

What is it about Cambridge?

An airport is only as good as the market it serves. Cambridge is the UK's most thriving market:

- Cambridge, Peterborough and Ipswich are three of the UK's five fastest growing cities by % rate of population growth recorded
- The local population base within just 45 mins of Cambridge is over 1.5 million
 - The population base equates to that of Southampton, Cardiff or Edinburgh
 - Within 1 hour drive-time north/east/west, core population available of 2.05 million
- Cambridge has the most educated population base in the UK – 46% degree educated adults
- Cambridge has the lowest % unemployment rate in the UK
 - Low unemployment signifies a buoyant economy, which stimulates demand for air travel
- Cambridge now has the highest average house prices of any UK city and is housing constrained
 - Also signifies a buoyant economy, civic success and implies strong market growth
- Cambridge has the highest tracking GDP per capita rate in the UK
 - The key measure of economic strength and performance – GDP relates to economic success which drives demand for business activity and travel
- Cambridge is a widely recognised centre of excellence in the UK, Europe and worldwide
 - University-led academic excellence, a top 3 world-ranked university
 - Significant capital based investment, funding often by the university in key sectors
 - Strong base of university and alumni “incubated” organisations – created know how!
- Global brand organisations with headquarters or major locations in Cambridge:
 - AstraZeneca / MedImmune – world's 5th biggest bio-pharmaceutical company will open new World Headquarters facility in Cambridge, completion by 2016, up to 3,000 staff
 - Microsoft Research – new Headquarters in central Cambridge
 - Amgen, Abcam, Dako, Donarbon, Genesis, Genzyme, MedImmune Pfizer, Takeda – bio
 - ARM, CDP, Citrix, Nokia Research, Phillips Research, Qualcomm, Red Gate, Samsung
 - Major consulting sector includes Cambridge Consultants and WT Sanger Institute
- Over 6 million flights recorded to/from the CBG region and growing (via other airports)
 - Over 4 million flights associated with Cambridge itself
 - 25% of all flights are associated with business travel
 - Cambridge residents fly on average 11 x annually
- Cambridge is on average the 7th biggest UK destination from most European markets
 - Major markets are experiencing significant growth in recent years e.g. Netherlands 38% and Ireland 56%
- 20,000+ American population base resulting from 2 major USAF airbase locations within 20 miles
- Cambridgeshire attracts over 4,8 million visitor nights – the highest in East England
 - International business visitors are up 12% year on year
 - International visitors spend is up 21.5% year on year (38% from the Netherlands)
 - Visitors are staying more: 92% increase in visitor nights from the Netherlands alone