

# HERITAGE AND THE ECONOMY 2019

## London

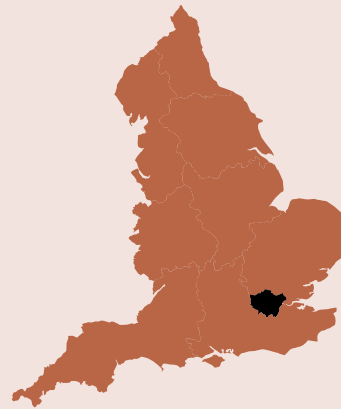
Heritage is an important source of economic prosperity and growth with a large number of economic activities occurring within it, dependent on it or attracted to it.

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

**£10.4bn**

(equivalent to 2.3% 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

**£1**

**£5bn**

Indirect

**64p**

**£3.2bn**

Induced

**43p**

**£2.2bn**

Heritage is an important employer in London  
jobs total over

**98,000**

### EMPLOYMENT



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

Direct

**1**

**45,000**

Indirect

**0.73**

**32,000**

Induced

**0.46**

**21,000**

Heritage attracts millions of domestic and international tourists each year

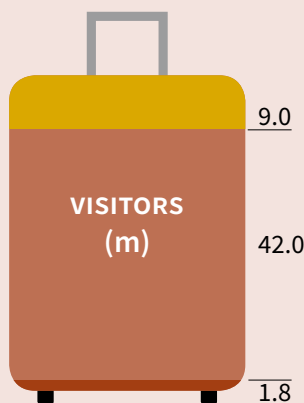
no. of visits

**52.8m**

tourist spend

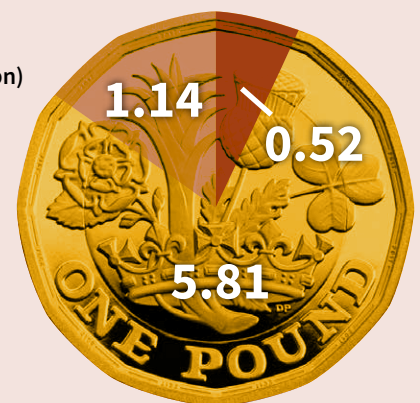
**£7.4bn**

### TOURISM



Visit / Spend (£bn)

- International trip
- Domestic day visit
- Domestic overnight trip



HERITAGE COUNTS