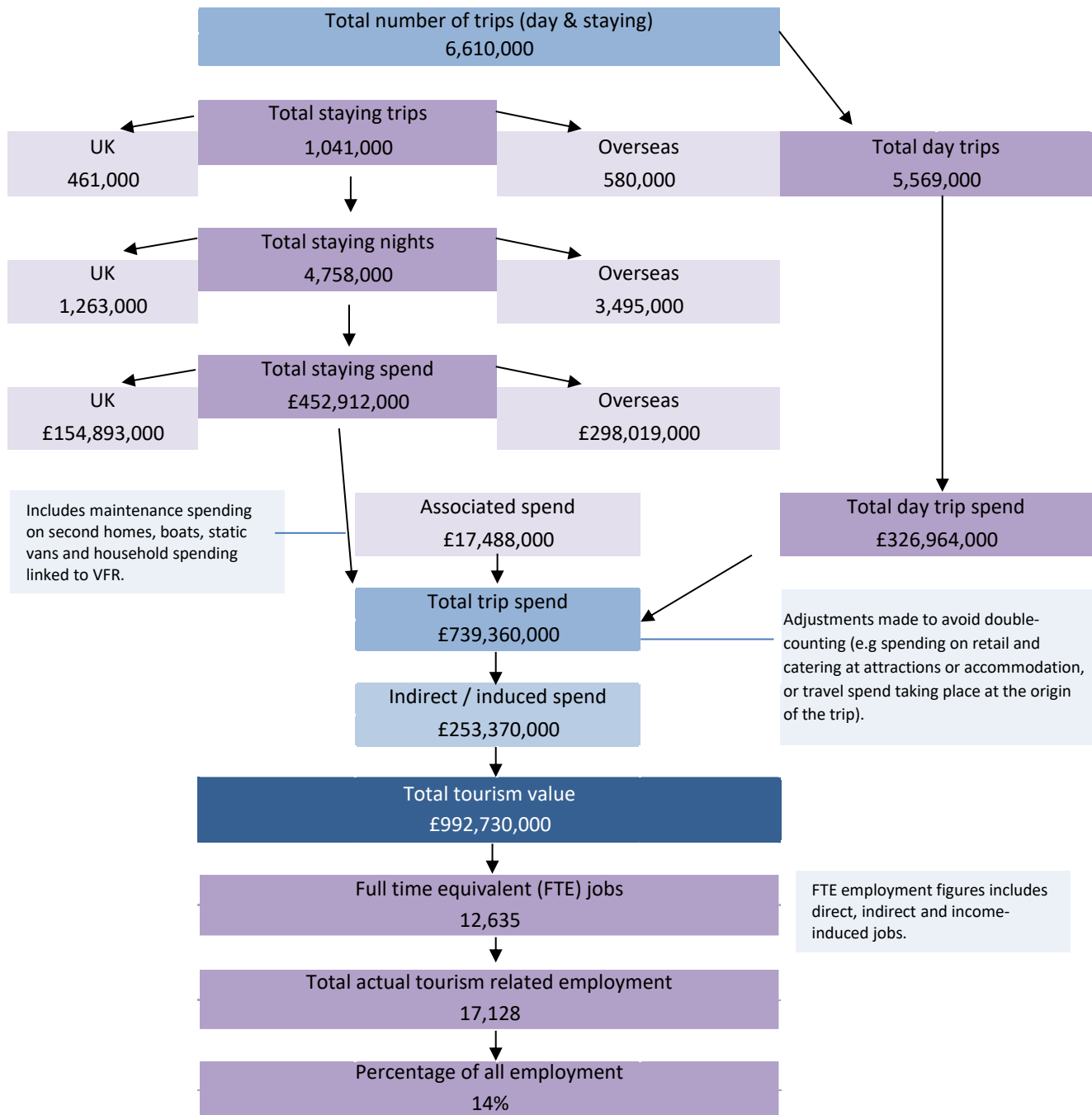


Economic impact of tourism – Headline figures

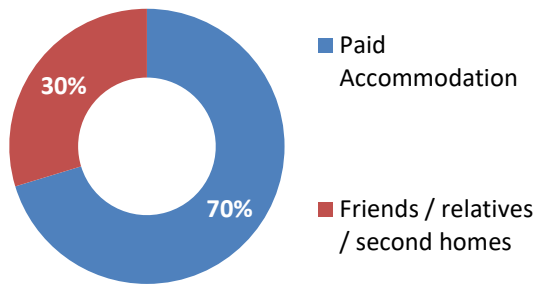
Oxford - 2025



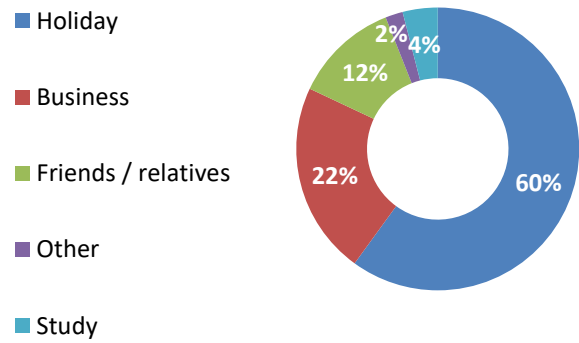
Economic impact of tourism – Year on year comparisons

<u>Day Trips</u>	2024	2025	Annual variation
Day trips volume	5,407,000	5,569,000	3%
Day trips value	£313,484,000	£326,964,000	4%
<u>Overnight trips</u>			
Number of trips	997,000	1,041,000	4%
