



VISIT HERTS

HERTFORDSHIRE'S VISITOR ECONOMY



GO TO PLACES

The ongoing COVID-19 pandemic has caused global disruption to the visitor economy. The 2020 economic impact results show a significant drop in volume of trips and related expenditure, compared to 2019. To reflect the impact of the pandemic, the results for 2020 are based on a range of administrative sources and modelling work. The results also consider the impact of interventions such as the 'Eat Out to Help Out Scheme', the 'We're Good to Go' assurance scheme and the Job Retention Scheme, known as furlough.

14M VISITORS



£1.1BN VALUE

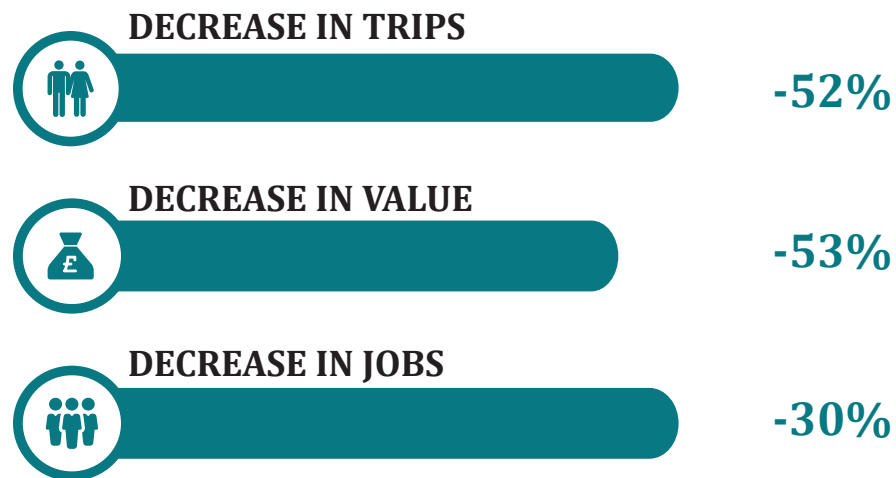


30,389 JOBS



HERTFORDSHIRE'S PERFORMANCE

2019 → 2020

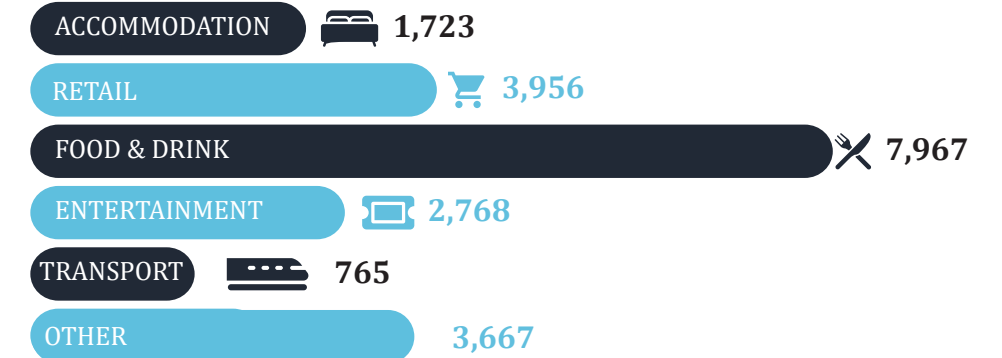


PURPOSE OF TRIP TO HERTFORDSHIRE

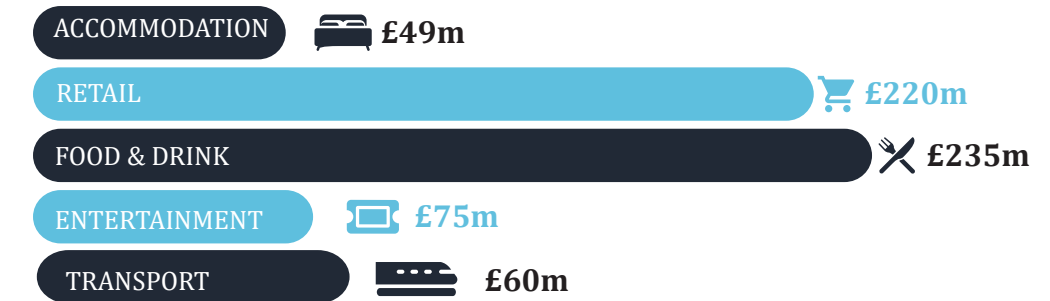


