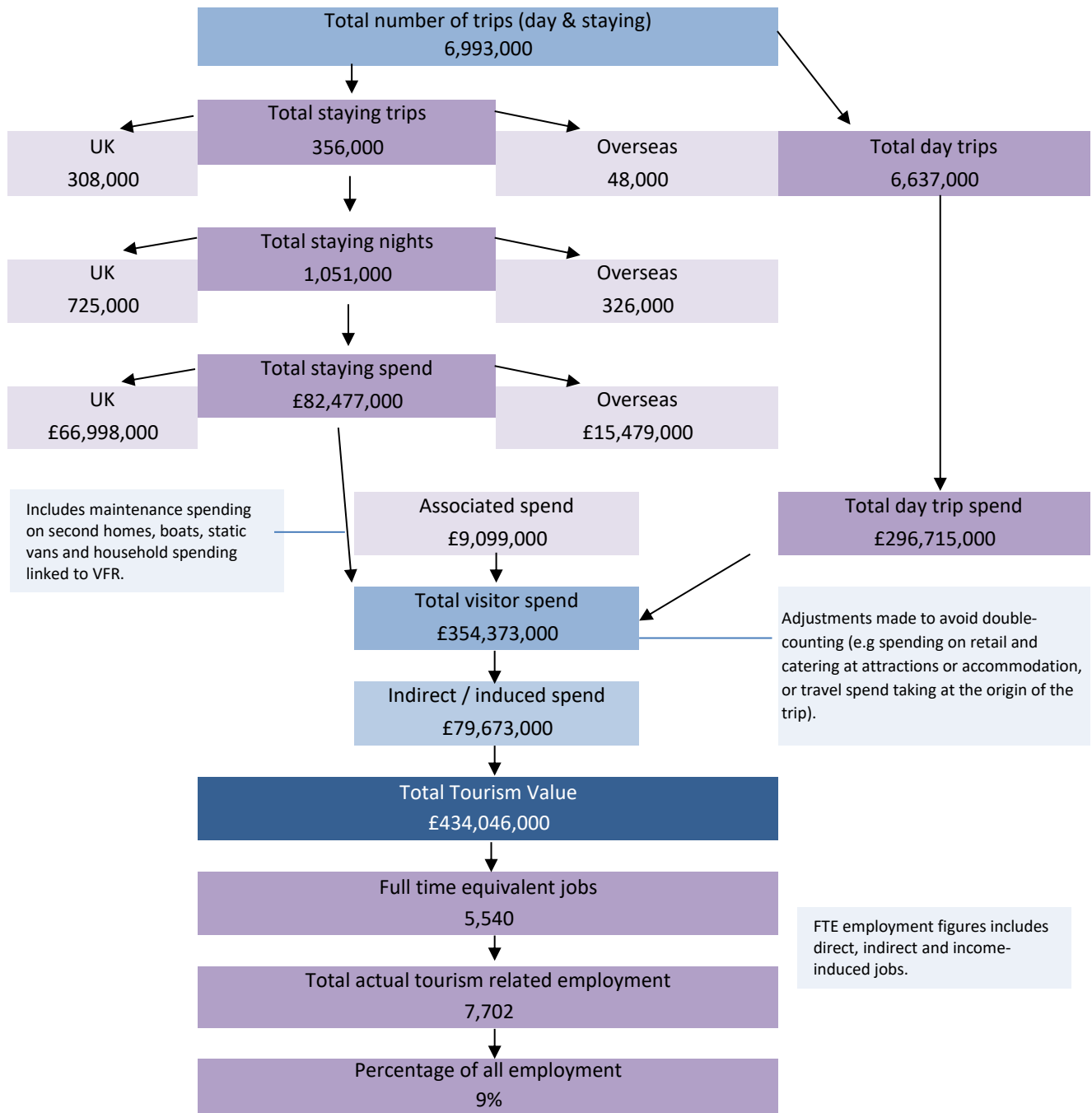


Economic Impact of Tourism – Headline Figures

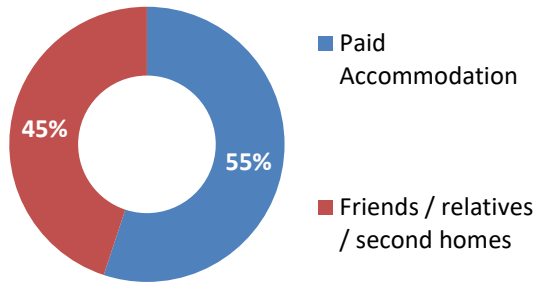
Cherwell - 2022



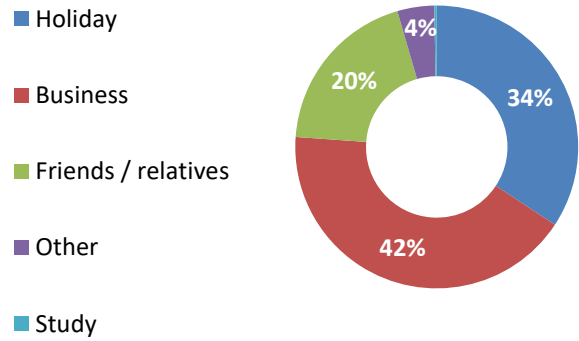
Economic Impact of Tourism – year on year comparisons				Year-on-year comparison	Pre-pandemic Nominal value*	Pre-pandemic Real-term value*
	2022	2021	2019	2022 v 2021	2022 v 2019	2022 v 2019
Day Trips						
Day trips volume	6,637,000	5,962,000	7,762,189	11%	-14%	-14%
Day trips value	£296,715,000	£253,692,000	£344,171,316	17%	-14%	-16%
Overnight trips						
Number of trips	356,000	250,000	402,000	42%	-11%	-11%
Number of nights	1,051,000	698,000	1,258,000	51%	-16%	-16%
Trip value	£82,477,000	£54,353,000	£89,582,000	52%	-8%	-23%
Total value	£434,046,000	£351,850,000	£495,732,750	23%	-12%	-14%
Actual jobs	7,702	6,714	8,794	15%	-12%	-14%

Nominal values (not taking inflation into account). Real terms values (adjusted for inflation)

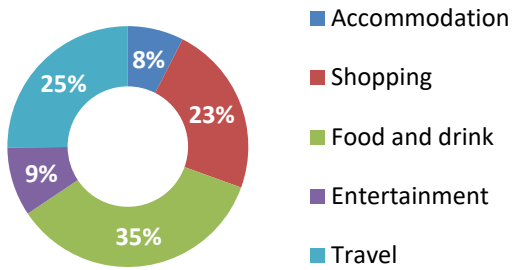
Type of Accommodation



Trips by Purpose



Breakdown of Expenditure



Type of Employment

