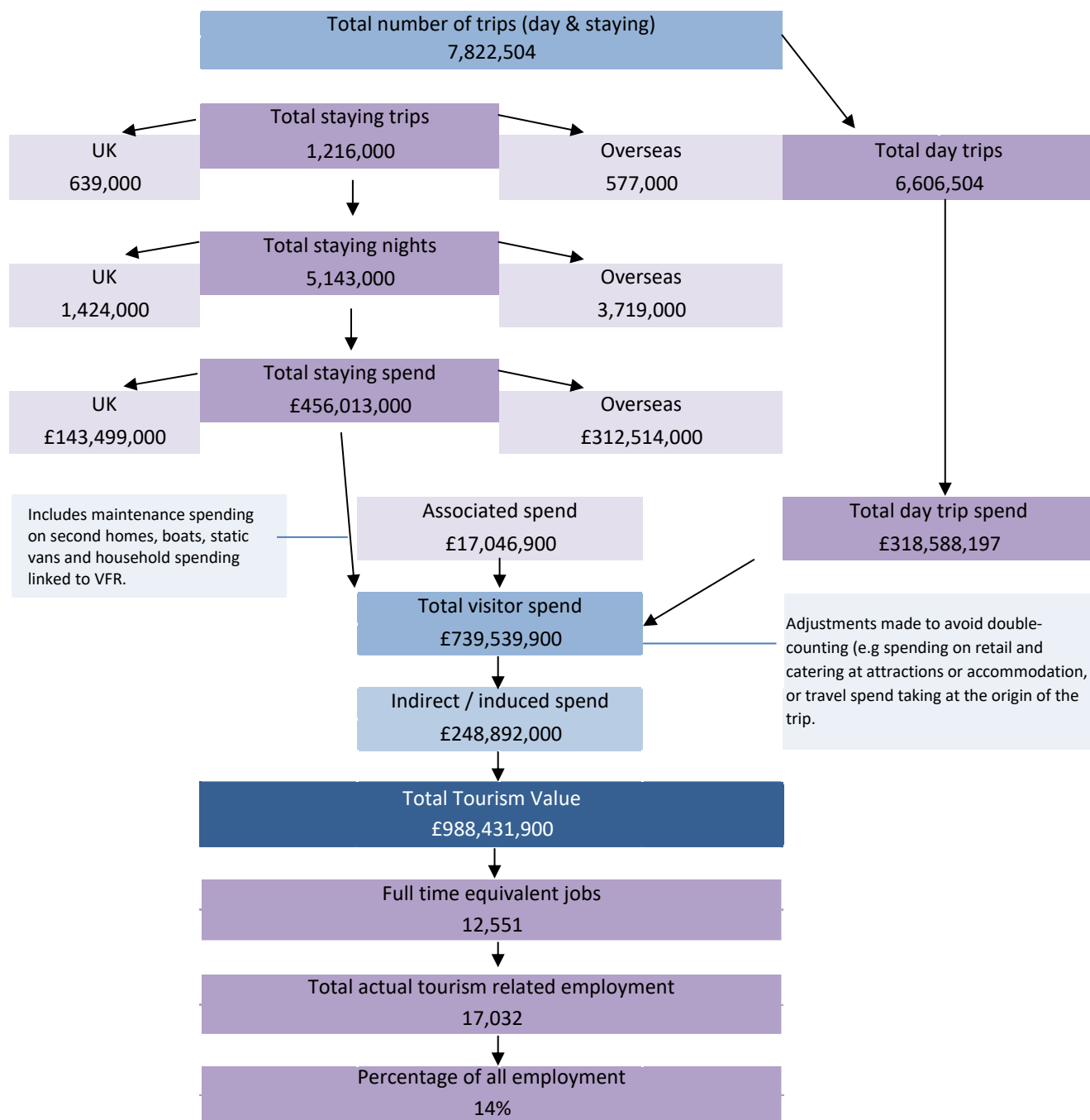


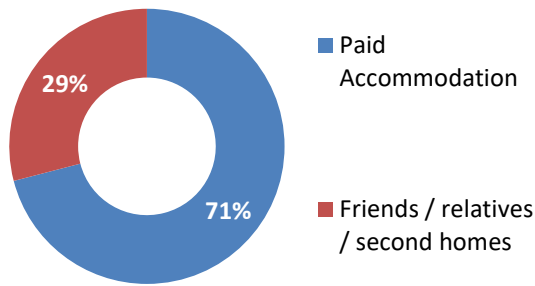
Economic Impact of Tourism – Headline Figures Oxford - 2019



