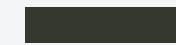


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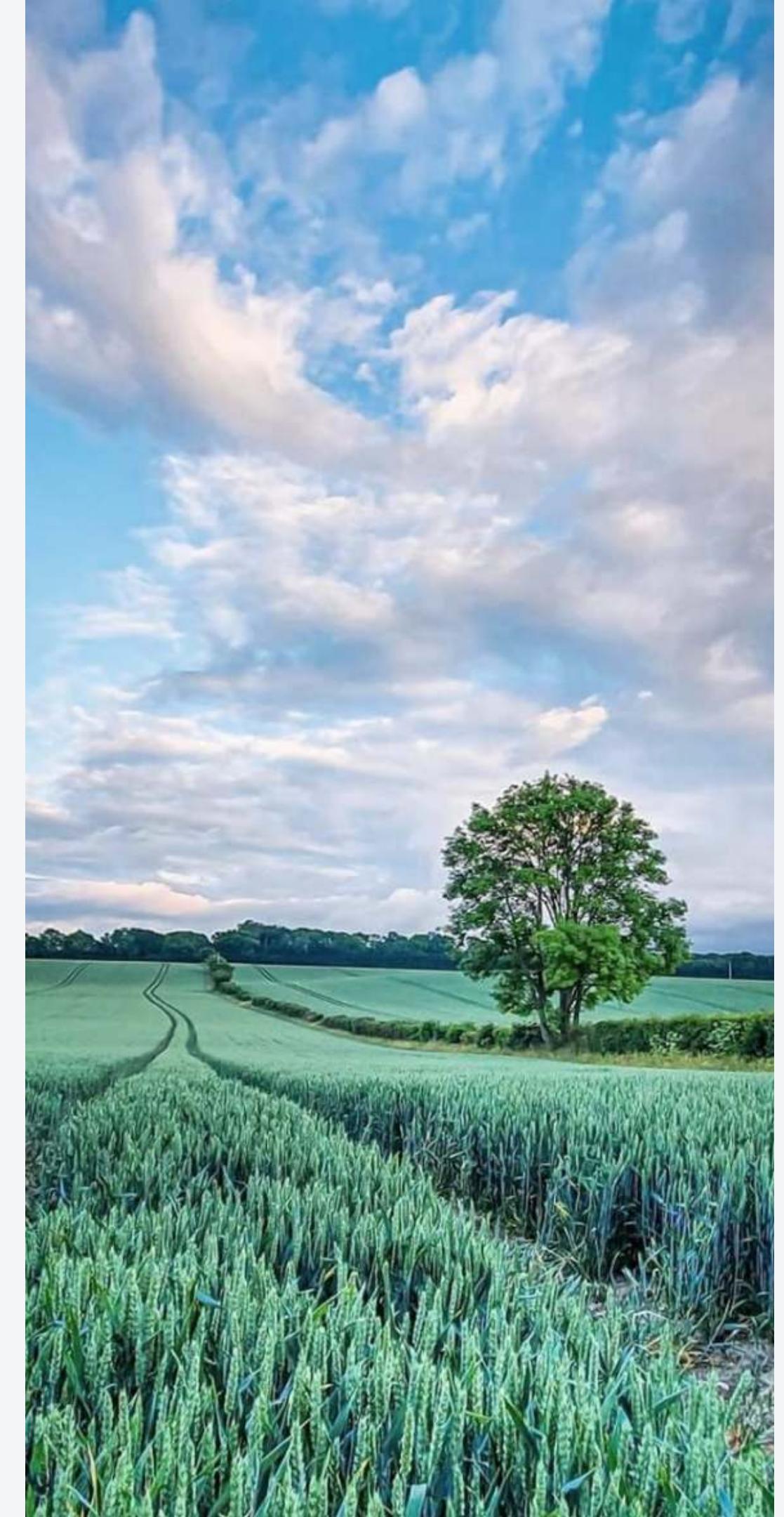
Looking ahead to 2021 in Hertfordshire...

As the UK continues to navigate these extremely challenging times, we at Visit Herts will be looking forward to welcoming you back to our wonderful county in the near future, as soon as it is safe and responsible to do so.

To help whet your appetite, and inspire you for a future visit or potential feature inclusion, we've come up with a list of things to keep an eye out for across the county this year.

Before you do embark on your 2021 bucket list quest, please ensure you check our partner websites as many attractions and locations will be requesting that you pre-book. There may also be new procedures in place in order to keep their staff and visitors safe.

