




**Experience
OXFORDSHIRE**
HIGHLIGHTS FROM 2018/19



WORKING WITH BUSINESSES TO GROW AND DEVELOP THE VISITOR ECONOMY

www.experienceoxfordshire.org

ABOUT EXPERIENCE OXFORDSHIRE

Experience Oxfordshire is the official Destination Management Organisation (DMO) for Oxfordshire and is the trading arm of the parent charity, the Experience Oxfordshire Charitable Trust. We are a not-for-profit partnership organisation that is committed to the promotion, management and development of Oxfordshire as a great destination to live, work, visit and do business.

We work with businesses and stakeholders to improve growth and productivity across the visitor economy and lead Destination Management across the County, whilst ensuring that tourism works for everyone across Oxfordshire. We have a growing Partnership of businesses spanning all parts of the visitor economy and through effective collaboration are working to ensure that Oxfordshire is a world-renowned destination of choice for tourism, culture and business.



"I would like to thank Hayley and the team for all their hard work and also my colleagues on the Board of Directors who give up their time voluntarily to help drive the organisation forward. Together we are working hard to ensure that we drive the visitor economy and experience as we hope you will see by the extent of the good work and success over the last year."

- Joanna Simons CBE, Chair of Experience Oxfordshire



This has been another extremely busy year for Experience Oxfordshire and we have achieved a great deal. We have continued to work with businesses to grow and develop the visitor economy through the variety of channels and opportunities that Experience Oxfordshire lead on. Both our Partnership and Ambassador programmes have continued to grow with more businesses across Oxfordshire wanting to engage with us and support us.

We saw our highest level of economic growth in value terms taking visitor expenditure to nearly £2.2 billion per annum for Oxfordshire – an increase of 6% which is above the national target. We welcomed nearly 30 million visitors to the County and the sector supported 37,000 jobs, which is one in every 10 jobs across the Oxfordshire. It is an extremely important sector for the County and we continue to work with Partners, stakeholders and industry to seek investment. Our English Tourism Week campaign was a particular success with four MPs from across Oxfordshire showing their support for the industry - we will continue to work hard to raise the profile of our sector locally and nationally.

We have continued to develop our suite of websites ensuring content is up to date and inspirational and have recently launched a new website to service conference and venue Partners. Our social media following has grown and as we continue our work with new technology and Partners we are attracting new audiences to the City and County. We also offered opportunities for local residents to get involved and enjoy everything the County has to offer by raising the profile of our offer and offering free and discounted entry as part of various events throughout the year such as English Tourism Week and International Tourist Guide day alongside promoting our Partners through a JackFM radio campaign targeted at the local residents of Oxfordshire.

Our events programme has continued to grow with a record number of events taking place over the past year. We have continued to hold our Partner and conferencing meetings as well having another successful Cultural Platform and 'Insights from the Experts conference' which attracted top industry experts to address our Partnership network. We have also hosted a range of networking events and introduced business seminars to help our Partners with the skills they require to run their business.

We have been successful in securing funding from the Discover England Fund, the Department of International Trade and the European Travel Commission which has enabled us to be more proactive in the International markets. Our international visitor numbers and length of stay have increased and this is an important part of our longer term strategy for the City and County - to encourage visitors to stay longer and spend more. We also launched the pilot of the very exciting Oxford Pass in partnership with Oxford Bus Company and Blenheim Palace – a two day pass to encourage visitors to stay overnight and explore more of the City and County.

It was also an award winning year for the team of Experience Oxfordshire who gained national recognition as Destination Marketing Company of the year in the UKinbound Awards for Excellence, as well as Oxford Visitor Information Centre (VIC) winning Gold in the Beautiful South Awards and Oxford Official walking Tours gaining Best Untold Story title from VisitEngland. Both the VIC and Walking Tours also received TripAdvisor Certificates of Excellence and to top it off locally we won the Tourism and Culture category of the Oxfordshire Business Awards. I am extremely proud of the team for all we have achieved and the good work we undertake for our Partners often against a challenging background of reduced financial support. We are creative, innovative and opportunistic and will continue to work hard for our Partners and lead and influence destination management across Oxfordshire.

We have recently launched our 'Ambition' for Oxfordshire and look forward to working with Partners and stakeholders to encourage visits that offer the best balance of impact and contribution to the County through encouraging more overnight stays particularly in the international markets and really look to increase a sense of pride in place and improved welcome as part of the place shaping agenda.

