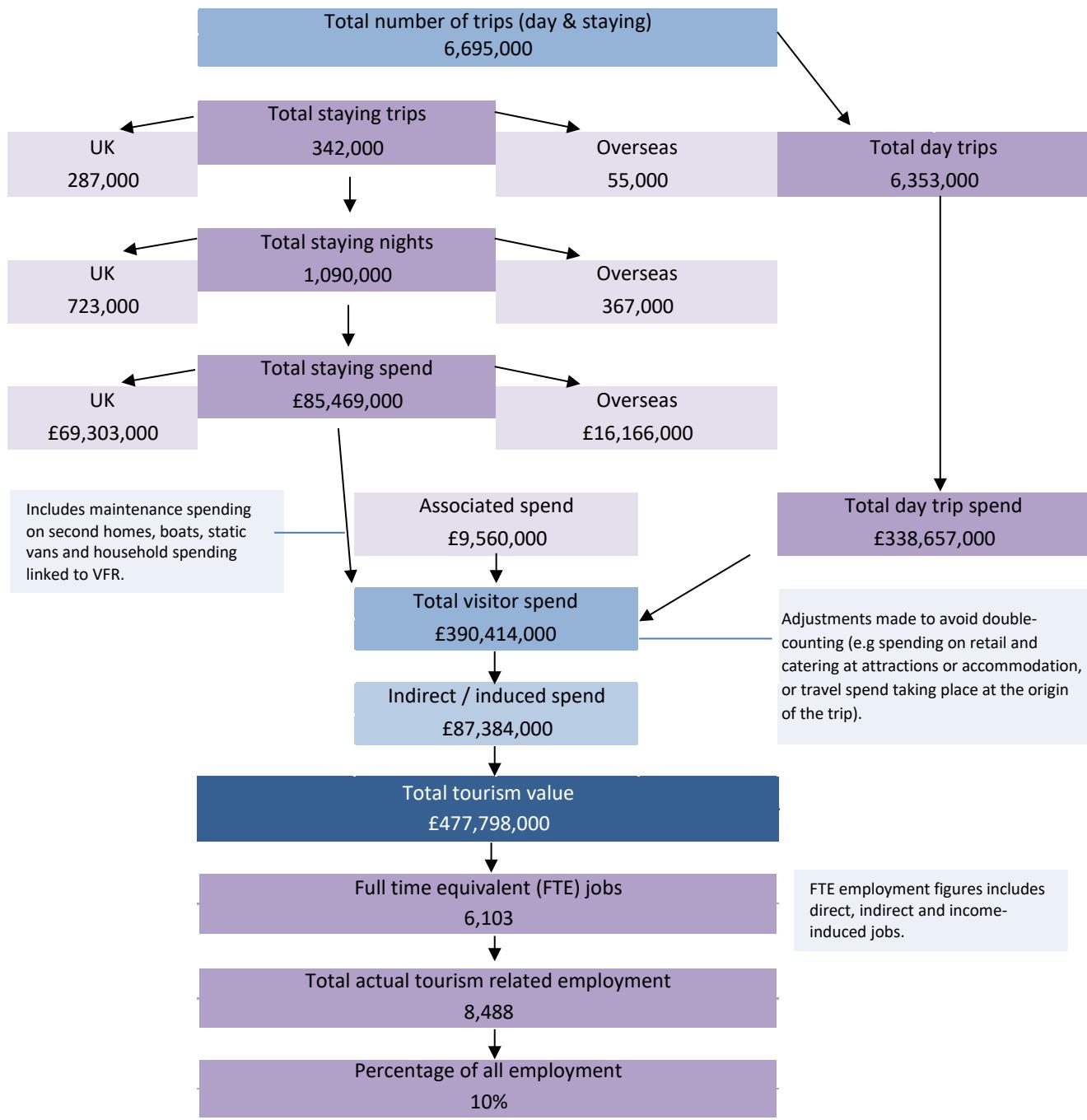


Economic impact of tourism – Headline figures

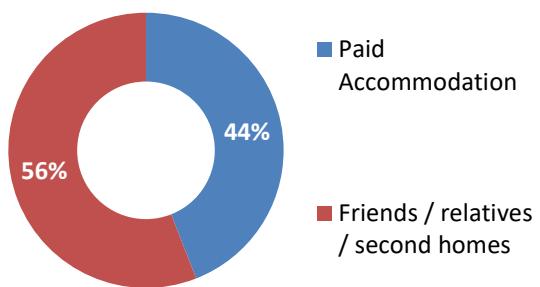
Cherwell - 2024



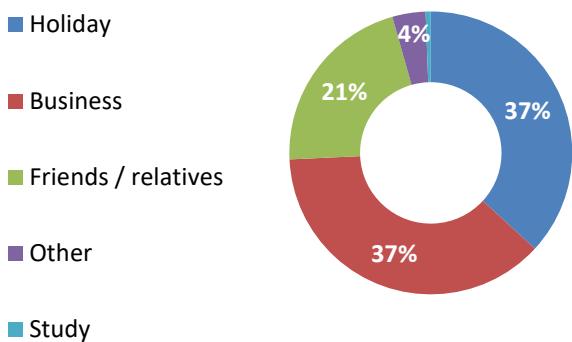
Economic impact of tourism – Year on year comparisons

	2023	2024	Annual variation
Day Trips			
Day trips volume	7,171,000	6,353,000	-11%
Day trips value	£317,832,000	£338,657,000	7%
Overnight trips			
Number of trips	344,000	342,000	-1%
