

Visitor Survey

Summary of findings

July 2025



Who responded to the survey?

The results are based on a sample of responses to an online survey from recipients, living outside of the county, who have registered to receive information from Experience Oxfordshire. 76% of respondents are based in the UK with the majority of the remaining respondents based in Europe, North America and Oceania. 53% of respondents had visited the county within the last six months and 46% said they visited several times each year.

How appealing do visitors find Oxfordshire as a destination?

91% of respondents find Oxfordshire appealing as a destination and 96% said they are likely to visit again (with 83% definitely or very likely).

93% said they felt welcome in Oxfordshire and 85% likely, or highly likely to recommend the county to a friend, family member or colleague, as a destination to visit.

Why do visitors choose Oxfordshire as a destination?

When presented with a list of attributes they might associate with Oxfordshire, 81% of respondents equated Oxfordshire with history and 52% with heritage, 79% recognise it as a centre for museums and galleries, 32% for arts and culture and 23% as offering events and festivals. 41% equate Oxfordshire with attractive countryside, 26% with gardens to visit and 24% as an area for walking and cycling. 69% of respondents find it easy to travel to Oxfordshire from their home.

The City of Oxford was the most visited destination amongst respondents with the towns of Abingdon, Henley, Woodstock, Bicester, Banbury, Burford, Witney, Chipping Norton and Thame all receiving a notable number of visits.

Why do visitors come?

When asked about their last trip to Oxfordshire 69% were visiting for leisure purposes and 22% were visiting friends and relatives. 2% were on business.

45% of respondents were day-trippers, 17% were staying overnight for one night and 38% were staying for two or more nights.

Where do people stay and how and when do they make their booking?

The majority of respondents had stayed in serviced accommodation during their most recent overnight stay, 42%, with 13% using self-catering accommodation and 12% staying with friends or family. 33% booked directly with the establishment. The results also show that lead in times for booking accommodation continues to be reduced with 24% booking within three months of travel and 39% within a month of travel.

How do visitors spend their time in Oxfordshire?

The most popular activity, according to 61% of respondents, was visiting a café, pub or restaurant with 52% visiting an attraction such as a museum or historic house, 52% went sightseeing and exploring different areas, 33% went to an arts, cultural or entertainment experience.