

Experience Oxfordshire Visitor Survey 2025



96% would revisit
Oxfordshire



85% likely to
recommend
Oxfordshire

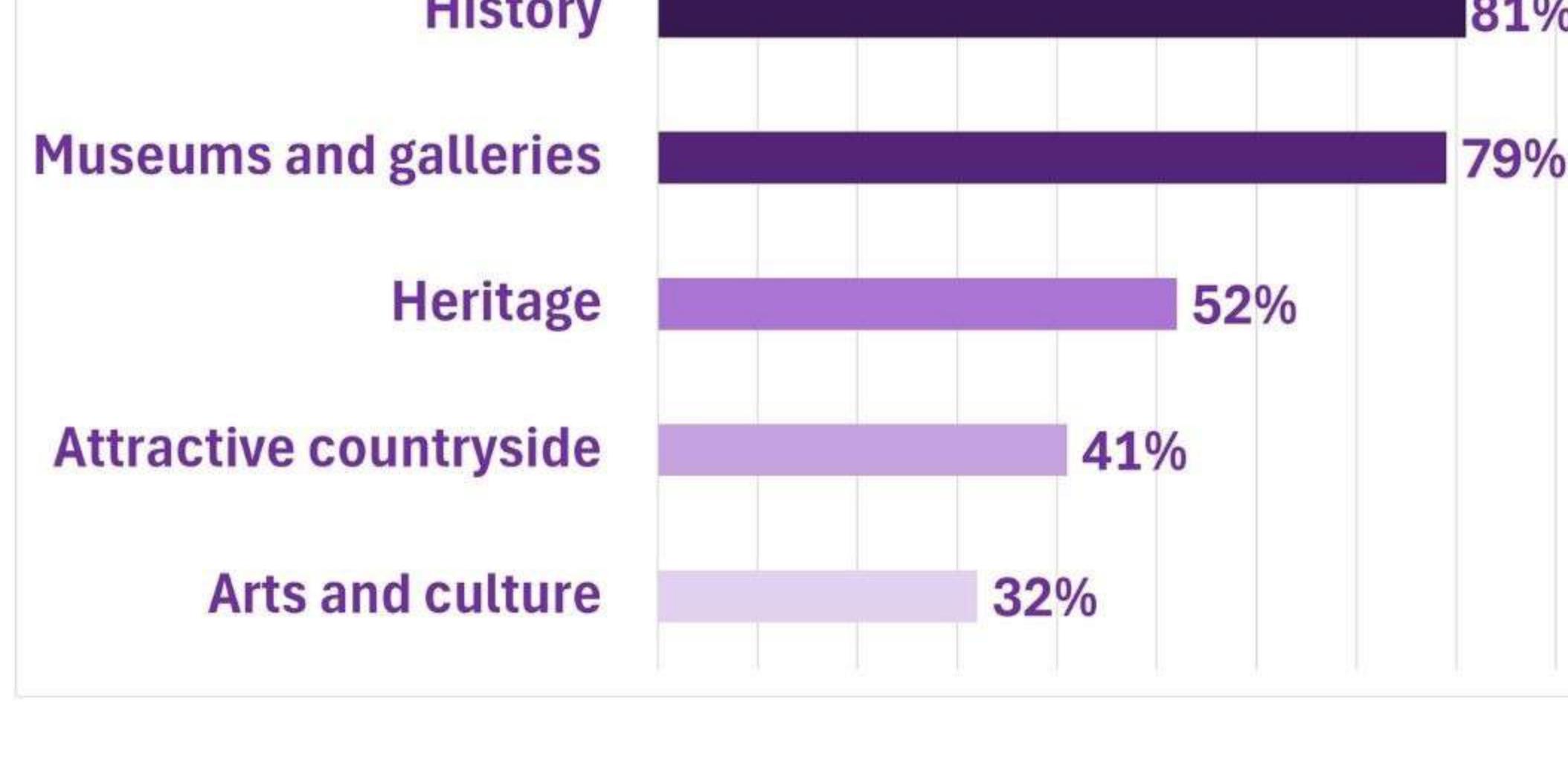


