HERITAGE AND THE ECONOMY 2019

National

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. The total GVA is £31.0bn (equivalent to 1.9% of national GVA).

For every £1 of GVA directly generated, an additional £1.21 of GVA is supported in the wider economy.

Value (GVA)

<table>
<thead>
<tr>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
</tr>
</thead>
<tbody>
<tr>
<td>£1</td>
<td>£68p</td>
<td>£53p</td>
</tr>
<tr>
<td>£14.0bn</td>
<td>£9.6bn</td>
<td>£7.3bn</td>
</tr>
</tbody>
</table>

Employment

Heritage is an important employer in England. Jobs total over 464,000.

For every direct job created, an additional 1.34 jobs are supported in the wider economy.

Direct | Indirect | Induced |
--------|----------|---------|
1       | 0.78     | 0.56    |
198,000 | 155,000  | 111,000 |

Tourism

Heritage attracts millions of domestic and international tourists each year.

No. of visits: 218.4m, Tourist spend: £17.0bn

Visit / Spend (£bn)
- International trip: 9.3
- Domestic day visit: 4.3
- Domestic overnight trip: 3.4