



Cambridge
connections
Moving forward together

CAMBRIDGE CONNECTIONS

TomTom travel patterns

April 2026

Purpose

This slide deck presents travel pattern information extracted from TomTom GPS data for Cambridge over one year between April 2025 and the end of March 2026.

Travel patterns are presented for:

1. Trips starting in Leamington in the AM peak
2. Trips ending in Leamington in the PM peak
3. Northbound trips crossing the Waikato River in the AM peak
4. Southbound trips crossing the Waikato River in the PM peak
5. Is one bridge used more at different times of the day?
6. How many external trips are travelling through Leamington between Te Awamutu-Cambridge Road and SH1 south?
7. What routes does strategic north-south traffic take through Cambridge north?
8. Is Duke – Bryce being used to avoid Victoria Street?

TomTom sample

TomTom GPS data was collected in Cambridge for all weekdays for one year between April 2025 and the end of March 2026. The total TomTom sample was 15.1 million trips observed over 261 weekdays.

An estimation of the TomTom sample rate for Victoria Bridge is:

- 365,273 trips observed in TomTom over 261 weekdays, which is around 1,400 trips per weekday (both directions)
- Around 15,300 vehicles per weekday (both directions) were counted between 25 February and 3 March 2026
- Results in a **9% sample rate** at Victoria Bridge ($1400/15,300 \times 100$)

Therefore the travel patterns in TomTom are estimated to represent around one tenth of actual trips in Cambridge over the year to March 2026.

Note: Due to rounding errors and complex routing for some minor trips, percentage totals will not always add up to 100%

Trips starting in Leamington in the AM peak

Trips starting in Leamington in the AM peak

For trips starting in Leamington in the AM Peak:

- 17% stayed in Leamington
- 63% crossed the river to Cambridge
 - 20% travelled north on SH1 towards Hamilton
 - 10% went to Cambridge town centre
 - 3% headed north of Hautapu on SH1B
 - The remaining 30% of trips ended in Cambridge, its suburbs or Hautapu
- 8% went west on Kaipaki Road
- 5% headed south on Te Awamutu – Cambridge Road and 2% on Rotoorangi Road
- 6% went south on SH1 Tirau Road
- 2% went east on Maungatautari Road

Link: <https://od.tomtom.com/share/7428114284833170456/mfp?t=c9ed2315-35fe-4772-9a27-e044331b0f03&d=0,16,20-40,52-89&od=41-51,90-96&v=17-19> Need to select '07:00 – 09:00'



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Trips starting in Leamington in the AM peak

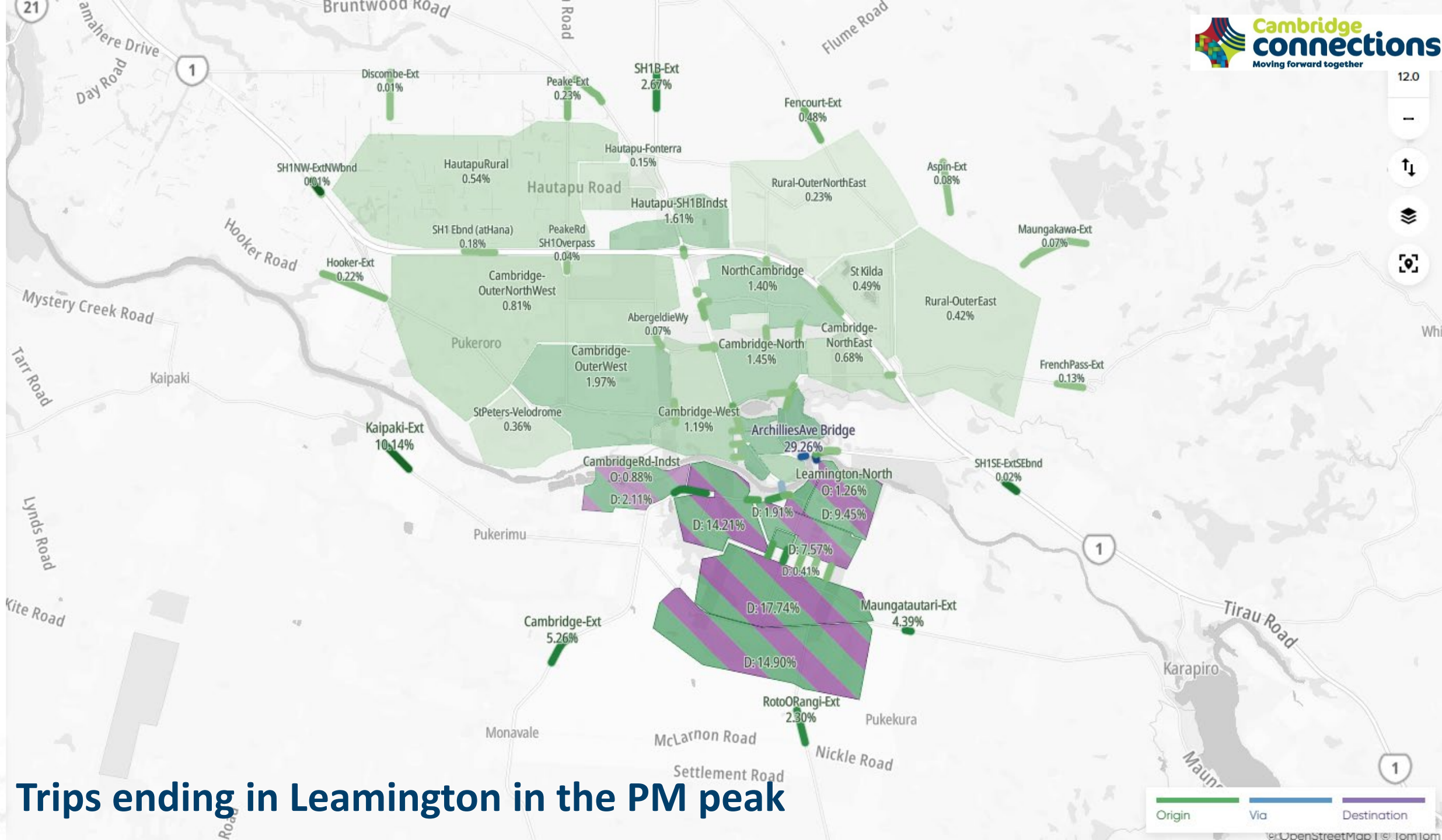
Trips ending in Leamington in the PM peak

