The Economic Impact of Tourism on Oxfordshire
Estimates for 2011

County and District Results

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GLOSSARY OF TERMS

Actual Jobs
Many jobs are seasonal or part-time in their nature in the tourism sector, so an adjustment is made to calculate the actual number of jobs from the number of FTEs. The adjustment made is based on the findings of surveys of tourism related businesses, and national employment surveys.

Annual Business Inquiry (ABI)
This is the main government survey of companies in the UK. It is conducted in two parts: one dealing with employment, the other with financial information.

Annual Survey of Hours and Earnings
The AHSE Survey provides information on wage levels by industry sector and occupation. The main strength of the AHSE is its large sample size. It is based on a 1% sample of employees who are members of PAYE. The coverage of full-time adult employees is virtually complete, and consequently the survey is representative of hours worked for full-time employees on adult rates of pay (although the survey is currently not weighted). The coverage of part-time employees is not comprehensive, as some part-time workers will have earnings below the income tax threshold. The AHSE is the best source for estimating full time earnings.

Direct jobs
Jobs directly generated in those local businesses in which visitors spend money, i.e. hotels, catering establishments.

England Leisure Visit Survey (ELVS)
The leisure day visits survey was last conducted in 2005 and covered approximately 5,000 respondent interviews. Unlike the IPS and UKTS, this survey is not undertaken on an ongoing basis and thus adjustments are made in the model to account for annual increments in the value and volume based on trends observed in 2005.

Economic multiplier
Multipliers are used to estimate the economic impact of visitor expenditure. Visitor expenditure produces three effects. Direct effects are changes in the business sector directly receiving visitor expenditure. For instance, visitors staying in a hotel will directly increase revenue and the number of jobs in the hotel sector. Indirect effects are the changes in supplier businesses. For example, these indirect effects would be hotels purchasing more linen from local suppliers as a result of increased business. Induced effects are changes in local economic activity resulting from household spending. For instance, employees of the hotel and linen supplier spend their wages in the local area, resulting in more sales, income and jobs in the area.

Full Time Equivalent Jobs (FTE)
For the purposes of the Model, a FTE is defined by the average annual salary plus employment costs in the sector concerned.

Indirect jobs
Jobs created locally due to the purchases of goods and services by businesses benefiting from visitor expenditure, i.e. jobs with local suppliers.

Induced jobs
Jobs created throughout the local economy because employees employed due to visitor expenditure spend their wages locally on goods and services such as food, clothing and housing.

International Passenger Survey (IPS)
The International Passenger Survey is conducted by Office for National Statistics and is based on face-to-face interviews with a sample of passengers travelling via the principal airports, sea routes and the Channel Tunnel, together with visitors crossing the land border into Northern Ireland. Around 210,000 interviews are undertaken each year. IPS provides headline figures, based on the county or unitary authority, for the volume and value of overseas trips to the UK.

Labour Force Survey (LFS)
The LFS is a household panel survey, continuous since 1992, with results produced each quarter. It has a sample of approximately 60,000 households. The LFS is the government's largest continuous household survey and participation in the survey is voluntary. LFS data is weighted to enable the population estimates to be produced. The weighting also attempts to compensate for differential non-response among different subgroups in the population. LFS is designed to provide information on the UK labour market that can be used to develop, manage and evaluate labour market.

'Other-trip' Expenditure
Apart from the spending associated with the individual trips, additional spending by non-visitors, e.g. friends and relatives with whom the visitor is visiting and/or staying with will also take place. Moreover, owners of second homes/boats will spend some money on maintenance, repair.

Staying trips
Staying trips comprise a visit which involves a stay away from home of at least one night. The study measures trips, rather than visitors as one visitor may make multiple trips to an area in a given period.

Tourism day trips
Day trips are defined as a visit to and from home for leisure purposes, undertaken on an irregular basis and lasting a minimum of three hours. The report excludes trips undertaken for business or study purposes, as these are not covered by the Leisure

Day Visits Survey methodology. The definition of day trips adopted by this study is that used by the Department of Culture, Media and Sport.

United Kingdom Tourism Survey (UKTS)
The United Kingdom Tourism Survey is undertaken by BRMB for VisitBritain and is based on 1,000 telephone interviews per week (50,000 annually). It provides basic headline data on the volume and value of domestic tourism at a national, regional and county level.

United Kingdom Occupancy Survey (UKOS)
As part of the EU Directive on Tourism Statistics adopted in 1995, the UK must report regularly on a specified range of statistics to Eurostat, the official statistical office of the European Union. Included in these statistics are monthly occupancy rates for UK serviced accommodation. The responsibility for providing this data lies with the four National Tourist Boards, and across England the survey is undertaken by the Regional Tourist Boards. A sample of establishments is recruited to the survey and asked to complete a data form each month, giving details of their nightly occupancy. The data form is processed and analysed to produce monthly occupancy rates for the whole of the area and for specific categories of type, size, location etc.

1. INTRODUCTION

1.1 OBJECTIVES OF STUDY

This report examines the volume, value and resultant economic impact of tourism on the County of Oxfordshire. Results are presented at District and County level. The study was undertaken by Tourism South East on behalf of Visit Oxfordshire Ltd using a widely recognised, industry specific methodology, known as the Cambridge Model. To date, this approach has been widely applied across England and the South East region to produce an indicative outline of the scale of tourism activity on a local area basis.

1.2 THE CAMBRIDGE MODEL

The Cambridge Model is essentially a computer-based spreadsheet model that produces estimates from existing national and local information (e.g. accommodation stocks, overseas trips) of the level of tourism activity within a given local area. The volume of visits is translated into economic terms by estimating the amounts of spending by visitors based on their average spend per trip. In turn, the impact of that spending can be translated to estimate the effects in terms of business turnover and jobs.

The standard measures generated in this Model are: the total amount spent by visitors, the amount of income for local residents and businesses created by this spending, and the number of jobs supported by visitor spending. This report focuses on total revenue raised from visitor spending across Oxfordshire and the estimated number of full-time equivalent and actual jobs sustained by that spending.

As the Model utilises a standard methodology capable of application throughout the UK, it offers the potential for direct comparisons with similar destinations throughout the country.

The basic process of estimation used can be divided into three parts:

- Visitor trips and visitor spending at a regional/county level derived from national survey sources (county/district) ;
- Local supply data on accommodation, attractions and other factors specific to Oxfordshire;
- The use of multipliers derived from business surveys in England to estimate full time equivalent and actual jobs generated by visitor spending in the area.

The sophistication of the economic impact estimates will depend on the availability of detailed reliable local information to supplement national and regional data sources. Where such data is available from local surveys, then local variations can be explicitly included.

In its standard form, the Cambridge Model uses a range of local data including details of accommodation stock, local occupancy rates, population, employment, local wage rates and visits to attractions. It applies this locally sourced information to regional estimates of tourism volume and expenditure derived from the following national surveys:

- United Kingdom Tourism Survey 2011
- International Passenger Survey 2011
- English Leisure Visits Survey 2010
- Census of Population 2001
- Labour Force Survey 2011
- Visits to Attractions Survey 2011
- Annual Survey of Hours and Earnings 2011
- Annual Business Inquiry 2011

The following local data sources were gathered:

- Review of accommodation stock in each district (total bed spaces available for year)
- Collection of average bed occupancy data
- Collection of number of visits to attractions data
- Where available, footfall data for retail parks/shopping malls

1.3 OBJECTIVES OF ECONOMIC MODELLING

In applying the Cambridge Model, the main objectives are to provide information on the economic impact of visitors and raise awareness of the profile and local importance of tourism in Oxfordshire.

