

HERITAGE AND THE ECONOMY 2019

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.

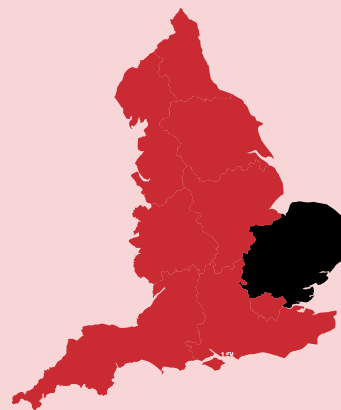
The heritage sector is an important source of economic prosperity and growth

total GVA of

£2.9bn

(equivalent to 1.8% 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

Direct

£1

£1,4bn

Indirect

64p

£874m

Induced

51p

£697m

Heritage is an important employer in the East of England

jobs total over

53,000

EMPLOYMENT



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

Direct

1

23,000

Indirect

0.74

17,000

Induced

0.55

13,000

Heritage attracts millions of domestic and international tourists each year

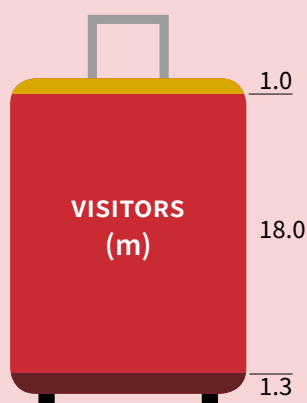
no. of visits

20.3m

tourist spend

£1bn

TOURISM

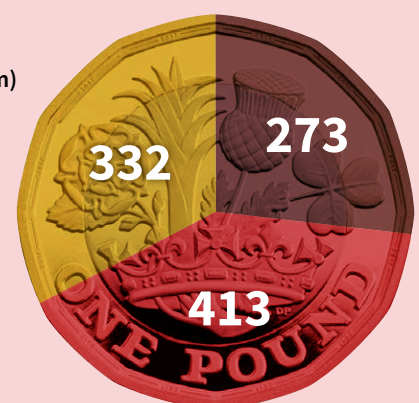


Visit / Spend (£m)

■ International trip

■ Domestic day visit

■ Domestic overnight trip



HERITAGE COUNTS