Number of nights	1,054,000	1,090,000	3%
Trip value	£84,631,000	£85,469,000	1%
Total value	£459,754,000	£477,798,000	4%
Actual jobs	8,150	8,488	4%

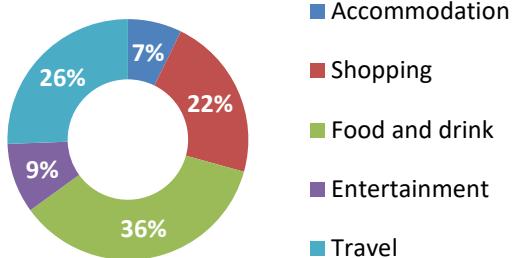
Type of accommodation



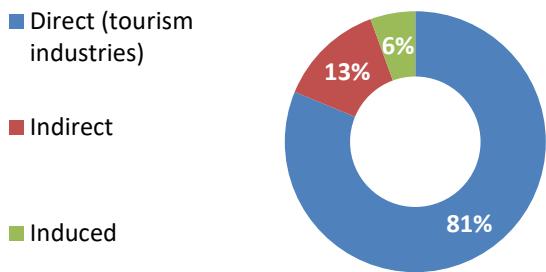
Trips by purpose



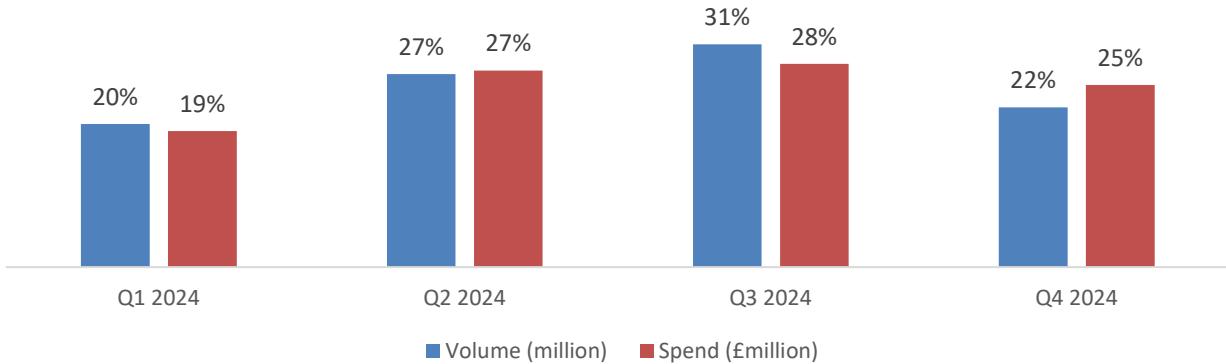
Breakdown of expenditure



Type of employment



Domestic Tourism Day Trips - South East



Domestic Overnight Trips - South East