The Model will be used to:

- Derive estimates of the volume of domestic and overseas overnight visitors visiting Oxfordshire during the year, by type of accommodation;
- Derive estimates of the volume of day visitors visiting Oxfordshire during the year;
- Derive estimates of the value of tourism spending accruing to Oxfordshire, and the impact of this spending on different sectors of the local economy and in terms of jobs supported.

1.4 CAMBRIDGE MODEL VERSION II

Since the inception of the original Cambridge Model approach, a number of changes have occurred to the model's methodology and the context of operation. Most importantly, autumn 2002 saw the launch of Cambridge Model Version II. This revised approach was developed from work undertaken for the South West Regional Development Agency and includes a number of enhancements. These include:

- Greater use of local data within the standardised model e.g. occupancy data, information on local wage rates
- Enhanced outputs, notably visitor nights by accommodation type, spend by accommodation type, impact of *'additional trip related expenditure'*. The latter refers to expenditure associated with ongoing expenditure on accommodation in the case of visitors overnight at second homes or private boats, or additional spending by non visitors e.g. friends and relatives with whom the visitor is overnight.

2. SUMMARY OF RESULTS

2.1 NATIONAL AND REGIONAL OVERVIEW

- Over the course of the year, 104 million overnight domestic trips were taken in England, 9% higher than in 2010, and the highest trip volume since we started the current survey in 2006. Trip value rose by 13%, reflecting both the increase in volume, as well as inflationary pressures, and at £17.9 billion is also at its highest level in nominal terms (i.e. not accounting for inflation) since the start of the current survey.
- The South East saw a more modest rise in the volume of domestic overnight trips (up 4% to just under 17 million overnight trips). Domestic trip expenditure was up 17% to £2.6 billion.
- Over the course of the year, 26.6 million overnight trips were taken in England by overseas visitors, a 4% increase on 2010. Trip value was up by 7%, reflecting the increase in volume of trips and there was a similar increased in the number of bednights (up 5% on 2010 values).
- The South East saw a lower increase in the volume of trips from foreign travellers (up 2% to just over 4.3 million overnight trips). Overseas visitor expenditure in the South East was up by 11% to reach £444 per person per trip.
- Tourism day visitor volume and expenditure both increased marginally at regional level at just under 1% compared to 2010.
- The regional pattern is reflected across all counties in the South East, although there are some differences at local, District level.

2.2 HEADLINE RESULTS FOR OXFORDSHIRE

- 2,569,000 staying trips (domestic & overseas), a marginal increase of 0.9% compared to the previous year;
- In total, £586,150,000 spent by staying visitors on their trip, an increase of 3.0% compared to the previous year;
- 23,448,000 tourism day trips, an increase of 1.0% compared to the previous year
- £869,716,000 spent by tourism day visitors on their trip, an increase of 1.2% compared to the previous year;
- In total £1.46 billion spent by all visitors on their trip, up 1.9% compared to 2010
- In addition, expenditure by friends and relatives on visitors and visitors spend on second homes and boats (i.e. maintenance and repairs) generated a further £53,870,000;
- **DIRECT tourism-related expenditure in 2011 (<u>following adjustments</u>) was £1,407,094,000, up 1.7% compared to 2010**;
- A further £336,425,000 of business turnover was generated through indirect and induced spending
- **TOTAL tourism – related expenditure (with the addition of multiplier impact) in 2011 was £1,743,519,000, up 1.7% compared to 2010**;
- This expenditure supported 21,471 FTE jobs and 29,633 actual jobs, up 0.8% compared to 2010;

2.3 TOTAL <u>DOMESTIC</u> OVERNIGHT TRIPS – COUNTY RESULTS (TABLES 1-4)

2.3.1 It is estimated that approximately 1,982,000 overnight trips were taken to Oxfordshire in 2011 by visitors from other parts of the UK. Compared to 2010 this represents a nominal increase of 1.5%.

2.3.2 Forty-four percent of domestic overnight trips to Oxfordshire involved staying in the homes of friends or relatives. Around 41% of domestic overnight trips involved staying in serviced accommodation (Hotel, B&B, Guest-House).

2.3.3 The non-serviced accommodation (i.e. self-catering, camping, and static & touring caravan sites) accommodated around 7% of domestic overnight visitors and 4% were accommodated within the County's campus accommodation sector and youth hostels. Around 1.2% of domestic overnight trips involved staying on boats, 2.3% involved staying in more than one type of accommodation over the duration of the trip, and 0.6% stayed in second homes.

2.3.4 Domestic trips involved a total of 5.14 million bednights, providing an average trip length of length of 2.6 nights.

2.3.5 It is estimated that the expenditure associated with domestic overnight trips was in the region of £322.3 million. Compared to 2010 this represents an increase of 3.8%.

2.3.6 The average expenditure per person for a domestic overnight visitor staying in Oxfordshire in 2011 was £62.68.

2.4 TOTAL <u>OVERSEAS</u> OVERNIGHT TRIPS – COUNTY RESULTS (TABLES 5-8)

2.4.1 It is estimated that 587,000 overnight trips were made to Oxfordshire in 2011 by visitors from outside the UK. Compared to 2010, this represents a marginal drop of 0.8% in visitor volume.

2.3.7 Overseas trips involved a total of 3.72 million bednights, providing an average trip length of length of 6.3 nights.

2.3.8 In common with domestic visitors, the two most popular type of accommodation used by overseas visitors continues to be commercial serviced accommodation (23.4%) and the home of a friend/relative (48.7%).

2.3.9 A significant proportion of overseas visitors (approx. 12%) used youth hostels and university campus accommodation or lodged in private houses as paying guests (the latter mainly applies to language students).

2.4.2 Expenditure by overseas visitors increased by 2.8%, up from £258.9 million in 2010 to £266 million in 2011.

2.4.3 The average expenditure per person for an overseas overnight visitor staying in Oxfordshire in 2011 was £71.73 per night.

2.5 TOTAL OVERNIGHT TRIPS – COUNTY RESULTS (TABLES 9-13)

2.5.1 It is estimated that a total of 2,569,000 visitors (both from other parts of the UK and from overseas) stayed overnight in Oxfordshire in 2011. Compared to 2010 this represents a marginal increase of 0.9%.

2.5.2 Total overnight trips involved approximately 8.86 million bednights, an increase of 1.6% in total volume compared to 2010.

2.5.3 It is estimated that the expenditure associated with total overnight trips was in the region of £586.1 million. Compared to 2010 this represents an increase of 3.0%.

2.6 TOURISM DAY TRIPS – COUNTY LEVEL (TABLES 14 & 15)

2.6.1 It is estimated that approximately 23.4 million tourism day trips were made to and within the County for a variety of leisure purposes. Compared to 2010 this represents an increase of 1.1%.

2.6.2 Expenditure associated with tourism day trips is estimated to have been in the region of £869.7 million. Compared to 2010 this represents an increase of 1.2%.

2.7 SECTOR BREAKDOWN OF TOTAL TRIP EXPENDITURE – COUNTY LEVEL (TABLES 16-20)

2.7.1 In total, tourism trips (overnight and day trips) generated approximately of £1,457,293,000 trip expenditure in 2011, up by 1.9% compared to 2010.

2.7.1 Unsurprisingly, a large proportion of domestic and overseas staying trip expenditure went towards the cost of accommodation (31% respectively).