We would like to thank all of our Ambassador investors for supporting Experience Oxfordshire and ensuring that we can set, shape and lead economic growth and destination development and all our Partners for choosing to work with us to support and promote your business – we couldn't do this without you. The team here at Experience Oxfordshire look forward to continuing to work with our Partners, promote our destination and foster collaboration to increase the value of the visitor economy and promote Oxfordshire as a great destination to live, work, visit and do businesses.

A THRIVING OXFORDSHIRE VISITOR ECONOMY



Oxfordshire welcomes **29.9 million** visitors a year



The total value of the visitor economy to Oxfordshire increased by 6% to **£2.17 billion**



The total number of jobs in the visitor economy increased by 6% to **36,856**



2.8 million visitors stayed overnight in Oxfordshire



Spending a total of **9.6 million** nights in the County



With a **3.6%** increase in the trip value of overnight stays



2.1 million domestic overnight trips accounted for **£385 million** spend



680,000 international overnight trips accounted for **£340 million** spend



27.1 million visitors spent the day in Oxfordshire; an increase of 9%



And they spent **£1.08 billion**; an increase of 8%

PROMOTING TO A LOCAL, NATIONAL AND INTERNATIONAL AUDIENCE

MARKETING

During the past year Experience Oxfordshire has continued to expand and diversify its marketing efforts, providing scope for more strategic activity on behalf of the county.

The Oxford Pass

In collaboration with Blenheim Palace and the Oxford Bus Company we launched 'The Oxford Pass'. Initially available for a 12-month trial period, the Pass offers visitors a quick and convenient 'one stop shop' combination ticket to some of the best attractions and transport links across the county.

Aimed at attracting more long-stay visitors to Oxfordshire the pass has already attracted significant interest from the international travel trade, and is available through a dedicated website www.oxfordpass.com, as well as the Visit Britain Shop, with arrangements to sell through major OTA's currently being negotiated.

#OxfordPass

England Originals - a Discover England Fund project

Our largest project to date, this year collaborated with 14 other historic cities to launch the 'England Originals' Campaign.

Featuring five new, hassle-free, easy to book itineraries aimed primarily at US millennials, the tours present heritage in an exciting new way, through story-telling and augmented reality, and can easily be completed in three to four days. Oxford is one of three cities featured in the Thinkers and Writers Tour, along with Worcester and Stratford. This £1.6 million project raises the profile of Oxfordshire with our largest target market, and brings closer links between Experience Oxfordshire and major international travel operators and wholesalers.

www.Englandoriginals.com

Local Radio Campaign with JackFM

Working with our Ambassador Partners JackFM, we delivered two major radio campaigns, one for the summer season and another for the festive period, calling on local audiences to go out and discover their county, and the visitor attractions and entertainments Oxfordshire has to offer.

#WhyILoveOx Instagram Campaign

Working with the Oxford Mail, and with the support of many of our Partners, the #WhyILoveOx campaign generated dozens of new images for promotional use, increased our Instagram following by 15% and encouraged local social media influencers to explore and celebrate Oxfordshire.

Conferencing Website

We have rebuilt our conferencing website to create an events and meeting rooms portal. Aimed at simplifying the search for venues for smaller events, and enhancing our larger conferencing & meetings propositions with other things to see and do around the county, the website aims to inspire individuals and businesses to use Oxfordshire as the location for their conference, meeting, or event, and make the most of their delegates' stay by exploring the city and county.

www.experienceoxfordshire.org/conferencing



E-newsletters

Our monthly e-newsletter to consumers has been re-built this year to pre-GDPR levels, and is complemented by dedicated newsletters to conferencing buyers and to group travel operators.

23,000+ audience of locals and visitors to Oxfordshire

Over 250,000 emails sent

Over 120,000 opened emails

Media Coverage

220+ Press Enquiries

65 Press passes issued to visiting journalists

Over 60 articles published in the local, national and international media

Regularly hosted visits for bloggers, journalists, media and travel trade with our Partners

Social Media

Almost 30,000 followers



Oxfordshire Visitor Guide 2019

The Oxfordshire Visitor Guide 2019 features improved design, more content (now 96 pages) a print run of over 50,000 copies and has so far received downloads of over 20,000 from our website.

The guide is Experience Oxfordshire's calling card at group travel shows & travel trade missions and is distributed nationally at Visitor Information Centres as well as at regional visitor attractions and across the Oxfordshire library network.

