

HERITAGE AND THE ECONOMY 2018

London

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.

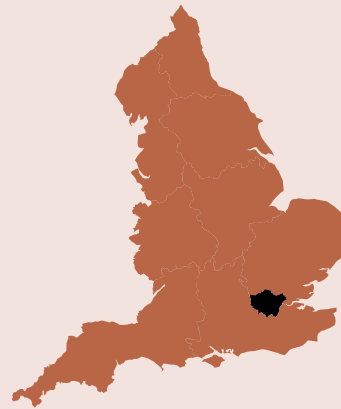
The heritage sector is an important source of economic prosperity and growth

total GVA of

£7.7bn

(equivalent to 1.9% GVA in London)

VALUE (GVA)

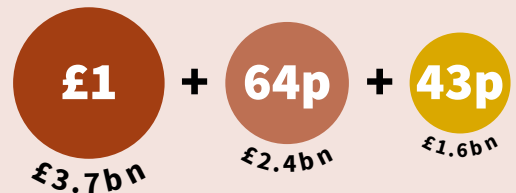


For every £1 of GVA directly generated, an additional £1.07 of GVA is supported in the wider economy

Direct

Indirect

Induced



Heritage is an important employer in London

jobs total over

88,000

EMPLOYMENT



For every direct job created, an additional 1.19 jobs are supported in the wider economy

Direct

Indirect

Induced



Heritage attracts millions of domestic and international tourists each year

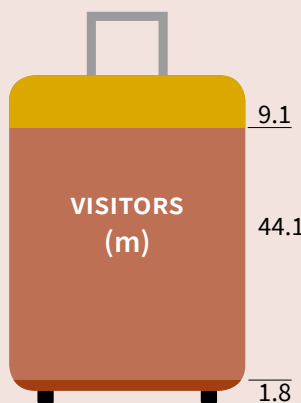
no. of visits

55m

tourist spend

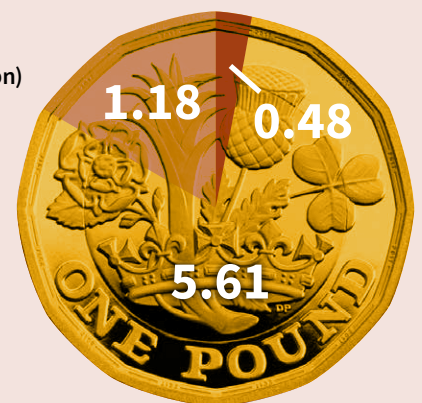
£7.27bn

TOURISM



Visit / Spend (£bn)

- International trip
- Domestic day visit
- Domestic overnight trip



HERITAGE COUNTS