

HERITAGE AND THE ECONOMY 2019

National

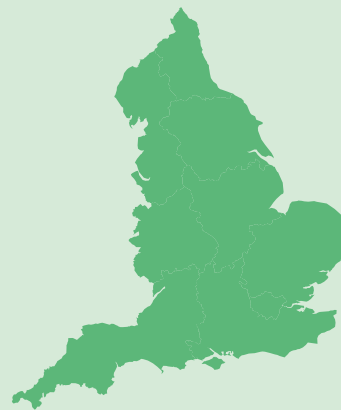
Heritage is an important source of economic prosperity and growth with a large number of economic activities occurring within it, dependent on it or attracted to it.

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

£31.0bn

(equivalent to 1.9% of national GVA)

VALUE (GVA)



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

Direct

£1

£14.0bn

Indirect

68p

£9.6bn

Induced

53p

£7.3bn

Heritage is an important employer in England
jobs total over

464,000

EMPLOYMENT



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

Direct

1

198,000

Indirect

0.78

155,000

Induced

0.56

111,000

Heritage attracts millions of domestic and international tourists each year

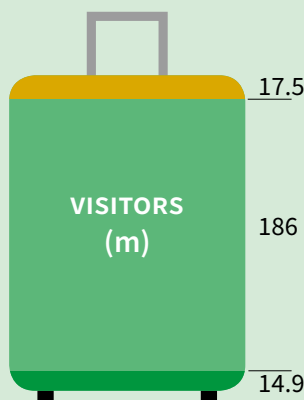
no. of visits

218.4m

tourist spend

£17.0bn

TOURISM

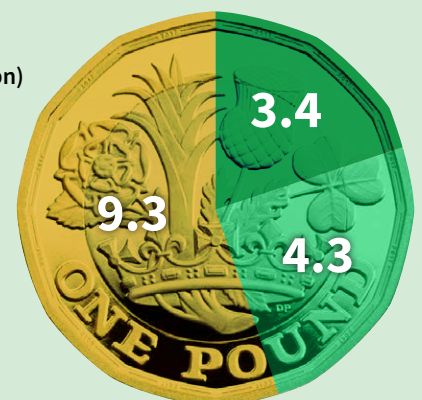


Visit / Spend (£bn)

International trip

Domestic day visit

Domestic overnight trip



HERITAGE COUNTS