EXPERIENCE OXFORDSHIRE AMBASSADORS

We have seen continued investment and support from our Ambassador Partners. Our Ambassador programme is essential to ensuring there is a Destination Management Organisation for Oxfordshire and we thank them for their support.



"We are thrilled to be teaming up with Experience Oxfordshire as their newest Ambassador. Birmingham Airport is committed to supporting the regional visitor economy and our partnership with Experience Oxfordshire is an excellent means of achieving this. Birmingham Airport is very much looking forward to working with Experience Oxfordshire in the coming year"

- Stefanie Bowes, Travel Trade and Corporate Relationship Manager, Birmingham Airport



"We are delighted to be joining Experience Oxfordshire as their new Ambassador. Dominvs Group are excited about bringing a brand-new Courtyard by Marriott to Oxford. The new property will offer high quality guest accommodation over six stories and is set to attract new visitors to the City that love contemporary brands. It is important to us that we engage with the City from early on and being a partner of Experience Oxfordshire enables us to do that. We look forward to our role as an Ambassador, collaborating with Hayley and the team in destination management for the City and County".

-Sean Brookes, Chief Operating Officer of Dominvs Group



www.oxford.gov.uk





Great Western Railway

"As a transport provider we see our role in destinations as an important one. We are delighted to be Ambassadors of Experience Oxfordshire and help to encourage visitors to come to the City, County and Cotswolds. These strategic relationships are extremely important for us as we further strengthen our network and services"

-Gauthier Hardy, Regional Marketing Manager, GWR

"Being individual, independent, and in the centre of Oxford - we are proud to support Experience Oxfordshire and their efforts to inspire the rest of the world to discover and explore all that our marvellous City has to offer".

- Jeremy Mogford, Owner of Mogford Group



WESTGATE

O X F O R D



"Westgate Oxford has transformed Oxford bringing a new dimension for tourists and residents of Oxfordshire. The centre now has over 120 brands, spectacular views of Oxford's skyline, cinema, John Lewis and some fabulous dining options. We work closely with our partners at Experience Oxfordshire. Their role in bringing national and international visitors to Oxfordshire is invaluable."

- Brendan Hattam, General Manager, Westgate Oxford

"Oxfordshire is an exciting and vibrant area for culture and tourism. We are proud to work together with so many iconic attractions in partnership with Experience Oxfordshire. Hayley and the team provide expertise, leadership and an invaluable set of services which would be impossible to procure individually and together we present Oxfordshire's finest face to the world."

- Dominic Hare, Chief Executive Officer, Blenheim



EXPERIENCE OXFORDSHIRE EVENTS

Partner events are now a key component of our strong Partnership network in Oxfordshire and offer a great value Partner benefit. This year saw over 750 delegates attending the following events:

Partner and Conferencing Meetings

Partner meetings are at the centre of everything we do at Experience Oxfordshire, keeping our Partners updated on our activities and highlighting the trends within the visitor sector. Over 150 Partners attended events hosted by **The Kings Centre** and **Bicester Hotel Golf and Spa** where several guest speakers added a national feel to the agenda. Added to this our Conferencing Partners came along to exchange ideas around collaboration at separate events at **Oxford Brookes University** and **Jurys Inn Oxford**.

Business Seminars

Experience Oxfordshire partnered with **Hedges Law** to deliver a valuable seminar on Social Media to our Partners at the stunning **Eynsham Hall**. The seminar focussed on privacy and surveillance of social media alongside employment law, case studies, and common pitfalls.

We were asked by a variety of local businesses, Partners and stakeholders to convene a meeting around homelessness as a key issue that is impacting the city and business, this roundtable discussion hosted by the **Macdonald Randolph Hotel** gave the opportunity for new collaborations to form and get an understanding of the variety of issues involved.

Patrons Launch at The Old Bank Hotel

This year we launched our new Patron Scheme, with **Bob Cotton OBE** stepping up and leading the way as the first announced Patron. The Patron Scheme will see individuals who are highly experienced in the sector and passionate about destination management, promotion, development and best practice align themselves to Experience Oxfordshire.





Ambassadors Dinner at the Macdonald Randolph Hotel

The annual Experience Oxfordshire Ambassador dinner brought businesses from across the county that invest in and support the DMO to both network and find out about the work that Experience Oxfordshire had been undertaking as well as debating important issues.



