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.

**VALUE (GVA)**

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

<table>
<thead>
<tr>
<th>Source</th>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total GVA</td>
<td>£1.3bn</td>
<td>£0.7bn</td>
<td>£0.6bn</td>
</tr>
</tbody>
</table>

**EMPLOYMENT**

For every direct job created, an additional 1.21 jobs are supported in the wider economy.

<table>
<thead>
<tr>
<th>Source</th>
<th>Direct</th>
<th>Indirect</th>
<th>Induced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs total</td>
<td>23,000</td>
<td>15,000</td>
<td>13,000</td>
</tr>
</tbody>
</table>

**TOURISM**

Heritage attracts millions of domestic and international tourists each year.

- No. of visits: 23.0m
- Tourist spend: £1.8bn
- Visit / Spend (£m):
  - International trip: 532
  - Domestic day visit: 480
  - Domestic overnight trip: 756

**Heritage in the South West**

- Total GVA: £2.7bn (equivalent to 2.0% GVA in the South West)
- Jobs total: 51,000
- Tourist spend: £1.8bn