Economic Impact of Tourism – Headline Figures

Oxford - 2022

- Total number of trips (day & staying) 6,499,000
- Total staying trips 974,000
- Total day trips 5,525,000
- Total staying nights 4,255,000
- Total staying spend £409,049,000
- Associated spend £14,000,000
- Total visitor spend £645,373,000
- Indirect / induced spend £218,454,000
- Total Tourism Value £863,827,000
- Full time equivalent jobs 10,971
- Total actual tourism related employment 14,888
- Percentage of all employment 12%

Pre-pandemic

- Total days 2,946,000
- Total overseas days 1,309,000
- Total staying nights 2,946,000
- Total overseas nights 1,309,000
- Total staying spend £256,895,000
- Associated spend £14,000,000
- Total visitor spend £645,373,000
- Indirect / induced spend £218,454,000
- Total Tourism Value £863,827,000
- Full time equivalent jobs 10,971
- Total actual tourism related employment 14,888
- Percentage of all employment 12%

Economic Impact of Tourism – year on year comparisons

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<tbody>
<tr>
<td>Day trips volume</td>
<td>5,525,000</td>
<td>4,962,000</td>
<td>6,066,004</td>
<td>11%</td>
<td>-16%</td>
<td>-16%</td>
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<tr>
<td>Day trips value</td>
<td>£268,597,000</td>
<td>£229,651,000</td>
<td>£318,588,197</td>
<td>17%</td>
<td>-16%</td>
<td>-18%</td>
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<td>Overnight trips</td>
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<tr>
<td>Number of trips</td>
<td>974,000</td>
<td>515,000</td>
<td>1,216,000</td>
<td>89%</td>
<td>-20%</td>
<td>-20%</td>
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<tr>
<td>Number of nights</td>
<td>4,255,000</td>
<td>1,821,000</td>
<td>5,143,000</td>
<td>134%</td>
<td>-17%</td>
<td>-17%</td>
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<tr>
<td>Trip value</td>
<td>£409,049,000</td>
<td>£170,201,000</td>
<td>£456,013,000</td>
<td>140%</td>
<td>-10%</td>
<td>-25%</td>
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<tr>
<td>Total value</td>
<td>£863,827,000</td>
<td>£497,666,000</td>
<td>£898,195,900</td>
<td>74%</td>
<td>-13%</td>
<td>-23%</td>
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<tr>
<td>Actual jobs</td>
<td>14,888</td>
<td>9,136</td>
<td>17,046</td>
<td>63%</td>
<td>-13%</td>
<td>-23%</td>
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Nominal values (not taking inflation into account). Real terms values (adjusted for inflation)
Breakdown of Expenditure

- Accommodation: 24%
- Shopping: 20%
- Food and drink: 19%
- Entertainment: 9%
- Travel: 6%

Type of Accommodation

- Paid Accommodation: 67%
- Friends / relatives / second homes: 33%

Trips by Purpose

- Holiday: 66%
- Business: 19%
- Friends / relatives: 11%
- Other: 2%
- Study: 2%

Type of Employment

- Direct (tourism industries): 74%
- Indirect: 19%
- Induced: 7%