



Job Creation

- **Heritage conservation generates a wide variety of jobs**
- **Heritage conservation generates the highest returns on public works investments**
- **Jobs generated from heritage conservation are expected to increase**

A wide variety of direct and indirect jobs are generated from the rehabilitation of heritage buildings

- In Canada, an estimated 3,800 to 5,300 people are employed in occupations or by organizations in which they undertake specialized built heritage work (such as heritage institutions, government, professionals, heritage crafts, and heritage trades). This number does not include employees involved in heritage buildings on an occasional basis (such as engineers, non-specialist architects, and contractors).
- In 2004, heritage institutions incurred approximately \$254 million in capital expenditures. Due to the greater labour intensiveness of built heritage work, construction employment related to these capital expenditures was estimated to be around 2,200 people, plus another 200-300 people employed in a professional capacity.
- In addition to these, many indirect jobs are generated through the provision and processing of materials (such as lumber, stone, clay, glass, and metal).

(Cultural Human Resources Council, 2005)

Heritage tourists spend more money and stay longer than other tourists, creating more jobs and economic activity

A comparison of American historic/cultural travelers and average American travelers.

	Historic Traveler	Average Traveler
Nights stayed per trip	5.7	3.4
Money spent per trip	\$722	\$457
Percentage that spent more than \$1,000 when they travel	18%	12%
Percentage of time hotels, motels, and Bed & Breakfasts are used	62%	56%
Percentage of time when shopping is part of the trip	44%	33%
Percentage who participate in 4 or more activities while traveling	17%	5%



Heritage conservation generates more jobs and income, and a greater GDP increase than other similar public works investments

A groundbreaking study out of the United States found that public works money invested in the rehabilitation of heritage buildings generates more jobs and income and a greater increase in the gross domestic product (GDP) than the same amount of money invested in new construction and highway construction. Every \$1 million invested nationally and locally generated significant returns:

Type of Investment	Jobs Generated	Income Generated	Increase in the GDP
Rehabilitation of Non-residential Heritage Building	38.3	\$1,302,000	\$1,711,000
New Non-residential Building	36.2	\$1,223,000	\$1,600,000
Highway Construction	33.6	\$1,197,000	\$1,576,000

(New Jersey Historic Trust, 1997)

As the housing stock ages, the potential for heritage conservation work will increase

Renovation activity is increasing largely due to aging housing stock, which needs repairs and updating. Approximately 1.7 million of these dwellings were built before 1941. If a conservative 10% of pre-1941 buildings possess heritage value, then there exist approximately 128,000 residential heritage properties that require ongoing maintenance, repair, and preservation work.

(Heritage Canada Foundation, 2003)

There are 34.5 million American and 2.6 million Canadian “Heritage Tourism Enthusiasts.” Heritage conservation could attract this large pool of potential tourists to take leisure trips in Canada. This would generate a considerable amount of jobs and economic activity.

(Canadian Tourism Commission, 2003a and 2003b)

Resources

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