

## Experience Oxfordshire Residents Survey 2025

**89%** recognise the economic importance of tourism in Oxfordshire

**53%** are being cautious in their spending

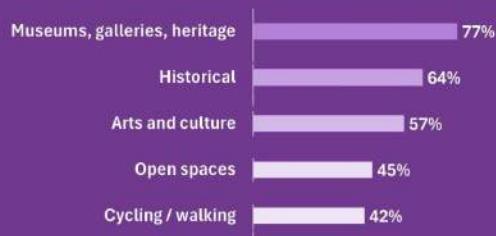
**82%** find Oxfordshire appealing as a destination

**52%** rate tourism's impact on traffic as detrimental

**90%** would recommend Oxfordshire as a destination

Top 5 places visited during last trip  
**Oxford** Woodstock  
 Abingdon Burford Witney

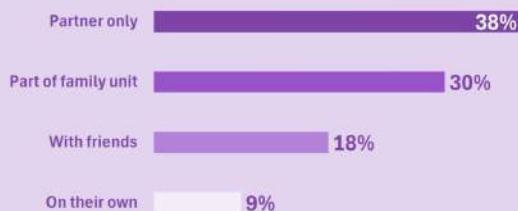
### Top 5 Oxfordshire attributes



### Top 5 activities



### Leisure time mostly spent with



### Origin of respondents

