

# The Future of Oxford's Visitor Economy

**Oxford Unwrapped unveils four new world-class visitor attractions set to transform Oxford Castle Quarter.**

Oxford Unwrapped Limited today announces major progress on its flagship cultural and tourism development at Oxford Castle Quarter, following the submission of the final premises licence. This milestone marks the transition from four years of design, planning and de-risking into the delivery phase – with **all four venues targeting launch in early autumn 2026**.

Located in one of the most historically significant sites in the city, Oxford Unwrapped will re-energise four co-located units within Oxford Castle Quarter, offering a world-class visitor attraction with amazing, enhanced reality and competitive socialising experiences that is expected to attract over 300,000 visitors in its first full year.

## **Investment Opportunities**

Oxford's visitor economy is entering an exciting new phase, presenting fresh opportunities for engagement and growth. As this chapter unfolds, individuals and organisations still have the chance to contribute and take part in shaping its future and we welcome all related enquires. Tax efficient EIS eligible investment opportunity.

Oxford Unwrapped Limited is particularly proud to bring these attractions to life in 2026, twenty years after the Quarter was opened by HRH Queen Elizabeth II, marking the refurbishment of the 11<sup>th</sup> Century Castle.

## **A future-shaping destination for the historic heart of Oxford**

Oxford Unwrapped combines immersive storytelling, high-tech entertainment and deep local heritage to create an entirely new gateway to the city and its surroundings. Supported by a fully termed lease, granted planning consent, listed building approvals and partnership with the landlords of Oxford Castle Quarter, the project introduces four synergistic venues.

### **1. Virtual Oxford – a revolutionary way to see the city**

**Virtual Oxford** offers a high-tech blend of virtual, augmented and mixed reality experiences. Visitors will soar above the dreaming spires on Birdly, glide through ancient streets, and delve beneath the city's historic layers – all within 14 themed VR experiences. Alongside this sits an exhibition celebrating innovation across Oxford and Oxfordshire, showcasing the region's world-leading creative, scientific and technological contributions and achievements.

### **2. Fuel featuring Pitstop Café, The Adrenaline Lounge and Car Corner**

**Fuel** celebrates Oxfordshire's rich motoring heritage. Guests can take the wheel of state-of-the-art racing simulators, explore motor-sport themed exhibits, watch live sports on 30 screens, or enjoy an all-day dining offer connected to the Formula One calendar. From big-

screen race coverage to immersive automotive storytelling, it's a destination for casual visitors, families, enthusiasts and corporate groups alike.

### **3. The Stocks @ Castle Quarter – where Oxfordshire comes to life**

This warm, atmospheric social hub brings together the best of Oxfordshire's food, drinks, stories and traditions. A 25m<sup>2</sup> projection screen showcases "Postcards" from across the county, featuring people, landscapes, farms, wildlife and culture.

### **4. Oxfordshire 360° – a cinematic, multi-mode immersive experience**

Built within one of the oldest structures of the Castle, **Oxfordshire 360°** is a circular cinema designed to deliver a powerful journey through millennia of Oxfordshire history – from prehistory to the present day. By night, the space transforms into a Planetarium-style voyage through the cosmos and a Laserium celebrating Oxfordshire's legendary music heritage.

#### **A catalyst for Oxford Castle Quarter**

Oxford Unwrapped will help revitalise the Castle Quarter, restoring full occupancy for the first time in several years and enhancing footfall to the historic heart of the city.

The project is de-risked, entering its final phase of fundraising for this exciting new project, prior to fit-out ahead of a targeted opening of its landmark cultural initiative in autumn 2026.

#### **Quotes**

*"After years of meticulous planning, partnership-building and design work, we're thrilled to be bringing Oxford Unwrapped to life. Each of our four attractions celebrates a different facet of this remarkable city and county – its history, its innovation, its stories and its people. By autumn, visitors will be able to experience Oxford in ways they've never imagined."*

#### **Phil Pike, Founder of Oxford Unwrapped Limited**

*"The Oxford Castle Quarter is such a special site – it is very central and at the heart of Oxford's most historic quarter. It is full of unique treasures, some of them 1,000 years old, and yet many people, whether they are residents or visitors, rarely or never go near it.*

*This development should change all that – the four different attractions seem to have something for everyone, young and older. It sounds as if they will be both entertaining and educational. I'm delighted that this will be in the area I have been elected to represent on the city and county councils.*

*A lot of us enjoy learning more about our very special city and county, especially if it is presented in an entertaining manner, with the use of cutting-edge technology. When this opens in the autumn, let's hope some of the thousands of people who flock to the Westgate Centre will also cross the road to see what else Oxford has to offer."*

**Councillor Susanna Pressel**  
**City Councillor for Osney and St Thomas Ward**  
**County Councillor for Jericho and Osney Division**

*“With the licence in its final stage, the project is now fully de-risked and ready to move into the build phase. We have an outstanding location, a compelling concept and fantastic partners. This is the moment where vision becomes reality, and we’re excited to welcome investors and the public into something Oxford has never seen before.”*

**Phil Pike, Founder of Oxford Unwrapped Limited**

**About Oxford Unwrapped Limited**

Oxford Unwrapped is the brainchild of Phil Pike, who was previously a lead creative at Madame Tussauds, one of the world’s leading leisure and attraction organisations. His vision is to create the most experiential entertainment and educational attractions available using the latest cutting-edge technologies.

**About Phil Pike**

Phil creates extraordinary customer experiences, having led on some of the most successful venues in the industry including The London Palladium, The Hippodrome in London, Tussauds Group (including Madame Tussauds visitor attractions around the world, theme parks such as Porta Ventura in Spain and Alton Towers, and The London Eye).

**About Oxford Castle Quarter**

Oxford Unwrapped is the latest brand to join Oxford Castle Quarter following the opening of popular vegetarian Indian restaurant Namaste and authentic Chinese dining concept Dishion, adjacent to Oxford’s most iconic hotel in the historic heart of the city.

**Media and Investor enquiries**

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