



VISIT HERTS

# HERTFORDSHIRE'S VISITOR ECONOMY



GO TO PLACES

This infographic summarises the volume and value of tourism and the impact of visitor expenditure on the local economy in 2019. The results are derived using the Cambridge Economic Impact Model under licence by Destination Research Ltd.

WE HOPE YOU ENJOY THE NUMBERS!

## 29M VISITORS



## £2.4BN VALUE



## 43,390 JOBS

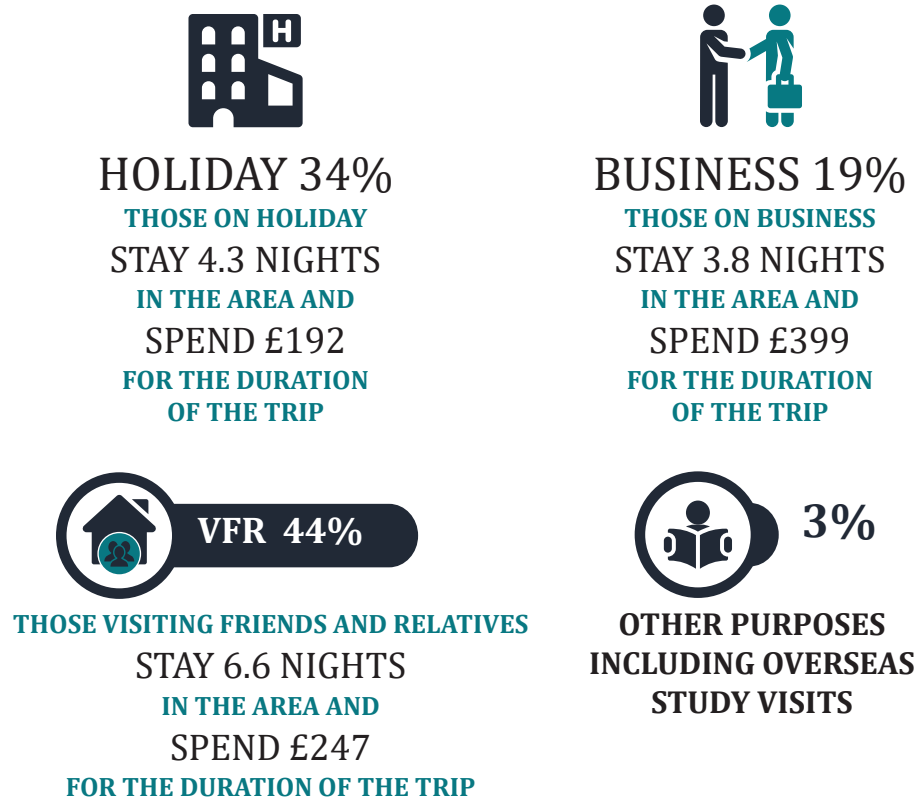


### HERTFORDSHIRE'S PERFORMANCE

2017 → 2019

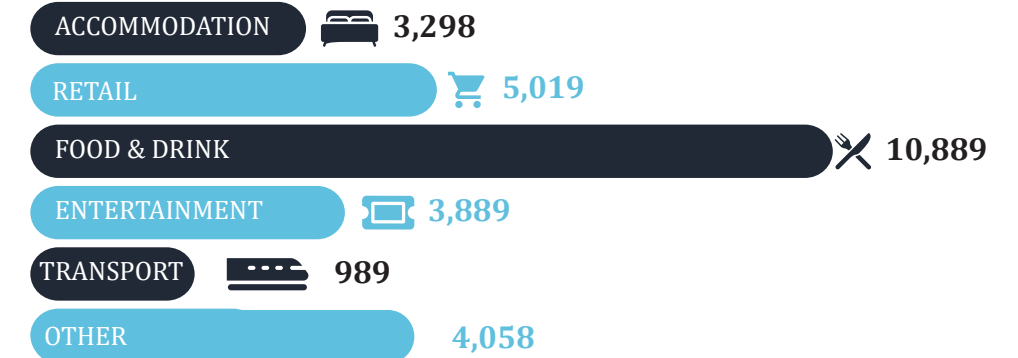


### PURPOSE OF TRIP TO HERTFORDSHIRE

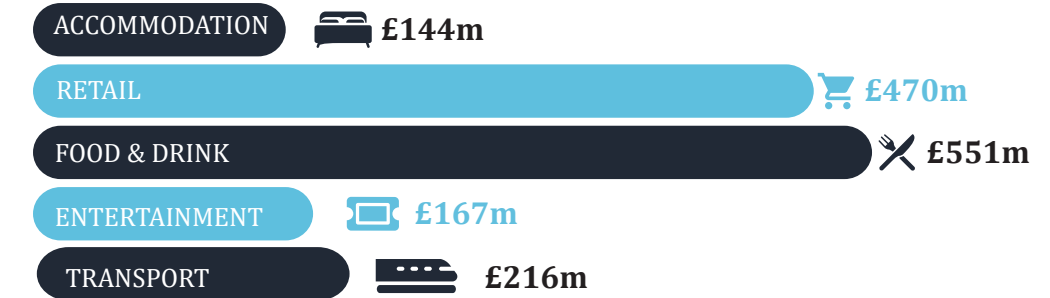


### VALUE AND VOLUME

#### TOURISM JOBS



#### DIRECT EXPENDITURE



### VISITOR BREAKDOWN





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# HERTFORDSHIRE'S VISITOR ECONOMY



