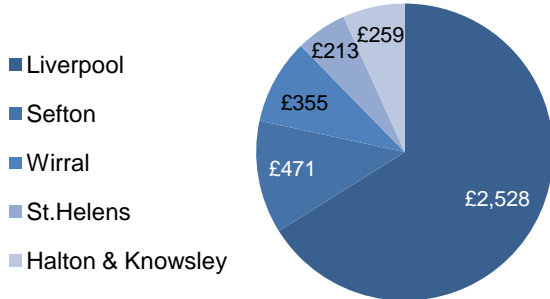


LCR Overall Tourism Value

£3.8bn

Liverpool City Region breakdown (£m):



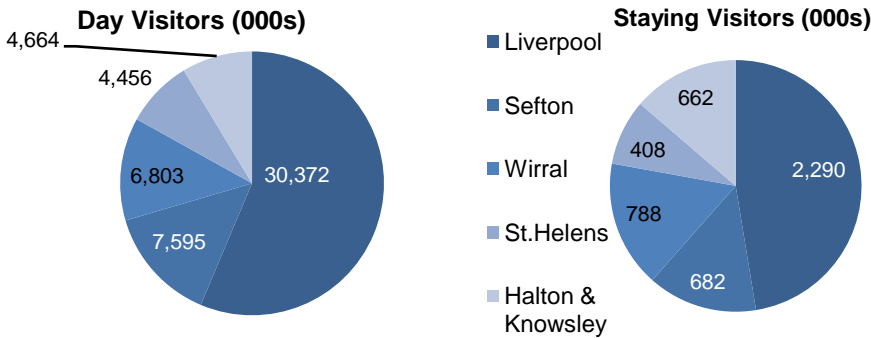
Source: STEAM 2014



LCR Overall Number of Visitors (Volume)

58.7 m

Liverpool City Region breakdown:



In 2014 Liverpool was the 6th most visited city in the UK for international visitors and 5th in England for domestic visitors (2013).

Top Towns by Overseas Visitors		Top Towns by GB Visitors	
Town/City	Visits (000s)	Town/City	Visits (000s)
London	17,693	London	12,305
Edinburgh	1,588	Manchester	2,756
Manchester	999	Birmingham	2,267
Birmingham	946	Bristol	1,921
Glasgow	623	Liverpool	1,678
Liverpool	608		

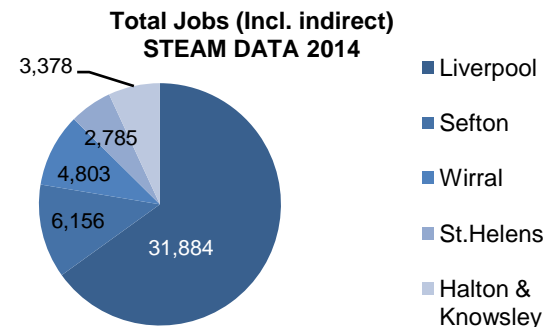
Source: IPS 2014

Source: GBTS 2013

Visitor Economy Employment

Liverpool City Region	All Employment
Accommodation	3,467
Food and drink	12,636
Recreation	4,642
Shopping	14,620
Transport	2,332
Direct Employment	37,697
Indirect Employment	11,309
TOTAL	49,006

Source: STEAM 2014



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	1%
Greater Manchester	2%
Lancashire	3%
Cumbria	1%
Northeast	3%
Yorkshire	11%
East Midlands	4%
West Midlands	7%
London & Southeast	9%
Southwest	4%
Wales	5%
Scotland	4%
Northern Ireland	2%
Overseas:	38%

Top Overseas Visitors to Liverpool (Liverpool district only)	% of staying visitors
Eire	4%
Spain	3%
Australia	3%
USA	3%
France	3%
Germany	2%
Poland	2%
Italy	2%
Canada	1%
Japan	1%

Highest % change in origin of staying visitors to Liverpool since 2012:

Increases:

