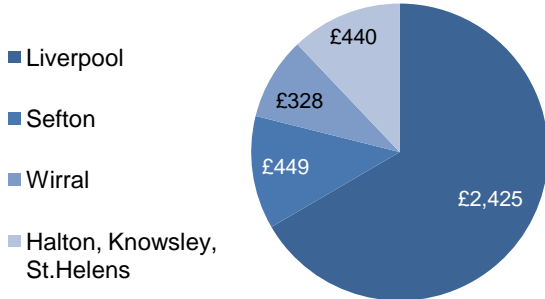


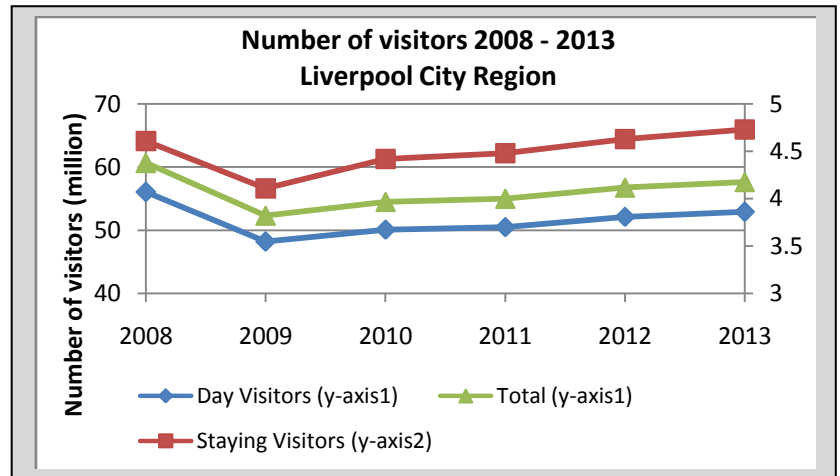
LCR Overall Tourism Value

£3.6bn

Liverpool City Region breakdown (£m):



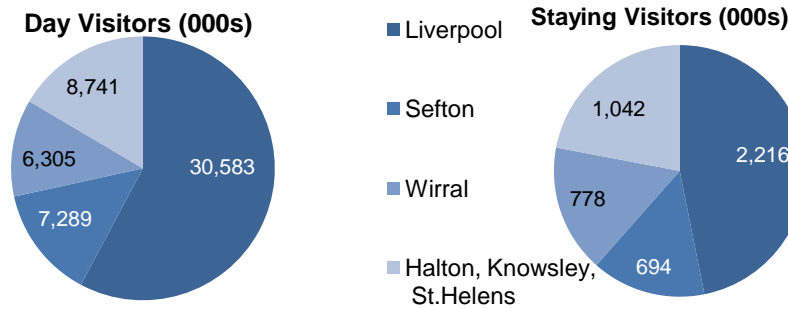
Source: STEAM 2013



LCR Overall Number of Visitors (Volume)

57.6 m

Liverpool City Region breakdown:



In 2013 Liverpool was the 5th most visited city in the UK for international visitors and 5th in England for domestic visitors.

Top Towns by Overseas Visitors		Top Towns by GB Visitors	
Town/City	Visits (000s)	Town/City	Visits (000s)
London	16,784	London	12,305
Edinburgh	1,303	Manchester	2,756
Manchester	988	Birmingham	2,267
Birmingham	941	Bristol	1,921
Liverpool	562	Liverpool	1,678

Source: IPS 2013

Source: GBTS 2013

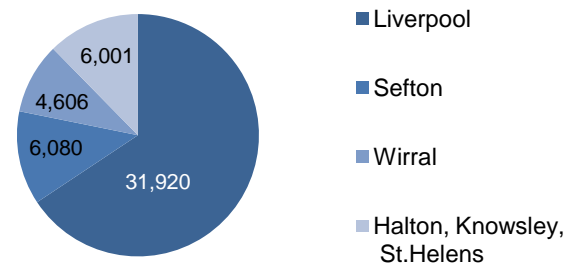
Visitor Economy Employment

Liverpool City Region	All Employment
Accommodation	3,465
Food and drink	12,545
Recreation	4,610
Shopping	14,451
Transport	2,326
Direct Employment	37,397
Indirect Employment	11,210
TOTAL	48,607

Source: STEAM 2013

Total Jobs (Incl. indirect)

STEAM DATA 2013



Hotel Supply

Source: Tourist Board Records

Location	End 2014	
	Hotels	Rooms
Liverpool	66	6741
Knowsley	6	352
Halton	9	628
Wirral	30	879
Sefton	64	1158
St. Helens	15	854
Total LCR	190	10611

Hotel Occupancy

Source: STR GLOBAL, LTD. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR GLOBAL IS STRICTLY PROHIBITED

LCR	2011	2012	2013	2014
Occupancy %	70.60%	68.80%	71.2%	75.5%
ADR	£56.43	£56.66	£57.09	£61.13
REVPAR	£39.93	£39.09	£41.00	£46.33
Rooms sold	2,351,508	2,385,808	2,566,093	2,960,096

