

# PRESS INFORMATION PACK 2020

[WWW.VISITHERTS.CO.UK](http://WWW.VISITHERTS.CO.UK)



VISIT HERTS

Photo: @matthew2



A large, leafy tree stands in the middle ground, its silhouette dark against a sky transitioning from a pale blue at the top to a warm orange and red at the horizon. The foreground is a field of tall, green grasses, some in shadow and some catching the low light of the setting or rising sun. The overall mood is peaceful and natural.

# Contents

Page 3-Why Choose Herts?

Page 4-What's in Herts?

Page 6- Hertfordshire's Year of Culture

Page 7- Welwyn Garden City Centenary

Page 8- Key Events

Page 10- What Can Visit Herts Do to Help?



Photo: Ashridge Estate © @artisticantler

# Why choose Herts?

Hertfordshire is bursting with new, historic and exciting places to visit, so you're sure to find that special something to tick of your adventure bucket list. From miles of stretching countryside and wide open spaces to bustling towns and historic landmarks, there really is something for everyone to enjoy in this beautiful area. Escape the hustle and retreat to glorious greenery and rolling hills, pack your bags for a weekend getaway and discover one of the picture-perfect market towns, enjoy a chic city break and delve into the fascinating history of St.Albans, or bring smaller adventurers along for farmyard fun, adrenaline-fuelled days out and even a touch of magic, the opportunities here are endless. So what are you waiting for? Lace up those exploring boots, grab those suitcases and head along to your next adventure in Hertfordshire...



# What's in Herts?

## FAMILY FUN ATTRACTIONS

- Paradise Wildlife Park
- Ventura Wildlife Park
- Vertigo Adventures
- Willows Activity Farm
- Warner Bros. Studio Tour London
- Standalone Farm
- The XC
- National History Museum, Tring
- Frogmore Paper Mill
- The Snow Centre

## COUNTRYSIDE, OUDOORS & GOLFING

- The Grove Hotel
- Hanbury Manor Country Club
- Benington Lordship Gardens
- Ashridge Estate (National Trust)
- Cassiobury Park
- Fairlands Valley Park
- Aldenham Country Park
- Aylett Nurseries
- Rickmansworth Aquadrome
- Tring Park
- Verulamium Park, St Albans
- Gadebridge Park
- Leavesden Park
- Golf at Brocket Hall
- Heartwood Forest

## FOOD & DRINK

- Auberge du Lac at Brocket Hall
- Tring Brewery
- Brewery Tearooms
- Cinnamon Square
- Puddingstone Distillery
- The Mad Squirrel Brewery
- The View
- Lussmanns Fish & Grill
- Rump & Wade at Hotel Cromwell
- Ye Olde Fighting Cocks
- Dalling & Co. Kings Langley

## ICONIC ATTRACTIONS

- Brocket Hall
- Hatfield House
- St Albans Cathedral
- Knebworth House

## FAMOUS FACES

- Lewis Hamilton
- George Orwell
- George Bernard Shaw
- Jess Stretton
- Henry Moore
- Samuel Ryder
- Lord Byron
- Samuel Pepys
- Sir Arthur Conan Doyle
- Laura Trott
- Max Whitlock
- Grahame Greene

## ACCOMMODATION

- The Grove Hotel
- Champneys Tring & Champneys Henlow
- Hanbury Manor Marriott Hotel & Country Club
- De Vere Theobalds Park
- Hotel Cromwell
- Brocket Hall
- Sopwell House
- Torrington Hall
- St Albans Noke Hotel
- Abodebed
- Pendley Manor Hotel
- Cheshunt Marriott Hotel
- Down Hall Hotel
- The Stables - Country Retreat
- Holiday Inn, Elstree
- Camping and Caravanning Club
- Tewin Bury Farm
- Melbourne Lodges,
- Brocket Hall

## ARTS, CULTURE & SHOPPING

- Letchworth Heritage Foundation
- St Albans Cathedral
- Natural History Museum, Tring
- Hertford Theatre
- Gordon Craig Theatre
- Verulamium Museum St Albans
- Henry Moore Studios & Gardens
- St Albans Museum + Gallery
- intu Watford
- Watersmeet Theatre





