



VISIT HERTS

# HERTFORDSHIRE'S VISITOR ECONOMY



GO TO PLACES

Hertfordshire's visitor economy continues to thrive. We are delighted to provide the highlights from our latest independent research. You will see that Hertfordshire is experiencing record numbers of visitors and generating economy boosting revenue.

WE HOPE YOU ENJOY THE NUMBERS!

## 28M VISITORS



## £2.2BN VALUE



## 40,000 JOBS



### HERTFORDSHIRE'S PERFORMANCE

2015 → 2017

#### INCREASE IN TRIPS



#### INCREASE IN VALUE



#### INCREASE IN JOBS



### PURPOSE OF TRIP TO HERTFORDSHIRE



**HOLIDAY 32%**  
THOSE ON HOLIDAY  
STAY 4.6 NIGHTS  
IN THE AREA AND  
SPEND £202  
FOR THE DURATION  
OF THE TRIP



**BUSINESS 20%**  
THOSE ON BUSINESS  
STAY 3.5 NIGHTS  
IN THE AREA AND  
SPEND £388  
FOR THE DURATION  
OF THE TRIP



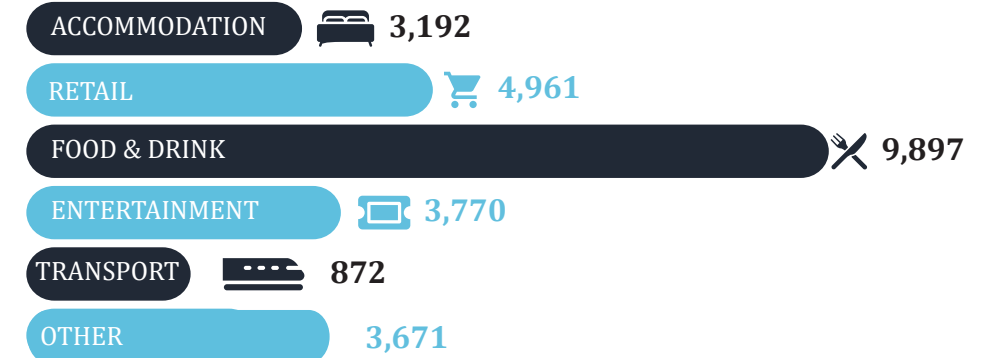
**VFR 44%**  
THOSE VISITING FRIENDS AND RELATIVES  
STAY 6.5 NIGHTS  
IN THE AREA AND  
SPEND £219  
FOR THE DURATION OF THE TRIP



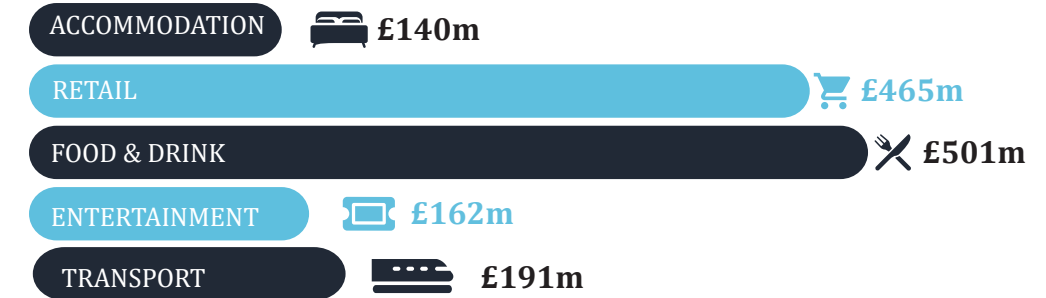
**4%**  
OTHER PURPOSES  
INCLUDING OVERSEAS  
STUDY VISITS

