

Economic Impact of Tourism in Oxford 2025

6.6 million trips driving a **£993 million** visitor economy
supporting **17,128 jobs**

Economic worth



£155 million
overnight
domestic spend



£993 million
+4% up
compared to 2024



£327 million
day trip spend



£298 million
overnight
overseas spend



£253 million
indirect spend

Direct expenditure

£156 million 
accommodation

£82 million 
entertainment

£218 million 
food and drink

£178 million 
retail

£87 million 
transport

Purpose of visit



60%
holiday

3.6 nights
length of stay
£383
spend per trip



22%
business

3.6 nights
length of stay
£497
spend per trip



12%
VFR

4.4 nights
length of stay
£345
spend per trip



6%
other
including
study

18.2 nights
length of stay
£930
spend per trip

Number of trips

6.6 million

+3% up
compared to 2024



5.6 million
day trips



461,000 
overnight
domestic trips

580,000 
overnight
overseas trips

Jobs supported

17,128

+4% up
compared to 2024



4,385
Food and drink



2,219
retail



3,281
accommodation



1,577
entertainment



843
transport



4,823
other, including
indirect jobs

