

Experience Oxfordshire Residents Survey 2025

89% recognise the economic importance of tourism in Oxfordshire

53% are being cautious in their spending

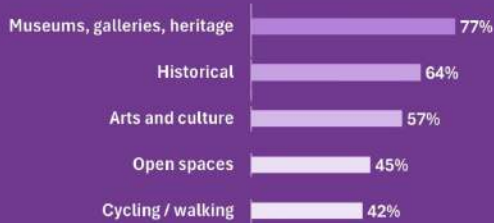
82% find Oxfordshire appealing as a destination

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

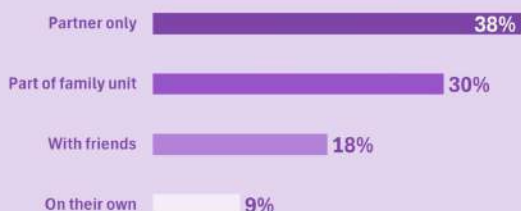
Top 5 Oxfordshire attributes



Top 5 activities



Leisure time mostly spent with



Origin of respondents