GO TO PLACES

## ST ALBANS

2.2 MILLION VISITORS  
£210 MILLION VALUE  
3,548 JOBS

## DACORUM

3.6 MILLION VISITORS  
£287 MILLION VALUE  
4,831 JOBS

## WATFORD

2.1 MILLION VISITORS  
£176 MILLION VALUE  
3,162 JOBS

## THREE RIVERS

3.5 MILLION VISITORS  
£211 MILLION  
3,603 JOBS

## HERTSMERE

1.5 MILLION VISITORS  
£135 MILLION VALUE  
2,646 JOBS

## NORTH HERTS

3.0 MILLION VISITORS  
£222 MILLION VALUE  
4,062 JOBS

## STEVENAGE

1.9 MILLION VISITORS  
£150 MILLION VALUE  
2,725 JOBS

## EAST HERTS

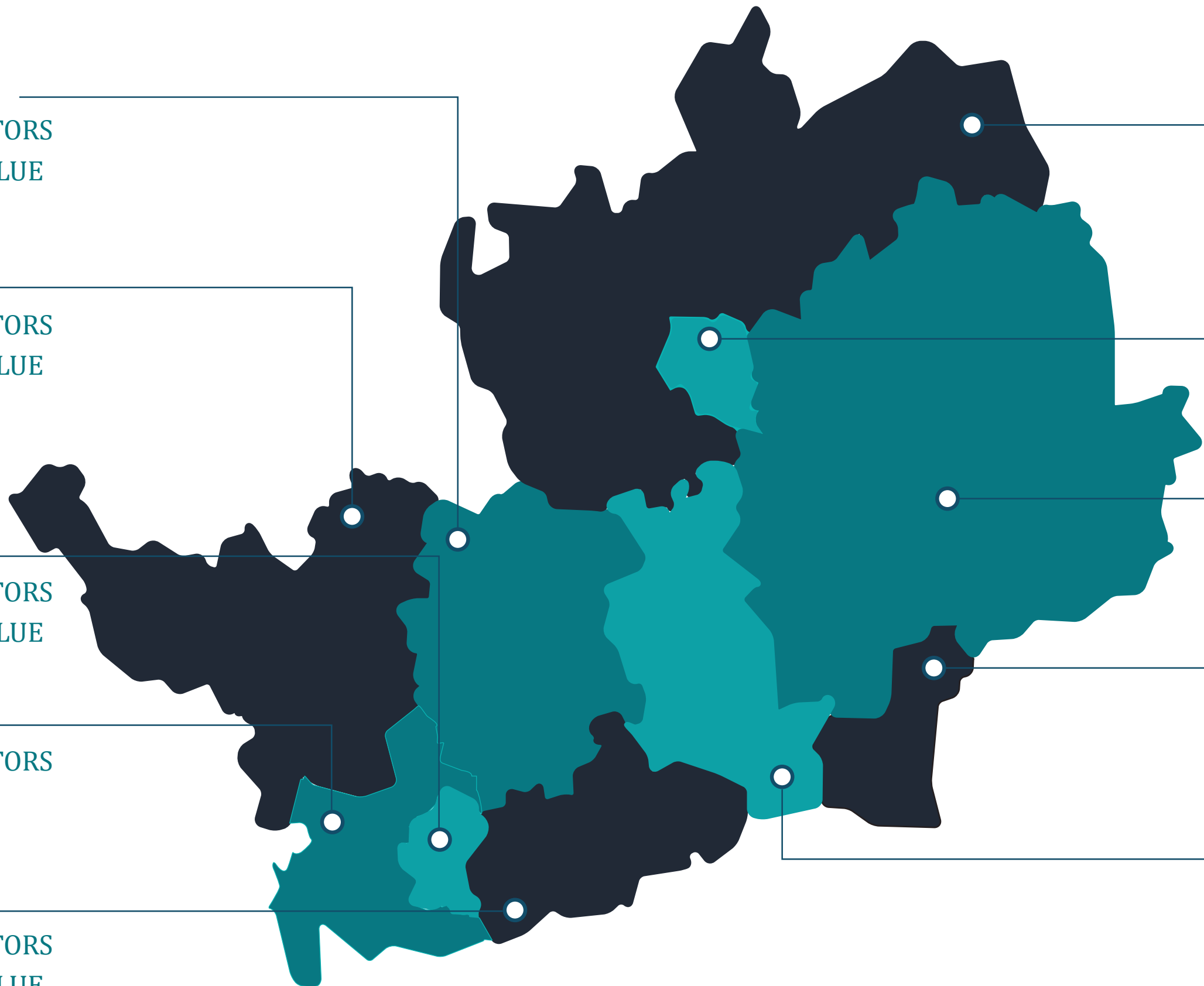
4.5 MILLION VISITORS  
£293 MILLION VALUE  
5,497 JOBS

## BROXBOURNE

1.4 MILLION VISITORS  
£119 MILLION VALUE  
2,226 JOBS

## WELWYN HATFIELD

2.0 MILLION VISITORS  
£207 MILLION VALUE  
3,461 JOBS



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