

The Visitor Economy

Presented by

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Liverpool City Region Local Enterprise Partnership

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The Visitor Economy Service

- Destination Management Organisation (DMO) for the Liverpool City Region (LCR).
- Work with stakeholders for the development and management of the sector.
- We facilitate joint working between district tourism business networks and the majority of the City Region's Local Authorities.



5th
most popular city
for overseas
visitors



£4.3bn
GVA



51,500
People Employed

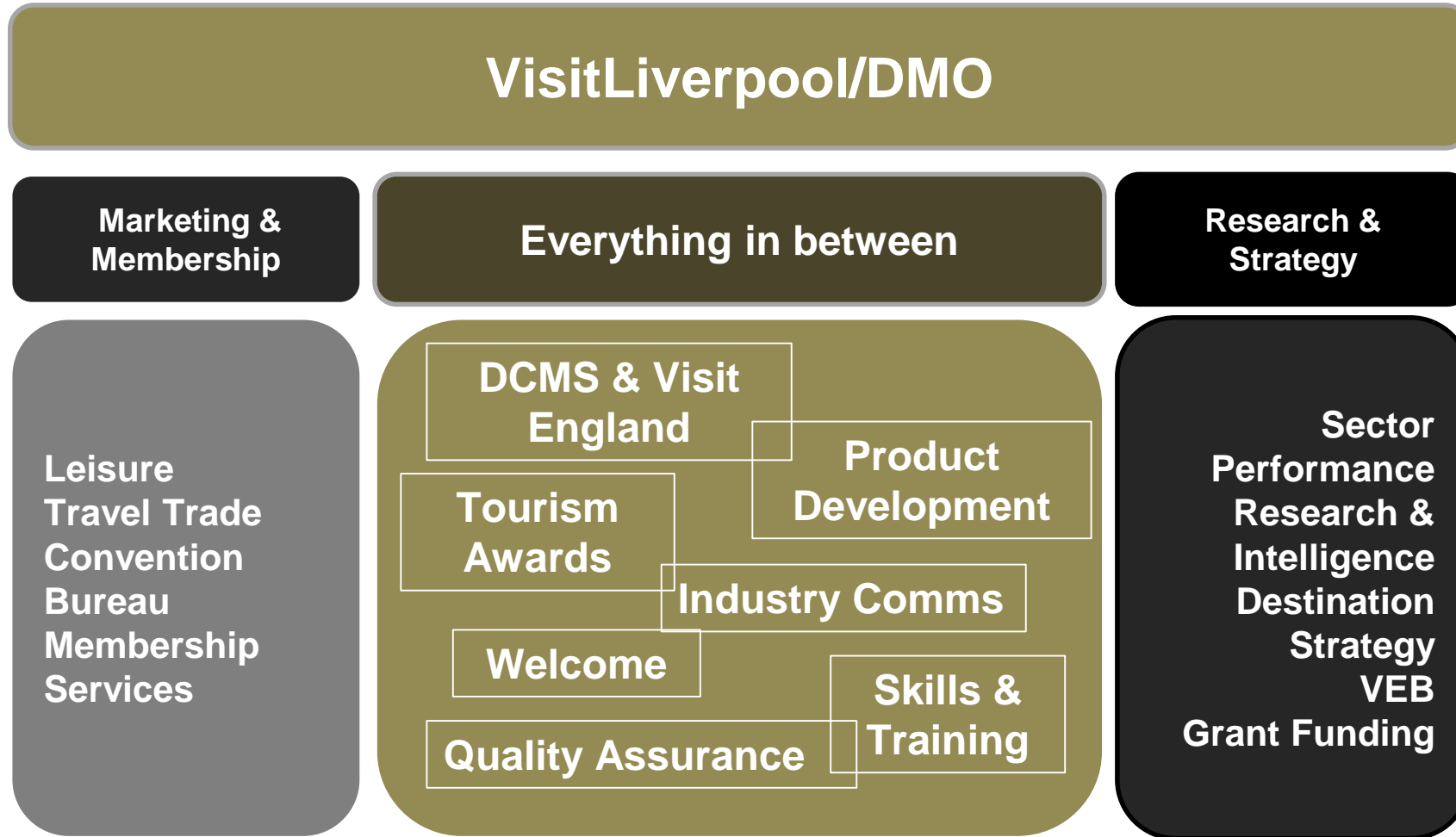
Strategy to 2025:

- International Conference Markets & Exhibitions.
- Staycations – Culture & Heritage Visitors.
- International Leisure Visitors.
- Digital Connectivity.
- Transport Connectivity.
- Welcome & Skills.
- Brand Distinctiveness.

Targets:

- Additional **£652 million/12K FTE jobs** by 2020.
- Additional **£1.2 billion in spend and 22K FTE jobs** by 2025.
- As of 2016 - **£4.27bn, 62.45m visitors, 51.7K jobs**

