

**VISIT
LIVERPOOL**

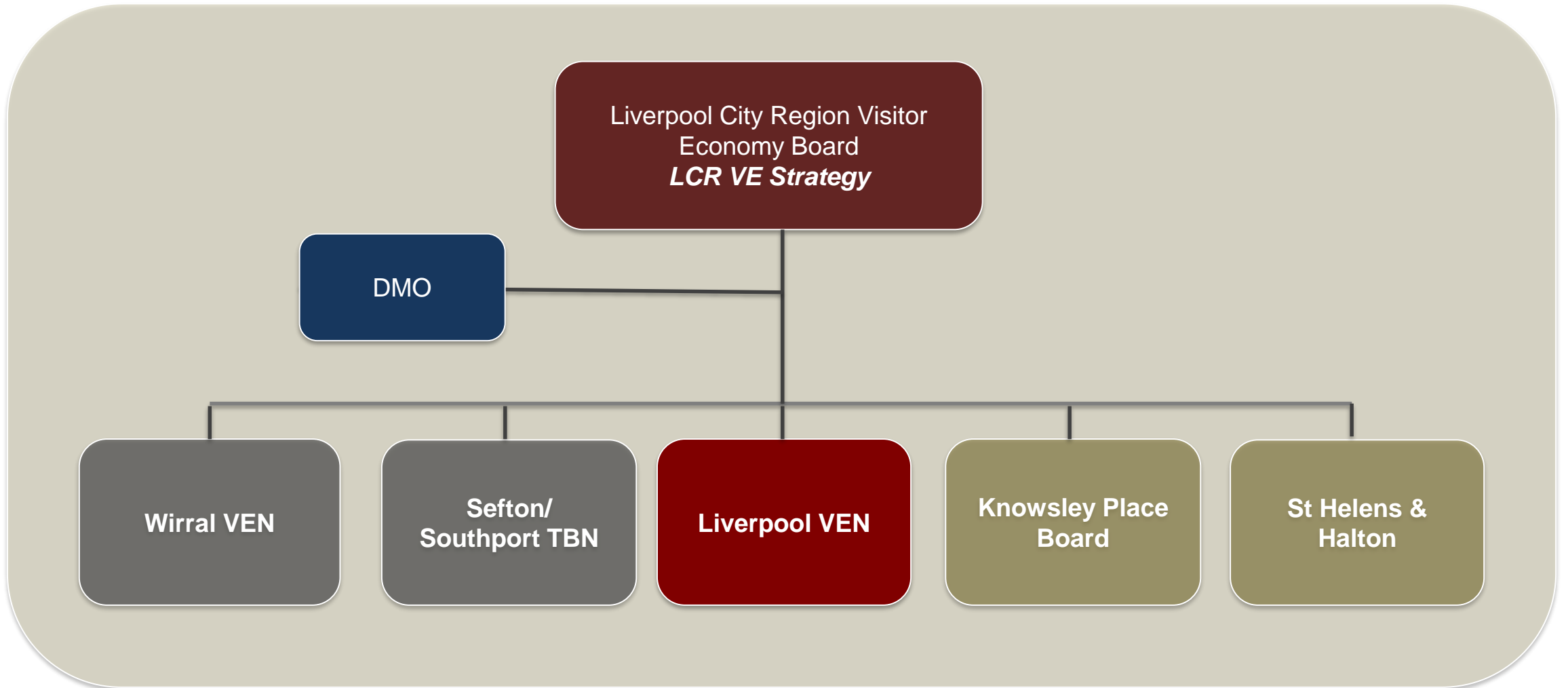
 Liverpool City Region
Local Enterprise Partnership

**LIVERPOOL
CONVENTION
BUREAU**

Visitor Economy Update

Peter Sandman
Head of Visitor Economy Development
Liverpool City Region LEP

City Region Structures



Destination Management

VisitLiverpool

Marketing &
Membership

Everything in between

Research &
Strategy

Leisure
Travel Trade
Convention
Bureau
Membership
Services

DCMS & Visit
England

Product
Development

Tourism
Awards

Industry Comms

Welcome

Skills &
Training

Quality Assurance

Sector
Performance
Research &
Intelligence
Destination
Strategy
VEB
Grant Funding

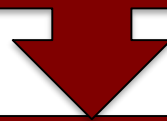
www.liverpoolvision.co.uk : www.liverpoollep.org

Strategic Update

Approach to investment

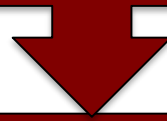
Lead with Liverpool

Product differentiation driving growth in key domestic and overseas leisure & business tourism markets.



