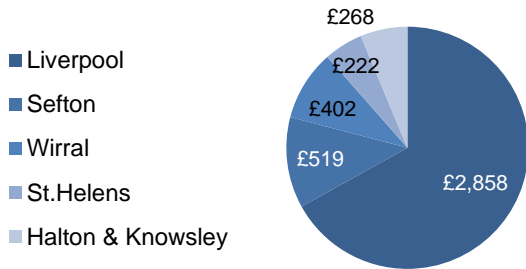


LCR Overall Tourism Value

£4.27bn

Liverpool City Region breakdown (£m):

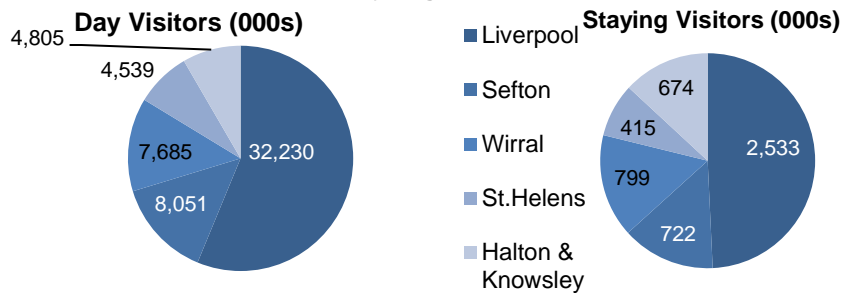


Source: STEAM 2016

LCR Overall Number of Visitors (Volume)

62.45 m

Liverpool City Region breakdown:



In 2016 Liverpool was the 5th most visited city in the UK for international visitors and 7th in England for domestic visitors.

Top Towns by Overseas Visitors		Top Towns by GB Visitors	
Town/City	Visits (000s)	Town/City	Visits (000s)
London	19,060	London	12,206
Edinburgh	1,689	Manchester	2,551
Manchester	1,191	Birmingham	2,306
Birmingham	1,115	Scarborough	1,671
Liverpool	671	Bristol	1,551
Glasgow	659	Leeds	1,547
Oxford	586	Liverpool	1,406

Source: IPS 2016
Visit Britain

Source: GBTS 2015
Visit England

Business Trips by overseas and GB Visitors.

Top Towns by Overseas Visitors		Top Towns by GB Visitors	
Town/City	Visits (000s)	Town/City	Visits (000s)
London	3,620	London	3,223
Birmingham	594	Manchester	664
Manchester	389	Birmingham	639
Liverpool	193	Bristol	450
Bristol	187	Leeds	345
Edinburgh	172	Newcastle	237
Cambridge	137	Liverpool	198

Source: IPS 2016
Visit Britain

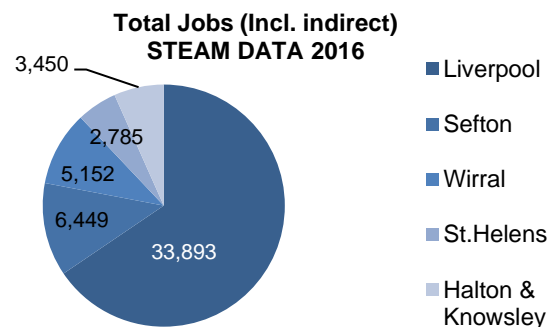
Source: GBTS 2015
Visit England

*Please note that the 2016 GBTS has not been released yet

Visitor Economy Employment

Liverpool City Region	All Employment
Accommodation	3,574
Food and drink	13,354
Recreation	4,916
Shopping	15,383
Transport	2,450
Direct Employment	39,676
Indirect Employment	12,053
TOTAL	51,729

Source: STEAM 2016



Hotel Supply

Source: Tourist Board Records

Location	2016	
	Hotels	Rooms
Liverpool	78	7,904
Knowsley	7	352
Halton	7	628
Wirral	14	856
Sefton	64	1,578
St. Helens	6	521
Total LCR	176	11,839

