

LIVERPOOL  
CITY  
REGION  
VISITOR  
ECONOMY  
STRATEGY  
TO 2020-  
A SUMMARY

OCTOBER 2009

Figures updated  
February 2011

Visit**Liverpool**





# INTRODUCTION

THE LIVERPOOL CITY REGION'S CULTURAL AND TOURISM OFFER IS THE STRONGEST OUTSIDE OF LONDON AND HAS BEEN BOOSTED BY LIVERPOOL'S STATUS AS EUROPEAN CAPITAL OF CULTURE IN 2008 AND THE SIGNIFICANT PUBLIC AND PRIVATE SECTOR INVESTMENT IN RECENT YEARS

£4bn  
visitor  
spend  
by 2020

14,000  
new  
jobs  
by 2020

Key driver for  
regeneration

The Visitor Economy is now of such importance to the local economy that it has been selected by political leaders and business leaders as one of the four transformational sectors in the Liverpool City Region that has the potential to make a step change and help transform the economy over the next decade<sup>1</sup>.

This strategy is the bedrock of an action plan that will be developed in close consultation with key local and regional partners as well as the Department of Culture, Media and Sport. An action plan that will harness the opportunities presented by the unique offering of culture, music, heritage and sport to enable the Visitor Economy to grow from its current value of £2.8 billion visitor spend per annum by 50% to £4.2 billion by 2020.

It is estimated that by 2020 the visitor spend will support 55,000 jobs, a spectacular net increase of 14,000 (34%) on the current 41,000 jobs.

This is a sector like no other; one that provides real employment opportunities for the people of the City Region in hotels, shops, restaurants, conference venues, visitor attractions, cultural institutions, transport and tours and creative industries.

It is a key driver for broader regeneration.

Liverpool's phenomenal success as European Capital of Culture 2008 was the culmination of a decade-long programme of investment in Liverpool city centre, coupled with the impressive growth of Liverpool John Lennon Airport. A decade which saw huge improvements in the public realm, the brand new shopping and leisure district – Liverpool ONE, the building of a major Arena and Convention Centre, as well as the stunning programme of events during 08 itself. It was a decade in which the tourism sector developed to become a major source of wealth and jobs.

And of course all of this helps to improve the quality of life for the one and half million people who live and work here. It encourages increased inward investment, sustains our communities, our local facilities and attractions, and makes us proud to live in one of the most vibrant and culturally alive regions in the UK.

Over the past few years there has been a huge improvement in the quality of our destination offering - but there's still potential for further development. The vision for the City Region's Visitor Economy in 2020 is the result of extensive consultation with all those with an interest in the sector and this summary document offers a brief overview of just what we're looking to achieve over the next decade.

<sup>1</sup> Multi Area Agreement - September 2009



© Ron Jones

## A STORY OF SUCCESS

IN THE FIVE YEARS TO 2008  
LIVERPOOL CITY REGION  
HAS MADE GREAT PROGRESS...

Risen from  
16<sup>th</sup> to 6<sup>th</sup>  
place in  
the UK for  
international  
visitors

Risen from  
245<sup>th</sup> to 86<sup>th</sup> in  
the world for  
international  
conferences

Greatly  
improved  
visitor offer  
across the  
City Region

### LIVERPOOL HAS

- Risen from 16<sup>th</sup> to 6<sup>th</sup> place in the UK for international visitors
- Risen to 39<sup>th</sup> place in Europe<sup>2</sup> for international arrivals
- Risen to 10<sup>th</sup> place in the UK for staying visits
- Risen from 245<sup>th</sup> to 86<sup>th</sup> place in the world for international conferences - that's higher than New York!
- Seen a 26% increase in hotel room sales
- Increased the city centre hotel stock by more than a third
- Delivered "one of the most successful Capital of Culture programmes that we have ever had."  
*José Manuel Barroso - President of the European Commission*

### LIVERPOOL CITY REGION HAS

- Increased overall visitor spend by 24% - it's now a £2.8 billion business, supporting 41,000 jobs
- Hosted two highly successful Open Championships
- Developed new high quality hotels such as The Vincent (Southport) and The Leverhulme (Wirral) and gained our first Michelin star (Fraiche)
- Expanded the range and depth of our visitor offer with new attractions on the Wirral Waterfront and at Aintree and much loved public art at Crosby, 'Another Place' and Sutton Manor, 'Dream'.

