

Tourism Category Definitions and Eligibility Requirements

Businesses in all categories must meet general eligibility and market-readiness requirements (see page 1 of this form) and the additional category requirements below:

Accommodations

- Includes hotels, motels, rooms, B&Bs, inns and campgrounds.
- Fixed roof accommodations including B&Bs and rooms must provide:
 - Separate living quarters.
 - Locked room.
 - Private washroom.
- Website must offer details about rates, number of rooms and available amenities.

Artisans and Galleries

- Focus must be on local goods produced in and unique to the region.
- Home based galleries and shops must operate in a separate space with a separate entranceway from living quarters with signage which promotes the primary focus of the space.

Attractions

- Eligible categories include gardens, farm amusement, museums and historic sites, galleries and theatres.
- Must have planned visitor orientation and interpretation provided by staff, self-guided tour, interpretive signage and/or interpretive literature/multi-media.

Cultural, Heritage or Historic Sites

- Must have planned visitor orientation and interpretation provided by staff, self-guided tour, interpretive signage and/or interpretive literature/multi-media.

Eat and Drink Operations

- Includes restaurants, wineries, breweries, cideries, distilleries, roasters, farmers' markets, specialty food shops, food & drink tours.
- Specialty food shops must offer Ontario crafted, artisanal food items where visitors sample, purchase and/or participate in tours to learn about the products.
- Craft breweries/cideries/distilleries/wineries must be actively brewing/producing on site and offer a walk-in storefront to experience where visitors sample, purchase and/or participate in tours to learn about the products.
- Farm markets must operate a minimum of one day per week during the season.

Tourism Events

Eligible Event categories

- **Agricultural Fairs** – Includes agricultural fairs and exhibits that happen once a year.
- **Arts and Performing Arts** – through a professional or semi-professional organization.
- **Cultural** – An event or festival with a focus on cultural heritage or history.
- **Culinary** – Any event with a main focus on food/drink that is open to the public.
- **Entertainment** – Attracting visitors from outside the community.
- **Exhibits and Shows** – Exhibitions and shows including arts/crafts and visual arts.
- **Festival** – A single or multi-day event that celebrates a particular theme such as film or music.
- **Music and Concerts** – Any type of musical presentation performed by professional or semi-professional organizations.
- **Sport Events** – Individual or team sporting events involving professional or semi-professional athletes, or competitions by amateur athletes at the provincial, national or international level with a spectator experience.

Event Exclusions

- School events, meetings, courses, conferences.
- Resident focused events.
- Community-oriented fundraising events.
- Walks, fun runs.
- Open houses, reunions, homecomings.
- Pot-lucks, meat raffles, garage sales, sidewalk sales, yard and rummage sales.
- Political events.
- Religious celebrations.

Event Criteria

- Must take place in Oxford County.
- Should be able to draw visitors on its own merits and is not geared toward local residents.
 - Ask the question: Would visitors be willing to drive 40+km to attend this event?
- Must be open to public attendance (can charge admission).
- Have a spectator component.

Experiences

- Must have completed experiential training or coaching with Tourism Oxford, and be deemed an experience through this process.
- Must engage visitors with an immersive transformative experience that goes beyond a workshop, tour or class.
- Involves qualified guides and/or local experts to deliver a safe quality experience.
- Experience suite will be available a minimum of four times throughout the year.

Outdoor Activities and Tours

- Eligible categories include parks, kayaking and canoeing, cycling, golf, sightseeing tours, water sports, winter activities, adventure activities, nature/sustainability appreciation, fishing.

Select Retail Operations

- Eligible retail operations include antiques, vintage, clothing and accessories, art, décor, giftware, giftware, music, books, games, cycling and outfitters goods

Services

- Eligible services include: tours and spas/wellness centres.
- To be eligible, spas have to focus on relaxation (not rehabilitation or hair services)

If you have questions about eligibility criteria or partnership opportunities, please contact the Tourism Oxford team at:



Email: tourism@oxfordcounty.ca
Phone: 519-539-9800 x3355 1-866-801-7368 x3355
Industry website: www.oxfordcounty.ca/tourism
Consumer website: www.tourismoxford.ca