Partner Networking Events

Selected Experience Oxfordshire Partners have had the opportunity to host networking events throughout the year, allowing Partners to showcase their rich and varied venues to other businesses whilst allowing Experience Oxfordshire to facilitate collaboration between attendees. Over 170 Partners have attended these events at varied venues across the county, from **Heythrop Park Resort** through to **The New Theatre Oxford**. Additionally, the annual Pre-Christmas networking event at our own **Oxford Visitor Information Centre** was well attended, letting Partners see the opportunities available to promote their organisations and events to visitors to Oxfordshire, and included Gin and Vodka tasting from our Partners **The Oxford Artisan Distillery**.



The Cultural Platform at St.Cross College, Oxford

High Sheriff of Oxfordshire, **Richard Venables**, was in conversation with **Carole Souter, CBE, Master of St.Cross College** and former CEO of the Heritage Lottery Fund exploring the interplay between heritage and the visitor economy both locally and nationally. The Cultural Platform was attended by over 70 people representing Partners together with a number of arts and cultural organisations from across the county.



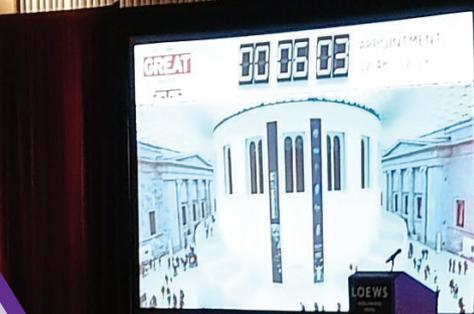
Insights from the Experts at Jurys Inn Oxford

Eight experts from the travel and tourism industry were brought together by Experience Oxfordshire to share their insight with over 100 Partners and stakeholders. Speakers included representatives from VisitEngland, VisitBritain, UMI Digital, Capela Training, The Association of Leading Visitor Attractions, together with travel journalist Alison Rice, and Stephen Darke, Acting Deputy Director for Heritage, Tourism and Cultural Diplomacy at DCMS.



Launch of the Oxford Pass at Blenheim Palace

Oxfordshire's official sightseeing card, aimed at attracting more long-stay visitors to Oxfordshire was unveiled by **Denis Wormwell, VisitEngland Advisory Board Chairman** at a celebratory launch hosted by Blenheim Palace, and attended by representatives from the press, travel trade and local authorities.



PROMOTING OXFORDSHIRE TO A NATIONAL AND INTERNATIONAL AUDIENCE

Experience Oxfordshire has promoted the county to a national and international audience and over the course of the year has met with over 1600 travel trade buyers. We have also helped and supported over 50 familiarisation visits from international tour operators.

This year we were honoured to receive the 'Destination Marketing Organisation of the Year' award from UKinbound, in recognition of our work.

VisitBritain International Business Exchange (VIBE)

We attended the annual Business Exchange in London, meeting Visit Britain's country managers from across the globe and ensuring they have everything they need to sell Oxfordshire to their markets. We spent time with representatives of Oxfordshire's major markets, including the USA, France, Germany and China, as well as important emerging markets including India, Brazil and several Gulf states.

VisitBritain Explore GB

VisitBritain's flagship event, ExploreGB provides British and Irish tourism suppliers and destinations the opportunity to meet over 300 buyers from across 40 countries. Experience Oxfordshire attended this year's event held at Harrogate Convention Centre in Yorkshire, conducting 48 workshop meetings with International Buyers from around the world including South Korea and China, the USA and Canada, UAE and Saudi Arabia as well as buyers from several European countries.

VisitBritain Meet GB

VisitBritain's MeetGB event set in Windsor provided an excellent opportunity for Experience Oxfordshire to promote Conference Partners and their venues to 120 international buyers and to show why Oxfordshire is the destination of choice for meetings, incentives, conferences and exhibitions (MICE). The programme over 2 days saw buyers and suppliers engage in one-to-one meetings, networking events and workshops.



Group Leisure and Travel Show at the Birmingham NEC and Excursions at Alexandra Palace

Experience Oxfordshire attended both the Group Leisure and Travel Show in the autumn of 2018 and Excursions Show held in January 2019, successfully promoting Partners and opportunities to over 3,000 group buyers accompanied by several individual stands from our key Partners.

