

What did we learn about the local Oxfordshire audience?

- 69% of respondents were female, 62% were over 55 and 37% were over 65. When travelling, 59% travel in adult-only groups; 41% travel in groups with children; 7% travel solo. 68% said the occupation of the main earner in the household was described as professional/intermediate-higher managerial. 7% are living on state pensions.
- When asked about the current cost of living 64% said they were being cautious with their spending while 8% said they were cutting back. 25% said their spending had not been affected and 3% said their situation had improved.
- 84% said that this year they would spend the same as or less on leisure activities as 2022. 8% said they would spend more.
- 42% were looking for more “free things to do”, 36% were spending less on eating out and another 36% were more likely to holiday in the UK.
- When planning a leisure trip, 90% start with a general internet search. 59% use review sites and just over half use official tourism sites. Word of mouth recommendations (73%) and personal memories (62%) were also important.

What do residents think about Oxfordshire?

Most residents associated Oxfordshire with culture-related attributes (82% recognised Oxfordshire as offering history and heritage; 78% attributed museums and galleries and 60% stated arts and culture). Its attractive countryside with opportunities for walking and cycling were also popular choices (49% and 36% respectively) and a quarter to a third of respondents recognised that Oxfordshire offers shopping, pubs, restaurants, gardens to visit and events and festivals. Only 5% of respondents associated the county with value for money or had “local produce” as a positive attribute.

How appealing is Oxfordshire as a destination?

When asked to compare their county with other areas of the UK, Oxfordshire residents thought it less appealing than Devon, Cornwall or the Lake District, but more appealing than Kent and the South East, East Anglia and the North West.

What activities do residents engage in?

The most popular activities within Oxfordshire were visiting a pub/restaurant/café (93%) followed by visits to attractions (82%), cultural venues and museums (80%) and attending events (78%). Shopping trips (73%) and taking part in walking, riding or cycling activities (72%) were also enjoyed by large numbers of residents.

How do residents view the visitor economy?

A large majority, 95%, recognise that tourism is important or very important to the local economy (only 1% thought it not important) with 23% viewing its contribution to local residents' quality of life positively. A similar number, 26% viewed its impact negatively with 61% thinking tourism is detrimental in terms of traffic and 32% thinking it impacts negatively on the environment.