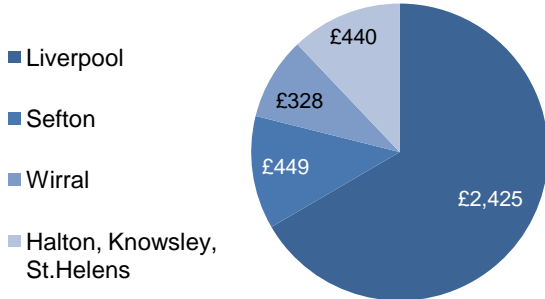


LCR Overall Tourism Value

£3.6bn

Liverpool City Region breakdown (£m):



Source: STEAM 2013

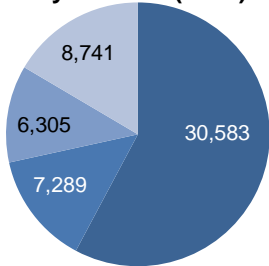


LCR Overall Number of Visitors (Volume)

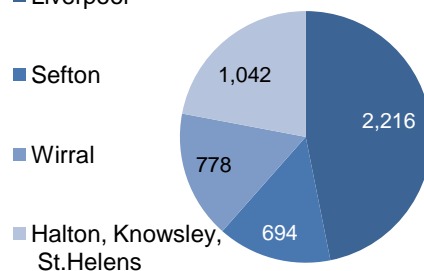
57.6 m

Liverpool City Region breakdown:

Day Visitors (000s)



Staying Visitors (000s)



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

Top Towns by Overseas Visitors	
Town/City	Visits (000s)
London	16,784
Edinburgh	1,303
Manchester	988
Birmingham	941
Liverpool	562

Top Towns by GB Visitors	
Town/City	Visits (000s)
London	12,305
Manchester	2,756
Birmingham	2,267
Bristol	1,921
Liverpool	1,678

Source: IPS 2013

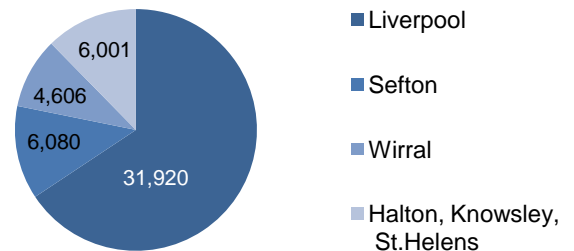
Source: GBTS 2013

Visitor Economy Employment

Jobs in the visitor economy, Liverpool City Region		All Employment ¹
Accommodation	5,422	
Food and drink	31,873	
Transport & travel	3,205	
Culture, attractions, entertainment, other	4,575	
TOTAL	45,075	

Source: Business Register & Employment Survey 2012, ONS

Total Jobs (Incl. indirect)
STEAM DATA 2013



Hotel Supply

Source: Tourist Board Records

Location	End 2013		Change 2011 - 2013	
	Hotels	Rooms	Hotels	Rooms
Liverpool	61	6131	+9	+804
Knowsley	6	352	0	0
Halton	9	628	0	0
Wirral	30	883	+1	+30
Sefton	64	1158	+2	+131
St. Helens	15	854	0	0
Total LCR	185	10006	+12	+965

Total Visitor Economy Supported Jobs = 48,607

Source: STEAM 2013

Hotel Occupancy

LCR	2011	2012	2013
Occupancy %	70.60%	68.80%	71.2%
ADR	£56.43	£56.66	£57.09
REVPAR	£39.93	£39.09	£41.00
Rooms sold	2,351,508	2,385,808	2,566,093

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

¹ "All employment" includes both employees and self employed such as sole traders.

Origin of Visitors

Visitors to Liverpool (Liverpool district only)	% of staying visitors
Cheshire	2%
Greater Manchester	2%
Lancashire	1%
Cumbria	2%
Northeast	2%
Yorkshire	5%
East Midlands	4%
West Midlands	3%
London & Southeast	13%
Southwest	5%
Wales	2%
Scotland	6%
Northern Ireland	<1%
Overseas:	49%

Top Overseas Visitors to Liverpool (Liverpool district only)	% of staying visitors
Eire	7%
Spain	6%
China	5%
Germany	5%
Australia	3%
Canada	2%
France	2%
Italy	2%
Japan	2%
USA	1%

