Oxford Tourism
Embrace our rural routes

Your Next Stop Program: Apply Now

Your Next Stop is a collaborative tourism initiative managed by Oxford Tourism that promotes visitation to businesses located in close proximity to one another. The goal is to encourage travellers to visit the next stop down the road and increase repeat visitation.

How it is advertised:

- Landing page for each route on Tourism Oxford website www.TourismOxford.ca/YourNextStop
- Print material and signage at participating businesses
- Business word of mouth promoting nearby stops
- Print and digital advertising campaigns



How it works, businesses participate in 1 of 6 routes:

- Rural Ramble (Blandford-Blenheim)
- Gravel Travel (Gunn's Hill area)
- Southern Slow Down (South-West Oxford)
- Feet, Forks & Finds (Ingersoll)
- Only in Tillsonburg (Tillsonburg)
- Retro Rewind (Woodstock)
- No route in your area? Contact Oxford Tourism.

Partnership fees

- Urban Routes: $100 per business annually
- Rural Routes: $200 per business annually

Rural routes are limited to up to 6 partners, while urban routes may include 20+ businesses.

Partner benefits

- Route signage and promotional materials
- Inclusion on a Tourism Oxford Your Next Stop Route landing page, featuring your business, events and special offers for customers (businesses submit content online).
- Oxford Tourism looks after the advertising and shares results annually with partners. Oxford Touris provides up to $1000 in matching funds for advertising. In 2025, digital ads had 1,920,543 impressions.
- Partners are encouraged to provide feedback for future campaigns through online meetings, in person meetings and by phone.

Who can participate

- Must be an Independently owned and operated businesses in Oxford County
- Business that meets eligibility for a TourismOxford.ca listing

Sign up now

Take advantage of 2026 advertising campaigns and sign-up now. Contact Oxford Tourism for agreement and payment details (tourism@oxfordcounty.ca, 519-539-9800 x3354

What is Oxford Tourism?

Oxford Tourism is a service of the County of Oxford that provides tourism management, product development support to businesses, and marketing of the region. Learn more about resources, partnership opportunities and subscribe to the industry newsletter at www.OxfordCounty.ca/Tourism