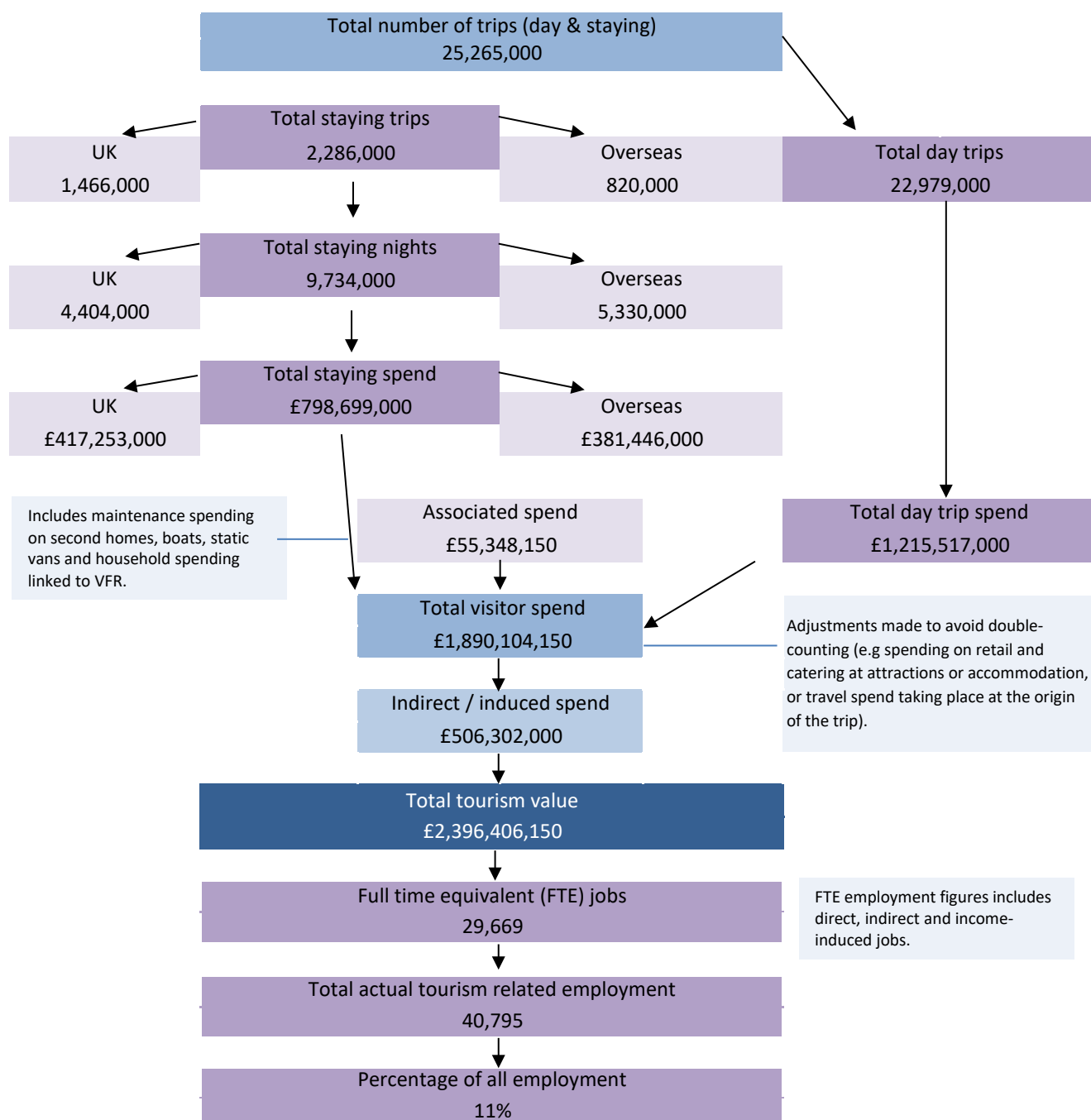


## Economic impact of tourism – Headline figures

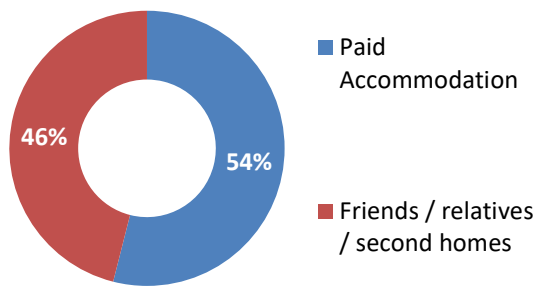
## Oxfordshire - 2024



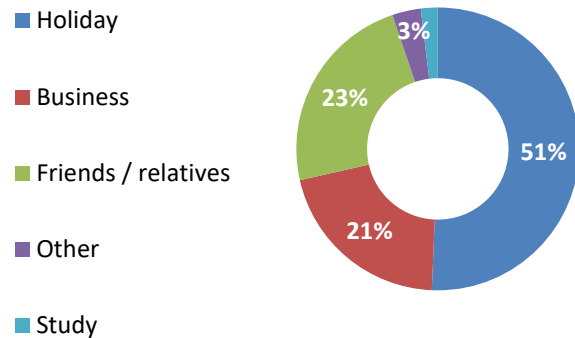
### Economic impact of tourism – Year on year comparisons

<u>Day Trips</u>	2023	2024	Annual variation
Day trips volume	26,112,000	22,979,000	-12%
Day trips value	£1,147,147,000	£1,215,517,000	6%
<u>Overnight trips</u>			
Number of trips	2,272,000	2,286,000	1%
Number of nights	9,573,000	9,734,000	2%
Trip value	£788,423,000	£798,699,000	1%
<b>Total value</b>	<b>£2,313,218,000</b>	<b>£2,396,406,150</b>	<b>4%</b>
<b>Actual jobs</b>	<b>39,399</b>	<b>40,795</b>	<b>4%</b>

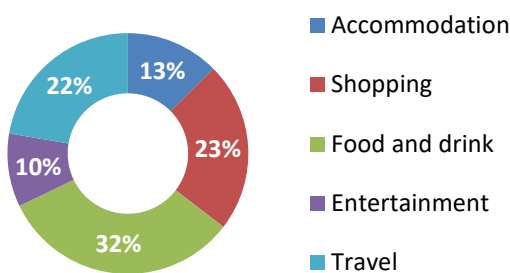
### Type of accommodation



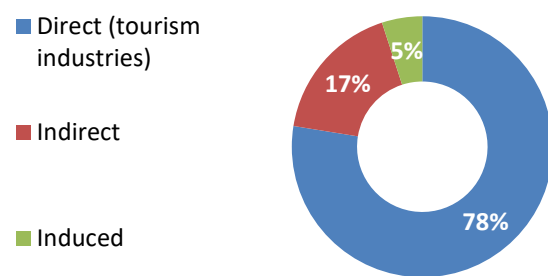
### Trips by purpose



### Breakdown of expenditure



### Type of employment



### Economic impact of tourism – Year on year comparisons

	2019	2022	2023	2024
<b>Day trips</b>				
Day trips volume	28,077,000	24,170,000	26,112,000	22,979,000
Day trips value	£1,235,775,600	£1,070,930,000	£1,147,147,000	£1,215,517,000
<b>Overnight trips</b>				
Number of trips	2,843,000	2,285,000	2,272,000	2,286,000
Number of nights	10,533,000	9,133,000	9,573,000	9,734,000
Trip value	£824,301,000	£743,377,000	£788,423,000	£798,699,000
Total value	£2,473,779,000	£2,169,700,000	£2,313,218,000	£2,396,407,000
Actual jobs	42,144	36,969	39,399	40,795

	2019	2022	2023	2024
<b>Day trips</b>				
Day trips volume	100%	86%	93%	82%
Day trips value	100%	87%	93%	98%
<b>Overnight trips</b>				
Number of trips	100%	80%	80%	80%
Number of nights	100%	87%	91%	92%
Trip value	100%	90%	96%	97%
Total value	100%	88%	94%	97%
Actual jobs	100%	88%	93%	97%