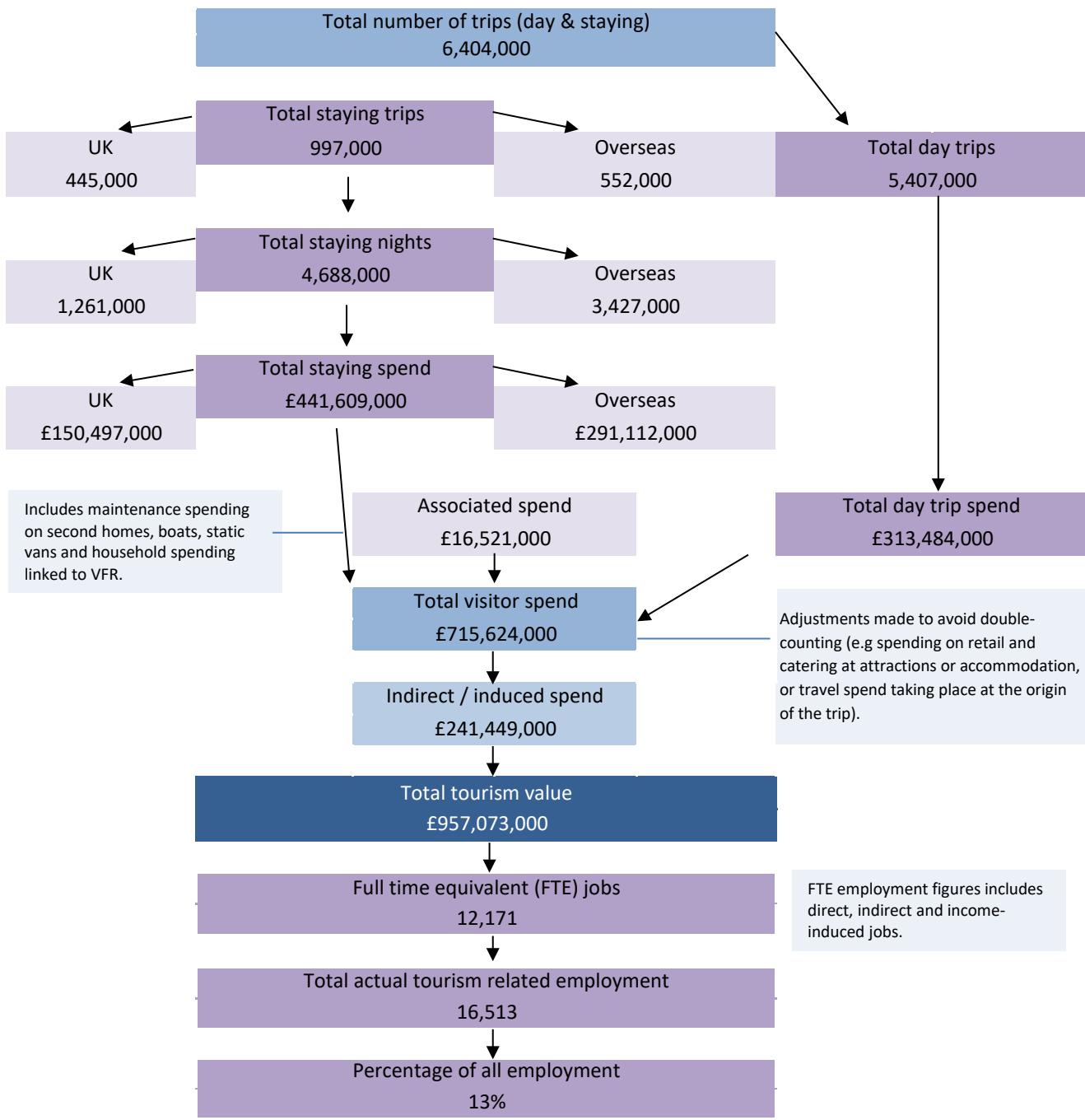


Economic impact of tourism – Headline figures

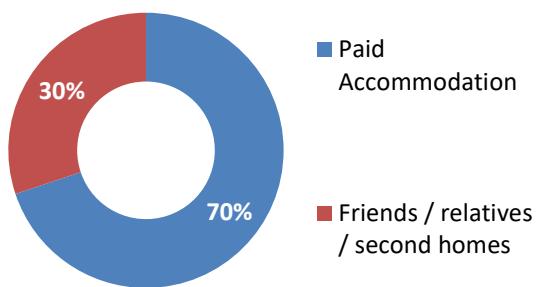
Oxford - 2024



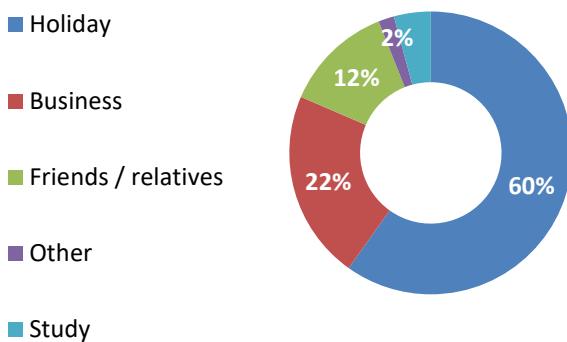
Economic impact of tourism – Year on year comparisons

	2022	2024	Annual variation
Day Trips			
Day trips volume	5,525,000	5,407,000	-2%
Day trips value	£268,597,000	£313,484,000	17%
Overnight trips			
Number of trips	974,000	997,000	2%
