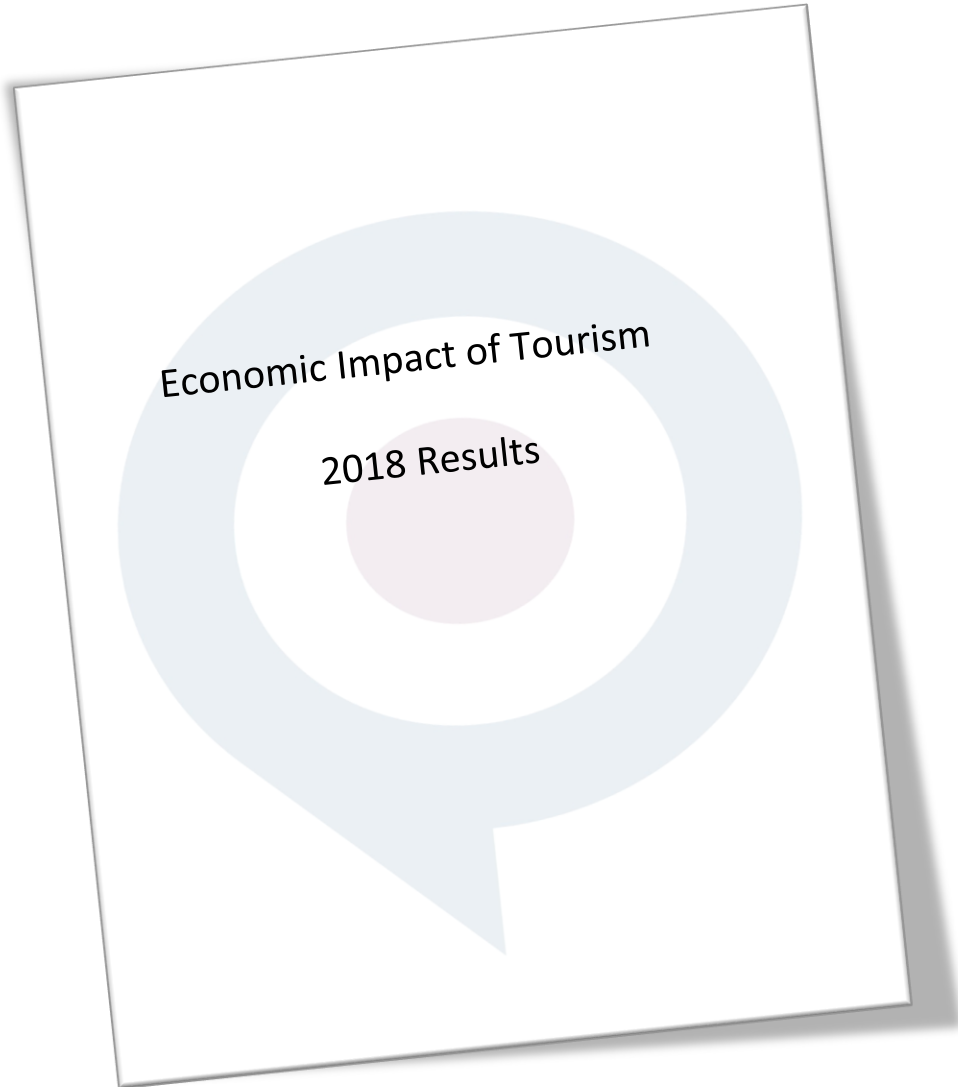




destination**research**
delivering results : measuring what matters

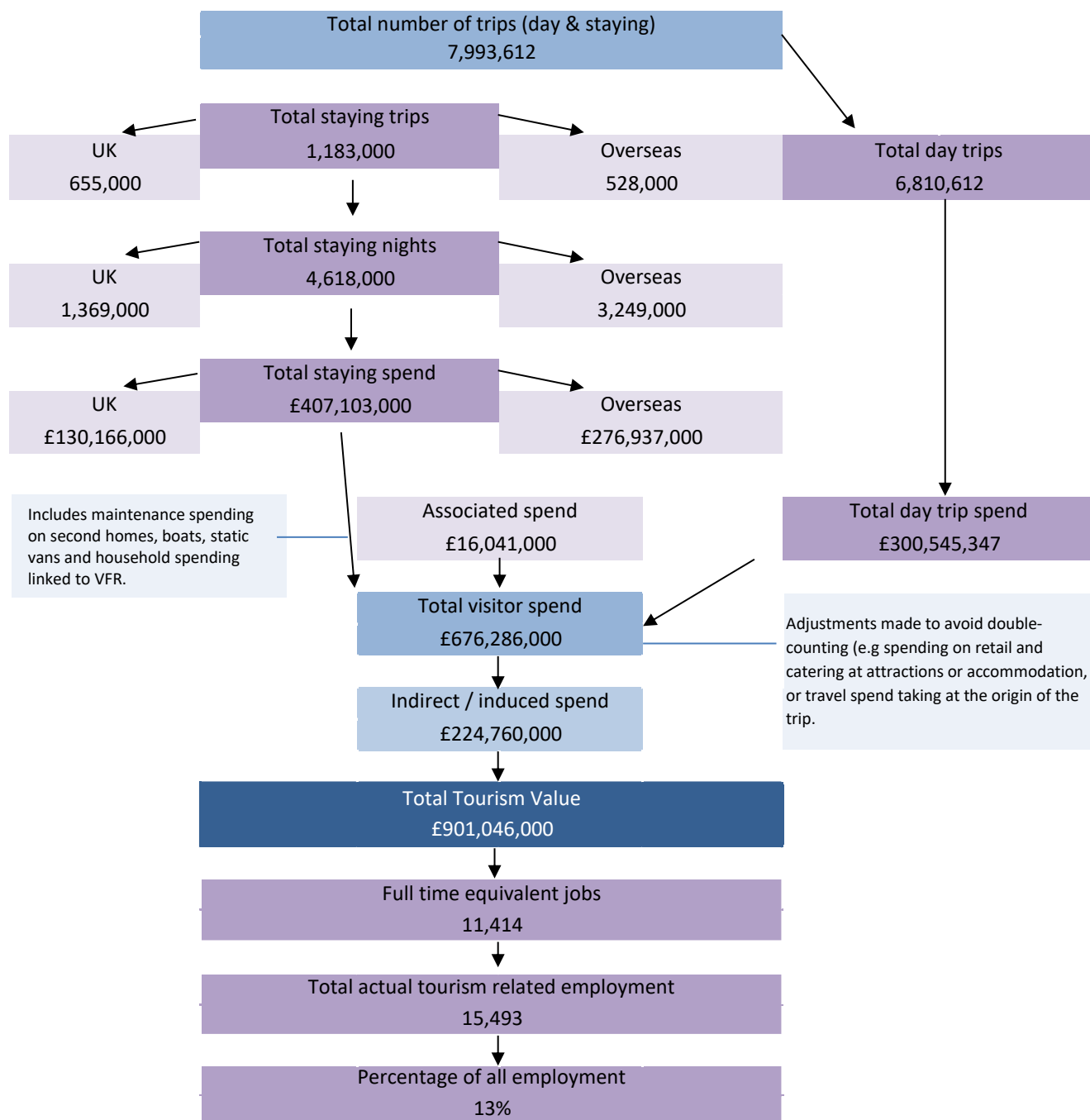


Economic Impact of Tourism

Oxford - 2018



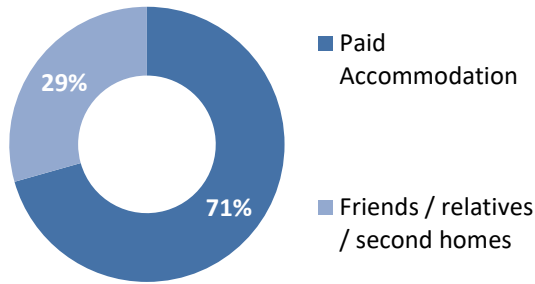
Economic Impact of Tourism – Headline Figures Oxford - 2018



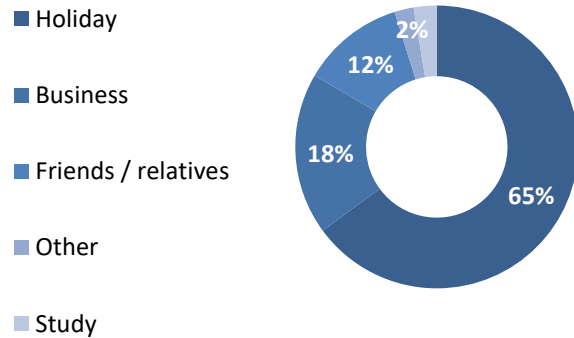
Economic Impact of Tourism – Year on year comparisons

<u>Day Trips</u>	2017	2018	Annual variation
Day trips Volume	6,382,546	6,810,612	6.7%
Day trips Value	£277,547,677	£300,545,347	8.3%
<u>Overnight trips</u>			
Number of trips	1,166,000	1,183,000	1.5%
Number of nights	4,715,000	4,618,000	-2.1%
Trip value	£405,979,000	£407,103,000	0.3%
Total Value	£873,523,000	£901,046,000	3.2%
Actual Jobs	15,039	15,493	3.0%

