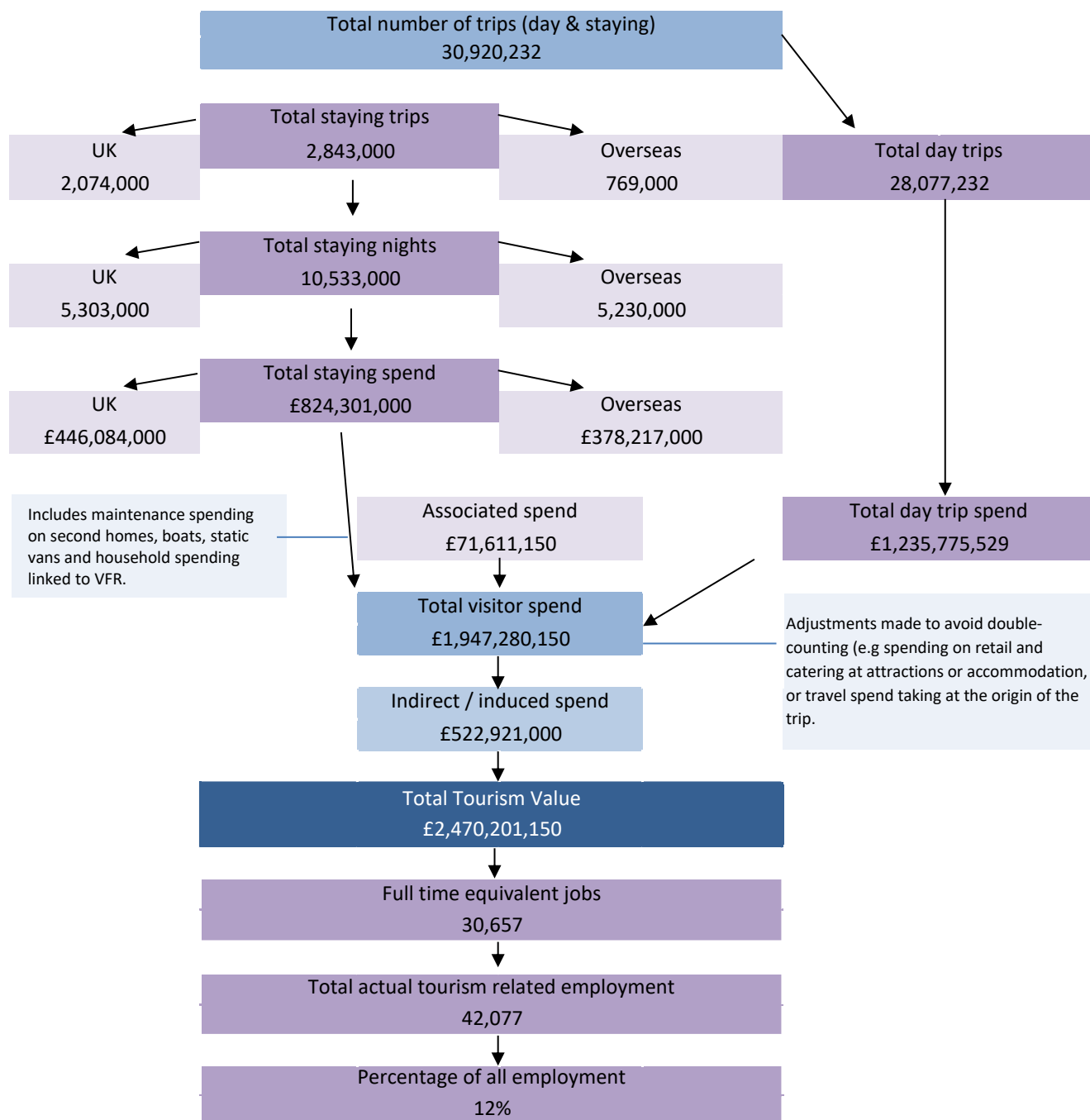


Economic Impact of Tourism – Headline Figures

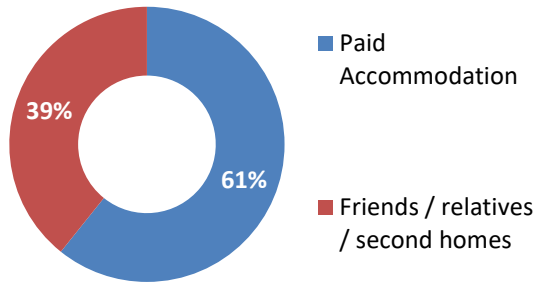
Oxfordshire - 2019



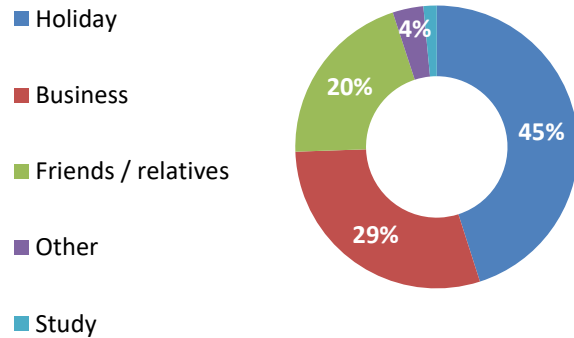
Economic Impact of Tourism – Year on year comparisons

<u>Day Trips</u>	2018	2019	Annual variation
Day trips Volume	28,945,600	28,077,232	-3%
Day trips Value	£1,165,825,971	£1,235,775,529	6%
<u>Overnight trips</u>			
Number of trips	2,820,000	2,843,000	1%
Number of nights	9,755,000	10,533,000	8%
Trip value	£733,525,000	£824,301,000	12%
Total Value	£2,275,935,000	£2,470,201,150	9%
Actual Jobs	38,727	42,077	9%

