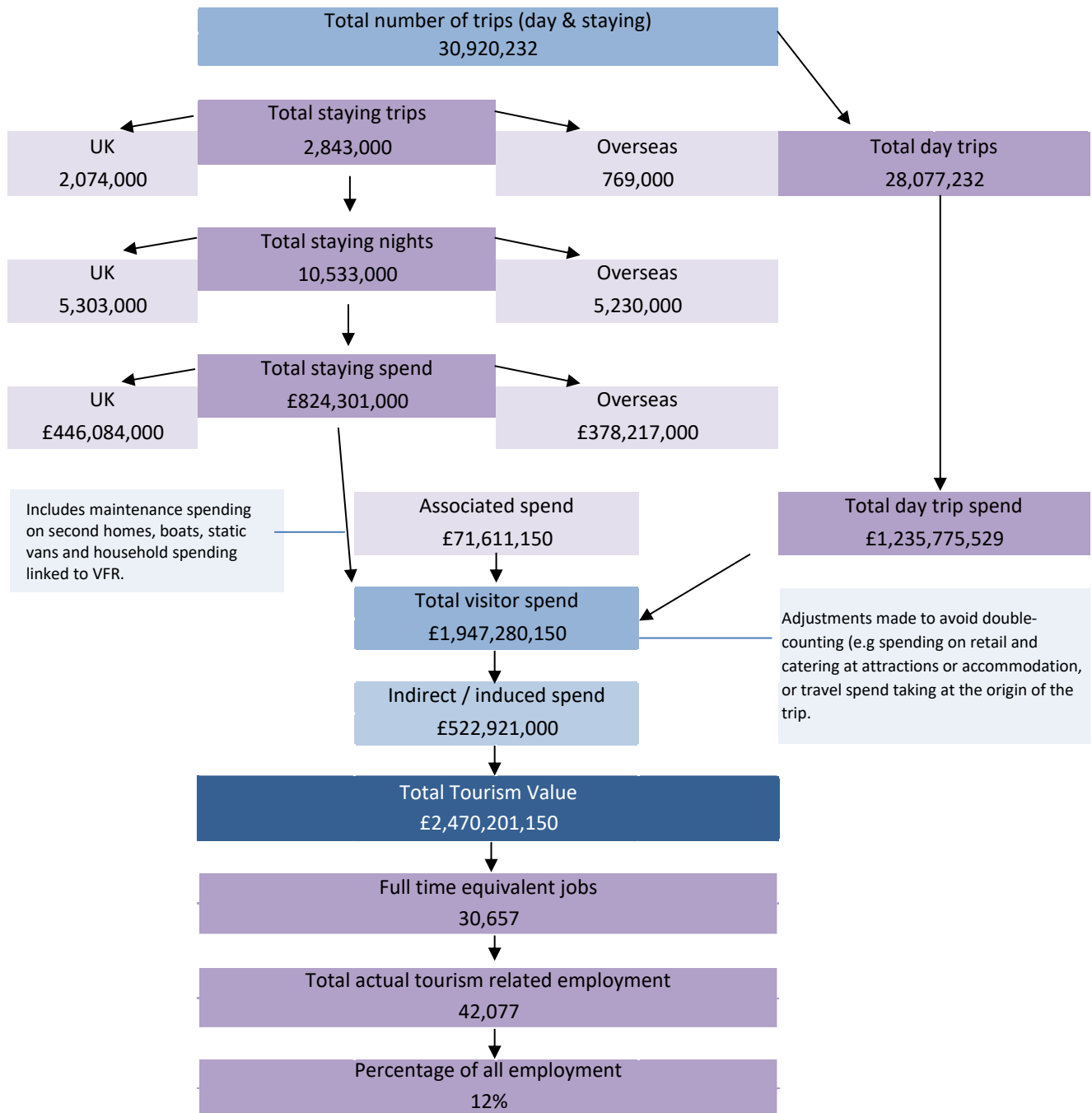


Economic Impact of Tourism – Headline Figures

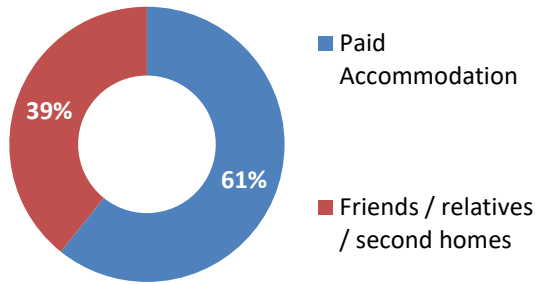
Oxfordshire - 2019



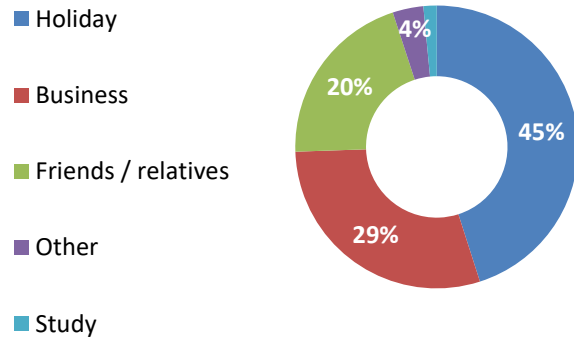
Economic Impact of Tourism – Year on year comparisons

<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%

