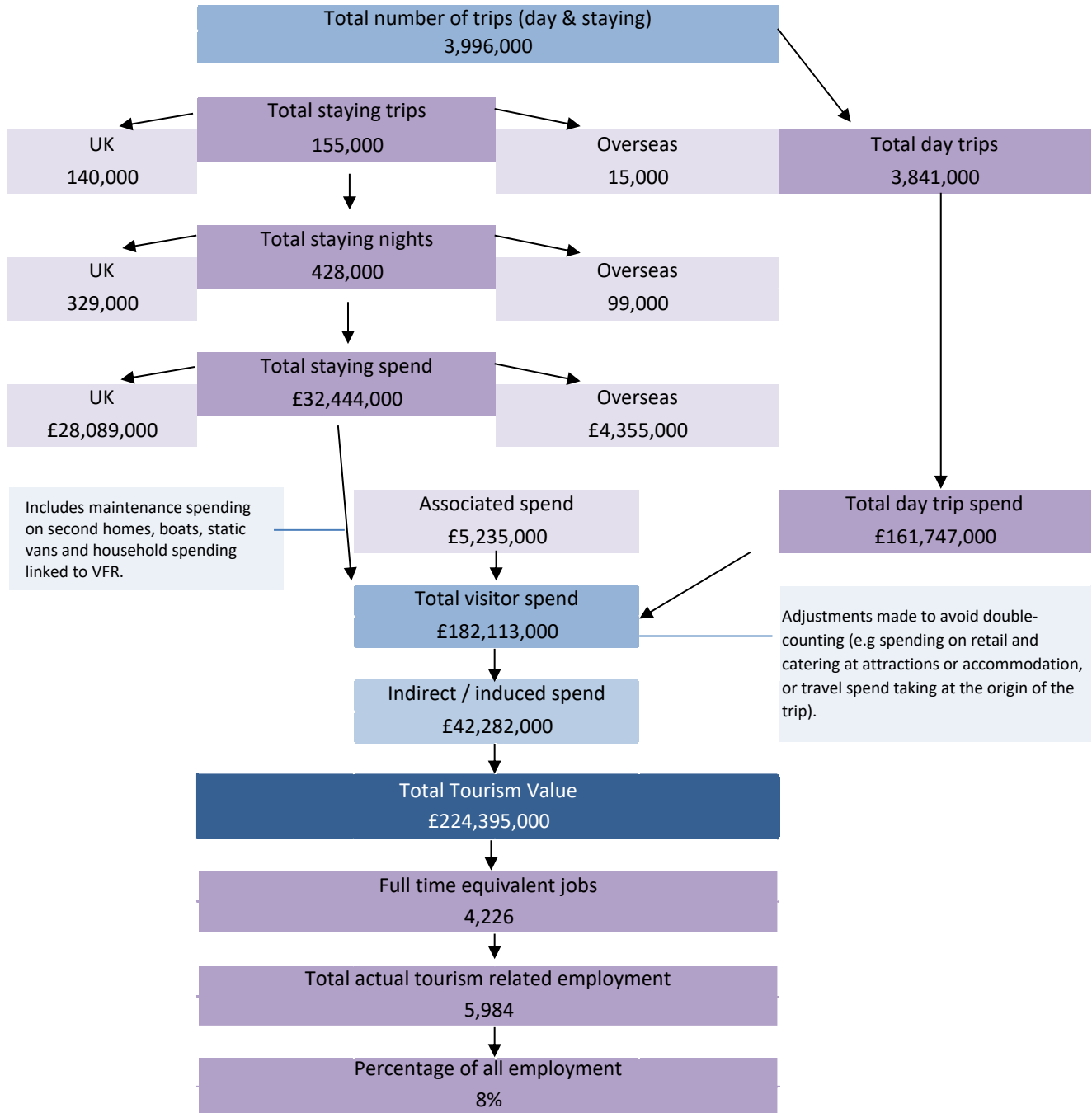


Economic Impact of Tourism – Headline Figures

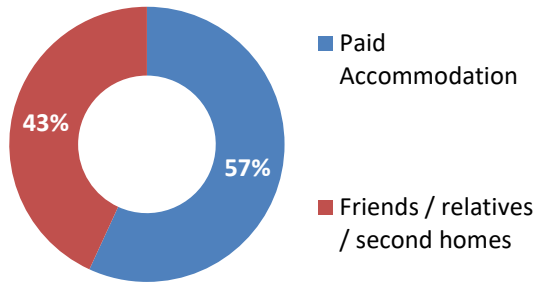
Cherwell - 2020



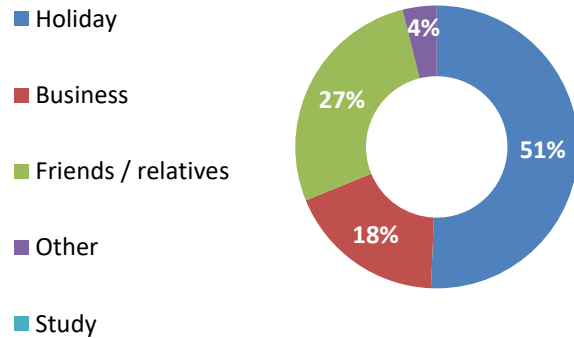
Economic Impact of Tourism – year on year comparisons

<u>Day Trips</u>	2019	2020	Annual variation
Day trips volume	7,762,189	3,841,000	-51%
Day trips value	£344,171,316	£161,747,000	-53%
<u>Overnight trips</u>			
Number of trips	402,000	155,000	-61%