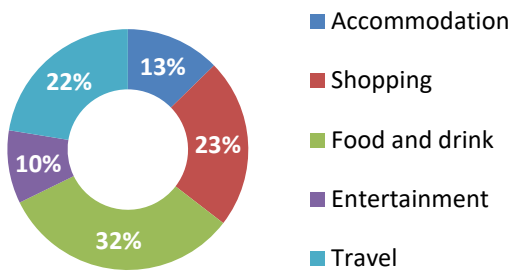
Type of Accommodation



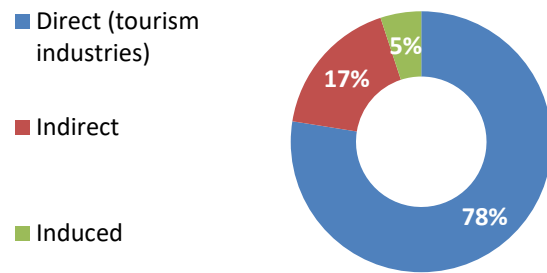
Trips by Purpose



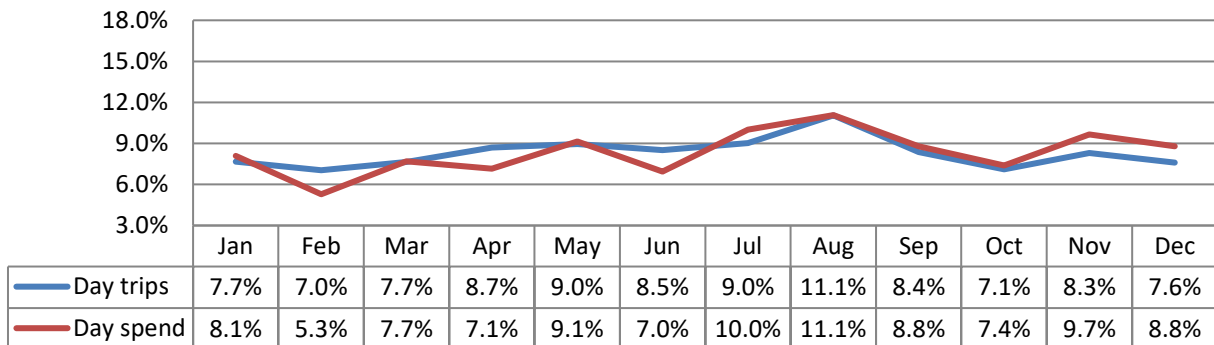
Breakdown of expenditure



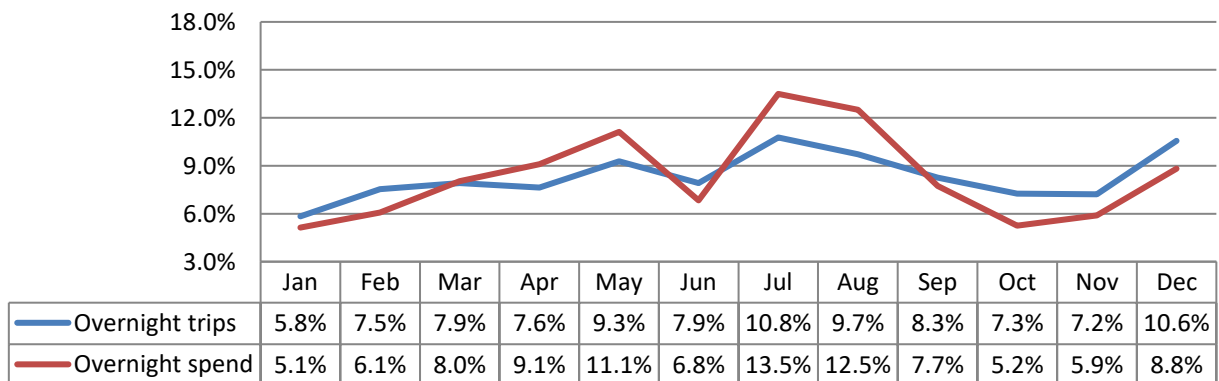
Type of employment



Seasonality - Day visitors

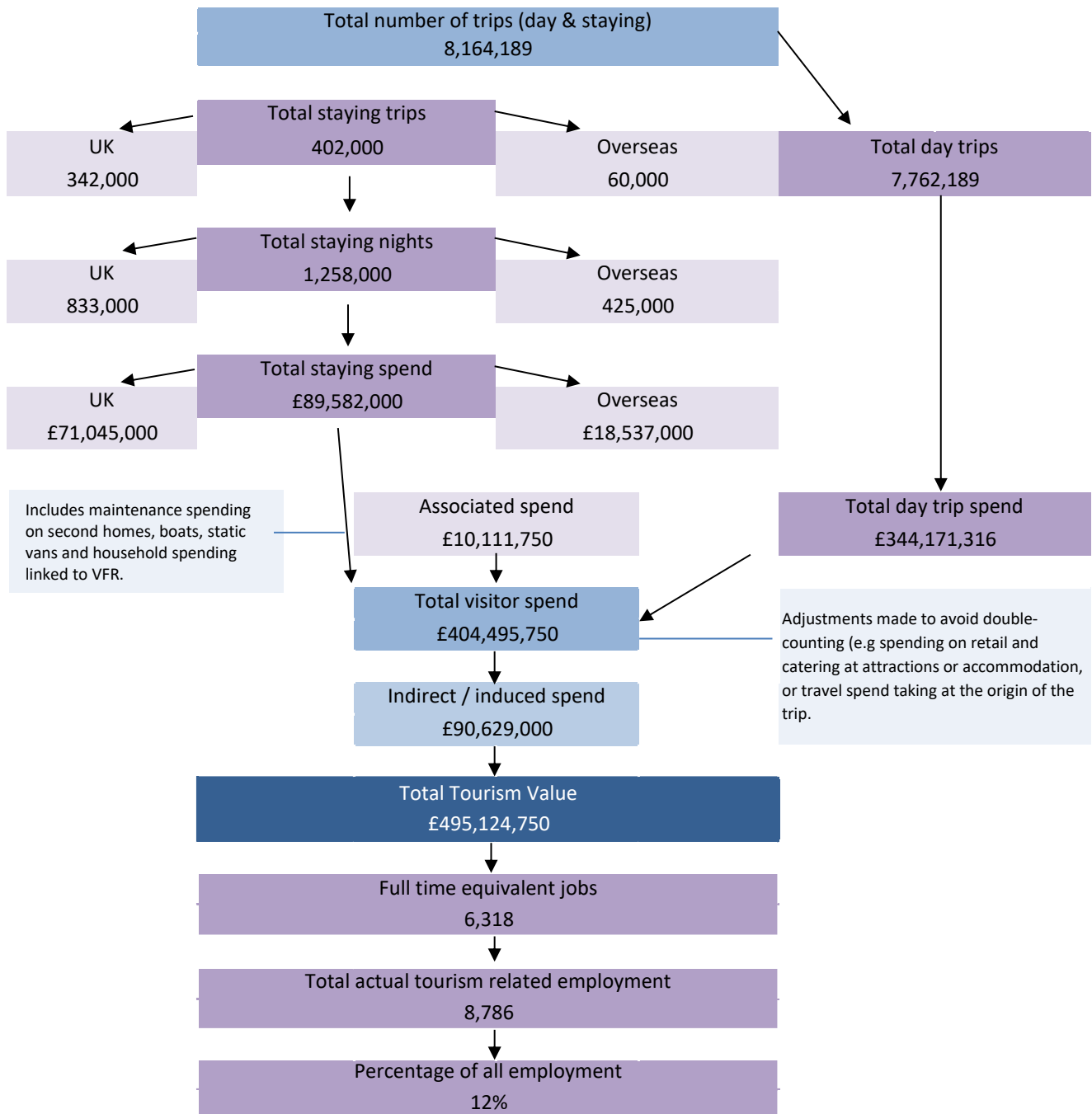


Seasonality - Overnight visitors



Economic Impact of Tourism – Headline Figures