93% felt
welcome

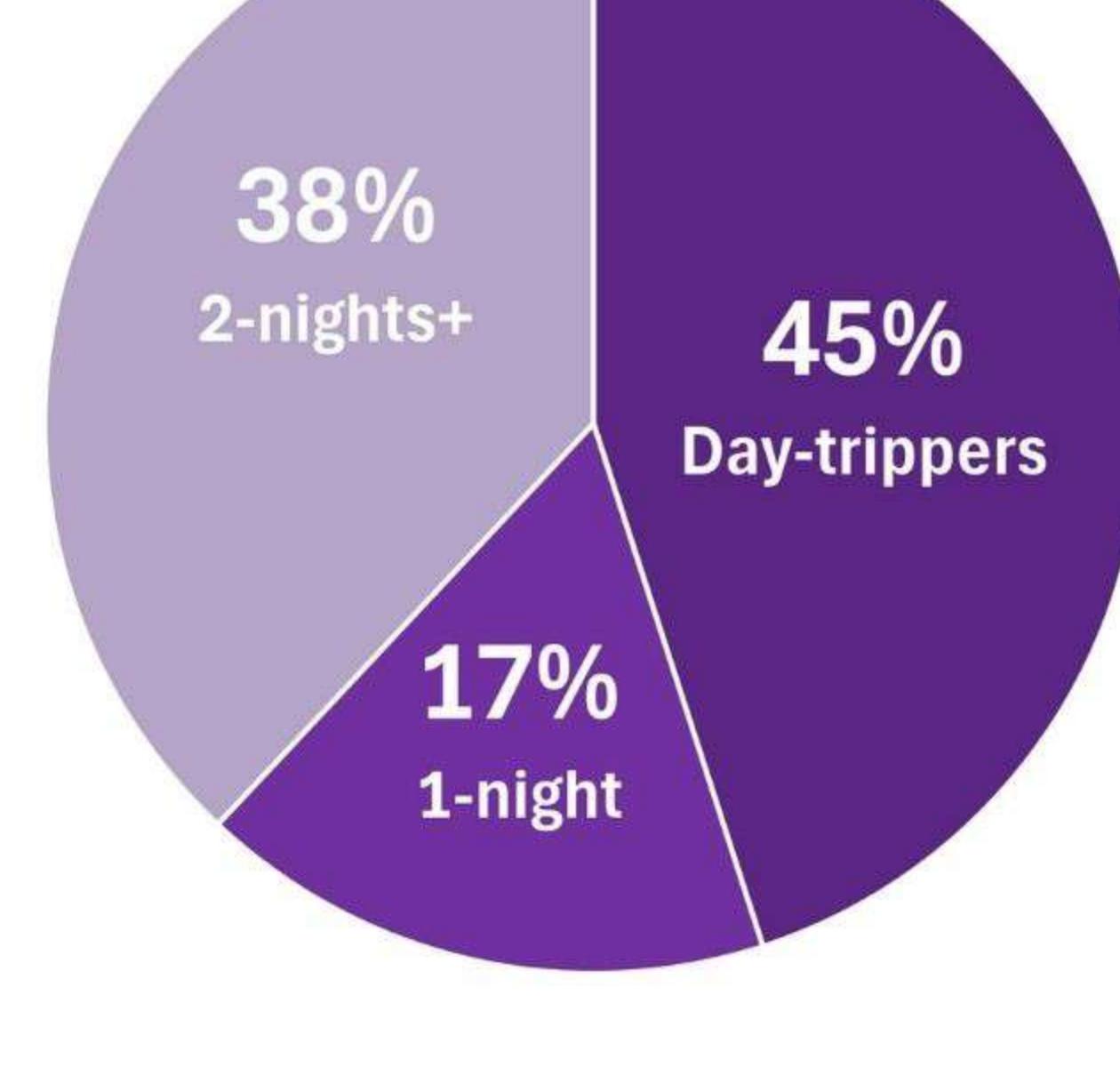


91% find Oxfordshire
appealing
as a destination

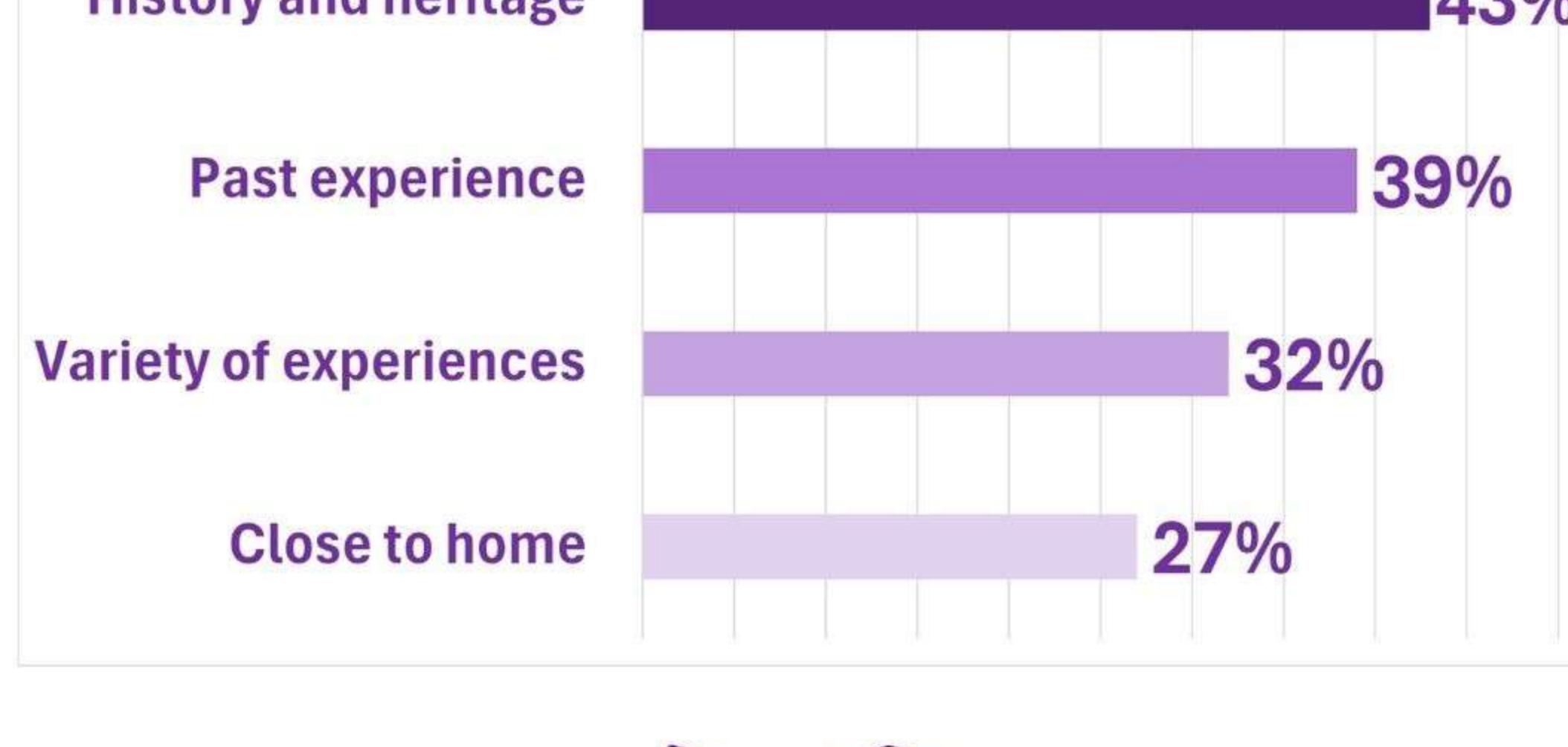
