**Economic Impact of Tourism – Headline Figures**

**Oxford - 2018**

**Total number of trips (day & staying)**
- 7,993,612

**Total staying trips**
- 1,183,000
  - UK: 655,000
  - Overseas: 528,000

**Total staying nights**
- 4,618,000
  - UK: 1,369,000
  - Overseas: 3,249,000

**Total staying spend**
- £407,103,000
  - UK: £130,166,000
  - Overseas: £276,937,000

**Associated spend**
- £16,041,000

**Total visitor spend**
- £676,286,000

**Indirect / induced spend**
- £224,760,000

**Total Tourism Value**
- £901,046,000

**Full time equivalent jobs**
- 11,414

**Total actual tourism related employment**
- 15,493

**Percentage of all employment**
- 13%

**Economic Impact of Tourism – Year on year comparisons**

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>Annual variation</th>
</tr>
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<tbody>
<tr>
<td><strong>Day Trips</strong></td>
<td></td>
<td></td>
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<tr>
<td>Day trips Volume</td>
<td>6,382,546</td>
<td>6,810,612</td>
<td>6.7%</td>
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<td>Day trips Value</td>
<td>£277,547,677</td>
<td>£300,545,347</td>
<td>8.3%</td>
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<td><strong>Overnight trips</strong></td>
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<tr>
<td>Number of trips</td>
<td>1,166,000</td>
<td>1,183,000</td>
<td>1.5%</td>
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<tr>
<td>Number of nights</td>
<td>4,715,000</td>
<td>4,618,000</td>
<td>-2.1%</td>
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<tr>
<td>Trip value</td>
<td>£405,979,000</td>
<td>£407,103,000</td>
<td>0.3%</td>
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<tr>
<td><strong>Total Value</strong></td>
<td>£873,523,000</td>
<td>£901,046,000</td>
<td>3.2%</td>
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<tr>
<td><strong>Actual Jobs</strong></td>
<td>15,039</td>
<td>15,493</td>
<td>3.0%</td>
</tr>
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