Discover England: summary insights on overseas visitors to Cambridge

October 2017

Headline stats: Overseas visits, spend and nights to **Cambridge**

On average, Cambridge attracts 449,000 overseas visitors each year, 136,000 of whom are visiting for a holiday. Holiday visits and spend were higher in 2016 than in any of the five previous years.

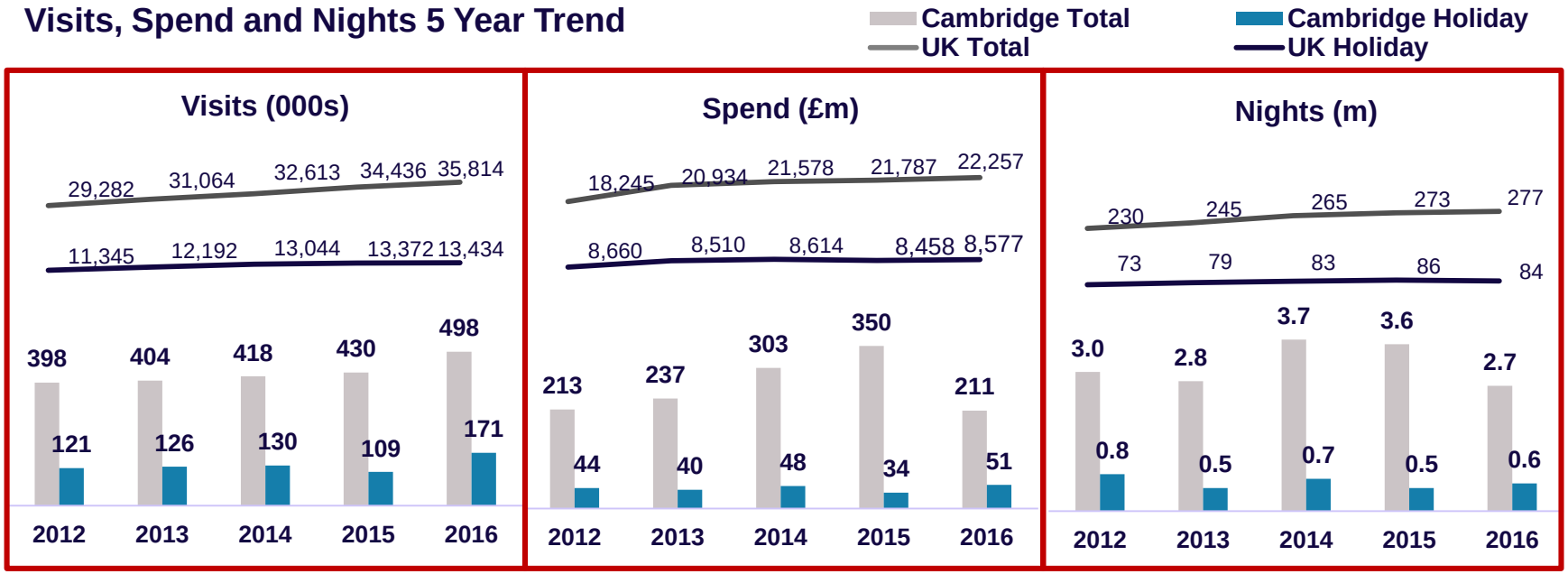
Visits, Spend and Nights to Cambridge 3 year average for 2014-16

Visits (000s)	
Cambridge Total	449
Cambridge Holiday	136

Spend (£m)	
Cambridge Total	288
Cambridge Holiday	44

Nights (m)	
Cambridge Total	3.3
Cambridge Holiday	0.6

Visits, Spend and Nights 5 Year Trend

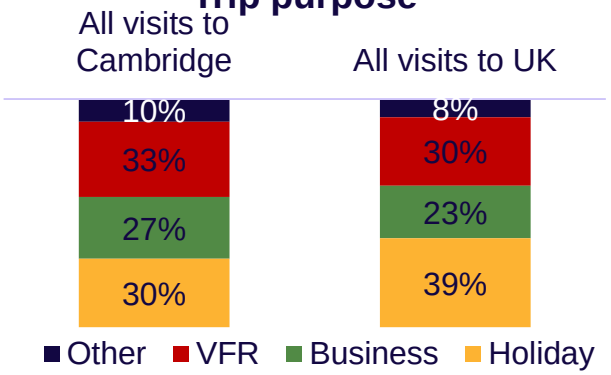


Source: IPS 2014-2016. Please note figures exclude visitors that did not stay in the UK overnight

