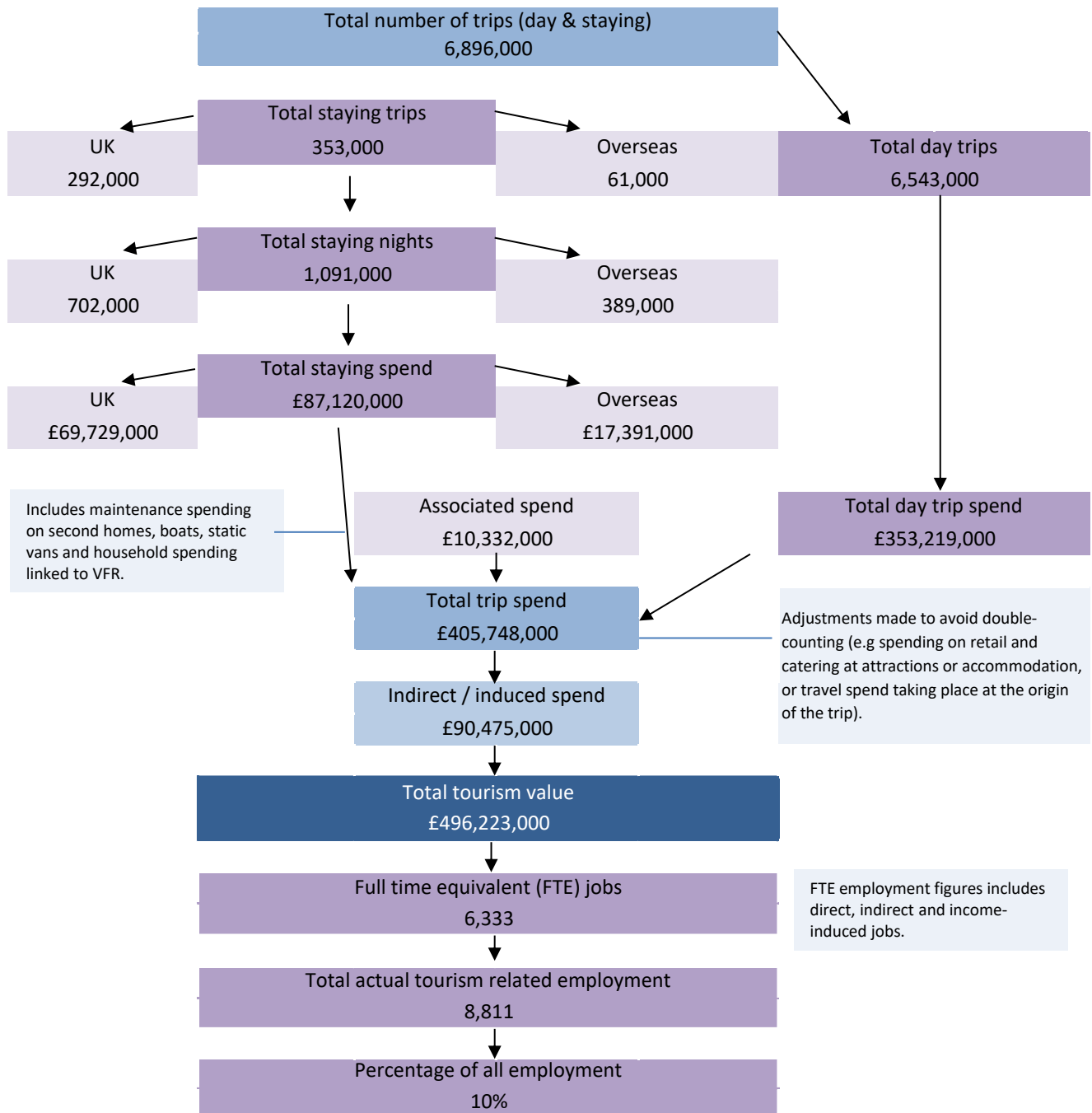


Economic impact of tourism – Headline figures

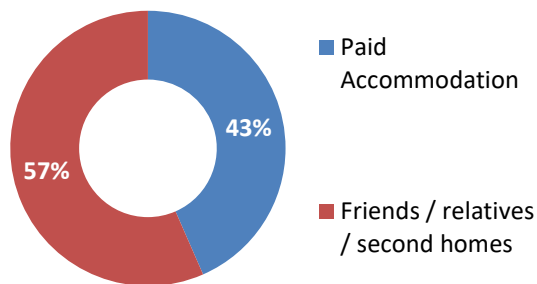
Cherwell - 2025



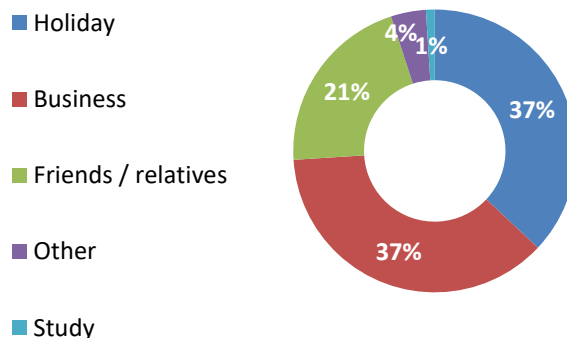
Economic impact of tourism – Year on year comparisons

<u>Day Trips</u>	2024	2025	Annual variation
Day trips volume	6,353,000	6,543,000	3%
Day trips value	£338,657,000	£353,219,000	4%
<u>Overnight trips</u>			
Number of trips	342,000	353,000	3%
