



VISIT HERTS

TRADE INFORMATION PACK 2018



W W W . V I S I T H E R T S . C O . U K

CONTENTS

Page 3... A brief history of Herts

Page 4... Why Herts?

Page 5... Where is Herts?

Page 6... What's in Herts?

Attractions, Food & Drink, Art & Culture,
Accommodation, Shopping, Famous Faces,
Coast & Countryside, Gardens, Step Back in Time

Page 8... What's new 2018

Page 10... Key suppliers

Page 14... Inspirational itineraries

Page 16... 2017 summary

Page 17... Annual events calendar

Page 19... How can we help?



BRIEF HISTORY OF HERTS

App. 350,000 BC... The earliest evidence of human occupation in Hertfordshire.

App. 500 BC... The Celtic tribe of 'Catuvellauni' occupies the area now known as Hertfordshire today.

30-40... A Roman soldier called Alban, becomes Britain's first Christian martyr after his arrest in Hertfordshire, and he gives his name to the modern day town of St Albans.

App. 50... The Roman city of Verulamium is the second-largest town in Roman Britain, after Londinium.

1086... The Domesday Book lists 168 settlements in Hertfordshire.

1155... Thomas Becket is granted the honour of Berkhamsted by King Henry II. He rebuilds Berkhamsted Castle to befit his new status and house his large staff.

1455... The First Battle of St Albans traditionally marks the beginning of the Wars of the Roses.

1554... Queen Mary grants the town of Hertfordshire its first charter.

1803... Frogmore Paper Mill is founded as the world's oldest mechanised paper mill.

1914... Elstree Studios, British film and television studios, opens.

1920... The first house in Welwyn Garden City, one of the flagship 'garden cities' in England, becomes occupied.

1952... Hatfield Technical College opens. It goes on to become the University of Hertfordshire.

2010... Warner Bro. completes the purchase of Leavesden Studios (the former aerodrome), and as of 2016 Warner Bros. Studios becomes one of the largest and most state-of-the-art filmmaking facilities in the world.

WHY HERTS?

Hertfordshire is brimming with fantastic things to see and do, so you're sure to discover something wonderful on your visit, whatever your age or interests.

Escape the rat race and immerse yourself in stunning countryside and incredible historic sites. Pack your bags for a weekend getaway in a picturesque market town, the city of St Albans or at a luxurious golf resort. Or bring the kids and seek out exotic beasts, farmyard favourites and magical movie stars.

The choice is endless.

Explore the magic of Hertfordshire.



WHERE IS HERTS?

Hertfordshire is just north of London, and is easy to access by road, rail and by air. With a fantastic range of transport links from Govia Thameslink, you can say goodbye to the stresses of getting here and simply focus on all the fun things to do when you arrive.

To plan your journey and to learn about the various options available to you throughout the county, head to

www.visitherts.co.uk/getting-here/



www.thameslinkrailway.com/



WHAT'S IN HERTS?

FAMILY FUN ATTRACTIONS

- Paradise Wildlife Park
- Ventura Wildlife Park
- Vertigo Adventures
- Willows Activity Farm
- Warner Bros. Studio Tour London
- The Snow Centre
- Celtic Harmony
- Standalone Farm
- The XC
- Berkhamsted Castle
- Lee Valley White Water Centre
- Elstree Studios

COUNTRYSIDE & GOLFING

- The Grove Golf Course
- Hanbury Manor Country Club
- Lee Valley Park
- Lord Benington Gardens
- Ashridge Estate (National Trust)
- Cassiobury Park
- Fairlands Valley Park
- Aldenham Country Park
- Heartwood Forest

FOOD & DRINK

- Auberge du Lac at Brocket Hall
- The Stag Inn, Titley (1 Michelin Star Rated)
- Tring Brewery
- The Pudding Stop
- Cinnamon Square
- Puddingstone Distillery
- The Mad Squirrel Brewery



ICONIC ATTRACTIONS

- Brocket Hall
- Hatfield House
- St Albans Cathedral
- Knebworth House

FAMOUS FACES

- Lord Byron
- George Orwell
- Samuel Pepys
- Sir Arthur Conan Doyle
- Olympic Gold Medallist, Laura Trott
- Olympic Gold Medallist, Max Whitlock
- Paralympic Gold Medallist, Jess Stretton

