

HERTFORDSHIRE'S VISITOR ECONOMY



This infographic summarises the volume and value of tourism and the impact of visitor expenditure on the local economy in 2022. It provides comparative data against previously published data. The results are derived using the Cambridge Economic Model under licence by Destination Research Ltd.

The 2022 economic impact results show a significant recovery in volume of trips and related expenditure, compared to 2021 but still slightly below the levels seen in 2019.

25.0 MVISITORS £2.2 BNVALUE 38,936 JOBS

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TRANSPORT



HERTFORDSHIRE'S PERFORMANCE

2021-2022

INCREASE IN TRIPS

28%

INCREASE IN VALUE

40%

INCREASE IN JOBS

15%

PURPOSE OF TRIP TO HERTFORDSHIRE



HOLIDAY 47% **THOSE ON HOLIDAY** STAY 4.9 NIGHTS **IN THE AREA AND** SPEND £194 FOR THE DURATION OF THE TRIP



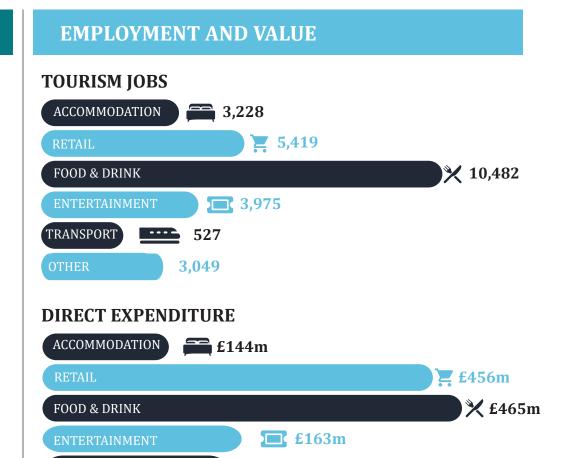
THOSE VISITING FRIENDS AND RELATIVES STAY 7.3 NIGHTS **IN THE AREA AND** SPEND £346 FOR THE DURATION OF THE TRIP



BUSINESS 16% **THOSE ON BUSINESS** STAY 3.7 NIGHTS **IN THE AREA AND** SPEND £460 FOR THE DURATION OF THE TRIP



OTHER PURPOSES INCLUDING OVERSEAS STUDY VISITS



VISITOR BREAKDOWN



OVERNIGHT VISITORS

1.6 MILLION VISITORS

9.0 MILLION NIGHTS

£482 MILLION VALUE



DOMESTIC VISITORS

1.3 MILIION VISITORS

6.1 MILLION NIGHTS

£319 MILLION VALUE



OVERSEAS VISITORS

3%

314,300 VISITORS

2.9 MILLION NIGHTS

£164 MILLION VALUE

DAY VISITORS



23.4 MILLION VISITORS

£110m

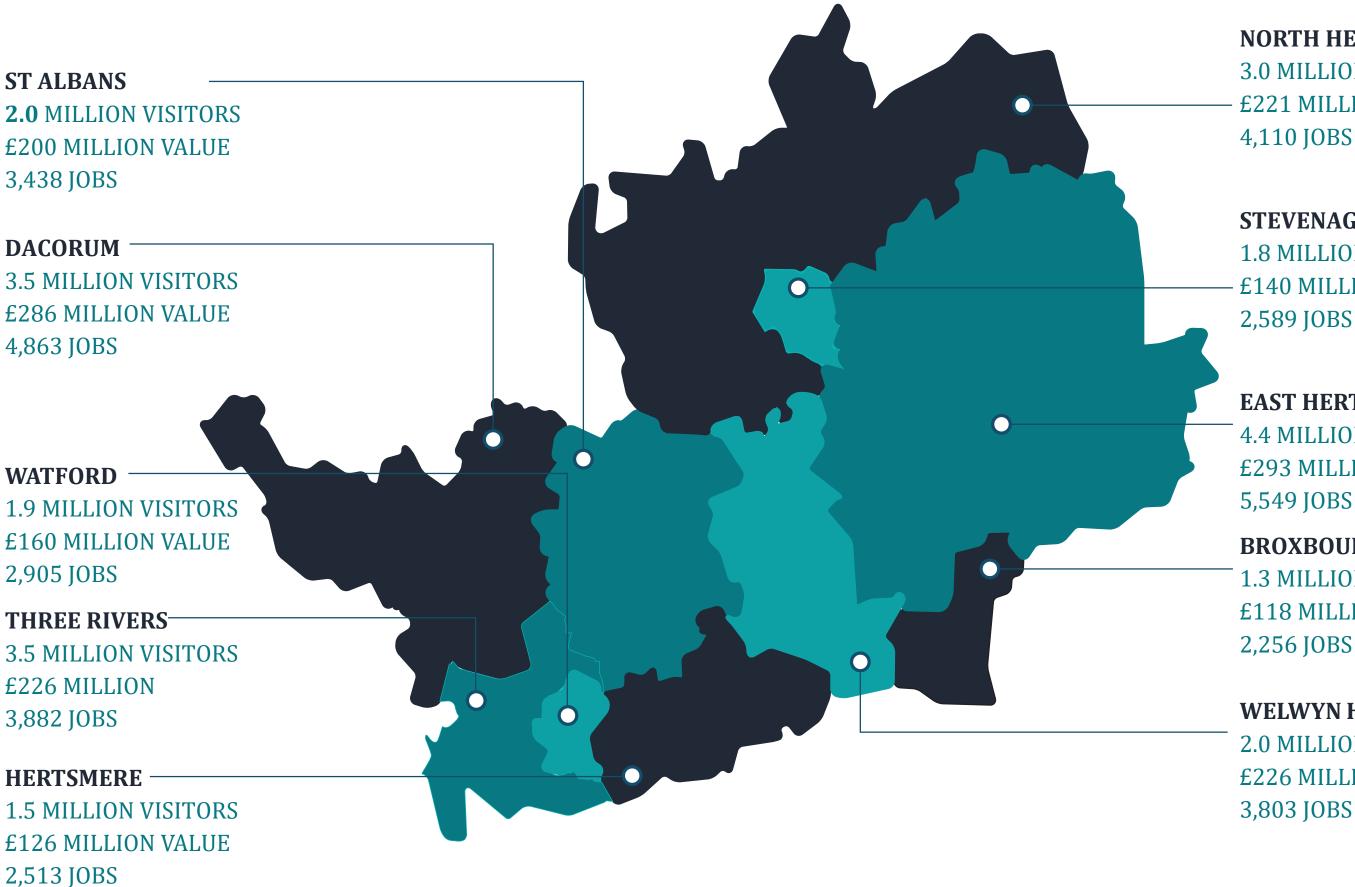


£928 MILLION VALUE



HERTFORDSHIRE'S VISITOR ECONOMY





NORTH HERTS

3.0 MILLION VISITORS £221 MILLION VALUE 4,110 JOBS

STEVENAGE

1.8 MILLION VISITORS £140 MILLION VALUE 2,589 JOBS

EAST HERTS

4.4 MILLION VISITORS £293 MILLION VALUE

BROXBOURNE

1.3 MILLION VISITORS £118 MILLION VALUE 2,256 JOBS

WELWYN HATFIELD

2.0 MILLION VISITORS £226 MILLION VALUE 3,803 JOBS

