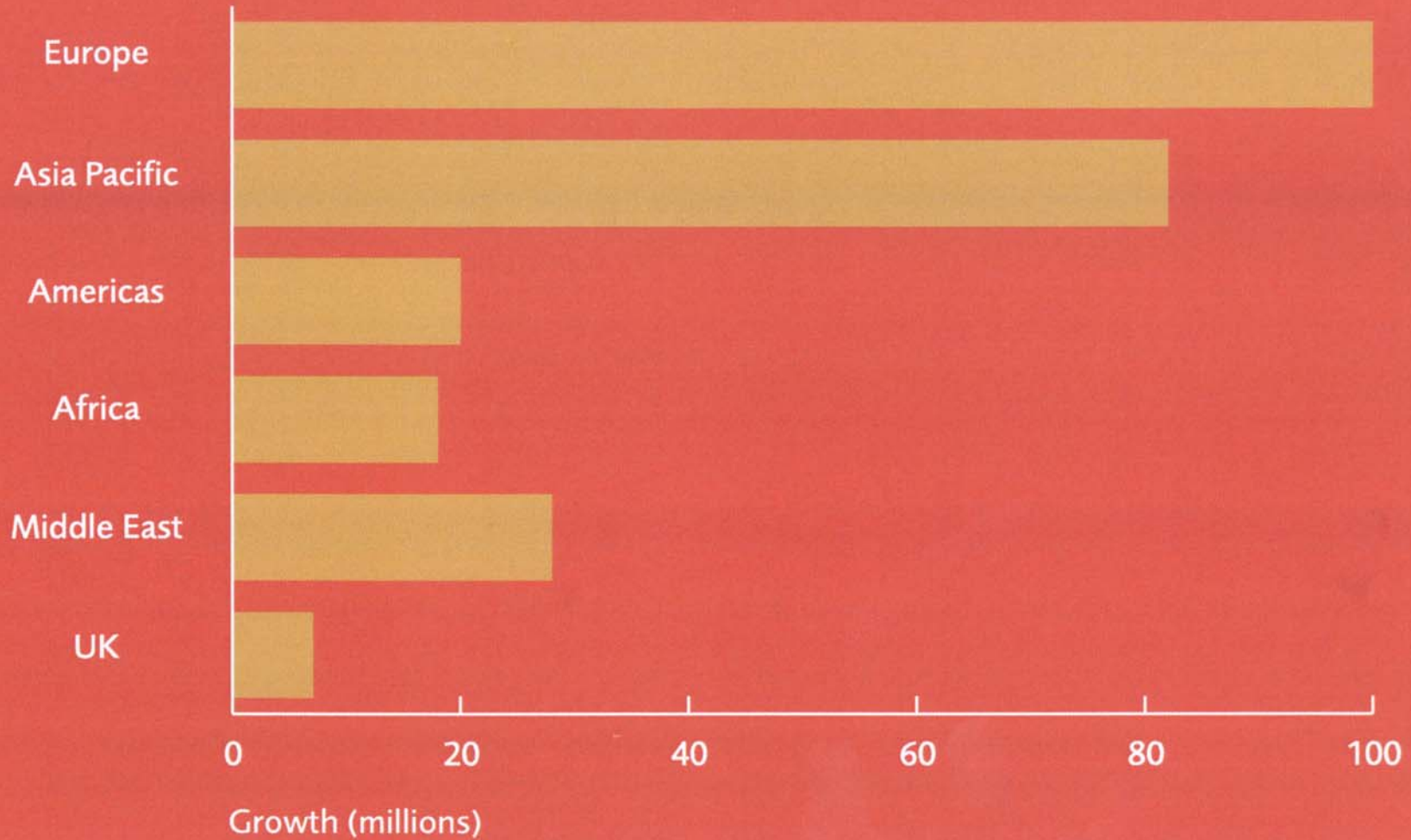


# Global tourism trends



Source UKTS and International Passenger Survey

# Global growth in arrivals 1999 - 2007



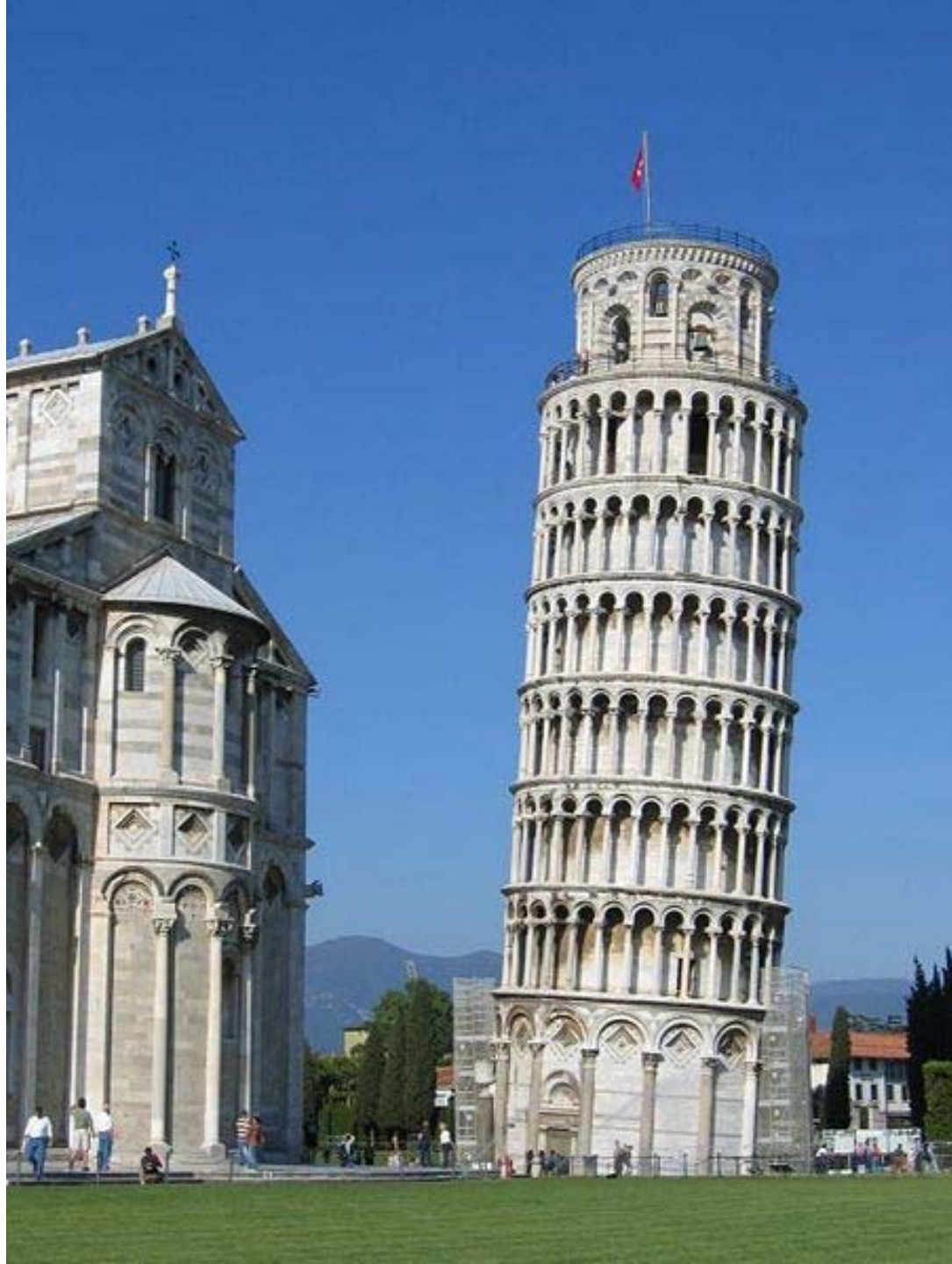




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# International Tourist Arrivals (m)

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
<b>Total</b>	<b>36,680</b>	<b>1,613.5</b>

# UK Heritage Impact Assessment

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



# The heritage pound spent

