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VISIT HERTS Annual Hertfordshire Residents Study: 2024

Demographic Insights Summary

Overview

Due to the ever-evolving tourism landscape, it is essential that destinations look to identify and understand their audiences, ensuring that tourism activity positively contributes towards the wellbeing of residents, communities and local businesses, acting as a mechanism to drive the improvement of facilities, investment and infrastructure spending in the local visitor economy.

The annual Hertfordshire Residents Study looks to understand and monitor local sentiment on the impact that tourism has on local communities and wellbeing, alongside mapping residents' leisure behaviour locally, to assist Hertfordshire businesses and Visit Herts in identifying the most efficient ways to reach this audience, providing them with great leisure opportunities and to inform future destination development decisions.

This dashboard looks to present key findings and trends for various demographics, based on the results from the latest two waves of the study, including insights by age and those with children in the household. These summaries aim to help further develop local audience insights and inform effective targeting, content creation and strategy. Please note, results mainly look to highlight any key differences compared to all respondents.

Data collection for the latest wave was carried out using an online quantitative survey via social media paid promotion and dedicated newsletters to the Visit Herts database in October and November 2024, yielding a total of 823 responses.

Please note, that whilst the following summaries present top line findings by demographic, a full report with all results and more information on methodology, sample and findings by demographic will be published mid-April. Due to this, some of the content in this dashboard may be updated or enhanced following the release of the full report.



UNDERSTANDING LOCAL COMMUNITIES

Key Findings: Age Group

18-34



Strong interest in overnight stays & day trips within the county

Interested in visiting Hertfordshire in summer, spring & autumn

Top activities engaged with - retail, active & outdoor, events & festivals, animal attractions, & theatre & performances

Higher interest in food & drink & film & TV experiences

More likely to look to review websites, bloggers/influencers, specific attraction websites & OTAs as sources of information

Supporting local independent businesses, use of public transport & buying local produce ranked higher in terms of engagement with sustainable activities

35-44



Strong interest in day trips within the county

Most likely to take more overnight trips in Hertfordshire in the future

Interested in visiting Hertfordshire in summer & spring, potentially due to the school holidays

Top activities engaged with - retail, events & festivals, active & outdoor activities, animal attractions & theatre & performances & museums

More likely to look to review websites, recommendations on social media & bloggers/influencers

45-54



More likely to have taken an overnight/day trip in Hertfordshire in the last year

Most likely to take future trips in spring & summer, closely followed by autumn

Top activities engaged with - retail, active & outdoor activities, events & festivals, theatre & performances & museums

More likely to look to specific attraction websites & recommendations on social media as sources of information

Environmentally friendly gardening ranked higher in terms of engagement with sustainable activities

55-64



Less likely to take overnight trips within the county in future, with a stronger interest in day trips

Most likely to visit Hertfordshire in spring & summer, whilst being more likely than other age groups to express interest in visiting in winter

Top activities engaged with - retail, active & outdoor activities, events & festivals, theatre & performances & museums

More likely to visit destination websites as a source of information

Environmentally friendly gardening ranked higher in terms of engagement with sustainable activities

65+



Less likely to take overnight trips within the county in future, with a stronger interest in day trips

Most likely to have had friends & relatives to stay – potentially due to visits from family & grandchildren

Most likely to visit Hertfordshire in spring & summer, with a stronger interest in visiting in winter & autumn compared to other age groups

Top activities engaged with - retail, theatre & performances, active & outdoor activities, museums & events & festivals

More likely to look to magazines & articles & destination brochures

Reducing energy use ranked higher in terms of engagement with sustainable activities

No Children

Previous visits to Hertfordshire for day & overnight trips were lower compared to all respondents - opportunity to promote activities that appeal to non-families

Least likely to have taken fewer trips due to the cost-of-living crisis & less likely to have reported their financial situation has declined

More likely to have had friends & relatives to stay in the last year

More likely to look to destination websites as a source of information

More likely to visit Hertfordshire in spring & autumn

Top activities engaged with - retail, active & outdoor, events & festivals, theatre & performances & museums

Aged 0-2 yrs.

More likely to have taken an overnight or day trip in Hertfordshire, alongside having a stronger appetite for future day & overnight visits within the county

Most likely to have taken fewer trips due to the cost-of-living crisis and seen a decline in finances

More likely to have had friends & relatives to stay in the last year

Skew towards summer for future trips to Hertfordshire

Top activities engaged with - events & festivals, retail, active & outdoor activities, animal experiences & museums

Most likely group to engage with events & festivals

More likely to look to recommendations on social media, bloggers/influencers & destination & review websites

Aged 3-4 yrs.

Most likely to have taken an overnight trip in Hertfordshire

Appetite to take more day trips in Hertfordshire was high

More likely to have taken fewer trips due to the cost-of-living crisis

Skew towards summer for future trips within the county

Top activities engaged with - animal experiences, active & outdoor activities, events & festivals, retail, & museums

Most likely group to engage with animal attractions, museums & camping & glamping

More likely to look to review websites, recommendations on social media, bloggers/influencers & recommendations from friends & family

Aged 5-11 yrs.