Trips ending in Leamington in the PM peak

For trips ending in Leamington in the PM Peak:

- 19% started in Leamington
- 52% crossed the river from Cambridge
 - 13% travelled south on SH1 from Hamilton
 - 11% came from Cambridge town centre
 - 3% started north of Hautapu on SH1B
 - The remaining 25% started in Cambridge, its suburbs or Hautapu
- 10% came from Kaipaki Road
- 5% came from Te Awamutu – Cambridge Road
- 6% came from SH1 Tirau Road
- 2% came from Rotoorangi Road
- 4% came from Maungatautari Road

Link: <https://od.tomtom.com/share/7428114284833170456/mfp?t=c9ed2315-35fe-4772-9a27-e044331b0f03&o=0-16,20-40,52-89&od=41-51,90-96&v=17-19> Need to select '16:00 – 18:00'



Trips ending in Leamington in the PM peak

Northbound trips crossing the Waikato River in the AM peak

Northbound trips crossing the Waikato River in the AM peak



For trips crossing to Cambridge and destinations further north in the AM Peak:

- 48% used Victoria Bridge and 52% used Fergusson Bridge to cross the river
- These trips came from (origins):
 - 69% came from destinations in Leamington
 - 31% travelled from further away
 - Including 4% from Kaipaki Road, 16% from Te Awamutu – Cambridge Road, 5% from Rotorangi Road, and 6% from Maungatautari Road
- These trips went to (destinations):
 - 24% travelled north on SH1 to Hamilton
 - 17% went to Cambridge town centre
 - 4% travelled north of Hautapu on SH1B
 - 12% went south on SH1 Tirau Road
 - The remaining 43% went to Cambridge, its suburbs or Hautapu



Link: <https://od.tomtom.com/share/7428114284833170456/mfp?t=c9ed2315-35fe-4772-9a27-e044331b0f03&o=12-15,41-51,90-96&d=0-11,16,20-40,52-89&v=17-19> Need to select '07:00 – 09:00'