Number of nights	1,090,000	1,091,000	0%
Trip value	£85,469,000	£87,120,000	2%
Total value	£477,798,000	£496,223,000	4%
Actual jobs	8,488	8,811	4%

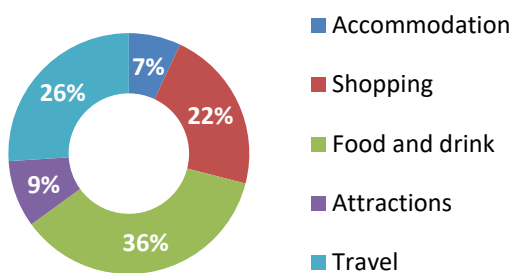
Type of accommodation



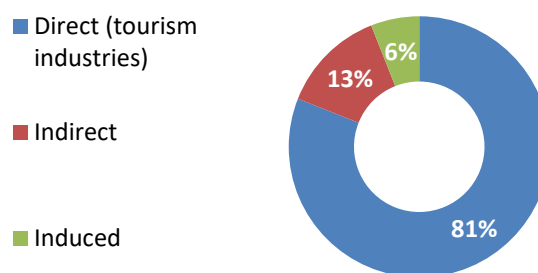
Trips by purpose



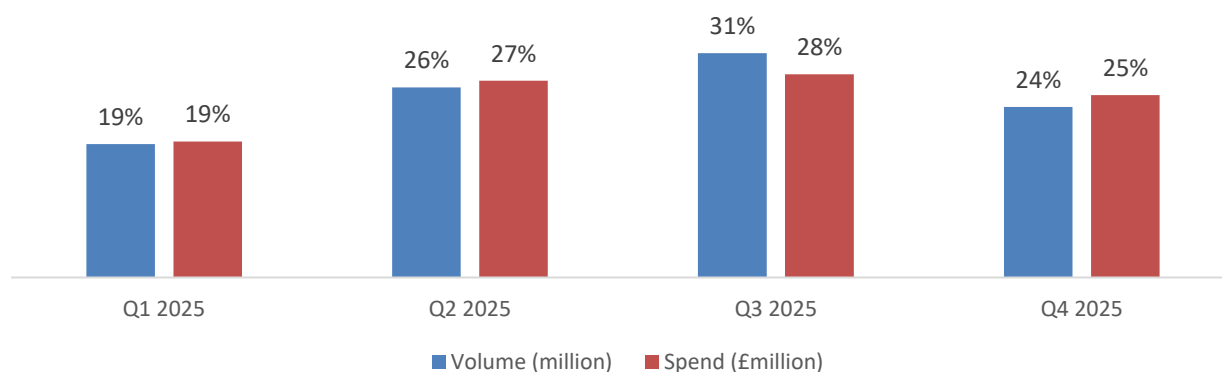
Breakdown of expenditure



Type of employment



Tourism Day Trips - South East



Overnight Trips - South East

