

Economic modelling

The Cambridge Model is a computer-based model developed to calculate estimates of the volume, value and economic impact of tourism on a County, District or more localised basis, where tourism statistics don't currently exist and would be costly to gather through traditional methodologies.

It draws on the combined experience of PA Cambridge Economic Consultants Ltd, Geoff Broom Associates and the Regional Tourist Boards and utilises a standard methodology capable of application throughout the UK. It therefore offers the potential for direct comparisons with similar destinations throughout the country. The approach was the subject of independent validation (R.Vaughan, Bournemouth University) in December 1994. The Model was judged robust and the margins of error acceptable and in line with other modelling techniques.

The first stage of the Model utilises information from national tourism surveys and regionally based data held by the tourist board. It distributes regional activity as measured in those surveys to local areas using 'drivers' that influence the distribution of tourism activity at local level, such as the accommodation available.

The business partners are fully experienced with the complexities of using The Cambridge Model and have run regional reports, with data broken down to a district level, for approximately 5 years in addition to adhoc reports for specific areas.

