

Experience Oxfordshire UK Visitors and Non-Visitors Survey: Perceptions & Experiences of Oxfordshire 2026



83% likely to **revisit** Oxfordshire



68% have visited Oxfordshire **multiple times**

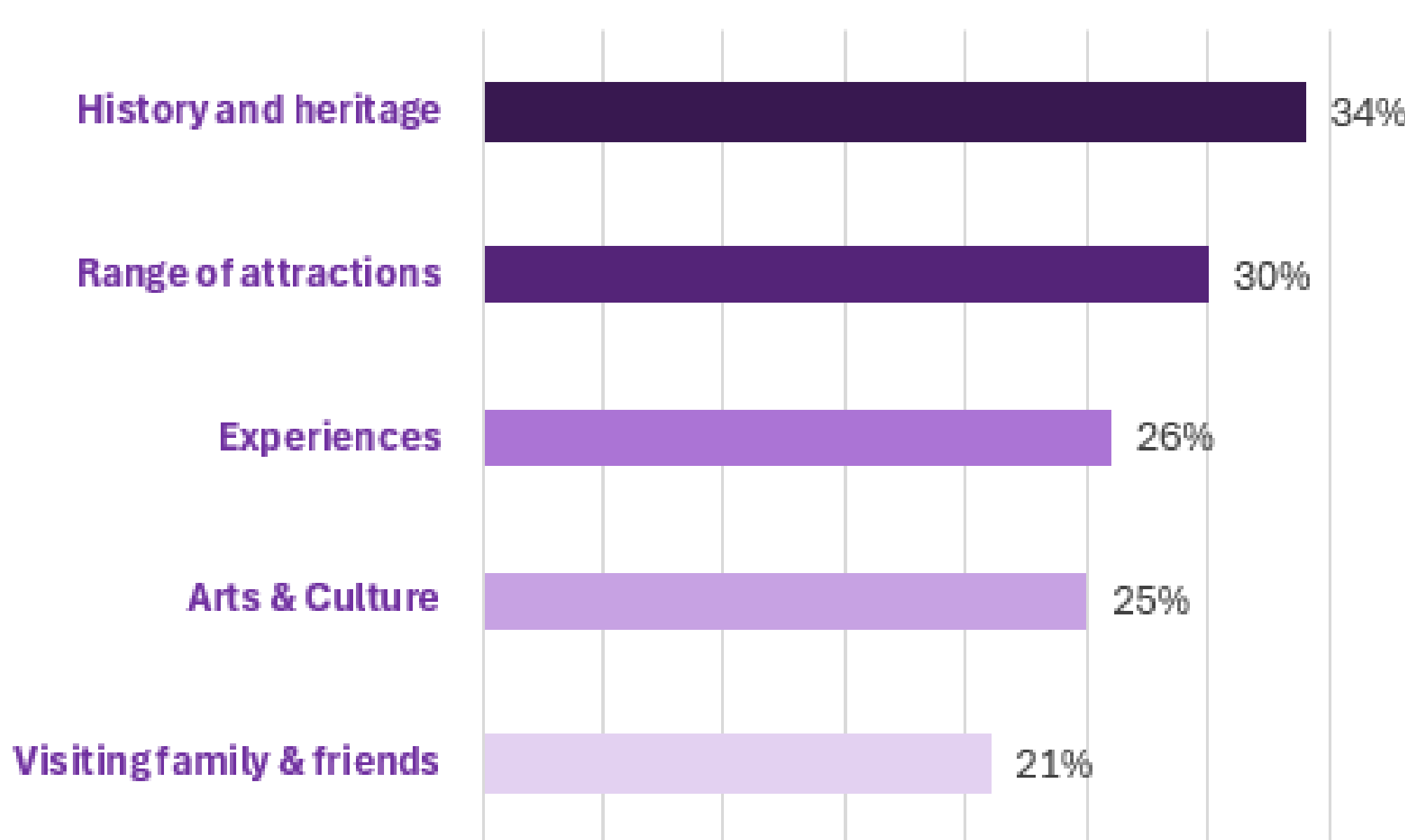


21% visit **several** times a year

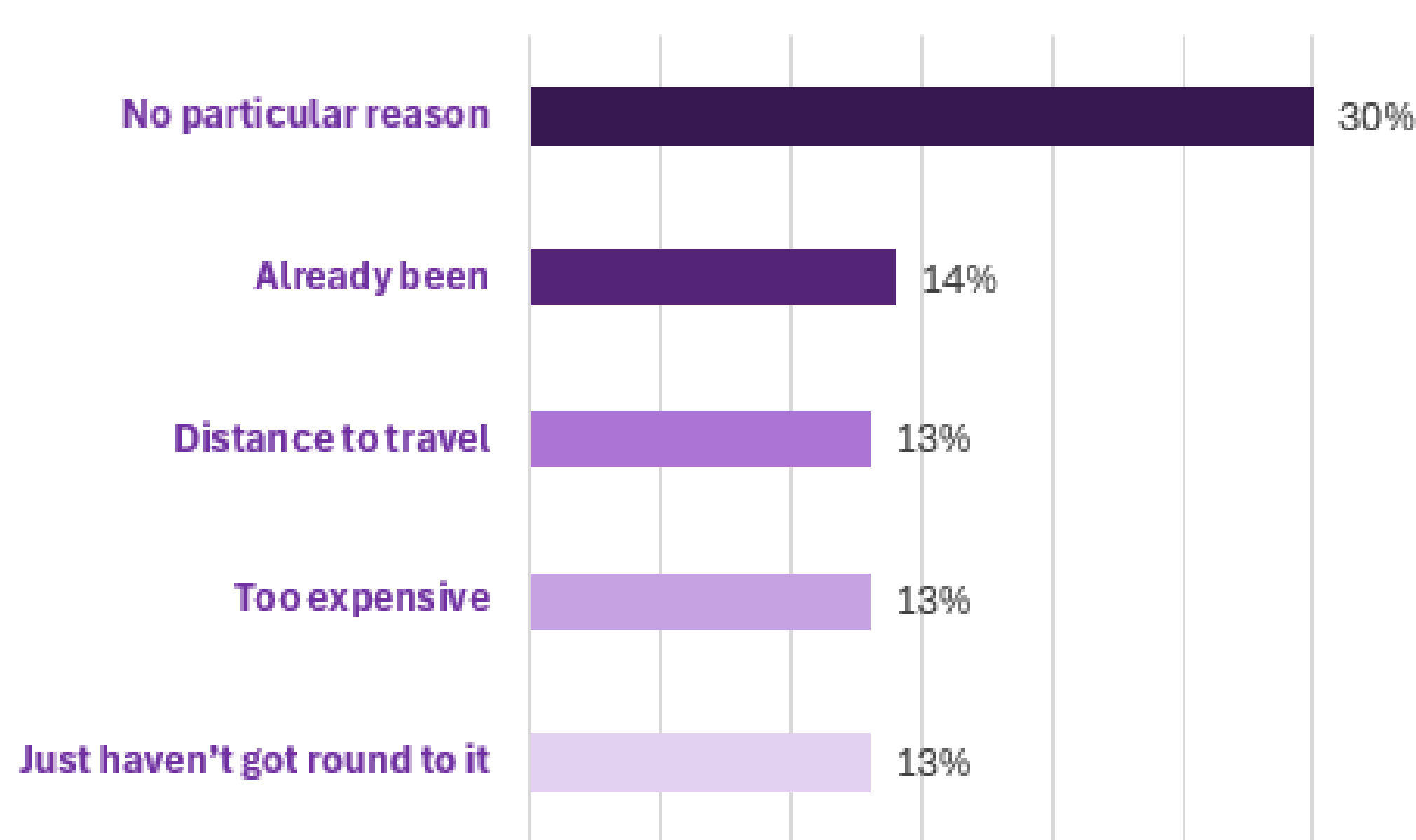


31% aware of **The Oxfordshire Welcome**