ACCOMMODATION

- The Grove
- Champneys Tring & Champneys Henlow
- Hanbury Manor Marriott Hotel & Country Club
- Devere Theobalds Park
- Cromwell Hotel
- Brocket Hall
- Sopwell House
- Abodebed
- Pendley Manor Hotel
- Cheshunt Marriott Hotel
- Down Hall Hotel
- The Stables - Country Retreat
- Holiday Inn, Elstree
- Camping and Caravanning Club
- Caravan & Motorhome Club

ARTS, CULTURE & SHOPPING

- The Galleria
- Letchworth Heritage Foundation
- St Albans Cathedral
- Natural History Museum in Tring
- Verulamium Museum St Albans
- Henry Moore Studios & Gardens
- Frogmore Paper Mill
- Watford intu Shopping Centre



WHAT'S NEW 2018?

New

New Gallery and Museum for St Albans - St Albans has a remarkable history and some outstanding stories to tell. In spring 2018 the St Albans Town Hall will open its doors to a newly transformed museum and gallery. The museum will be a state-of-the-art space which will tell present the fascinating history of St Albans and its importance to national heritage.

World Of Dinosaurs, Coming to Paradise Wildlife Park - Set in the beautiful surroundings of Broxbourne Woods, Paradise is the leading zoo in Europe, with over 400 exotic wild animals and over 30 pre-booked exotic animal experiences. One of the largest permanent Animatronic Dinosaur displays in the UK will open during Spring 2018. This huge development of over 25 fully animatronic dinosaurs will be on show as a brand new attraction to add to Paradise Wildlife Park's portfolio.

The Lawn House at Hatfield House - Boutique guest house, Lawn House, will open its doors for guests during winter 2017. Comprising of 15 boutique bedrooms, this new accommodation offering is the perfect location for wedding parties, special getaways or simply a warm, welcoming base for visitors exploring the beautiful grounds of Hatfield House. More details coming soon...

Hotel Cromwell in Stevenage Completes Refurbishment - Composed of 77 individually designed bedrooms and suites and a range of entertainment spaces, Hotel Cromwell in the centre of Stevenage Old Town has recently completed its impressive refurbishment. Alongside its full bedroom refurbishment, the hotel also has a brand new food offering in the form of Rump and Wade, a British brasserie with former Hanbury Manor chefs, Alfie Smith and Carl Wick, at the helm. Just 25 minutes on the train from London, Cromwell offers visitors a warm welcome to Hertfordshire.

WHAT'S NEW 2018?

New

Celebrate Walter Rothschild's 150th Birthday at The Natural History Museum, Tring - February 2018 marks the 150th birthday of British eccentric and zoologist Lionel Walter Rothschild. Rothschild founded The Natural History Museum, Tring which remains one of the largest private natural history collections ever assembled. Join The Natural History Museum, Tring in February as they celebrate this special event with a host of activities.

Mad Squirrel Brewery, Tap & Bottle Shop - In autumn 2017 Mad Squirrel Brewery moved into a brand new site at in Potten End, Hertfordshire. This new Brewery and a Tap & Bottle Shop at the same site are now officially open to the public. With brewery tours now available, as well as a fantastic food offering at their artisan pizza kitchen, the brewery is well worth a visit.

Watford shopping centre extension and redevelopment - Work is well underway in Watford as part of a £180 million town centre redevelopment project. The development, due to open in summer 2018, aims to turn Watford into a first class retail, dining and leisure destination bringing new fashion, beauty, food and leisure stores, and a brand new 9 screen IMAX Cineworld cinema.

KEY SUPPLIERS

Take a look at some of the key suppliers dedicated to working with the travel trade.

KNEBWORTH HOUSE

Famous worldwide for its rock concerts and as the home of Victorian novelist Edward Bulwer Lytton, Knebworth house has been home to the Lytton family for over 500 years. Visit the house, where knowledgeable guides will tell you the stories of Knebworth's long history and you can find out about the family's contribution to literature, politics and the foreign service.

WHAT CAN WE DO?

