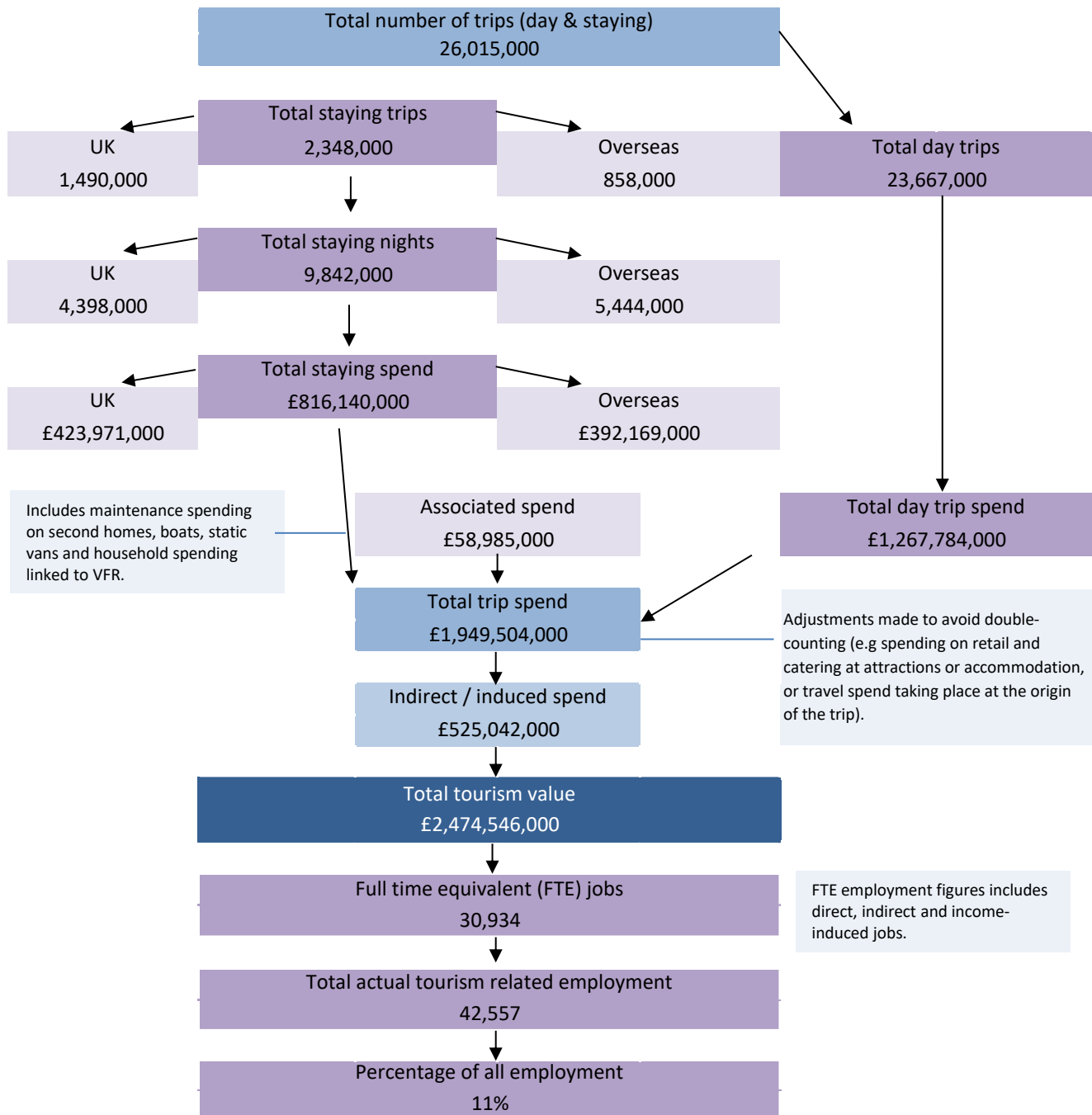


Economic impact of tourism – Headline figures

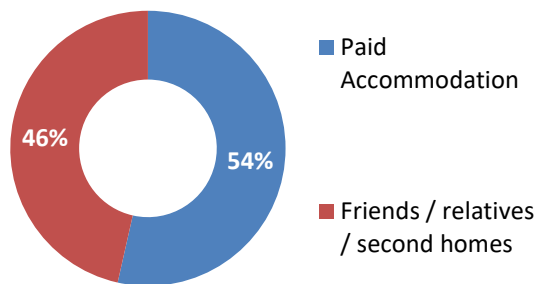
Oxfordshire - 2025



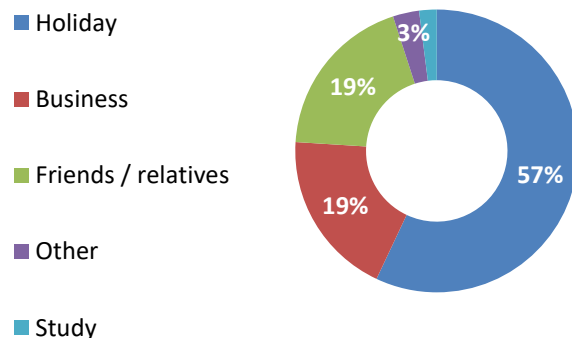
Economic impact of tourism – Year on year comparisons

<u>Day Trips</u>	2024	2025	Annual variation
Day trips volume	22,979,000	23,667,000	3%
Day trips value	£1,215,517,000	£1,267,784,000	4%
<u>Overnight trips</u>			
Number of trips	2,286,000	2,348,000	3%
Number of nights	9,734,000	9,842,000	1%
Trip value	£798,699,000	£816,140,000	2%
Total value	£2,396,406,000	£2,474,546,000	3%
Actual jobs	40,795	42,557	4%

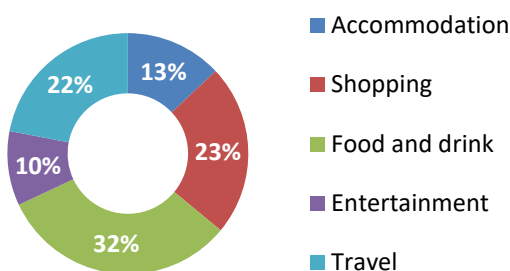
Type of accommodation



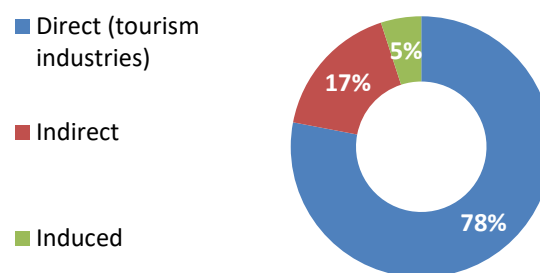
Trips by purpose



Breakdown of expenditure



Type of employment



Economic impact of tourism – Year on year comparisons

	2019	2023	2024	2025
Day trips				
Day trips volume	28,077,000	26,112,000	22,979,000	23,667,000
Day trips value	£1,235,775,600	£1,147,147,000	£1,215,517,000	£1,267,784,000
Overnight trips				
Number of trips	2,843,000	2,272,000	2,286,000	2,348,000
Number of nights	10,533,000	9,573,000	9,734,000	9,842,000
Trip value	£824,301,000	£788,423,000	£798,699,000	£816,140,000
Total value	£2,473,779,000	£2,313,218,000	£2,396,406,000	£2,474,546,000
Actual jobs	42,144	39,399	40,795	42,557

	2019	2023	2024	2025
Day trips				
Day trips volume	100%	93%	82%	84%
Day trips value	100%	93%	98%	103%
Overnight trips				
Number of trips	100%	80%	80%	83%
Number of nights	100%	91%	92%	93%
Trip value	100%	96%	97%	99%
Total value	100%	94%	97%	100%
Actual jobs	100%	93%	97%	101%