

WELCOMING VISITORS BEFORE THEY ARRIVE



Welcoming visitors begins at touch points you have with consumers before they arrive. These are your opportunities to let people why to visit. Consider how you can incorporate content into your various channels

What are your touchpoints?

- Website
- Social media
- Review sites (google, trip advisor) - own these listings and reply to reviews
- Listings (OntarioTravel.net, TourismOxford.ca, Ontariosouthwest.com)
- Advertisements
- Branded product you sell through other locations.
- Corporate vehicle
- Signage for your location
- Other _____

Do you provide the following on your website?

Do you provide the following on your website?

- Contact Info & Hours of Operation (easy to see/access when the site is first loaded)
- Location and directions
- Rates & descriptions for products & services (e.g. menu, cost of activities or experiences...)
- Who can visit: is it appointment only, age restrictions, individual vs. group
- Visiting tips:
 - a. Does knowing what to wear for a great experience help? E.g. Sturdy shoes recommended for our farm yard fun, closed toed shoes for our factory tours, warm clothing for outdoor experiences, sunscreen, hat, and reusable water bottle?
 - b. Should they bring a cooler or food storage containers to keep their items fresh?
- Book online. People are likely doing trip planning after hours, so offering the ability to book online (if booking is required) is a great customer service.
- Links to social media you are active on
- Option to subscribe to your email newsletter
- About us: a page celebrating your business story and what makes it notable
- Groups: If you can accommodate groups have a section on your website providing relevant details.
- Events: If you host events around holidays, seasons or in general, have a section on your website that contains your event calendar or list of special events with details, links to tickets, and photos.

Review your other touch points with customers and consider what of this information would be helpful on these sites.

WELCOMING VISITORS BEFORE THEY ARRIVE



Make yourself part of the local story and trip worthy

Visitors are travelling several hours and need several hours of activities to fill a day. Let them know about nearby complimentary activities such as attractions, retail, accommodation, and dining.

- Link to www.tourismoxford.ca. Ask us about town pages and itineraries you can share.
- Connect with nearby businesses and share information so you can refer traffic to each other. Celebrate each other and engage on social media.
- Train your staff so they are aware of nearby businesses, their hours, and why people may want to visit.
- Learn more and participate in some of the partnerships and programs we offer:
- Rural Routes; promoting events and itineraries that encourage people to embrace our rural routes, fitting with the Tour Oxford logo and tagline
- Cheese Trail; stops on the trail include cheese makers, restaurants, food producers, attractions and accommodations. Each stop offers visitors a taste, tour, or takeaway related to cheese and dairy in Oxford County.
- Oxford Fresh; a partnership between Oxford County Federation of Agriculture and Tourism Oxford who love to support agriculture and the local food they produce

Tell them why they should visit

On your home page, in a concise way, tell them what makes your location unique. This could be your business story, a bit about the owner & family, the history of the company, the product you offer, your philosophy, what you want for customers, and a call to action.

Example: For over 30 years the Wheelhouse Restaurant has been serving up country comfort food with scratch ingredients. People travel miles for our smash burgers made with fresh local beef and our mile high apple pie. We offer a relaxing atmosphere and a large patio for you to socialize and savour local flavours in a rural setting. Reserve your table now.

On your "about us" page you can dive into your story and location deeper; bringing visitors the story of how the business came to be, your background, the community you're in and more.

Want to learn more? Discover more resources on our [industry website](#) (help sheets, videos, workshops, newsletter..)

Questions? Please contact us:

Tourism  **Oxford**

Embrace our rural routes

Prepared by Tourism Oxford

1-866-801-7368

519-539-9800 #3355

tourism@oxfordcounty.ca

OxfordCounty.ca/Tourism