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**Tourism Data Summary**

August 2024

***LCR Overall Number of Visitors (Volume)***

**60.29m**

**Liverpool City Region breakdown:**

*Source: STEAM 2023*

**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** | |  | **Top Towns by GB Visitors** | |
| **Town/City** | **Visits (000s)** |  | **Town/City** | **Visits (000s)** |
| London | 16,118 |  | London | 12,050 |
| Edinburgh | 1,796 |  | Manchester | 2,669 |
| Manchester | 1,230 |  | Birmingham | 2,459 |
| Birmingham | 803 |  | **Liverpool** | **1,672** |
| **Liverpool** | **680** |  | Bristol | 1,512 |
| Glasgow | 618 |  | Leeds | 1,504 |
| Bristol | 455 |  | York | 1,424 |

*Source: IPS 2022 Source: GBTS 2019*

*Visit Britain Visit England*

*Visit Britain Visit England*

**Business Trips by overseas and GB Visitors.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Top Towns by Overseas Visitors** | |  | **Top Towns by GB Visitors** | |
| **Town/City** | **Visits (000s)** |  | **Town/City** | **Visits (000s)** |
| London | 1,141 |  | London | 3,217 |
| Manchester | 148 |  | Birmingham | 823 |
| **Liverpool** | **124** |  | Manchester | 670 |
| Glasgow | 52 |  | Bristol | 318 |
| Edinburgh | 52 |  | Leeds | 294 |
| Oxford | 35 |  | **Liverpool** | **255** |
| Birmingham | 34 |  | Newcastle | 248 |

*Source: IPS 2022 Source: GBTS 2019*

*Visit Britain Visit England*

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

***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*

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Location** | **2023** | |  |  |  | |
| **Hotels** | **Rooms** |  |  |  | |
| **Liverpool** | 85 | 8,992 |  |  |  | |
| **Knowsley** | 6 | 378 |  | **LCR** | | **2019** | | **2020** | **2021** | **2022** | **2023** |
| **Halton** | 4 | 356 |  | **Occupancy %** | | 78.4% | | 38.3% | 55.2% | 74.3% | 76.5% |
| **Wirral** | 17 | 791 |  | **ADR** | | £70.42 | | £54.09 | £64.64 | £80.35 | £86.23 |
| **Sefton** | 22 | 1,280 |  | **REVPAR** | | £55.40 | | £21.63 | £38.92 | £60.23 | £66.73 |
| **St. Helens** | 8 | 688 |  | **Rooms sold** | | 3,396,044 | | 1,652,349 | 2,303,736 | 3,105,497 | 3,243,315 |
| **Total LCR** | 144 | 12,485 |  |  | |  | |  |  |  |  |

**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