

Tourism and funding routes

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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



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

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Liverpool Accommodation BID

- ~~Room~~ 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

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



Indicative Oxford ABID College numbers

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Circa 8,000 Rooms 45	Based on 75% Occupancy	Based on £2 a Night Visitor Charge (Based on 100 nights)
42 (36) College Accommodation Providers (£7.6m RV 2 Exempt 6 with no RV)	Raises £1.2m pa	Applies to Colleges £34.5K over in RV only & with 10+ Rooms

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.



SUMMARISING



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Any questions