But there's no room for complacency, we need to build on this success and recognise that there is massive potential but still significant challenges ahead. Key stakeholders in the public and private sectors are determined to achieve ambitious targets over the next decade.

<sup>2</sup> Latest data relates to 2006



## OUR VISION TO 2020

50% GROWTH CREATING A £4BN  
LIVERPOOL CITY REGION  
VISITOR ECONOMY

Liverpool-  
world famous  
for culture,  
music, sport  
and heritage

Southport-  
England's  
Classic  
Resort

England's Golf  
Coast- the Finest  
Stretch of  
Championship  
Golf in the World

- By 2020 the Visitor Economy will grow by 50% and be worth £4.2 billion
- It will support 55,000 jobs - an increase of 14,000 (34%)
- Liverpool will always be featured in the UK's top 5 cities for short breaks and conferences and be one of Europe's top 20 favourite cities to visit
- Liverpool will be world famous for its exceptional cultural, music, sporting and heritage offering including, of course, its iconic World Heritage Waterfront, the Beatles and Liverpool Football Club
- The entire Liverpool City Region will be renowned for its superb food offering and strong tradition of fine local produce, its high quality hotels, fantastic shopping, unrivalled public transport and unique visitor welcome
- We will create and shape distinctive visitor quarters, each with a strong sense of identity, individual market appeal and sense of arrival
- Southport will build on its reputation as England's Classic Resort and as one of the most successful national conference destinations
- England's Golf Coast will be internationally acknowledged as the finest stretch of championship golf in the world and host to major golfing events – attracting high spending staying visitors to Southport and the Wirral Peninsula as well as the city
- Day visitors will continue to play an important part in the Visitor Economy (with spending by day visitors increasing by 80% by 2020) with the region's coastal offering and public art trail encouraging thousands of visitors to discover the wider City Region.



## OUR AIMS

IN DEVELOPING OUR VISITOR ECONOMY  
 STRATEGY FOR THE LIVERPOOL CITY  
 REGION WE HAVE TAKEN INTO ACCOUNT  
 THE WIDER AIMS OF THE NORTHWEST  
 TOURISM STRATEGY

Highest  
 quality  
 experience  
 for our  
 visitors

High performing  
 and productive  
 businesses

Aspirational  
 career choice

### NORTHWEST AIMS

- Enhanced communication with the region's visitors
- Higher levels of productivity and performance from the businesses operating in the Visitor Economy
- Improved products and higher quality experiences for visitors
- Improved levels of skills for those working in the sector
- An improved infrastructure for the Visitor Economy
- For all activity related to tourism and the Visitor Economy to be based on the principles of sustainable development

### LIVERPOOL CITY REGION'S AIMS

- Deliver the highest quality experience for our visitors by investing in our public realm, our transport, visitor information and destination welcome
- Secure public and private investment to improve the quality and range of our hotels, restaurants and attractions, our conference, exhibition and cultural venues and to attract major events
- Help businesses in the Visitor Economy by working with them to improve their performance and productivity by sharing best practice
- Promote the Visitor Economy as an aspirational career choice and address any skills gaps in the hospitality industry
- Develop the Visitor Economy in a sustainable and responsible way
- Promote the City Region through innovative and effective marketing activity, with a clear focus on our destination brands, key themes and well defined target markets



## SHAPING THE PLACE

WE WILL CREATE AND MANAGE  
DISTINCTIVE QUARTERS, EACH  
WITH A STRONG SENSE OF  
IDENTITY, TO HELP DRIVE NEW  
AND ADDITIONAL VISITORS

Develop area  
action plans

Public and private  
investment in  
the visitor offer

Improve  
access and  
gateways

### IN LIVERPOOL KEY AREAS FOR FOCUS AND INVESTMENT ARE:

- Liverpool Waterfront
- UNESCO World Heritage Site
- Hope Street
- Ropewalks
- Cavern Quarter
- Baltic Quarter
- Chinatown

### BEYOND THE CITY, THE PRIORITIES ARE:

- Lord Street, Southport
- Sefton coast
- Wirral coast
- Port Sunlight
- West Kirby
- George Street, St. Helens
- Prescot

Stakeholder groups in each of these areas will develop action plans that will fast forward the growth of their individual visitor economies, benchmarking themselves against the great visitor destinations of the world. They will stimulate enterprise, plug gaps in their visitor offer and embrace high standards of visitor welcome and interpretation.

