

# 2019/20 HIGHLIGHTS



LEADING DESTINATION MANAGEMENT ACROSS OXFORDSHIRE:  
WELCOME, DEVELOPMENT, GROWTH AND PRODUCTIVITY.

# 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 develop with more businesses across Oxfordshire wanting to engage with us and support us.

We yet again saw our growth in the economic terms taking visitor expenditure to nearly £2.3 billion per annum for Oxfordshire – an increase of just over 5% which was in line with the national target. We welcomed nearly 32 million visitors to the County and the sector supported 39,000 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 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 continue to work to the guiding principles of our Ambition Statement for Destination Management across Oxfordshire. This focuses on developing the most productive and sustainable visitor economy for the county, whilst ensuring that tourism has a positive impact for both visitors and residents. It focuses on encouraging visits that offer the best balance of impact and contribution to the County through encouraging more overnight stays particularly in the international markets and increase a sense of pride in place and improved welcome as part of the place shaping agenda. Experience Oxfordshire will aim to deliver this through seeking investment from partners and stakeholders and providing a range of services for partners and we continue to prides ourselves in being a partnership where every business has a place and everyone can benefit.

We have continued to develop our suite of websites ensuring content is up to date and inspirational. Our social media following has grown and as we continue our work with new technology and trade partners we are attracting new audiences to the City and County. We have also undertaken a rebrand from Experience Oxfordshire Conferencing to Experience Oxfordshire Venues and have proactively developed our presence in the business visits and events market by attending a range of new events such as MeetGB and IMEX USA. Experience Oxfordshire have also collaborated with ambassador partners JackFM to

ensure that we are talking to and engaging with local audiences and have run a number of radio campaigns that have included promoting Oxfordshire venues, things to do in the summer holidays and over the festive season.

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 with John Simpson CBE 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, business seminars and industry round tables to help our partners with the skills and contacts they require to run their business.

Our England Originals Discover England Fund project continued, attracting new audiences from across the USA and we have continued to be successful in gaining funding for international activity so we can work with travel trade and media to encourage more quality and valuable visits to the county. We have also completed the pilot year of the Oxford Pass with 12 attractions across Oxfordshire being involved, with significant interest from the travel trade to develop this further and we will be working with partners to now proactively develop this and take it to market to become a core product for consumers considering Oxfordshire for their visit.

The team at Experience Oxfordshire have continued to be recognised for their work with both Visitor Information Centre and Oxford Official Walking Tours receiving awards and accolades throughout the year. I am extremely proud of the team for all we have achieved and the good work we undertake for our partners against a challenging background of continually 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.

As I write we are reflecting on the successes of the 19/20 year at the same time as going in to a very uncertain time for 20/21 and beyond due to the Covid-19 pandemic which has severely impacted the visitor economy sector. We are working hard to lobby locally and nationally for more support for the visitor economy as part of a strong recovery plan so that businesses can be supported and saved and we can once again have a thriving visitor economy in the future. We will do all we can to support you at this time.

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.

- Hayley Beer-Gamage, Chief Executive, Experience Oxfordshire

# A THRIVING OXFORDSHIRE VISITOR ECONOMY



Oxfordshire welcomes **31.7 million** visitors a year



The total value of the visitor economy to Oxfordshire increased by 5% to **£2.27 billion**



The total number of jobs in the visitor economy increased by 5% to **38,727**



**2.8 million** visitors stayed overnight in Oxfordshire



Spending a total of **9.7 million** nights in the County



With an **8% increase** in the trip value of overnight stays on the previous year



2.1 million domestic overnight trips accounted for **£411 million** spend



705,000 international overnight trips accounted for **£322 million** spend



**28.9 million** visitors spent the day in Oxfordshire; an increase of 7%



And they spent **£1.17 billion**; an increase of 7%

Data based on 2019 Economic Impact of Tourism Study by Destination Research. Increases calculated in comparison with the 2018 Economic Impact Study data.

