Economic Impact of Tourism – Headline Figures

**Oxfordshire - 2018**

- **Total number of trips (day & staying)**: 31,765,600
  - **UK**: 2,115,000
  - **Overseas**: 705,000
- **Total staying trips**: 2,820,000
  - **UK**: 5,182,000
- **Total staying nights**: 9,755,000
  - **UK**: 4,573,000
- **Total staying spend**: £733,525,000
  - **UK**: £411,138,000
- **Associated spend**: £67,179,000
- **Total visitor spend**: £1,796,371,000
- **Indirect / induced spend**: £479,564,000
- **Total Tourism Value**: £2,275,935,000
- **Full time equivalent jobs**: 28,217
- **Total actual tourism related employment**: 38,727
- **Percentage of all employment**: 11%

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

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>Annual variation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Day Trips</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Day trips Volume</td>
<td>27,112,776</td>
<td>28,945,600</td>
<td>7%</td>
</tr>
<tr>
<td>Day trips Value</td>
<td>£1,076,080,830</td>
<td>£1,165,825,971</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Overnight trips</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of trips</td>
<td>2,770,000</td>
<td>2,820,000</td>
<td>2%</td>
</tr>
<tr>
<td>Number of nights</td>
<td>9,686,000</td>
<td>9,755,000</td>
<td>1%</td>
</tr>
<tr>
<td>Trip value</td>
<td>£724,163,000</td>
<td>£733,525,000</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total Value</strong></td>
<td>£2,165,699,000</td>
<td>£2,275,935,000</td>
<td>5%</td>
</tr>
<tr>
<td>Actual Jobs</td>
<td>36,896</td>
<td>38,727</td>
<td>5%</td>
</tr>
</tbody>
</table>
Breakdown of expenditure:
- Accommodation: 59%
- Shopping: 22%
- Food and drink: 10%
- Entertainment: 12%
- Travel: 33%

Type of employment:
- Direct (tourism industries): 53%
- Indirect: 22%
- Induced: 20%
- Other: 4%

Seasonality - Day visitors:
- Jan: 7.6%, Feb: 7.5%, Mar: 7.2%, Apr: 8.0%, May: 8.8%, Jun: 9.2%, Jul: 11.1%, Aug: 8.9%, Sep: 8.9%, Oct: 8.0%, Nov: 6.0%, Dec: 8.8%
- Jan: 7.2%, Feb: 6.4%, Mar: 6.6%, Apr: 8.1%, May: 11.4%, Jun: 7.9%, Jul: 8.4%, Aug: 11.6%, Sep: 9.8%, Oct: 8.4%, Nov: 5.6%, Dec: 8.6%

Seasonality - Overnight visitors:
- Jan: 5.0%, Feb: 7.8%, Mar: 7.0%, Apr: 8.6%, May: 8.7%, Jun: 8.1%, Jul: 12.0%, Aug: 11.3%, Sep: 7.4%, Oct: 8.3%, Nov: 6.9%, Dec: 8.8%
- Jan: 4.8%, Feb: 5.6%, Mar: 9.0%, Apr: 7.8%, May: 9.7%, Jun: 8.9%, Jul: 12.8%, Aug: 10.8%, Sep: 10.2%, Oct: 5.2%, Nov: 5.2%, Dec: 10.0%
## Contents

**Contextual Analysis**  

**Volume of Tourism**  

**Staying Visitors - Accommodation Type**  
- Trips by Accommodation  
- Nights by Accommodation  
- Spend by Accommodation Type  

**Staying Visitors - Purpose of Trip**  
- Trips by Purpose  
- Nights by Purpose  
- Spend by Purpose  

**Day Visitors**  

**Value of Tourism**  

**Expenditure Associated With Trips**  
- Direct Expenditure Associated with Trips  
- Other Expenditure Associated with Tourism Activity  
- Direct Turnover Derived From Trip Expenditure  
- Supplier and Income Induced Turnover  
- Total Local Business Turnover Supported by Tourism Activity  

**Employment**  

**Direct**  
- Full Time Equivalent  
- Estimated Actual Jobs  

**Indirect & Induced Employment**  
- Full Time Equivalent  
- Estimated Actual Jobs  

**Total Jobs**  
- Full Time Equivalent  
- Estimated Actual Jobs  

**Tourism Jobs as a Percentage of Total Employment**  

**Appendix I - Cambridge Model - Methodology**