EMPLOYMENT AND VALUE

TOURISM JOBS



DIRECT EXPENDITURE



VISITOR BREAKDOWN



ST ALBANS

1.2 MILLION VISITORS
 £105 MILLION VALUE
 2,665 JOBS

DACORUM

2.0 MILLION VISITORS
 £142 MILLION VALUE
 3,600 JOBS

WATFORD

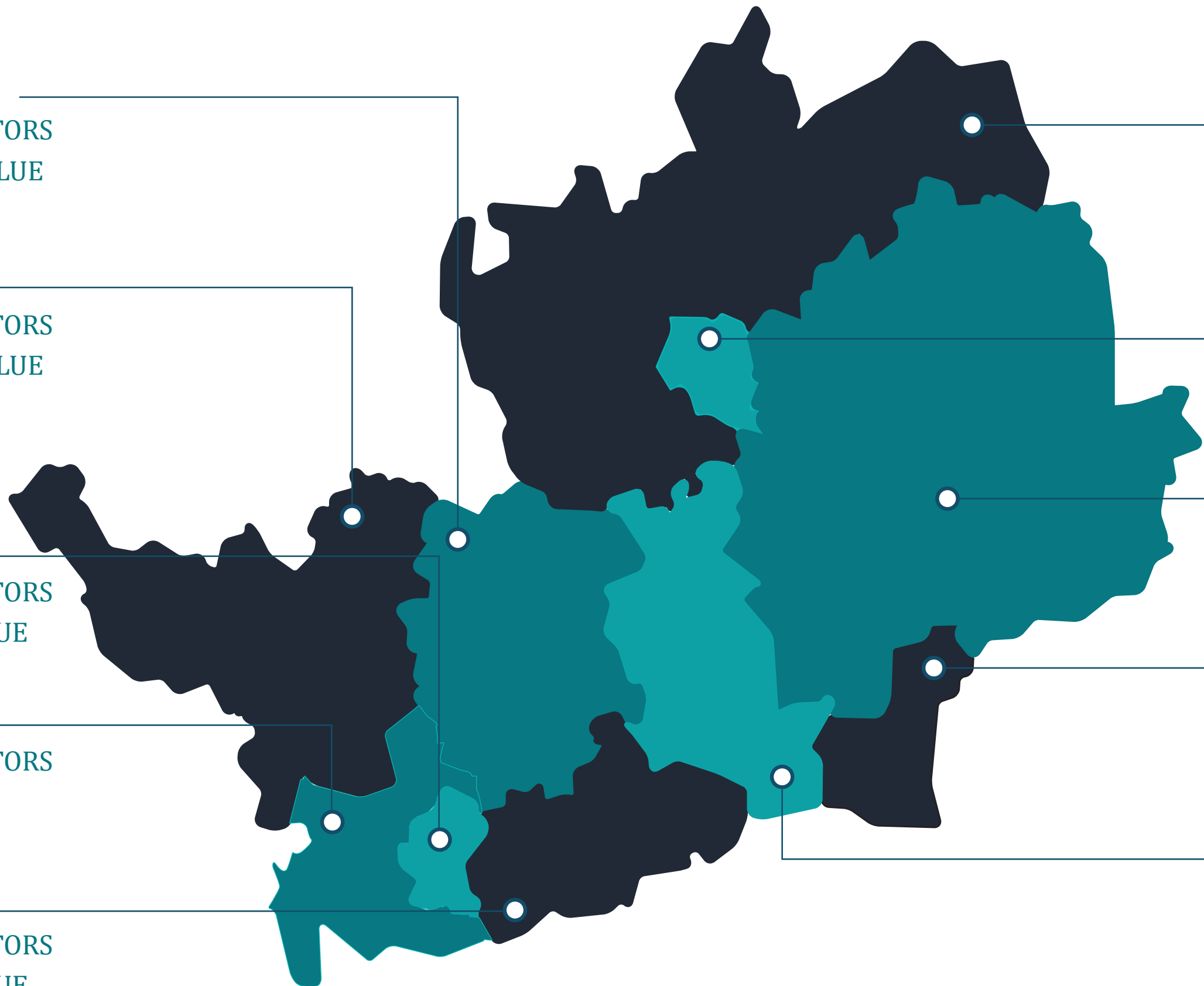
1.1 MILLION VISITORS
 £81 MILLION VALUE
 2,183 JOBS

THREE RIVERS

1.5 MILLION VISITORS
 £95 MILLION
 2,475 JOBS

HERTSMERE

0.9 MILLION VISITORS
 £65 MILLION VALUE
 1,938 JOBS



NORTH HERTS

1.8 MILLION VISITORS
 £116 MILLION VALUE
 3,208 JOBS

STEVENAGE

1.0 MILLION VISITORS
 £69 MILLION VALUE
 1,903 JOBS

EAST HERTS

2.5 MILLION VISITORS
 £151 MILLION VALUE
 4,391 JOBS

BROXBOURNE

0.8 MILLION VISITORS
 £62 MILLION VALUE
 1,766 JOBS

WELWYN HATFIELD

1.2 MILLION VISITORS
 £110 MILLION VALUE
 2,738 JOBS



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