Destination Management



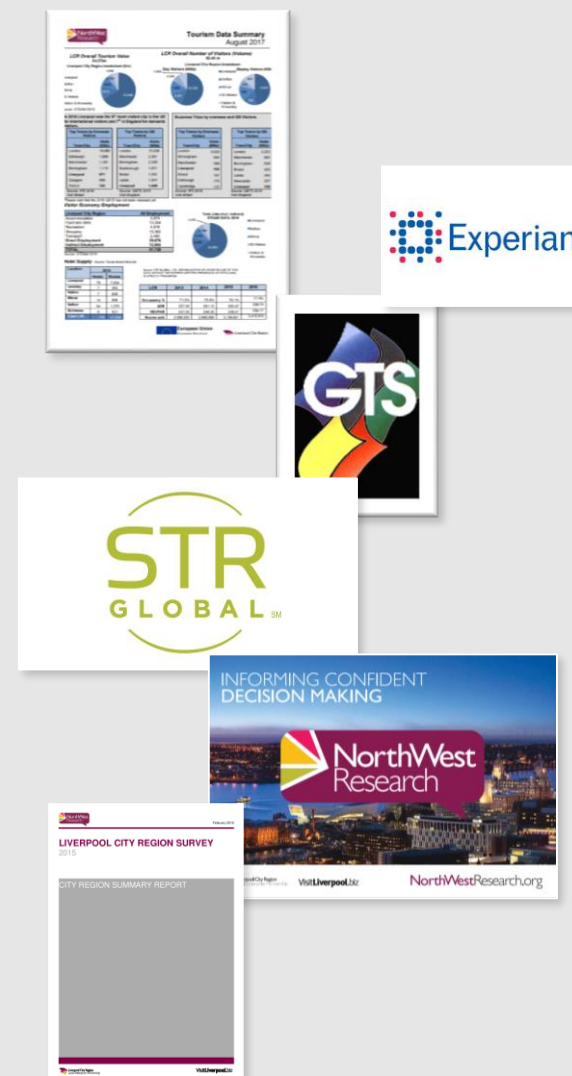
Strategy



Funding

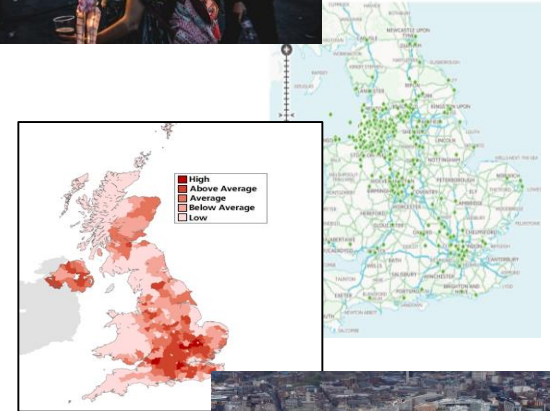


Sector Performance



Liverpool - Destination Marketing Strategy

- **Brand definition** - cosmopolitan and vibrant, rich in heritage and contemporary culture
- **4 thematic seasonal campaigns** aimed at building brand and tactically aligned with events.
- **Growing the domestic staying leisure market** within 3 hour drive – particularly London/South East, West Midland & Northern Ireland
- **Inbound Leisure Markets** – 10% current visitor base underperforming against UK average in Ireland, Germany, France, North US and Nordics
- **Business Tourism** – Largescale International & National Associations Conference Markets
- **Developing routes to market** including digital, partner channels and inbound operators
- **Intelligence led & customer focussed** – CRM and upgrading of digital infrastructure



Intelligence Led



Research & Intelligence

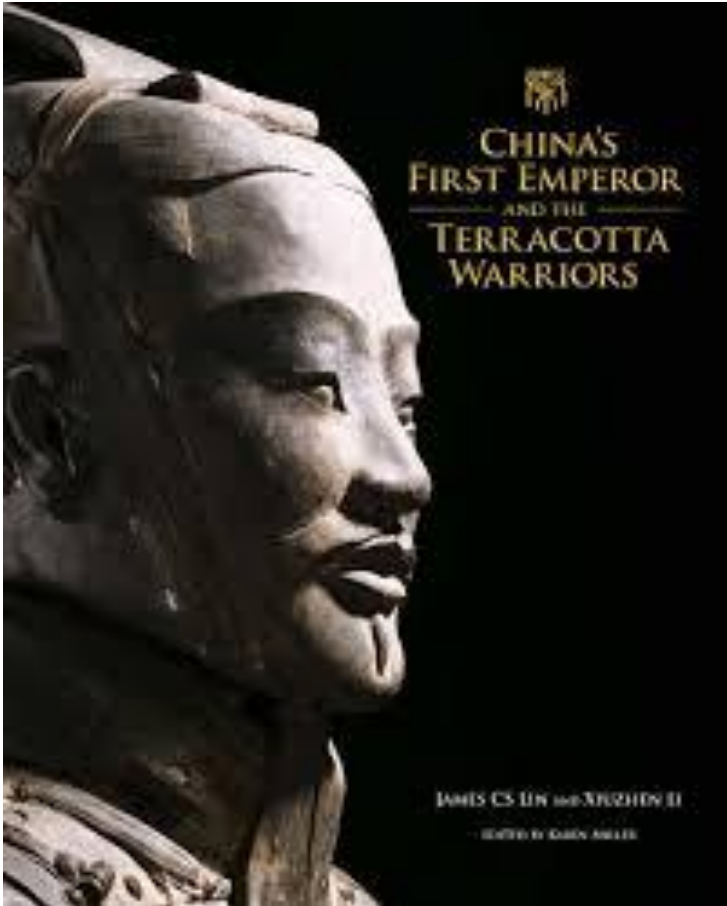


LIVERPOOL
2018



ALBERT DOCK
LIVERPOOL

Terracotta Warriors Exhibition



- Extensive onsite seasonal fieldwork - Feb to October 2018.
- A sample of over 600 direct one to one visitor interviews, split seasonally.
- Concurrent online surveys to site and social media visitors and members.
- Focus groups for non-visitor and visitor audiences.
- A suite of accompanying reports, culminating in a full final report looking at wider impacts.

Thank You

If you would like to discuss how Liverpool LEP and North West Research & Strategy can help you, please contact us:

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- Research & Intelligence
- Strategy Development
- Economic Impact Analysis
- Feasibility Studies
- Business Governance and Modelling
- Brand & Marketing Development
- Bid Development
- Business Planning