# PROMOTING TO A LOCAL, NATIONAL AND INTERNATIONAL AUDIENCE

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.

## Local Radio Campaigns with JackFM

Working with our Ambassador Partners JackFM, we delivered three major radio campaigns, one promoting the Oxford Pass to locals for the summer season, another highlighting the many Christmas party venues the county had to offer, and another addressing the business community to signpost meeting spaces around Oxfordshire, all of which offered great exposure for our partners as well as encouraging a increase in local visitors and engaging with the local community.

## England Originals

### - a Discover England Fund project

Our largest project to date, this year saw the rollout of the 'England Originals' campaign, in collaboration with 15 other historic cities around England. This huge project using the latest digital technology was targetted at the US millennial market and has so far seen 1.1million video views and has reached over 11.5million people through US consumer media channels.

[www.Englandoriginals.com](http://www.Englandoriginals.com)

## Brand Refresh

We relaunched our website homepage in early 2020, make browsing a more enjoyable user experience, using intuitive navigation to find specific attractions, restaurants, activities and accommodation pages more easily. This debuted in time for the publication of the 2020 Visitor Guide, featuring a sophisticated 1920's inspired style promote the county as a premium visitor destination.

## The Oxford Pass

Since its inception followed by its launch at Blenheim Palace in Spring 2019, The Oxford Pass Pilot has been well received by visitors and the trade and has now matured into a leading vehicle to encourage stays in the county. Now as we move on from the pilot stage of the project the Oxford Pass will be a key feature to take to the marketplace for the travel trade both nationally and internationally.

With more product to be added in 2020, The Oxford Pass reflects great value for a 2-day stay in Oxford and Oxfordshire and fulfils our destination ambition of increasing overnight stays in the county.

[www.oxfordpass.com#OxfordPass](http://www.oxfordpass.com#OxfordPass)



# EXPERIENCE OXFORDSHIRE VENUES

2020 saw the rebranding of Experience Oxfordshire Conferencing to **Experience Oxfordshire Venues**.

The new name acknowledges the increased remit of the service, as part of Experience Oxfordshire's ambition to promote the region to business and events visitors as well as the traditional conferencing market. Modern business meetings and venue enquiries now encompass a more diverse range of events than in previous years, including one-day meetings, seminars, residential conferences, corporate dinners, award ceremonies and weddings, and Experience Oxfordshire is adapting its service to contemporary needs.

The **Experience Oxfordshire Venues** service is the official and free event venue-finding service for Oxford and Oxfordshire. The service is a single point of contact for regional, national and international event organisers and individuals, providing bureau services and introductions that deliver exceptional experiences within the unique venues in Oxford and Oxfordshire.

Over the past year Experience Oxfordshire have for the first time attended major international events aimed at attracting this type of business, including MeetGB and IMEX America alongside national agency VisitEngland, and took on board valuable feedback from experienced buyers on how best to attract this broad and lucrative businesses and moving to 'venues' was the natural progression of our current work with a spike in significant enquiries received and several large pieces of business already secured.

Experience Oxfordshire took Jamie Ades, Senior Destination Manager, Business Events for VisitBritain on a 2 day FAM tour of 8 very different venues across the city and county including: **Jurys Inn, The Kings Centre, Worcester College, The Oxford Playhouse, The Mathematical School, Said Business School, The Randolph Hotel and The Doubletree by Hilton Oxford Belfry.**

Jamie commented

"It has been a great experience to spend some time in Oxford and to get a real understanding of the diverse range of meeting venues available, I look forward to VisitBritain working more closely with Experience Oxfordshire to promote the conferencing opportunities on offer in Oxford and Oxfordshire"

[www.experienceoxfordshire.org/venues](http://www.experienceoxfordshire.org/venues)



# 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.

"The Randolph hotel is delighted to be an Ambassador of Experience Oxfordshire. The DMO plays a vitally important role in supporting local businesses and bringing visitors into the city. We look forward to continuing to support the invaluable work of Hayley and the team as we transition to the Graduate brand. Together we present Oxford's finest 5\* face to the world."

