# Arts Economy

A small investment in the Arts yields big returns for everyone.

## The Arts Make a Major Contribution to Northern Ireland’s Economy

<table>
<thead>
<tr>
<th>Creative Industries</th>
<th>5%</th>
<th>40,000 people employed</th>
<th>Bigger than agriculture</th>
</tr>
</thead>
<tbody>
<tr>
<td>One of NI’s main sources of job creation, wealth and competitive strength</td>
<td>of total employment in NI</td>
<td>£714m Gross Value Added to the local economy</td>
<td></td>
</tr>
</tbody>
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## 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

## Attracting Investment

- Businesses are attracted by the strength of a region’s creative reputation
- £20 return on every £1 invested by NITB
- 330,396 visitors

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

*www.artscouncil-ni.org*