



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



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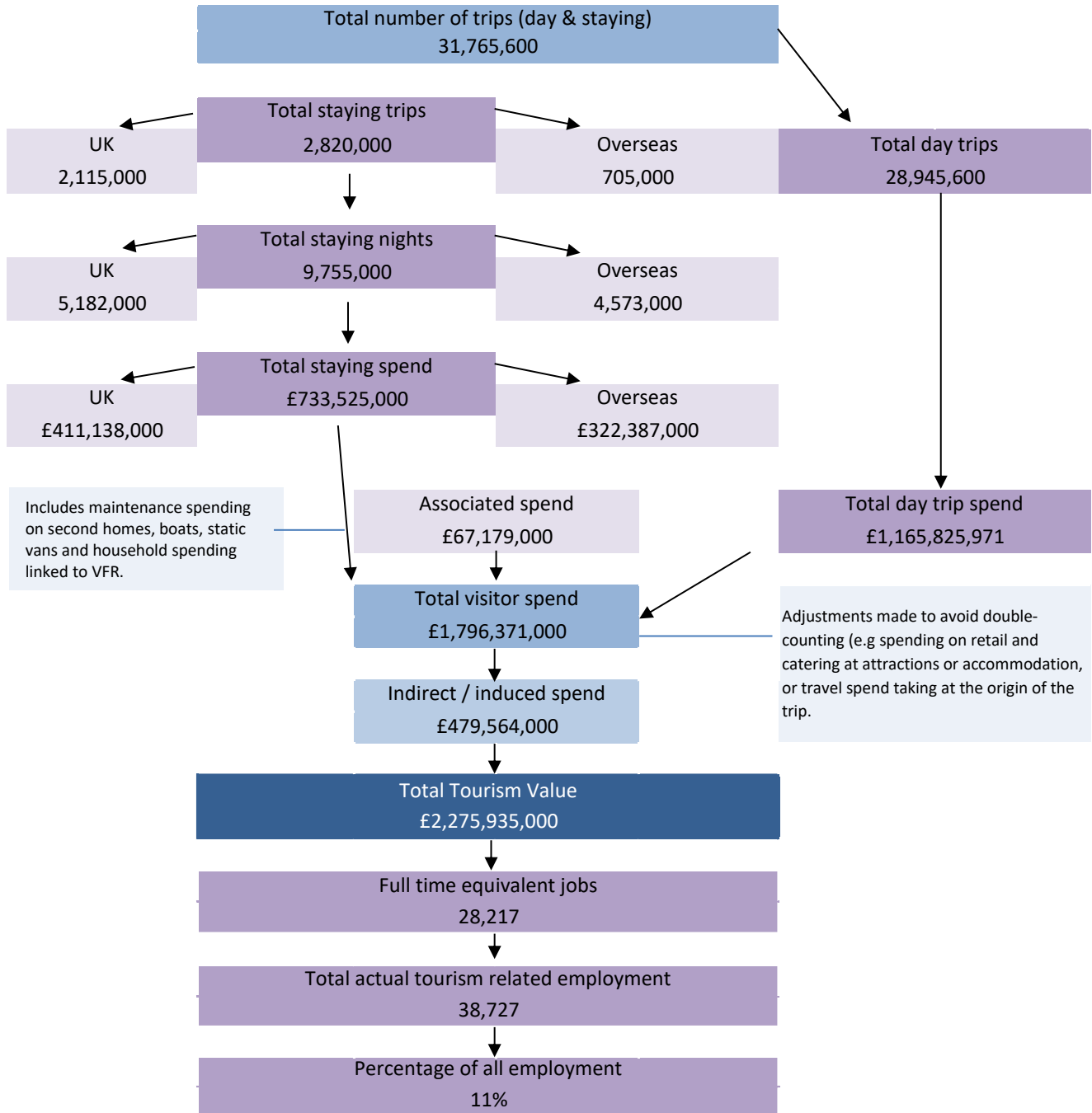
Destination Research
Sergi Jarques, Director

Economic Impact of Tourism
Oxfordshire - 2018



Economic Impact of Tourism – Headline Figures

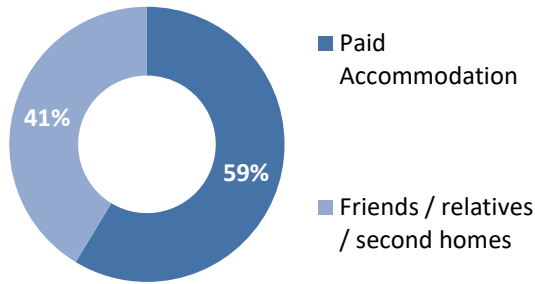
Oxfordshire - 2018



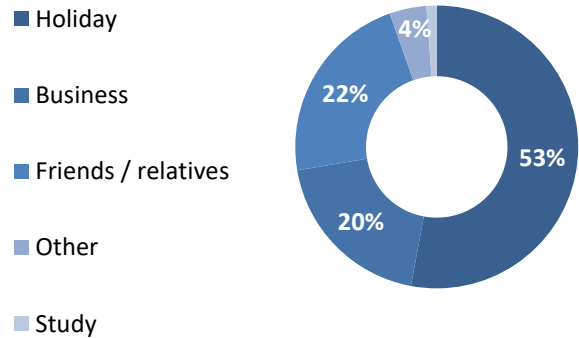
Economic Impact of Tourism – Year on year comparisons