Philip Lewis, General Manager, The Randolph Hotel




"JACKfm is committed to being at the centre of all things local, and our partnership with Experience Oxfordshire enables us to do that. We are able to share across all three of our stations, JACKfm, JACK 2 and JACK 3 all the exciting work and events that Experience Oxfordshire is working with and promoting throughout the county. We are delighted to work alongside Hayley and her team to help maximise Oxfordshire as a destination."

Ian Walker, Managing Director at JACKfm

"Stagecoach in Oxfordshire is committed to connecting people to places, so our role in our destination is an important one. We are delighted to be Ambassadors of Experience Oxfordshire to support the county's visitor economy. Our strategic relationship with Hayley and the team is extremely important for us as we invest in our services to commemorate 40 years of Stagecoach proudly serving its customers."

Chris Coleman, Managing Director of Stagecoach in Oxfordshire




"Birmingham Airport is committed to supporting the regional visitor economy and our partnership with Experience Oxfordshire is an excellent means of achieving this. We look forward to continuing our role as an Ambassador, collaborating with Hayley and the team in destination management for the county".

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



"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

"We are proud to have been a founding Ambassador of Experience Oxfordshire. Experience Oxfordshire delivers many opportunities for us as a local bus and coach operator to combine public transport with world-class tourist attractions within our destination. Oxford Bus Company have been a part of Oxford for over 135 years, and we are proud to play a leading role in promoting the delights that our city and county have to offer."

Phil Southall, Managing Director, Oxford Bus Company



"Oxfordshire is an exciting destination for culture and shopping enthusiasts alike. Bicester Village is proud to work closely with our partners at Experience Oxfordshire to develop luxury products and itineraries and, together, to show Oxfordshire to be the world-class destination it is. The role of Experience Oxfordshire in facilitating connections, as well as in cementing Oxfordshire's reputation within the global tourism industry, is invaluable."

Clive Doble, Tourism Director at Bicester Village




"Oxfordshire County Council recognises the significant contribution tourism makes to the economic success of the county. We're pleased to maintain our long-standing support for Experience Oxfordshire in their work to promote the visitor economy to national and international markets by forging the partnerships that make Oxfordshire a top choice for visitors to the UK."

Councillor Lorraine Lindsay Gale, Cabinet Member for Property, Transformation, Cultural Services and Tourism

"Westgate Oxford has transformed Oxford, bringing a new dimension for tourists. We work closely with our partners at Experience Oxfordshire. Their critical role in bringing partners in Oxford together and presenting Oxford to the world is invaluable. 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."

Brendan Hattam, Centre Director at Westgate Oxford



"Tourism in many ways supports jobs locally and provides enhanced services for residents. Cherwell District Council strongly supports Experience Oxfordshire and the great work they undertake on behalf of the district, and we wish to ensure that local businesses can gain full advantage from the services and expertise offered by this valuable partnership".

Councillor Lynn Pratt, Lead Member for Estates and the Economy, Cherwell District Council




"Experience Oxfordshire plays a central role in the city's rapidly growing tourism and hospitality economy. Their facilitation of networking and coordination across the many different components of the sector makes a vital contribution to the Oxford brand across the globe"

Councillor Mary Clarkson, Portfolio Holder – Culture and City Centre, Oxford City Council

"VSL & Partners is committed to supporting the promotion of culture and heritage in Oxfordshire and our partnership with Experience Oxfordshire is an excellent means of achieving this. Experience Oxfordshire's facilitation of valuable local events such as the annual Cultural Platform, which VSL & Partners was delighted to support again this year, is just one example of why we are proud to be an Ambassador of Experience Oxfordshire"

Richard Venables, Partner, VSL & Partners




"With our strong and historic links throughout Oxfordshire, personal, professional and commercial, our collaboration with Experience Oxfordshire makes perfect sense. We feel we give great support to Experience Oxfordshire and its partners while they work to showcase the richness and diversity within our city and county"

Nicola Poole, Managing Director, Hedges Law



"At Blenheim Palace we are very proud of our contribution to bringing tourists from far and wide to the area, contributing more than £100m annually to the economy. At an uncertain national moment, we are proud to work together with many iconic attractions in partnership with Experience Oxfordshire to ensure that our wonderful heritage-led destination will continue to generate economic value and employment for local people in the future as we draw enthralled visitors to the area"

Dominic Hare, Chief Executive Officer, Blenheim

# EXPERIENCE OXFORDSHIRE EVENTS



Events are a key component of our strong Partnership network and offer real value as a Partner benefit.

