

## Experience Oxfordshire Visitor Survey 2025



**96%** would  
revisit  
Oxfordshire



**85%** likely to  
recommend  
Oxfordshire

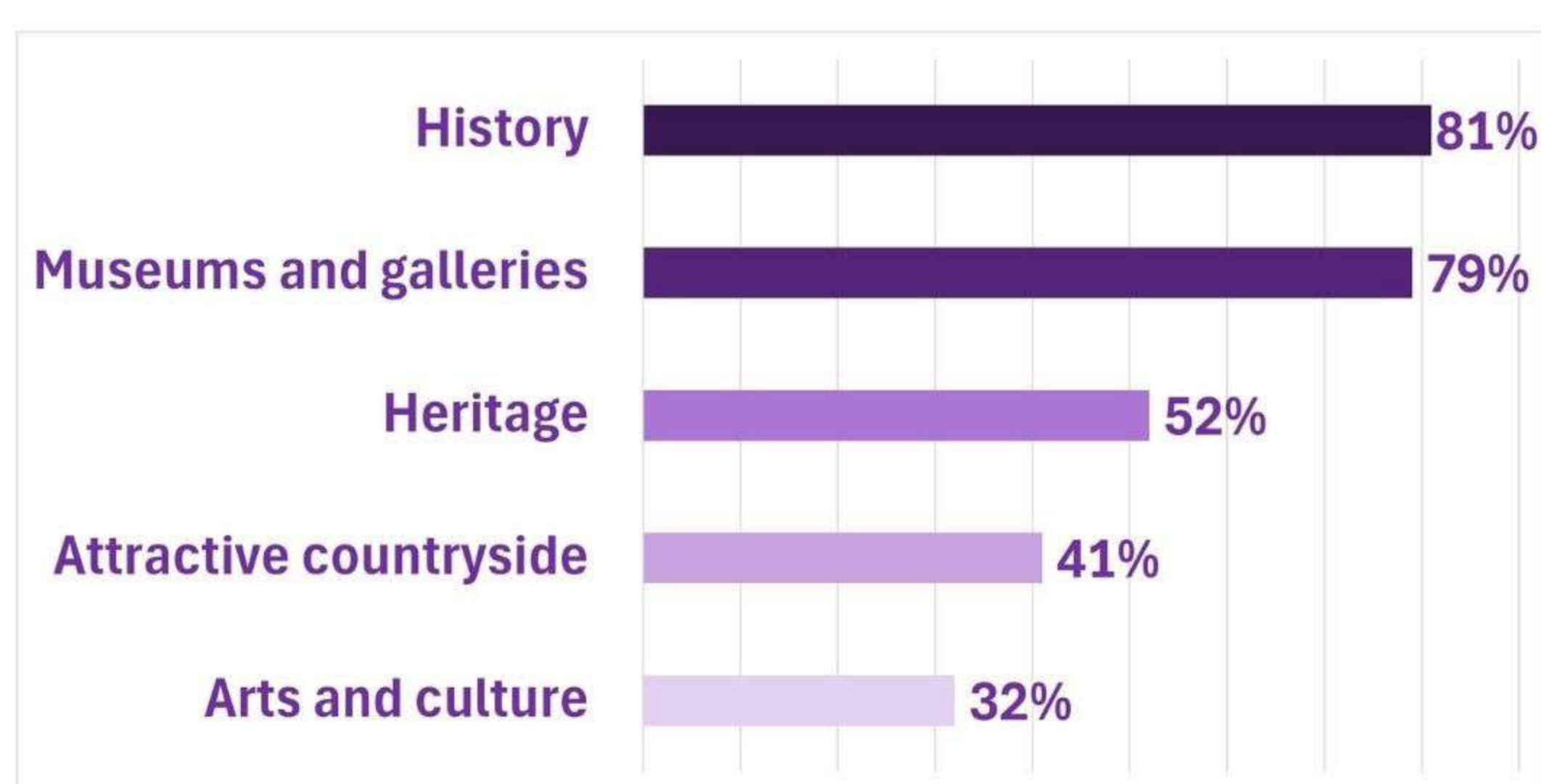


