



destination**research**
delivering results : measuring what matters

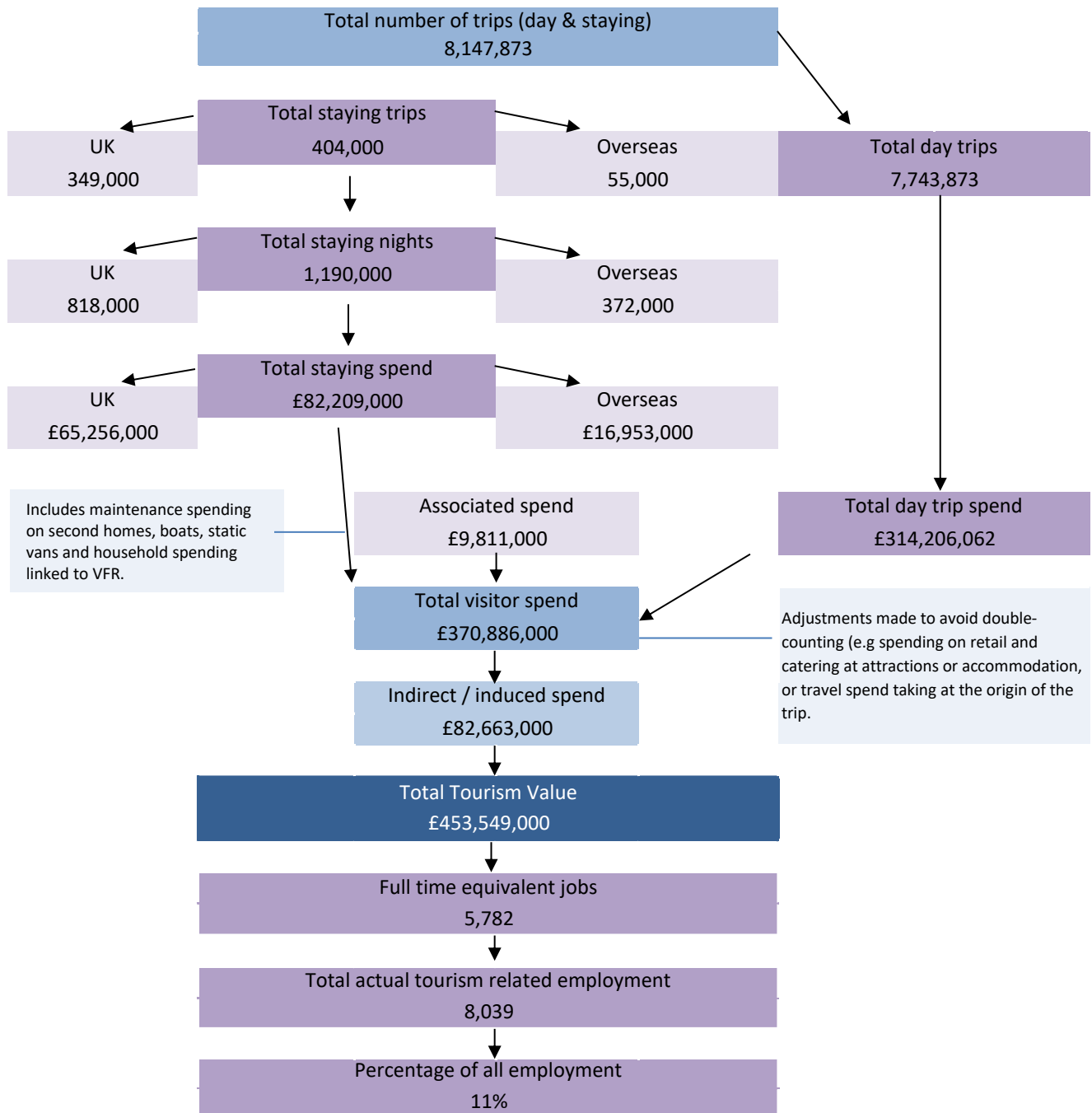


Economic Impact of Tourism
Cherwell - 2018



Economic Impact of Tourism – Headline Figures

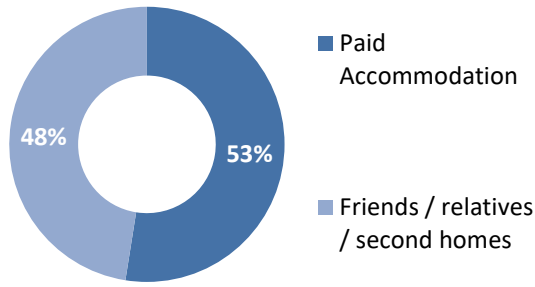
Cherwell - 2018



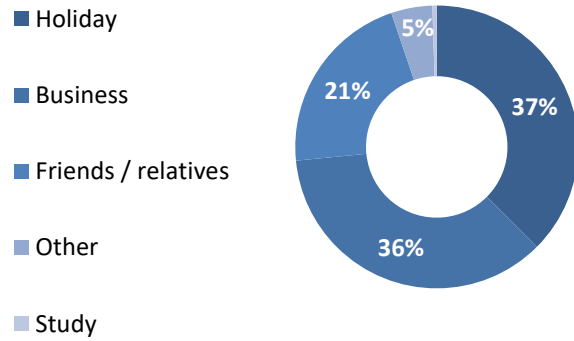
Economic Impact of Tourism – Year on year comparisons

