

HERITAGE AND THE ECONOMY 2018

West Midlands

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.

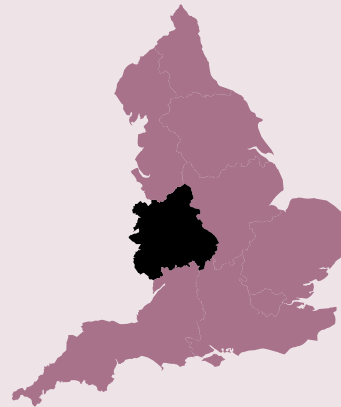
The heritage sector is an important source of economic prosperity and growth

total GVA of

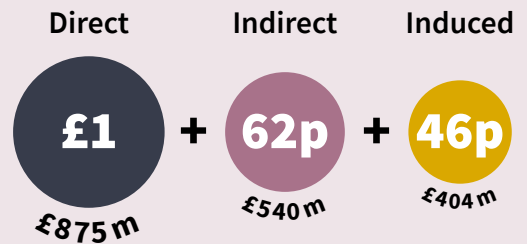
£1.8bn

(equivalent to 1.4% GVA in the West Midlands)

VALUE (GVA)



For every £1 of GVA directly generated, an additional £1.08 of GVA is supported in the wider economy



Heritage is an important employer in the West Midlands

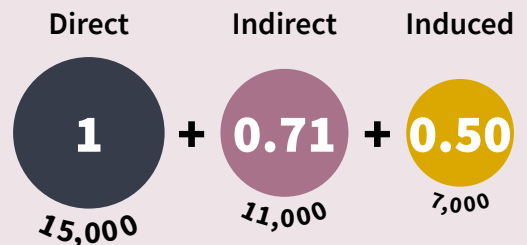
jobs total over

33,000

EMPLOYMENT



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



Heritage attracts millions of domestic and international tourists each year

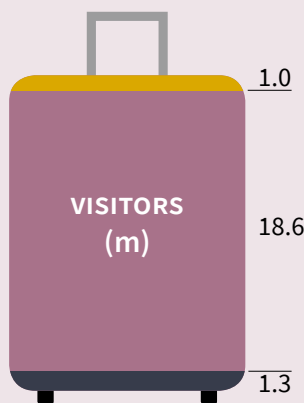
no. of visits

20.9m

tourist spend

£970m

TOURISM



Visit / Spend (£m)

- International trip
- Domestic day visit
- Domestic overnight trip

