



VISIT HERTS

HERTFORDSHIRE'S VISITOR ECONOMY



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This infographic summarises the volume and value of tourism and the impact of visitor expenditure on the local economy in 2023. It provides comparative data against previously published data. The results are derived using the Cambridge Economic Model under licence by Destination Research Ltd.

The 2023 economic impact results show a significant recovery in volume of trips and related expenditure, compared to 2021.

27.4M VISITORS



£2.4BN VALUE

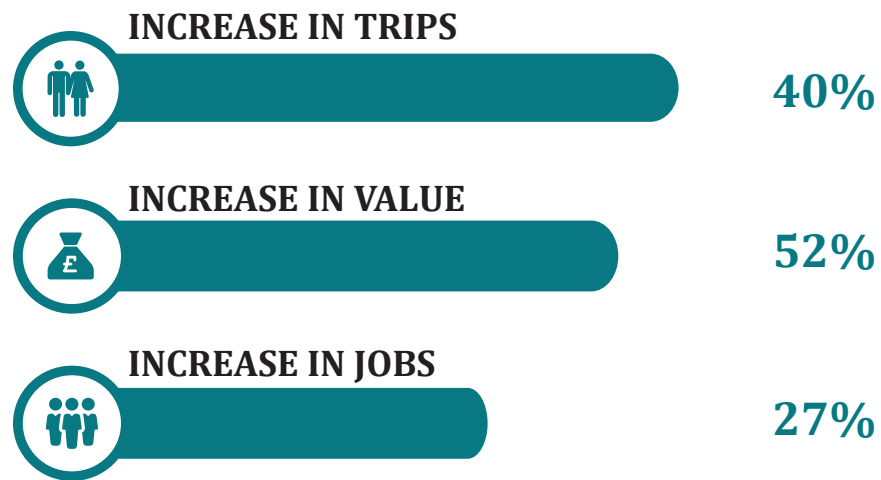


42,973 JOBS

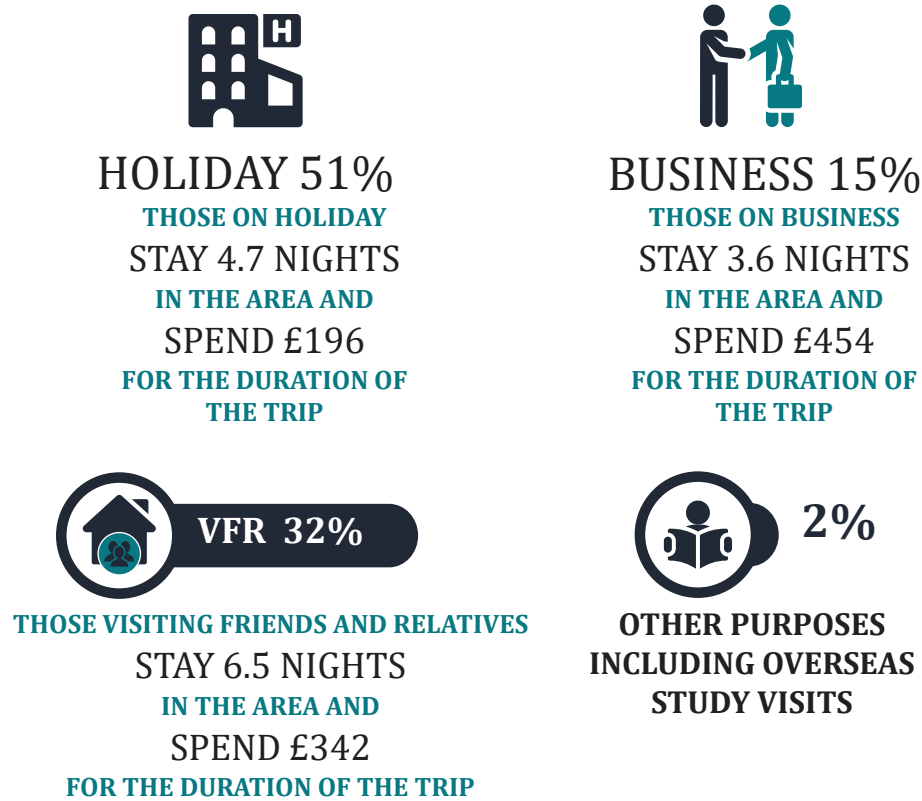


HERTFORDSHIRE'S PERFORMANCE

2021 → 2023

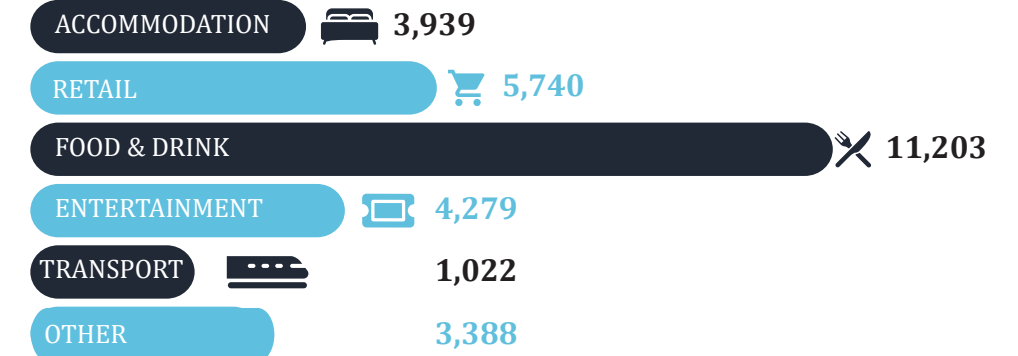


PURPOSE OF TRIP TO HERTFORDSHIRE

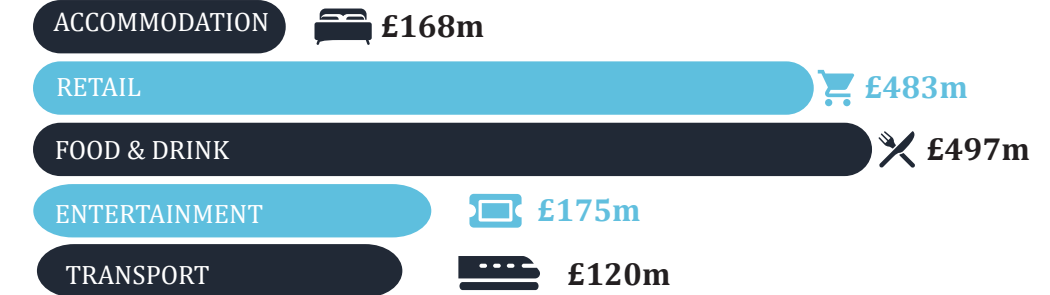


EMPLOYMENT AND VALUE

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN



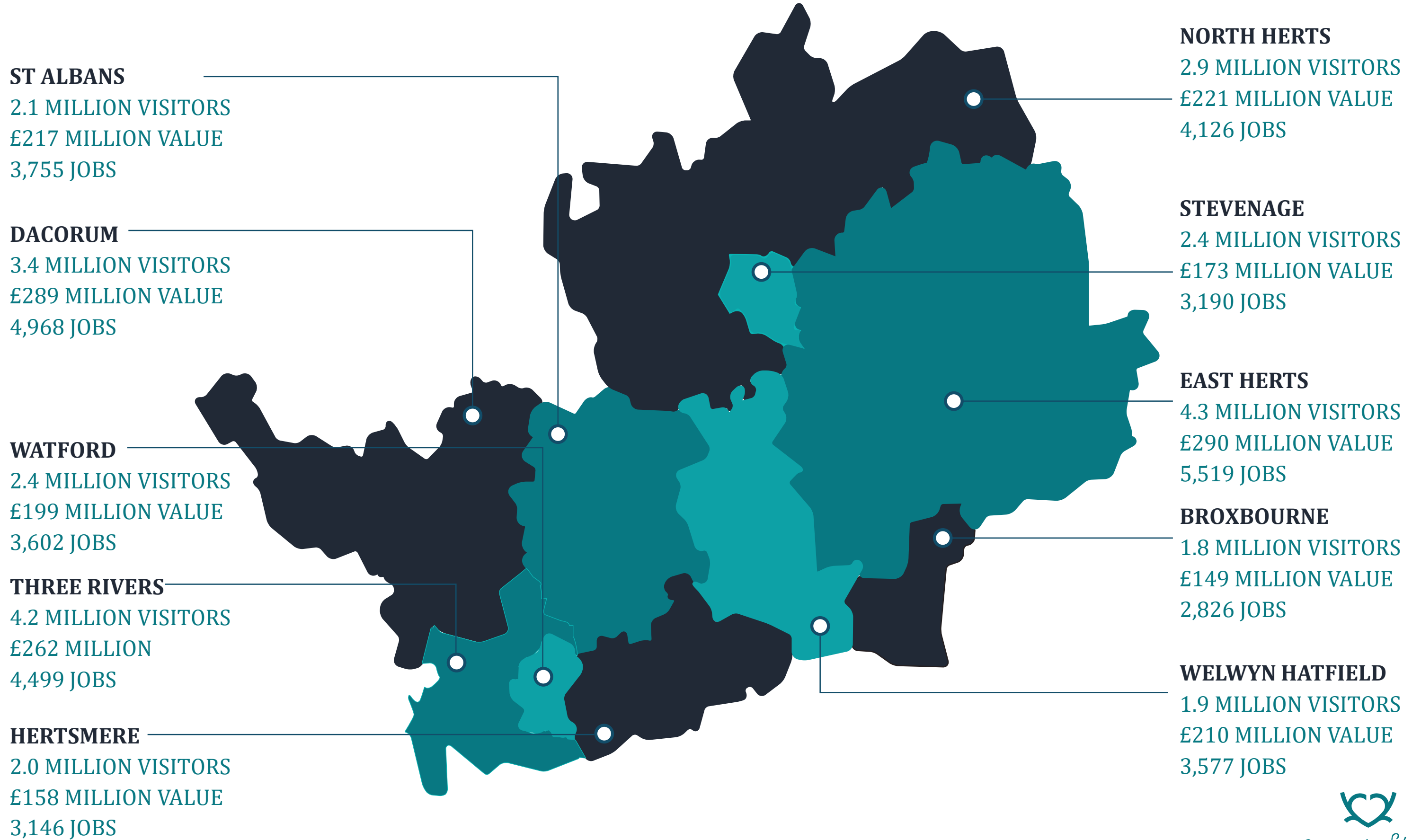


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