

OUR DNA

Like the Thames River, the people of Oxford are resilient. Where the Thames River has experienced flooding each year now lessened by dams, the people of Oxford have experienced hardships and come out the other side with new innovations, creative solutions and an appreciation for home. The people of Oxford are molded by lush Carolinian forest, historic settlements and the vast farm land that surrounds them. It's part of our DNA. The people of Oxford are connected to communities across Southwestern Ontario who make us a better, stronger place when we're all working together. We may branch off in different directions, ebb and flow, fly over bumps and rocks but diverge in beautiful ways. We can't wait to show you.



Oxford County is conveniently located where two major highways (401 and 403) meet. It's just a 90-minute drive from downtown Toronto and two hours from border crossings at Buffalo, Detroit and Sarnia. Once you get off the highway, follow our country roads to new adventures.

GIVE BACK TO MOTHER NATURE
Consider carbon-offsetting your trip by purchasing a tree! Visit TourismOxford.ca to find out how.

Plan your outdoor adventure.

HOW TO USE THIS GUIDE:
1. Open phone camera.
2. Hold over QR codes.
3. Voila! Hit the link to go to itineraries, activities and more.

GreenStep Sustainable Tourism
Gold Certified BUSINESS

4 WAYS TO EMBRACE THE OUTDOORS

Oxford is one of Ontario's hidden gems (and we don't mind that)! Our lush forests, rolling farm fields and variety of quiet trails make it a wonderful spot for a nature-lover to get off the beaten path and enjoy a road less-traveled. We are home to four watersheds and over 3000 hectares of parks and natural areas to explore.

- Ride Oxford**
Oxford is home to back road routes featuring rolling hills and scenic landscapes, year-round mountain biking and fat biking networks that are regularly groomed and our brand new gravel-road routes for those looking to be challenged. You can even ride the Trans-Canada Trail to a flower farm and pick-your-own bouquet! Check out our cycling routes and itineraries online at RideOxford.ca!
- Camp Under the Stars**
Camp however you're comfortable! Whether you want a backcountry campsite at one of our Conservation Areas, a cozy cabin or just a spot to pitch your tent, you'll find it in Oxford.
- Golf!**
Oxford's courses are ready for your next tee time. With courses for all skill levels, and clubhouses for all appetites, your next round is sure to please.
- Hit the Trail**
Throw that phone on airplane mode and wander where the WiFi is weak. Mother Nature is waiting for you on 160km of trails for all skill levels.

EXPERIENCE OXFORD!

We want to be more than an Instagram moment for you and we think that starts with a really great experience. If you travel here, we want it to be an opportunity for you to fall in love with Oxford, to meet the people that make it so special and go home with some lasting memories.

Oxford residents from all walks of life have created some amazing experiences for visitors and locals alike throughout the county. Woodworkers, coffee roasters and soapmakers share their expertise through hands on, one-of-a-kind experiences that bring you behind the counter for a better look at what makes Oxford so special. That means, you could find yourself exploring the forest, sharing fondue with friends, churning your own butter or crafting an artisan charcuterie board. Each experience will bring you closer to understanding who we are and maybe even who you are. Your adventure awaits! Check out a full roster of experiences that include everything from paddling the Nith River to cutting your own bouquet of fresh blooms from the field at www.TourismOxford.ca/Experiences



Meet the creators, makers and storytellers of Oxford in a hands-on experience.

Visit TourismOxford.ca/Experiences to see a range of adventures for your next visit.

EMBRACE OUR FOOD

Food that tells a story...

We all have to eat and when you're visiting a new place, you eat often. The wonderful thing about that is that food has a story to tell about history, heritage and the people who call a place home. In Oxford, our food scene is largely defined by decades of farming tradition as well as innovative entrepreneurs who have made Oxford their home. It's easy to eat in tune with the seasons and find something completely unique (cracked black pepper cheese curds, anyone?).



MEET THE FARMERS
Read our local food story by visiting farms & markets! www.OxfordFresh.ca

FOODIE BUCKET LIST

1. Fresh Cheese Curds
2. Sweetcorn in late August
3. Berries and Veggies straight from the Patch
4. Dutch Treats: oilbollen, stroopwafels and licorice
5. Elderberry Syrup
6. Goat's Milk Ice Cream
7. Ontario Pale Ale

PLAN YOUR TRIP
Ready to hit the ground running? Visit OxfordFresh.ca to get a list of local farmers and producers, foodie itineraries, recipes and more!