- Entrance to the house and gardens
- Knebworth House and the Lytton Family tour
- Lytton Ladies Tour, focusing on the ladies of the House
- Events suitable for groups throughout the year

GROUP RATES

- Season open days - £12pp - minimum 16 pax
- Non-open days - £13pp - minimum 20 pax
- Concession rates available
- Complimentary admission for organisers of groups of 20+

COACH PARKING

Free coach parking. Coach driver's admission is free and includes a refreshment voucher.

CONTACT

Group Bookings Team

01438 810931

groupbookings@knebworthhouse.com

www.knebworthhouse.com



ST ALBANS CATHEDRAL

St Albans Cathedral stands over the place where Alban, Britain's first saint, was buried over 1700 years ago. Surrounded by parkland and just a stone's throw from the city centre, the cathedral is home to the Shrine of St Alban, the longest nave in England, stunning medieval wall paintings and architecture that spans millennia.

WHAT CAN WE DO?

A range of special interest tours, including Tower Tours, a chance to see the cathedral's array of impressive textiles and restoration work, talks from the cathedral's Flower Guild, stained glass and graffiti tours.

GROUP RATES

- Adults £6.50pp
- Concessions £6.00pp
- Specialist Tours £8.50 / £8.00pp
- Tower Tours £9.00

COACH PARKING

Limited access to the cathedral. If you are travelling by coach, passengers can be dropped at the bus stop south of Sumpter Yard. Coaches park at Westminster Lodge coach park.

CONTACT

Group enquiries

01727 890200

mail@stalbanscathedral.org

www.stalbanscathedral.org



THE CATHEDRAL AND
ABBAY CHURCH OF
SAINT ALBAN

HATFIELD HOUSE

Hatfield House oozes Elizabethan and Jacobean style and Victorian political history. Enjoy historical mementos collected over centuries by the Cecil family, in company with renowned textiles, furniture and works of art. You can also catch a glimpse of the iconic Rainbow Portrait of Queen Elizabeth I whilst you're here!

WHAT CAN WE DO?

- Guided tours for a maximum of 30 people
- Refreshments at the licensed Coach House Restaurant (pre-booking available)
- Events, suitable for groups, throughout the year

GROUP RATES

- Pre-booked and pre-paid admission for groups of 15 or more to the House, Park and West Garden - £16pp
- Pre-booked guided tours additional cost of £40 per group (max 30 pax)

COACH PARKING

Coach park available. Coach drivers with groups visiting the house and garden are admitted free of charge and will receive a complimentary meal voucher.

CONTACT

Hatfield House

house.office@hatfield-house.co.uk

01707 287052

www.hatfield-house.co.uk



HENRY MOORE STUDIOS AND GARDENS

Henry Moore Studios & Gardens, near Much Hadham, is where Henry Moore created some of his greatest work. A visit offers you the chance to experience world-famous sculptures in a beautiful outdoor setting. You can also take a tour of the Moore family's home and the beautiful gardens created by Irina Moore.

WHAT CAN WE DO?

- A special groups ticket, including a guided tour of the studios and gardens to groups of ten or more
- Groups can visit Hoglands, Moore's family home
- Delicious refreshments in the new cafe

GROUP RATES

Itinerary A: including Hoglands house, studios, gardens & exhibition - £14.30 pp (10-60 pax)

Itinerary B: studios, gardens & exhibition - £9.80 pp (10-60 pax)

COACH PARKING

Coaches may use the Chestnuts car park. Due to narrow lanes on the approach, visitors are advised the maximum coach size accommodated is 11m

CONTACT

Henry Moore Studios and Gardens

+44 (0)1279 843 333

visitsandevents@henry-moore.org

www.henry-moore.org



INSPIRATIONAL ITINERARIES

FUN AND ADVENTURE

Day 1

Morning

If you're looking for heart-pounding excitement, it's time to take to the slopes at the Snow Centre Hemel Hempstead.

Afternoon

It's time to lose yourself in the magical wizarding world of Harry Potter with the Warner Bros. Studio Tour London.

Accommodation

Enjoy a warm welcome at the sleek 135 room Holiday Inn Elstree Stay and enjoy dinner, bed and breakfast.

Day 2

Morning

Fun, thrills and nerve-jangling challenges – you'll find it all at Vertigo Adventures, Stanborough Park.

Afternoon

Paradise Wildlife Park is one of the leading zoos in Europe, and is home to over 400 exotic wild animals.

HERITAGE AND CULTURE

Day 1

Morning

Embrace your inner artist and step into the world of renowned artist Henry Moore.