The net result will be a mosaic of complementary, distinctive, interesting places to visit managed by those businesses and venues that will benefit from increased footfall.

Across the City Region we will seek to attract further private and public investment in our visitor offering. This will include investment in budget, boutique and 4 and 5 star hotels in line with growing demand; investment in existing and new visitor attractions and facilities that reinforce our strong culture and heritage theme; improvements to our conference welcome and expansion of exhibition facilities.

Businesses will work collaboratively to drive up quality standards and customer service, business performance and workforce skills.

We will lobby for improvements that make the City Region more accessible for visitors and easier to get around, with projects such as the Mersey Gateway and the master plan for Liverpool John Lennon Airport (which will see passenger numbers grow from 5.5 million to 12.3 million by 2030).

Continued improvements to the West Coast Main Line are vitally important milestones on our journey to Visitor Economy success and employment growth, as is the further development of the cruise terminal as a turnaround facility enabling cruises to start and finish in Liverpool. We will promote the use of public transport to make our Visitor Economy more environmentally sustainable.

3 BEAT RECORDS · 20 FORTHLIN ROAD · 3345 PARR STREET · A FOUNDATION · ADELPHI HOTEL · ADRIAN HENRI · AFRICA OYÉ · AINTREE RACECOURSE · ALAN BLEASDALE · ALBERT DOCK · ANFIELD · ANOTHER PLACE BY ANTONY GORMLEY · THE ATHENAEUM · ATKINSON ART GALLERY · BALTIC QUARTER · **THE BEATLES** · BEATLES STORY · BERYL BAINBRIDGE · BIDSTON HILL WINDMILL · BILL SHANKLY · BILLY FURY · BIRKENHEAD PARK · BIRKENHEAD PRIORY · BLACKBURNE HOUSE · THE BLACKIE · THE BLUECOAT · THE BOO RADLEYS · BOTANIC GARDENS MUSEUM · THE BRIDGEWATER CANAL · BRIMSTAGE HALL COURTYARD · THE BRINDLEY · BRITISH LAWNMOWER MUSEUM · BROMBOROUGH GOLF CLUB · BROUHAHA · CALDERSTONES PARK · CALDY GOLF CLUB · CASBAH COFFEE CLUB · CAST · CATALYST SCIENCE AND DISCOVERY CENTRE · CAVERN CLUB · CAVERN QUARTER · CERI HAND GALLERY · CHAMPIONS LEAGUE · CHAPTER & VERSE LITERATURE FESTIVAL · CHINA CRISIS · CHINATOWN · CHINESE NEW YEAR FESTIVAL · THE CHRISTIANS · CHURCHTOWN · CILLA BLACK · THE CITADEL · THE CORAL · CORNERSTONE · CREAM · CREAMFIELDS · CROXTETH HALL · THE CULTURAL QUARTER · CUNARD BUILDING · DADAFEST · DAN DARE · DARESBUY VILLAGE · DICKIE MINT · DIXIE DEAN · DOT ART · **DREAM BY JAUME PLENSA** · ECHO AND THE BUNNYMEN · **ECHO ARENA** · EVERTON FC · ELVIS COSTELLO · ERIC'S · **EVERYMAN THEATRE** · EUROPEAN CAPITAL OF CULTURE · FAB 4D · FACT · THE FARM · FIELD FOR THE BRITISH ISLES BY ANTONY GORMLEY · FLORAL PAVILION · FOR YOU BY TRACEY EMIN · FORMBY GOLF CLUB · FORT PERCH ROCK · FOUR CORNERS · FRANKIE GOES TO HOLLYWOOD · GARLANDS · GEORGIAN QUARTER · GEORGE HARRISON · GEORGE STREET QUARTER · GOSTINS GALLERY · GERRY AND THE PACEMAKERS · THE GRAPES · GUSTAF ADOLF SWEDISH CHURCH · HAMILTON SQUARE · HARD DAYS NIGHT GALLERY · HAYDOCK PARK RACECOURSE · HERITAGE OPEN DAYS · HESKETH GOLF CLUB · HILBRE ISLANDS · HILLSIDE GOLF CLUB · HOMOTOPIA · HOPE STREET · HUB FESTIVAL · INDIA BUILDINGS · INTERNATIONAL BEATLES WEEK · INTERNATIONAL SLAVERY MUSEUM · ISLA GLADSTONE CONSERVATORY · JACARANDA · JIMMY MCGOVERN · JOHN LENNON · JOHN SMITH'S GRAND NATIONAL · KEN DODD · KNOWSLEY HALL · LADY LEVER ART GALLERY · THE LA'S · LEASOWE LIGHTHOUSE · LEEDS-LIVERPOOL CANAL · LEVEL ONE ART GALLERY · LEWIS CARROLL · LIGHTNING SEEDS · LIME STREET STATION · LION TAVERN · LIPA · LIVER BUILDING · LIVERPOOL ACADEMY OF ARTS · LIVERPOOL ARABIC FESTIVAL · LIVERPOOL BIENNIAL · **LIVERPOOL CATHEDRAL** · LIVERPOOL COMEDY FESTIVAL · LIVERPOOL ECHO · LIVERPOOL EMPIRE THEATRE · LIVERPOOL FOOD AND DRINK FESTIVAL · **LIVERPOOL FC** · LIVERPOOL INTERNATIONAL TENNIS TOURNAMENT · LIVERPOOL IRISH FESTIVAL · LIVERPOOL LIGHTHOUSE · LIVERPOOL LITERARY FESTIVAL · **LIVERPOOL METROPOLITAN CATHEDRAL** · LIVERPOOL MUSIC WEEK · LIVERPOOL TOUR GUIDES · LIVERPOOL TOWN HALL · **LIVERPOOL WATERFRONT** · **LORD STREET** · MAGICAL