This year saw over 1000 delegates registered to attend the following events:

## Partner and Conferencing Meetings

Bringing partners together is at the very centre of everything we do here at Experience Oxfordshire; not only updating our Partners on our activities and highlighting developments in the visitor sector, but also to promote collaboration between Partners. Our two main Partner events of the year were well attended with guests from across our partnership and were kindly hosted by [Said Business School, Oxford](#) and [The Doubletree by Hilton Oxford Belfry](#), where the agenda was set both locally and nationally with guest speakers from across the visitor economy.

Those Venue Partners involved in the conferencing sector also came along to our additional events held at [Jurys Inn Oxford](#) and [Lady Margaret Hall](#) to exchange ideas on collaborating and focusing together our attention on national conferencing events.

## Business Seminars

Ambassador Partners, [Hedges Law](#) partnered up with Experience Oxfordshire to deliver a valuable seminar on Managing Cash and Debt collection. Held at [The Randolph Hotel](#) in the centre of Oxford, the seminar took delegates through managing customers and suppliers to avoid debt problems and how to successfully recover debts in the most cost effective way.

## Partner Networking Events

Over 70 Partners had the opportunity to enjoy attending a Summer Partner Networking event at [The Macdonald Bear Hotel, Woodstock](#) where delegates were hosted with a traditional English Afternoon Tea to facilitate the collaboration between the attendees. Winter time saw [The Oxford Visitor Information Centre](#) hosting a seasonally themed networking event for 60 more attendees, ably assisted by Partners, [Victors](#) who brought along a 'pop-up' Prosecco Bar to assist the festivities.

## The Cultural Platform at Heythrop Park Resort

[John Simpson CBE](#), the renowned war zone correspondent, broadcaster and author, and current World Affairs Editor of BBC News, delivered a keynote speech followed by a conversation with former High Sheriff of Oxfordshire, [Richard Venables DL](#). Taking place amid the opulent surroundings of [Heythrop Park Resort](#), the conversation explored John's experiences gathered during his rich and varied career as a foreign correspondent for the BBC.

Over 180 guests from across our Partnership together with senior figures from local government were joined by representatives from a number of arts and cultural organisations from across Oxfordshire.



## Insights from the Experts at Jurys Inn Oxford

Now in its third year, this full day event brought together 8 national travel industry experts from across the country to allow over 120 Partners and guests to listen to the latest industry trends and ask important questions on a range of issues affecting the Visitor Economy. Speakers included, [Sally Balcombe](#) CEO of Visit Britain/Visit England and [Joss Croft](#) CEO of UKInbound; they were accompanied by representatives from [The Tourism Alliance](#), [The European Tourism Association](#), [Accord Marketing](#), [Trip Advisor](#), [ABTA](#) and [Dragon Trail Interactive](#).

## Digital, Culture, Media and Sports (DCMS) Round Table Event

A number of valued Partners took up the invitation to attend the [DCMS Round Table Event](#) hosted by Experience Oxfordshire at Partner venue [The Oxford Playhouse](#). This exclusive opportunity attended by [Emma Squire](#), [Director of Arts, Heritage and Tourism](#) was the chance to come together to discuss the challenging issues facing businesses in the Oxfordshire visitor economy. On her visit to Oxford, Emma also took up the invitation to visit [The Ashmolean](#), [Pitt Rivers](#) and [Natural History Museums](#), as well as [Oxford Castle Quarter](#) - all Partners of Experience Oxfordshire.