Highest % change in origin of staying visitors to Liverpool since 2010:

Increases:

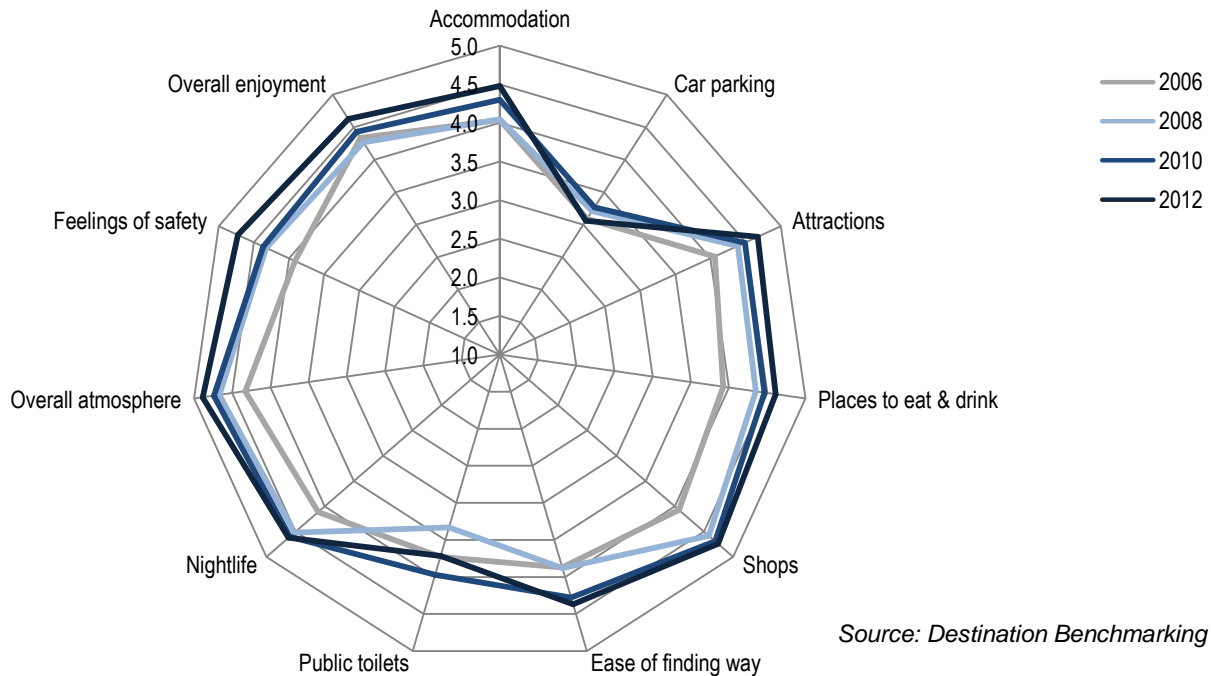
- Spain + 3%
- Scotland + 2%
- Eire + 2%
- Germany + 2%
- Italy + 2%
- Japan + 2%

Decreases:

- USA – 4%
- West Midlands – 4%
- North East – 3%

Source: Destination Benchmarking 2012

Visitor Satisfaction Ratings (Liverpool district only)



Source: Destination Benchmarking 2012

Liverpool City Region Events & Attractions

Top Events Attendance 2013

Top Free Events

- Battle of Atlantic – 300,000
- International Music Festival – 200,000
- Mersey River Festival – 125,000
- Brazilica – 100,000
- Southport Food & Drink – 28,000

Top Paid Events

- Grand National – 138,000
- Southport Flower Show – 70,000
- Creamfields – 58,000
- Liverpool Food & Drink – 40,000
- Southport Air Show – 34,000*

*2nd day cancelled due to bad weather

Source: Tourist board annual Visitor Attractions Survey

Top Attractions Attendance 2013

Top Free Attractions

- Museum of Liverpool – 759,582
- Bluecoat – 670,668
- World Museum Liverpool – 665,635
- Merseyside Maritime Museum – 622,518
- Tate Liverpool – 583,118

Top Paid Attractions

- Mersey Ferries – 631,289
- Echo Arena Liverpool – 518,664
- Knowsley Safari Park – 453,711
- Liverpool Philharmonic – 256,838
- Beatles Story – 235,097