

HERTFORDSHIRE'S VISITOR ECONOMY



The COVID-19 pandemic has caused global disruption to the visitor economy. The 2021 economic impact results show a significant recovery in volume of trips and related expenditure, compared to 2020 but still below the levels seen in 2019.

In order to reflect the impact of the pandemic, the Cambridge Model results for 2021 are based on a range of administrative sources, local-level data and modelling work.

19.6 MVISITORS £1.6 BN VALUE 33,889 JOBS

PURPOSE OF TRIP TO HERTFORDSHIRE

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ENTERTAINMENT

TRANSPORT



HERTFORDSHIRE'S PERFORMANCE

2020. 2021



INCREASE IN VALUE

INCREASE IN JOBS

40%

39%

12%

STAY 4.9 NIGHTS **IN THE AREA AND** SPEND £174 FOR THE DURATION OF THE TRIP



HOLIDAY 60%

THOSE ON HOLIDAY

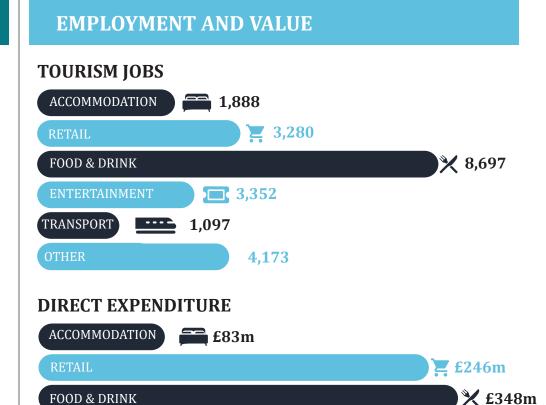
STAY 5.5 NIGHTS **IN THE AREA AND** SPEND £276 FOR THE DURATION OF THE TRIP

THOSE VISITING FRIENDS AND RELATIVES

BUSINESS 3% THOSE ON BUSINESS STAY 3.2 NIGHTS **IN THE AREA AND** SPEND £275 FOR THE DURATION **OF THE TRIP**



OTHER PURPOSES INCLUDING OVERSEAS STUDY VISITS



£125m

£116m

VISITOR BREAKDOWN



OVERNIGHT VISITORS

1.4 MILLION VISITORS

7.2 MILLION NIGHTS

£303 MILLION VALUE



DOMESTIC VISITORS

1.3 MILIION VISITORS

6.2 MILLION NIGHTS

£260 MILLION VALUE



OVERSEAS VISITORS

2%

128,200 VISITORS

1.0 MILLION NIGHTS

£43 MILLION

DAY VISITORS



18.2 MILLION VISITORS

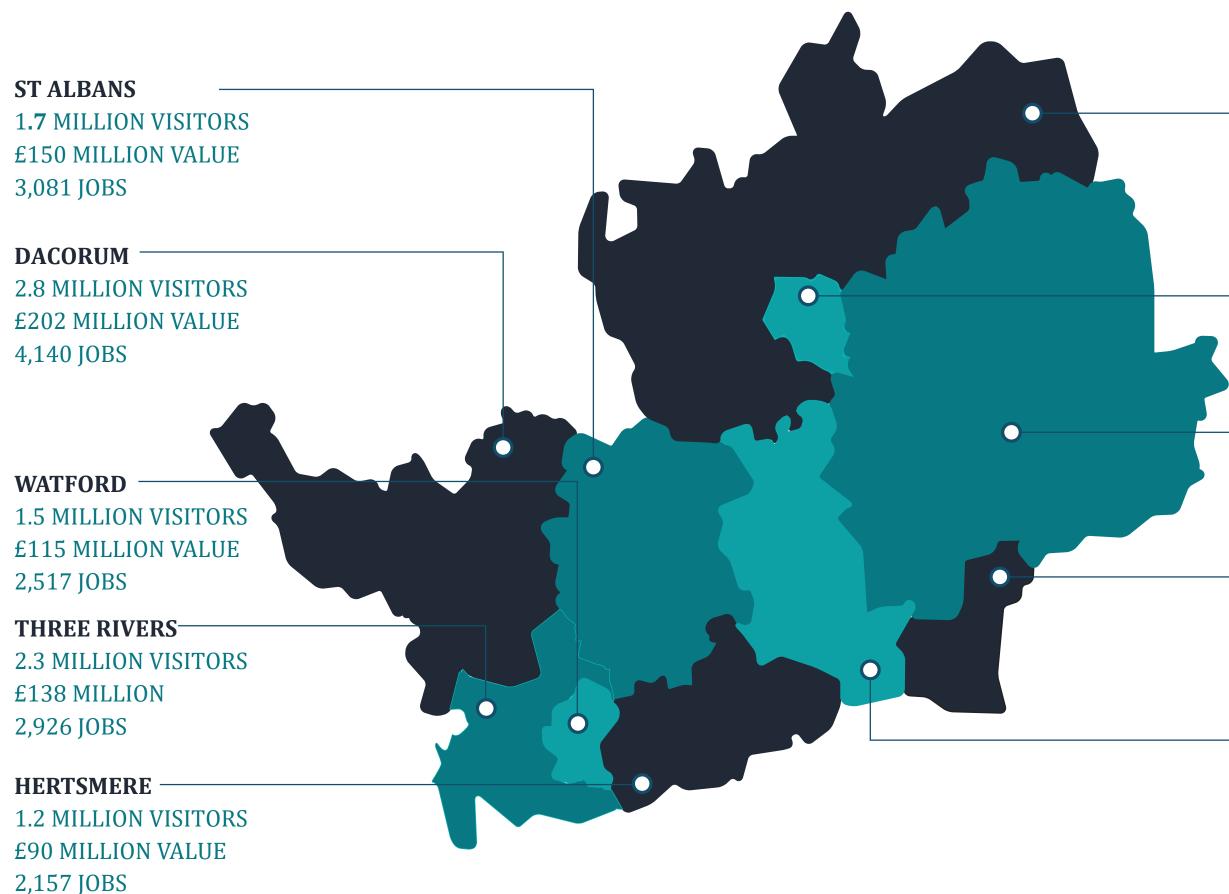


£691 MILLION VALUE



HERTFORDSHIRE'S VISITOR ECONOMY





NORTH HERTS

2.4 MILLION VISITORS £160 MILLION VALUE 3,573 JOBS

STEVENAGE

1.4 MILLION VISITORS
- £99 MILLION VALUE
2,177 JOBS

EAST HERTS

3.5 MILLION VISITORS £212 MILLION VALUE 4,854 JOBS

BROXBOURNE

1.1 MILLION VISITORS £86 MILLION VALUE 1,960 JOBS

WELWYN HATFIELD

1.6 MILLION VISITORS £147 MILLION VALUE 2,963 JOBS