MYSTERY TOUR · MALCOLM LOWRY · MATHEW STREET FESTIVAL · MATHEW STREET FRINGE · THE MCGANNNS · MENDIPS · MEOLS HALL · MERSEY FERRIES · MERSEY TUNNEL TOURS · MERSEYSIDE MARITIME MUSEUM · MILK AND SUGAR · MR HARDMAN'S PHOTOGRAPHIC STUDIO · MUSEUM OF LIVERPOOL · NATIONAL CONSERVATION CENTRE · **NATIONAL MUSEUMS LIVERPOOL** · NATIONAL WILDFLOWER CENTRE · NEPTUNE THEATRE · NESS BOTANIC GARDENS · NORTHWEST RACING MASTERS · NORTH WEST ROAD TRANSPORT MUSEUM · NORTH WEST VINTAGE RALLY · NORTON PRIORY · NOVAS CONTEMPORARY URBAN CENTRE · OPEN EYE GALLERY · PACIFIC ROAD ARTS CENTRE · PAUL MCCARTNEY · PAUL O'GRADY · PENELOPE BY JORGE PARDO · PENNY LANE · PHIL REDMOND · PHILHARMONIC HALL · THE PHILHARMONIC PUB · THE PIER HEAD · PLAYHOUSE THEATRE · PORT OF LIVERPOOL BUILDING · **PORT SUNLIGHT VILLAGE** · PRESCOT MUSEUM · PRINCES ROAD SYNAGOGUE · RADIO CITY TOWER · RAINHILL TRIALS · RED RUM · REDWIRE · RINGO STARR · RIVER MERSEY · ROGER MCGOUGH · ROMAN STANDARD BY TRACEY EMIN · ROPEWALKS · ROYAL BIRKDALE · ROYAL COURT THEATRE · ROYAL LIVERPOOL GOLF CLUB · **ROYAL LIVERPOOL PHILHARMONIC ORCHESTRA** · RUNCORN WIDNES BRIDGE · SANKEY VIADUCT · SEFTON PARK PALM HOUSE · SIR SIMON RATTLE · SOUTHPORT AIRSHOW · SOUTHPORT AND AINSDALE GOLF CLUB · SOUTHPORT ARTS CENTRE · SOUTHPORT COMEDY FESTIVAL · SOUTHPORT FLOWER SHOW · SOUTHPORT FOOD AND DRINK FESTIVAL · SOUTHPORT JAZZ FESTIVAL · SOUTHPORT PIER · SOUTHPORT THEATRE · SPACEPORT · SPEKE HALL · ST. GEORGE'S HALL · ST.HELENS RFC · ST.HELENS CAMRA BEER, CIDER AND PIE FESTIVAL · ST.HELENS COMEDY WEEK · ST.HELENS MUSIC FESTIVAL · STANLEY DOCK · STANLEY PARK · STEVEN GERRARD · SUDLEY HOUSE · SUMMER CLASSICS – MUSIC IN THE PARK · SUMMER POPS FESTIVAL · SUPER LAMB BANANA BY TARO CHIEZO · **TATE LIVERPOOL** · TERENCE DAVIES · SIR THOMAS BEECHAM · THREE GRACES · TRANMERE ROVERS · TURNING THE PLACE OVER BY RICHARD WILSON · U-BOAT STORY · **UNESCO WORLD HERITAGE SITE** · UNITY THEATRE · VASILY PETRENKO · VICTORIA GALLERY AND MUSEUM · VIEW TWO GALLERY · WALLASEY GOLF CLUB · **WALKER ART GALLERY** · WAVERTREE LOCK UP · WAYFARERS ARCADE · WEST LANCASHIRE GOLF CLUB · WESTERN APPROACHES MUSEUM · THE WHITE STAR · WIDNES VIKINGS RFC · WILLIAM BROWN STREET · WILLIAMSON ART GALLERY · WILLIAMSON TUNNELS HERITAGE CENTRE · WILLY RUSSELL · WIRRAL COUNTRY PARK · WIRRAL FOLK FESTIVAL · WIRRAL FOOD AND DRINK FESTIVAL · WIRRAL HISTORIC VEHICLE RALLY · WIRRAL INTERNATIONAL GUITAR FESTIVAL · WIRRAL TRAMWAY AND TRANSPORT MUSEUM · THE WOMBATS · WORLD MUSEUM LIVERPOOL · WORLD OF GLASS · WRITING ON THE WALL · THE YELLOWDUCKMARINE · YOU'LL NEVER WALK ALONE · THE ZUTONS