Southbound trips crossing the Waikato River in the PM peak

Southbound trips crossing the Waikato River in the PM peak

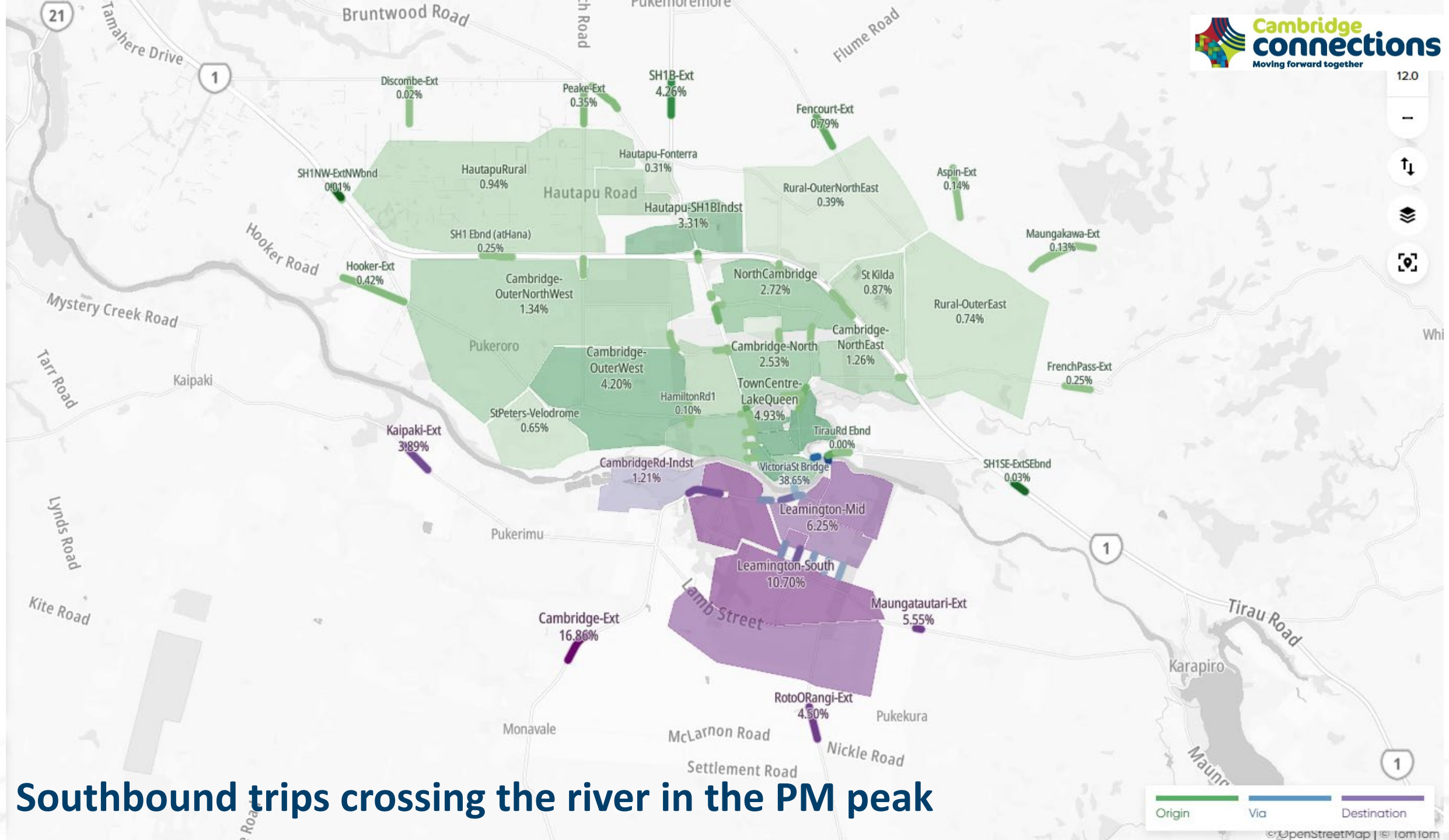


For trips crossing to Leamington and destinations further south in the PM Peak:

- 39% used Victoria Bridge and 61% used Fergusson Bridge to cross the river
- These trips came from (origins):
 - 19% travelled south on SH1 from Hamilton
 - 20% came from Cambridge town centre
 - 4% started north of Hautapu on SH1B
 - 15% started south on SH1 Tirau Road
 - The remaining 42% came from Cambridge, its suburbs or Hautapu
- These trips went to (destinations):
 - 69% went to destinations in Leamington
 - 31% went further away
 - Including 4% to Kaipaki Road, 17% to Te Awamutu – Cambridge Road, 5% to Rotoorangi Road, and 6% to Maungatautari Road



Link: <https://od.tomtom.com/share/7428114284833170456/mfp?t=c9ed2315-35fe-4772-9a27-e044331b0f03&o=0-11,16,20-40,52-89&d=12-15,41-51,90-96&v=17-19> Need to select '16:00 – 18:00'



Southbound trips crossing the river in the PM peak

Is one bridge used more at different times of the day?

Is one bridge used more at different times of the day?

