating in local tourism activities in their area.



67% of residents rated **Oxford County** highly as a desirable place to visit.



77% of residents strongly agreed that tourism has a positive impact on **Oxford County**.



73% of residents strongly agreed the tourism industry supports local businesses in their community.



80% of residents strongly agreed that they take pride in making visitors feel welcome in their community.

