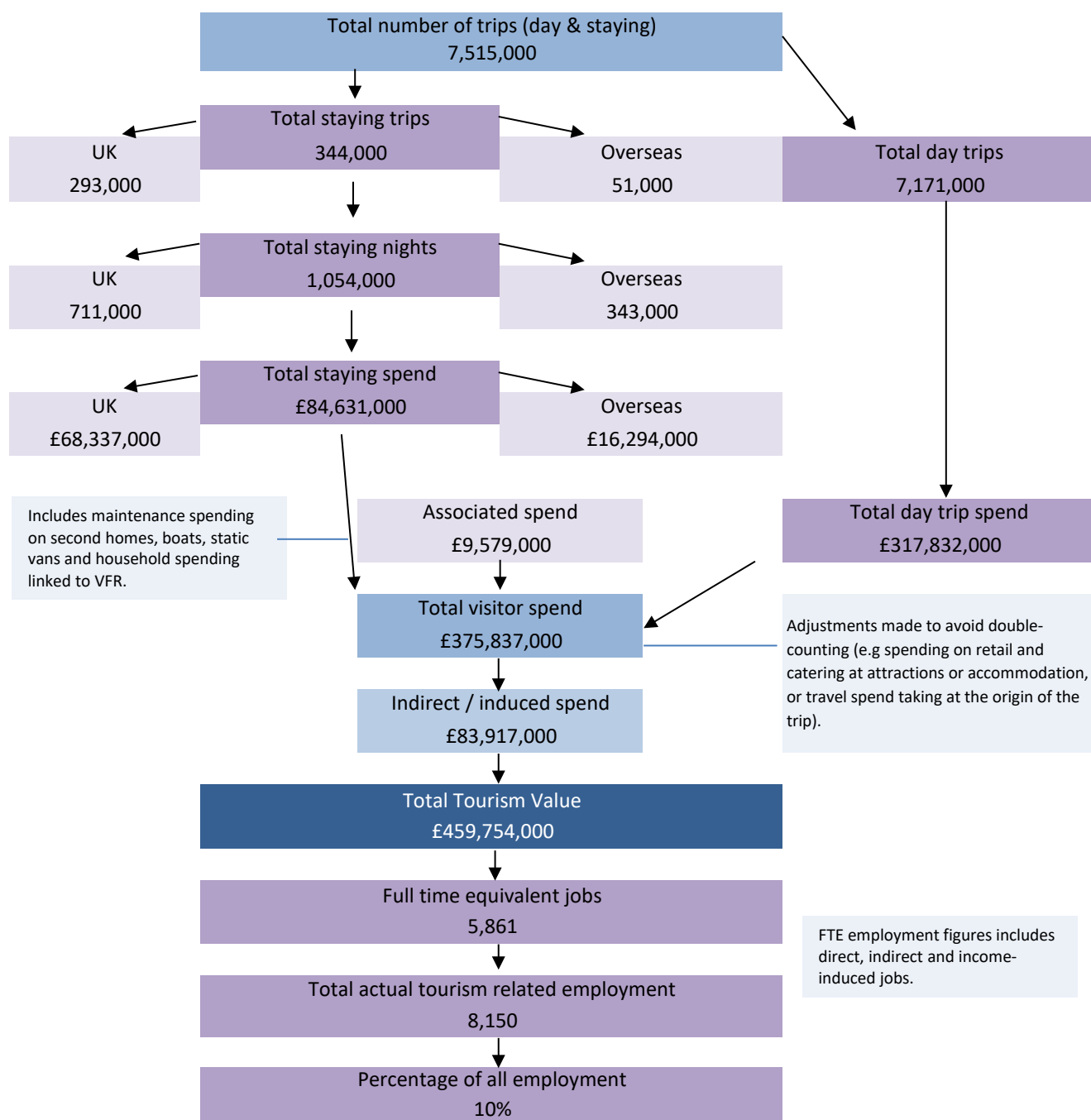


Economic Impact of Tourism – Headline Figures

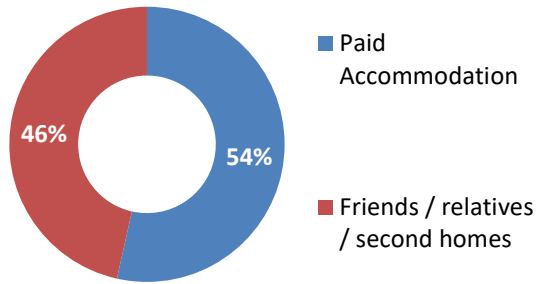
Cherwell - 2023



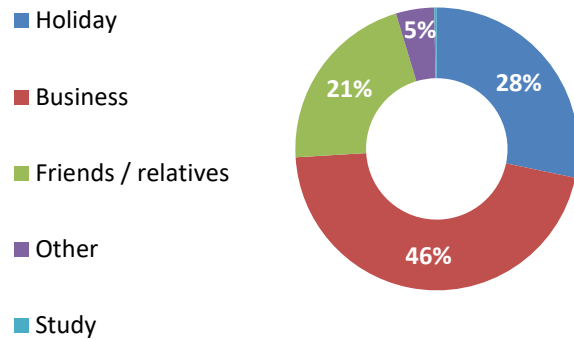
Economic Impact of Tourism – year on year comparisons				Year-on-year comparison	Pre-pandemic Nominal value*	Pre-pandemic Real-term value*
	2023	2022	2019	2023 v 2022	2023 v 2019	2023 v 2019
Day Trips						
Day trips volume	7,171,000	6,637,000	7,762,189	8%	-8%	-8%
Day trips value	£317,832,000	£296,715,000	£344,171,316	7%	-8%	-11%
Overnight trips						
Number of trips	344,000	356,000	402,000	-3%	-14%	-14%
Number of nights	1,054,000	1,051,000	1,258,000	0%	-16%	-16%
Trip value	£84,631,000	£82,477,000	£89,582,000	3%	-6%	-13%
Total value	£459,754,000	£434,046,000	£495,732,750	6%	-7%	-10%
Actual jobs	8,150	7,702	8,794	6%	-7%	-11%