Number of nights	4,688,000	4,758,000	1%
Trip value	£441,609,000	£452,912,000	3%
Total value	£957,073,000	£992,730,000	4%
Actual jobs	16,513	17,128	4%

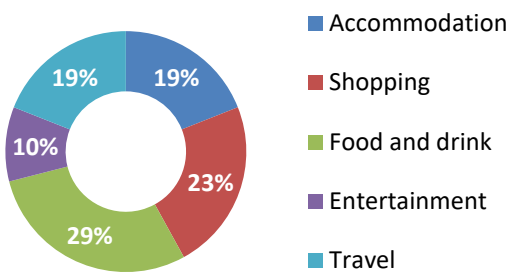
Type of accommodation



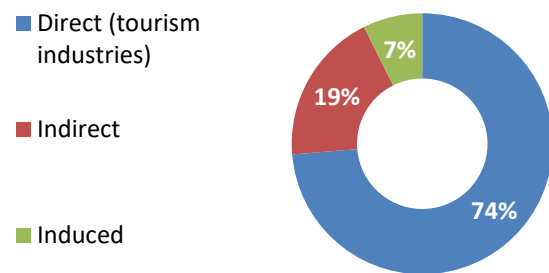
Trips by purpose



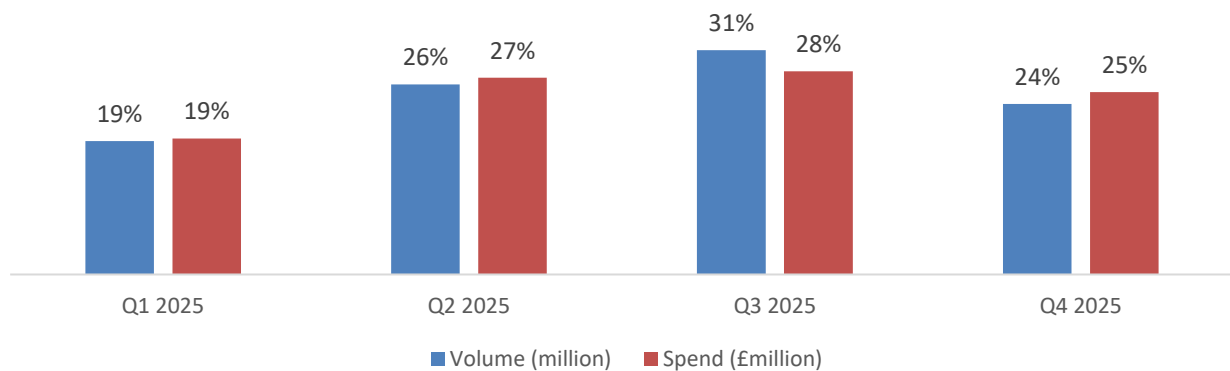
Breakdown of expenditure



Type of employment



Tourism Day Trips - South East



Overnight Trips - South East

