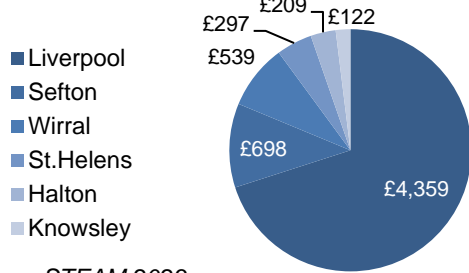


LCR Overall Tourism Value

£6.25bn

Liverpool City Region breakdown (£m):

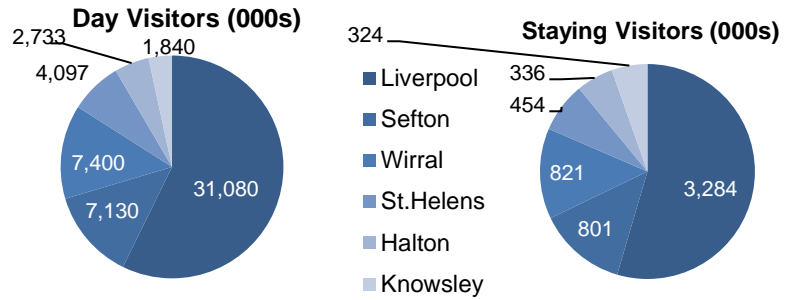


Source: STEAM 2023

LCR Overall Number of Visitors (Volume)

60.29m

Liverpool City Region breakdown:



In 2022 Liverpool was the 5th most visited city in the UK for international visitors and 4th in England for domestic visitors for 2019 (latest data available)

Top Towns by Overseas Visitors	
Town/City	Visits (000s)
London	16,118
Edinburgh	1,796
Manchester	1,230
Birmingham	803
Liverpool	680
Glasgow	618
Bristol	455

Source: IPS 2022
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

*Please note the 2022 GBTS data hasn't been released as of yet

Business Trips by overseas and GB Visitors.

Top Towns by Overseas Visitors	
Town/City	Visits (000s)
London	1,141
Manchester	148
Liverpool	124
Glasgow	52
Edinburgh	52
Oxford	35
Birmingham	34

Source: IPS 2022
Visit Britain

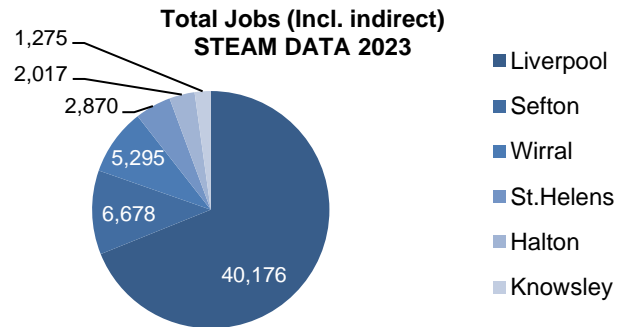
Top Towns by GB Visitors	
Town/City	Visits (000s)
London	3,217
Birmingham	823
Manchester	670
Bristol	318
Leeds	294
Liverpool	255
Newcastle	248

Source: GBTS 2019
Visit England

Visitor Economy Employment

Liverpool City Region	All Employment
Accommodation	4,360
Food and drink	15,128
Recreation	5,628
Shopping	17,060
Transport	2,685
Direct Employment	44,859
Indirect Employment	13,576
TOTAL	58,435

