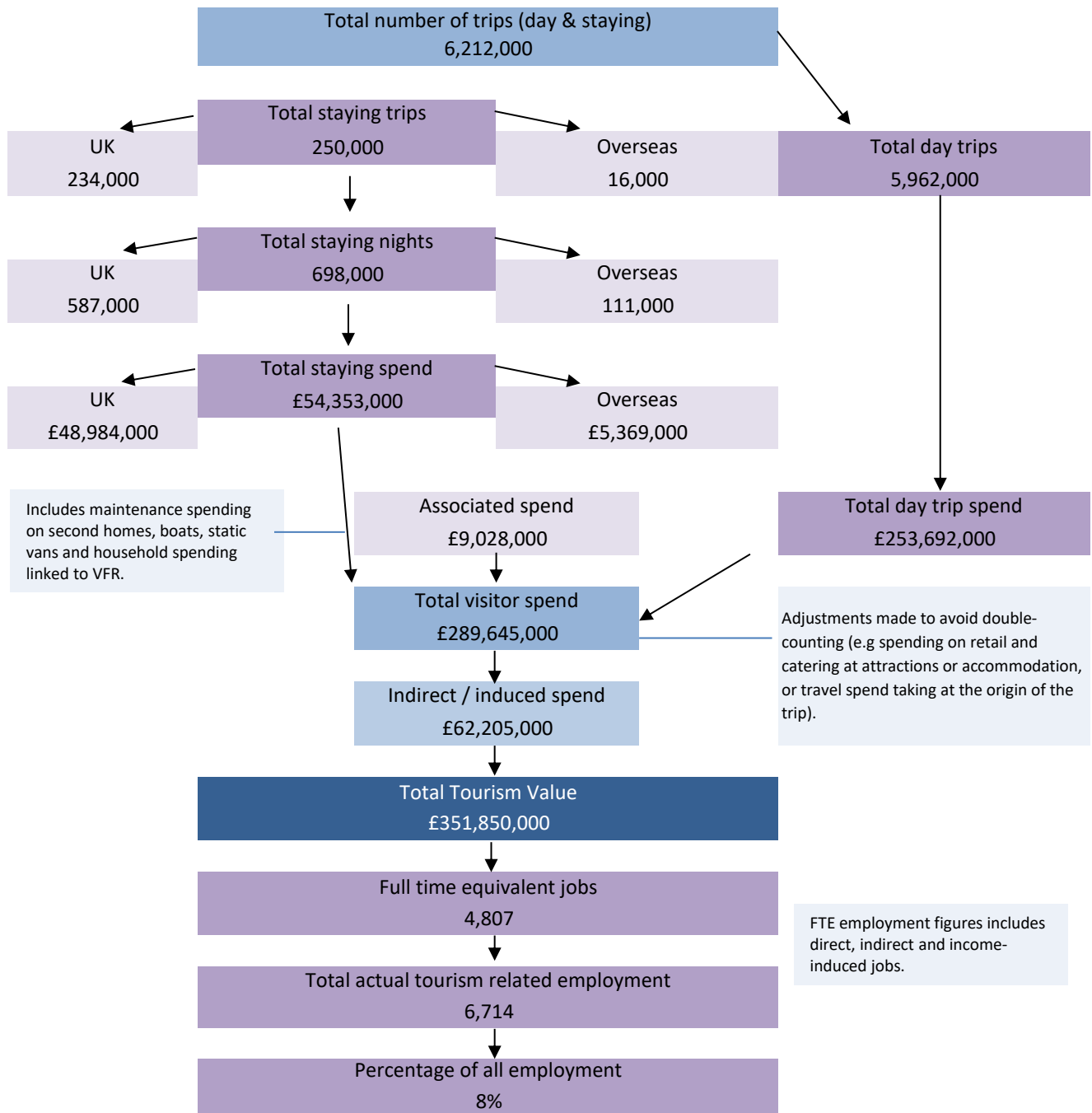


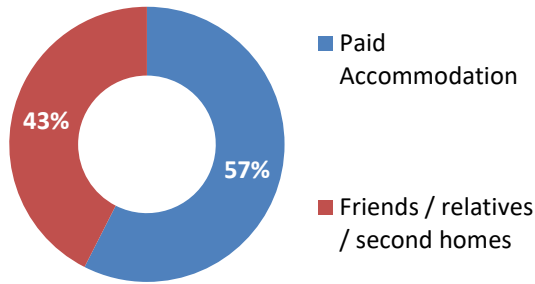
Economic Impact of Tourism – Headline Figures

