

# HERITAGE AND THE ECONOMY 2019

## North West

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.

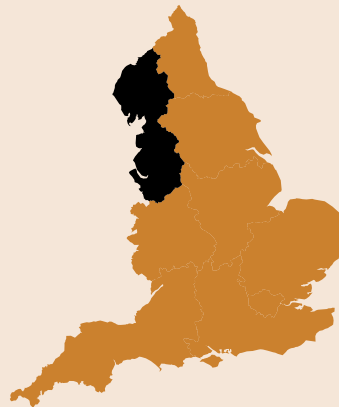
The heritage sector is an important source of economic prosperity and growth

total GVA of

**£2.5bn**

(equivalent to 1.4% GVA in the North West)

### VALUE (GVA)



For every £1 of GVA directly generated, an additional £1.13 of GVA is supported in the wider economy

Direct

**£1**

**£1.2bn**

Indirect

**65p**

**£779m**

Induced

**48p**

**£582m**

Heritage is an important employer in the North West

jobs total over

**46,000**

### EMPLOYMENT



For every direct job created, an additional 1.26 jobs are supported in the wider economy

Direct

**1**

**20,000**

Indirect

**0.74**

**15,000**

Induced

**0.52**

**11,000**

Heritage attracts millions of domestic and international tourists each year

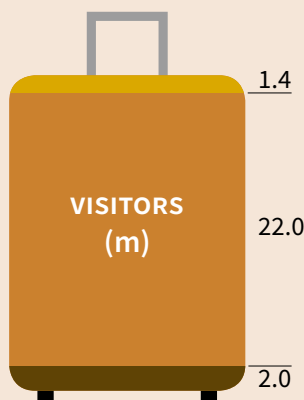
no. of visits

**25.4m**

tourist spend

**£1.62bn**

### TOURISM

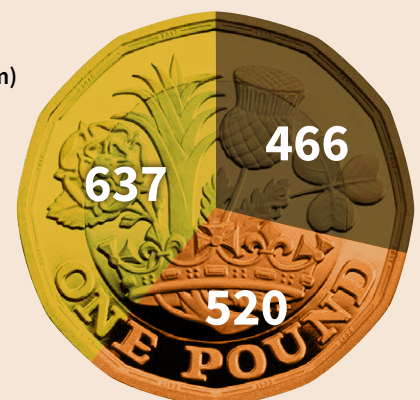


Visit / Spend (£m)

■ International trip

■ Domestic day visit

■ Domestic overnight trip



HERITAGE COUNTS