<u>Day Trips</u>	2017	2018	Annual variation
Day trips Volume	27,112,776	28,945,600	7%
Day trips Value	£1,076,080,830	£1,165,825,971	8%
<u>Overnight trips</u>			
Number of trips	2,770,000	2,820,000	2%
Number of nights	9,686,000	9,755,000	1%
Trip value	£724,163,000	£733,525,000	1%
Total Value	£2,165,699,000	£2,275,935,000	5%
Actual Jobs	36,896	38,727	5%

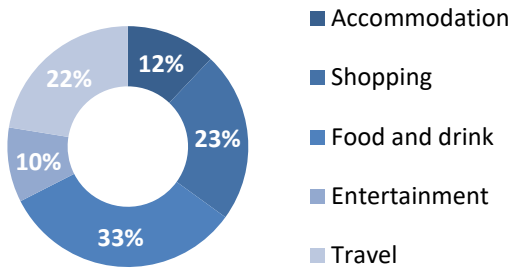
Type of Accommodation



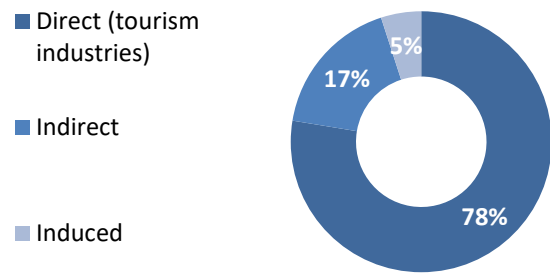
Trips by Purpose



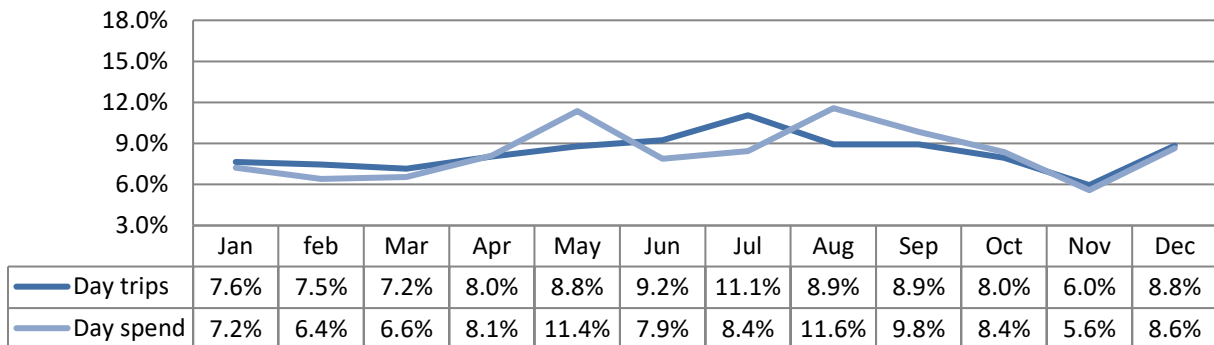
Breakdown of expenditure



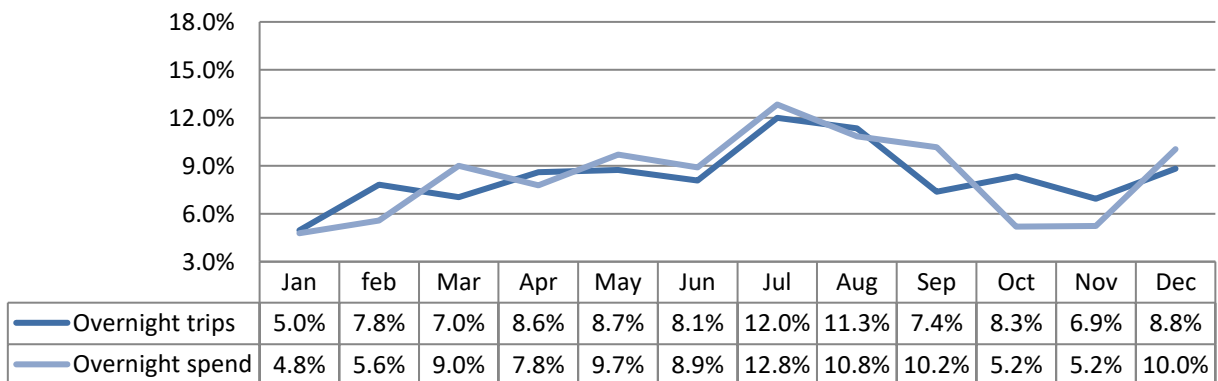
Type of employment



Seasonality - Day visitors



Seasonality - Overnight visitors



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