### VALUE AND VOLUME

#### TOURISM JOBS



#### DIRECT EXPENDITURE



### VISITOR BREAKDOWN



**ST ALBANS**

2.1 MILLION VISITORS  
 £200 MILLION VALUE  
 3,350 JOBS

**DACORUM**

3.4 MILLION VISITORS  
 £269 MILLION VALUE  
 4,505 JOBS

**WATFORD**

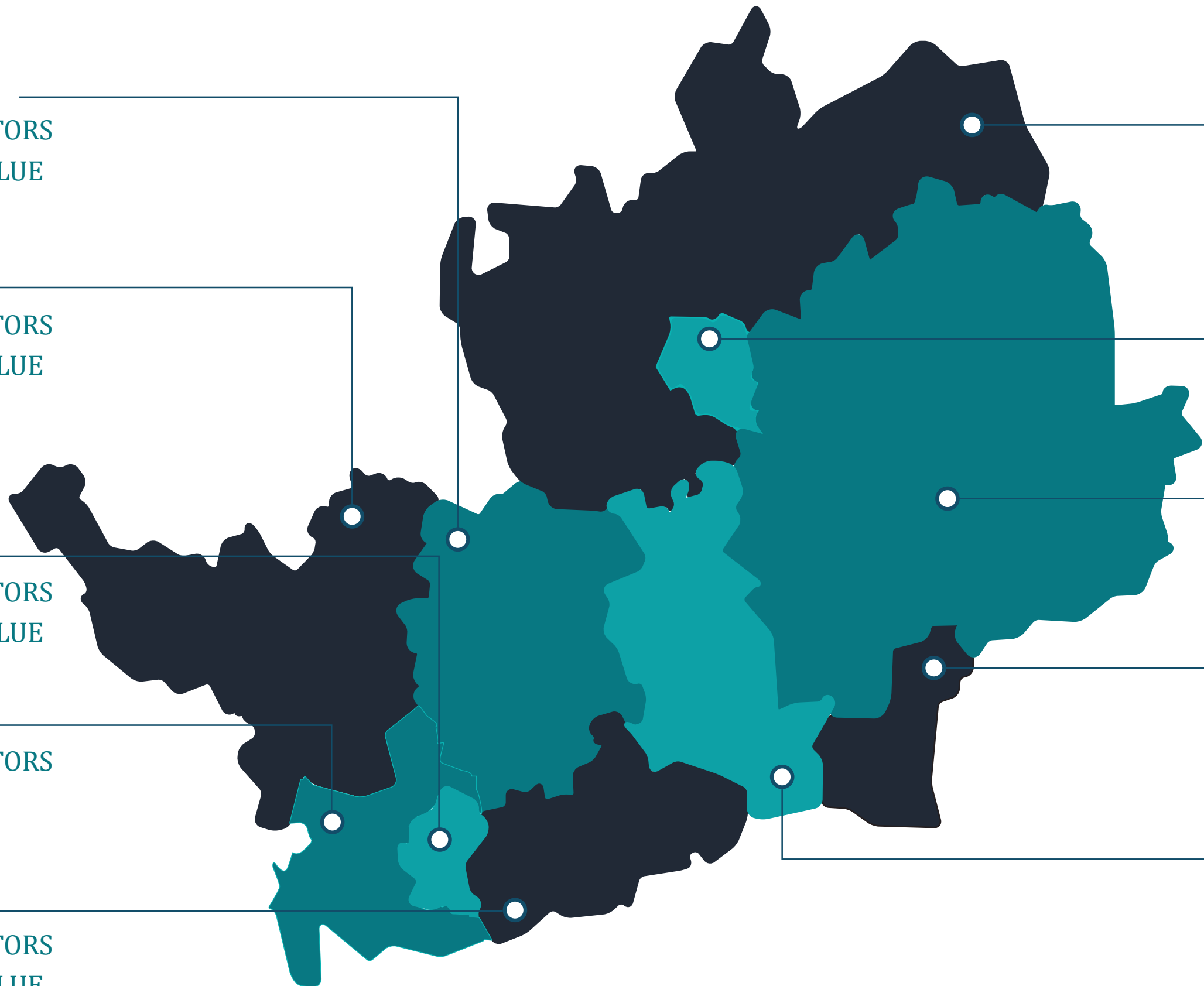
2.0 MILLION VISITORS  
 £167 MILLION VALUE  
 2,984 JOBS

**THREE RIVERS**

3.3 MILLION VISITORS  
 £198 MILLION  
 3,353 JOBS

**HERTSMERE**

1.4 MILLION VISITORS  
 £128 MILLION VALUE  
 2,517 JOBS



**NORTH HERTS**

2.9 MILLION VISITORS  
 £210 MILLION VALUE  
 3,843 JOBS

**STEVENAGE**

1.8 MILLION VISITORS  
 £143 MILLION VALUE  
 2,601 JOBS

**EAST HERTS**

4.3 MILLION VISITORS  
 £275 MILLION VALUE  
 5,164 JOBS

**BROXBOURNE**

1.3 MILLION VISITORS  
 £113 MILLION VALUE  
 2,108 JOBS

**WELWYN HATFIELD**

1.9 MILLION VISITORS  
 £196 MILLION VALUE  
 3,273 JOBS



*Share the Story*