Visit Hatfield House, a quintessential English manor house fit for a Queen.

Afternoon

Whether you're there for the history, gardens or to follow the footsteps of rock'n'roll royalty, Knebworth is a must see.

Accommodation

Relax in one of the 76 tastefully decorated rooms at the historic Cromwell Hotel Stevenage.

Day 2

Morning

Discover the history of the first Garden City at the Letchworth Garden City gallery.

Afternoon

The Natural History Museum, Tring is one of the largest private natural history collections ever assembled.

INSPIRATIONAL ITINERARIES

FOOD AND DRINK

Morning

Begin your day in the home of the hot cross bun, St Albans. The Alban Bun can be found at St Albans Cathedral during Easter.

Lunch

Overlooking the Vintry Gardens, near the magnificent St Albans Cathedral, the award-winning Lussmans serves delicious, sustainably sourced food.

Afternoon

Tour the boutique Frithsden Vineyard in the foothills of the Chilterns, meet the winemaker, see the vines and of course, sample their produce!

An Aperitif

Learn the origins of the award-winning Campfire Gin on a tour of Puddingstone Distillery.

Dinner

Visit the Grove and discover relaxed fine dining at Collettes, an international theatre of cooking at the Glasshouse, or simple food served to perfection at the Stables.

End the day with a stay in one of the Grove's luxurious five star rooms. .

48 HOURS IN ST ALBANS

Day 1

Morning

No time in St Albans is complete without a visit to the magnificent Cathedral.

Find your feet with a tour from a City and District of St Albans Tour Guide.

Afternoon

Tour the de Havilland Aircraft museum, the oldest aviation museum in the UK.

Accommodation

Set in twelve acres of country gardens, Sopwell House Hotel offers 128 individually styled rooms.

Day 2

Morning

St Albans Signal Box and Railway Museum offers visitors the chance to step back into the world of a Victorian signalman.

Learn of everyday life in Verulamium, the third largest city of Roman Britain, at the Verulamium Museum.

Afternoon

Enjoy a tour of the historic Redbournbury Mill, followed by a cream tea.



IN CASE YOU MISSED IT IN 2017...

- In March 2017 the Warner Bros. Studio Tour London – The Making of Harry Potter unveiled an exciting, permanent expansion dedicated to the Forbidden Forest.
- Scenes of the new Dame Judi Dench movie, *Victoria & Abdul* were filmed at Hertfordshire hero Knebworth House
- St Albans hosted brand new summer music festival Meraki, due to return in 2018.

KEY ANNUAL EVENTS

JANUARY

- Hogwarts in the Snow, Warner Bros. Studio Tour London 

APRIL

- Hertford Arts Festival, Hertford 
- Herts Big Weekend 

MAY

- Hertfordshire County Show  

JUNE

- Carnival at the Castle, Hertford  
- The Alban Pilgrimage - part of Alban Weekend  
- Hertfordshire Festival of Music, Hertford  

JULY

- Farr Festival, Bygrave Wood  

AUGUST

- Meraki Festival, St Albans   
- Benington Chilli Festival, Benington Lordship Gardens 

KEY ANNUAL EVENTS

SEPTEMBER

- Balstock Festival, Baldock 
- Herts Jazz Festival, Welwyn Garden City 
- St Albans Food & Drink Festival 

OCTOBER

- Watford Food & Drink Week 
- Old Town Halloween Party, Hemel Hempstead 

DECEMBER

- Harpenden Christmas Carnival  
- St Albans Christmas Market  
- Winter in Watford 

Arts & Culture



Family



Food & Drink



Heritage



Music



Nature



Halloween



HOW CAN VISIT HERTS HELP?

The Visit Herts team can provide assistance with:

- Itinerary planning and sample itineraries
- Familiarisation visits
- Introductions to attractions, accommodation and destinations
- Free Images
- Regular enewsletter updates
- Events listings



VISIT HERTS

Share the Story

Alanna Kite
Travel Trade Manager
alanna.kite@visitherts.co.uk

Sophie Hewitt
Marketing Coordinator
sophie.hewitt@visitherts.co.uk

Please visit www.visitherts.co.uk/travel-trade for further information

@visithertsuk



/visitherts



@visithertsuk