**93%** felt  
welcome

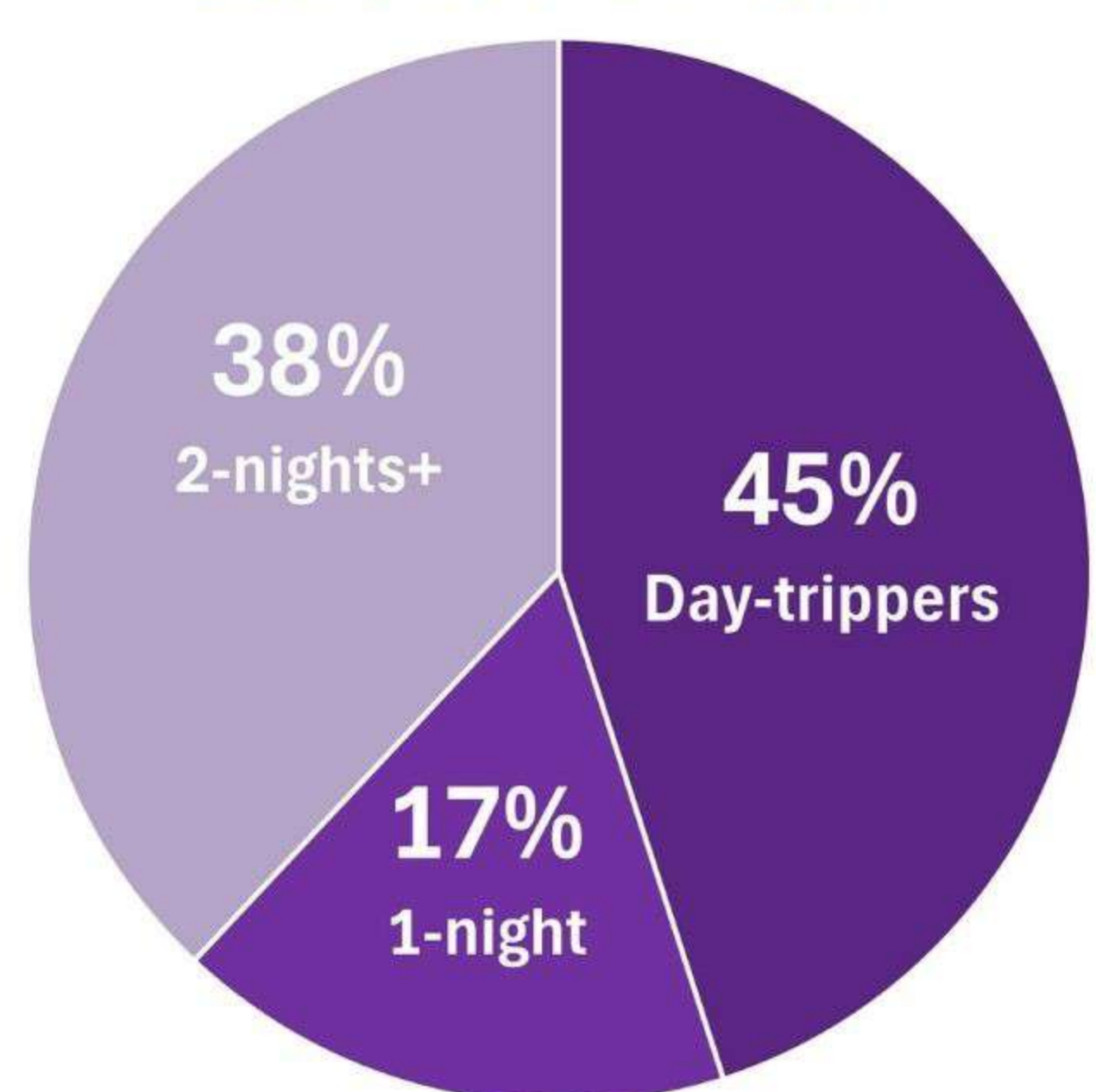


**91%** find Oxfordshire  
appealing  
as a destination

Top 5 Oxfordshire attributes

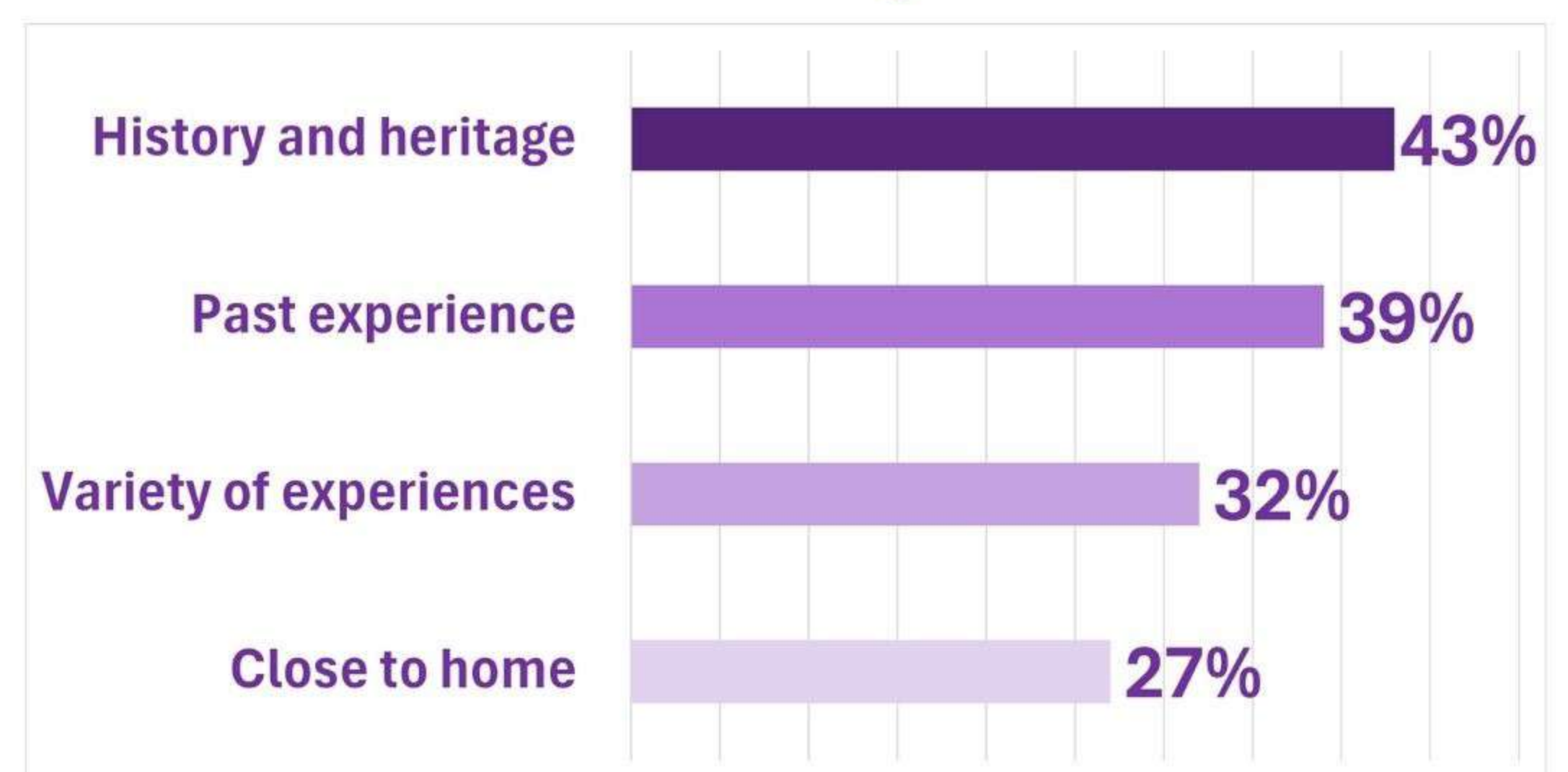


Duration of visit



Top 10 places visited during  
last trip **Oxford** Abingdon  
Henley Woodstock Bicester  
Banbury Burford Witney  
Chipping Norton Thame

