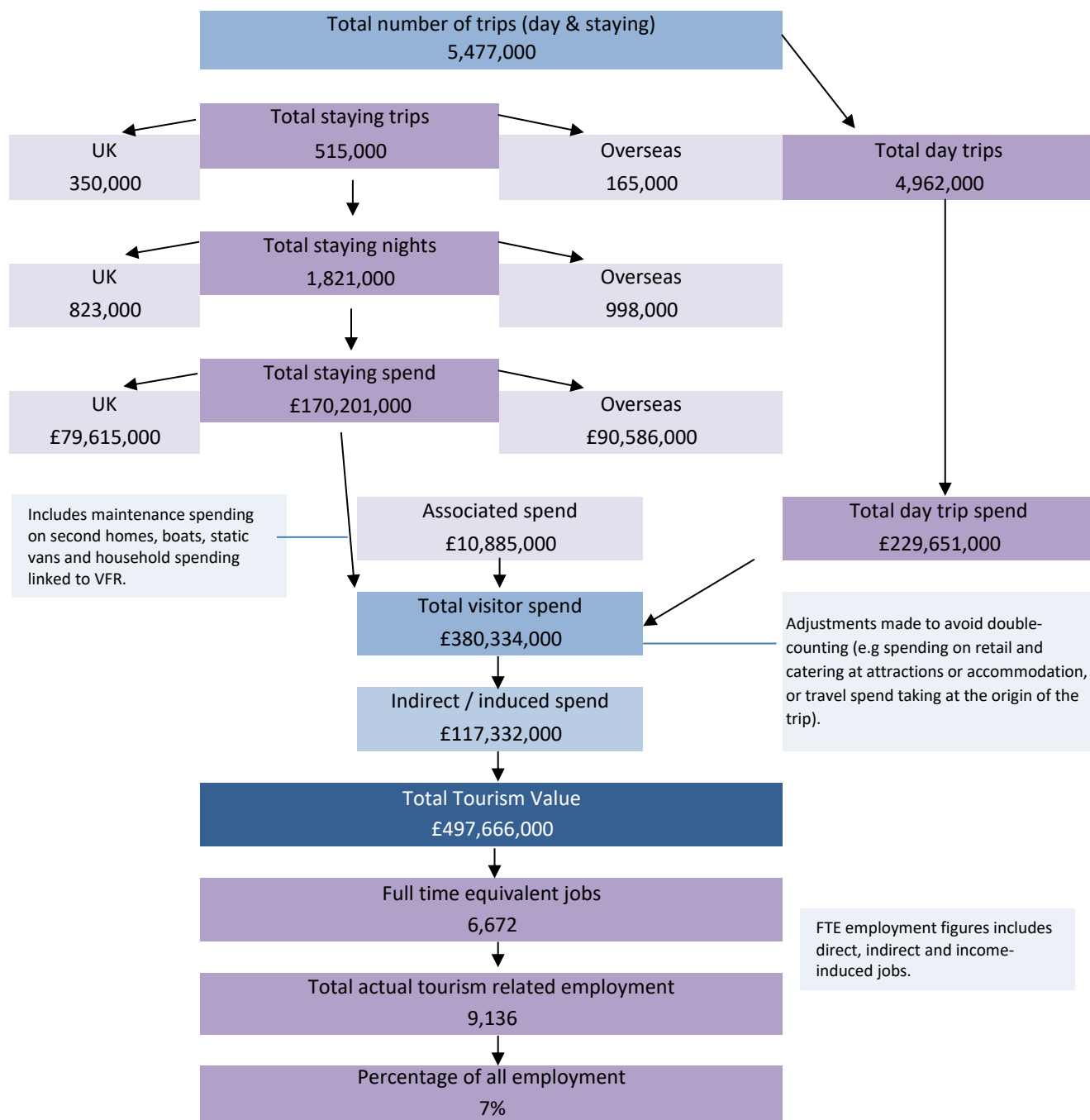
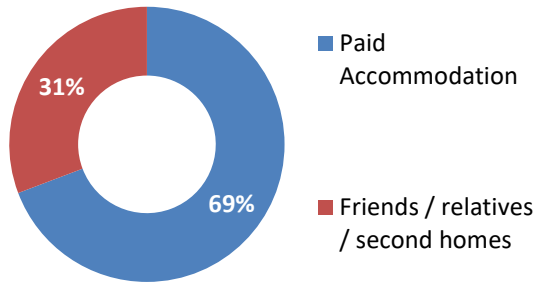