Why not take a look at our guidance on how to best Respect, Protect and Enjoy our array of Hertfordshire attractions and landscapes?





Hertfordshire is bursting with new, historic and exciting places to visit, so you're sure to find that special something to tick off your adventure bucket list.

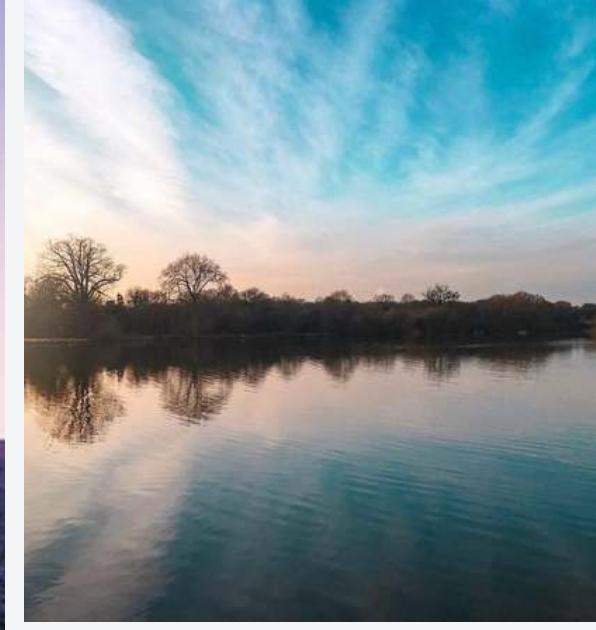
From miles of stretching countryside and wide open spaces to bustling towns and historic landmarks, there really is something for everyone to enjoy in this beautiful area.

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...

First things first, why choose Hertfordshire?

Hertfordshire's key stories & events for 2021





Visit Herts is proud to be part of the US Connections Discover England Fund project.

The project highlights the cultural and historical links between our two nations, and focuses on the following themes which have been identified as being the most appealing to US visitors:

- United Allies: Highlighting the WWII connections between the US and UK
- Old Stories of the New World: Show-casing stories of migration from UK to the US
- Origins of Faith: Faith and religion
- Ancestral Services: Highlighting the places and resources US visitors can access to trace their family history tapping into the significant ancestral tourism market

US Connections



Proms at Hatfield House

A key message for 2021 sits quite closely to one set out in the 1940s – the wartime spirit of togetherness. Celebrating that community, Hatfield House is holding their 'Battle Proms' on 17th July for its 19th edition. Think plenty of British staples – a picnic in the summer evening sunshine, flag waving, all set to classic favourites such as Rule Britannia and Land of Hope and Glory, topped with musical firework displays!

Dogfest at Knebworth House

The happy go lucky nature of dogs shouldn't go unnoticed and there's a total celebration of them happening on the 11th and 12th September at Knebworth House. Plenty of activities will keep your pooch happy from Pup Paddle Boarding, Ultimate Frisbee and Puppy Academy, and we're sure it'll keep your Instagram feed full too! Once you've tired them out shop for some unique treats and supplies, topped off with some food and drink for you too.



Warner Bros. Celebration of Slytherin

The House of Slytherin may well have been the darker of those in Harry Potter, however it's bringing some light to 2021. Back by popular demand the Celebration of Slytherin returns from 23rd January to 15th September, and will bring with it some of the world class collections that the Studio Tour is known for. You'll be able to spot Malfoy's original costumes, the Slytherin common room and many more of the authentic props that created the house's shadowy ambience.

Sky Studios Elstree Development

Lights, camera, action! Hertfordshire already has a rich film heritage, being home to two major studios and with estates, towns and hot spots that have featured in some seriously big box office hits. To add to this, work began in 2020 on the exciting Sky Studios Elstree; a world-leading, state-of-the-art film & TV studio – set to open in 2022. Sky Studios Elstree is to become a leading European studio with 14 stages and cutting-edge tech. This major project is expected to bring 2000 new jobs and £3bn production investment in UK creative sector, in the first five years alone.