SO QUITE A LOT THEN...



CULTURE AND HERITAGE  
ARE AT THE HEART OF  
OUR DESTINATION MARKETING



The extraordinary breadth and quality of the City Region's culture and heritage is the reason it is at the heart of our destination marketing.

It is what we believe sets us apart from other destinations and is our strongest proposition to compel visitors from across the world to visit the City Region.

When we say culture and heritage we mean it in its widest terms. It encompasses not only our world class cultural organisations, our World Heritage Site, our unrivalled music, the Beatles - of course, our iconic sporting pedigree but also our natural and industrial heritage, our humour, the warmth of our welcome and our legendary nightlife.

We will encourage further development of our prime cultural assets to help build on recent phenomenal successes, artistic excellence and overall contribution to the Visitor Economy. We will support our cultural and heritage partners to stage blockbuster, cutting edge exhibitions (such as NML's *Titanic* and Tate's *Picasso*) and performances that benefit an area with so rich and colourful a history and so endowed with cultural expertise and talent.

We will showcase the City Region's hugely strong sporting offering and encourage visitors to sporting events to extend their stay.

We will use our coastline and outstanding public art to encourage visitors to explore the wider City Region.



Pablo Picasso Still Life with Skull, Leeks and Fitcher  
14 March 1945 © Succession Picasso/DACS 2009

Picasso: Peace and Freedom  
21 May - 30 August 2010

LIVERPOOL  
**TATE**

## OUR MARKETING

THE CITY REGION  
HAS THREE  
DESTINATION  
BRANDS:



Liverpool



Southport



England's  
Golf Coast

### TWO KEY THEMES:

- Culture and Heritage
- Conferences

### CLEARLY DEFINED TARGET AUDIENCES:

- Cosmopolitans\*
- Style Hounds\*
- Traditionals\*
- UK - London and the South East
- Global - Short haul European, long haul US and Japan (medium term Brazil, Russia, India, China)

