

Tourism in Middlesex County

Where Rural Charm Meets Opportunity



Major Transportation Corridors

Situated along Highways 401 and 402, covering over 2,800 square kilometres.

Proximity to Key Locations

Adjacent to London International Airport, with six universities and four colleges within 100 km.

Market Access

Easy access to Canada and cross-border markets with over 15 million people within a 250km radius, making it a popular choice for tourism investment.

Community Demographics

Middlesex County

Population	88,559
Labour Force	46,509
Median Age	39.5
Median Household Income (before tax)	\$111,936

Nestled in the heart of Southwestern Ontario, Middlesex County offers a blend of urban and rural advantages. Surrounding the City of London and located just two hours from Toronto and Detroit, Middlesex County consists of eight municipalities, each presenting unique investment opportunities.

Workforce & Employment

- ☑ **Proximity to Talent:** Access to graduates from Western University and Fanshawe College, supporting local employment demands.
- ☑ **Job Satisfaction:** A high quality of life and shorter commutes ensure a stable, loyal workforce.
- ☑ **Workforce Support:** Our local team of professionals helps businesses find talent while offering professional development for workers.

Business Climate & Opportunities

- ☑ **Lower Operating Costs:** Reduced rent, utilities, taxes, and land costs compared to urban centres.
- ☑ **Government Incentives:** Access to rural-specific grants to drive growth in the tourism sector.
- ☑ **Commercial Growth:** With record residential growth, businesses in retail, hospitality and agri-tourism have abundant opportunities to expand to serve the rising population.

Tourism in Middlesex County

Middlesex County is an ideal location for establishing tourism-related businesses, providing access to a steady flow of visitors from nearby urban centres like London (population 500,000). With a mix of championship golf courses, historic landmarks, and charming communities, the County offers a foundation for enterprises looking to serve a diverse and growing market.

Unique cultural attractions, thriving shopping districts, and a variety of dining options contribute to an attractive environment for business growth in the tourism sector. Middlesex County is rich with heritage, food, and natural landscapes, providing opportunities for businesses to capitalize on these assets while enhancing the visitor experience.

Business Profiles



Heeman's

A third generation 70-acre, pick-your-own berry farm in Middlesex County, has recently expanded to include a state of the art cidery producing award-winning hard ciders, meads, and more.



The Fox Golf Club

As part of the Golf North network of golf courses across Ontario and Canada, The Fox Golf Club capitalizes on the region's natural beauty, offering a beautiful 18-hole course right here in Middlesex County.



Holiday Inn Express

This recently established 90-room Holiday Inn just off the 402, on one of the busiest commercial corridors in Middlesex County, marks the first hotel of its size in the area to meet growing demand.

Local Support Networks

Middlesex County based tourism operators are supported by active local and regional organizations focused on visitor attraction, financing and consulting. These organizations provide an ecosystem for growth.

- **Visit Middlesex:** As the County's official Destination Marketing Organization (DMO), Visit Middlesex leads efforts in tourism growth and promotion, boosting the region's visibility and attracting visitors. With well-managed tourism and business signage along County roads to enhance the visitor experience, Middlesex supports opportunities for investment in hospitality, retail, and leisure sectors.
- **SWOTC:** The Southwestern Ontario Tourism Corporation (SWOTC), known as RTO 1, is funded by the province of Ontario. This regional consortium provides programming and support to tourism operators across Middlesex County.

Grants & Loans

There are a range of federal, provincial and municipal government incentives and support programs to assist in establishing and growing a tourism business in Middlesex County.

Contact Us to Explore New Investment Opportunities

Partner with Middlesex County to unlock new business opportunities and benefit from a supportive environment designed for growth.

Cara A. Finn, BBA, M.Ad.Ed.

Director, Economic Development and Tourism

Demetri Makrakos, MEd

Economic Development Officer

Phone: 519-434-7321 x2362

Email: info@investinmiddlesex.ca