Source: STEAM 2023



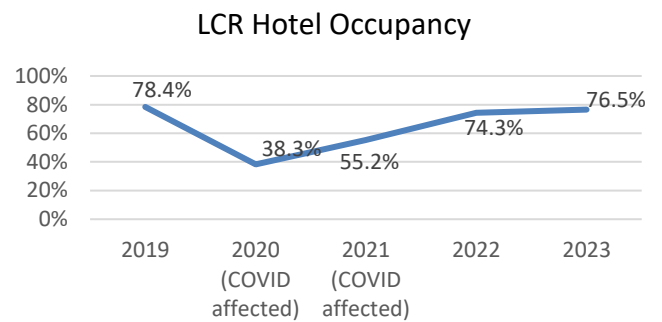
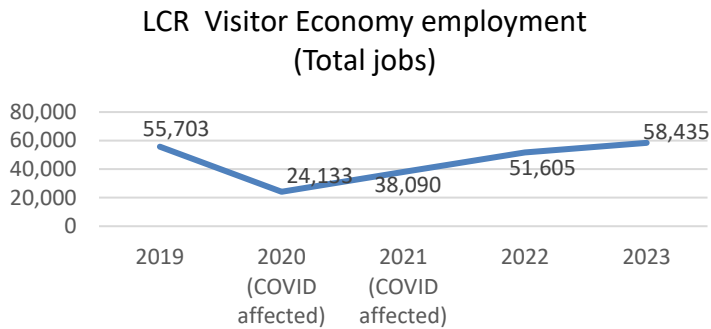
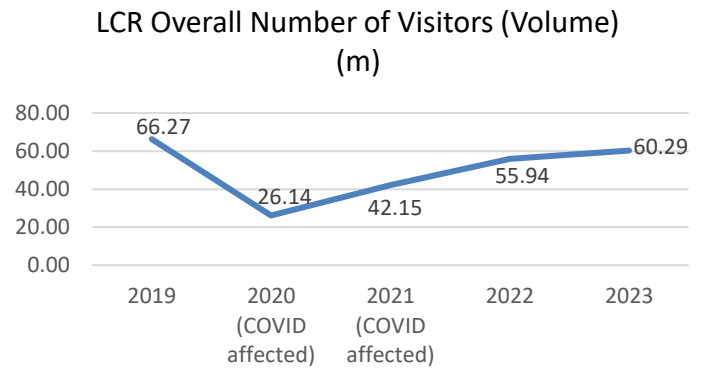
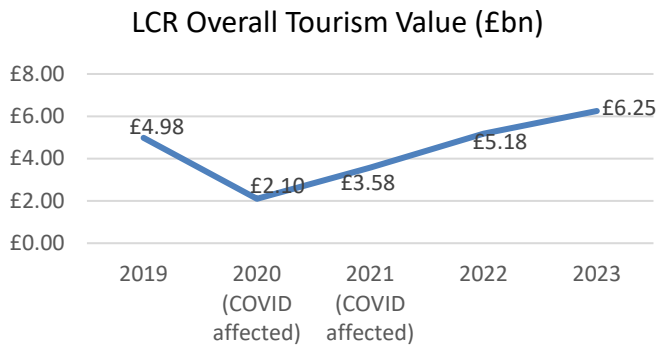
Hotel Supply Source: Tourist Board Records

Location	2023	
	Hotels	Rooms
Liverpool	85	8,992
Knowsley	6	378
Halton	4	356
Wirral	17	791
Sefton	22	1,280
St. Helens	8	688
Total LCR	144	12,485

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

LCR	2019	2020	2021	2022	2023
Occupancy %	78.4%	38.3%	55.2%	74.3%	76.5%
ADR	£70.42	£54.09	£64.64	£80.35	£86.23
REVPAR	£55.40	£21.63	£38.92	£60.23	£66.73
Rooms sold	3,396,044	1,652,349	2,303,736	3,105,497	3,243,315

STEAM Trend Analysis for the last five years



Liverpool City Region Events & Attractions

Source: NWR Annual Visitor Attractions Survey

Top events Attendance 2023

Top Free Events

- Christmas Markets – 750,000
- Eurovision – 473,000
- Liverpool River of Light – 140,000
- Battle of Atlantic – 50,000
- On the waterfront – 48,000
- Southport Food & Drink – 30,000

Top Paid Events

- Open Championship - 261,000
- Grand National – 128,686
- Creamfields – 70,000
- Southport Air Show – 36,555
- Musical Fireworks – 9,004

Top Attractions Attendance 2023

Top Free Attractions

- World Museum – 697,115
- Maritime Museum – 697,073
- Museum of Liverpool – 694,953
- Liverpool Cathedral – 580,083
- Tate Liverpool – 418,007

Top Paid Attractions

- M&S Bank Arena – 592,315
- Knowsley Safari Park – 545,625
- Mersey Ferries – 400,347
- Philharmonic Hall – 316,024
- Beatles Story 237,916