### OUR STRATEGY

- Focuses on Liverpool as the attack brand - a truly global brand
- Recognises the potential and distinctive offering of Southport, England's Classic Resort
- Leverages our culture and heritage offering to target the UK and international city break markets
- Values the role of day visitors in sustaining our visitor attractions
- Embodies 'less is more' - we cannot do everything, so in a crowded, competitive marketplace we will focus on our destination brands, our strongest products and clearer messaging

\*Cosmopolitans - high spenders for whom style and brands are important, globetrotters looking for new experiences \*Style Hounds - 'young free and single', brand conscious, looking for fun with friends \*Traditionals - as the name suggests tend towards traditional values, appreciating individual attention and service. (ArkLeisure market segments)



## BEYOND THE CITY

SOUTHPORT WILL BUILD ON ITS POSITIONING AS 'ENGLAND'S CLASSIC RESORT', ATTRACTING REGIONAL VISITORS FOR DAY AND OVERNIGHT STAYS AND OVER TIME UK SHORT BREAK VISITORS

Southport and the Wirral Peninsula - the heart of England's Golf Coast

Attract high spending national and international golfers

Host major international golf events

### SOUTHPORT

By focusing on the unique appeal of Lord Street and strengthening its higher end product offering, Southport will look to attract more regional Cosmopolitan visitors. And by enhancing its night time offering, will also target Style Hounds from across the region.

The major events programme will continue to play a key role in Southport's renaissance, as will the development of a new leisure entertainment centre on the seafront and a new multi- million pound arts and cultural centre on Lord Street.

### ENGLAND'S GOLF COAST

We will continue to position England's Golf Coast as the Finest Stretch of Championship Golf in the World.

Because it is.

We will attract high spending national and international visitors to the region on golfing holidays and short breaks and use our exceptional golf product to enhance the City Region's conference offering.

We will continue to build our reputation as a lead destination for major international golf events, maximising the marketing opportunities and significant economic benefits of events such as the Open Championship, encouraging them to return more frequently to England's Golf Coast. We will continue to work closely with key golf stakeholders, in Southport and the Wirral in particular, to ensure our golf offering is the best in the world.



MAJOR EVENTS AND FESTIVALS  
WILL ENCOURAGE HUGE NUMBERS  
OF PEOPLE TO VISIT THE CITY  
REGION - MANY FOR THE FIRST TIME

Bid for and  
win major  
national and  
international  
events

Improve our  
conference  
delegate  
welcome

Differentiate the  
Liverpool and  
Southport  
conference offer

#### EVENTS AND FESTIVALS

We will bid for and win major international and national events which deliver powerful PR opportunities to our City Region, reinforce our positioning as a cultural, heritage, waterfront and sports region of global significance whilst attracting large number of visitors. We will capitalise on the opportunities presented by national events including London 2012 and Glasgow 2014.

We must also help to promote new sporting assets such as the proposed new LFC and Saints stadia developments.

#### CONFERENCES

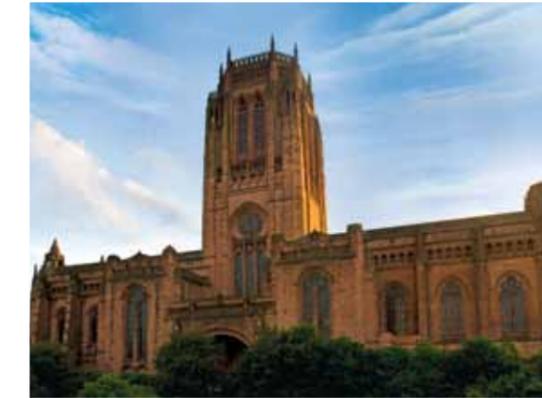
In just two years Liverpool has become a serious player in the convention market, with the opening of ACC Liverpool attracting conferences such as the Trade Union Congress in 2009, the Liberal Democrats Conference in 2010 and the Labour Party Conference in 2011.

We will continue to invest in developing Liverpool as a conference city for the benefit of the whole of the City Region. We will finely tune our conference delegate welcome so that it surpasses that of our competitors and we will continue to build the reputation of Liverpool Convention Bureau, so it is recognised as the best in the UK.

Southport has also significantly improved its conference offering with the opening of the Southport Theatre and Convention Centre and its improved hotel base.

