

HERTFORDSHIRE'S VISITOR ECONOMY



This infographic summarises the volume and value of tourism and the impact of visitor expenditure on the local economy in 2023. It provides comparative data against previously published data. The results are derived using the Cambridge Economic Model under licence by Destination Research Ltd.

The 2023 economic impact results show a significant recovery in volume of trips and related expenditure, compared to 2021.

27.4 MVISITORS £2.4 BN VALUE 42,973 JOBS

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11,203

HERTFORDSHIRE'S PERFORMANCE

2021-2023



INCREASE IN VALUE 52%

INCREASE IN JOBS

27%

PURPOSE OF TRIP TO HERTFORDSHIRE



HOLIDAY 51% **THOSE ON HOLIDAY** STAY 4.7 NIGHTS **IN THE AREA AND** SPEND £196 FOR THE DURATION OF THE TRIP



THOSE VISITING FRIENDS AND RELATIVES STAY 6.5 NIGHTS **IN THE AREA AND** SPEND £342 FOR THE DURATION OF THE TRIP



BUSINESS 15% **THOSE ON BUSINESS** STAY 3.6 NIGHTS **IN THE AREA AND** SPEND £454 FOR THE DURATION OF THE TRIP



OTHER PURPOSES INCLUDING OVERSEAS STUDY VISITS

EMPLOYMENT AND VALUE TOURISM JOBS ACCOMMODATION 3,939



DIRECT EXPENDITURE



5,740

3.388

VISITOR BREAKDOWN



OVERNIGHT VISITORS

1.9 MILLION VISITORS

10.1 MILLION NIGHTS

£560 MILLION VALUE



DOMESTIC VISITORS

1.6 MILIION VISITORS **6.9 MILLION NIGHTS**

£377 MILLION VALUE



OVERSEAS VISITORS

2%

363,600 VISITORS

3.2 MILLION NIGHTS

£183 MILLION VALUE

DAY VISITORS



25.5 MILLION VISITORS



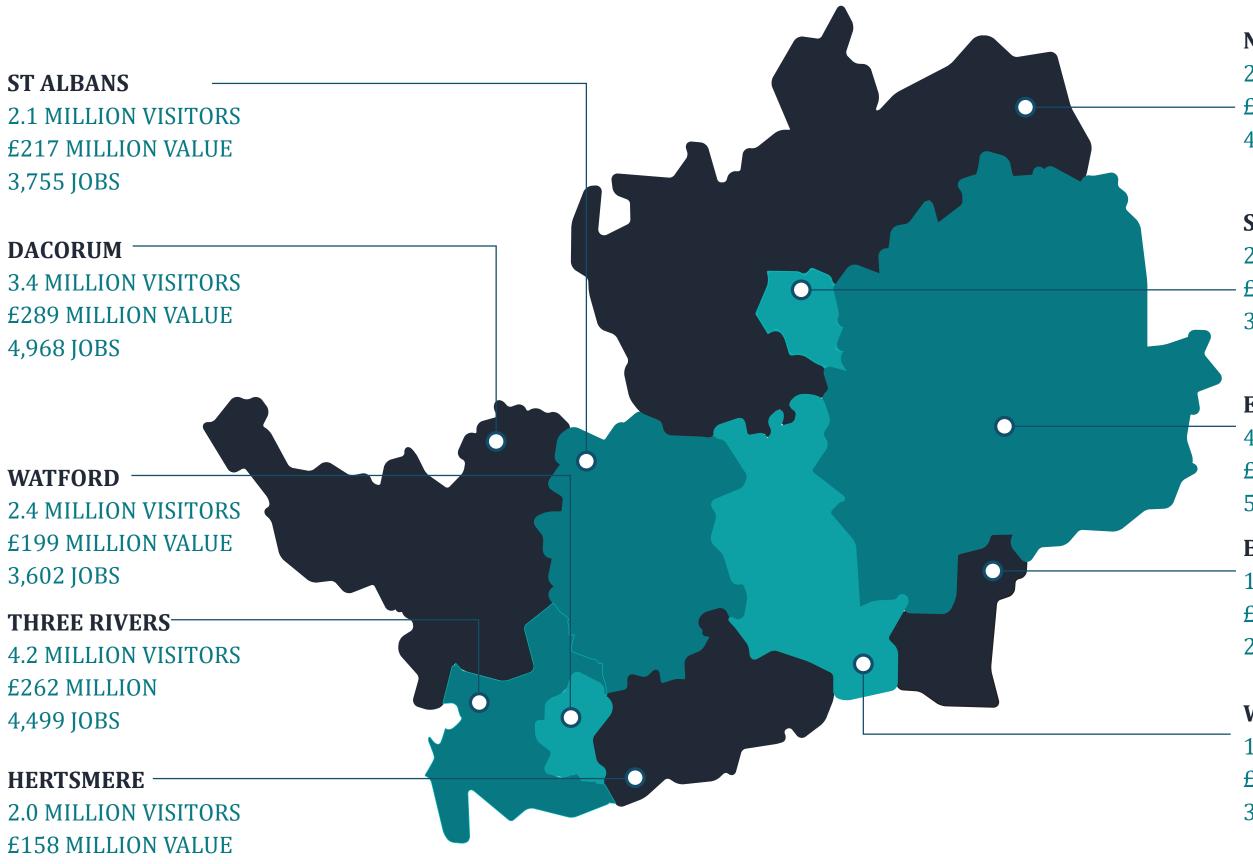
£962 MILLION VALUE



3,146 JOBS

HERTFORDSHIRE'S VISITOR ECONOMY





NORTH HERTS

2.9 MILLION VISITORS £221 MILLION VALUE 4,126 JOBS

STEVENAGE

2.4 MILLION VISITORS £173 MILLION VALUE 3,190 JOBS

EAST HERTS

4.3 MILLION VISITORS £290 MILLION VALUE 5,519 JOBS

BROXBOURNE

1.8 MILLION VISITORS £149 MILLION VALUE 2,826 JOBS

WELWYN HATFIELD

1.9 MILLION VISITORS £210 MILLION VALUE 3,577 JOBS