World Travel Market

World Travel Market London is the UK's biggest international Travel Trade Fair, and Experience Oxfordshire spent two days last November exhibiting alongside England's Historic Cities to launch the 'England Originals' Campaign.

UKinbound Buyers Appointments

In December, Experience Oxfordshire attended UKinbound's first buyer/seller 'dating' event in Canary Wharf, London, meeting 19 major tour operators, group bookers and airlines in a series of one to one interviews.

World Tourism Project USA

Experience Oxfordshire visited Los Angeles to promote all things Oxfordshire to USA buyers and consumers. We attended the Travel and Adventure Show, as well as the Partnerships in European Tourism event, both organised by ETOA and the European Tourism Commission. These events were great opportunities to talk to buyers and media about our destination and our Partners and as one of only three destinations from the UK that attended it was a great opportunity to raise the profile of Oxfordshire as a must see visitor destination.

Canada Tour Operator Visits

Experience Oxfordshire attended a trade mission with *made* marketing to promote Oxfordshire and England Originals to travel agents and tour operators across Toronto. Visiting 20 different offices to train agents directly on product and Partners involved was a great opportunity to showcase the destination.

Destination Britain North America with VisitBritain

Experience Oxfordshire attended DBNA in Austin, Texas, a three day trade event featuring appointments with over 150 buyers, suppliers and travel trade media members across North America and Canada.

Destination Britain China with VisitBritain

Experience Oxfordshire visited Sanya, China in October on a three day sales mission, featuring meetings with 100 top tour operators from across China, Hong Kong and South East Asia.



OXFORD VISITOR INFORMATION CENTRE

A very successful year for the Oxford Visitor Information Centre with the following highlights:



- Achieving Gold in the Beautiful South Awards for Excellence as Information Provider of the Year 2018, to add to the Bronze and Silver awards from 2016 and 2017.
- Renewed award of the Certificate of Excellence from TripAdvisor for 2018
- Welcoming almost 500,000 people to the Oxford Visitor Information Centre
- Host to 3 Work Experience students, providing 27 weeks of training and experience
- Almost £700,000 worth of tickets sold for over 30 local Partners' attractions, events and festivals
- A successful expansion of the local produce in our gift shop, to highlight the wide range of products made in Oxford and Oxfordshire
- Producing a new Deluxe map of Oxford, developed to be able to meet visitors' needs
- Increasing availability to visitors by extending our opening hours over the peak Summer months
- Providing Visitor Information training to Hotels and Attractions in the county, helping to improve the county's visitor welcome
- Supporting many local events and initiatives including through the distribution of promotional materials and being the 'real person' information or ticket desk for festivals

OXFORD OFFICIAL WALKING TOURS



Experience Oxfordshire operates Oxford Official Walking Tours. We are committed to managing the tourist experience responsibly, for the benefit of locals & tourists, and so work exclusively with the Oxford Guild of Tour Guides' accredited guides, with strictly limited group sizes.

Having consolidated our core offer the previous year, we have been steadily increasing the number of daily tours with our core Oxford product, the University & City Tour being awarded **Best Told Story** again in 2018. It was also **Highly Commended** at the Beautiful South Awards and has been awarded the **Quality Assured Tour Rosette** with an outstanding score of 90%.

Private tours in the county have continued with some groups booking extra services provided by Partner attractions.

Oxford Official Walking Tours Annual Statistics:

- Sold 26,000 daily walking tour tickets
- Organised 697 private walking tours
- Printed 50,000 walking tour leaflets and distributed them in 150 locations across Oxfordshire and at group travel and travel trade events



BUILDING STRONGER PARTNERSHIPS LOCALLY AND NATIONALLY

As a DMO Experience Oxfordshire works with key stakeholders and agencies at the most senior level to ensure that we are making the most of opportunities available and collaborating with them to ensure growth in the visitor economy.

At a local level we work with the public, private and voluntary sectors including local authorities, OxLEP, Oxford Strategic Partnership (OSP) and private sector businesses that represent culture, attractions and the business, visits and events market.

We are the "Go To" organisation for any local business wanting to work in the visitor economy sector and continue to help develop initiatives across the County.

At a national level, Experience Oxfordshire work with VisitBritain and VisitEngland, Government including the Department of Culture, Media and Sport (DCMS) and Department of International Trade (DIT), UKinbound, Tourism Society, Tourism Alliance, Arts Council England, ETOA and European Travel Commission.