Visitors reasons for visiting Oxfordshire



Non-visitors reasons for not visiting Oxfordshire



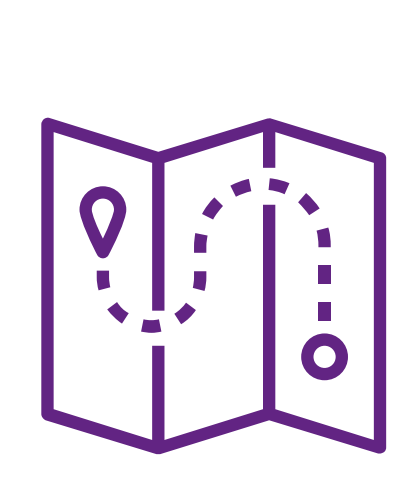
Top 10 places visited during trip



Top 5 Oxfordshire attributes

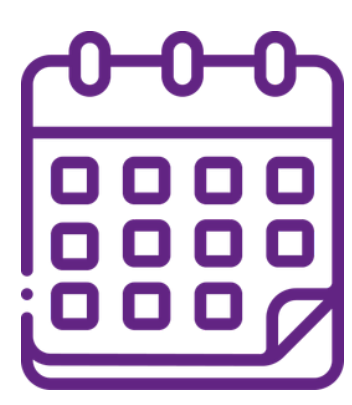
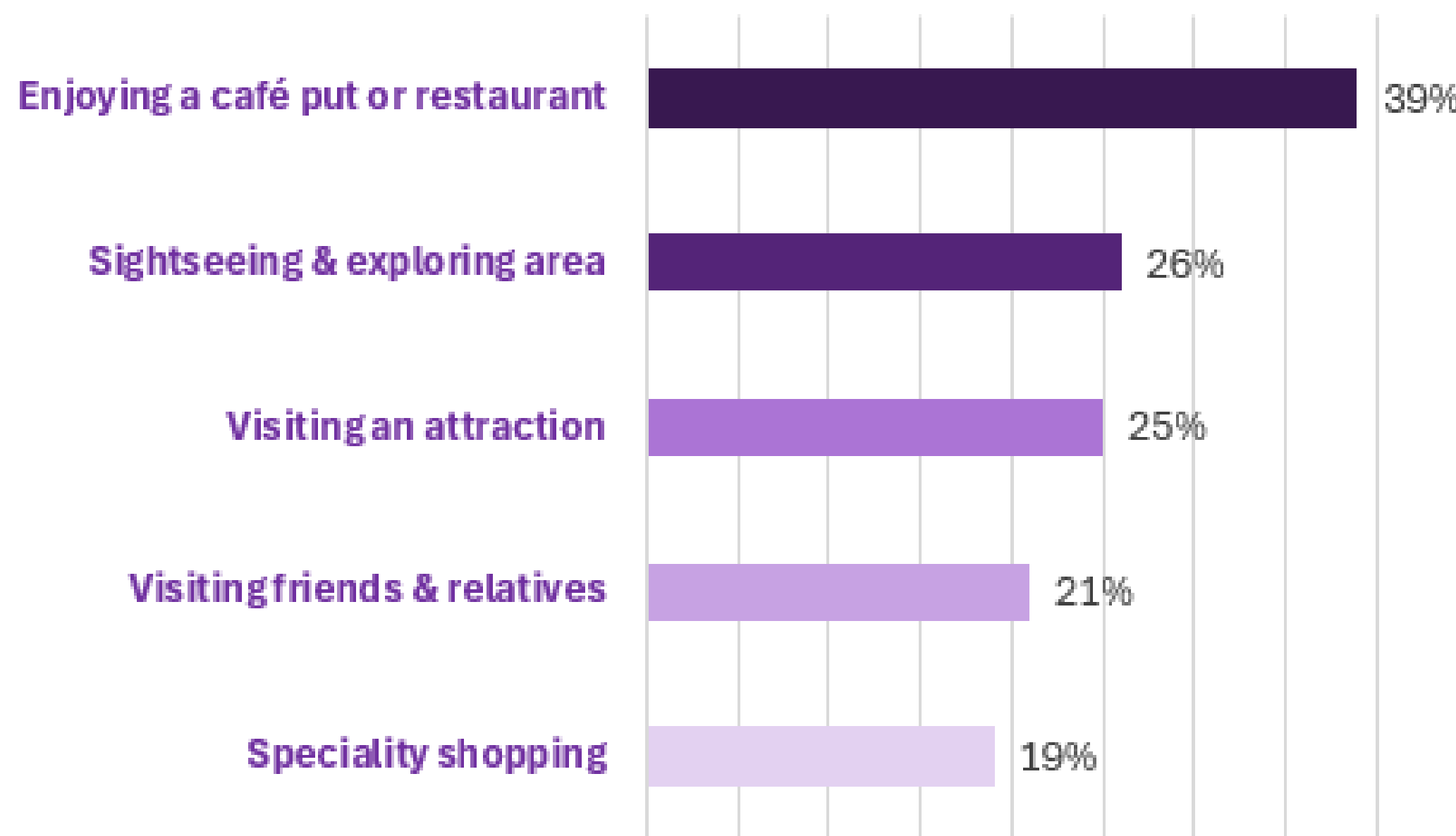


38% look for **new parts** of Oxfordshire to explore



20% always return to the **same area**

Top activities during their visit to Oxfordshire



51% book accommodation **within a month** of their travel date



49% stay in **serviced accommodation**



39% book **no activities** pre-trip



64% expect to **spend the same** this year as last on leisure

40% visitors & non-visitors claim to be **cautious spenders**

29% expect to **spend less than** last year (or nothing)