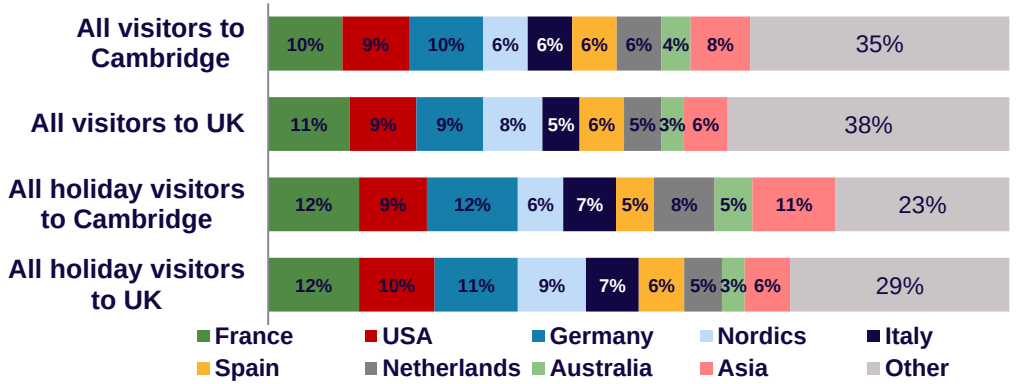
Trip purpose and source markets: All visitors and holiday visitors

Around 3 in 10 visitors to Cambridge visit for a holiday, similar proportions to those that visit for business or to visit friends or relatives. Holidays visitors are represented similarly to UK holidays on the whole, although are more likely to be visiting from Asia. Holiday visitors to Cambridge are significantly more likely than average to engage in cultural activities, visiting Castles or Historic Houses the most popular.

Trip purpose



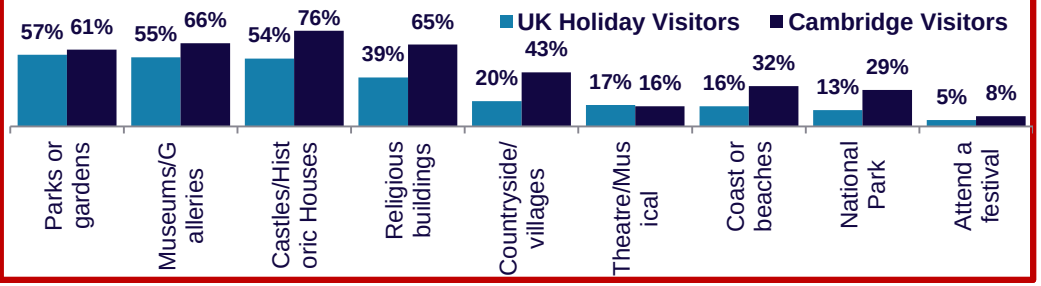
Source Markets



Top 3 source markets for holiday visitors to Cambridge (ranked by visits)

France		Germany		USA	
Visit (000s)	16.8	Visit (000s)	16.2	Visit (000s)	12.8
Spend (£m)	£16.9	Spend (£m)	£17.0	Spend (£m)	£17.6