2.7.2 Eighteen percent of domestic overnight trip expenditure went towards shopping. Overseas visitors spend considerably more on shopping with 28% of all their expenditure going towards shopping.

2.7.3 Domestic visitors spent more on eating out in 2011; a third of total trip expenditure involved the purchase of food and beverages. The purchase of food and beverages accounted for a fifth of overseas visitor spend.

2.7.4 For tourism day trips, the largest proportion of trip expenditure went on the purchase of food and drink (51%) which was followed by shopping (25%).

2.8 ECONOMIC IMPACT ESTIMATES – COUNTY LEVEL (TABLES 21-27)

2.8.1 The model provides an estimate for the magnitude of additional business turnover generated through the impact of visitor related expenditure. Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. Furthermore, it is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

2.8.2 Once these adjustments are made, it is estimated that of the £1,457,293,000 spent by all visitors, approximately, 1,353,224,000 was directly received by businesses located in Oxfordshire.

2.8.3 Additional tourism expenditure is however generated by other sources which increases the total amount of money spent in Oxfordshire. It is estimated that expenditure on second homes, boats, and on goods and services purchased by friends and relatives visitors were staying with, or visiting, generated a further total £53,870,000 expenditure associated with overnights trips in 2011**.**

2.8.4 This brings direct expenditure generated by tourism in Oxfordshire to £1,407,094,000, up 1.7% compared to 2010.

2.8.5 In addition to direct turnover, indirect and induced effects of visitor expenditure through multiplier effects generated a further £336,425,000 worth of income for local businesses.

2.8.6 Drawing together direct and indirect/induced business turnover, the TOTAL value of visitor expenditure to the Oxfordshire economy in 2011 is estimated to be in the region of £1.74 billion, a growth of 1.7% since 2010.

2.8.7 It is estimated that around 21,471 FTE Jobs were supported by total business turnover in 2011. With the addition of part-time and seasonal jobs, it is estimated that around 29,633 Actual Jobs were supported across the County, an increase of 0.8% in the number of jobs supported since 2010.

2.8.8 These jobs include self-employed positions and are spread across a wide range of service sectors from catering and retail to public service jobs such as in local government and not just tourism. This means that of the estimated 368,000 total jobs (employee and self-employed) across the County, 8% are supported by tourism related expenditure.

2.8.9 Separate figures compiled by the Office of National Statistics employment figures drawn from the Annual Business Inquiry in 2008 (latest year for which figures are available) reveals the number of employee jobs (excludes self-employed jobs) within the tourism sector alone. The data shows that an estimated 26,000 in the County of Oxfordshire, representing 8% of all employee jobs in Oxfordshire.

2.9 COMPARATIVE DISTRICT RESULTS

2.9.1 The distribution of domestic staying trips across the County indicates that the largest proportion at 31% was spent in Oxford. Just over a fifth of all domestic overnight trips was spent in West Oxfordshire (22%). Cherwell accounted for 18% of all domestic overnight trips. Seventeen percent of domestic overnight trips was spent in South Oxfordshire and the remaining 12% was spent in the Vale of White Horse.

2.9.2 A third of all domestic overnight trip expenditure across the county was gained by Oxford City (32%). The District gaining the second largest share of domestic overnight trip expenditure was West Oxfordshire (26%) followed by Cherwell (17%), South Oxfordshire (15%), and the Vale of White Horse at 10%.

Fig. 1 Distribution of domestic overnight trips

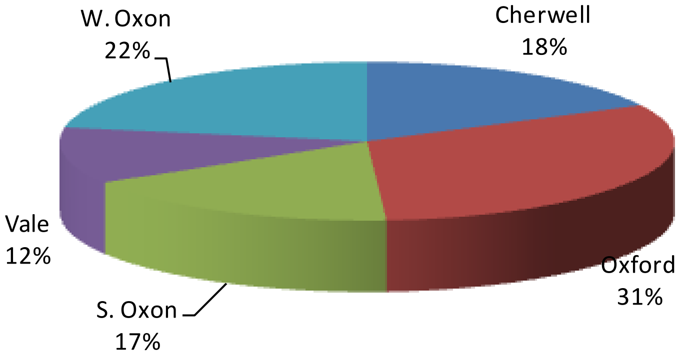
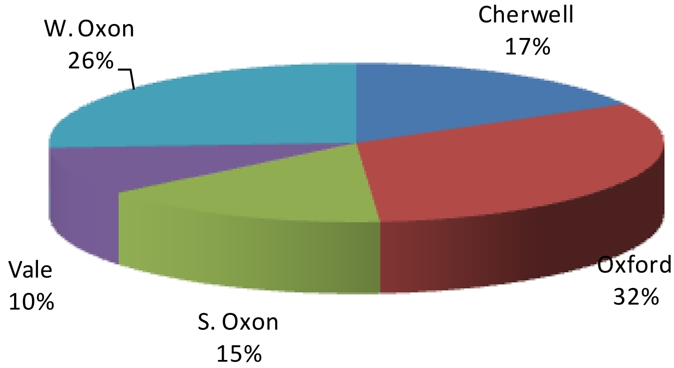


Fig. 2 Distribution of domestic overnight trip spend



2.9.3 The distribution of overseas staying trips across the County indicates that the vast majority at 74% were made to Oxford. South Oxfordshire and West Oxfordshire each received 7% of the share of overseas staying trips. Seven percent of overseas trips were made to Cherwell. The remaining 5% of overseas staying trips went to The Vale of White Horse.

2.9.4 With regard to overseas overnight trip expenditure across the County, reflecting the high volume of overseas trips, Oxford City took the lion share at 74%.

Fig. 3 Distribution of overseas overnight trips

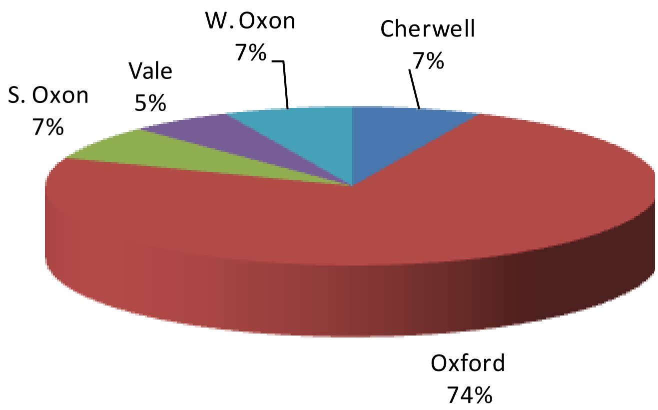
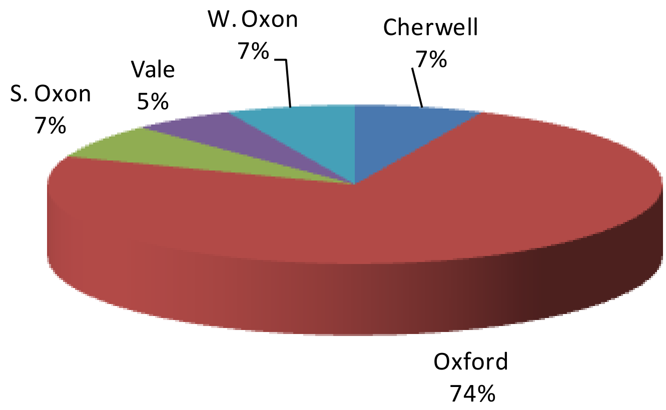


Fig. 4 Distribution of overseas overnight trip spend



2.9.5 Of the 23.4 million tourism day trips to and within the County[1], the largest proportion of trips across the County involved trips to Cherwell and Oxford (27% and 24% each respectively). A significant volume of day trips to Cherwell were to the retail outlet Bicester Village. South Oxfordshire and the Vale received 17% of the County day trip volume respectively. Fifteen percent of all day trips were taken to West Oxfordshire.

