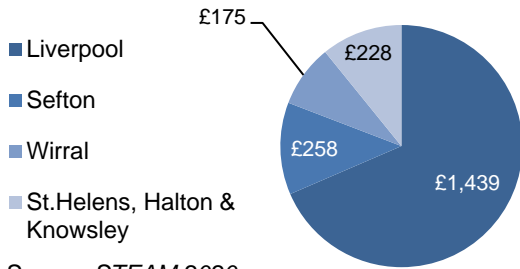


LCR Overall Tourism Value

£2.10bn

Liverpool City Region breakdown (£m):



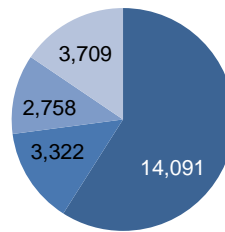
Source: STEAM 2020

LCR Overall Number of Visitors (Volume)

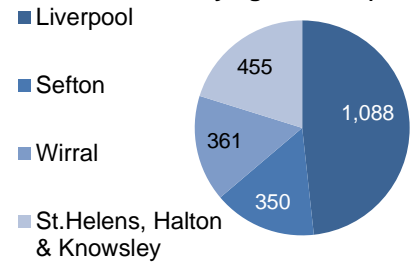
26.14m

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.

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	12,050
Manchester	2,669
Birmingham	2,459
Liverpool	1,672
Bristol	1,512
Leeds	1,504
York	1,424

Source: GBTS 2019 Visit England

Business Trips by overseas and GB Visitors.

Top Towns by Overseas Visitors	
Town/City	Visits (000s)
London	3,984
Birmingham	531
Manchester	432
Edinburgh	183
Bristol	138
Liverpool	134
Oxford	124

Source: IPS 2019 Visit Britain

Top Towns by GB Visitors	
Town/City	Visits (000s)
London	3,217
Birmingham	823
Manchester	670
Bristol	318
Leeds	294
Liverpool	255
Newcastle	248

Source: GBTS 2019 Visit England

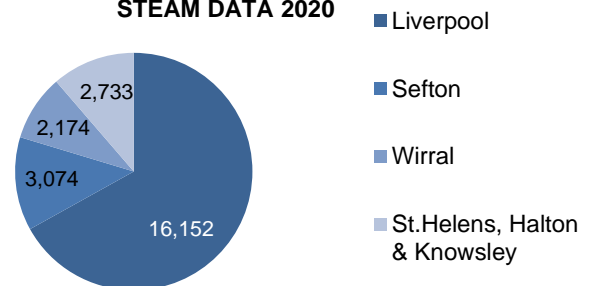
*Please note that the 2020 IPS data was not collected due to the pandemic and GBTS 2020 has not been released yet

Visitor Economy Employment

Liverpool City Region	All Employment
Accommodation	2,551
Food and drink	6,129
Recreation	2,266
Shopping	6,650
Transport	1,065
Direct Employment	18,661
Indirect Employment	5,472
TOTAL	24,133

Source: STEAM 2020

Total Jobs (Incl. indirect)
STEAM DATA 2020



Hotel Supply

Source: Tourist Board Records

Location	2020	
	Hotels	Rooms
Liverpool	78	7,632
Knowsley	6	386
Halton	7	642
Wirral	21	848
Sefton	20	994
St. Helens	9	726
Total LCR	141	11,228

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

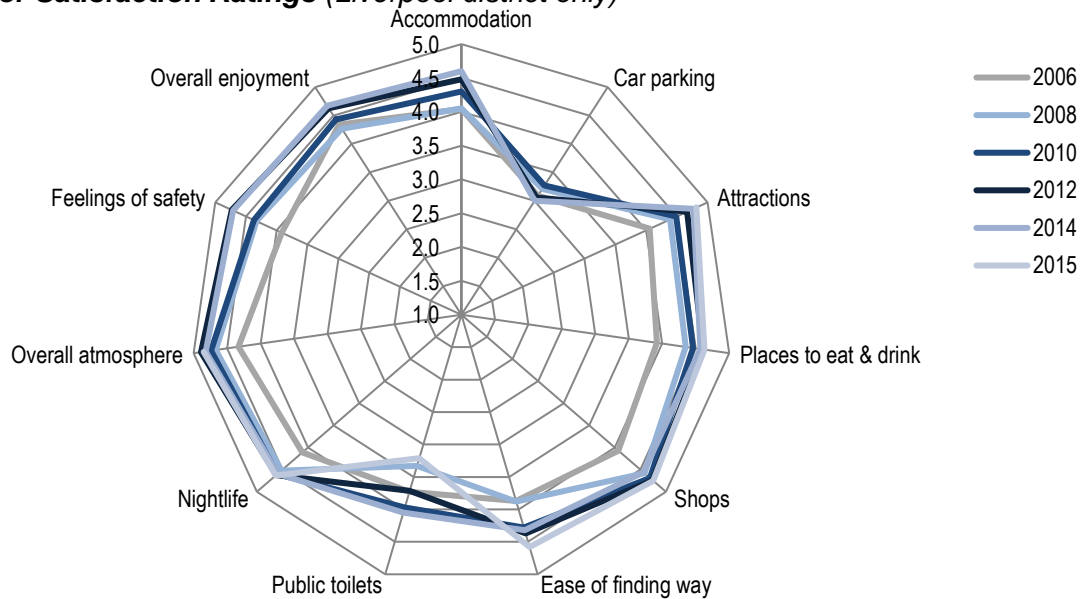
LCR	2016	2017	2018	2019	2020
Occupancy %	77.8%	78.3%	81.4%	78.4%	38.3%
ADR	£66.74	£69.08	£71.24	£70.42	£54.09
REVPAR	£52.17	£54.27	£58.20	£55.40	£21.63
Rooms sold	3,391,290	3,364,468	3,526,458	3,396,044	1,652,349

Origin of Visitors

Visitors to the Liverpool City Region	% of staying visitors	Top Overseas Visitors to the Liverpool City Region	% of staying visitors
Cheshire	1%	Australia	3%
Greater Manchester	3%	Canada	2%
Lancashire	7%	Greece	1%
Cumbria	2%	USA	1%
Northeast	6%	Eire	1%
Yorkshire	12%	Germany	1%
East Midlands	2%	Spain	1%
West Midlands	10%	Italy	1%
London & Southeast	12%	Bulgaria	1%
Southwest	9%	Israel	1%
Wales	6%		
Scotland	5%		
Northern Ireland	4%		
East	2%		
Isle of Man	1%		
Overseas:	14%		

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

***Please note due to the pandemic no events took place**

Top Attractions Attendance 2020

Top Free Attractions

- World Museum – 271,058
- Museum of Liverpool – 214,995
- Merseyside Maritime Museum – 177,849
- Tate Liverpool – 177,849
- Atkinson Gallery – 153,164

Top Paid Attractions

- Knowsley Safari Park – 534,877
- Mersey Ferries – 272,288
- Philharmonic Hall – 84,508
- Echo Arena – 67,948
- Beatles Story 64,566