Number of nights	1,258,000	428,000	-66%
Trip value	£89,582,000	£32,444,000	-64%
Total value	£495,732,750	£224,395,000	-55%
Actual jobs	8,794	5,984	-32%

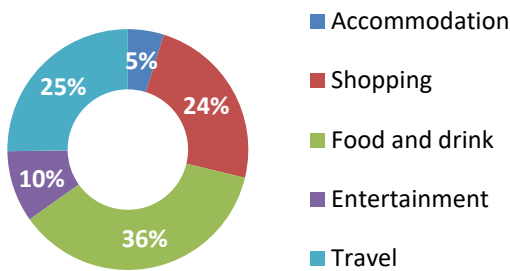
Type of Accommodation



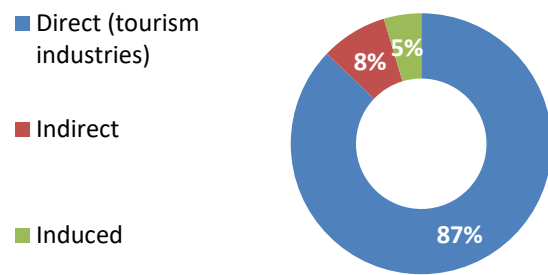
Trips by Purpose



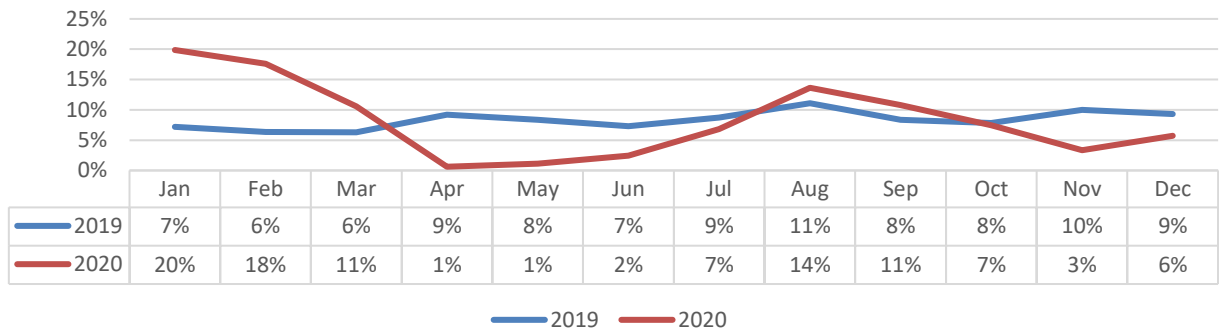
Breakdown of Expenditure



Type of Employment



Seasonality - Day trip expenditure



Seasonality - Overnight expenditure