Origin of Visitors

Visitors to Liverpool (Liverpool district only)	% of staying visitors
Cheshire	2%
Greater Manchester	2%
Lancashire	1%
Cumbria	2%
Northeast	2%
Yorkshire	5%
East Midlands	4%
West Midlands	3%
London & Southeast	13%
Southwest	5%
Wales	2%
Scotland	6%
Northern Ireland	<1%
Overseas:	49%

Top Overseas Visitors to Liverpool (Liverpool district only)	% of staying visitors
Eire	7%
Spain	6%
China	5%
Germany	5%
Australia	3%
Canada	2%
France	2%
Italy	2%
Japan	2%
USA	1%

Highest % change in origin of staying visitors to Liverpool since 2010:

Increases:

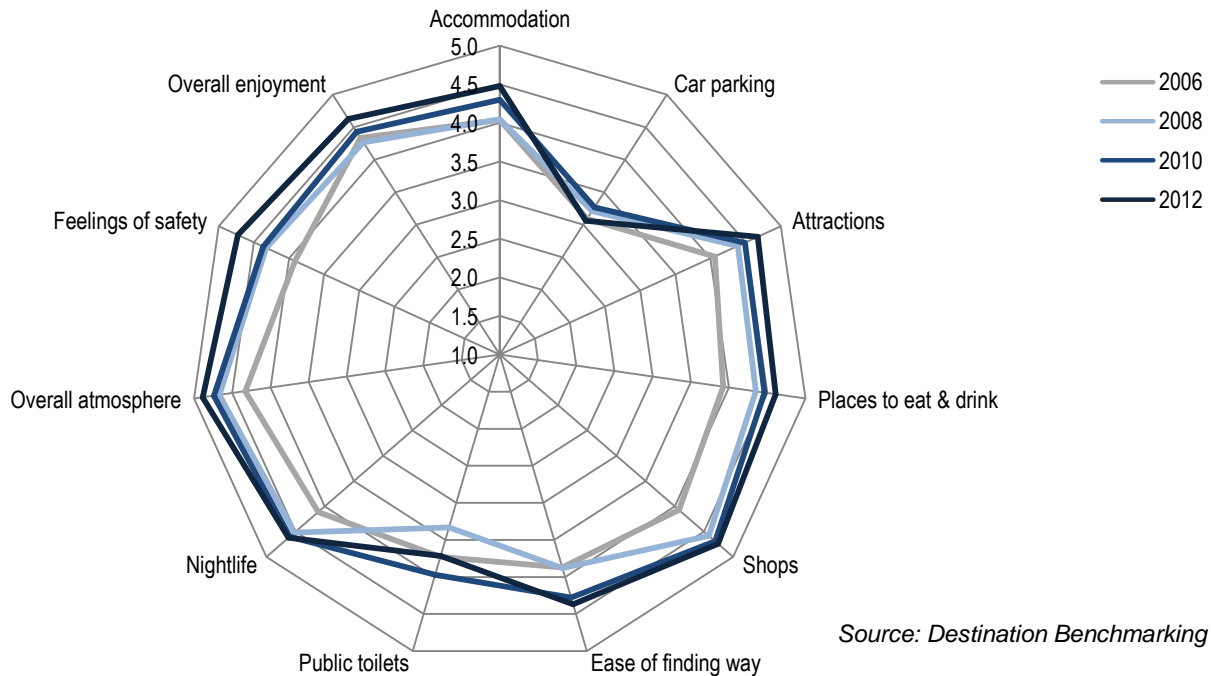
- Spain + 3%
- Scotland + 2%
- Eire + 2%
- Germany + 2%
- Italy + 2%
- Japan + 2%

Decreases:

- USA – 4%
- West Midlands – 4%
- North East – 3%

Source: Destination Benchmarking 2012

Visitor Satisfaction Ratings (Liverpool district only)



Source: Destination Benchmarking 2012

Liverpool City Region Events & Attractions

Top Events Attendance 2013

Top Free Events

- Battle of Atlantic – 300,000
- International Music Festival – 200,000
- Mersey River Festival – 125,000
- Brazilica – 100,000
- Southport Food & Drink – 28,000

Top Paid Events

- Grand National – 138,000
- Southport Flower Show – 70,000
- Creamfields – 58,000
- Liverpool Food & Drink – 40,000
- Southport Air Show – 34,000*

*2nd day cancelled due to bad weather

Source: Tourist board annual Visitor Attractions Survey

Top Attractions Attendance 2013

Top Free Attractions

- Museum of Liverpool – 759,582
- Bluecoat – 670,668
- World Museum Liverpool – 665,635
- Merseyside Maritime Museum – 622,518
- Tate Liverpool – 583,118

Top Paid Attractions

- Mersey Ferries – 631,289
- Echo Arena Liverpool – 518,664
- Knowsley Safari Park – 453,711
- Liverpool Philharmonic – 256,838
- Beatles Story – 235,097