## Visit of the Minister for Business and Industry

[Andrew Stephenson MP](#), (then) Minister for Business and Industry announced the [Tourism Sector Deal](#) which set out the support destinations would receive to enhance their visitor offer, while being taken on a tour of Partner, [The Oxford Castle and Prison](#), with a drinks reception on the nearby [Malmaison](#) roof garden. The delegation was welcomed by the Experience Oxfordshire team and Board Directors and senior business leaders from the visitor economy. It was also an opportunity to discuss how local initiatives such as the new [Oxford Pass](#) and national initiatives such as the [Discover England Fund - England Originals](#) project were working locally.

## Ambassador Dinner at the Randolph Hotel

The annual Experience Oxfordshire Ambassador Dinner was held at the stunning [Randolph Hotel](#) bringing business leaders from across the county that invest and support the DMO to both network and to find out about the work undertaken by Experience Oxfordshire. Ambassadors from across the visitor economy sector and Oxfordshire's business community welcomed guest of honour [Anthony Pickles](#), [Head of Tourism Affairs](#) for Visit Britain/Visit England who laid out the details behind the Sector Deal for Tourism.

## Taking England to the World

Experience Oxfordshire and VisitEngland invited partners to Taking England to the World at the [Courtyard by Marriott Oxford South](#) - this one day training programme, in conjunction with [Google Digital Garage](#), was aimed at helping local businesses become international trade ready. The day also highlighted to delegates the new Visit Britain booking portal, [TXGB](#). Developed as part of the government's [£40M Discover England Fund](#), the day was designed to equip delegates with the skills and foundations to develop and promote their product for sale in international markets.



# PROMOTING OXFORDSHIRE TO A NATIONAL AND INTERNATIONAL AUDIENCE

Experience Oxfordshire continues to promote the county and its attractions to both a national and international audience. Over the course of the year we met over 1800 travel trade buyers. To add to this these events have produced over 50 FAM (familiarisation) visits from international tour operators and media representatives.

## Excursions Show at Alexandra Palace

Experience Oxfordshire attended The Excursions Show held at Alexandra Palace in January 2020 successfully promoting Partners and opportunities to over 3,000 group buyers. 6 Partners took the opportunity to join us in a large shared stand backed by the new Visitor Guide artwork – [Blenheim Palace](#), [Conference Oxford](#), [Oxford Official Walking Tours](#), [The Randolph Hotel](#), [The Macdonald Bear Hotel Woodstock](#) and [The Oxford Artisan Distillery](#).

## The VisitBritain International Business Exchange (VIBE)

We attended the annual Business Exchange held in London. Around 140 UK suppliers met with 30 in-market experts from around the world in pre-scheduled one-to-one meetings to find out more about the market. This represented a great opportunity to ensure that the attendees had everything they needed to sell Oxfordshire to their markets. Time was spent with representatives of Oxfordshire's major markets, including the USA, France, Germany and China.

## VisitBritain Meet GB

Experience Oxfordshire were at VisitBritain's premier two day MICE event – [MeetGB](#) set in Windsor. We spent three days promoting our conferencing and venues partners to 120 buyers from the USA and Europe. There was a huge amount of interested for Oxfordshire as a business, visits and events destination. The programme over 2 days saw buyers and suppliers engage in one-to-one meetings, networking events and workshops.

## IMEX America

Experience Oxfordshire, exhibited at [IMEX America](#) on the MeetEngland stand. The event held in Las Vegas, was also supported by OxLEP and while there, Experience Oxfordshire connected with the global business events community to showcase Oxfordshire's exceptional conferencing offering to over 4000 qualified buyers from all industry sectors. The event was a great showcase for our destination and venue partners and we are already working on enquiries that we received at the event.

