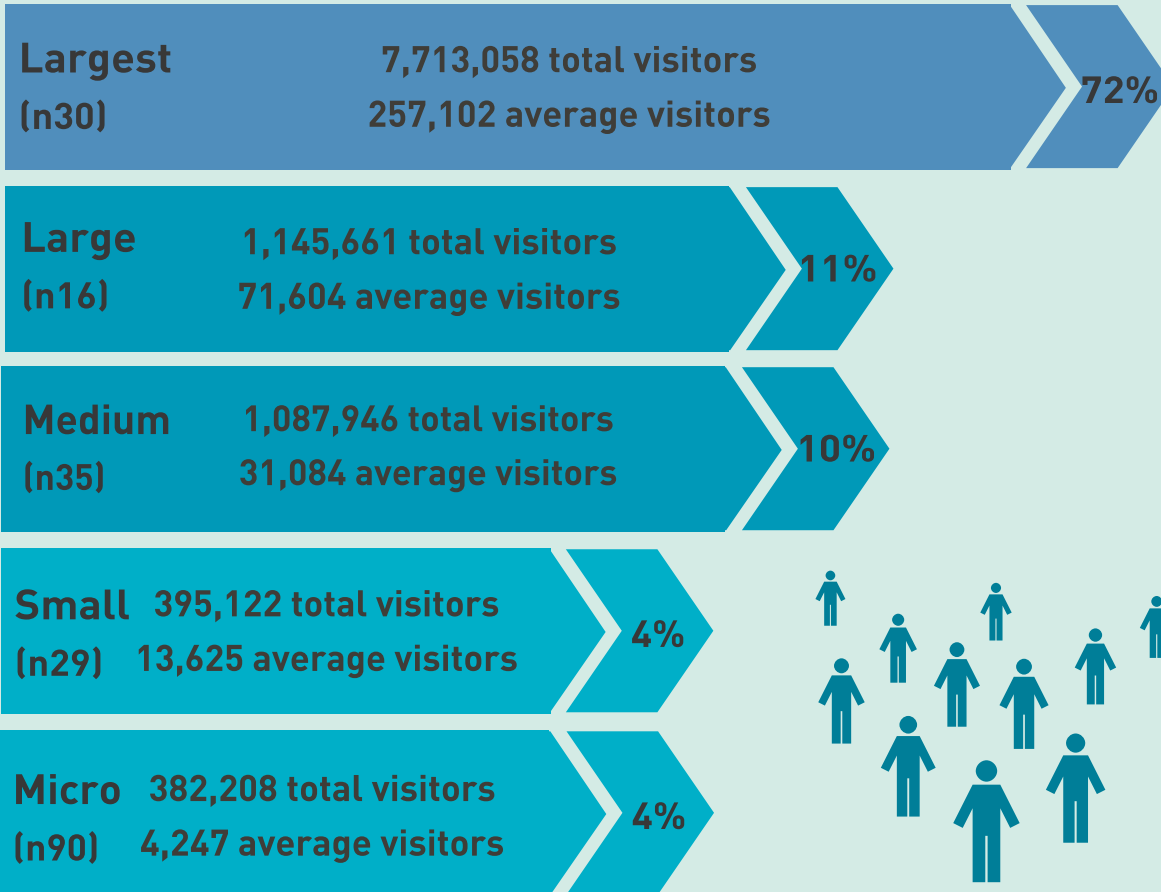


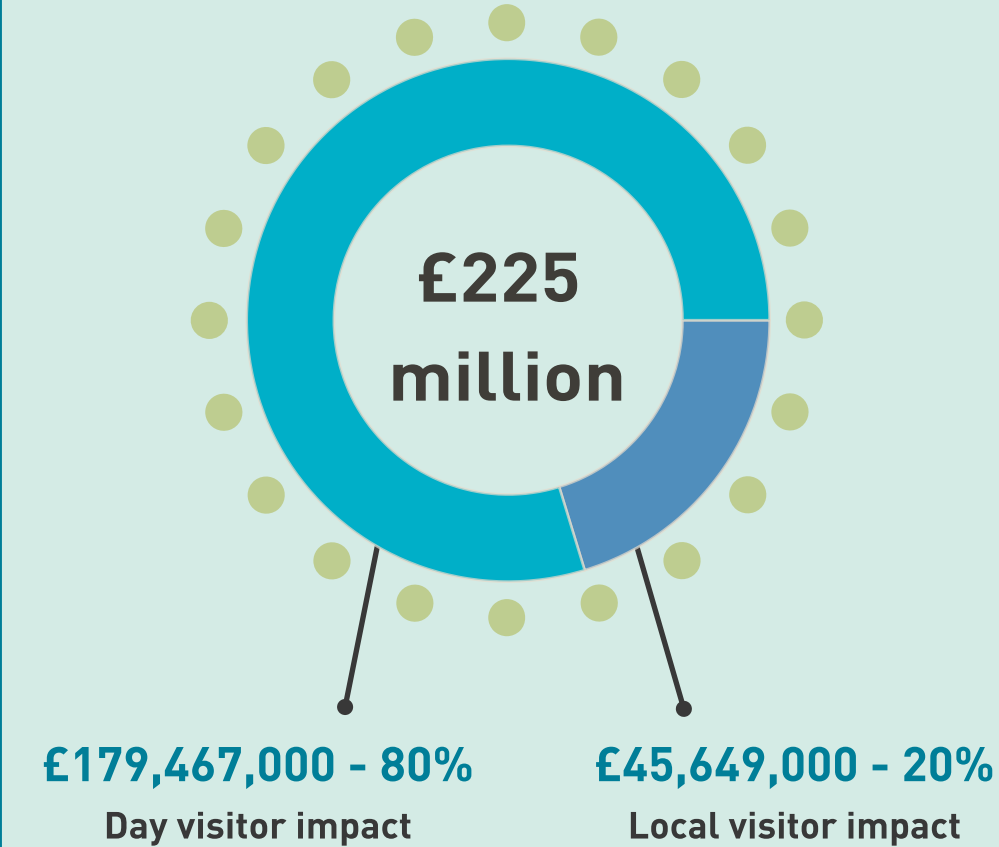
10,724,000 visits to museums

data from 200 organisations (90%)



£225,108,000 visitor impact

data from 200 organisations (90%)



Applying the Association of Independent Museums Economic Impact Toolkit to calculate the assumed 'local' and 'day' visitor spend for the South West.