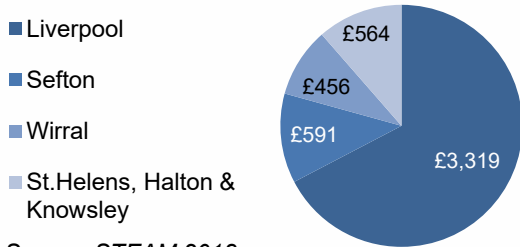


### LCR Overall Tourism Value

£4.93bn

Liverpool City Region breakdown (£m):



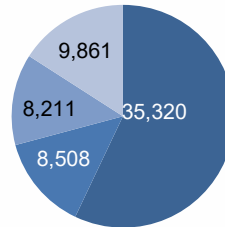
Source: STEAM 2018

### LCR Overall Number of Visitors (Volume)

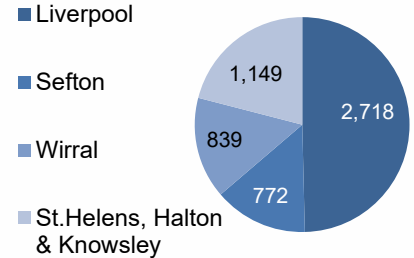
67.38 m

Liverpool City Region breakdown:

Day Visitors (000s)



Staying Visitors (000s)



In 2018 Liverpool was the 6<sup>th</sup> most visited city in the UK for international visitors and 7<sup>th</sup> in England for domestic visitors (2017)\*.

Top Towns by Overseas Visitors		Top Towns by GB Visitors	
Town/City	Visits (000s)	Town/City	Visits (000s)
London	19,090	London	12,519
Edinburgh	2,362	Manchester	2,567
Manchester	1,408	Birmingham	2,421
Birmingham	1,100	Leeds	1,559
Glasgow	837	Scarborough	1,551
<b>Liverpool</b>	<b>803</b>	Bristol	1,499
Bristol	598	<b>Liverpool</b>	<b>1,432</b>

Source: IPS 2018  
Visit Britain

Source: GBTS 2017  
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	3,515	London	3,021
Birmingham	565	Birmingham	752
Manchester	386	Manchester	685
Edinburgh	200	Leeds	329
<b>Liverpool</b>	<b>185</b>	Bristol	267
Bristol	155	Newcastle	263
Glasgow	126	<b>Liverpool</b>	<b>208</b>

Source: IPS 2017  
Visit Britain

Source: GBTS 2017  
Visit England

\*Please note that the 2018 GBTS has not been released yet

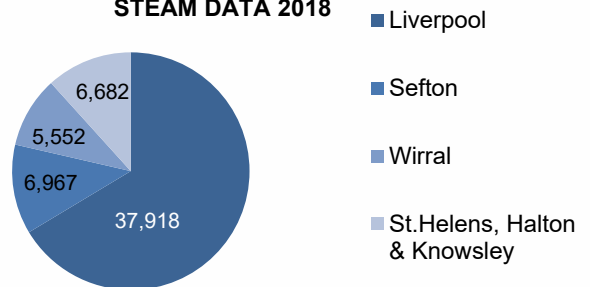
### Visitor Economy Employment

Liverpool City Region	All Employment
Accommodation	3,946
Food and drink	14,782
Recreation	5,449
Shopping	16,928
Transport	2,711
<b>Direct Employment</b>	<b>43,815</b>
<b>Indirect Employment</b>	<b>13,304</b>
<b>TOTAL</b>	<b>57,119</b>

Source: STEAM 2018

### Total Jobs (Incl. indirect)

STEAM DATA 2018



### Hotel Supply

Source: Tourist Board Records

Location	2019	
	Hotels	Rooms
Liverpool	88	7,364
Knowsley	8	386
Halton	7	615
Wirral	38	923
Sefton	64	1,536
St.Helens	10	785
<b>Total LCR</b>	<b>215</b>	<b>11,609</b>

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

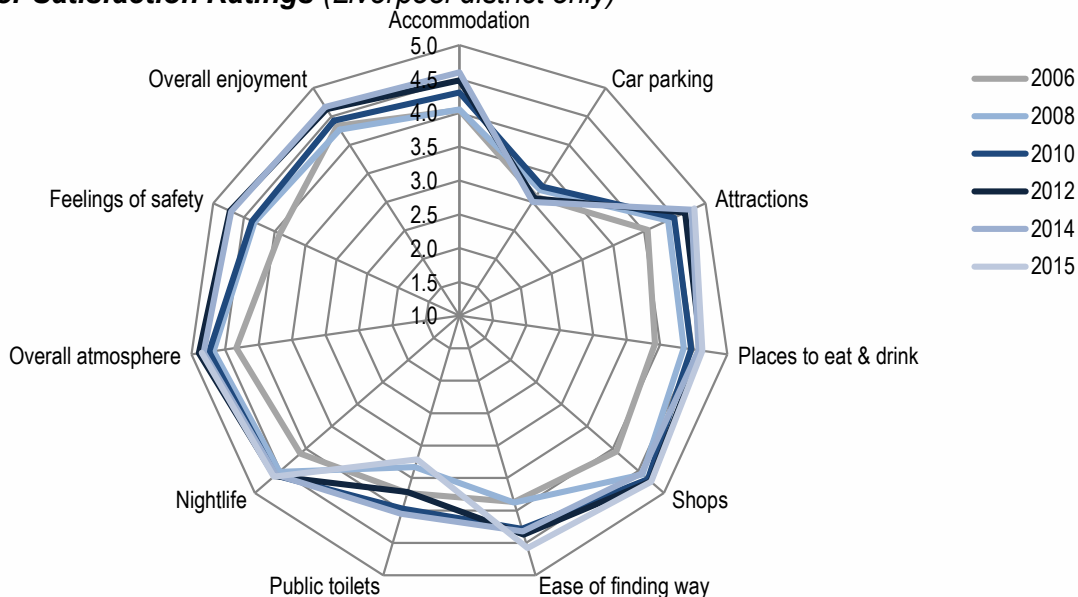
LCR	2014	2015	2016	2017	2018
Occupancy %	75.5%	76.1%	77.8%	78.3%	81.4%
ADR	£61.13	£63.47	£66.74	£69.08	£71.24
REVPAR	£46.30	£48.41	£52.17	£54.27	£58.20
Rooms sold	2,960,096	3,139,601	3,391,290	3,364,468	3,526,458

## 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 2018

#### Top Free Events

- Giants Spectacular – 1.3m
- Mersey River Festival – 548,577
- River of Light – 119,000
- Clipper – 60,000
- Africa Oye – 60,000

#### Top Paid Events

- Grand National – 144,760
- Southport Air Show – 80,000
- International Music Festival – 52,781
- Southport Flower Show – 56,181
- Southport Food & Drink – 29,500

### Top Attractions Attendance 2018

#### Top Free Attractions

- World Museum – 1.4m
- Museum of Liverpool – 962,009
- Merseyside Maritime Museum – 897,415
- Tate Liverpool – 707,207
- Atkinson Gallery – 507,575

#### Top Paid Attractions

- Mersey Ferries – 632,666
- Carr Farm – 590,000
- Knowsley Safari Park – 572,241
- Echo Arena – 497,008