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

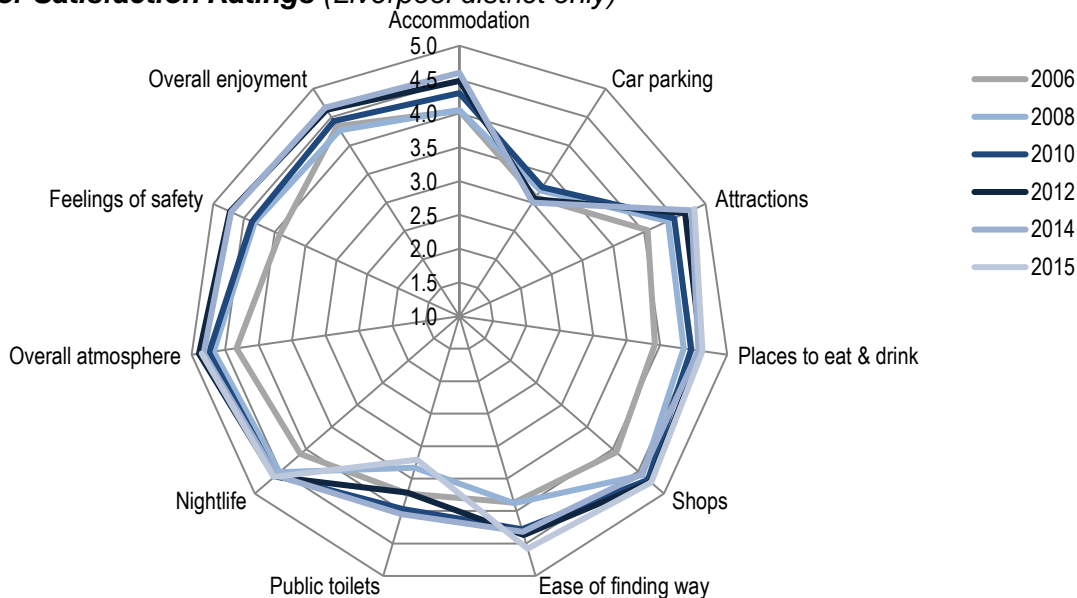
LCR	2013	2014	2015	2016
Occupancy %	71.2%	75.5%	76.1%	77.8%
ADR	£57.09	£61.13	£63.47	£68.74
REVPAR	£41.00	£46.30	£48.41	£52.17
Rooms sold	2,566,093	2,960,096	3,139,601	3,410,010

Origin of Visitors

Visitors to the Liverpool City Region	% of staying visitors	Top Overseas Visitors to the Liverpool City Region	% of staying visitors
Cheshire	1%	Australia	3%
Greater Manchester	3%	Canada	2%
Lancashire	7%	Greece	1%
Cumbria	2%	USA	1%
Northeast	6%	Eire	1%
Yorkshire	12%	Germany	1%
East Midlands	2%	Spain	1%
West Midlands	10%	Italy	1%
London & Southeast	12%	Bulgaria	1%
Southwest	9%	Israel	1%
Wales	6%		
Scotland	5%		
Northern Ireland	4%		
East	2%		
Isle of Man	1%		
Overseas:	14%		

Source: Liverpool City Region Survey 2015

Visitor Satisfaction Ratings (Liverpool district only)



Source: Destination Survey 2014 and Liverpool City Region Survey 2015

Liverpool City Region Events & Attractions Source: Annual Visitor Attractions Survey

Top Events Attendance 2016

Top Free Events

- Poppies: Weeping Window – 360,000
- River of Light – 250,000
- Mersey River Festival – 250,000
- International Music Festival – 120,000
- Africa Oye – 40,000

Top Paid Events

- Grand National – 141,050
- Southport Air Show – 60,000
- Southport Flower Show – 52,000
- Musical Fireworks – 32,000

Top Attractions Attendance 2016

Top Free Attractions

- Merseyside Maritime Museum – 840,675
- Museum of Liverpool – 804,722
- World Museum – 671,171
- Tate Liverpool – 656,460
- International Slavery - Museum – 382,757

Top Paid Attractions

- Knowsley Safari Park – 607,480
- Atkinson Gallery – 571,076
- Mersey Ferries – 540,759
- Echo Arena – 511,261
- Carr Farm – 500,000