

HERITAGE AND THE ECONOMY 2019

South 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

£4.6bn

(equivalent to 1.6% GVA in the South East)

VALUE (GVA)



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

Direct

£1

£2.2bn

Indirect

63p

£1.4bn

Induced

47p

£1bn

Heritage is an important employer in the South East

jobs total over

72,000

EMPLOYMENT



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

Direct

1

32,000

Indirect

0.72

24,000

Induced

0.50

16,000

Heritage attracts millions of domestic and international tourists each year

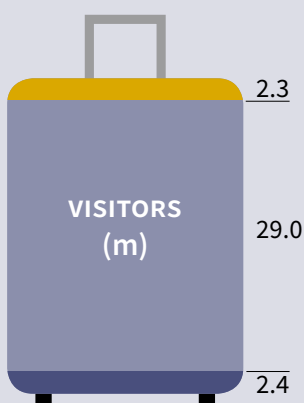
no. of visits

33.7m

tourist spend

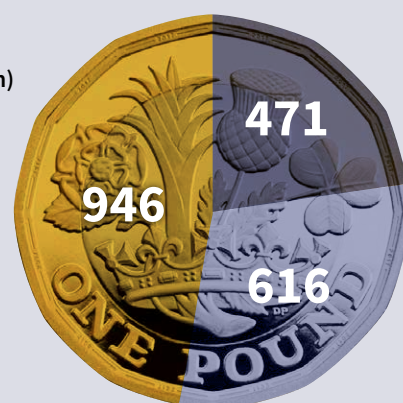
£2.0bn

TOURISM



Visit / Spend (£m)

- International trip
- Domestic day visit
- Domestic overnight trip



HERITAGE COUNTS