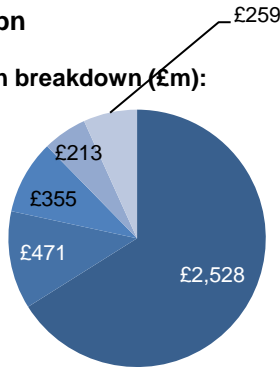


LCR Overall Tourism Value

£3.8bn

Liverpool City Region breakdown (£m):

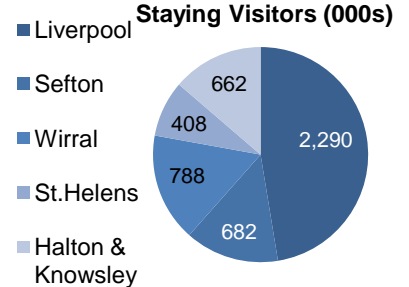
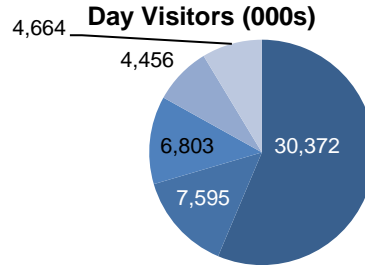
- Liverpool
- Sefton
- Wirral
- St.Helens
- Halton & Knowsley



LCR Overall Number of Visitors (Volume)

58.7 m

Liverpool City Region breakdown:



Source: STEAM 2014

In 2014 Liverpool was the 6th most visited city in the UK for international visitors and 7th in England for domestic visitors.

Top Towns by Overseas Visitors		Top Towns by GB Visitors	
Town/City	Visits (000s)	Town/City	Visits (000s)
London	17,693	London	11,936
Edinburgh	1,588	Manchester	2,688
Manchester	999	Birmingham	2,317
Birmingham	946	Scarborough	1,621
Glasgow	623	Bristol	1,512
Liverpool	608	Leeds	1,510
Oxford	491	Liverpool	1,427

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	3,275	London	3294
Birmingham	499	Manchester	707
Manchester	335	Birmingham	695
Edinburgh	200	Bristol	430
Leeds	158	Leeds	364
Liverpool	145	Newcastle	236
Bristol	135	Liverpool	202

Source: IPS 2014 Visit Britain

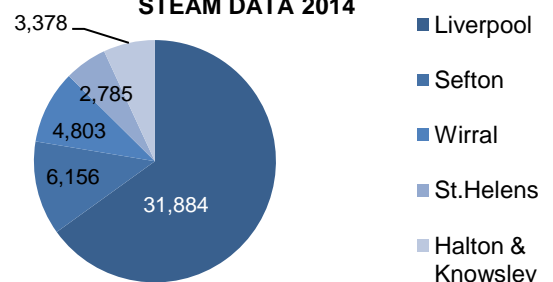
Source: GBTS 2014 Visit England

Visitor Economy Employment

Liverpool City Region	All Employment
Accommodation	3,467
Food and drink	12,636
Recreation	4,642
Shopping	14,620
Transport	2,332
Direct Employment	37,697
Indirect Employment	11,309
TOTAL	49,006

Source: STEAM 2014

Total Jobs (Incl. indirect) STEAM DATA 2014



Hotel Supply

Source: Tourist Board Records

Location	End 2015	
	Hotels	Rooms
Liverpool	68	7,847
Knowsley	6	352
Halton	9	628
Wirral	30	856
Sefton	64	1,578
St.Helens	15	641
Total LCR	192	11902

Hotel Occupancy

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

LCR	2012	2013	2014	2015
Occupancy %	68.80%	71.2%	75.5%	76.1%
ADR	£56.66	£57.09	£61.13	£63.47
REVPAR	£39.09	£41.00	£46.30	£48.41
Rooms sold	2,385,808	2,566,093	2,960,096	3,139,601

Origin of Visitors

Visitors to Liverpool (Liverpool district only)	% of staying visitors
Cheshire	1%
Greater Manchester	2%
Lancashire	3%
Cumbria	1%
Northeast	3%
Yorkshire	11%
East Midlands	4%
West Midlands	7%
London & Southeast	9%
Southwest	4%
Wales	5%
Scotland	4%
Northern Ireland	2%
Overseas:	38%