Strong appetite to take more day & overnight trips the next year within the county, with previous visitation also being high

Strong interest in trips during summer

Top activities engaged with - events & festivals, retail, active & outdoor activities, animal experiences & theatre & performances

More likely to look to review websites, destination websites, recommendations on social media & recommendations from friends & family

Aged 12-18 yrs.

More likely to have taken a day trip in Hertfordshire

More likely to have taken fewer trips due to the cost-of-living crisis

Top activities engaged with - retail, events & festivals, theatre & performances, active & outdoor activities & animal experiences

Most likely group to engage with theatre & performances

More likely to look to destination websites, review websites & specific attraction websites

Contact us

This report has been produced by Visit Herts delivered by Go To Places.

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If you wish to use any figures or information contained within this document, please acknowledge the source as Visit Herts: Annual Hertfordshire Residents Study 2024.

If you have any questions or would like to get involved, please email enquires@visitherts.co.uk.



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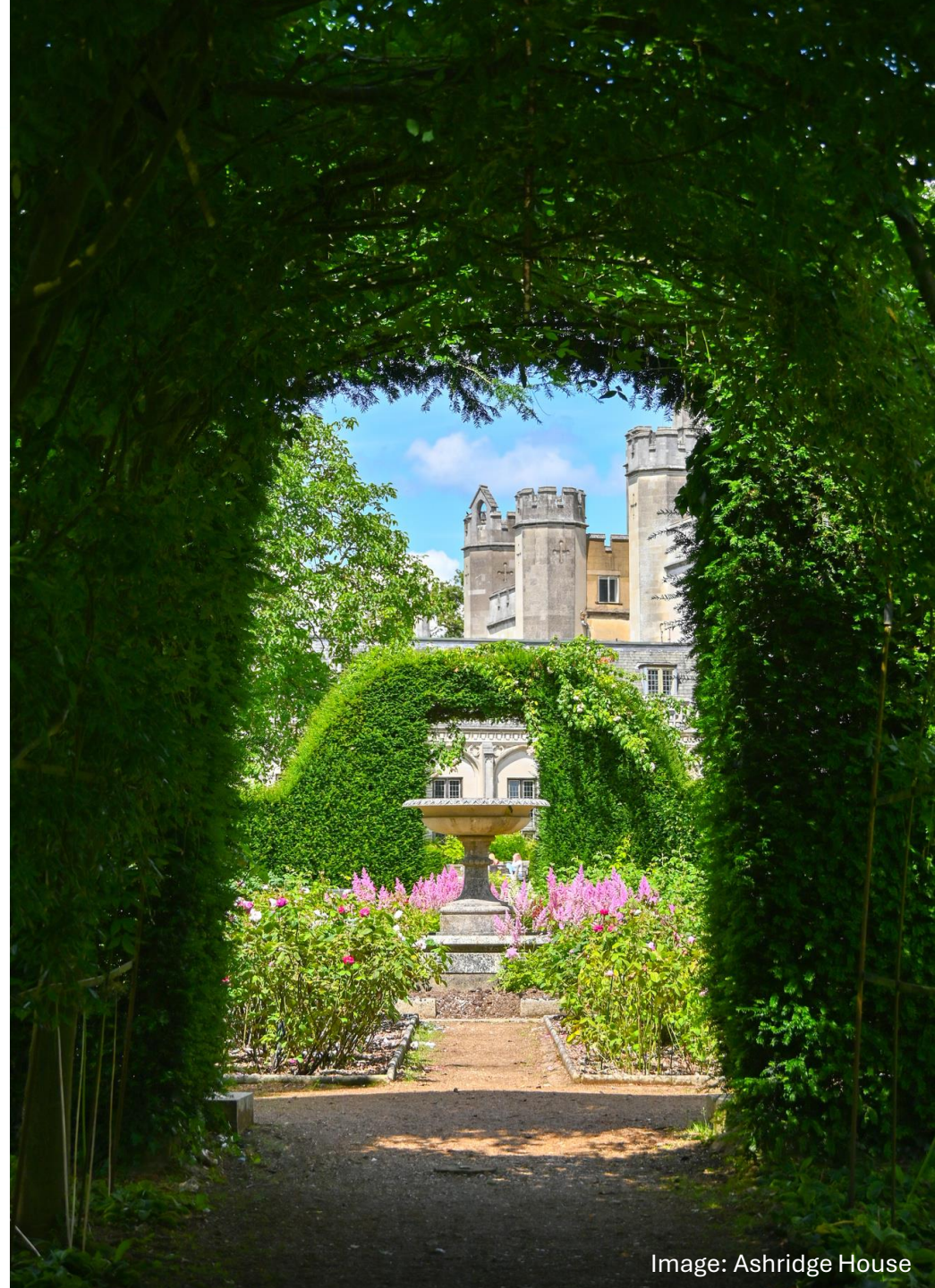


Image: Ashridge House