The split between the Victoria and Fergusson Bridges for trips crossing to and from Leamington during different periods of the day is shown in the table

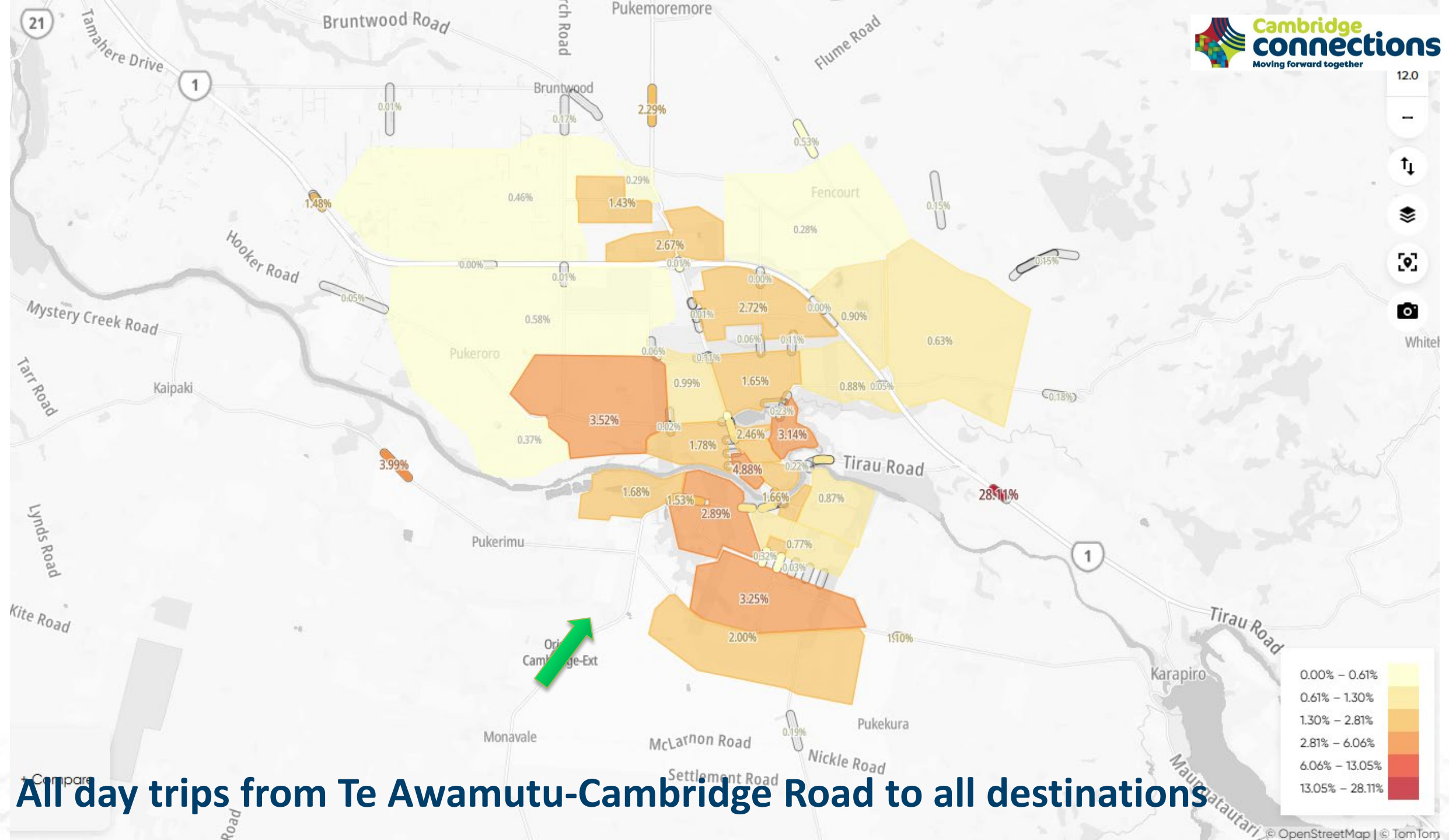
Northbound	Victoria	Fergusson	Southbound	Victoria	Fergusson
AM Peak	48%	52%	AM Peak	43%	57%
Inter Peak	43%	57%	Inter Peak	40%	60%
PM Peak	45%	55%	PM Peak	39%	61%
All day	46%	54%	All day	42%	58%

- Fergusson Bridge is slightly preferred over Victoria Bridge, both all day and in all peaks
- Northbound travellers appear to slightly prefer using Victoria Bridge by around 3-6% over the southbound direction
- Fewer trips appear to use Victoria Bridge in the Inter Peak in either direction of travel, and in the PM Peak compared to the rest of the day. This may be due higher town centre shopping activity and associated congestion during these periods

**How many external trips are travelling
through Leamington between Te
Awamutu-Cambridge Road and
SH1 south?**

External trips between Te Awamutu-Cambridge Road and SH1 south

- Analysis of all day trips from Te Awamutu-Cambridge Road to all destinations shows that 28% of trips travel through Leamington to SH1 Tirau Road
- A recent 2024 count has 5,620 vehicles per day with 27% trucks on Te Awamutu-Cambridge Road
- Therefore, an estimate of the number of external trips is approximately 1,570 per day. Around 425 of these may be trucks
- These trips are not stopping in Leamington or Cambridge, and could be encouraged away from town if another route with a comparable travel time and distance were available to them



All day trips from Te Awamutu-Cambridge Road to all destinations

What routes does strategic north-south traffic take through Cambridge north?