Fig. 5 Distribution of tourism day trips

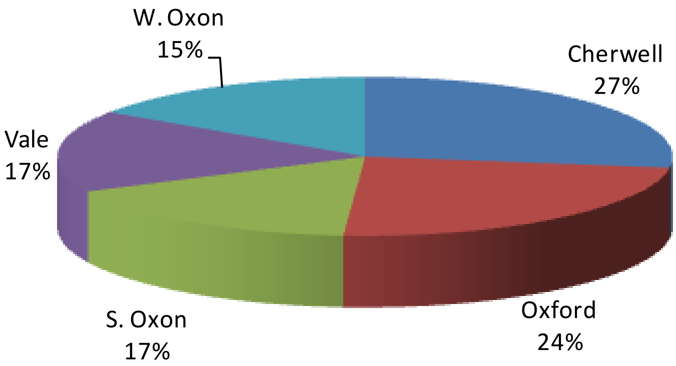
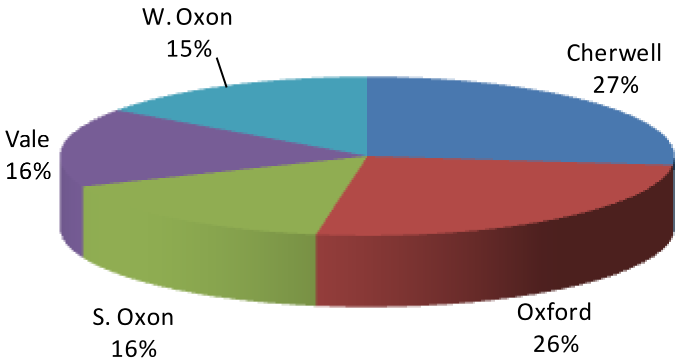


Fig. 6 Distribution of tourism day trip expenditure



2.9.6 Of the £869.7 million visitor expenditure associated with tourism day trips to and within the County, the largest proportion of expenditure across the County involved trips to Cherwell (27%) and Oxford (26%). South Oxfordshire and the Vale each received 16% of the County share. Around 15% of total day trip expenditure took place in West Oxfordshire.

2.9.7 Of the total tourism value of £1.74 billion generated in 2011, 41% of total turnover was received by businesses in Oxford. Businesses in Cherwell received 20% of the total turnover. Businesses in West Oxfordshire received 15% of turnover. Thirteen percent of total turnover was received by businesses in South Oxfordshire and the remaining 12% benefitted businesses in the Vale.

Fig. 7 Distribution of total business turnover

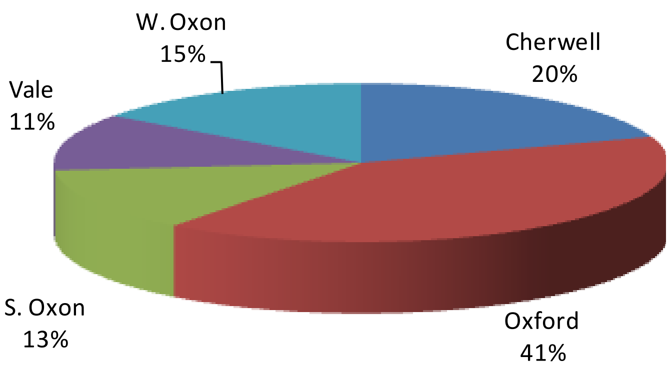
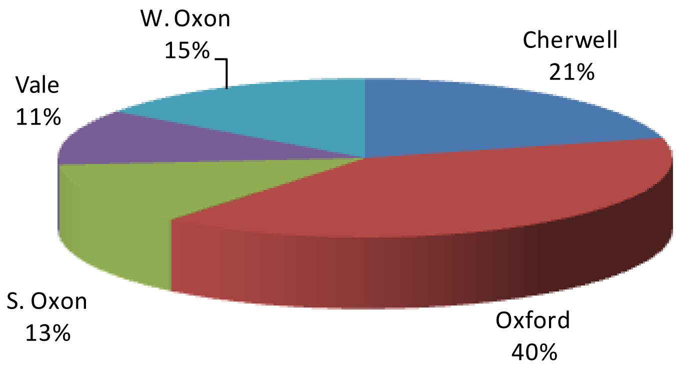


Fig. 8 Distribution of total jobs supported



[1] *Please note that in the County level report we have not included 'day trips from accommodation bases elsewhere'. These are day trip excursions made by holiday-makers staying outside Oxfordshire, e.g. London but visiting one of the districts/towns for the day. Data on day trips from accommodation bases elsewhere is only available for Oxford City and is included in their own individual report.*

2.9.8 Reflecting it's significantly larger tourism market, the largest proportion of Actual Jobs created and sustained in the County as a result of tourism-related expenditure was in Oxford (40%). The District supporting the next largest volume of Actual jobs was Cherwell (21%). West Oxfordshire supported 15% of Actual Jobs and South Oxfordshire supported 13% of Actual Jobs. The Vale of White Horse supported 11% of Actual Jobs.

3. Tables of Results

3.1 Overnight trips by accommodation

3.1.1 Domestic overnight trips by accommodation

Table 1: Total overnight domestic trips by accommodation – County

	Number of domestic trips		Number of domestic nights		Domestic trip expenditure	
Serviced	813,000	41.0%	1,950,001	37.9%	£206,928,000	63.9%
Self catering	56,000	2.8%	201,000	3.9%	£10,082,000	3.1%
Touring/tents	58,000	2.9%	249,000	4.8%	£8,073,000	2.5%
Static /holiday	15,000	0.8%	35,000	0.7%	£1,507,000	0.5%
Group/campus	81,000	4.1%	337,000	6.6%	£14,626,000	4.6%
Second homes	11,000	0.6%	66,000	1.3%	£2,358,000	0.7%
Boat mooring (1)	23,000	1.2%	58,000	1.1%	£2,635,000	0.8%
Other/mixed (2)	46,000	2.3%	230,000	4.5%	£4,538,000	1.4%
F/R home (3)	877,000	44.2%	2,016,002	39.2%	£71,594,000	22.4%
Total 2011	1,982,000		5,143,000		£322,341,000	
Total 2010	1,953,000		5,063,000		£310,405,000	
% change	1.5%		1.6%		3.8%	

Table 2: Number of overnight domestic trips by accommodation – Districts

	Cherwell		Oxford		S. Oxon		Vale		W. Oxon	
Serviced	104,000	30.0%	307,000	49.2%	115,000	33.6%	50,000	21.8%	237,000	53.9%
Self catering	12,000	3.5%	10,000	1.6%	9,000	2.6%	5,000	2.2%	20,000	4.5%
Touring/tents	10,000	2.9%	5,000	0.8%	13,000	3.8%	2,000	0.9%	28,000	6.4%
Static /holiday	3,000	0.9%	1,000	0.2%	4,000	1.2%	0	0.0%	7,000	1.6%
Group/campus	0	0.0%	71,000	11.4%	1,000	0.3%	2,000	0.9%	7,000	1.6%
Second homes	2,000	0.6%	1,000	0.2%	3,000	0.9%	1,000	0.4%	4,000	0.9%
Boat moorings	0	0.0%	13,000	2.1%	10,000	2.9%	0	0.0%	0	0.0%
Other	9,000	2.6%	8,000	1.3%	12,000	3.5%	8,000	3.5%	9,000	2.0%
F/R home	206,000	59.4%	207,000	33.2%	175,000	51.2%	160,000	69.9%	129,000	29.3%
Total 2011	347,000		624,000		342,000		229,000		440,000	
Total 2010	352,000		593,000		338,000		229,000		441,000	
% change	-1.4%		5.2%		1.2%		0.0%		-0.2%	

NB: Please note that trips by accommodation type which involve fewer than 500 trips per year are not presented.

