

**Looking for the perfect destination for a city-themed incentive programme or group visit? Cambridge is the answer!**



Explore the historic charm and vibrancy of Cambridge with a city-based incentive programme or group visit. Nestled along the banks of the River Cam, the city offers a unique blend of old-world elegance and cutting-edge innovation.

Visitors have a multitude of opportunities to delve into rich academic heritage on tours of world-renowned Colleges at the University of Cambridge. From lectures with expert speakers to punting on the river, immerse your group in a city that embraces change and celebrates its past.

Check out our sample itinerary for a city-themed visit to Cambridge!



## Day 1

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Arrive at your accommodation and check-in. Choose to see Cambridge from the inside with a stay in a College or maybe your group would prefer a city centre hotel. From 4-star properties to boutique style and apart-hotels there's something for every taste and budget.

### Must visit museums

A group visit to one of the University's many impressive museums is a good starting point, with more than five million artworks, artefacts, and specimens housed in the University's museums alone, there is plenty to explore, no matter what your interests are. Led by expert curators, group tours allow visitors to see behind the scenes and in some cases, smaller groups may choose to see collections not usually on display to the general public.

End the visit with a private drinks reception and maybe some canapes to see the group through to dinner!

A short wander will get the group back to their lodgings where guests can check in, refresh and relax.

### Private dining in a historic Cambridge college

Delve deeper into Cambridge's academic history and traditions by experiencing a private dinner in a Cambridge College! Enjoy pre-dinner drinks in a range of stunning settings with plenty of photo opportunities, followed by a sumptuous meal guaranteed to suit every diner's requirements.

With access to areas not generally open to the public, this is a unique and memorable way to entertain key clients, reward staff or simply celebrate in style. Bespoke menus are created by in-house teams and offered with fine wines from the College cellars. Guests are waited on by experienced butlers in ancient, majestic halls, some lit only by candlelight, or in historic dining rooms with warming open fires.

Looking to elevate the experience? Consider a chauffeured punt to transport guests directly to the venue over a glass of champagne. Many of the Colleges also offer the opportunity of a tour before dinner or perhaps an expert after-dinner speaker could be the perfect end to your first day.



## Day 2

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After a hearty breakfast, it's over to the River Cam...

### Take a punt

Participate in a synonymous Cambridge activity; punting! Guests can take in the sights from the city's famous waterway and marvel at some of the most famous landmarks in the world along the world-renowned 'Backs'. Tip, take a chauffeured punt tour to save anyone from falling in the water!

### A walk through time

After a hearty breakfast at your accommodation, it's time to hit the streets to learn more about Cambridge's rich heritage. Discover the stories of the city with a bespoke guided walking tour for your group. There are a range of organisations offering the services of Blue and Green Badge accredited guides covering a wide range of topics, from architecture to espionage; literature to Pink Floyd or for a bit of fun, explore the spooky side on a ghost tour!

### Build connections over lunch

Cambridge is a foodie destination with an enviable independent restaurant scene offering plenty of private dining spaces for your group whether you would like a quick bite or a long, relaxing lunch. Or if the weather is favourable, enjoy a picnic on one of Cambridge's many open spaces and parklands. Cambridge institution and famed bakery, Fitzbillies, provide picnics packed with a range of luxury baked goods and local delicacies, with advance notice.

### Explore nature's wonders

Slow the pace down and take a group tour through Cambridge University Botanic Garden, a peaceful green sanctuary in the middle of the city. Home to a collection of more than 8,000 species of plants from across the world, the Botanic Gardens makes an excellent visit for horticultural heavyweights and those who just like to be outside and enjoy all things flora and fauna.

### Try a traditional English pub

On your second night in the city, why not go informal with dinner and a pint or two... Cambridge is overflowing with pubs from the traditional to the trendy. You can find home-cooked food, tasty pub grub and gastro pubs to satisfy all appetites. Many offer bookable private areas for groups or if you want to keep it very exclusive you can book out the whole bar!

Choose your spot, from a riverside location where you can sip a drink and watch the punts glide by along the river or in the summer head to a beer garden. In winter, try a walk to a cosy country pub full of old-world village charm and a roaring log fire.

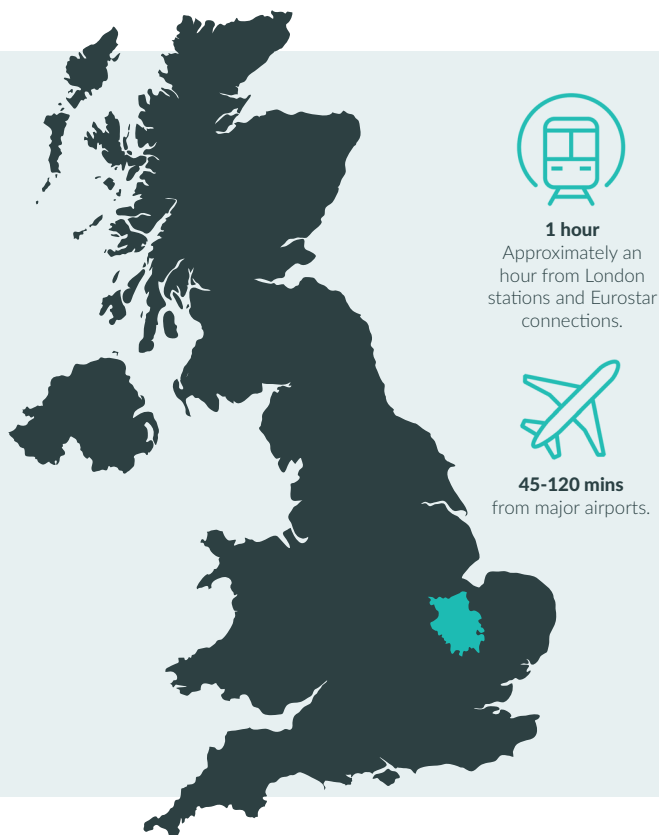
## Day 3

After breakfast, it's time to leave the stunning surroundings of what we like to think is one of England's best small cities! If you can't bear to tear the group away straight away why not head to Britain's longest outdoor pool, the historic Jesus Green Lido for a group swimming session or try one of the city's many golf courses, including the Gog Magog courses, which includes The Old Course, which dates back to 1901! If the group would be more suited to rambling consider heading downstream and away from the city towards the genteel pastures of Grantchester Meadows taking either a picnic with you or stopping off at one of the local eateries. Explore Grantchester by visiting Byron's Pool, named after the poet Lord Byron and taking a stroll through the village spotting landmarks from Rupert Brooke's poem, The Old Vicarage, Grantchester

Cambridge truly is a timeless gem where groups can experience one of England's best small cities, and we'd love to help you with your plans for a city-themed group visit soon.



**Get in touch for help and information about this itinerary or ideas for other incentives or group visits in Cambridge!**



### Getting to Cambridge

A central location, less than an hour from London...

Cambridge is situated in the East of England, 50 miles north of London and well placed for easy access by road, rail and air. Visitors travelling from central London and from the Eurostar terminus at St Pancras can be in Cambridge in approximately 60 minutes on one of the fast train services operating to and from London King's Cross.

London Stansted airport is situated 30 miles south of Cambridge and offers several routes to and from Europe and other UK destinations. For travel from the airport into the city, visitors can choose direct train or bus services, or Cambridge can be reached quickly and easily by taxi.

London Gatwick, London Heathrow and London Luton are all within 60-120 minutes drive of Cambridge and accessible by public transport via connecting bus and train services in London.

For those who prefer to drive from mainland Europe or further afield, the port of Harwich is less than two hours from Cambridge.

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