Cherwell - 2021

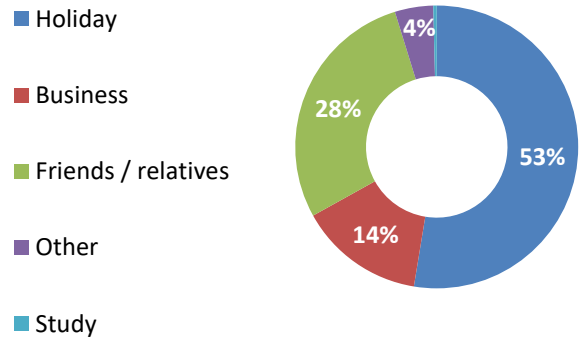


Economic Impact of Tourism – year on year comparisons				Year-on-year comparison	Pre-pandemic levels
	2021	2020	2019	2021 v 2020	2021 v 2019
Day Trips					
Day trips volume	5,962,000	3,841,000	7,762,189	55%	-23%
Day trips value	£253,692,000	£161,747,000	£344,171,316	57%	-26%
Overnight trips					
Number of trips	250,000	155,000	402,000	61%	-38%
Number of nights	698,000	428,000	1,258,000	63%	-45%
Trip value	£54,353,000	£32,444,000	£89,582,000	68%	-39%
Total value	£351,850,000	£224,395,000	£495,732,750	57%	-29%
Actual jobs	6,714	5,984	8,794	12%	-24%

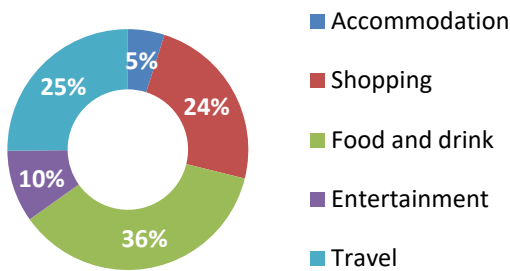
Type of Accommodation



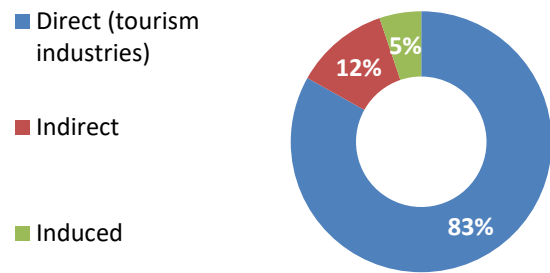
Trips by Purpose



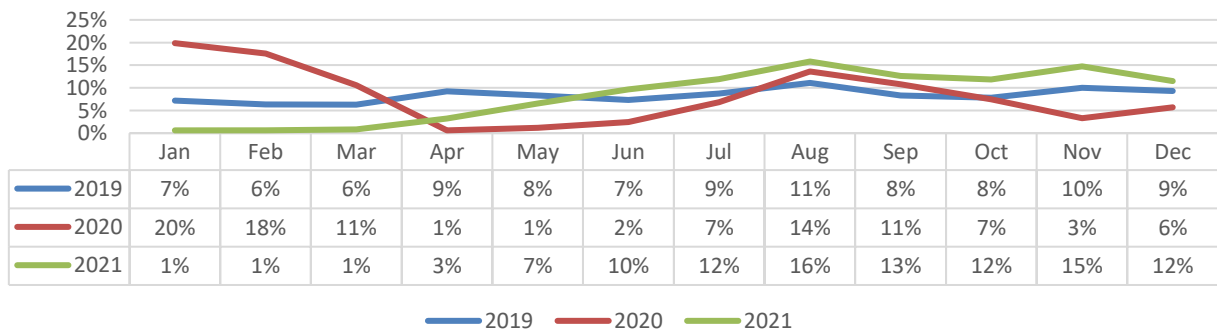
Breakdown of Expenditure



Type of Employment



Seasonality - Day trip expenditure



Seasonality - Overnight expenditure