Heritage: Historic & Iconic Sites

Key Themes & Relevant Product:

- Discover magnificent St Albans Cathedral - the oldest site of continuous Christian worship in Britain, and home to the longest nave in England.
- Famous worldwide for its rock concerts and as the home of Victorian novelist Edward Bulwer Lytton, Knebworth House has been home to the Lytton family for over 500 years.
- Hatfield House is the current home to the 7th Marquess and Marchioness of Salisbury, however, it was in the grounds of Hatfield House where Elizabeth I received news of her accession to the throne.
- Verulamium is a partially excavated Roman town located in St Albans, Hertfordshire. Prior to the Romans establishing a settlement, the town was the centre of the Iron Age Catuvellauni tribe from around 20 BCE.
- As the world's first Garden City, Letchworth Garden City offers something quite different, with its unique heritage and some interesting places to explore.
- Sit back and enjoy a pint as you find out all there is to know about St Albans' Ye Olde Fighting Cocks, Britain's oldest pub dating back to the 8th Century (if these walls could talk!)
- Visit the world's oldest mechanised paper mill and the birthplace of paper's industrial revolution at Frogmore Paper Mill.
- Visit the former home of Queen Elizabeth the Queen Mother. St Paul's Walden Bury is a charming small stately home with a notable 18th century landscape garden, covering over 50 acres.



Outdoors: Landscapes & Coast

Key Themes & Relevant Product:

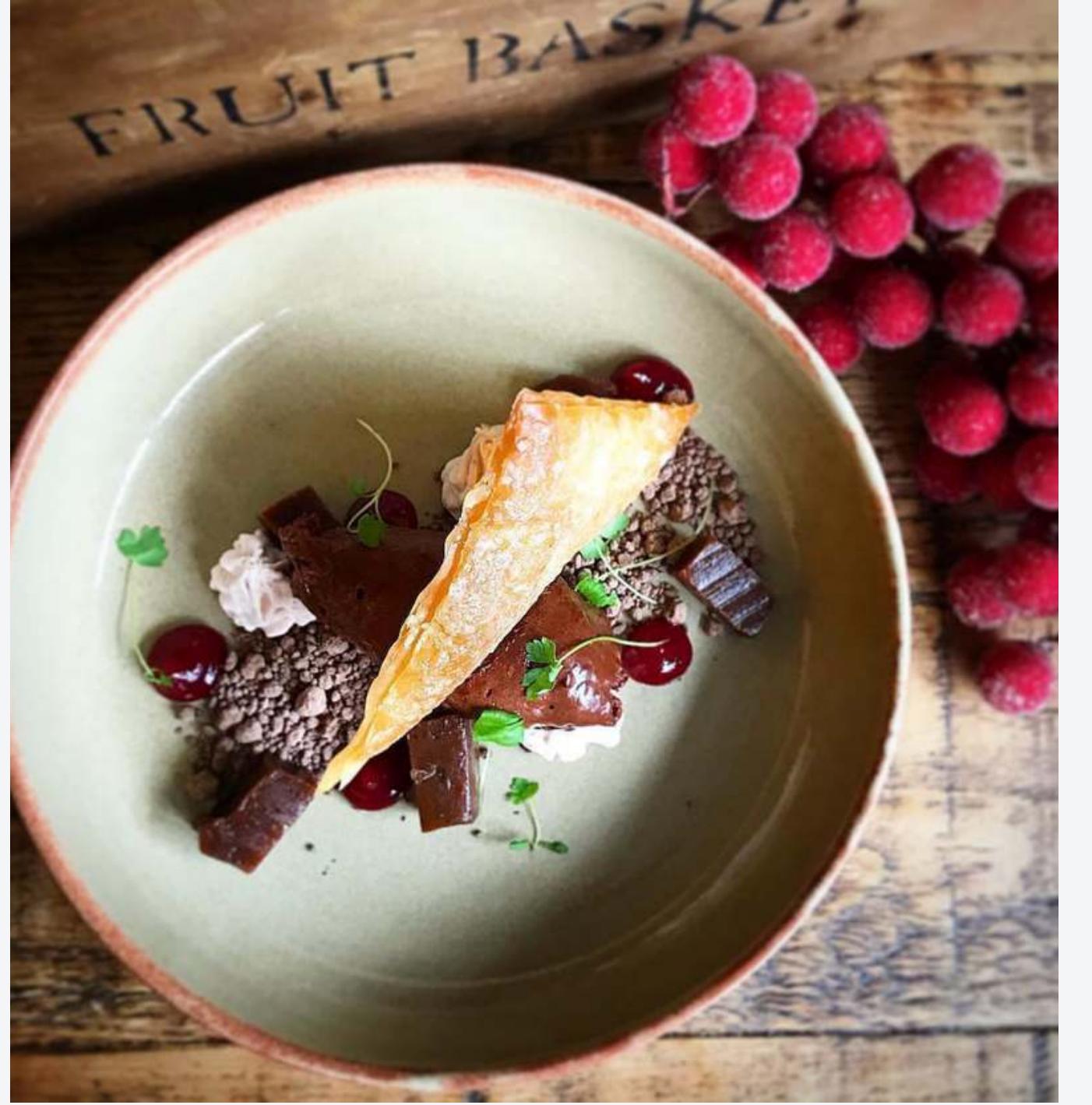
- Hertfordshire's landscape is comprised of over 1,600 km², encompassing winding footpaths, glorious gardens, wonderful waterways, and exciting cycle trails.
- At Tring Park, explore more than 250 acres of sweeping panoramas, open parkland, mixed woodland and rare chalk grassland across the Chilterns Area of Outstanding Natural Beauty.
- Proud hosts of the British Masters 2016, The Grove is one of England's finest luxury golf courses; with immaculate championship condition greens all year round (it's so good, even Barack Obama has played a round here!)
- From the scenic banks of the rivers Ver, Beane, Stort and Mimram to the bustling Grand Union Canal and the Olympic experience at the Lee Valley White Water Centre, there are plenty of adventures to be had along Herts' waterways.
- Many of Hertfordshire's gloriously green parks sport the coveted Green Flag award, the ultimate benchmark for some of the best outdoor spaces in the UK and across the world.
- At Ashridge Estate explore 5,000 stunning acres of the Chiltern Hills by foot or by bike.
- With 25 miles of lavender to wander through and pick, you won't be able to stop without taking a photo and breathing in the fragrant air at stunning Hitchin Lavender.