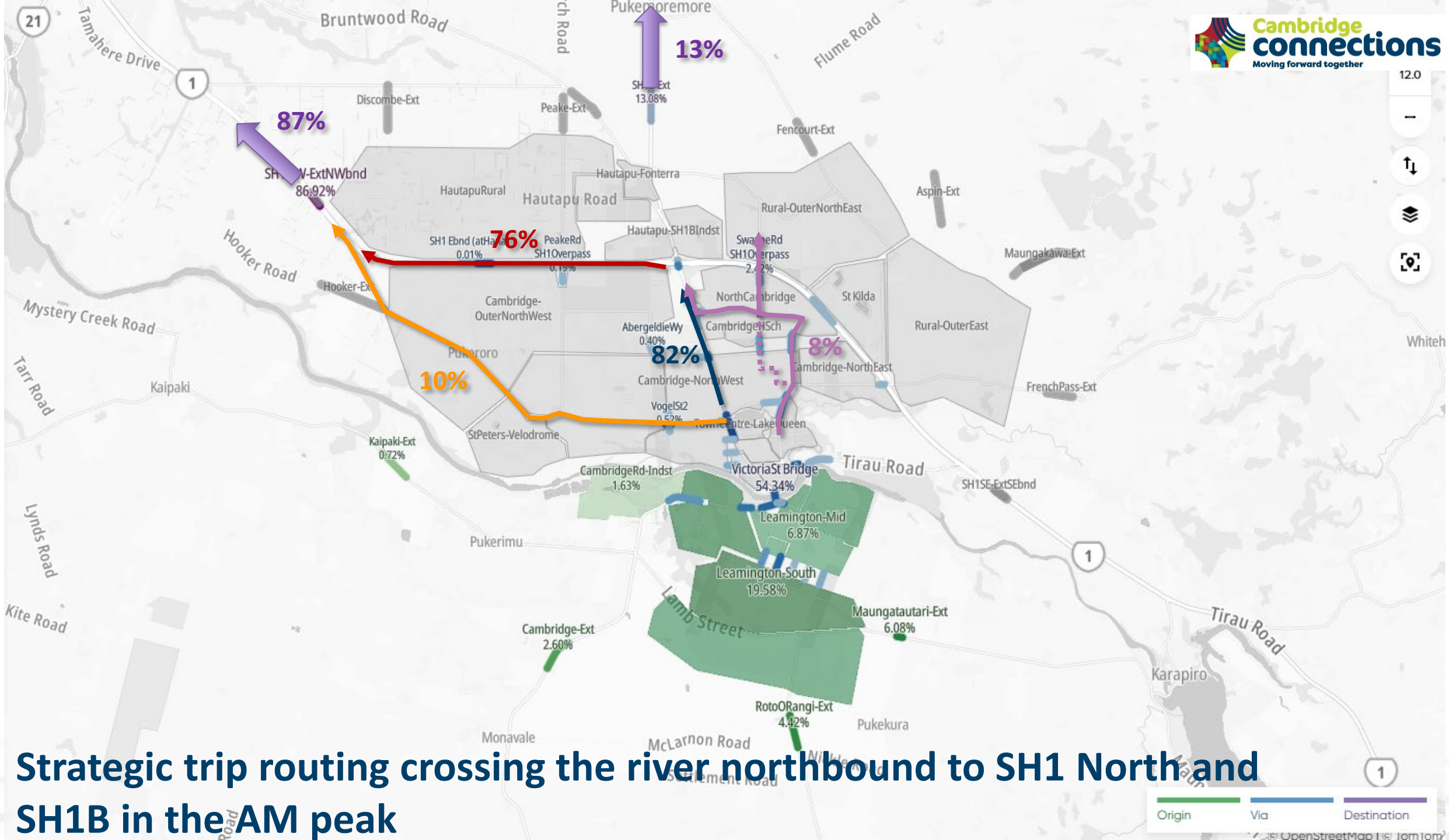
What routes does strategic northbound traffic take through Cambridge north in the AM Peak?