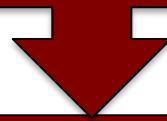
Liverpool VE Growth Strategy

Priority markets, growth targets, core proposition/distinctive themes & opportunities for development.



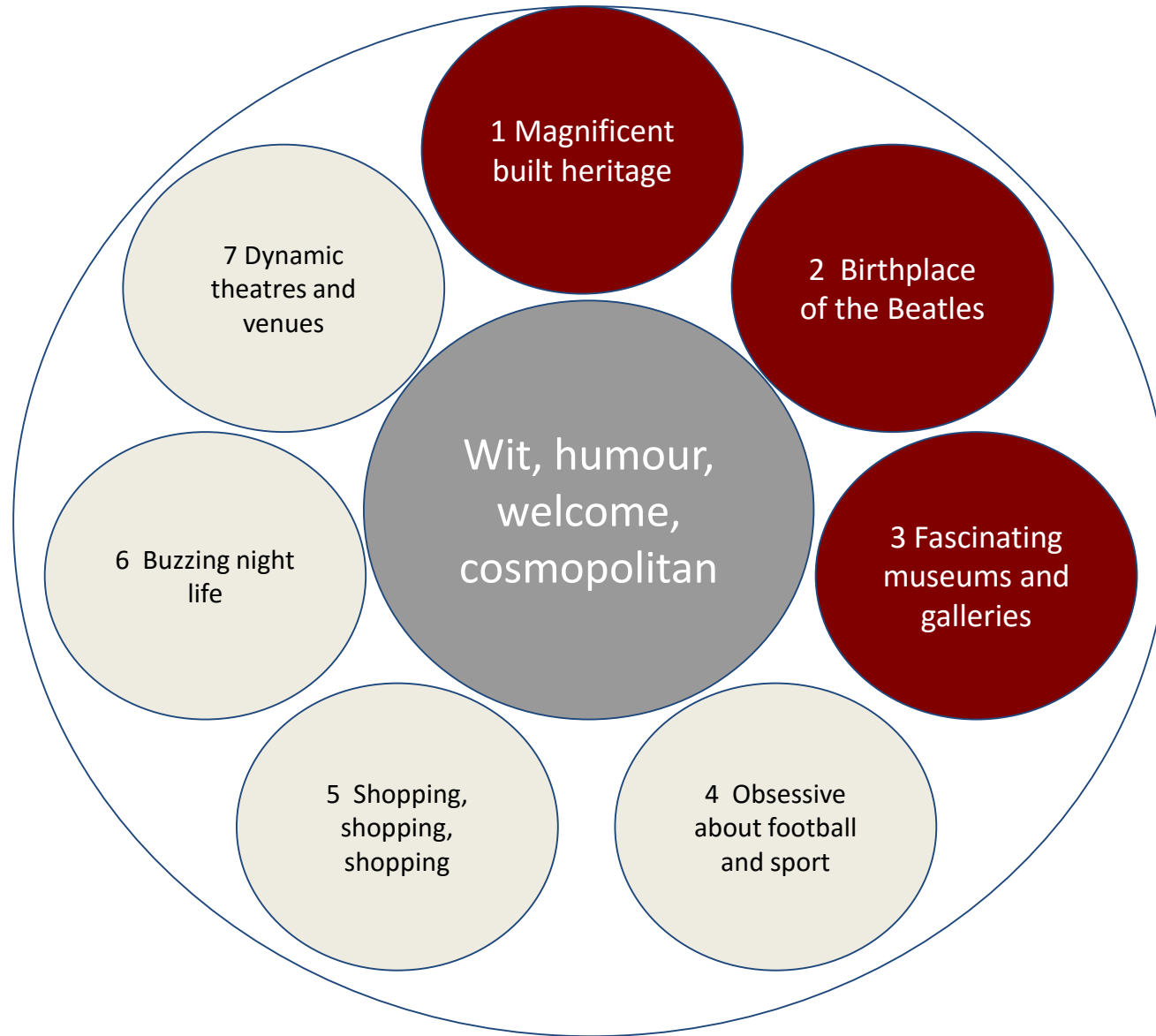
Aligning wider City Region Proposition

Port Sunlight, Lord Street, Waterfront/coast (events, golf, countryside) & Knowsley & St Helens strategies.

