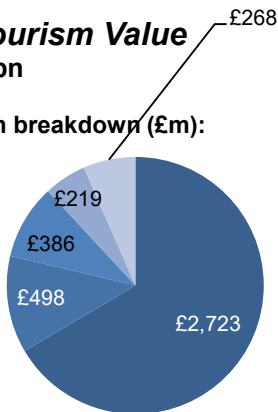


LCR Overall Tourism Value

£4.1bn

Liverpool City Region breakdown (£m):

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

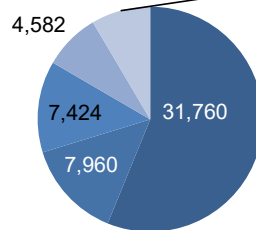


LCR Overall Number of Visitors (Volume)

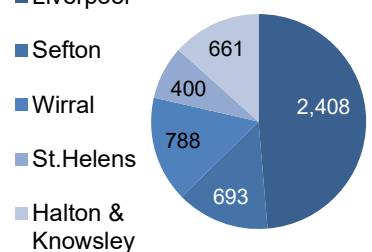
61.49 m

Liverpool City Region breakdown:

Day Visitors (000s)



Staying Visitors (000s)



Source: STEAM 2015

In 2015 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	18,851	London	12,206
Edinburgh	1,543	Manchester	2,551
Manchester	1,152	Birmingham	2,306
Birmingham	1,107	Scarborough	1,671
Glasgow	662	Bristol	1,551
Liverpool	601	Leeds	1,547
Oxford	535	Liverpool	1,406

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	3,712	London	3,223
Birmingham	619	Manchester	664
Manchester	385	Birmingham	639
Liverpool	179	Bristol	450
Edinburgh	152	Leeds	345
Oxford	149	Newcastle	237
Bristol	140	Liverpool	198

Source: IPS 2015 Visit Britain

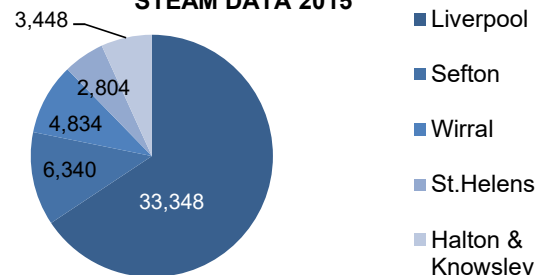
Source: GBTS 2015 Visit England

Visitor Economy Employment

Liverpool City Region	All Employment
Accommodation	3,555
Food and drink	13,169
Recreation	4,842
Shopping	15,196
Transport	2,421
Direct Employment	39,183
Indirect Employment	11,811
TOTAL	50,994

Source: STEAM 2015

Total Jobs (Incl. indirect) STEAM DATA 2015



Hotel Supply

Source: Tourist Board Records

Location	2015	
	Hotels	Rooms
Liverpool	68	7,847
Knowsley	6	352
Halton	9	628
Wirral	30	856
Sefton	64	1,578
St.Helens	6	521
Total LCR	183	11782

Hotel Occupancy

Source: STR GLOBAL, LTD. REPUBLICATION 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

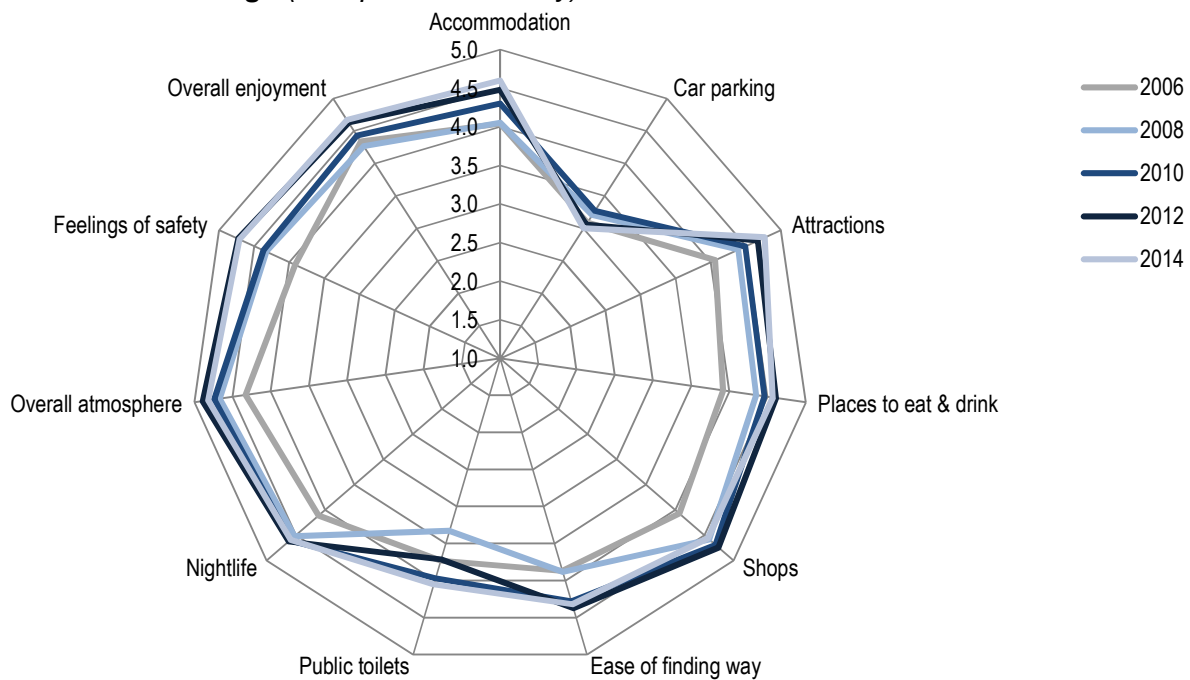
Origin of Visitors

Visitors to the Liverpool City Region	% of staying visitors
Cheshire	1%
Greater Manchester	3%
Lancashire	7%
Cumbria	2%
Northeast	6%
Yorkshire	12%
East Midlands	2%
West Midlands	10%
London & Southeast	12%
Southwest	9%
Wales	6%
Scotland	5%
Northern Ireland	4%
East	2%
Isle of Man	1%
Overseas:	14%

Top Overseas Visitors to the Liverpool City Region	% of staying visitors
Australia	3%
Canada	2%
Greece	1%
USA	1%
Eire	1%
Germany	1%
Spain	1%
Italy	1%
Bulgaria	1%
Israel	1%

Source: Liverpool City Region Survey 2015

Visitor Satisfaction Ratings (Liverpool district only)



Source: Destination Survey 2014

Liverpool City Region Events & Attractions

Source: Tourist board annual Visitor Attractions Survey

Top Events Attendance 2015

Top Free Events

- Three Queens – 1.2m
- Mersey River Festival – 220,000
- Transatlantic 175 – 200,000
- International Music Festival – 161,000
- Africa Oye – 80,000

Top Paid Events

- Grand National – 142,500
- Southport Air Show – 80,000
- Creamfields – 70,000
- Southport Flower Show – 54,000
- Musical Fireworks – 35,000

Top Attractions Attendance 2015

Top Free Attractions

- Museum of Liverpool – 747,000
- Merseyside Maritime Museum – 662,000
- World Museum – 658,000
- Tate Liverpool – 626,000
- International Slavery Museum – 460,000

Top Paid Attractions

- Mersey Ferries – 607,500
- Pleasure land Southport – 500,000
- Beatles Story – 250,000
- Haydock Racecourse – 203,000
- Aintree Racecourse – 173,500