

HERITAGE AND THE ECONOMY 2019

North East

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.

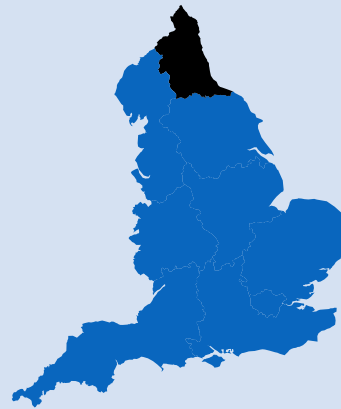
The heritage sector is an important source of economic prosperity and growth

total GVA of

£616m

(equivalent to 1.1% GVA in the North East)

VALUE (GVA)

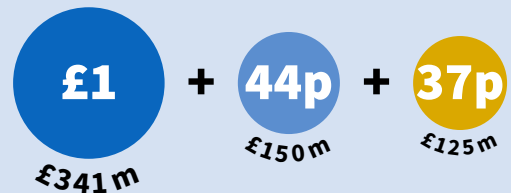


For every £1 of GVA directly generated, an additional £0.81 of GVA is supported in the wider economy

Direct

Indirect

Induced



Heritage is an important employer in the North East

jobs total over

12,000

EMPLOYMENT



For every direct job created, an additional 0.89 jobs are supported in the wider economy

Direct

Indirect

Induced



Heritage attracts millions of domestic and international tourists each year

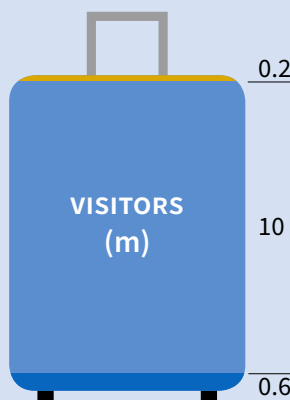
no. of visits

10.9m

tourist spend

£479m

TOURISM



Visit / Spend (£m)

- International trip
- Domestic day visit
- Domestic overnight trip