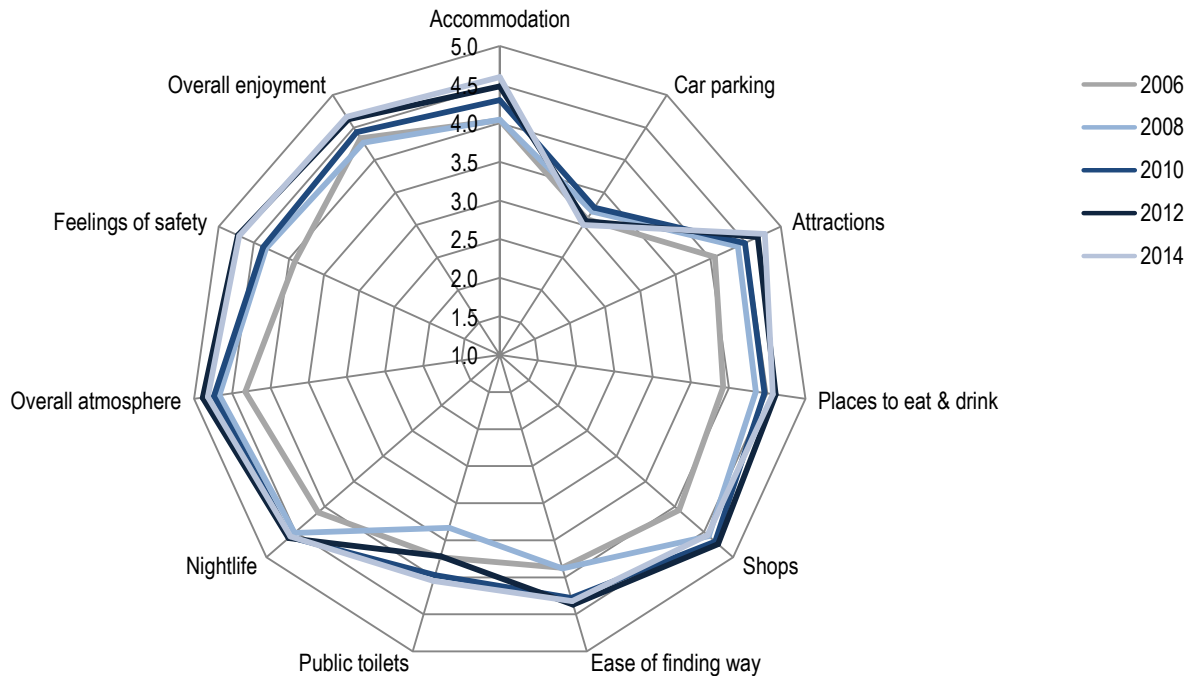
- Yorkshire + 6%
- West Midlands + 4%
- Northern Ireland + 2%
- USA + 2%
- France + 1%

Decreases:

- Eire - 3%
- Spain - 3%
- Germany -3%
- Scotland - 2%
- North East - 1%
- Japan - 1%

Source: Destination Survey 2014

Visitor Satisfaction Ratings (Liverpool district only)



Source: Destination Survey 2014

Liverpool City Region Events & Attractions

Top Events Attendance 2014

Top Free Events

- Giants spectacular – 1m
- Biennial – 677,000
- Mersey River Festival – 200,000
- International Music Festival – 100,000
- Brazilica – 100,000

Top Paid Events

- Open Golf Championship – 203,000
- Grand National – 139,000
- Southport Flower Show – 90,000
- Southport Air Show – 67,500
- Creamfields – 60,000

Source: Tourist board annual Visitor Attractions Survey

Top Attractions Attendance 2014

Top Free Attractions

- Bluecoat – 743,814
- Museum of Liverpool – 707,405
- Merseyside Maritime Museum – 631,711
- World Museum – 610,785
- Tate Liverpool – 540,885

Top Paid Attractions

- Mersey Ferries – 611,028
- Echo Arena Liverpool – 521,234
- Knowsley Safari Park – 503,678
- Beatles Story – 249,734
- Aintree Racecourse – 203,042