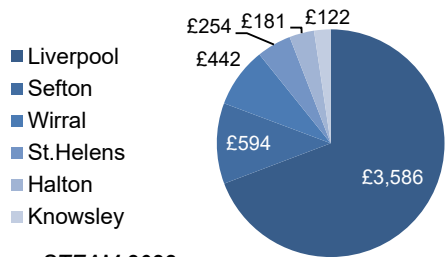


LCR Overall Tourism Value

£5.18bn

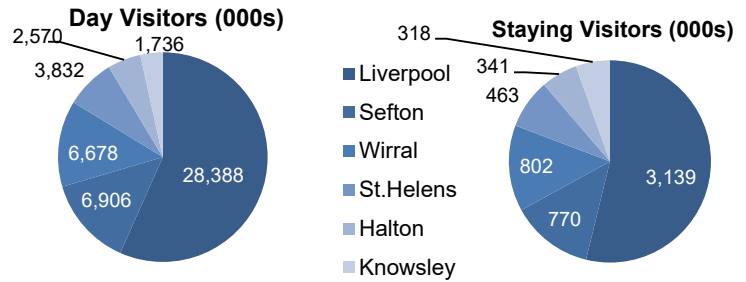
Liverpool City Region breakdown (£m):



LCR Overall Number of Visitors (Volume)

55.94m

Liverpool City Region breakdown:



Source: STEAM 2022

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

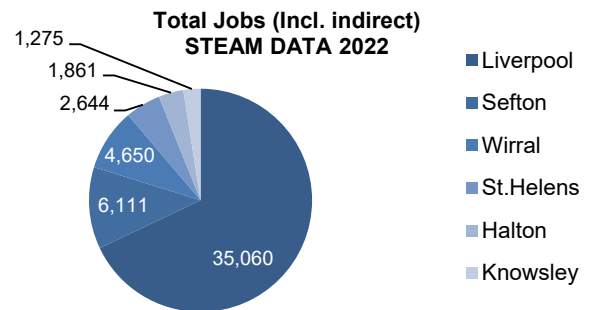
Top Towns by GB Visitors	
Town/City	Visits (000s)
London	3,217
Birmingham	823
Manchester	670
Bristol	318
Leeds	294
Liverpool	255
Newcastle	248

Source: GBTS 2019
Visit England

Visitor Economy Employment

Liverpool City Region	All Employment
Accommodation	4,443
Food and drink	13,196
Recreation	4,897
Shopping	14,868
Transport	2,326
Direct Employment	39,729
Indirect Employment	11,876
TOTAL	51,605

Source: STEAM 2022



Hotel Supply

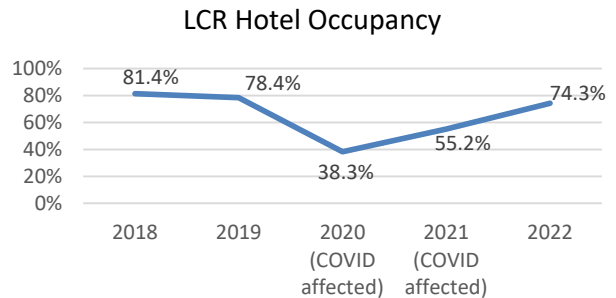
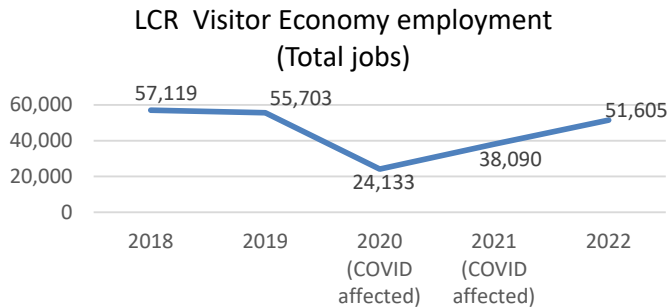
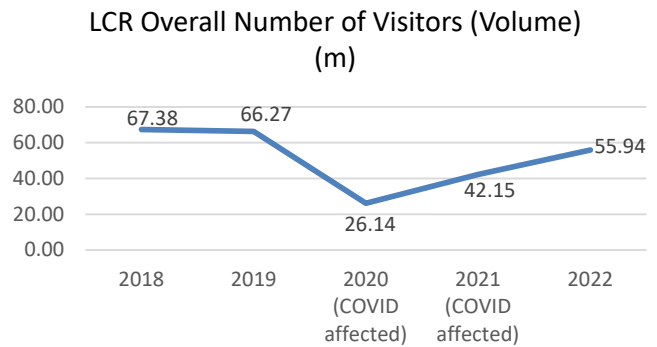
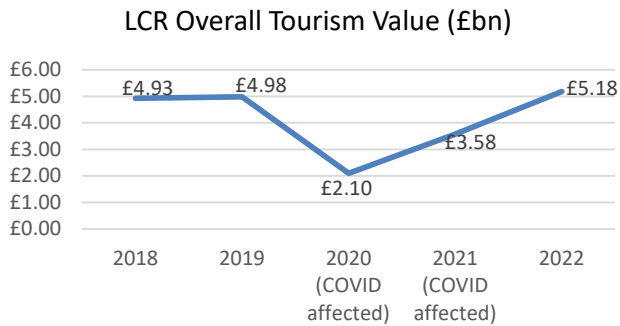
Source: Tourist Board Records

Location	2022	
	Hotels	Rooms
Liverpool	82	8,705
Knowsley	6	378
Halton	7	548
Wirral	17	791
Sefton	23	1,249
St. Helens	9	697
Total LCR	144	12,368

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

LCR	2018	2019	2020	2021	2022
Occupancy %	81.4%	78.4%	38.3%	55.2%	74.3%
ADR	£71.24	£70.42	£54.09	£64.64	£80.35
REVPAR	£58.20	£55.40	£21.63	£38.92	£60.23
Rooms sold	3,526,458	3,396,044	1,652,349	2,303,736	3,105,497

STEAM Trend Analysis for the last five years



Liverpool City Region Events & Attractions

Source: Annual Visitor Attractions Survey

Top events Attendance 2022

Top Free Events

- Liverpool River of Light – 150,000
- Red Ball project – 125,000
- Southport Food & Drink – 35,000
- Visible Viral – 21,130
- Chinese New Year (Liverpool) – 20,000

Top Paid Attractions

- Grand National – 139,209
- Liverpool International Music Festival – 85,000
- Creamfields – 70,000
- Southport Flower Show – 50,000
- Southport Air Show – 32,000

Top Attractions Attendance 2022

Top Free Attractions

- World Museum – 669,694
- Museum of Liverpool – 606,926
- Maritime Museum – 520,328
- Liverpool Cathedral – 502,501
- Tate Liverpool – 405,488

Top Paid Attractions

- Knowsley Safari Park – 553,272
- Echo Arena – 533,000
- Mersey Ferries – 370,699
- Philharmonic Hall – 301,578
- Beatles Story 191,282