

CULTURE AND HERITAGE TOURISM

Socio-economic Value ,
Impact and Importance

- ▶ It is accepted that the arts, heritage and cultural industries in the UK are WORLD CLASS.
- ▶ This is demonstrated through visitation figures! (SEE STATS –
<https://www.visitbritain.org/inbound-culture-heritage-attractions-research>
- ▶ The industry significantly ‘boosts’ the overall tourism industry in the UK.

VALUE OF HERITAGE AND CULTURE

► Arts Council Figures:

In 2011 – research estimated that the total spend by visitors to the UK that was motivated by arts, heritage, and culture was **£856 Million P/A**.

► Heritage Lottery Figures:

Heritage based tourism was worth **26.4 Billion** to the UK economy (2011)

- ▶ To evidence the importance (value and impact) of heritage, this can be seen in many different locations throughout the UK, who are utilising heritage / culture and arts as a key strategy to develop and enhance tourism.

- ▶ **TUTORIAL TASK:**



Research at least three specific locations (regions , cities and / or towns...) that have centred their tourism 'offer' around Heritage / Culture / Arts).

- ▶ In 2015, of the top 10 visited UK visitor attractions SEVEN were museums or galleries.
- ▶ REF:
<http://www.artscouncil.org.uk/funding/creative-local-growth-fund>

- ▶ Between 1997 and 2013, the Gross Value Added (GVA) of the creative industries increased by 5.8%, compared with 4.2% in the UK economy as a whole. NB: Growth EVEN continued through the last recession.
- ▶ Between 2010 and 2013, the GVA of the arts and cultural industries alone rose by 35.8%.
- ▶ Currently, there are various projects in place through the UK that are developing funded projects to reap further benefits - - - - EG: *Visit England's current project - £3 million for creative activity community based projects.*

GROWTH ATTRIBUTED FROM CREATIVE INDUSTRIES.

► Project Examples:

Cultural Destinations = location of funded partnerships.



- Bristol and Bath - -Bristol Old Vic
- Cornwall - - Cornwall 365
- Cumbria - - The Brewery Arts Centre.
- Liverpool - - Royal Liverpool Philharmonic.
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- ▶ The creative industries tend to have a higher level of productivity than other industries. The creative industries are also known to incur higher salaries than the UK economy as a whole.
- ▶ CLEARLY THE ARTS / CULTURE INDUSTRIES ARE GOOD FOR THE UK ECONOMY!
- ▶ *Strategic Plans in place to benefit the industry and develop the economy include:*



VisitEngland / Arts Council – commissioned a programme evaluation for the creative industries that is to be published in 2017.

Cultural Destinations Programme 2017-20

IMPACT: