



Our Ambition Statement

Experience Oxfordshire's Ambition Statement was developed before the global pandemic impacted, at a time when Oxfordshire welcomed **31 million visitors** each year generating an annual value of more than **£2.5bn** for the local economy and supporting some **42,000 jobs**. The principles outlined in the Ambition Statement remain equally relevant, if not even more critical, today as we look forward, with hope, to a recovery of the sector and a return of domestic and international markets to Oxfordshire for business and leisure tourism.

Experience Oxfordshire's ambitions are to:

- ▶ Work with businesses and stakeholders to improve growth and productivity across the visitor economy; leading effective destination management, whilst ensuring that tourism works for everyone across Oxfordshire
- ▶ Encourage visits that offer the best balance of impact and contribution to the county
- ▶ Work to deliver a joint vision of pride in place across the city and county that engages with both residents and visitors to improve welcome and experience
- ▶ Spread the tourist season throughout the year to decrease the impact of seasonality and to encourage visitors to explore the whole county of Oxfordshire
- ▶ Increase overnight stays from both international and domestic visitors ensuring an increased spend per visit
- ▶ Encourage and enable the exploration of cultural treasures across the county by local people
- ▶ Advocate for the importance of the sector and influence stakeholders to address issues that hinder productivity and growth and to encourage skills development and job creation
- ▶ Drive growth across the visitor economy by increasing the value of visitor expenditure by 5% year-on-year
- ▶ Encourage long term investment and support from the public and private sector to ensure that the county has a sustainable DMO that can deliver on destination management ambitions and drive growth
- ▶ Grow the Experience Oxfordshire partnership and make it work for small and large businesses, offering a flexible value for money proposition

Experience Oxfordshire will deliver this by seeking investment from partners and stakeholders and providing a range of services for partners. The organisation prides itself in being a partnership where every business has a place and everyone can benefit.

Experience Oxfordshire, collaborating across the county for a stronger visitor economy