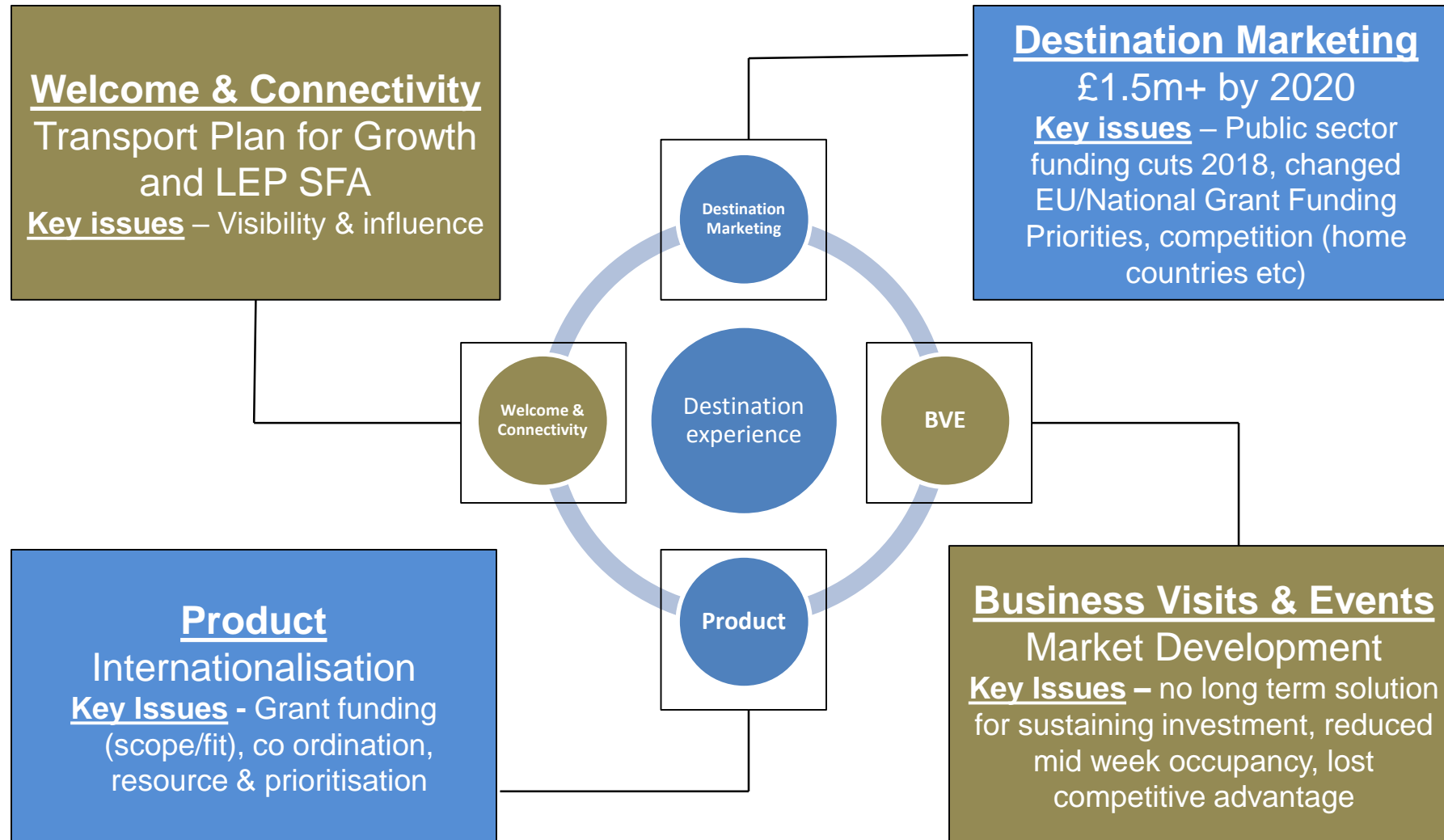


Investment Strategy

Economic case - influence, legislation, grant funding and commercial investment.