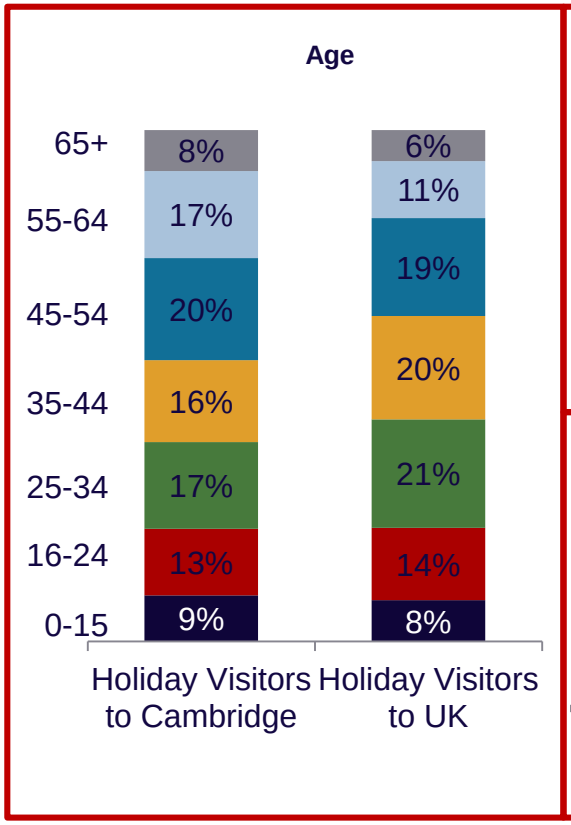
Activities conducted by holiday visitors to Cambridge

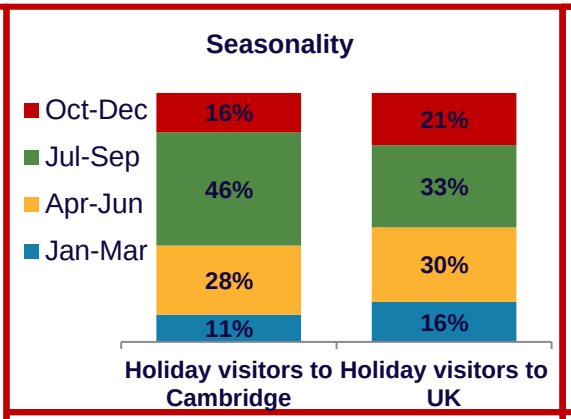


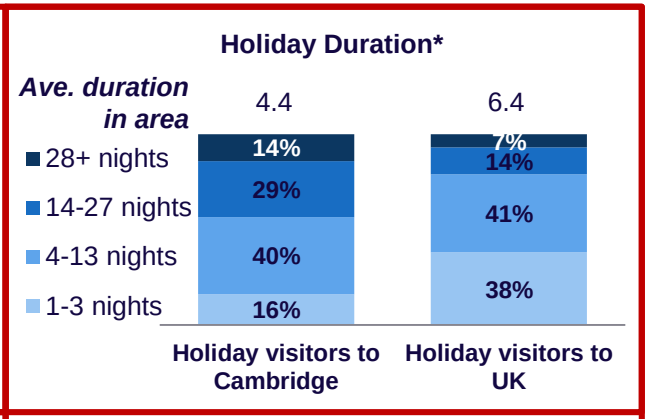
Source: IPS 2014-2016, Activities from IPS 2016 only

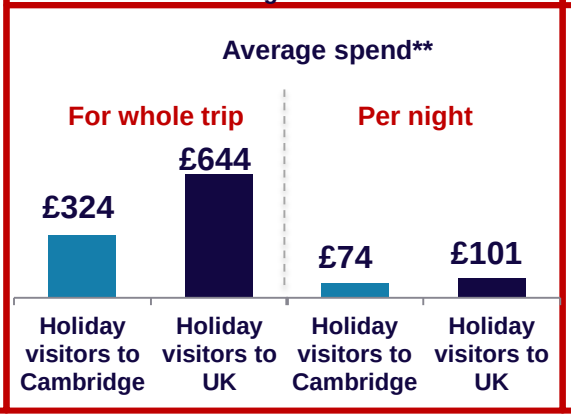
Demographics and holiday characteristics: Holiday visitors

