

What does this survey tell us about Oxfordshire's attraction as a destination to visit?

This survey provides us with lots of good news! When asked, 90% of past visitors and 76% of potential visitors find Oxfordshire appealing as a leisure destination. Eight out of ten previous visitors said they were likely to revisit Oxfordshire in 2023 and over two thirds of the respondents who have yet to come said they are likely to.

Why do visitors choose Oxfordshire as a destination?

- Eighty-six percent of respondents equate Oxfordshire with history and heritage, just under three-quarters recognise it as a centre for museums and galleries with over 50% attracted by the arts and culture on offer. In addition, over half commented on the attractiveness of the countryside and just under a third attributed walking, cycling, the range of gardens and gourmet pubs and restaurants with the county. Just under a third said it was easy to get to and a quarter recognised it as a destination for shopping.
- The city of Oxford, Henley-on-Thames, Burford and Bicester were the areas which most respondents had previously visited.

Why do visitors come, where do people stay, who are they with?

- When asked about their last trip to Oxfordshire, 42% were on holiday and another 23% were visiting friends or relatives.
- Short, long and mid-week breaks combined were mentioned by 40% of visitors, while long stays (one week or more) were only mentioned by 6% of all respondents.
- Over half of overnight visitors stayed in serviced accommodation (hotels and B&B / guesthouse/ Inn). 15% stayed with friends or relatives.
- Couples account for the largest, 45%, of all visitor groups, with families and groups of friends the next most popular. The average visiting party included 3.8 people, consisting of 2.5 adults and 1.3 children. 11% of respondents were solo travellers.

How do visitors spend their time in Oxfordshire?

The most popular activity quoted by respondents was visiting a pub, tearoom or restaurant (64%), along with visiting attractions (63%). More than two in five (44%) had visited a cultural venue or a museum during their last stay and a third had enjoyed touring round the county. Walking, attending events and going on a special shopping trip were activities enjoyed by some 25%.

Were any negative perceptions of Oxfordshire as a destination to visit expressed?

Past Covid-19 restrictions, poor transport links/distance (too far/takes too long to get there), desire to see other places in the UK and abroad and lack of awareness were reasons identified by under 14% of respondents for not visiting Oxfordshire.

Who responded to this survey?

The results are based on a sample of 519 responses to an online survey sent to consumers living outside of the county and registered to receive information from Experience Oxfordshire. The results are based on a 'have your say' online platform style survey using a structured questionnaire, with invitations to participate sent via email newsletters as well as being promoted on social media.