(1) Information on boat use is not available for overseas tourists.

(2) Trips which involve staying in more than one type of accommodation over the duration of the trip. For overseas trips these also include nights spent in transit, in lorry cabs and other temporary accommodation.

(3) Staying in Friend or Relative's Home

Table 3: Number of domestic nights by accommodation - Districts										
	Cherwell		Oxford		S. Oxon		Vale		W. Oxon	
Serviced	260,000	28.1%	768,000	49.4%	252,000	27.7%	125,000	20.1%	545,000	48.2%
Self catering	43,000	4.7%	36,000	2.3%	32,000	3.5%	18,000	2.9%	72,000	6.4%
Touring/tents	45,000	4.9%	21,000	1.3%	57,000	6.3%	7,000	1.1%	119,000	10.5%
Static /holiday	7,000	0.8%	2,000	0.1%	10,000	1.1%	1,000	0.2%	15,000	1.3%
Group/campus	0	0.0%	321,000	20.6%	1,000	0.1%	3,000	0.5%	12,000	1.1%
Second homes	13,000	1.4%	7,000	0.4%	16,000	1.8%	8,000	1.3%	22,000	1.9%
Boat moorings	0	0.0%	15,000	1.0%	43,000	4.7%	0	0.0%	0	0.0%
Other	49,000	5.3%	44,000	2.8%	66,000	7.3%	44,000	7.1%	27,000	2.4%
F/R home	508,000	55.0%	341,000	21.9%	431,000	47.4%	417,000	66.9%	319,000	28.2%
Total 2011	924,000		1,556,000		909,000		623,000		1,131,000	
Total 2010	910,000		1,534,000		893,000		607,000		1,119,000	
% change	1.5%		1.4%		1.8%		2.6%		1.1%	

NB: Please note that trips which involve fewer than 1,000 nights per year are not presented

Table 4: Domestic all trip expenditure by accommodation – Districts										
	Cherwell		Oxford		S. Oxon		Vale		W. Oxon	
Serviced	£30,441,000	55.8%	£74,916,000	72.6%	£25,188,000	50.8%	£12,670,000	39.2%	£63,713,000	75.8%
Self catering	£2,238,000	4.1%	£1,502,000	1.5%	£1,679,000	3.4%	£933,000	2.9%	£3,730,000	4.5%
Touring/tents	£1,461,000	2.7%	£692,000	0.7%	£1,845,000	3.8%	£231,000	0.7%	£3,844,000	4.6%
Static /holiday	£293,000	0.5%	£91,000	0.1%	£439,000	0.9%	£25,000	0.1%	£659,000	0.8%
Group/campus	£0	0.0%	£13,472,000	13.2%	£63,000	0.1%	£150,000	0.5%	£941,000	1.1%
Second homes	£349,000	0.6%	£194,000	0.2%	£984,000	2.0%	£227,000	0.7%	£604,000	0.7%
Boat moorings	£0	0.0%	£696,000	0.7%	£1,939,000	4.0%	£0	0.0%	£0	0.0%
Other	£845,000	1.6%	£760,000	0.7%	£1,140,000	2.3%	£1,329,000	4.2%	£464,000	0.6%
F/R home	£18,714,000	34.6%	£10,528,000	10.3%	£16,014,000	32.7%	£16,489,000	51.8%	£9,849,000	11.8%
Total 2011	£54,341,000		£102,851,000		£49,291,000		£32,054,000		£83,804,000	
Total 2010	£52,479,000		£96,234,000		£49,921,000		£31,594,000		£80,177,000	
% change	2.9%		6.1%		-1.3%		1.5%		4.5%	

3.1.2 Overseas overnight trips by accommodation

Table 5: Total overseas overnight trips by accommodation - County

	Number of overseas trips		Number of overseas nights		Overseas trip expenditure	
Serviced	274,929	46.8%	870,000	23.4%	109,945,000	41.3%
Self catering	7,000	1.2%	83,000	2.2%	4,839,000	1.8%
Touring/tents	13,000	2.2%	81,000	2.2%	2,538,000	1.0%
Static /holiday	396	0.1%	8,306	0.2%	366,000	0.1%
Group/campus	52,000	8.9%	456,000	12.2%	40,958,000	15.4%
Paying guest	21,000	3.6%	322,000	8.6%	23,000,000	8.6%
Second homes	12,433	2.1%	57,000	1.5%	3,763,000	1.4%
Other/mixed	11,000	1.9%	24,000	0.6%	742,000	0.3%
FR home	193,002	32.9%	1,815,000	48.7%	80,513,000	30.3%
Total 2011	587,000		3,725,000		266,060,000	
Total 2010	592,000		3,666,000		258,901,000	
% Change	-0.8%		1.6%		2.8%	

Table 6: Number of overseas overnight trips by accommodation – Districts

	Cherwell		Oxford		S. Oxon		Vale		W. Oxon	
Serviced	7,000	17.5%	245,000	56.5%	7,928	19.3%	4,000	12.5%	11,000	27.5%
Self catering	0	0.0%	6,000	1.4%	0	0.0%	0	0.0%	1,000	2.5%
Touring/tents	0	0.0%	11,000	2.5%	1,000	2.4%	0	0.0%	1,000	2.5%
Static /holiday	0	0.0%	0	0.0%	147	0.4%	0	0.0%	249	0.6%
Group/campus	0	0.0%	48,000	11.1%	0	0.0%	1,000	3.1%	3,000	7.5%
Paying guest	1,000	2.5%	20,000	4.6%	0	0.0%	0	0.0%	0	0.0%
Second homes	1,256	3.1%	6,000	1.4%	2,000	4.9%	1,000	3.1%	2,177	5.4%
Other/mixed	1,000	2.5%	3,000	0.7%	3,000	7.3%	2,000	6.3%	2,000	5.0%
FR home	29,000	72.5%	95,000	21.9%	26,000	63.4%	24,000	75.0%	19,000	47.5%
Total 2011	40,000		434,000		41,000		32,000		40,000	
Total 2010	39,000		443,000		40,000		31,000		39,000	
% Change	2.6%		-2.0%		2.5%		3.2%		2.6%	

NB: Please note that trips by accommodation type which involve fewer than 500 trips per year are not presented

