



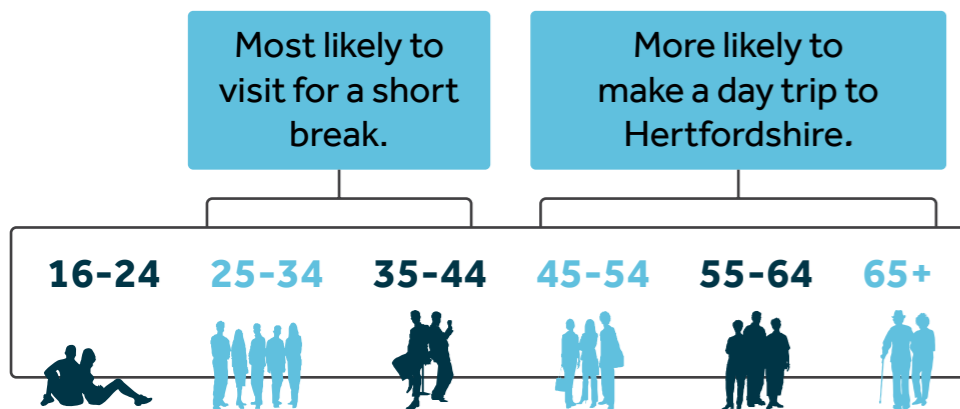
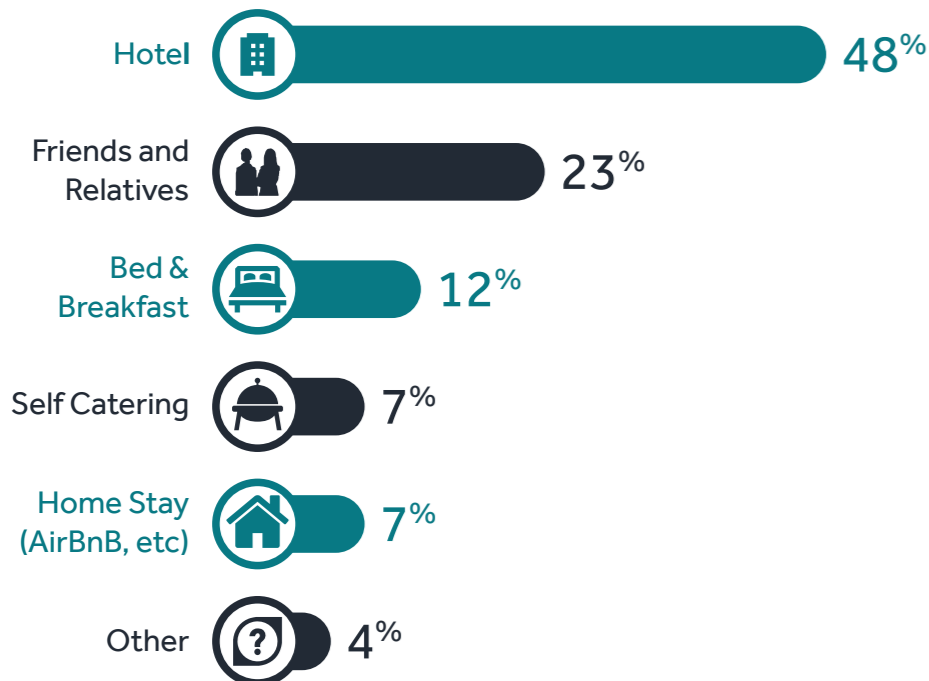
PERCEPTIONS OF HERTFORDSHIRE

VISIT HERTS

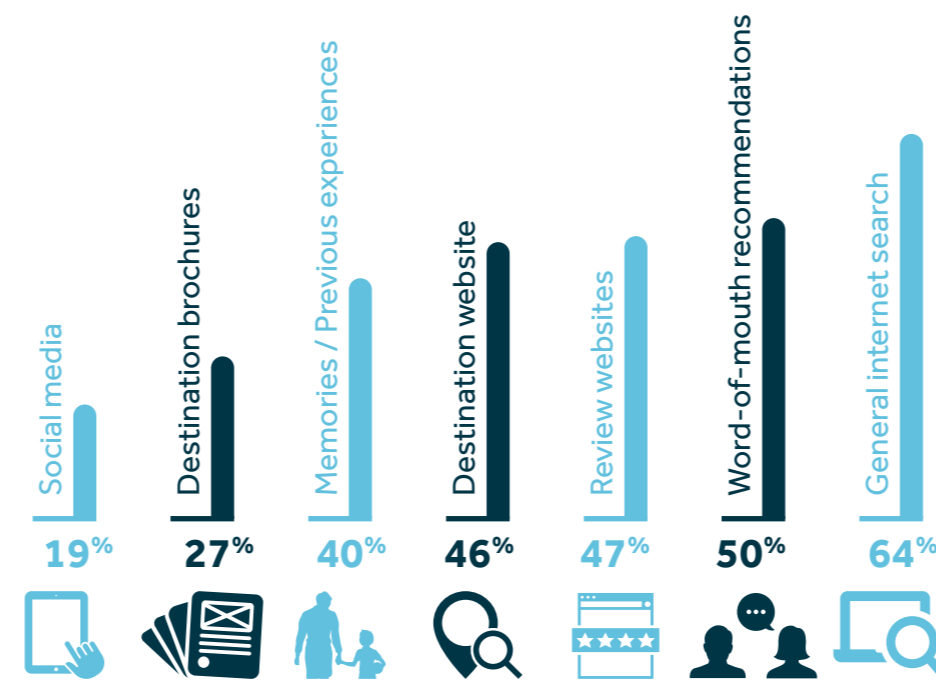
Hertfordshire is popular with **couples** and families, including intergenerational **families** and extended families.



Almost half of the overnight visitors stayed in hotels. About a quarter stayed with friends and relatives.



Visitors use a range of online and offline information sources. They also rely on recommendations and personal memories.



What attracts visitors to Hertfordshire?



Describing Hertfordshire

Good **Historic**
Green **Friendly**
Interesting
Welcoming **Traditional**
Expensive **Beautiful**

The countryside:
 "Hertfordshire is a typically English county with undulating green and sometimes yellow fields - a really wonderful sight to behold"

Family friendly:
 "The woods are beautiful. My kids enjoy exploring them"

History and heritage:
 "I would really like to revisit Hertfordshire, as there are some beautiful areas of countryside waiting to be discovered, as well as historic buildings to be explored"

The location:
 "It's close enough to do as a day trip and also plenty to do and see"



VISIT HERTS

PERCEPTIONS OF HERTFORDSHIRE

-  The quality of the natural environment
-  The shopping opportunities
-  Having a good range of outdoor activities
-  The ease of getting around the destination
-  Its history and heritage
-  The quality of food & drink
-  The ease of getting to the destination
-  The customer service given
-  Its overall value for money