Top 5 Oxfordshire attributes



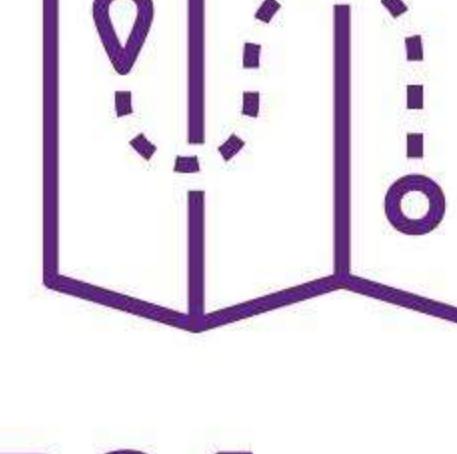
Duration of visit



Reasons for visiting Oxfordshire

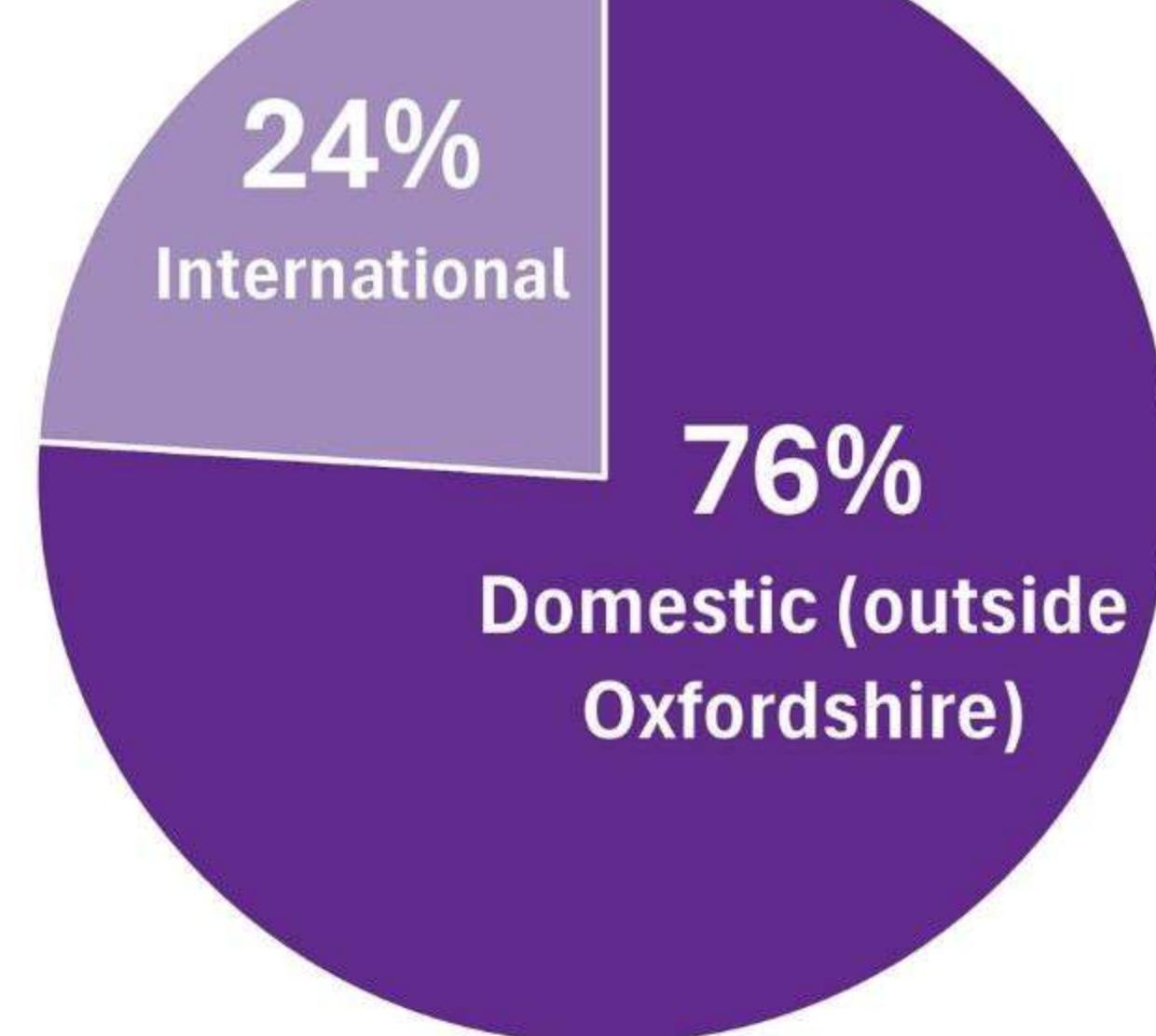


46% visit
several times
a year



53% visited
within the
last six months

Origin of respondents



Top 5 activities

