

HERITAGE AND THE ECONOMY 2018

East of England

Heritage is an important source of economic prosperity and growth with a large number of economic activities occurring within it, dependent on it or attracted to it.

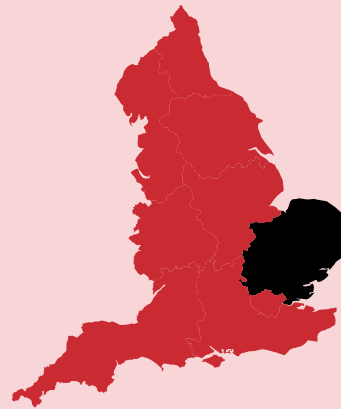
The heritage sector is an important source of economic prosperity and growth

total GVA of

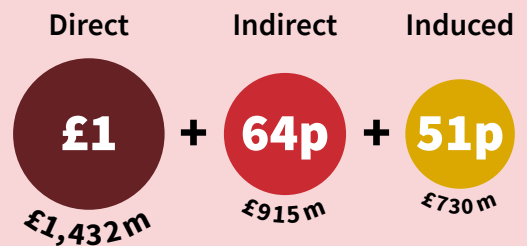
£3.1bn

(equivalent to 2% GVA in the East of England)

VALUE (GVA)



For every £1 of GVA directly generated, an additional £1.15 of GVA is supported in the wider economy



Heritage is an important employer in the East of England

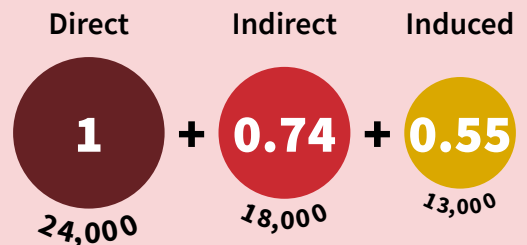
jobs total over

55,000

EMPLOYMENT



For every direct job created, an additional 1.29 jobs are supported in the wider economy



Heritage attracts millions of domestic and international tourists each year

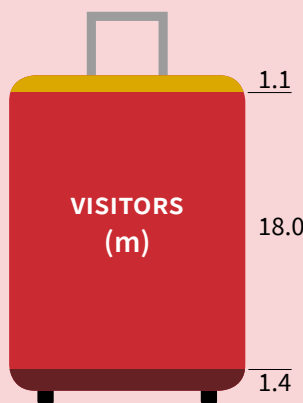
no. of visits

20.5m

tourist spend

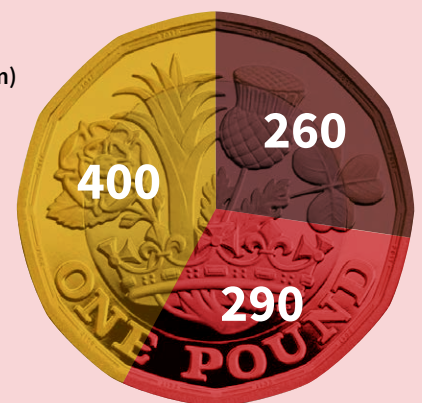
£950m

TOURISM



Visit / Spend (€m)

- International trip
- Domestic day visit
- Domestic overnight trip



HERITAGE COUNTS