Economic Impact of Tourism – Headline Figures Oxfordshire - 2023 Total number of trips (day & staying) 28,384,000 Total staying trips UK 2,272,000 Overseas Total day trips 1,488,000 784,000 26,112,000 Total staying nights Overseas UK 9,573,000 4,437,000 5,136,000 Total staying spend UK £788,423,000 Overseas £414,191,000 £374,232,000 Associated spend Total day trip spend Includes maintenance spending on second homes, boats, static £59,983,000 £1,147,147,000 vans and household spending linked to VFR. Total visitor spend Adjustments made to avoid double-£1,822,926,000 counting (e.g spending on retail and catering at attractions or accommodation, or travel spend taking at the origin of the Indirect / induced spend trip). £490,292,000 **Total Tourism Value** £2,313,218,000 Full time equivalent jobs 28,679 FTE employment figures includes direct, indirect and incomeinduced jobs. Total actual tourism related employment 39.399 Percentage of all employment 10% Pre-pandemic Pre-pandemic Year-on-year

Economic Impact of Tourism – year on year comparisons				comparison	Nominal value*	Real-term value*
Day Trips	2023	2022	2019	2023 v 2022	2023 v 2019	2023 v 2019
Day trips volume	26,112,000	24,170,000	28,077,232	8%	-7%	-7%
Day trips value	£1,147,147,000	£1,070,930,000	£1,235,775,529	7%	-7%	-10%
Overnight trips						
Number of trips	2,272,000	2,285,000	2,843,000	-1%	-20%	-20%
Number of nights	9,573,000	9,133,000	10,533,000	5%	-9%	-9%
Trip value	£788,423,000	£743,377,000	£824,301,000	6%	-4%	-11%
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Total value	£2,313,218,000	£2,169,700,000	£2,473,779,150	7%	-6%	-9%
Actual jobs	39,399	36,969	42,144	7%	-7%	-10%

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





