

KEY FINDINGS

Perceived Main Attraction

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.



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



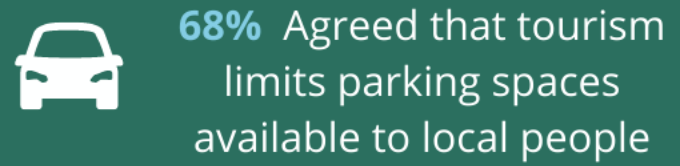
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Hertfordshire Residents



Online Survey



- 96%** Agreed tourism improves the local economy
- 91%** Agreed tourism increases employment opportunities
- 94%** Agreed tourism preserves historic buildings and monuments



In the last year...



65% took a leisure day trip in Herts
16% took an overnight leisure trip in Herts



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