Number of nights	4,255,000	4,688,000	10%
Trip value	£409,049,000	£441,609,000	8%
Total value	£863,827,000	£957,073,000	11%
Actual jobs	14,888	16,513	11%

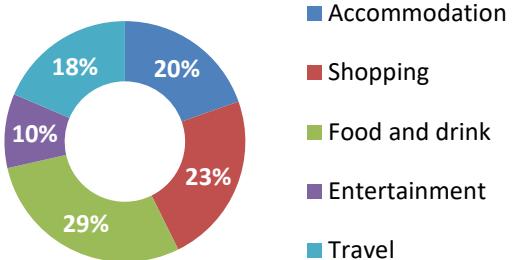
Type of accommodation



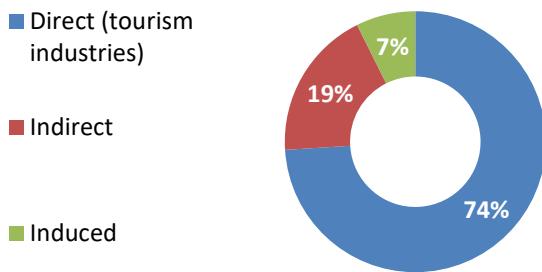
Trips by purpose



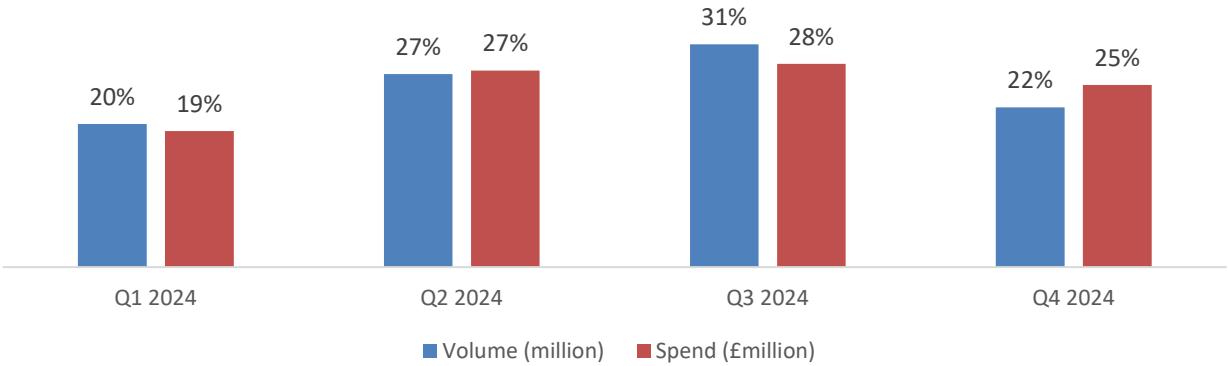
Breakdown of expenditure



Type of employment



Domestic Tourism Day Trips - South East



Domestic Overnight Trips - South East

