

Surveys, Accommodation Stock & Visitor Figures 2008

Visitor Information Centre

The Cambridge Visitor Information Centre (VIC) receives over 300,000 tourists each year. The number of visitors to the VisitCambridge website increases year on year with current figures standing at 613,425 visits during 2008.

Year	VIC		VisitCambridge Website	
	Number of Visitors to VIC	Number of Visits	Number of Page Views	
2008	323,385	613,425	4,501,146	
2007	347,567	730,630	4,055,545	
2006	343,819			
2005	315,679			

Estimated Accommodation Stock – Aug 2008

	Cambridge		
	Rooms	Bedspaces	Establishments
B&Bs	201	384	54
Guest Houses	239	494	29
Hotels	1348	3031	18
Self Catering	68	212	28
Caravan/Campsite	60	120	1
Youth Hostel	26	100	1
Colleges	6984	7395	35
Totals	8926	11736	166
Guest House + Hotel	1587	3525	47

Self Catering - Rooms = Units

Caravan/Campsite, Rooms = Tent + Caravan Pitches, Bedspaces = Pitches x 2

Visitor Survey 2008

The following tables show visitor responses to the VisitCambridge Accommodation Survey and the Visitor Information Centre Survey.

Reasons for Visiting															
Age	Total Replies	Heritage/ Museums	Walking	Theatre/ Concerts	Shopping	Eating Out	Cycling	Sport	Guided Walks	Gardens	Conference/ Business	Language Course	Evening Entertainment	Holiday/ Sightseeing	Visiting Friends/ Relatives
N/A	1.7%	0.5%	0.1%	0.1%	0.2%	0.0%	0.1%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%
16-30 yrs	10.5%	2.3%	1.2%	0.3%	1.1%	0.8%	0.0%	0.0%	1.0%	1.6%	0.0%	0.8%	0.5%	0.1%	0.9%
31-45 yrs	25.3%	4.0%	0.9%	12.0%	2.6%	1.3%	0.3%	0.4%	1.1%	1.3%	0.6%	0.1%	0.1%	0.0%	0.5%
46-55 yrs	20.4%	5.6%	2.6%	1.2%	3.0%	2.2%	0.0%	0.1%	1.3%	3.3%	0.2%	0.0%	0.2%	0.2%	0.4%
56+ yrs	42.1%	11.6%	4.5%	2.2%	7.1%	3.9%	0.3%	0.4%	2.5%	7.1%	0.6%	0.1%	0.1%	0.8%	0.9%
under 16	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100%	24%	9%	16%	14%	8%	1%	1%	6%	14%	2%	1%	1%	1%	3%

Mode of Travel									
Age	Total Replies	Car	Plane	Service Bus	Train	Cycle	Walk	Park & Ride	Tour Coach
N/A	2.3%	0.5%	0.3%	0.3%	1.3%	0.0%	0.0%	0.0%	0.0%
16-30 yrs	12.9%	3.5%	0.8%	0.8%	4.5%	0.0%	0.0%	1.8%	1.5%
31-45 yrs	15.7%	10.4%	0.3%	1.5%	2.8%	0.0%	0.3%	0.3%	0.3%
46-55 yrs	22.5%	14.9%	0.5%	0.5%	5.1%	0.3%	0.0%	0.5%	0.8%
56+ yrs	46.5%	28.8%	0.5%	4.3%	9.3%	0.3%	0.0%	0.3%	3.0%
under 16	0.3%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%
Total	100%	58%	2%	7%	23%	1%	0%	3%	6%

Type of Accommodation Booked/Stayed In										
Age	Total Replies	Hotel	Guest House	B&B	Self Catering	Caravan/ Campsite	Friends/ Relatives	Host Family	College	Hostel
N/A	1.6%	0.3%	0.5%	0.3%	0.0%	0.0%	0.3%	0.3%	0.0%	0.0%
16-30 yrs	9.7%	2.1%	1.1%	1.3%	0.0%	0.5%	2.1%	0.8%	1.3%	0.3%
31-45 yrs	18.8%	8.3%	2.1%	3.8%	1.3%	0.8%	1.3%	0.0%	1.1%	0.0%
46-55 yrs	22.5%	11.0%	3.5%	4.0%	1.1%	0.8%	1.1%	0.5%	0.5%	0.0%
56+ yrs	47.5%	20.4%	7.0%	9.9%	2.7%	1.9%	2.1%	0.5%	2.7%	0.3%
under 16	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100%	42%	14%	19%	5%	4%	7%	2%	6%	1%