## Destination Britain China and North East Asia Sales Mission

We spent a highly successful week in Xi'an as part of the [VisitBritain](#) delegation attending the Destination Britain China and North East Asia sales mission. We were proud to be promoting Oxfordshire as a must-see destination to Chinese, Japanese and South Korean buyers and media and representing Experience Oxfordshire partners. It was great to have Partners - [Blenheim Palace](#), [Bicester Village](#) and [English Heritage](#) also showcasing our great destination.

## VisitBritain PR Connect

Experience Oxfordshire's marketing team promoted Oxfordshire's exciting product range to the VisitBritain international offices in the first week of October. During VisitBritain's PR Connect event, we pitched Oxfordshire's most exciting stories for 2020, and at VIBE we met with VisitBritain representatives to brief them on Oxfordshire's current offering, plus new products and upcoming events.

## World Travel Market

Experience Oxfordshire featured at the [World Travel Market, London](#). The UK's biggest International Travel Trade Fair, which introduces global travel buyers to over 5,000 of the biggest destinations and brands in the world. This was an opportunity to get an insight into how the industry will look in the next five years, share innovations, and created endless business opportunities for Partner businesses across the county over the course of three days.

## USA and Canada Sales Mission with Made Tourism Marketing

We attended an exclusive sales mission to Toronto and New York where we were given the opportunity to promote and present direct to agents, buyers and media in their offices and train their staff on our product. This was a great opportunity to raise the profile of our destination and partners and promote the Oxford Pass product. We also visited the VisitBritain offices in Toronto and New York and provided product updates and insights to the team.



# OXFORD VISITOR INFORMATION CENTRE



Another great year for the Oxford Visitor Information Centre highlighted by:

- Achieving a Silver award at the [Beautiful South Awards for Excellence](#) as Information Provider of the Year 2019, to add to Gold, Silver and Bronze awards achieved in 2018, 2017 and 2016 respectively
- Renewed award of the Certificate of Excellence from [TripAdvisor](#) for 2019/20
- 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
- Showcasing an increasing range of locally sourced products in our Gift Shop, highlighting local artisan suppliers.
- Meeting sustainability targets and supporting the [Refill](#) community in Oxford [#GotTheBottle](#)
- Producing our own range of Maps and Guides to Oxford & Oxfordshire, 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 seminars to Hotels and Attractions in the county, helping to improve the county's visitor welcome
- Supporting many local events and initiatives such as [Alice's Day](#), [The Lights Festival](#) and [The Christmas Market](#) in Oxford through the distribution of promotional materials and to provide information or acting as a ticket desk for festival events like [The Oxford Literary Festival](#)

# OXFORD OFFICIAL WALKING TOURS®

We are committed to managing the tourist experience responsibly, for the benefit of locals and tourists and so work exclusively with a hand-picked group of experienced and knowledgeable guides, with strictly limited group sizes. We pride ourselves on gaining exclusive access to behind the doors of the esteemed University Colleges for our guests.

We have added several specialist tours to our core offer and with the number of daily tours steadily increasing, our core Oxford product, The University and City Tour, continues to be the most popular, winning Best Told Story again in 2019. Oxford Official Walking Tours® was also Highly Commended at the Beautiful South Awards and has been awarded the Quality Assured Tour Rosette with an outstanding score of 90%

We also service a large number of Private Tours each year, focussed on the Groups market from both the UK and indeed attracting audiences from around the world.



- Sold 35,000 daily walking tour tickets
- Organised over 700 private walking tours



# 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



"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



# PARTNERSHIP - THE KEY TO COUNTY-WIDE COLLABORATION

We work with a growing Partner network spanning across a variety of sectors; attractions, accommodation providers, public and private transport, retail, restaurants, language schools, tour companies, executive transport service and many unmissable events and activities. Through effective collaboration with our partners, we are working to ensure that Oxfordshire enhances its reputation as a leading destination for tourism, culture and business.

Experience Oxfordshire strives to deliver a partnership programme that works to support, develop and promote all types and sizes of businesses that engage in the visitor economy. We have nearly 200 Partners forming a strong network of businesses that continues to grow, all passionate about changing Oxfordshire as a leading destination for tourism, culture and business.