Table 7: Number of overseas nights by accommodation – Districts

	Cherwell		Oxford		S. Oxon		Vale		W. Oxon	
Serviced	17,000	6.0%	784,000	29.3%	23,000	8.7%	9,000	3.9%	37,000	13.4%
Self catering	3,000	1.1%	59,000	2.2%	5,000	1.9%	3,000	1.3%	13,000	4.7%
Touring/tents	3,000	1.1%	63,000	2.4%	6,000	2.3%	1,000	0.4%	8,000	2.9%
Static /holiday	0	0.0%	0	0.0%	3,082	1.2%	0	0.0%	5,224	1.9%
Group/campus	0	0.0%	430,000	16.1%	2,000	0.8%	5,000	2.2%	19,000	6.9%
Paying guest	18,000	6.4%	304,000	11.4%	0	0.0%	0	0.0%	0	0.0%
Second homes	6,000	2.1%	29,000	1.1%	8,000	3.0%	4,000	1.7%	10,000	3.6%
Other/mixed	2,000	0.7%	6,000	0.2%	6,000	2.3%	5,000	2.2%	5,000	1.8%
FR home	234,000	82.7%	997,000	37.3%	212,000	80.3%	194,000	84.7%	178,000	64.5%
Total 2011	283,000		2,673,000		264,000		229,000		276,000	
Total 2010	272,000		2,638,000		261,000		224,000		271,000	
% Change	4.0%		1.3%		1.1%		2.2%		1.8%	

NB: Please note that trips by accommodation type which involve fewer than 1,000 nights per year are not presented

Table 8: Overseas overnight trip expenditure by accommodation – Districts										
	Cherwell		Oxford		S. Oxon		Vale		W. Oxon	
Serviced	£2,137,000	15.0%	£99,041,000	46.7%	£2,905,000	22.2%	£1,160,000	12.0%	£4,702,000	27.5%
Self catering	£178,000	1.2%	£3,472,000	1.6%	£267,000	2.0%	£149,000	1.5%	£773,000	4.5%
Touring/tents	£84,000	0.6%	£1,980,000	0.9%	£179,000	1.4%	£32,000	0.3%	£263,000	1.5%
Static /holiday	£0	0.0%	£0	0.0%	£136,000	1.0%	£0	0.0%	£230,000	1.3%
Group/campus	£0	0.0%	£38,576,000	18.2%	£192,000	1.5%	£479,000	4.9%	£1,711,000	10.0%
Paying guest	£1,278,000	9.0%	£21,722,000	10.2%	£0	0.0%	£0	0.0%	£0	0.0%
Second homes	£395,000	2.8%	£1,908,000	0.9%	£517,000	3.9%	£258,000	2.7%	£685,000	4.0%
Other/mixed	£72,000	0.5%	£197,000	0.1%	£185,000	1.4%	£144,000	1.5%	£144,000	0.8%
FR home	£10,101,000	70.9%	£45,046,000	21.3%	£8,717,000	66.6%	£8,080,000	83.3%	£8,569,000	50.2%
Total 2011	£14,246,000		£211,942,000		£13,097,000		£9,697,000		£17,078,000	
Total 2010	£13,501,000		£206,925,000		£12,470,000		£9,484,000		£16,521,000	
% change	5.5%		2.4%		5.0%		2.2%		3.4%	

3.1.3 Total overnight trip by accommodation

Table 9: All overnight trips by accommodation

	Number of total trips		Number of total nights		Total trip expenditure	
Serviced	1,087,928	42.3%	2,820,000	31.8%	£314,625,000	53.7%
Self catering	63,000	2.5%	284,000	3.2%	£14,921,000	2.5%
Touring/tents	71,000	2.8%	330,000	3.7%	£10,611,000	1.8%
Static /holiday	15,396	0.6%	43,306	0.5%	£1,873,000	0.3%
Group/campus	133,000	5.2%	793,000	8.9%	£55,584,000	9.5%
Paying guest	21,000	0.8%	322,000	3.6%	£23,000,000	3.9%
Second homes	23,433	0.9%	123,000	1.4%	£6,121,000	1.0%
Boat moorings	23,000	0.9%	58,000	0.7%	£2,635,000	0.4%
Other/mixed	57,000	2.2%	254,000	2.9%	£5,280,000	0.9%
FR home	1,070,000	41.7%	3,831,000	43.2%	£152,107,000	26.0%
Total 2011	2,569,000		8,868,000		£586,150,000	
Total 2010	2,545,000		8,729,000		£569,306,000	
% change	0.9%		1.6%		3.0%	

Table 10: Number of total trips by accommodation – Districts

	Cherwell		Oxford		S. Oxon		Vale		W. Oxon	
Serviced	111,000	28.7%	552,000	52.2%	122,928	32.1%	54,000	20.7%	248,000	51.7%
Self catering	12,000	3.1%	16,000	1.5%	9,000	2.3%	5,000	1.9%	21,000	4.4%
Touring/tents	10,000	2.6%	16,000	1.5%	14,000	3.7%	2,000	0.8%	29,000	6.0%
Static /holiday	3,000	0.8%	1,000	0.1%	4,147	1.1%	0	0.0%	7,249	1.5%
Group/campus	0	0.0%	119,000	11.2%	1,000	0.3%	3,000	1.1%	10,000	2.1%
Paying guest	1,000	0.3%	20,000	1.9%	0	0.0%	0	0.0%	0	0.0%
Second homes	3,256	0.8%	7,000	0.7%	5,000	1.3%	2,000	0.8%	6,177	1.3%
Boat moorings	0	0.0%	13,000	1.2%	10,000	2.6%	0	0.0%	0	0.0%
Other/mixed	10,000	2.6%	11,000	1.0%	15,000	3.9%	10,000	3.8%	11,000	2.3%
FR home	235,000	60.7%	302,000	28.5%	201,000	52.5%	184,000	70.5%	148,000	30.8%
Total 2011	387,000		1,058,000		383,000		261,000		480,000	
Total 2010	391,000		1,036,000		378,000		260,000		480,000	
% change	-1.0%		2.4%		1.3%		0.4%		0.0%	

Table 11: Number of total nights by accommodation – Districts

	Cherwell		Oxford		S. Oxon		Vale		W. Oxon	
Serviced	277,000	22.9%	1,552,000	36.7%	275,000	23.4%	134,000	15.7%	582,000	41.4%
Self catering	46,000	3.8%	95,000	2.2%	37,000	3.2%	21,000	2.5%	85,000	6.0%
Touring/tents	48,000	4.0%	84,000	2.0%	63,000	5.4%	8,000	0.9%	127,000	9.0%
Static /holiday	7,000	0.6%	2,000	0.0%	13,082	1.1%	1,000	0.1%	20,224	1.4%
Group/campus	0	0.0%	751,000	17.8%	3,000	0.3%	8,000	0.9%	31,000	2.2%
Paying guest	18,000	1.5%	304,000	7.2%	0	0.0%	0	0.0%	0	0.0%
Second homes	19,000	1.6%	36,000	0.9%	24,000	2.0%	12,000	1.4%	32,000	2.3%
Boat moorings	0	0.0%	15,000	0.4%	43,000	3.7%	0	0.0%	0	0.0%
Other/mixed	51,000	4.2%	50,000	1.2%	72,000	6.1%	49,000	5.8%	32,000	2.3%
FR home	742,000	61.5%	1,338,000	31.6%	643,000	54.8%	611,000	71.7%	497,000	35.3%
Total 2011	1,207,000		4,229,000		1,173,000		852,000		1,407,000	
Total 2010	1,182,000		4,172,000		1,154,000		831,000		1,390,000	
% change	2.1%		1.4%		1.6%		2.5%		1.2%	