Top Overseas Visitors to Liverpool (Liverpool district only)	% of staying visitors
Eire	4%
Spain	3%
Australia	3%
USA	3%
France	3%
Germany	2%
Poland	2%
Italy	2%
Canada	1%
Japan	1%

Highest % change in origin of staying visitors to Liverpool since 2012:

Increases:

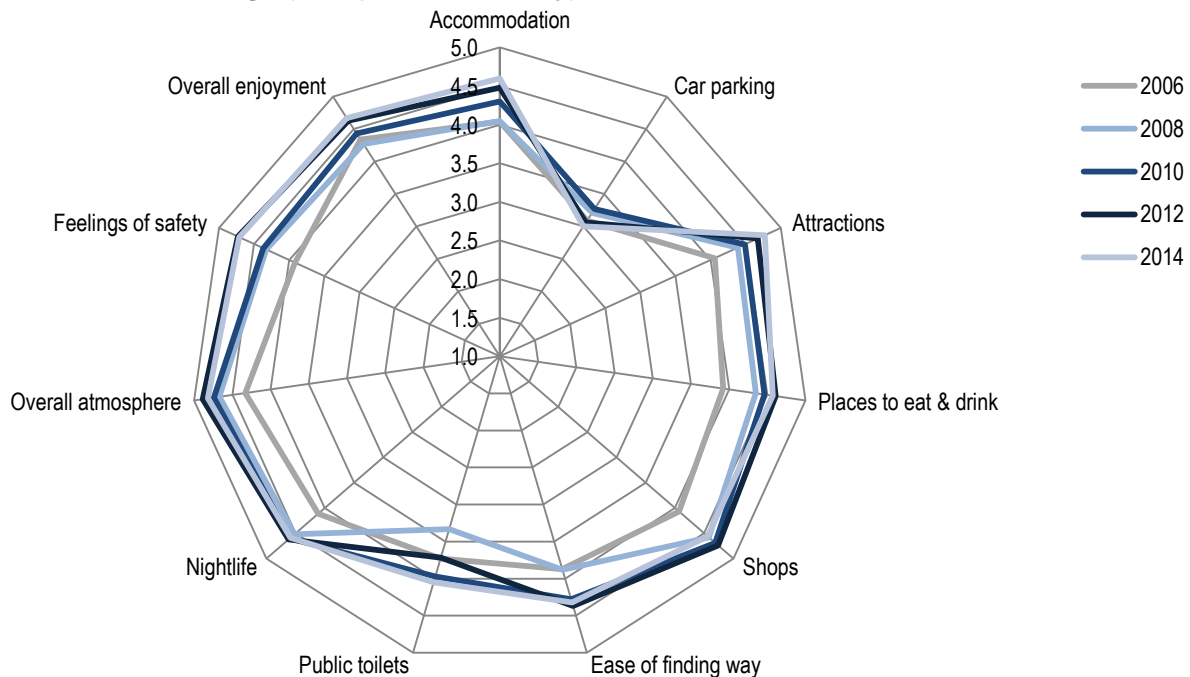
- Yorkshire + 6%
- West Midlands + 4%
- Northern Ireland + 2%
- USA + 2%
- France + 1%

Decreases:

- Eire - 3%
- Spain - 3%
- Germany -3%
- Scotland - 2%
- North East - 1%
- Japan - 1%

Source: Destination Survey 2014

Visitor Satisfaction Ratings (Liverpool district only)



Source: Destination Survey 2014

Liverpool City Region Events & Attractions

Top Events Attendance 2014

Top Free Events

- Giants spectacular – 1m
- Biennial – 677,000
- Mersey River Festival – 200,000
- International Music Festival – 100,000
- Brazilica – 100,000

Top Paid Events

- Open Golf Championship – 203,000
- Grand National – 139,000
- Southport Flower Show – 90,000
- Southport Air Show – 67,500
- Creamfields – 60,000

Source: Tourist board annual Visitor Attractions Survey

Top Attractions Attendance 2014

Top Free Attractions

- Bluecoat – 743,814
- Museum of Liverpool – 707,405
- Merseyside Maritime Museum – 631,711
- World Museum – 610,785
- Tate Liverpool – 540,885

Top Paid Attractions

- Mersey Ferries – 611,028
- Echo Arena Liverpool – 521,234
- Knowsley Safari Park – 503,678
- Beatles Story – 249,734
- Aintree Racecourse – 203,042