

ARTS ECONOMY

A small investment in the Arts yields **BIG** returns for **EVERYONE**

THE ARTS MAKE A **MAJOR** CONTRIBUTION TO NORTHERN IRELAND'S ECONOMY

CREATIVE INDUSTRIES.

One of NI's main sources of job creation, wealth and competitive strength

5%

of total employment in NI

40,000

people employed

BIGGER

than agriculture

£714m

Gross Value Added to the local economy

CULTURAL TOURISM.

The fastest growing sector within tourism and key to attracting visitors to NI

Ulster Bank Belfast Festival at Queen's 2012 generated:

£577,180
tourism revenue

£1.95m

total benefit to Northern Ireland businesses

The top five arts events of the Derry ~ Londonderry UK City of Culture 2013 generated:

£20 return on every **£1** invested by NITB



330,396

VISITORS

ATTRACTING INVESTMENT.

Businesses are attracted by the strength of a region's creative reputation



The arts distinguish us from other places and puts us on the map for all the right reasons

* A rich creative environment is a known reason why international businesses choose to locate or invest in one place over another