Table 12: Total overnight trip expenditure by accommodation – Districts										
	Cherwell		Oxford		S. Oxon		Vale		W. Oxon	
Serviced	£32,257,000	47.3%	£173,195,000	55.2%	£27,792,000	44.8%	£13,638,000	32.8%	£67,743,000	67.6%
Self catering	£2,416,000	3.5%	£4,974,000	1.6%	£1,946,000	3.1%	£1,082,000	2.6%	£4,503,000	4.5%
Touring/tents	£1,545,000	2.3%	£2,672,000	0.9%	£2,024,000	3.3%	£263,000	0.6%	£4,107,000	4.1%
Static /holiday	£293,000	0.4%	£91,000	0.0%	£575,000	0.9%	£25,000	0.1%	£889,000	0.9%
Group/campus	£0	0.0%	£52,048,000	16.6%	£255,000	0.4%	£629,000	1.5%	£2,652,000	2.6%
Paying guest	£1,278,000	1.9%	£21,722,000	6.9%	£0	0.0%	£0	0.0%	£0	0.0%
Second home	£744,000	1.1%	£2,102,000	0.7%	£1,501,000	2.4%	£485,000	1.2%	£1,289,000	1.3%
Boat mooring	£0	0.0%	£696,000	0.2%	£1,939,000	3.1%	£0	0.0%	£0	0.0%
Other/mixed	£917,000	1.3%	£957,000	0.3%	£1,325,000	2.1%	£1,473,000	3.5%	£608,000	0.6%
FR home	£28,815,000	42.2%	£55,574,000	17.7%	£24,731,000	39.8%	£24,569,000	59.1%	£18,418,000	18.4%
Total 2011	£68,265,000		£314,030,000		£62,087,000		£41,558,000		£100,210,000	
Total 2010	£65,980,000		£303,159,000		£62,391,000		£41,078,000		£96,698,000	
% change	3.5%		3.6%		-0.5%		1.2%		3.6%	

3.1.4 Trips by purpose

Table 13a: Domestic trips by purpose – County						
	Trips		Nights		Expenditure	
Holiday	1,239,234	63%	3,268,267	64%	£204,183,597	64%
Business	357,198	18%	1,168,231	23%	£63,197,445	20%
VFR	327,539	17%	603,586	12%	£44,072,870	14%
Other	58,029	3%	102,916	2%	£8,636,088	3%
Total	1,982,000		5,143,000		£320,090,000	

Table 13b: Overseas trips by purpose – County						
	Trips		Nights		Expenditure	
Holiday	220,251	38%	1,397,676	38%	£219,932,358	38%
Business	125,281	21%	795,009	21%	£125,099,139	21%
VFR	176,807	30%	1,121,988	30%	£176,551,205	30%
Other	22,227	4%	141,050	4%	£22,195,009	4%
Study	42,434	7%	269,277	7%	£42,372,289	7%
Total	587,000		3,725,000		£586,150,000	

3.2 Tourism day trips

3.2.1 Volume of tourism day trips

Table 14: Number of tourism day trips

	2011	2010	% change
Cherwell	6,390,000	6,324,000	1.0%
Oxford	5,600,000	5,508,000	1.7%
S. Oxon	3,901,000	3,867,000	0.9%
Vale	3,898,000	3,876,000	0.6%
W. Oxon	3,659,000	3,621,000	1.0%
County	23,448,000	23,196,000	1.1%

3.2.2 Value of tourism day trips

Table 15: Tourism day trip expenditure

	2011	2010	% change
Cherwell	£233,235,000	£229,380,000	1.7%
Oxford	£224,900,000	£223,074,000	0.8%
S. Oxon	£139,680,000	£138,624,000	0.8%
Vale	£139,901,000	£138,849,000	0.8%
W. Oxon	£132,000,000	£129,861,000	1.6%
County	£869,716,000	£859,788,000	1.2%

3.3 Breakdown of expenditure associated with trips

3.3.1 Breakdown of total trip expenditure by sector

Table 16: Breakdown of total trip expenditure - County								
	Domestic		Overseas		Day		Total	
Accom.	£100,840,000	31%	£83,166,000	31%	£0	0%	£184,006,000	13%
Retail	£57,227,000	18%	£73,643,000	28%	£277,823,000	32%	£408,693,000	28%
Catering	£99,448,000	31%	£52,559,000	20%	£399,158,000	46%	£551,165,000	38%
Attr/ent.	£29,802,000	9%	£33,431,000	13%	£84,362,000	10%	£147,595,000	10%
Transport	£35,023,000	11%	£23,260,000	9%	£107,551,000	12%	£165,834,000	11%
Total 2011	£322,340,000		£266,059,000		£868,894,000		£1,457,293,000	
Total 2010							£1,430,309,004	
% change							1.9%	

Table 17: Breakdown of total trip expenditure - Districts										
	Cherwell		Oxford		S. Oxon		Vale		W. Oxon	
Accom.	£22,943,000	8%	£98,893,000	18%	£20,461,000	10%	£11,994,000	7%	£29,715,000	13%
Retail	£117,386,000	39%	£180,092,000	33%	£35,003,000	17%	£32,786,000	18%	£43,426,000	19%
Catering	£101,091,000	33%	£151,981,000	28%	£98,409,000	49%	£92,965,000	51%	£106,719,000	46%
Attrac/ent.	£29,251,000	10%	£57,759,000	11%	£19,762,000	10%	£17,840,000	10%	£22,983,000	10%
Transport	£31,153,000	10%	£50,967,000	9%	£28,154,000	14%	£25,786,000	14%	£29,774,000	13%
Total 2011	£301,824,000		£539,692,000		£201,789,000		£181,371,000		£232,617,000	
Total 2010	£295,664,000		£526,924,000		£201,028,000		£179,824,000		£226,936,000	
% change	2.1%		2.4%		0.4%		0.9%		2.5%	

3.3.2 Breakdown of overnight domestic trip expenditure

Table 18: Breakdown of overnight domestic trip expenditure – Districts										
	Cherwell		Oxford		S. Oxon		Vale		W. Oxon	
Accom.	£18,337,000	34%	£32,366,000	31%	£15,661,000	32%	£9,414,000	29%	£25,062,000	30%
Retail	£8,759,000	16%	£18,159,000	18%	£8,574,000	17%	£6,070,000	19%	£15,665,000	19%
Catering	£16,207,000	30%	£31,862,000	31%	£14,972,000	30%	£9,915,000	31%	£26,492,000	32%
Attrac/ent.	£4,539,000	8%	£9,702,000	9%	£4,302,000	9%	£2,899,000	9%	£8,360,000	10%
Transport	£6,499,000	12%	£10,761,000	10%	£5,782,000	12%	£3,756,000	12%	£8,225,000	10%
Total	£54,341,000		£102,850,000		£49,291,000		£32,054,000		£83,804,000	

3.3.3 Breakdown of overnight overseas trip expenditure

Table 19: Breakdown of overnight overseas trip expenditure – Districts										
	Cherwell		Oxford		S. Oxon		Vale		W. Oxon	
Accom.	£4,606,000	32%	£66,527,000	31%	£4,800,000	37%	£2,580,000	27%	£4,653,000	27%
Retail	£3,438,000	24%	£60,503,000	29%	£2,264,000	17%	£2,513,000	26%	£4,925,000	29%
Catering	£2,785,000	20%	£40,954,000	19%	£2,702,000	21%	£2,187,000	23%	£3,931,000	23%
Attrac/ent.	£2,088,000	15%	£26,242,000	12%	£1,911,000	15%	£1,371,000	14%	£1,819,000	11%
Transport	£1,330,000	9%	£17,716,000	8%	£1,420,000	11%	£1,045,000	11%	£1,749,000	10%
Total	£14,247,000		£211,942,000		£13,097,000		£9,696,000		£17,077,000	

