### Economic Impact of Tourism – Headline Figures

**Oxfordshire - 2022**

- **Total number of trips (day & staying)**: 26,455,000
- **Total staying trips**: 2,285,000
  - **UK**: 1,567,000
  - **Overseas**: 718,000
- **Total staying nights**: 9,133,000
  - **UK**: 4,528,000
  - **Overseas**: 4,605,000
- **Total staying spend**: £743,377,000
  - **UK**: £406,071,000
  - **Overseas**: £337,306,000
- **Overnight trips**: 2,285,000
  - **UK**: 1,576,000
  - **Overseas**: 718,000
- **Total staying nights**: 9,133,000
  - **UK**: 4,528,000
  - **Overseas**: 4,605,000
- **Total staying spend**: £743,377,000
  - **UK**: £406,071,000
  - **Overseas**: £337,306,000

**Associated spend**:
- **UK**: £56,604,000
- **Overseas**: £337,306,000

**Total visitor spend**: £1,709,300,000

**Indirect / induced spend**: £460,400,000

**Total Tourism Value**: £2,169,700,000

- **Full time equivalent jobs**: 26,913
- **Total actual tourism related employment**: 36,969

**Percentage of all employment**: 10%

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### Economic Impact of Tourism – year on year comparisons

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<tbody>
<tr>
<td><strong>Day Trips</strong></td>
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<tr>
<td>Day trips volume</td>
<td>24,170,000</td>
<td>21,709,000</td>
<td>28,077,232</td>
<td>11%</td>
<td>-14%</td>
<td>-14%</td>
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<tr>
<td>Day trips value</td>
<td>£1,070,930,000</td>
<td>£916,651,000</td>
<td>£1,235,775,529</td>
<td>17%</td>
<td>-13%</td>
<td>-15%</td>
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<td><strong>Overnight trips</strong></td>
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<tr>
<td>Number of trips</td>
<td>2,285,000</td>
<td>1,576,000</td>
<td>2,843,000</td>
<td>45%</td>
<td>-20%</td>
<td>-20%</td>
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<tr>
<td>Number of nights</td>
<td>9,133,000</td>
<td>5,117,000</td>
<td>10,533,000</td>
<td>78%</td>
<td>-13%</td>
<td>-13%</td>
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<tr>
<td>Trip value</td>
<td>£743,377,000</td>
<td>£407,806,000</td>
<td>£824,301,000</td>
<td>82%</td>
<td>-10%</td>
<td>-19%</td>
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<td><strong>Total value</strong></td>
<td>£2,169,700,000</td>
<td>£1,577,414,000</td>
<td>£2,473,779,150</td>
<td>38%</td>
<td>-12%</td>
<td>-17%</td>
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<td><strong>Actual jobs</strong></td>
<td>36,969</td>
<td>28,830</td>
<td>42,144</td>
<td>28%</td>
<td>-12%</td>
<td>-17%</td>
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*Nominal values (not taking inflation into account). Real terms values (adjusted for inflation)*
Breakdown of Expenditure:
- Accommodation: 32%
- Shopping: 23%
- Food and drink: 22%
- Entertainment: 13%
- Travel: 10%

Type of Accommodation:
- Paid Accommodation: 59%
- Friends / relatives / second homes: 41%

Trips by Purpose:
- Holiday: 52%
- Business: 23%
- Friends / relatives: 4%
- Other: 20%
- Study: 0%

Type of Employment:
- Direct (tourism industries): 78%
- Indirect: 17%
- Induced: 5%