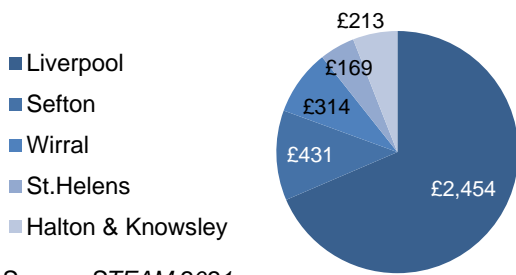


LCR Overall Tourism Value

£3.58bn

Liverpool City Region breakdown (£m):

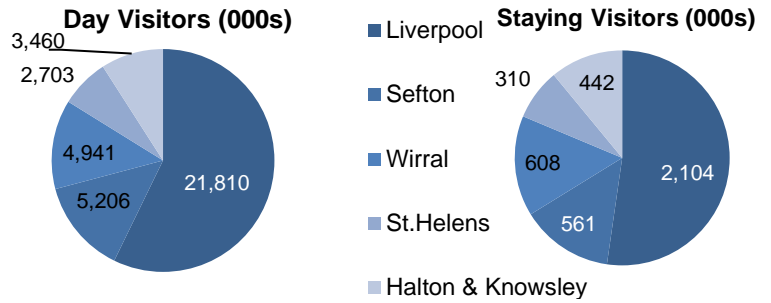


Source: STEAM 2021

LCR Overall Number of Visitors (Volume)

42.15m

Liverpool City Region breakdown:



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

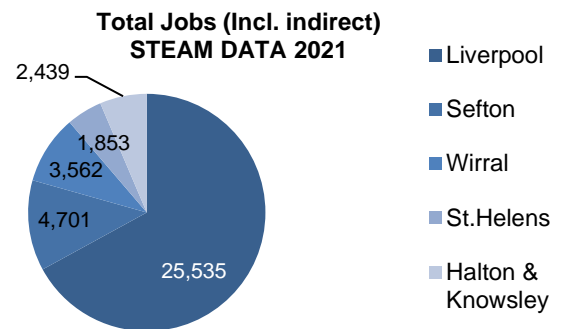
Source: GBTS 2019
Visit England

*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	3,795
Food and drink	9,572
Recreation	3,550
Shopping	10,739
Transport	1,694
Direct Employment	29,349
Indirect Employment	8,741
TOTAL	38,090

Source: STEAM 2021



Hotel Supply

Source: Tourist Board Records

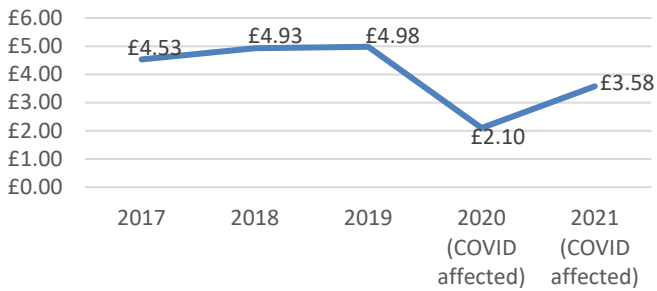
Location	2021	
	Hotels	Rooms
Liverpool	77	8,102
Knowsley	6	378
Halton	7	548
Wirral	18	774
Sefton	20	1,234
St. Helens	9	698
Total LCR	137	11,734

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

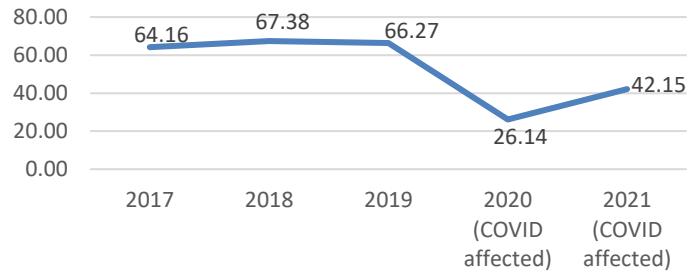
LCR	2017	2018	2019	2020	2021
Occupancy %	78.3%	81.4%	78.4%	38.3%	55.2%
ADR	£69.08	£71.24	£70.42	£54.09	£64.64
REVPAR	£54.27	£58.20	£55.40	£21.63	£38.92
Rooms sold	3,364,468	3,526,458	3,396,044	1,652,349	2,303,736

STEAM Trend Analysis for the last five years

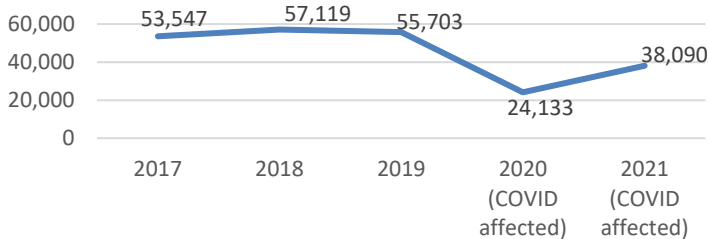
LCR Overall Tourism Value (£bn)



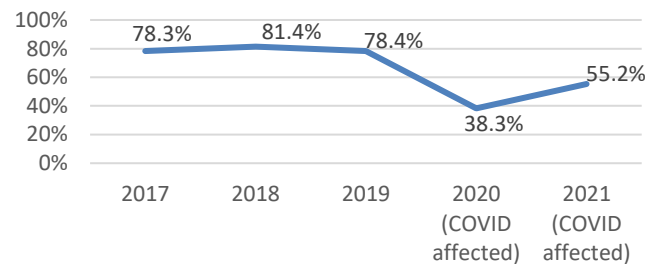
LCR Overall Number of Visitors (Volume) (m)



LCR Visitor Economy employment (Total jobs)



LCR Hotel Occupancy



Liverpool City Region Events & Attractions

Top events Attendance 2021

Top Free Events

- Liverpool River of light trail – 170,000
- St Helens Green festival – 91,160
- St Helens Light & Bright festival – 74,103
- St Helens Christmas light switch on – 18,740
- St Helens Family festival – 16,390

Top Paid Attractions

- British Musical Fireworks – 30,000
- Cream on the waterfront – 30,000
- Grand National - 792

Source: Annual Visitor Attractions Survey

Top Attractions Attendance 2021

Top Free Attractions

- World Museum – 330,620
- Liverpool Cathedral – 285,789
- Museum of Liverpool – 251,206
- Tate Liverpool – 211,106
- Maritime Museum – 208,959

Top Paid Attractions

- Knowsley Safari Park – 582,326
- Mersey Ferries – 260,504
- Echo Arena – 206,176
- Philharmonic Hall – 90,834
- Haydock Park Racecourse 87,112