<u>Day Trips</u>	2017	2018	Annual variation
Day trips Volume	7,257,150	7,743,873	6.7%
Day trips Value	£290,163,076	£314,206,062	8.3%
<u>Overnight trips</u>			
Number of trips	395,000	404,000	2.3%
Number of nights	1,200,000	1,190,000	-0.8%
Trip value	£81,214,000	£82,209,000	1.2%
Total Value	£426,522,000	£453,549,000	6.3%
Actual Jobs	7,575	8,039	6.1%

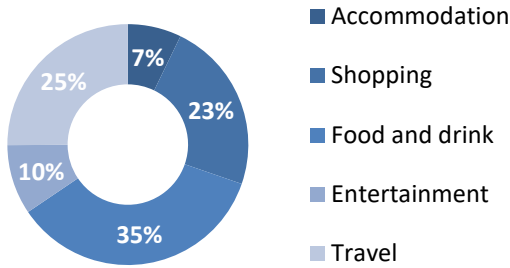
Type of Accommodation



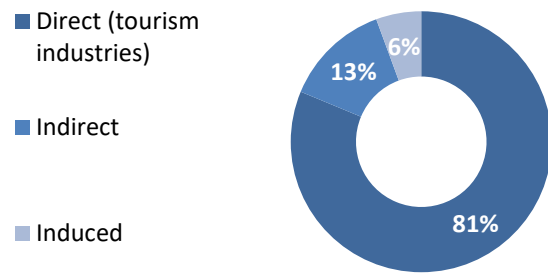
Trips by Purpose



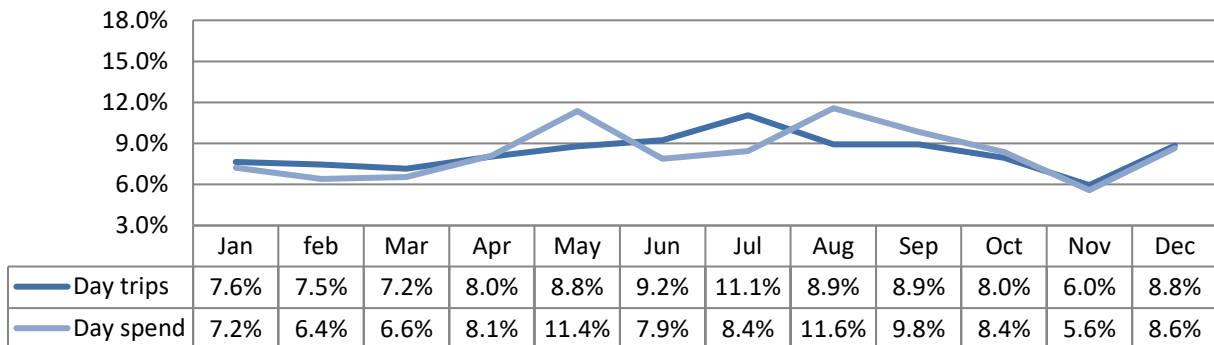
Breakdown of expenditure



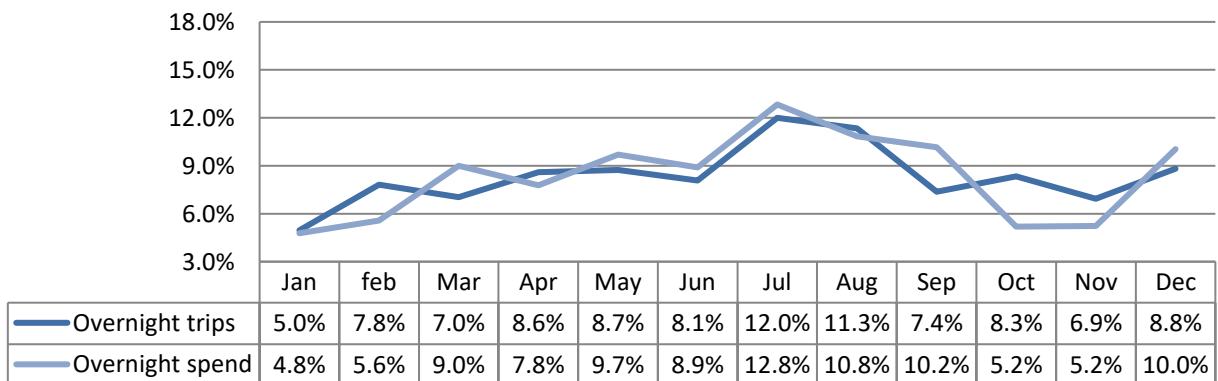
Type of employment



Seasonality - Day visitors



Seasonality - Overnight visitors



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