

The Annual Hertfordshire Residents Study aims to gather valuable insight into the perceptions & impacts of tourism activity

60% Agreed the overall impact of tourism on Hertfordshire is positive - with only 3% feeling this was 'negative' & the remaining proportion selecting 'neutral/don't know'

Residents' Top Activities

- Retail** 68%
- Active & Outdoor** 54%
- Events & Festivals** 51%

823
Hertfordshire Residents
Online Survey

Agreement

- 91%** Tourism preserves historic buildings & monuments
- 81%** Tourism improves local investment
- 91%** Tourism increases employment opportunities
- 92%** Tourism improves the local economy
- 68%** Tourism limits parking spaces for local people

- 32%** ↑ Agreed the number of local attractions & leisure activities has increased
- 57%** ↑ Agreed the number of local events & festivals has increased

85%
Of respondents were aware to some degree of Visit Herts & what we do

79% Of respondents stated they have purchased local produce in the last year

Top Sustainable Activities

- 1 Recycling **87%**
- 2 Reducing food waste **68%**
- 3 Active travel (e.g. walking & cycling) **64%**

78%
Of respondents agreed with the statement 'I live in a beautiful area'

In the last year...

- 63%** Went on a leisure day trip in Hertfordshire
- 12%** Went on an overnight leisure trip in Hertfordshire
- 47%** Had friends & relatives to stay for leisure purposes

- 43%** Will take more day trips in Hertfordshire in the next year
- 77%** Consider film/TV productions to be a strength for Hertfordshire

77%
Of respondents agreed with the statement 'I feel strongly connected to my local area'