Economic Impact of Tourism – Headline Figures Oxford - 2021

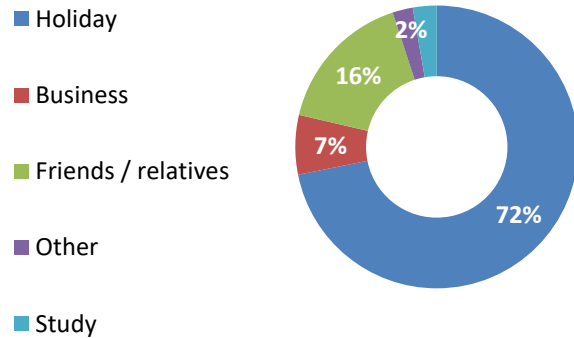


Economic Impact of Tourism – year on year comparisons				Year-on-year comparison	Pre-pandemic levels
	2021	2020	2019	2021 v 2020	2021 v 2019
Day Trips					
Day trips volume	4,962,000	3,269,000	6,606,504	52%	-25%
Day trips value	£229,651,000	£149,724,000	£318,588,197	53%	-28%
Overnight trips					
Number of trips	515,000	364,000	1,216,000	41%	-58%
Number of nights	1,821,000	1,262,000	5,143,000	44%	-65%
Trip value	£170,201,000	£113,357,000	£456,013,000	50%	-63%
Total value	£497,666,000	£334,770,000	£989,195,900	49%	-50%
Actual jobs	9,136	8,401	17,046	9%	-46%

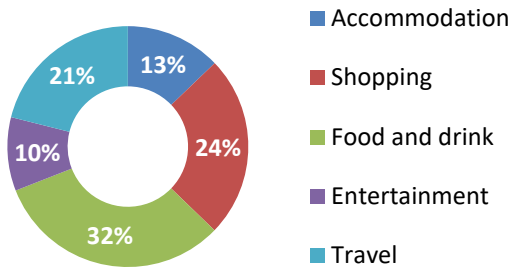
Type of Accommodation



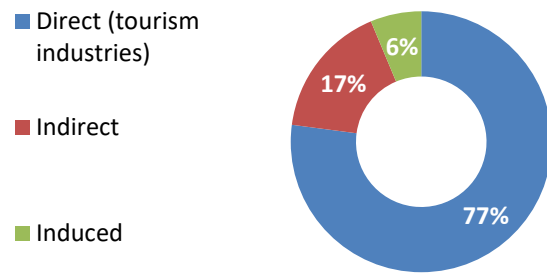
Trips by Purpose



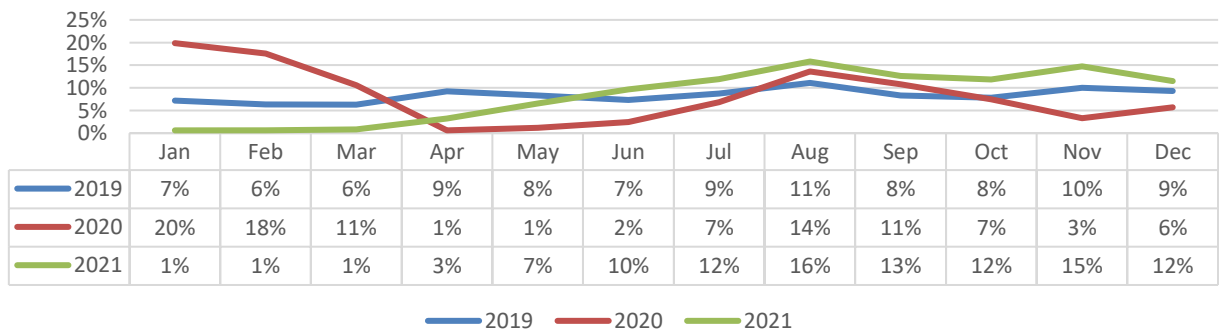
Breakdown of Expenditure



Type of Employment



Seasonality - Day trip expenditure



Seasonality - Overnight expenditure