Day Visitors							
	Total	N/A	Under 16	16-30 yrs	31-45 yrs	46-55 yrs	56+ yrs
1-2 hrs	3.3%	0.0%	0.0%	0.7%	0.7%	0.0%	2.0%
3-5 hrs	43.0%	0.7%	0.0%	7.9%	8.6%	7.3%	18.5%
6-9 hrs	44.4%	2.0%	0.7%	8.6%	5.3%	11.3%	16.6%
10+ hrs	9.3%	0.0%	0.0%	1.3%	3.3%	2.0%	2.6%
Total	100%	3%	1%	19%	18%	21%	40%

Staying Visitors							
	Total	N/A	Under 16	16-30 yrs	31-45 yrs	46-55 yrs	56+ yrs
1-2 Nights	61.6%	0.8%	0.0%	5.9%	11.4%	17.6%	25.9%
3-7 Nights	31.8%	0.4%	0.0%	2.0%	2.7%	5.5%	21.2%
8-13 Nights	2.7%	0.0%	0.0%	0.8%	0.8%	0.0%	1.2%
14+ Nights	3.9%	0.4%	0.0%	0.4%	1.2%	0.8%	1.2%
Total	100%	2%	0%	9%	16%	24%	49%

Origin of respondee	Total	Percentage
Africa	1	0.3%
Asia (Non Specific)	1	0.3%
Australasian	16	4.0%
Cambridge	3	0.8%
Cambridgeshire	6	1.5%
Canada	1	0.3%
East Anglia	46	11.6%
East Midlands	7	1.8%
England	195	49.2%
Europe (Central)	35	8.8%
Europe (Eastern)	3	0.8%
Hong Kong	1	0.3%
Japan	2	0.5%
Korea	1	0.3%
London	7	1.8%
Malaysia	1	0.3%
Mexico	1	0.3%
North America	13	3.3%
North East	5	1.3%
North West	7	1.8%
Northern Ireland	1	0.3%
Scandinavian	2	0.5%
Scotland	5	1.3%
South Cambridgeshire	1	0.3%
South East	11	2.8%
South Korea	2	0.5%
South West	9	2.3%
Wales	4	1.0%
West Midlands	7	1.8%
Yorkshire & Humberside	2	0.5%
Total	396	100%

Visitor Satisfaction Survey					
	Very Poor	Poor	Satisfactory	Good	Very Good
Visitor Impression - Feeling of Welcome	1%	0%	23%	61%	15%
Visitor Impression - General Atmosphere	1%	0%	19%	54%	26%
Range of Visitor Attractions and Places to Visit/Things to do	0%	3%	14%	49%	35%
Quality of Visitor Attractions and Places to Visit/Things to do	0%	0%	19%	50%	31%
Value for Money of Visitor Attractions and Places to Visit/Things to do	2%	0%	37%	50%	12%
Entertainment & Events	1%	0%	34%	54%	11%
Parks & Gardens	0%	0%	17%	45%	37%
Cycling Facilities	1%	5%	18%	44%	32%
Parking Facilities	0%	12%	40%	35%	12%
Public Transport	1%	4%	20%	46%	28%
Range of Places to Eat and Drink	0%	0%	17%	51%	31%
Quality of Places to Eat and Drink	0%	4%	22%	51%	22%
Value for Money of Places to Eat and Drink	4%	7%	47%	40%	1%
Range of Shops	0%	1%	20%	53%	26%
Quality of Shopping Environment	0%	0%	21%	55%	24%
Quality of Service in Shops	0%	6%	26%	48%	20%
Standard of Tourist Signage - Road Signs	4%	12%	28%	41%	15%
Standard of Tourist Signage - Pedestrian Signs	0%	10%	29%	39%	23%
Standard of Tourist Signage - Display Maps & Info Boards	0%	14%	28%	39%	19%
Number and Location of Public Toilets	6%	16%	43%	32%	3%
Cleanliness of Public Toilets	7%	12%	42%	31%	7%
Cleanliness of Streets	0%	11%	28%	37%	24%
Feeling of Safety - From Crime	0%	2%	25%	43%	30%

