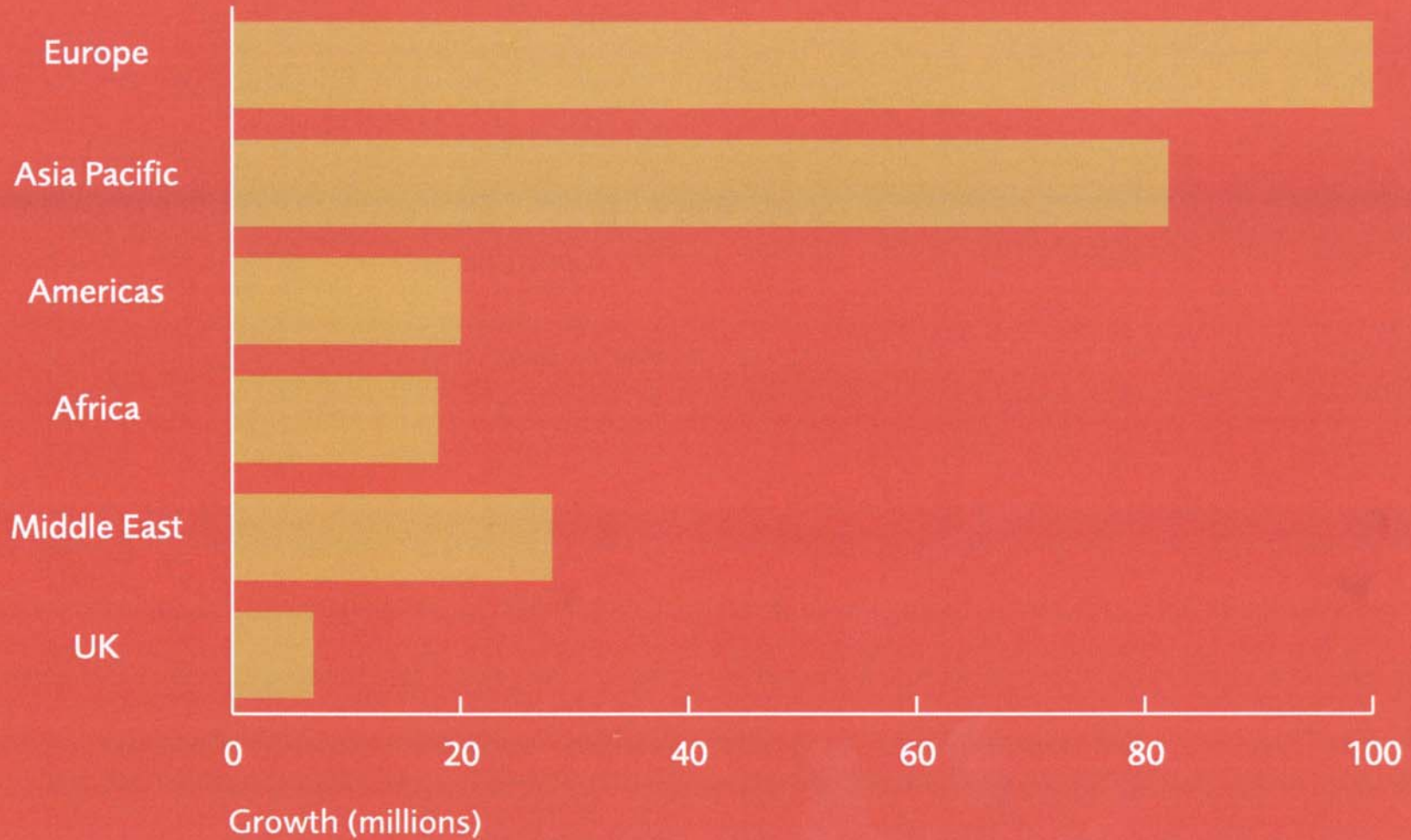


Global tourism trends



Source UKTS and International Passenger Survey

Global growth in arrivals 1999 - 2007



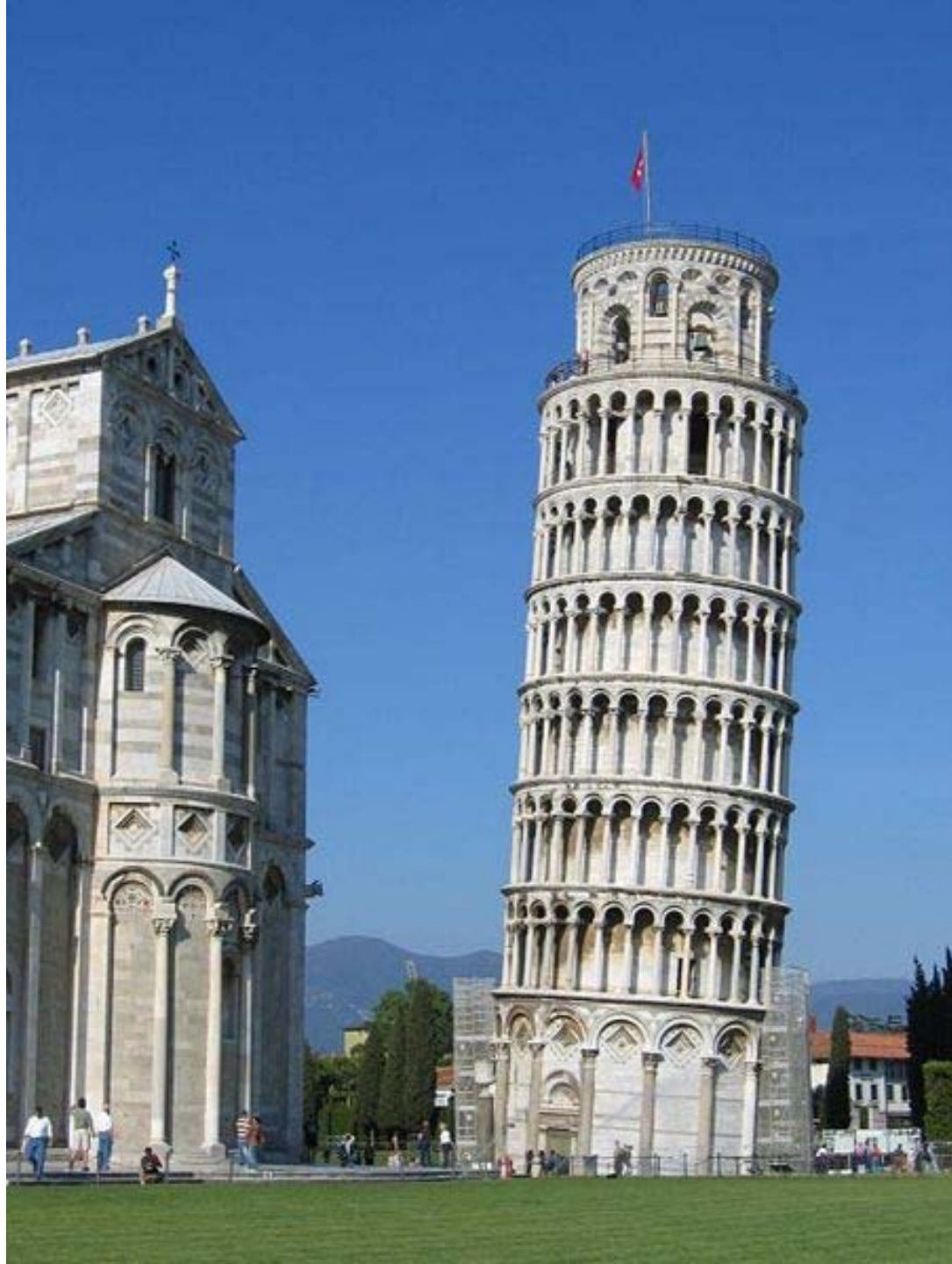




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International Tourist Arrivals (m)

France	81.9
Spain	59.2
USA	56.0
China	54.7
Italy	43.7
UK	30.7
Germany	24.4
Ukraine	23.1
Turkey	22.2
Mexico	21.4

Heritage Impact Assessment

Spend by visitors	+	Heritage operations	+	Conservation maintenance	+	Heritage employment
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Heritage Impact in NW England

Source	Jobs	GVA (£m pa)
Visitor economy	20,403	803.7
Heritage Management	8,505	225.7
Restoration & Maintenance	10,772	584.1
Total	36,680	1,613.5

UK Heritage Impact Assessment

Heritage tourism in UK	Direct Impact	Supply Chain	Total Impact
GDP created	£4.3bn	£7.6bn	£11.9bn
Employment	113,000	157,000	270,000

The heritage pound spent

