

The impact of tourism on Oxford's economy



6.8
million
visitors

Experience Oxfordshire has released its 2014 report on the new estimates of the economic impact of tourism on Oxfordshire and its districts.

Oxford is the seventh most visited city in the UK by international visitors and is the tourism gateway to the rest of Oxfordshire. It is estimated that Oxford welcomed nearly 7 million domestic and overseas visitors in 2014, who contributed to the local economy with a total trip expenditure of £597 million, and a total turnover of £782 million including indirect spending.

Of the total number of overnight overseas trips in Oxfordshire, an estimated three-quarters (469,000) of those trips were in Oxford. International visitors stayed in Oxford for an average of 6 nights, contributing to 40% of the total direct trip expenditure. The purposes of their visits were fairly evenly distributed across holidays, visiting friends and/or relatives, and business.

Tourism spending supported 12.7% of the workforce, with over 13,000 jobs, an increase of 530 jobs from 2013.



9%

overnight
domestic



7%

overnight
overseas



84%

daytime
domestic



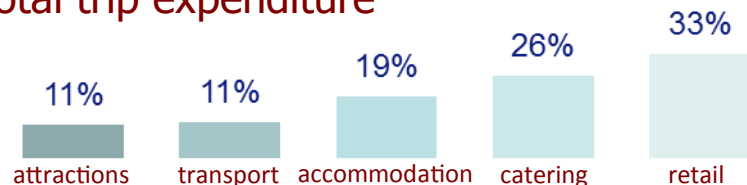
78,000
more
total visitors

400
more
full-time jobs

10,000
more overnight
overseas visitors

£30m
increase in
total income

Total trip expenditure



total turnover from
ALL expenditure

£782m

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