LCR Investment Plan



Opportunities

- **Visitor Economy** – Staying visitors increased by 63% since 2003, it is a stable market averaging 3 million+ bed nights per annum = stable sector
- **Sustainable Core Funding** – Mandatory or voluntary levy Edinburgh, Newcastle/Gateshead, Birmingham - a Visitor Tax?
- **National Structures** – VisitEngland/VisitBritain new working arrangements through Discover England Fund including BVE. Closer strategic relationship with DCMS & Tourism Council
- **Grant Funding** – Coastal Communities Fund, ESIF, Heritage Lottery, Arts Council, EU Interregional programmes (including Interreg)
- **Devolution Agreement** – Interdependencies between VE & Cultural sector through closer working between the Cultural Partnership & VEB.
- **LCR Single Economic Growth Strategy** – Recognised as a key growth sector & access to Single Investment Fund

Grant Funding Update

Discover England Fund

- **Scope** – 3 year/£40m initiative to grow tourism in the regions of England
- **Phase One Projects** – £6.5m & delivered by 31st March 2017
- **Liverpool City Region Projects submitted**
 - Research - Beatles Consumer Insight Analysis
 - Research - Liverpool City Region – Inbound Consumer Segmentation
 - Conference Delegate Scheme
 - Northern Coastal Resorts
 - Digital Beatles
 - Web Site Integration and Northern Cultural Programme.
- **Phase 2 & 3 Projects** – 2017/18 & 2018/19 - £11.5m & £22m
- **Timescales** – October 2016 deadline for expressions of interest, Feb 2017 deadline for full application, March 2017 phase 2/3 awards announced

Other Grant Funding Opportunities

- **Skills for Growth Funding**

- £3m over three years for LCR initiatives
- Employer led with grant funding paid directly to the provider
- Criteria currently being confirmed through the CA.



- **Coastal Communities**

- £90m of new funding available for the period 2017/18 to 2020/21
- One further funding round in England, Wales is expected to open in 2017
- No limit but based on smaller projects delivering jobs and growth
- Port Sunlight, New Brighton and Southport bids for 2016.



- **Cultural Destinations**

- Product development linking the cultural and tourism sectors
- £3m running to March 2018.
- Grants of £100K - £500K
- Consortium based with lead applicant being a cultural organisation
- DMOs can be used where DEF funding is being used as match
- Deadline 12 noon on 26th August 2016



Research & Performance Update



Demand Side

International Passenger Survey

Great British Tourism Survey

Day Visitor Survey

Supply Side

Volume & Value (STEAM)

Hotel Occupancy

CAA Data



2015 worth of the Visitor Economy to the Liverpool City Region

- **Economic Contribution** – £4.09bn in spend & 7% of LCR GVA (£1.34bn) – Nationally the sector contributes 5%
- **Job Creation** – 51K (39.1K direct, 11.8K indirect), increase by 24K in the next 9 years
- **Dependencies** – Liverpool 34.2m visitors/£2.72bn income. Sefton & Wirral 16.9m visitors/£883m income
- **Liverpool** in 2015 was the 6th most popular UK destination for international visitors – 601K staying visitor trips (VB IPS) & 7th for domestic staying visitors