3.3.4 Breakdown of tourism day trip expenditure

Table 20: Breakdown of day trip expenditure – Districts										
	Cherwell		Oxford		S. Oxon		Vale		W. Oxon	
Retail	£105,189,000	17%	£101,430,000	45%	£24,165,000	17%	£24,203,000	17%	£22,836,000	17%
Catering	£82,099,000	58%	£79,165,000	35%	£80,735,000	58%	£80,863,000	58%	£76,296,000	58%
Attrac/ent.	£22,624,000	10%	£21,815,000	10%	£13,549,000	10%	£13,570,000	10%	£12,804,000	10%
Transport	£23,324,000	15%	£22,490,000	10%	£20,952,000	15%	£20,985,000	15%	£19,800,000	15%
Total	£233,236,000		£224,900,000		£139,401,000		£139,621,000		£131,736,000	

3.4 Economic impact

3.4.1 Direct turnover derived from total trip expenditure

Table 21: Direct turnover - County	
Direct turnover after adjustment	£1,353,224,000
Other tourism-related spend [4]	£53,870,000
Total 2011	£1,407,094,000
Total 2010	£1,383,773,000
% change	1.7%

Table 22: Direct turnover - Districts					
	Direct turnover after adjustment	Other tourism-related spend	Total direct turnover 2011	Total direct turnover 2010	% change
Cherwell	£287,720,000	£8,511,000	£296,231,000	£291,523,000	1.6%
Oxford	£517,722,000	£18,260,000	£535,982,000	£523,566,000	2.4%
S. Oxon	£180,125,000	£9,697,000	£189,822,000	£189,141,000	0.4%
Vale	£159,831,000	£9,337,000	£169,168,000	£167,758,000	0.8%
W. Oxon	£207,826,000	£8,065,000	£215,891,000	£211,785,000	1.9%

3.4.2 Total turnover derived from total trip expenditure

Table 23: Indirect & induced impacts (multiplier) - County	
Direct	£1,407,094,000
Multiplier	£336,425,000
Total 2011	£1,743,519,000
Total 2010	£1,714,493,000
% change	1.7%

Table 24: Total turnover derived from ALL trip expenditure- Districts					
	Direct	Multiplier	Total 2011	Total 2010	% change
Cherwell	£296,231,000	£46,973,000	£343,204,000	£337,735,000	1.6%
Oxford	£535,982,000	£173,782,000	£709,764,000	£693,143,000	2.4%
S. Oxon	£189,822,000	£38,351,000	£228,173,000	£227,686,000	0.2%
Vale	£169,168,000	£32,785,000	£201,953,000	£200,545,000	0.7%
W. Oxon	£215,891,000	£44,534,000	£260,425,000	£255,384,000	2.0%

[4] Apart from the spending associated with the individual trips, additional spending by non-visitors, e.g. friends and relatives with whom the visitor is visiting and/or staying with will also take place. Moreover, owners of second homes/boats will spend some money on maintenance, repair etc.

3.4.3 FTE employment supported by tourism spending

Table 25: FTE employment supported by tourism spending

	2011	2010	% change
Cherwell	4,401	4,397	0.1%
Oxford	8,696	8,599	1.0%
S. Oxon	2,745	2,740	0.2%
Vale	2,420	2,398	0.9%
W. Oxon	3,209	3,177	1.0%
County	21,471	21,311	0.8%

3.4.4 Actual employment supported by tourism spending

Table 26: Actual employment supported by tourism spending

	2011	2010	Year-on year% change	Total workforce 2011	% of total workforce supported by tourism spend
Cherwell	6,197	6,166	0.5%	76,000	8%
Oxford	11,836	11,717	1.0%	114,000	10%
S. Oxon	3,786	3,778	0.2%	64,000	6%
Vale	3,346	3,316	0.9%	65,000	5%
W. Oxon	4,468	4,424	1.0%	49,000	9%
County	29,633	29,402	0.8%	368,000	8%

Note: Figures for total workforce(includes employees, self-employed, and government-supported trainees and HM Forces and is derived from the Annual Population Survey (APS). The APS is the largest regular household survey in the United Kingdom. It includes data from the Labour Force Survey (LFS) to produce estimates of employment levels at district level.

Table 27: Annual Business Inquiry tourism job figures

	County	(%)	South East (%)	GB (%)
Total employee jobs	319,300	-	-	-
Full-time	219,900	68.9%	69.0%	68.8%
Part-time	99,400	31.1%	31.0%	31.2%
Employee jobs by industry				
Manufacturing	31,400	9.8%	8.1%	10.2%
Construction	12,900	4.0%	4.5%	4.8%
Services, of which	272,400	85.3%	85.7%	83.5%
Distribution, hotels & restaurants	*71,200*	*22.3%*	*24.6%*	*23.4%*
Transport & communications	*13,100*	*4.1%*	*5.9%*	*5.8%*
Finance, IT, other business activities	*72,900*	*22.8%*	*24.0%*	*22.0%*
Public admin, education & health	*96,200*	*30.1%*	*25.6%*	*27.0%*
Other services	*19,100*	*6.0%*	*5.6%*	*5.3%*
Tourism-related 2008!	26,000	8.1%	8.2%	8.2%

NB: Figures for tourism-related jobs supported – see definition overleaf. Data is only available for 2008.

Table 28: Annual Business Inquiry tourism job figures										
	Cherwell	(%)	Oxford	(%)	South Oxon	(%)	Vale	(%)	West	(%)
Total employee jobs	67,100	-	107,800	-	53,100	-	54,300	-	38,900	-
Full-time	47,700	71.1%	72,200	67%	35,600	67%	39,200	72.2%	26,800	68.8%
Part-time	19,400	28.9%	35,600	33%	17,500	33%	15,100	27.8%	12,200	31.2%
Employee jobs by industry										
Manufacturing	8,000	12%	8,600	8%	4,100	7.8%	5,300	9.7%	5,300	13.6%
Construction	2,900	4.3%	2,400	2.2%	2,300	4.3%	3,200	5.8%	2,100	5.5%
Services, of which:	55,000	82%	96,400	89.4%	45,700	86%	44,800	82.5%	30,600	78.5%
Distribution, hotels & restaurants	*18,200*	*27.2%*	*18,100*	*16.8%*	*13,500*	*25.4%*	*11,800*	*21.7%*	*9,500*	*24.5%*
Transport & communications	*3,900*	*5.9%*	*3,800*	*3.5%*	*1,700*	*3.1%*	*2,000*	*3.8%*	*1,600*	*4.2%*
Finance, IT, other business activities	*12,100*	*18%*	*20,500*	*19%*	*16,500*	*31.1%*	*15,800*	*29.1%*	*8,100*	*20.8%*
Public admin, education & health	*17,400*	*25.9%*	*49,600*	*46%*	*10,600*	*19.9%*	*10,900*	*20.1%*	*7,700*	*19.8%*
Other services	*3,400*	*5%*	*4,400*	*4.1%*	*3,400*	*6.4%*	*4,300*	*7.9%*	*3,600*	*9.2%*
Tourism-related 2008	4,500	6.6%	7,400	6.9%	5,000	9.5%	4,300	8%	4,800	12.4%

Tourism consists of industries that are also part of the services industry (see the definitions section)
Notes: % is a proportion of total employee jobs
Employee jobs excludes self-employed, government-supported trainees and HM Forces

Tourism-related includes the following sectors:

- 551 Hotels
- 552 Camping sites etc
- 553 Restaurants
- 554 Bars
- 633 Activities of travel agencies etc
- 925 Library, archives, museums etc
- 926 Sporting activities
- 927 Other recreational activities

The data is derived from the Office of National Statistics annual business inquiry employee analysis