

# Tourism and funding routes

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# INTRODUCTION BY COUNCILLOR ALEX HOLLINGSWORTH

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# Tourism in Oxfordshire in 2023

- Visitor Trips: 28.4 million (up 7% from 2022)
- Tourism Value: £2.3 billion (up 7% nominally from 2022)
- Employment: 39,399 jobs (10% of Oxfordshire's total employment)
- International overnight stays: up 9%
- Domestic overnight stays: down 5%

Just over 32million footfall in the city in 2024

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# Managing the impact of tourism is now an international issue

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# Funding

No funding for key projects identified in:

- ✓ City Centre Action Plan
- ✓ Destination Management Plan

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Improve:

- ✓ Experience for residents & tourists
- ✓ Dwell time & economic impact
- ✓ Levelling out of occupancy at hotels, thereby creating more stable employment.

# Exploring an accommodation business improvement district



Liverpool  
Accommodation BID

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- Room charge per night which is ringfenced for agreed projects, managed by an independent company.
- It is subject to a ballot for accommodation levy payers only.
- The Council does not decide if the ABID goes ahead, or how the money is spent.
  - It can not be spent on Council services.



## Other funding options

- A variety of BID models
- Sponsorship
- English Govt are under increasing pressure to look at a tourism tax



# Indicative Oxford ABID hotelier numbers

<p>Circa 2,300 Rooms</p>	<p>Based on 75% Occupancy</p>	<p>Based on £2 a Night Visitor Charge</p>
<p>29 Accommodation Providers (£7.6m RV)</p>	<p>Raises £1.3m pa</p>	<p>Applies to Hotels £34.5K over in RV only &amp; with 10+ Rooms</p>



# Indicative Oxford ABID College numbers

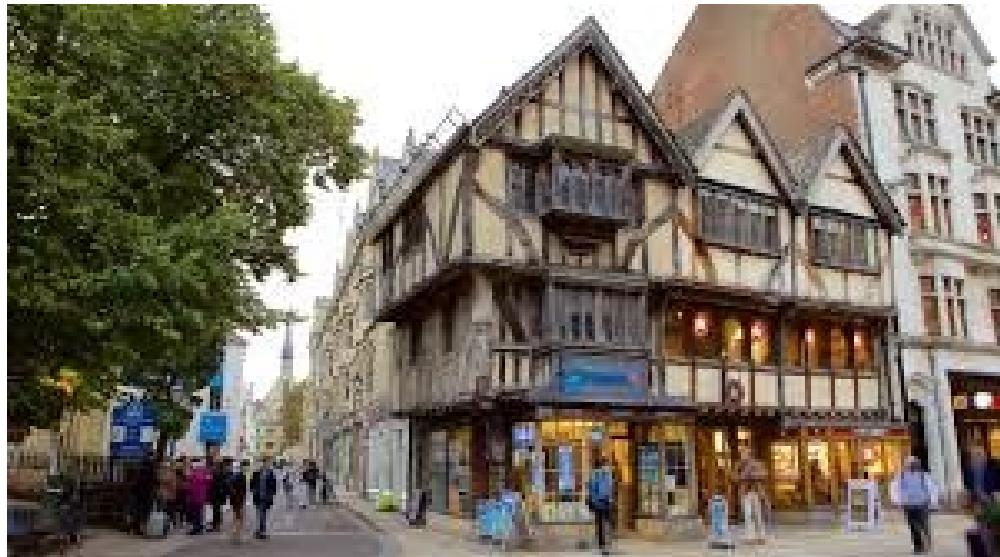
<p><b>Circa 8,000 Rooms</b></p> <p>£5</p>	<p><b>Based on 75% Occupancy</b></p>	<p><b>Based on £2 a Night Visitor Charge</b> (Based on 100 nights)</p>
<p><b>42 (36) College Accommodation Providers</b> <small>(£7.6m RV 2 Exempt 6 with no RV)</small></p>	<p><b>Raises £1.2m pa</b></p>	<p><b>Applies to Colleges £34.5K over in RV only &amp; with 10+ Rooms</b></p>

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# What next

- Set up Tourism Task Group for hoteliers
- Set up Task Group for Colleges
- Identify projects and ascertain how projects could be funded. Verify
- indicative ABID numbers and funding routes.



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# SUMMARISING

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# Any questions

