

# HERITAGE AND THE ECONOMY 2018

## South West

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 2.4% GVA in the South West)

### VALUE (GVA)



For every £1 of GVA directly generated, an additional £1.10 of GVA is supported in the wider economy

Direct

Indirect

Induced



Heritage is an important employer in the South West  
jobs total over

# 53,000

### EMPLOYMENT



For every direct job created, an additional 1.21 jobs are supported in the wider economy

Direct

Indirect

Induced



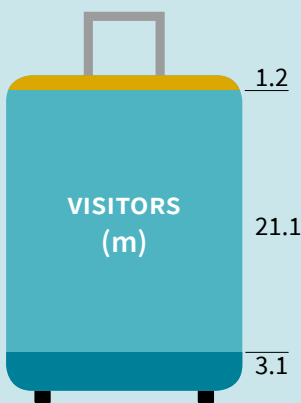
Heritage attracts millions of domestic and international tourists each year  
no. of visits

# 25.4m

tourist spend

# £1.74bn

### TOURISM



Visit / Spend (£m)

- International trip
- Domestic day visit
- Domestic overnight trip

