

Economic Impact of Tourism in Cherwell 2025

6.9 million trips driving a **£496 million** visitor economy supporting **8,811 jobs**

Economic worth


£70 million
overnight
domestic spend


£17 million
overnight
overseas spend


£496 million
+4% up
compared to 2024


£353 million
day trip spend


£90 million
indirect spend

Number of trips

6.9 million
+3% up
compared to 2024



6.5 million
day trips



292,000
overnight
domestic trips



61,000
overnight
overseas trips



Direct expenditure

£34 million
accommodation



£44 million
entertainment



£153 million
food and drink



£96 million
retail



£68 million
transport



Purpose of overnight visits


37%
holiday

3.0 nights
average length
of stay
£247
average spend
per trip


37%
business

2.4 nights
average length
of stay
£259
average spend
per trip



21%
VFR

3.5 nights
average length
of stay
£205
average spend
per trip



5%
other
including
study

8.0 nights
average length
of stay
£337
average spend
per trip

Jobs supported

8,811
+4% up
compared to 2024



3,230
Food and drink



1,261
retail



906
accommodation



891
entertainment



687
transport



1,836
other, including
indirect jobs