- 81% of strategic trips from Leamington destined north on SH1 to Hamiton and SH1B travels up Victoria Road in the AM Peak
- Around 8% of northbound trips take alternative routes through Albert Street and the eastern suburbs rather than use Victoria Road, presumably because of delays and congestion. These trips might be dropping off kids at Middle and High Schools on the way north
- 10% use Cambridge Road past St Peter's School to travel north on SH1, which may also include school drop-offs

Link: <https://od.tomtom.com/share/7428114284833170456/mfp?t=c9ed2315-35fe-4772-9a27-e044331b0f03&o=12-15,41-48&d=0,5&v=17-19,49-96> Need to select '07:00 – 09:00'





Strategic trip routing crossing the river northbound to SH1 North and SH1B in the AM peak

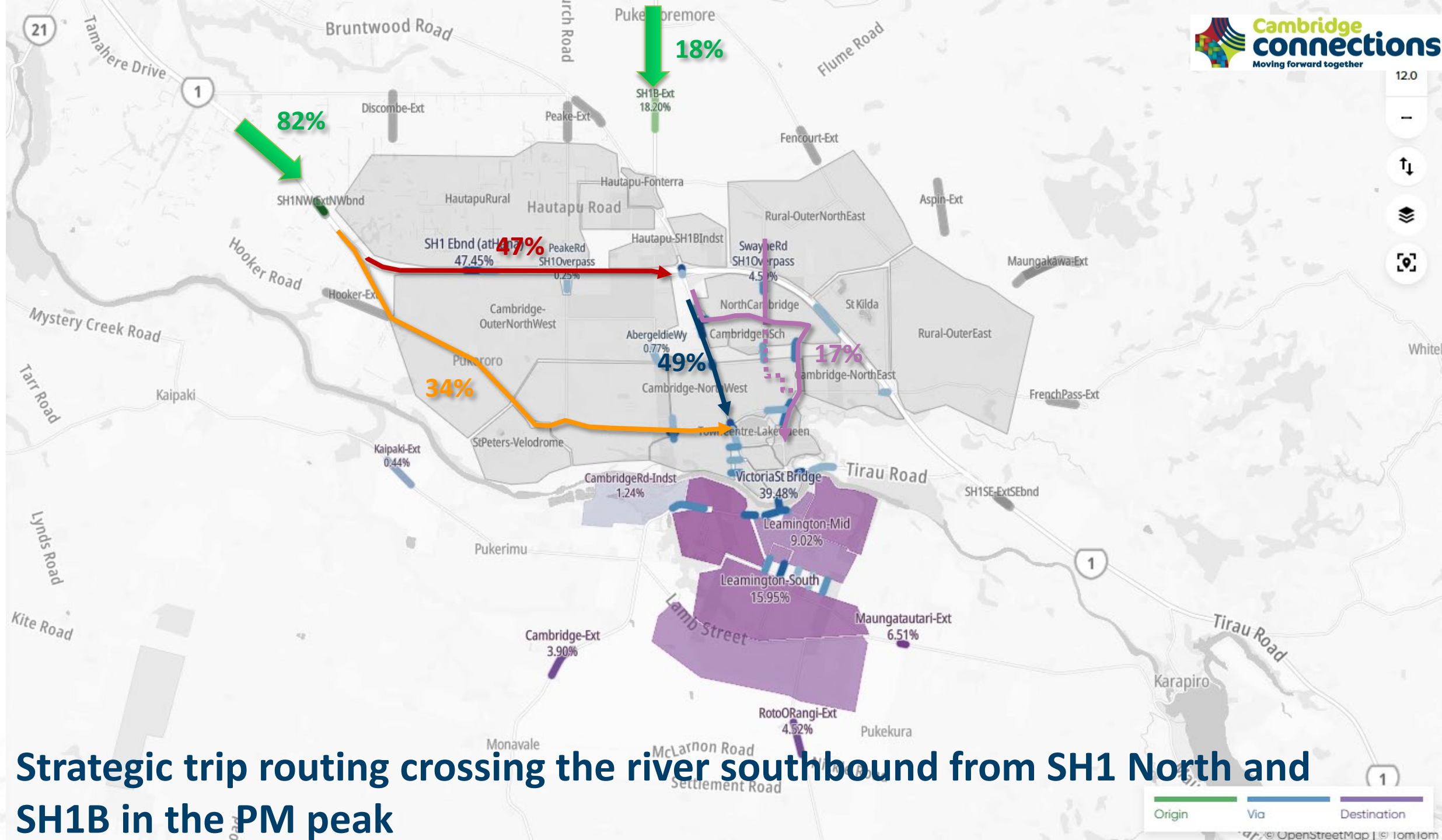
What routes does strategic southbound traffic take through Cambridge north in the PM Peak?