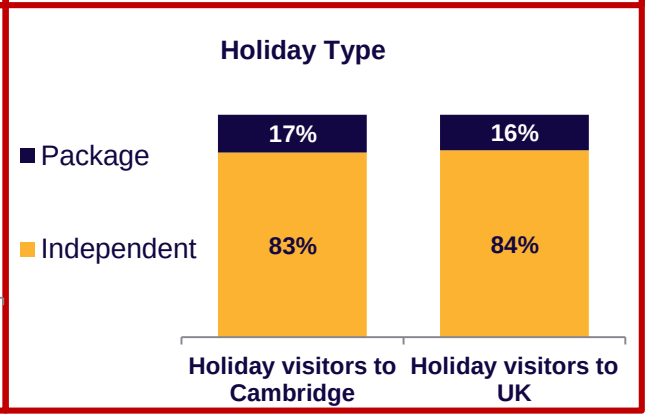
Overseas holiday visitors to Cambridge tend to be older than holiday visitors to the UK in general. They are significantly more likely than average to be visiting in the summer months. On average they stay 4.4 nights.







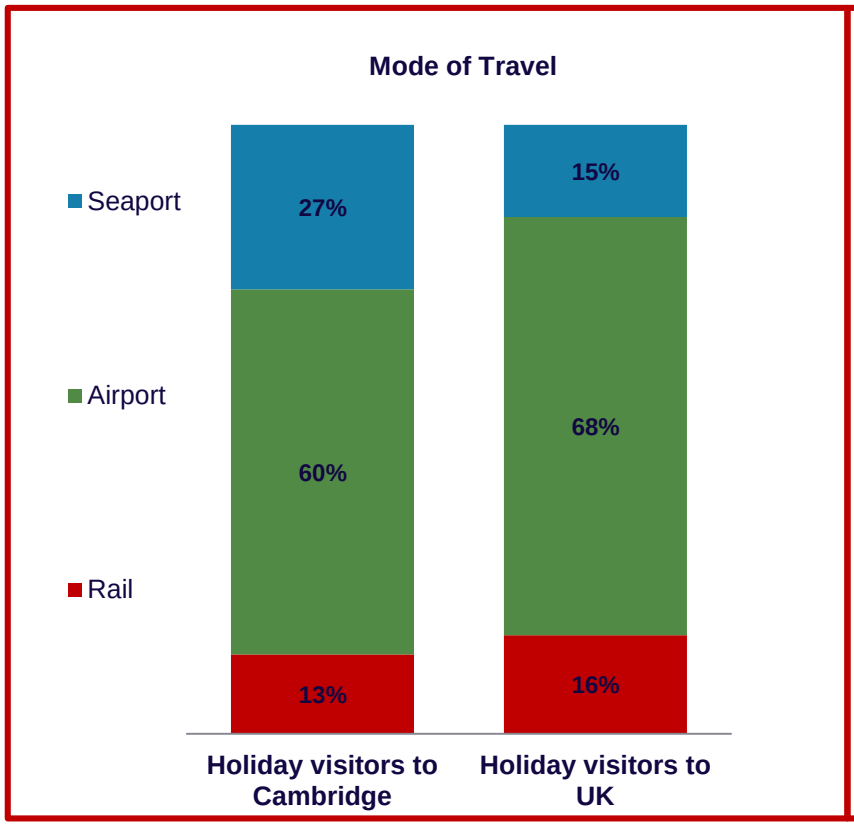


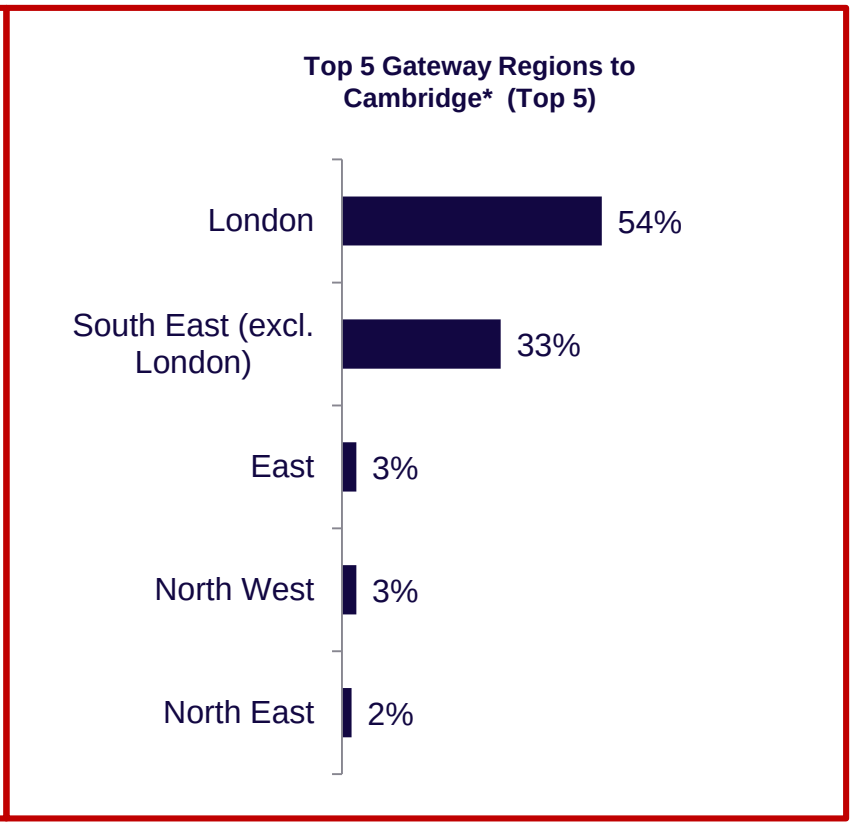


Source: IPS 2014-2016. *Note that duration *chart* refers to length of holiday overall for visitors to town, and *average duration* refers to duration in specified town. **Spend is for the stay in the city/town only, whereas spend for the UK covers the whole trip. UK average duration and spend is higher than town average due to cumulative visits to other areas for UK visitors.

Travel and destinations: Holiday visitors

Around 1 in 4 holiday visitors to Cambridge use a seaport as a gateway to the UK and 3 in 5 via airport. London is the most likely gateway region followed by the South East.





Source: IPS 2014-2016 *Gateway Regions are defined in the introduction of this report
Base sizes too small to report day visits data

About this report

About this report/1

There is a large and diverse range of data available on overseas visitors to the UK. The data in this report is drawn solely from the International Passenger Survey (IPS), which includes a combination of publically available raw data and the insights generated by VisitBritain in their dedicated reports.

This report provides a summary of the demographics and behaviours of overseas visitors to 20 of England's destinations. Each destination is given a four page summary Due to base sizes, the majority of results are based upon questions asked on the 2014, 2015 and 2016 IPS surveys. Some questions were only asked in one of these years – for example, questions on day visit were only asked in 2016. For destinations where 'single year' base sizes are too low, this data has not been reported.

This report defines 'destinations' as the 20 cities/towns in England that were most visited by overseas visitors between 2014 and 2016. The destinations featured in this report are Manchester, Manchester, Liverpool, Brighton and Hove, Oxford, Bath, Birmingham, York, Bristol, Cambridge, Canterbury, Newcastle upon Tyne, Eastbourne, Bournemouth, Windsor, Hastings, Stratford Upon Avon, Leeds, Nottingham and Exeter. Please note that although Dover is in the top 20 most visited destinations, it's role as a 'gateway destination' to the UK suggests that the majority of these visitors are 'transient' and travelling elsewhere. Dover is therefore excluded from this analysis. The main focus of this report is overseas holiday visitors – these are predominantly referred to as 'holiday visitors' throughout the report.