WHAT IS THE CHEESE TRAIL?

The Oxford County Cheese Trail is a self-guided tour of 24 stops featuring cheese, dairy and related offerings for visitors to experience. Visit cheese makers, restaurants, local food producers, museums, artisans and boutiques for a pleasant afternoon, day or weekend in Oxford. You choose where you would like to visit and what activities you would like to do, purchase and enjoy. Most people travel by car but you can walk to several stops in our towns or travel by bike.

Plan Ahead

The Cheese Trail is best enjoyed with a plan in mind! We recommend visiting Tuesday-Saturday in order to enjoy the most stops. Because you can't possibly visit each one in a day, consider exploring by hub: Ingersoll, Woodstock or our rural stops. Want to see more? Book an overnight package at one of our Cheese Trail accommodations.

Un-brie-lievable Fun

So what can you expect? Epic experiences like Truffle Camp where you make your own chocolates to Tree to Table- a full day where you build your own charcuterie board and sit down to a local feast with an Oxford woodworker. You'll find menus full of local cheese at our Cheese Trail restaurants, the perfect accessories for your next cheesy spread at our retail locations and of course, more cheese than you can shake your fist at.

PLAN YOUR TRIP
You cheddar not wait! Plan your Cheese Trail adventure today.

EMBRACE OUR CULTURE

Travel our back roads to discover inspired artists, historic buildings, rural theatres, and events that paint a piece of Oxford's rich cultural tapestry. Live concerts on farm properties and small museums with big stories will add colour and life to your next trip to Oxford.

PLAN YOUR TRIP
Check out our culture page for our area's galleries, museums, theatres and stories from our past.



GET ARTSY
Our art galleries and centres are hubs for creativity for all to enjoy.



LIVE ENTERTAINMENT
No matter the season, song and story find life in Oxford. Our four community theatres and two rural concert venues are home to heart-warming productions, award-winning theatre troupes and enchanting music.



OUR MUSEUMS
Oxford is home to several museums including two National Historic Sites.

Live music rings out across the county at our many festivals and events. Visit TourismOxford.ca/events for details.

SMALL TOWN CHARM

There is something so special about Ontario's small towns. These places still hold traditions of days gone by fused with new ideas, people and innovation. You'll find quiet trails, creators, shop keepers and farm fresh food. We think you'll love your visit to Oxford and exploring everything our small towns have to offer.

Did you know Thomas Ingersoll, the town's founder, was the father of Laura Secord?

CAN'T MISS CLASSICS

- Cheese Museum
- Elmhurst Inn & Spa
- The Ingersoll Creative Arts Centre
- The Ingersoll Theatre of Performing Arts

GOOD TO KNOW
Population: 13,000
Downtown: Thames, Charles & King Streets
Accommodations: Harris & Whiting Streets

EMBRACE INGERSOLL

Ingersoll is a small town that dreams big. Going right back to the 1800s, Ingersoll cheesemakers got the big idea to make a 7300lb wheel of cheese. The big idea put Ingersoll and Oxford County on the map. Today a visit to Ingersoll can involve everything from a trail walk or bike ride from the museum all the way downtown to exploring trendy shops, bakeries and even stuffing yourself with a panzerotti the width of your microwave. We told you they go big.

LOCALS LOVE:
♥ The Festival of Lights
♥ Thomas Ingersoll Trail

Discover itineraries, places to stay and more at
TourismOxford.ca/Ingersoll

CAN'T MISS CLASSICS

- Lake Lisgar Waterpark
- The Great Trail and cut-your-own flowers
- Annandale NHS
- Station Arts Centre & Farmers Market

Discover itineraries, places to stay and more at
TourismOxford.ca/Tillsonburg!

EMBRACE TILLSONBURG

Tillsonburg is known for their determination and innovative spirit. From an Olympic Basketball team to NHL players and a family that built an ice cream legacy, a lot of people have called Tillsonburg home over the years.

You will find plenty of downtown shopping, cafes, diners and accommodations. The community also has a wellness vibe with healthy eats and outdoor recreation. Tillsonburg is surrounded by farmland so you'll be able to visit plenty of rural stops on your trip too.

