

Volume & Value Study 2007

The Following figures are taken from the latest East of England Tourism's Volume and Value Study for Cambridge City. The figures were derived using the Cambridge Economic Impact Model and the research was undertaken by East of England Tourism (EET). The model utilises information from national tourism surveys and regionally based data held by EET. It distributes regional activity as measured in those surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level. Limitations of the model, the methodology and accuracy of the above sources varies. The results of the model should therefore be regarded as estimates which are indicative of the scale and importance of visitor activity in the local area. It is important to note that in the national tourism surveys the sample sizes for each area changes year on year. This is as a result of the random probability nature of the methodology. As such, the results of the Cambridge Model are best viewed as a snapshot in time and we would caution against year-on-year comparisons. (East of England Tourism)

Total Number of Trips	4,126,300
Total Visitor Spend	£351,686,000
Total Tourism Value	£473,023,000
Full Time Equivalent Jobs	6,657
Total Actual Tourism Related Employment	9,043
Staying Trips	
Total Trips	1,035,300
UK Trips	752,000
Overseas Trips	283,300
Total Nights	4,138,000
UK Nights	1,787,000
Overseas Nights	2,351,000
Total Spend	£216,816,000
UK Spend	£99,765,000
Overseas Spend	£117,051,000
Day Trips	
Total Trips	3,091,000
Total Spend	£130,425,000
Other Spend	
Non-Trip Related	£21,286,000
Supplier and Income Induced	£121,337,000

The table to the left shows that an estimated 3 million tourists visited Cambridge for a day trip, spending a total of £130 million. Over 1 million tourists visited Cambridge and stayed for more than a day (Staying Trips); 752,000 of these were from the UK (UK Trips) and 283,300 came from overseas (Overseas Trips). Overseas visitors tend to stay in Cambridge for longer than UK visitors.

The figures indicate that overseas visitors stay on average for 8 nights whereas UK visitors spend an average of 2 nights in the City. Overseas visitors also spend, on average, more money than their UK counterparts.

The estimated value of tourism to Cambridge is over £473 million. This figure takes into account estimated visitor spend (Staying Trips & Day Trips), supplier and income induced spend and factors classed as 'non trip related spend'. Non-trip related spend includes factors such as second homes, boats, static vans and additional spending incurred by friends and relatives as a result of people coming to

stay with them. Income induced spending arises from expenditure by employees whose jobs are supported by tourism spend. Supplier Induced Expenditure takes into account spending that arises from organisations whose business is supported through tourism e.g. hotels purchasing more linen from local suppliers as a result of increased business.

	Accommodation	Shopping	Food & Drink	Attractions / Entertainment	Travel	Total
UK Tourists	£33,046,000	£12,131,000	£25,137,000	£9,910,000	£19,540,000	£99,764,000
Overseas Tourists	£40,657,000	£29,020,000	£22,899,000	£14,017,000	£10,458,000	£117,051,000
Total Staying Visitors	£73,703,000	£41,151,000	£48,036,000	£23,927,000	£29,998,000	£216,815,000
%	34%	19%	22%	11%	14%	
Total Day Visitors	£0	£57,360,000	£48,409,000	£12,553,000	£12,104,000	£130,426,000
%	0%	44%	37%	10%	9%	
Total	£73,703,000	£98,511,000	£96,445,000	£36,480,000	£42,102,000	£347,241,000
%	21%	28%	28%	11%	12%	

The table above breaks down the estimated visitor spend from staying visitors and day visitors. Day visitors to Cambridge predominantly spend their money on shopping and food & drink. UK Staying visitors, on average, tend to spend 33% of their total spend on accommodation, 25% on food and drink and only 12% on shopping. Overseas staying visitors spend a similar percentage of their money on accommodation (35%) and food and drink (20%), but do spend a much higher percentage on shopping (25%).

On a national level the East of England Tourism – Volume & Value report for Cambridge notes that during 2007 there was a small decline in domestic tourism in the United Kingdom compared to the previous year.

“Trips declined just over 2% whilst the decrease in terms of bed nights was 1%. Spending increased 1%, although it must be recognised that this does not take account of inflation. These variations also affect the East of England although overall results for the region are slightly more positive, particularly in terms of expenditure.”

Nationally the top 5 countries to visit the UK in 2007 were as follows:

Country	Visits (000)	Spend (£m)
USA	3,551	2,537
France	3,404	1,206
Germany	3,376	968
Irish Republic	2,970	886
Spain	2,227	868

In 2007 it was estimated that the tourism industry in the UK was worth approximately £86.3 billion¹. The UK ranks sixth in the international tourism earnings league in 2007 behind the USA, Spain, France, Italy and China.

¹ <http://www.tourismtrade.org.uk/MarketIntelligenceResearch/KeyTourismFacts.asp>