Reasons for visiting Oxfordshire

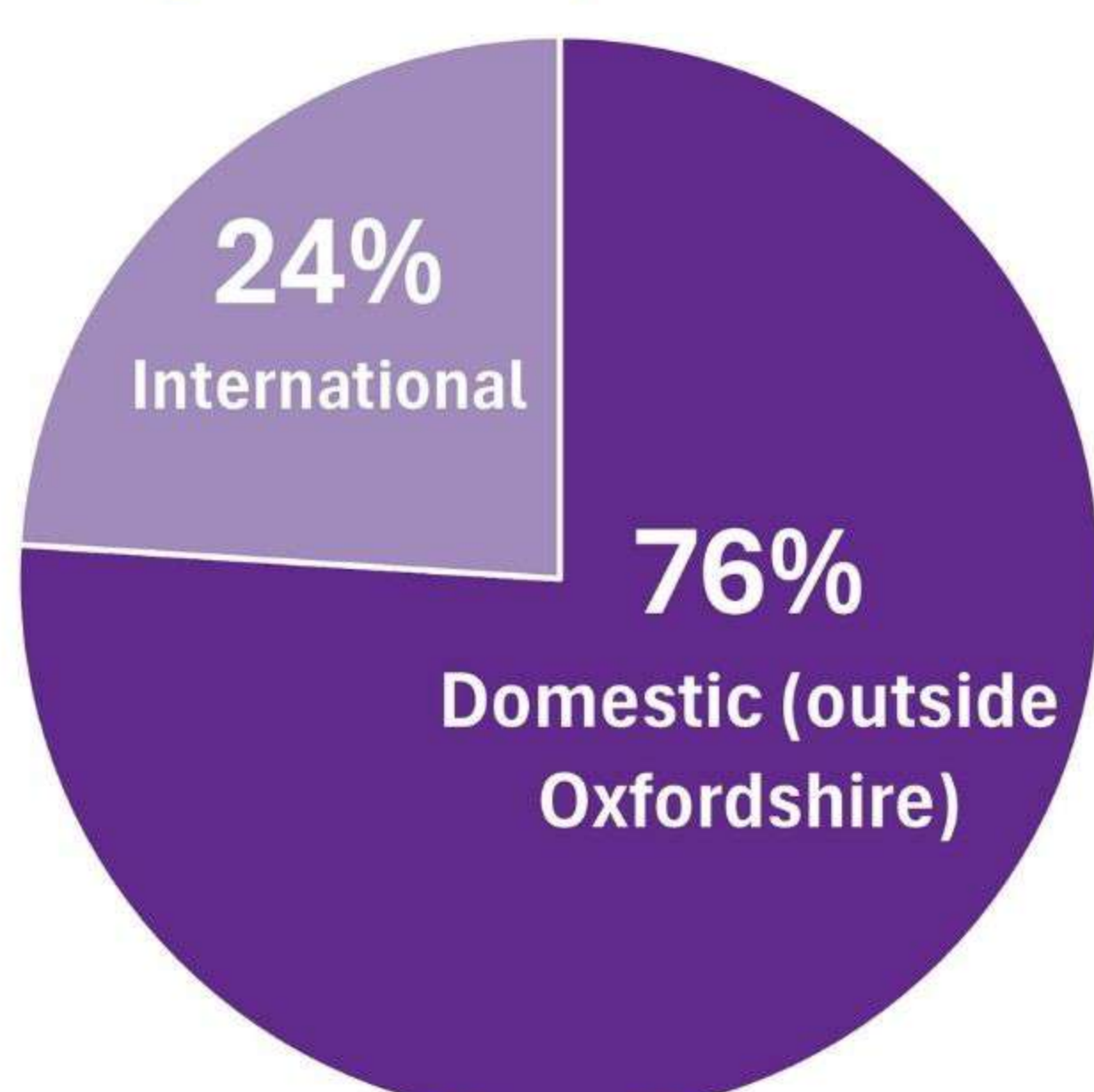


**46%** visit  
several times  
a year



**53%** visited  
within the  
last six months

Origin of respondents



Top 5 activities