The report also refers to 'target markets'. These are France, Germany, USA, Spain, Italy, Netherlands, Australia and The Nordics (Sweden, Norway, Denmark, Finland and Iceland). Markets have been chosen due to their current high volume of visits to England.

Due to the way in which the IPS questionnaire for 2016 was asked, it is not possible to explicitly link where visitors were staying with their daytrip destination, if they stayed in more than one destination overnight. Daytrip data is therefore calculated by measuring the origin and destination of visitors who stayed overnight at **one location only**. This makes up the vast majority of overseas visitors to the UK (83% in total), so we can confidently assume that our results are representative of all overseas visitors. Day trip data that does not link origin and destination is taken from the whole dataset.

About this report/2

Each town/city summary lists the top gateway regions used by visitors to these destinations. Gateways refer to the area of the country that visitors entered on arrival in the UK. Each region is defined as below:

Gateway Region	Gateways
London	All London airports (see Gateway Mode below), Eurostar
Scotland	Edinburgh Airport, Glasgow Airport, Aberdeen Airport, Prestwick Airport
Wales	Cardiff Airport, Pembroke Port, Fishguard Port, Holyhead Port
N.Ireland	Belfast Airport
South East	Southampton Airport, Dover Port, Folkestone Port, Southampton Port, Portsmouth Port, Other SE Ports
South West	Bristol Airport, Bournemouth Airport
East	Harwich Port, Other East Ports
West Midlands	Birmingham Airport
North West	Manchester Airport, Liverpool Airport
North East	Newcastle Airport, North East Ports

Through this report reference is made to ‘mode of travel’ to the UK based on where visitors are exiting the UK. We have made the assumption that entry point will largely correspond with exit point, and so ‘mode of travel’ is intermittently referred to as ‘mode of arrival’ throughout the report.

About this report/3

The table below outlines the destinations featured in this report, along with base sizes for each year. Due to small base sizes, the majority of charts are reported as an average of 2014-16 data. For destinations with total 2014-16 base sizes of 300 or below, single year data should be treated indicatively only. For these destinations movements from year to year are likely to be driven by sample size, so commentary has not been provided.

Destination	Base Sizes											
	2012		2013		2014		2015		2016		2014-16	
	All	Holiday	All	Holiday	All	Holiday	All	Holiday	All	Holiday	All	Holiday
Bath	287	149	387	235	317	179	366	210	379	213	1,062	602
Birmingham	942	160	1,059	185	907	168	961	174	957	147	2,825	489
Bournemouth	211	70	187	71	169	57	181	66	186	77	536	200
Brighton and Hove	348	151	412	197	384	188	428	191	398	166	1,210	545
Bristol	529	138	601	182	592	151	609	175	667	190	1,868	516
Cambridge	504	155	517	159	473	141	441	110	511	168	1,425	419
Canterbury	182	92	199	106	174	90	175	92	157	73	506	255
Eastbourne	79	34	89	46	100	55	114	61	93	46	307	162
Exeter	98	32	142	61	110	48	132	57	129	52	371	157
Hastings	81	41	80	44	70	49	109	76	63	33	242	158
Leeds	364	79	343	66	331	60	353	83	334	65	1,018	208
Liverpool	704	209	740	260	729	265	718	227	729	264	2,176	756
London	20,381	9,034	21,835	10,131	20,725	9,536	20,206	9,107	19,800	8,931	60,731	27,574
Manchester	1,442	342	1,490	345	1,348	316	1,501	361	1,373	319	4,222	996
Newcastle Upon Tyne	261	103	249	104	280	108	295	103	320	104	895	315
Nottingham	250	55	265	56	253	44	204	48	262	55	719	147
Oxford	612	193	668	239	651	247	632	205	601	242	1,884	694
Stratford Upon Avon	118	60	149	83	155	79	143	72	119	57	417	208
Windsor	270	79	271	77	241	84	255	79	256	68	752	231
York	357	204	419	252	400	245	356	206	344	190	1,100	641