This report is based on findings from the Hertfordshire Annual Residents Research, which aims to gather valuable insights into the perceptions and impacts of tourism activity in the county.



KEY FINDINGS

Agreed that the overall impact of tourism on Hertfordshire is positive - with only **2%** selecting 'negative' & the remaining % selecting 'neutral/don't know'

Perceived Main Attraction

Museums/Historic sites Food & Drink/Film/TV









840

Hertfordshire Residents





Survey



96%

91%

Agreed tourism improves the local economy

Agreed tourism increases employment opportunities

94% Agreed tourism preserves historic buildings and monuments



In the last year...

Countryside

30%



65% took a leisure day trip in Herts16% took an overnight leisure trip in Herts





83%

Agreed tourism improves local investment

68% Agreed that tourism

limits parking spaces

available to local people



42% have had friends and relatives to stay in the last 6 months

76%

Consider film/TV productions to be a strength for Hertfordshire

54%

Of respondents' household finances have worsened in the last year





Of respondents agreed with the statement 'I live in a beautiful area'

Of respondents agreed that overall, they are very satisfied with their life

88%