

# Economic Impact of Tourism in Cherwell 2024

**6.7 million** trips driving a **£478 million** visitor economy supporting **8,488 jobs**

## Economic worth



**£69 million**  
overnight domestic spend



**£478 million**  
+4% up compared to 2023



**£339 million**  
day trip spend



**£16 million**  
overnight overseas spend



**£87 million**  
indirect spend

## Number of trips

**6.7 million**

-11% down compared to 2023



**6.4 million**  
day trips



**287,000**  
overnight domestic trips



**55,000**  
overnight overseas trips



## Direct expenditure

**£34 million**  
accommodation



**£42 million**  
entertainment



**£147 million**  
food and drink



**£93 million**  
retail



**£65 million**  
transport



## Jobs supported

**8,488**

+4% up compared to 2023



**3,103**  
Food and drink



**1,211**  
retail



**890**  
accommodation



**857**  
entertainment



**662**  
transport



**1,765**  
other, including indirect jobs



## Purpose of overnight visits



**37%**  
holiday

**3.1 nights**  
average length of stay  
**£251**  
average spend per trip



**37%**  
business

**2.5 nights**  
average length of stay  
**£262**  
average spend per trip



**21%**  
VFR

**3.6 nights**  
average length of stay  
**£206**  
average spend per trip



**5%**  
other including study

**8.3 nights**  
average length of stay  
**£356**  
average spend per trip