- In the PM Peak 49% of strategic trips from SH1 North and SH1B travels south along Victoria Road to Leamington
- Around 17% of southbound trips take alternative routes through Albert Street and the eastern suburbs rather than use Victoria Road, presumably because of delays and congestion (schools are finished before 4pm)
- 37% use Cambridge Road past St Peter's School to travel south to Leamington, presumably because of delays and congestion on Victoria Road

Link: <https://od.tomtom.com/share/7428114284833170456/mfp?t=c9ed2315-35fe-4772-9a27-e044331b0f03&o=1,5&d=12-15,41-48&v=17-19,49-96> Need to select '16:00 – 18:00'



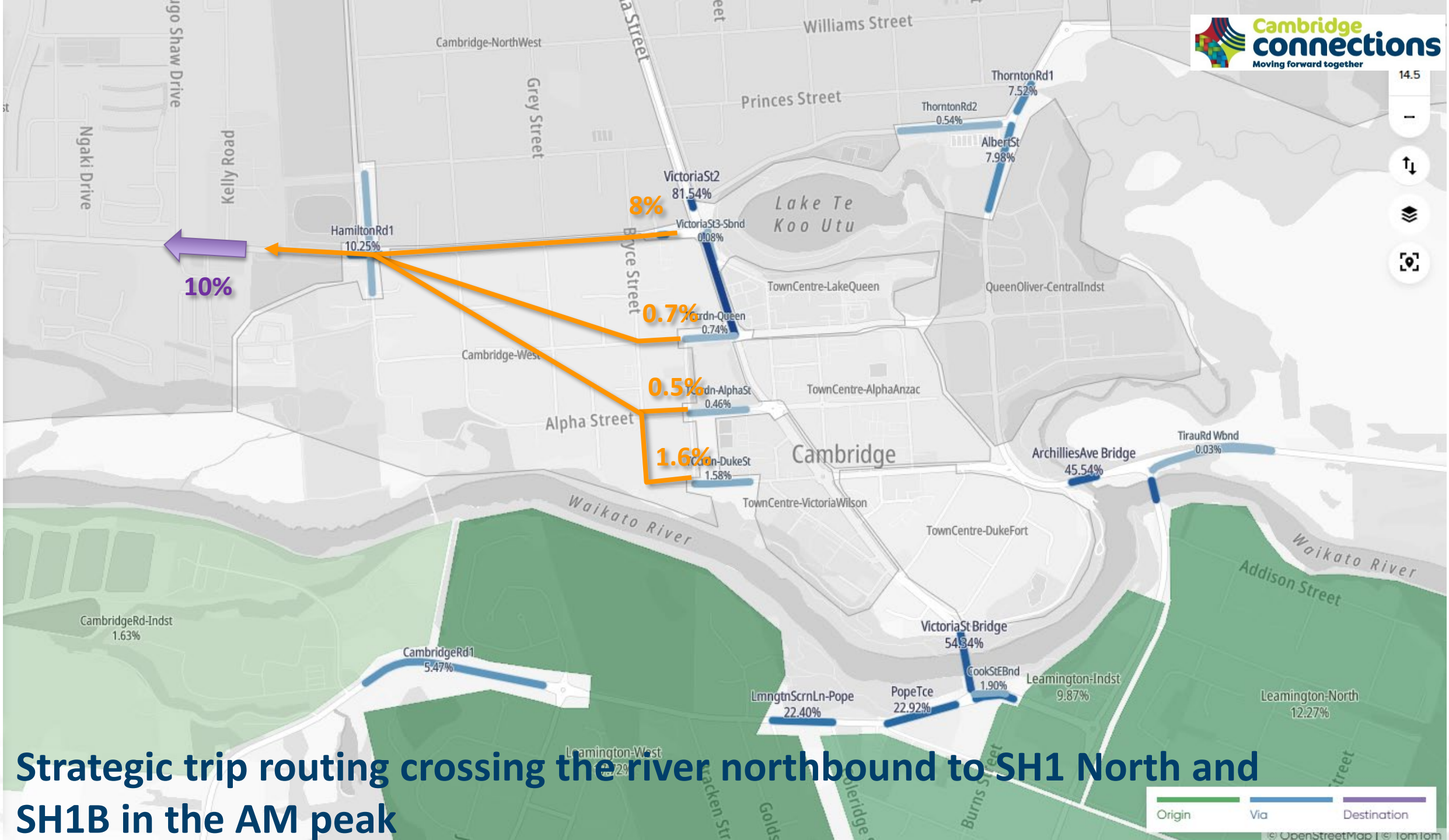


Strategic trip routing crossing the river southbound from SH1 North and SH1B in the PM peak