Arts & Culture

Key Themes & Relevant Product:

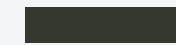
- Possibly the most famous stop for Harry Potter fans in England is the studios where the films were shot. Enjoy a completely immersive experience into the set of the famous movies at the Warner Bros. Studio Tour, London.
- Hertfordshire has a rich film heritage, being home to two major studios (Elstree and Leavesden) and with estates, towns and hot spots that have featured in some seriously big box office hits.
- Sky has been given the green light to start building a new "state-of-the-art film and TV studio", close to Hertfordshire's own Elstree Studios. The studio is set to open in 2022.
- Henry Moore Studios & Gardens, near Much Hadham, is where Henry Moore, created some of his greatest work. A visit offers you the chance to experience world-famous sculptures in a beautiful outdoor setting.
- Watch a show at one of Hertfordshire's wonderful theatre venues, including Hertford Theatre, Watford Palace Theatre, and Gordon Craig Theatre.
- Spark your curiosity at one of the county's many museums. Make a beeline for St Albans Museum + Gallery, or NHM Tring.
- 2020 was the Hertfordshire Year of Culture.
- Hertfordshire has links to many well-known artists, authors and creatives throughout history including: Henry Moore, George Orwell, George Bernard Shaw, Lord Byron, and Samuel Pepys.



Food & Drink

Key Themes & Relevant Product:

- Named the oldest pub in Britain, Ye Olde Fighting Cocks offers a warm welcome, charm and sensational local food and drink, tucked away just a short stroll from St Albans Cathedral.
- Hertfordshire's first gin distillery (Puddingstone Distillery) opened its doors in November 2016 to critical acclaim. Their award winning London Dry, Cask Aged and Navy Strength Campfire gin is distilled, bottled and labelled on site.
- At The Grove Hotel tantalise your taste buds at The Glasshouse, feast on sweet and savoury treats with a picnic hamper or enjoy an after dinner tipple in the hotel's newly refurbished Lounges and terrace.
- Enjoy a quintessentially British Afternoon Tea at one of Hertfordshire's many fantastic hotel venues, including Hanbury Manor, Cromwell Hotel, Tewin Bury Farm Hotel, and Sopwell House.
- It's said that the Alban Bun - the precursor to the traditional Easter Hot Cross Bun - originates in St Albans where Brother Thomas Rocliffe, a 14th Century Monk at St Albans Abbey, developed the original recipe.
- Enjoy a trip to Lussmanns. This award-winning independent brasserie group 'doing Hertfordshire proud' (The Good Food Guide 2017) has five popular restaurants across the county.



How can Visit Herts help you?

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 Hertfordshire. We welcome pitches from bloggers and vloggers, and can support trips through social media with bespoke digital activity.

We can assist you 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

Please contact Lana Crouch (PR & Brand Manager) for further assistance:

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