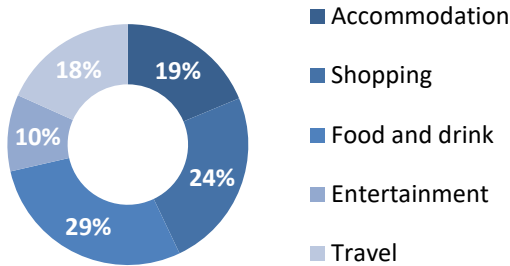
Type of Accommodation



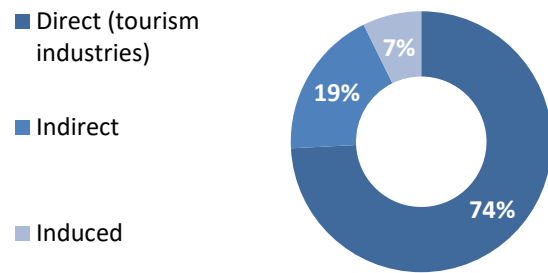
Trips by Purpose



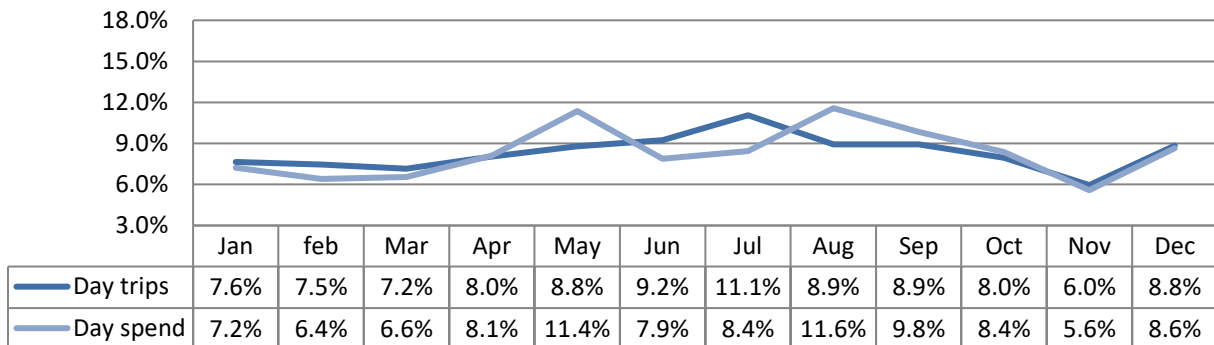
Breakdown of expenditure



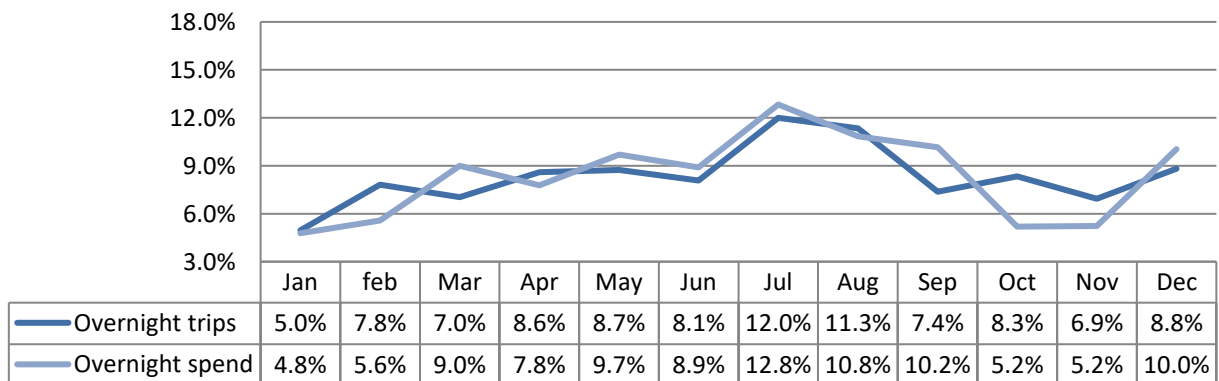
Type of employment



Seasonality - Day visitors



Seasonality - Overnight visitors



Contents	
<u>Contextual Analysis</u>	5
<u>Volume of Tourism</u>	8
Staying Visitors - Accommodation Type	9
Trips by Accommodation	
Nights by Accommodation	
Spend by Accommodation Type	
Staying Visitors - Purpose of Trip	10
Trips by Purpose	
Nights by Purpose	
Spend by Purpose	
Day Visitors	10
<u>Value of Tourism</u>	11
Expenditure Associated With Trips	12
Direct Expenditure Associated with Trips	
Other Expenditure Associated with Tourism Activity	
Direct Turnover Derived From Trip Expenditure	
Supplier and Income Induced Turnover	
Total Local Business Turnover Supported by Tourism Activity	
<u>Employment</u>	14
Direct	15
Full Time Equivalent	
Estimated Actual Jobs	
Indirect & Induced Employment	15
Full Time Equivalent	
Estimated Actual Jobs	
Total Jobs	16
Full Time Equivalent	
Estimated Actual Jobs	
Tourism Jobs as a Percentage of Total Employment	16
Appendix I - Cambridge Model Methodology	18

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