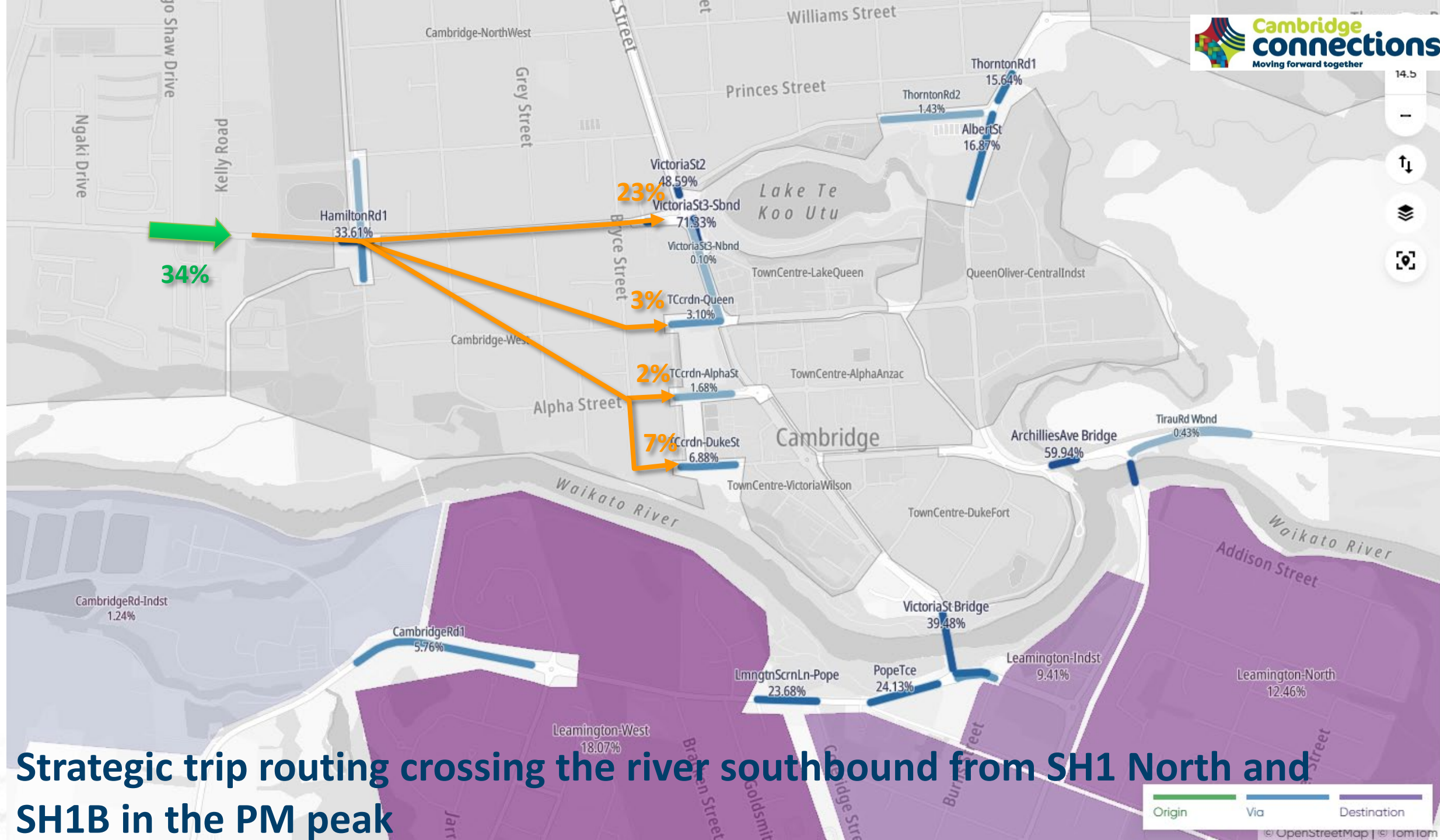
Is Duke – Bryce being used to avoid Victoria Street?

Is Duke – Bryce being used to avoid Victoria Street?

- For the same scenarios as was used for the North-South strategic analysis...
- Of the 10% of SH1 and SH1B northbound trips traveling on Cambridge Road west of Vogel Street, around 2% uses Duke Street, Alpha Street or Queen Street in the AM Peak. **Around one fifth** of these trips are avoiding the key section of Victoria Street between Alpha Street and Queen Street
- Of the 34% of southbound trips travelling east on Cambridge Road in the PM Peak, around 12% uses Duke Street, Alpha Street or Queen Street. **Around one third** of these trips are avoiding the key section of Victoria Street between Alpha Street and Queen Street



Strategic trip routing crossing the river northbound to SH1 North and SH1B in the AM peak



Strategic trip routing crossing the river southbound from SH1 North and SH1B in the PM peak



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