Partners see a range of exclusive benefits from a Website presence, Social Media and Marketing opportunities through to Networking Events, Research & Insights and 'Perks for Partners', our Partner Discounts programme with over 35 offers available to Partners and their teams.

Our ambition is to make tourism work for everyone and to drive growth across the visitor economy by increasing the value of the visitor expenditure year on year. We are working with our Partners to deliver a joint vision of pride of place across the city and county that engages with both residents and visitors to improve their experience and welcome.

## WEBSITE

Partners each have a dedicated page on our site - which receives over 500,000 unique visitors every year.

## PRESS

Hundreds of press enquiries each year from local, national and international journalists, bloggers and social media influencers.

## SOCIAL MEDIA

Promoting Partners businesses through our Facebook, Instagram, Twitter, Pinterest and LinkedIn accounts.

## PARTNER DISCOUNTS

Our Perks for Partners programme offers exclusive Partner only discounts on things to see and do in Oxfordshire.

## RESEARCH & INSIGHT

Providing industry research and insight into the national and regional Visitor Economy

## NETWORKING & EVENTS

Exclusive access to our year-round programme of Partner meetings, seminars and networking events.

## VISITOR INFORMATION CENTRE

Promoting Partners businesses in the Oxford Visitor Information Centre to over 500,000 visitors every year.

## DISCOUNTED MARKETING

Partners receive discounts on marketing campaigns including the annual Oxfordshire Visitor Guide

## VENUES

Promoting Partners meeting, conference or event venues through our dedicated buyer website.

# OUR AMBITION STATEMENT

Working with businesses and stakeholders to improve growth and productivity across the visitor economy and leading effective Destination Management, whilst ensuring that tourism works for everyone across Oxfordshire.

We launched our ambition for destination management across Oxfordshire in our newly unveiled **Ambition Statement**. As an award-winning DMO (Destination Management Organisation) we have been working to develop the Oxfordshire visitor economy since our creation in 2011.

The new Ambition Statement recognises that Oxfordshire now welcomes **31.7 million visitors a year**, generating a visitor economy with an **annual value of more than £2.27 billion** which in turn supports **nearly 39,000 jobs** across the County. The statement also reflects Experience Oxfordshire's growing role as a curator as well as a driver of visits to Oxfordshire, with a renewed focus on encouraging visits that provide a positive contribution to both visitors and residents as well as focusing on improving growth and productivity throughout Oxfordshire.

Experience Oxfordshire's ambitions are to:

- ⊗ Work with businesses and stakeholders to improve growth and productivity across the visitor economy and leading effective Destination Management, whilst ensuring that tourism works for everyone across Oxfordshire.
- ⊗ Encourage visits that offer the best balance of impact and contribution to the county
- ⊗ Work to deliver a joint vision of pride in place across the city and county that engages with both residents and visitors to improve welcome and experience
- ⊗ Spread the tourist season throughout the year to decrease the impact of seasonality and to encourage visitors to explore the whole county of Oxfordshire
- ⊗ Increase overnight stays from both international and domestic visitors ensuring an increased spend per visit
- ⊗ Encourage and enable the exploration of cultural treasures across the county by local people
- ⊗ Advocate for the importance of the sector and influence stakeholders to address issues that hinder productivity and growth and to encourage skills development and job creation
- ⊗ Drive growth across the visitor economy by increasing the value of visitor expenditure by 5% year-on-year
- ⊗ Encourage long term investment and support from the public and private sector to ensure that the county has a sustainable DMO that can deliver on destination management ambitions and drive growth
- ⊗ Grow the Experience Oxfordshire partnership and make it work for small and large businesses, offering a flexible value for money proposition

Experience Oxfordshire will deliver this by seeking investment from partners and stakeholders and providing a range of services for partners. The organisation prides itself in being a partnership where every business has a place and everyone can benefit.



Experience Oxfordshire  
[www.experienceoxfordshire.org](http://www.experienceoxfordshire.org)

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