LOCALS LOVE:
♥ Shaws Ice Cream
♥ Breakfast at Skyway Café
♥ Theatre Tillsonburg

GOOD TO KNOW
Population: 16,000
Downtown: Broadway St
Annandale House, Trans Canada Trail: Tillson Ave

Did you know Stompin' Tom Connors wrote a song called *Tillsonburg* in 1971 about working the tobacco fields there?

EMBRACE WOODSTOCK

As Oxford's largest urban hub there is a lot to do here. Embrace culture downtown at the Museum Square (Museum, Art Gallery Theatre). Discover nearby shops and casual fine dining. Enjoy the outdoors with a self-guided historical tour or explore the trails and conservation area. Foodies will love the bakeries, chocolatiers, markets, roaster and the brewery that call Woodstock home.

LOCALS LOVE:
♥ Cones from Bartley's Dairy Bar
♥ One of a Kind Antique Mall

Discover itineraries, places to stay and more at
TourismOxford.ca/Woodstock

GOOD TO KNOW
Population: 41,000
Downtown & Museum Square: Dundas & Finkle St
Hotel, Retail & Restaurant Chains: Norwich Ave

CAN'T MISS CLASSICS

- Woodstock Art Gallery & Museum
- Mountain Bike the Pines
- Theatre Woodstock
- Woodstock Fairgrounds Farmers Market

Did you know that Woodstock is one of the few cities in Ontario to still have all of its original administration buildings?

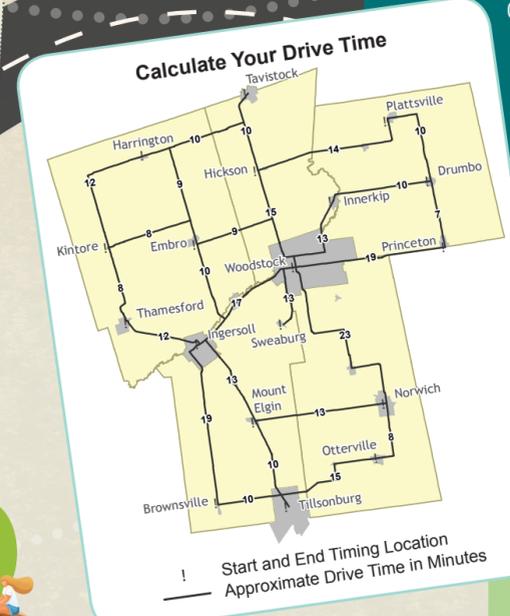
VILLAGES & BACK ROADS

Our villages, hamlets and back roads hold some of Oxford's most magnificent treasures. The best part is discovering them as you drive or cycle along our backroads full of rolling hills, farmscapes and lush forest. Read on for some of our fav things to do!

LOCALS LOVE:
♥ Local trails, rivers and reservoirs.
♥ Embro & Norwich Tractor Pulls
♥ Dining Alfresco on 1909 Culinary Academy's large patio.
♥ Coyle's Country Store

CAN'T MISS CLASSICS

- Farm markets & pick-your-own
- Snyders Farm & Norwich Corn Maze
- Theatres and museums
- Cheesemakers



BACK ROAD RUNS
Grab these itineraries online.

- **Norwich to Otterville:** Churn your own butter, discover authentic Dutch baking, uncover fascinating Black history and visit farm gate markets in Norwich Township.
- **ELK Loop:** Grab coffee, visit local wood workers and pick your own berries in Embro, Lakeside and Kintore (Zorra Twp).
- **Airport to Ostrander:** Learn about heritage aircraft, cut-your-own flowers and more in Southwest Oxford.
- **Hickson to Tavi:** Wander down a scenic trail, enjoy a hearty old-school lunch and enjoy some funky local retailers in East-Zorra Tavistock.
- **The Farm Tour:** Dig your own potatoes in Innerkip, meet animals and have some fun adventure in Bright and discover what it means to eat locally in beautiful Blandford-Blenheim. You're never far from your next stop! Check out our drive time map.

Safe travels
Visit our website for safe travel information.

www.TourismOxford.ca
tourism@oxfordcounty.ca
TF: 1-866-801-7368 x3355

EMBRACE OXFORD

Your essential guide to Cheese Trail, family moments, culture trips and outdoor escapes.



Beachville • Bright • Burgessville • Drumbo • Embro • Harrington • Ingersoll • Innerkip • Norwich
Otterville • Plattsville • Salford • Sweaburg • Tavistock • Thamesford • Tillsburg • Woodstock