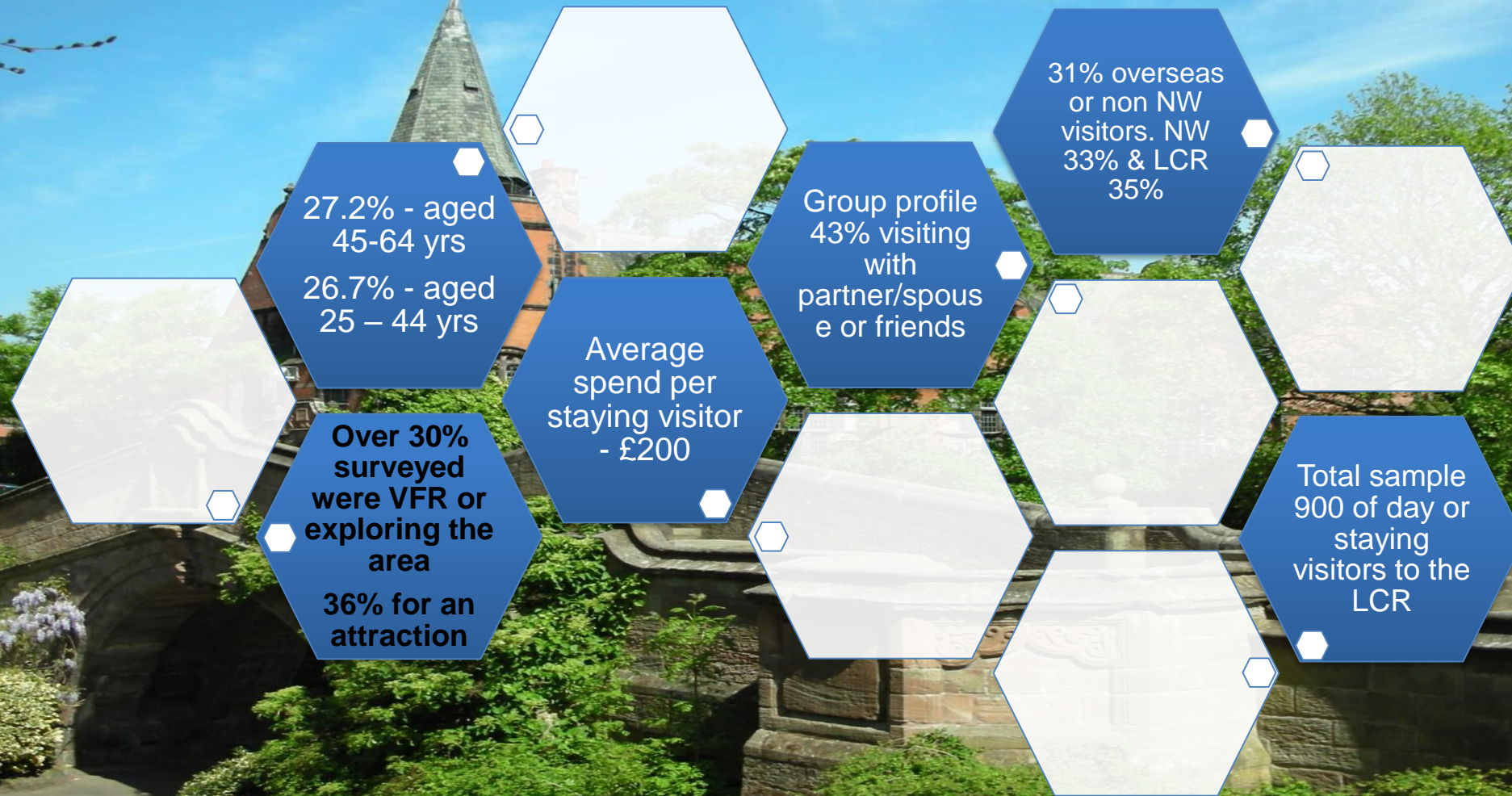
but

- 90% of inbound visitors stay in Liverpool and don't explore the wider city region


LCR 2015 Hotel Occupancy

- Weekend Occupancy 85% =
- Week day occupancy +3% to 76.3%
- Overall occupancy +1% to 76.1%
- Average Daily Rate +4% to £63.47
- REVPAR + 5% to £48.41
- Number of Rooms Sold + 6% to 3,139,601

Liverpool City Region Tourism Survey 2015



General Update

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- Visitor Economy Week – w/c 6th February 2017
 - Liverpool Hotel Investment Strategy
 - Staff Changes at the LEP
 - Liverpool Welcome Survey – Online Survey
 - Liverpool Welcome Workshop – 27th July 2016

Q&A