Experience Oxfordshire is regularly invited to attend Government, Travel Trade and Ministerial discussion as well speak at Partner events and national conferences on Experience Oxfordshire's work, key industry issues and the importance of the visitor economy.

Destination Management Organisations play a vital role in British Tourism, ensuring that our destinations provide a quality experience for visitors. We fully support Experience Oxfordshire's aims - as the official DMO for the area - in developing and investing in improving the Oxfordshire experience. Collectively we work with them and the wider tourism industry to inspire more international visitors to Oxfordshire and beyond."

— Sally Balcombe, Chief Executive, VisitEngland and VisitBritain



VisitEngland®



VisitBritain

"Experience Oxfordshire provides excellent support to its local partners. I have been extremely impressed with the diversity of the training opportunities which it provides to stakeholders, hosting a wide range of seminars on subjects such as marketing, technology and industry trends. These events are always of extremely high quality and provide excellent value for local and national delegates alike. Despite its modest resources, Experience Oxfordshire punches above its weight in participating in a range of national programmes, in particular the Discover England Fund. The team work hard to leverage the major assets which the DMO has, but also ensuring that the benefits which tourism brings to these "hotspots" is spread throughout the region. In short, Experience Oxfordshire is the epitome of a modern Destination Management Organisation – fleet of foot; adept at spotting opportunities; and passionate about their place and their people."

— Joss Croft, Chief Executive of UKinbound



UKINBOUND
THE VOICE OF INBOUND TOURISM



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



TourismAlliance
the voice of tourism

GROWING THE PARTNERSHIP NETWORK



New Partner Benefits

Last year we introduced our 'Perks for Partners' scheme which has grown exponentially. The scheme is open to all Partners and their staff and additional Perks are continually being added which illustrates the success of this Partner benefit. Alongside this, we have recently started posting job vacancies on behalf of our Partners providing an additional avenue for staff recruitment.

Improving Partner Benefits

We have enhanced our website to include more specific details and information about our Partners. We will soon be introducing the ability for our Partners to edit and change their own landing pages. Additionally, our digital marketing channels are growing daily as we promote all our Partners to ensure Oxfordshire remains a great place to work, visit, and do business.

Expanding the Partnership Network

Since last year we have gained 28 new Partners including 2 new Ambassadors. With the new Partnership Team in place, more strategic concepts and actions will be utilised to ensure all Partners are looked after and new Partners are welcomed.

www.experienceoxfordshire.org/partner/perks-for-partners/



OUR AWARD WINNING YEAR



Awards for Excellence

2018

Silver Winner

Visitor Information Provider of the Year



the Beautiful South

AWARDS FOR EXCELLENCE
2018 - 2019
GOLD

the Beautiful South

AWARDS FOR EXCELLENCE
2018 - 2019
HIGHLY COMMENDED



BEST TOLD STORY 2018



UKINBOUND
2018 AWARDS FOR EXCELLENCE
DESTINATION MARKETING ORGANISATION OF THE YEAR

APRIL

Experience Oxfordshire's Oxford Visitor Information Centre win the Silver award at the prestigious VisitEngland Awards for Excellence 2018 Ceremony



Our walking tours and Visitor Information Centre both win Tripadvisor certificates of excellence

JUNE

Experience Oxfordshire are the winners of the Heart Cultural Events and Tourism Award at the 2018 Oxfordshire Business Awards



SEPTEMBER

Oxford Official Walking Tours are awarded the 'Quality Assured Tour' accolade by VisitEngland



DECEMBER

Our Visitor Information Centre win Information Service of the Year at the Beautiful South Awards for Excellence



Oxford Official Walking Tours awarded Highly Commended status in the Guided Tour of the Year category of the Beautiful South Awards for Excellence



JANUARY

Oxford Official Walking Tours awarded a VisitEngland Best Told Story Accolade. This accolade is testament to the high standards achieved, which the assessor felt were truly deserving of recognition

FEBRUARY

Experience Oxfordshire are Named Destination Marketing Organisation of the Year at UKinbound's Awards for Excellence



Experience Oxfordshire
www.experienceoxfordshire.org

Experience Oxfordshire Conferencing
www.experienceoxfordshire.org/conferencing

Experience Oxfordshire Partnership
www.experienceoxfordshire.org/partner

Oxford Visitor Information Centre
www.experienceoxfordshire.org

Oxford Official Walking Tours
www.oxfordofficialwalkingtours.org



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