



culturenorthwest
ADVOCATE NETWORK THINK

HERITAGE AT THE HEART OF TOURISM

englandsnorthwest
BE INSPIRED

“HERITAGE IN THE NORTH WEST IS THE REGION'S MOST UNDERPLAYED TOURISM ASSET. HERITAGE IS MORE THAN HISTORY, IT ATTRACTS VISITORS WHO STAY LONGER AND SPEND MORE, CONTRIBUTING SIGNIFICANTLY TO THE GROWTH OF THE NORTH WEST'S ECONOMY.”

Loyd Grossman, Chair, Culture Northwest

HERITAGE
...IS OUR REGION'S
FOUNDATION

With two historic properties for every square kilometre of the region, there are over 27,000 heritage reasons to explore the North West.

*All research references can be found at
www.culturenorthwest.co.uk

F1RST

HERITAGE... COMES

& LASTS LONGEST

Heritage sites are the first ports of call for international visitors.* Only then do they progress to more popular culture.

High-profile heritage attractions act as hooks attracting visitors on their first trip to a destination. Research indicates a cultural tourism life cycle, with a progression from cultural gems towards less well known attractions on repeat visits.

HERITAGE...

VISITORS **HAVE** DEEPER POCKETS

Heritage tourists stay longer and spend more than their leisure counterparts. In fact, they spend between 9 and 40% more.*

And with over **2^M** visitors paying to visit North West heritage sites and a further **8.5^M** enjoying visits to museums in the region during 2006*, it's no surprise that tourist resources such as www.industrialpowerhouse.co.uk are experiencing thousands of downloads each month.

HERITAGE...
**NOT JUST
A PRETTY
FACE**

Historic Houses contribute over **£23^M_{net}** directly to the North West's economy while Tatton Park alone generates over **£6.6^M_{net}** spending from domestic and international visitors.



With over 5^M visitors each and every year, Liverpool's renowned Albert Dock is the region's most visited free heritage destination*.

The wider effect of spending in the region from visitors to heritage attractions is profound. For example National Museums Liverpool contributes in excess of **£65^{M*}** to the North West's economy.

HERITAGE...
**TOUCHES
PEOPLE**

Whatever their background, Heritage tourism is popular with people from all walks of life.

67% of residents in the North West consider themselves to be Heritage tourists*.

As one of the most diverse areas of the UK, the North West is proud to promote the values of our shared history.

48% of Black and Ethnic Minority residents* from the region visited a Heritage attraction during 2006.

* Go to www.culturenorthwest.co.uk to find out more

To find out more about Heritage
tourism in the North West visit:

WWW.CULTURENORTHWEST.CO.UK

Culture Northwest is the Cultural Consortium for England's Northwest, established in 1999 by the Secretary of State for Culture, Media and Sport, and its role is to drive the Regional Cultural Strategy. Culture Northwest's core funding is predominantly provided by the Department for Culture, Media and Sport and the Northwest Regional Development Agency.

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Northwest

REGIONAL DEVELOPMENT AGENCY



ENGLISH HERITAGE

