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 £4.6bn** (equivalent to 1.6% GVA in the South East)

**For every £1 of GVA directly generated, an additional £1.10 of GVA is supported in the wider economy**

<table>
<thead>
<tr>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
</tr>
</thead>
<tbody>
<tr>
<td>£1.4bn</td>
<td>£1.10bn</td>
<td>£1bn</td>
</tr>
</tbody>
</table>

**Heritage is an important employer in the South East**

- **Jobs total over 72,000**

**For every direct job created, an additional 1.23 jobs are supported in the wider economy**

<table>
<thead>
<tr>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
</tr>
</thead>
<tbody>
<tr>
<td>32,000</td>
<td>24,000</td>
<td>16,000</td>
</tr>
</tbody>
</table>

**Heritage attracts millions of domestic and international tourists each year**

- **No. of visits 33.7m**
- **Tourist spend £2.0bn**

**TOURISM**

- **Visit / Spend (£m)**
  - International trip: 471
  - Domestic day visit: 946
  - Domestic overnight trip: 616

**Heritage Counts**