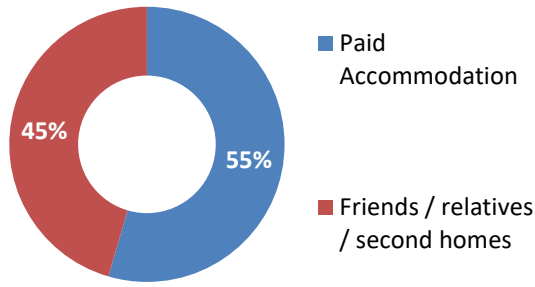
Cherwell - 2019



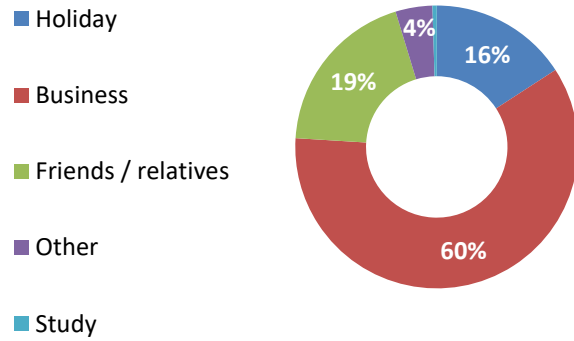
Economic Impact of Tourism – Year on year comparisons

<u>Day Trips</u>	2018	2019	Annual variation
Day trips Volume	7,743,873	7,762,189	0.2%
Day trips Value	£314,206,062	£344,171,316	9.5%
<u>Overnight trips</u>			
Number of trips	404,000	402,000	-0.5%
Number of nights	1,190,000	1,258,000	5.7%