Nominal values (not taking inflation into account). Real terms values (adjusted for inflation)

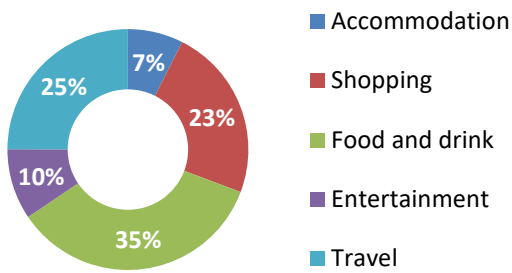
Type of Accommodation



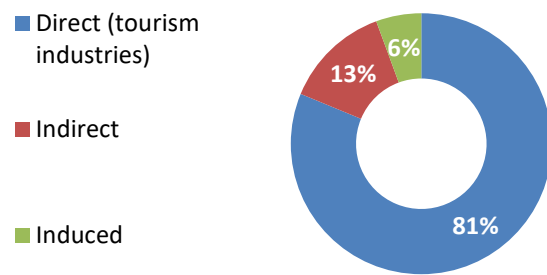
Trips by Purpose



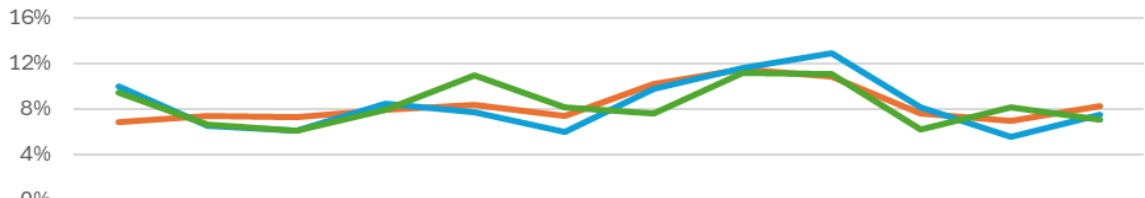
Breakdown of Expenditure



Type of Employment



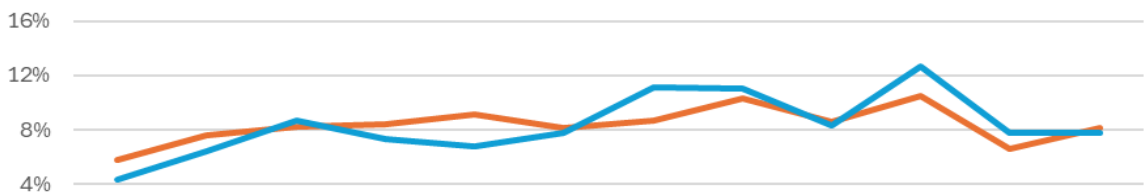
Domestic Overnight Trips - South East of England - 2023



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Trips	7%	7%	7%	8%	8%	7%	10%	11%	11%	8%	7%	8%
Nights	10%	7%	6%	8%	8%	6%	10%	12%	13%	8%	6%	7%
Spend	9%	7%	6%	8%	11%	8%	8%	11%	11%	6%	8%	7%

Trips Nights Spend

Tourism Day Trips - South East of England - 2023



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Trips	6%	8%	8%	8%	9%	8%	9%	10%	9%	10%	7%	8%
Spend	4%	6%	9%	7%	7%	8%	11%	11%	8%	13%	8%	8%

Trips Spend