We will focus our efforts on promoting the two clearly differentiated conference destination offers of Liverpool and Southport - Liverpool with its strong offer for international and national associations and the corporate market and Southport predominantly targeting national associations looking for a resort experience.

We will actively target conferences that are related to industries and sectors that are strong in our area and explore new and innovative ways of driving business to other venues across the City Region, as well as encouraging investment in the wider conference offer.



#### DAY VISITORS

Day visitors are the mainstay of the Visitor Economy across the City Region - from our rural coastline and resorts, to individual attractions, events, towns and villages.

We will encourage further investment in our day visitor experience and improve the way we package and present this to visitors to help drive up daily spend.

We will broaden the day visitor catchment for major events and festivals.

The marketing focus for day visitors will be on the higher spending target markets of Cosmopolitans\*, Style Hounds\* and Traditionals\*

Cruise liner calls will become an increasingly important source of high spending day visitors.

Individual destinations and attractions will identify additional markets appropriate to their offer and strengths.

#### MAKING IT HAPPEN

New structures and governance for the Visitor Economy are now in place which will see a private sector led approach to the development of the sector. A key and immediate challenge is to develop a new funding model which is less dependent on the public sector. A detailed action plan for delivery will be prepared.

Key stakeholders and employers across the Liverpool City Region share this ambitious vision and are united in making it a reality. Those involved in the sector have demonstrated what can be achieved by the remarkable success of the last few years. The next 10 years will see the Visitor Economy become a powerhouse of our City Region economy, creating jobs and prosperity for our residents, challenging outdated perceptions of our city and harnessing the creative energy and artistic talents of our citizens.

#### FIND OUT MORE

This document is just a brief overview of our Visitor Economy Strategy for the Liverpool City Region, if you would like the full version please go to [www.merseyside.org.uk](http://www.merseyside.org.uk)

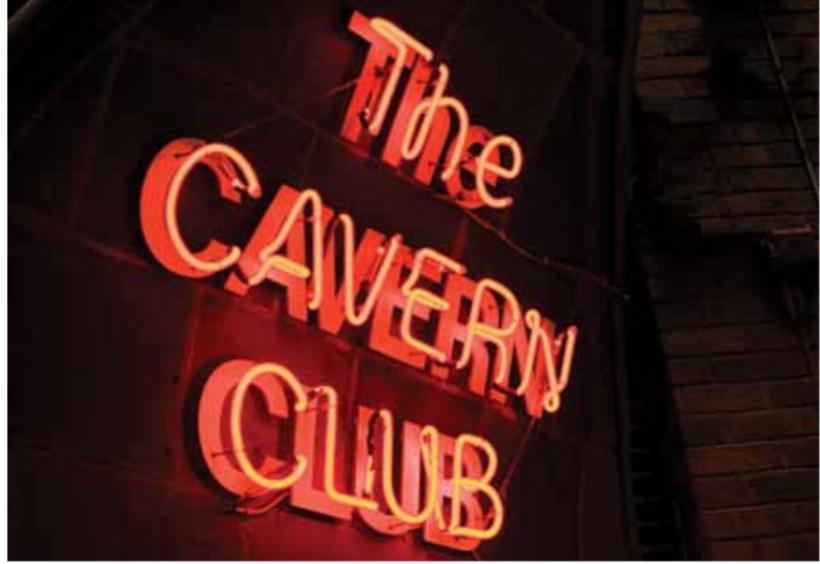
→ publications

→ tourism documents

or email: [research@merseyside.org.uk](mailto:research@merseyside.org.uk)

**Thank you to everyone who has contributed to the development of this strategy.**

\*Cosmopolitans – high spenders for whom style and brands are important, globetrotters looking for new experiences \*Style Hounds – ‘young free and single’, brand conscious, looking for fun with friends \*Traditionals – as the name suggests tend towards traditional values, appreciating individual attention and service. (ArkLeisure market segments)



# VisitLiverpool

For Tourist Information - [VisitLiverpool.com](http://VisitLiverpool.com)

For Visitor Economy sector information - [Merseyside.org.uk/MOST](http://Merseyside.org.uk/MOST)

Tourism Development  
The Mersey Partnership  
12 Princes Parade  
Liverpool  
L3 1BG  
Tel: 0151 227 2727