# Hertfordshire's Year of Culture

Culture is taking centre stage in Hertfordshire this year as part of a year-long campaign that aims to showcase Hertfordshire's creative opportunities. The Hertfordshire Year of Culture 2020 (HYOC2020), sees a whole host of activities, special events and experiences taking place across its 12-themed months, each looking to celebrate all things creative, share our cultural experiences and explore our wonderful heritage. With the **IndianRaga Festival 2020, Hertfordshire Schools' Gala, Festival of Ideas, Imagine Watford** festival and **Welwyn Garden City Centenary**, there's so much to look forward to during this extraordinary year. HYOC2020 calls on local individuals and organisations who deliver creative, cultural and heritage activities throughout the area for visitors and residents alike to get involved in, so there's no better time to visit our wonderful county. Please do join us in 2020 to celebrate, share and enjoy Hertfordshire's cultural offer!



# Welwyn Garden City's Centenary


2020 marks 100 years of the second garden city in England, Welwyn Garden City, and the Centenary Foundation is working with the local community to put on an incredible range of celebratory events throughout 2020. Signature events include **Garden City Lights**—a fantastic light and laser show in the town centre, a **Centenary Heritage Walk**, the **World Food Festival**, **Screen on The Green**, celebrations of music and dance, a huge Carnival and even a royal visit! And it doesn't end there! Along with the fantastic offering of events, the city are also offering free wifi and a range of deals to be enjoyed all around the area to its visitors. With all this and more in store, there's quite truly something going on for everyone in Welwyn Garden City this year, making it the perfect time to visit us! We can't wait for you to join us in celebrating, sharing and enjoying Hertfordshire's cultural offer!

**For more information, visit the website [www.wgc100.org](http://www.wgc100.org)**






# Key Events 2020

## January

- Welwyn Garden City Centenary Launch  
- Hogwarts in the Snow, Warner Bros 

## February

- Love Welwyn Garden City 10k 
- Festival of Literature, Bishop's Stortford College  


## March

- City of Trees Launch, WGC 

## April

- Welwyn Hatfield Rotary Walk 
- Hertford Arts Festival  
- Herts Big Weekend   




## May

- Hertfordshire Country Show   
- Rickmansworth Festival   

## June

- Carnival at the Castle, Hertford Castle  
- The Alban Pilgrimage    
- Hertfordshire Festival of Music   

## July

- Farr Festival, Baldock   



# Key Events 2020

## August

- Meraki Festival, St. Albans  
- Benington Chilli Festival 








## September

- Balstock Music Festival  
- St. Albans Food & Drink Festival 

## October

- Old Town Halloween Party, Hemel Hempstead 

## December

- Harpenden Christmas Carnival  
- St. Albans Christmas Market  
- Winter in Watford 
- Stevenage Town Centre Christmas Market 
- Harry Potter in the Snow 

## Key

Arts & Culture



Family



Active & Outdoors



Food & Drink



Heritage



# What can Visit Herts do to help?

Our PR team is happy to create bespoke press trips to suit your publication or feature needs, and can liaise with our partners to ensure you get the best out of your trip to Herts. We welcome pitches from bloggers and vloggers, and can support trips through social media and with bespoke digital activity.

We can assist with:

- Story ideas & feature planning
- Itineraries for press trips
- Familiarisation visits
- Introductions to attractions, accommodation and destinations
- Hi-res images
- Regular news updates and social media liaison
- Meals, accommodation and public transport

Lana Crouch

Brand Manager

Email: [lane.crouche@visitherts.co.uk](mailto:lane.crouche@visitherts.co.uk)

Tel: 01227 812904

Ria Carpenter

Marketing Assistant

Email: [ria.carpenter@visitherts.co.uk](mailto:ria.carpenter@visitherts.co.uk)

Please visit [www.visitkentbusiness.co.uk](http://www.visitkentbusiness.co.uk) for media & industry updates

[/VisitHerts](#)



[@VisitHertsUk](#)



[@VisitHertsUk](#)

