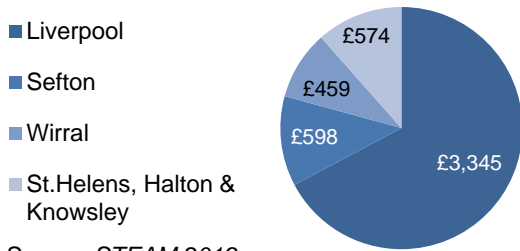


LCR Overall Tourism Value

£4.98bn

Liverpool City Region breakdown (£m):



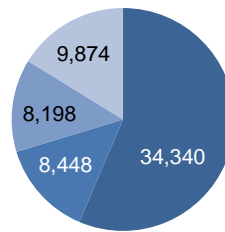
Source: STEAM 2019

LCR Overall Number of Visitors (Volume)

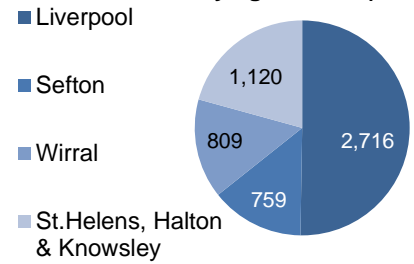
66.27m

Liverpool City Region breakdown:

Day Visitors (000s)



Staying Visitors (000s)



In 2019 Liverpool was the 5th most visited city in the UK for international visitors and 4th in England for domestic visitors (2018)*.

Top Towns by Overseas Visitors	
Town/City	Visits (000s)
London	21,713
Edinburgh	2,206
Manchester	1,661
Birmingham	1,112
Liverpool	845
Glasgow	771
Brighton / Hove	647

Source: IPS 2019 Visit Britain

Top Towns by GB Visitors	
Town/City	Visits (000s)
London	12,031
Manchester	2,610
Birmingham	2,248
Liverpool	1,596
Leeds	1,548
Bristol	1,495
Scarborough	1,391

Source: GBTS 2018 Visit England

Business Trips by overseas and GB Visitors.

Top Towns by Overseas Visitors	
Town/City	Visits (000s)
London	3,984
Edinburgh	531
Manchester	432
Birmingham	183
Liverpool	134
Glasgow	99
Brighton / Hove	59

Source: IPS 2019 Visit Britain

Top Towns by GB Visitors	
Town/City	Visits (000s)
London	3,096
Birmingham	795
Manchester	639
Leeds	339
Bristol	286
Newcastle	237
Liverpool	235

Source: GBTS 2018 Visit England

*Please note that the 2019 GBTS has not been released yet

Visitor Economy Employment

Liverpool City Region	All Employment
Accommodation	3,962
Food and drink	14,365
Recreation	5,292
Shopping	16,503
Transport	2,632
Direct Employment	42,753
Indirect Employment	12,950
TOTAL	55,703

Source: STEAM 2019

Hotel Supply

Source: Tourist Board Records

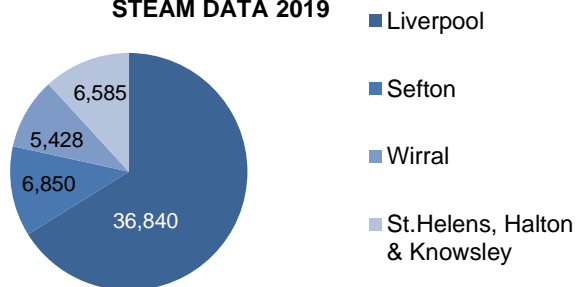
Location	2019	
	Hotels	Rooms
Liverpool	80	7,806
Knowsley	6	386
Halton	7	615
Wirral	20	794
Sefton	27	1,508
St. Helens	8	785
Total LCR	148	11,894

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

LCR	2015	2016	2017	2018	2019
Occupancy %	76.1%	77.8%	78.3%	81.4%	78.4%
ADR	£63.47	£66.74	£69.08	£71.24	£70.42
REVPAR	£48.41	£52.17	£54.27	£58.20	£55.40
Rooms sold	3,139,601	3,391,290	3,364,468	3,526,458	3,396,044

Total Jobs (Incl. indirect)

STEAM DATA 2019



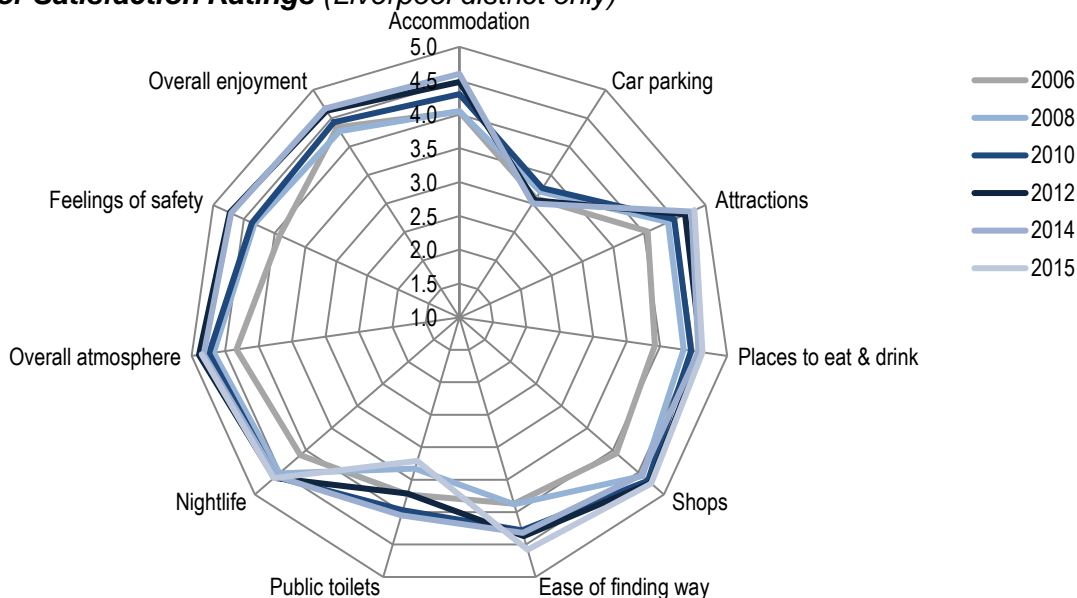
Origin of Visitors

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 and Liverpool City Region Survey 2015

Liverpool City Region Events & Attractions

Source: Annual Visitor Attractions Survey

Top Events Attendance 2019

Top Free Events

- Mersey River Festival (Liverpool side) – 350,000
- River of Light (Liverpool) – 115,000
- Africa Oye – 65,000
- River of Light (Wirral side) – 50,000
- Mersey River Festival (Wirral side) – 44,000

Top Paid Events

- Grand National – 139,537
- Liverpool International Music Festival – 60,000
- Southport Flower Show – 58,860
- Creamfields – 50,000
- Southport Food & Drink – 35,000

Top Attractions Attendance 2019

Top Free Attractions

- Museum of Liverpool – 956,917
- Merseyside Maritime Museum – 836,980
- World Museum – 672,514
- Tate Liverpool – 660,022
- Atkinson Gallery – 498,978

Top Paid Attractions

- Echo Arena – 624,561
- Knowsley Safari Park – 621,567
- Carr Farm – 620,000
- Mersey Ferries – 610,812
- Beatles Story 327,779