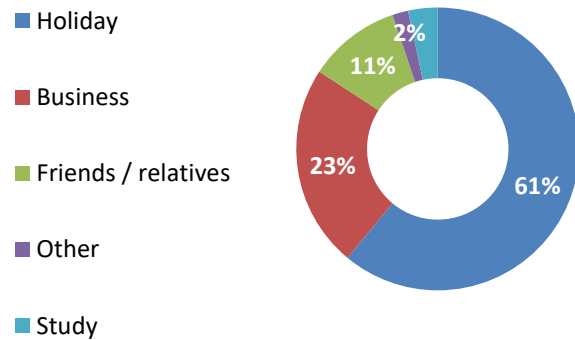
Economic Impact of Tourism – Year on year comparisons

<u>Day Trips</u>	2018	2019	Annual variation
Day trips Volume	6,810,612	6,606,504	-3.0%
Day trips Value	£300,545,347	£318,588,197	6.0%
<u>Overnight trips</u>			
Number of trips	1,183,000	1,216,000	2.8%
Number of nights	4,618,000	5,143,000	11.4%
Trip value	£407,103,000	£456,013,000	12.0%
Total Value	£901,046,000	£988,431,900	9.7%
Actual Jobs	15,493	17,032	9.9%

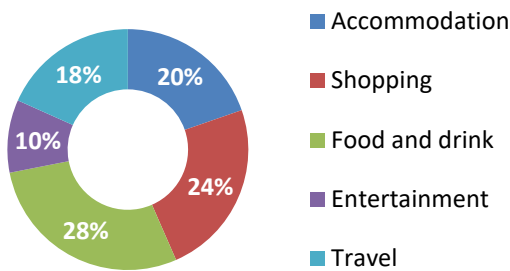
Type of Accommodation



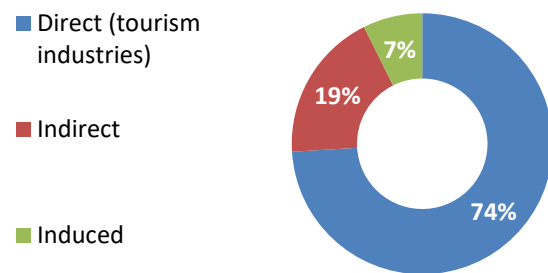
Trips by Purpose



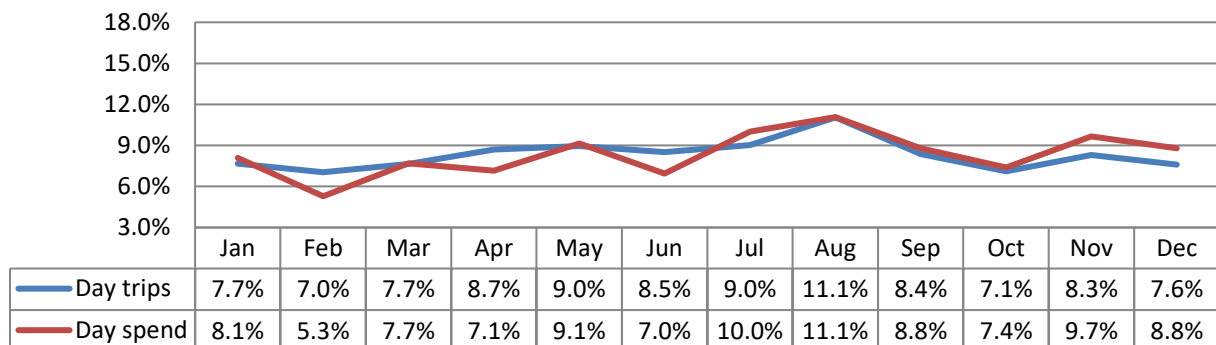
Breakdown of expenditure



Type of employment



Seasonality - Day visitors



Seasonality - Overnight visitors

