Experience OXFORDSHIRE®

Local Visitor Economy Partnership — Recognised by VisitEngland

2026 Oxfordshire Residents' Survey

78% recognise the economic importance of tourism in Oxfordshire

48% are being cautious in their spending

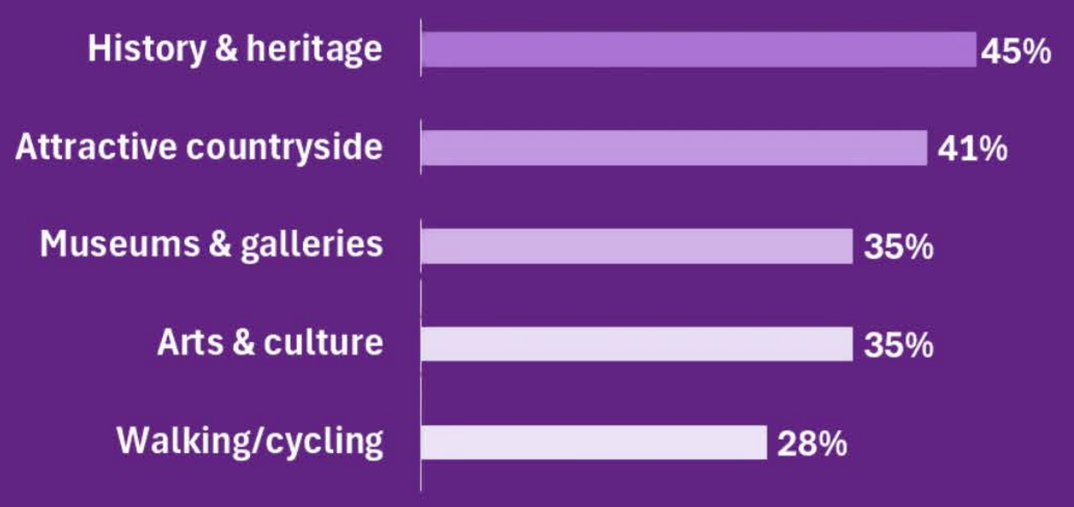
70% find Oxfordshire appealing as a destination

Oxfordshire's visitor experience rated **4.1** out of **5**

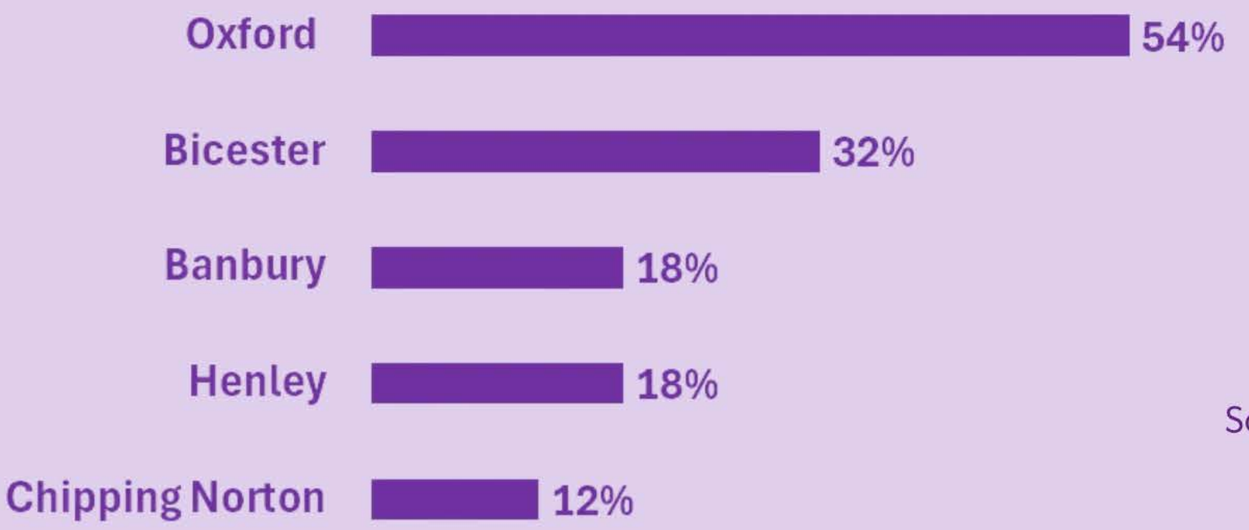
Top 5 activities



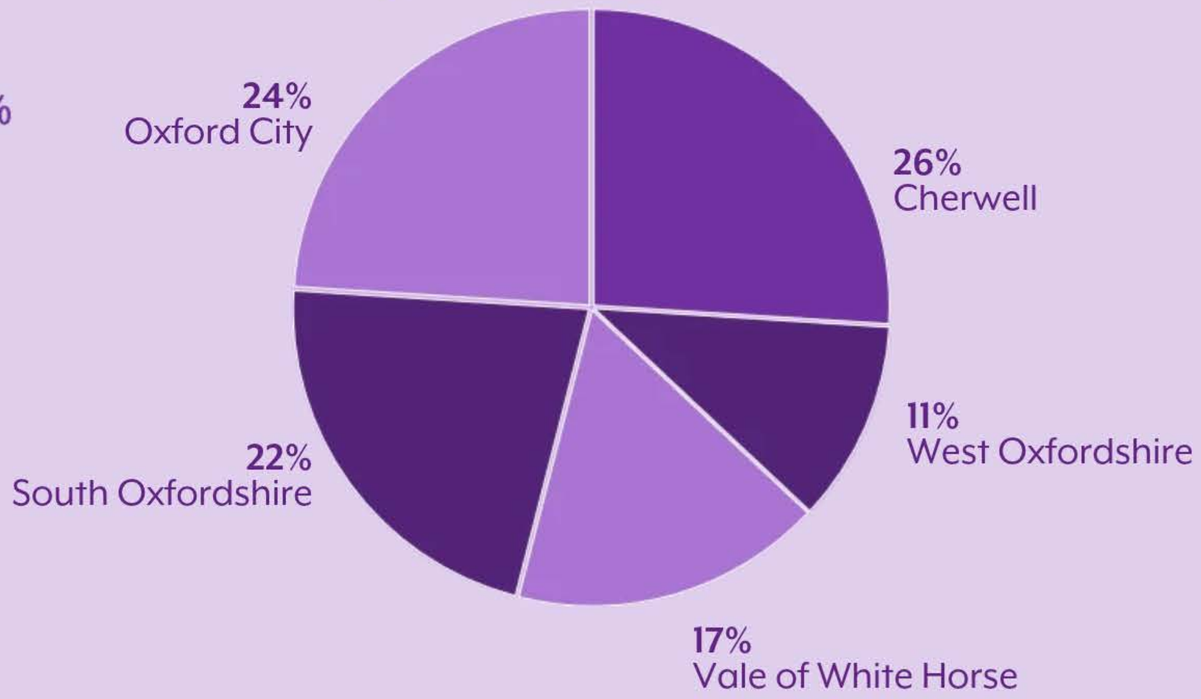
Top 5 Oxfordshire associations



Top 5 visited places



Origin of respondents



Data sourced from responses to Experience Oxfordshire's residents survey 2026