Trip value	£82,209,000	£89,582,000	9.0%
Total Value	£453,549,000	£495,124,750	9.2%
Actual Jobs	8,039	8,786	9.3%

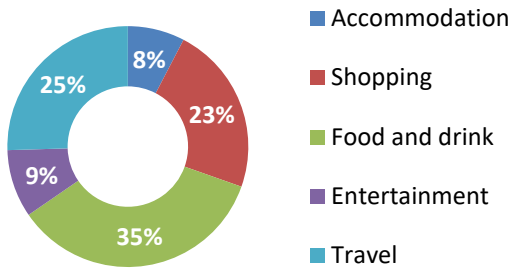
Type of Accommodation



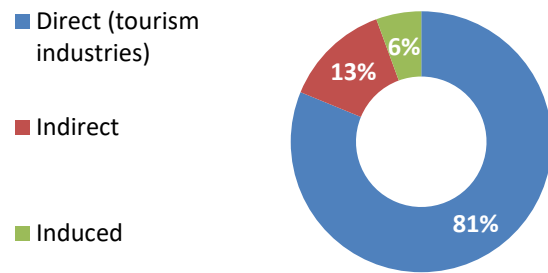
Trips by Purpose



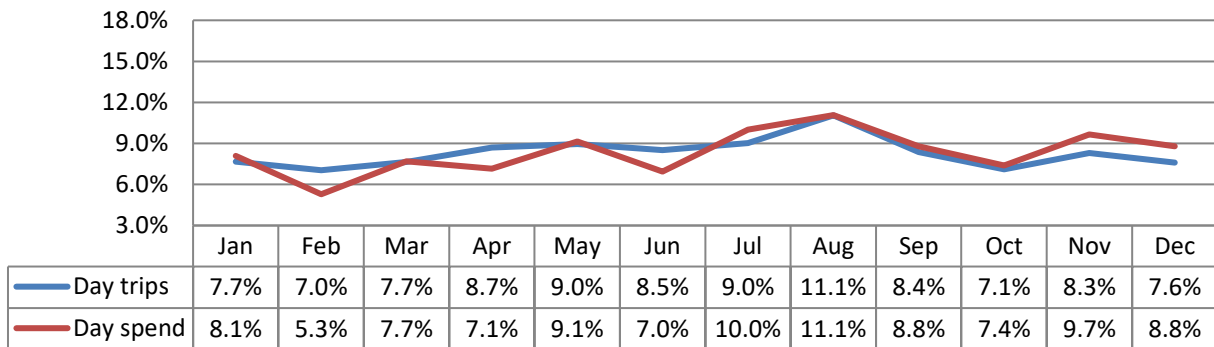
Breakdown of expenditure



Type of employment



Seasonality - Day visitors



Seasonality - Overnight visitors

