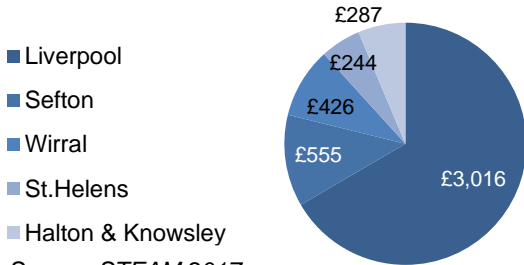


### LCR Overall Tourism Value

£4.53bn

Liverpool City Region breakdown (£m):

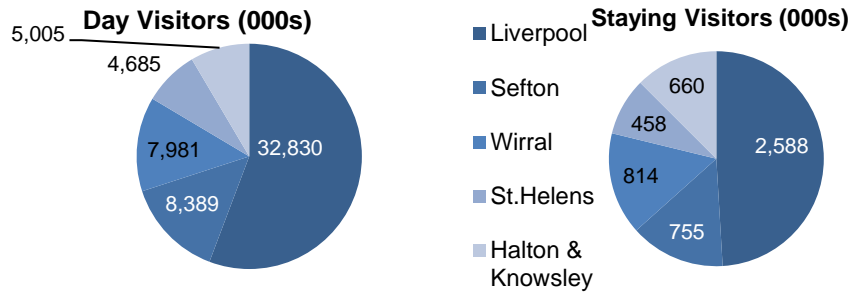


Source: STEAM 2017

### LCR Overall Number of Visitors (Volume)

64.16 m

Liverpool City Region breakdown:



In 2017 Liverpool was the 5<sup>th</sup> most visited city in the UK for international visitors and 7<sup>th</sup> in England for domestic visitors (2016)\*.

Top Towns by Overseas Visitors	
Town/City	Visits (000s)
London	19,828
Edinburgh	2,015
Manchester	1,319
Birmingham	1,117
<b>Liverpool</b>	<b>839</b>
Glasgow	787
Bristol	602

Source: IPS 2017  
Visit Britain

Top Towns by GB Visitors	
Town/City	Visits (000s)
London	12,206
Manchester	2,551
Birmingham	2,306
Scarborough	1,671
Bristol	1,551
Leeds	1,547
<b>Liverpool</b>	<b>1,406</b>

Source: GBTS 2016  
Visit England

Business Trips by overseas and GB Visitors.

Top Towns by Overseas Visitors	
Town/City	Visits (000s)
London	3,518
Birmingham	573
Manchester	390
Edinburgh	198
<b>Liverpool</b>	<b>171</b>
Bristol	150
Cambridge	131

Source: IPS 2017  
Visit Britain

Top Towns by GB Visitors	
Town/City	Visits (000s)
London	3,223
Manchester	664
Birmingham	639
Bristol	450
Leeds	345
Newcastle	237
<b>Liverpool</b>	<b>198</b>

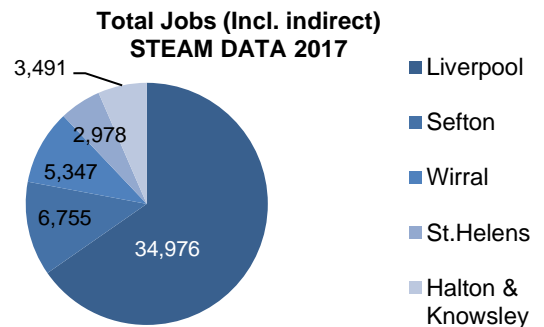
Source: GBTS 2016  
Visit England

\*Please note that the 2017 GBTS has not been released yet

### Visitor Economy Employment

Liverpool City Region	All Employment
Accommodation	3,721
Food and drink	13,787
Recreation	5,073
Shopping	15,908
Transport	2,527
<b>Direct Employment</b>	<b>41,016</b>
<b>Indirect Employment</b>	<b>12,531</b>
<b>TOTAL</b>	<b>53,547</b>

Source: STEAM 2017



### Hotel Supply

Source: Tourist Board Records

Location	2017	
	Hotels	Rooms
Liverpool	69	8,773
Knowsley	8	392
Halton	7	550
Wirral	20	820
Sefton	27	1,398
St.Helens	8	665
<b>Total LCR</b>	<b>139</b>	<b>12,598</b>

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

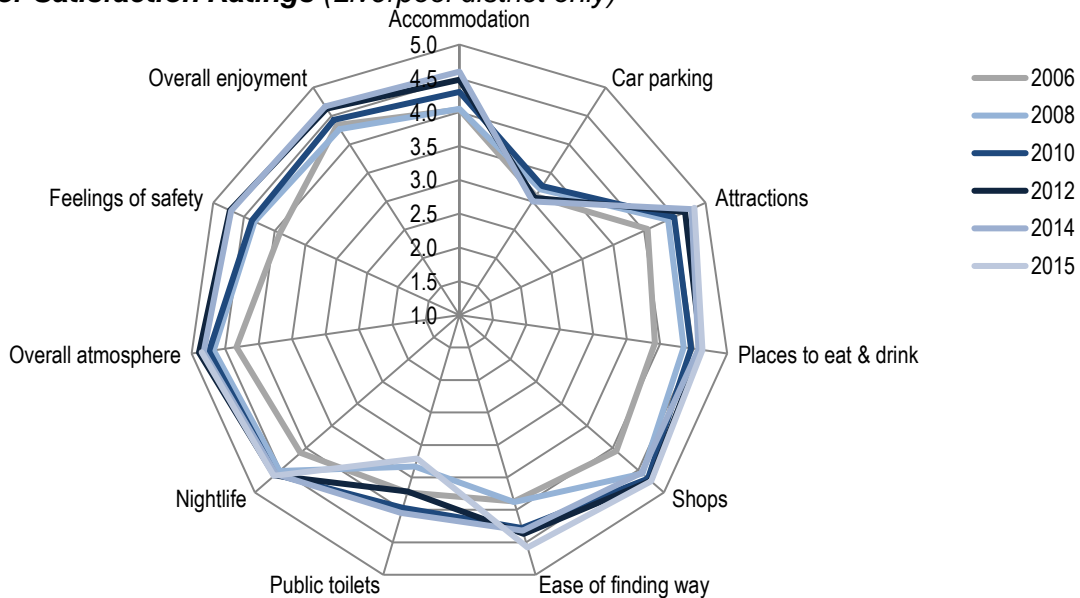
LCR	2014	2015	2016	2017
Occupancy %	75.5%	76.1%	77.8%	78.3%
ADR	£61.13	£63.47	£66.74	£69.08
REVPAR	£46.30	£48.41	£52.17	£54.27
Rooms sold	2,960,096	3,139,601	3,391,290	3,387,428

## 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 2017

#### Top Free Events

- Mersey River Festival – 360,000
- Clipper – 220,000
- International Music Festival – 120,000
- River of Light – 109,000
- Africa Oye – 80,000

#### Top Paid Events

- Open Championship - 235,000
- Grand National – 140,472
- Creamfields – 80,000
- Southport Air Show – 80,000
- Southport Flower Show – 54,000
- Musical Fireworks – 35,000

### Top Attractions Attendance 2017

#### Top Free Attractions

- Merseyside Maritime Museum – 922,503
- Museum of Liverpool – 737,120
- World Museum – 671,171
- Tate Liverpool – 637,944
- Atkinson Gallery – 518,084

#### Top Paid Attractions

- Mersey Ferries – 635,939
- Carr Farm – 596,500
- Echo Arena – 588,532
- Knowsley Safari Park – 561,248