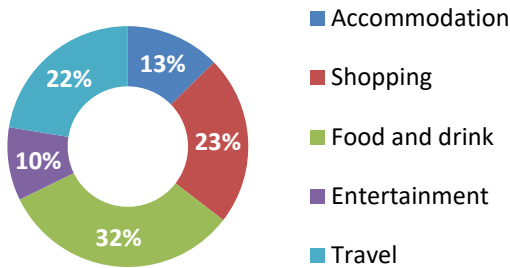
Type of Accommodation



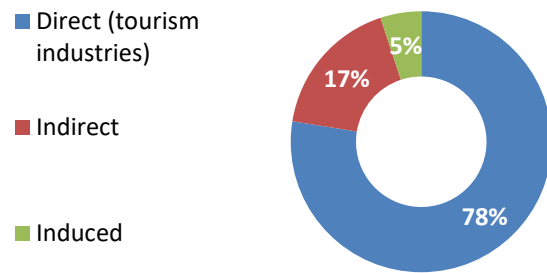
Trips by Purpose



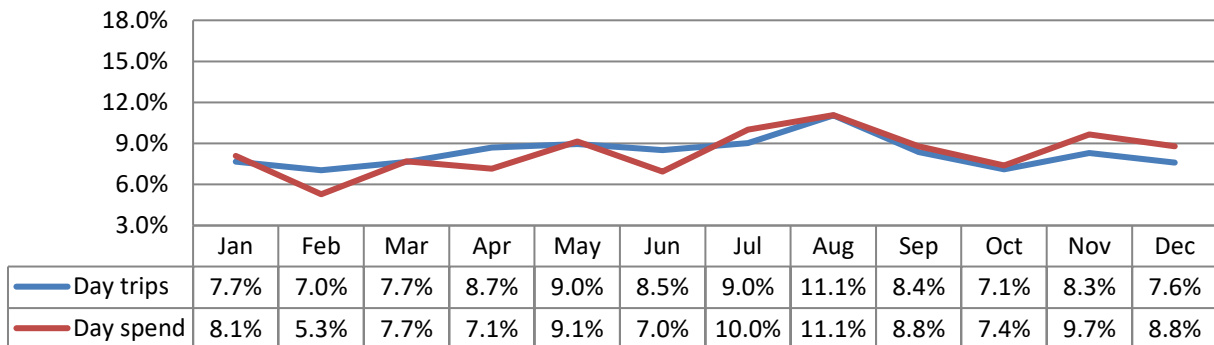
Breakdown of expenditure



Type of employment



Seasonality - Day visitors



Seasonality - Overnight visitors

