



## VisitLiverpool Partnership Visitor Experiences

**The Visitor Experience pack targets Attractions, Activities, Experiences, Tour Operators and any organisation that provides Visitor Experience.**

As you are already well aware, tourism is hugely significant for the region, and the sector has potential to develop and grow even further. Liverpool City Region's Visitor Economy is a multi-million pound success story. In fact, it currently generates visitor spend of £4.5 billion a year and is estimated to support approximately 53,500 jobs, while attracting in excess of 64 million visitor trips annually.

Visitors from home and overseas choose our destination and enjoy a truly unique tourism experience. We actively work with our partners to promote Liverpool City Region as a destination of choice and, in doing so, generate vital revenue for the local economy.

VisitLiverpool currently represents over 400 tourism and conference businesses across

the region. The more partners we have engaged, the more we can make a genuine difference across the destination. We hope you see the value in engaging.



Partnership is open to any business in Liverpool City Region with an interest in the Visitor Economy.

As a partner you can take advantage of the many exclusive free benefits to help increase the promotion of your business, as well as take advantage of additional often discounted marketing opportunities.

### **Profile**

Partners receive a profile page on the destination website [www.visitliverpool.com](http://www.visitliverpool.com), including copy and up to 4 images. VisitLiverpool is ranked #1 on Google for a huge variety of different keywords and phrases, including, 'What's on Liverpool' and 'Liverpool tourist attractions', makes VisitLiverpool an essential portal to the Visitor Economy.

### **Events – 'What's On' Calendar**

VisitLiverpool's 'What's On' search and 'Events Calendar' can be utilised in order to display your activities, events and promos.

### **Event/Venue Ticket Bookings**

We provide solutions to selling tickets online and on our website through partners WebTicketManager & TicketQuarter. Our 'Buy Tickets' page receives over 150,000 unique visitors per month, is accessible from the homepage, has positioning through our e-comm channels and is a perfect platform to display your products to a wide audience.

### **Networking**

Partners are invited to networking events including speaker presentations and feedback on current and future activities.

### **Press & PR Opportunities**

Partners can include relevant press releases and PR material in our press packs, where relevant. Images of Liverpool City Region are available for use in your own media activity.

### **Familiarisation Visits**

Partners have the opportunity to participate in regular Press and Trade visits to the region, often resulting in coverage for participants in the articles that follow.

### **Liverpool City Region LEP**

As partners of Marketing Liverpool you will also become a partner of the Liverpool City Region Local Enterprise Partnership (LCRLEP), whom drives forward economic growth across Liverpool City Region with the visitor economy as a key sector.

Further including:

- Partner Profile on the LEP website [www.liverpoollep.org](http://www.liverpoollep.org)
- Invites to relevant LEP networking events
- Business support and advice on how to improve and grow your business

For further details on LCRLEP partnership contact [partnership@liverpoollep.org](mailto:partnership@liverpoollep.org)

## Visitor Economy Partnership Fees from 1<sup>st</sup> April 2018

Price Categories	Per Annum	Per Month (DD)
Category A	£211+VAT	£17.58+VAT
Category B	£268+VAT	£22.33+VAT
Category C	£358+VAT	£29.83+VAT
Category D	£651+VAT	£54.25+VAT
Category E	£1374+VAT	£114.50+VAT
Category F	£2542+VAT	£211.83+VAT

Prices are determined on size and location.

Fees for total partnership under £500+VAT must be paid via Direct Debit (DD).

Criteria	Category
<b>Activities</b>	
City centre – health & fitness, leisure, recreational venues	B
Outside city centre - health & fitness, leisure, recreational venues	A
<b>Attractions</b>	
Key large scale destination attractions	F
Major city centre attractions including theatres, art centres, racecourses, Stadiums	E
Tourism attractions with more than 50,000 visitors per annum	D
Tourism attractions with less than 50,000 visitors per annum	B
<b>Retail</b>	
Department stores & Markets	C
Retail outlets	E
Independent retailers	A

Criteria	Category
<b>Transport, Tours &amp; Travel</b>	
Transport hubs	E
Major transport operators, shipping lines and airlines	D
Bus and coach operators with 9 or fewer vehicles	B
Bus and coach operators with 10 or more vehicles	C
Taxi, car and other vehicle hire operators with 9 or fewer vehicles	A
Taxi, car and other vehicle hire operators with 10 or more vehicles	B
Tour Operators and Travel Agencies	A
Tourist Guide Associations	B
City Tour Buses	C
Car Parks	B
Multi Site Car Parks	D
<b>Tourism Associates</b>	
Suppliers, consultants, agencies with an interest in the Visitor Economy	B
Individuals	A
Schools & Colleges	B
All others	on request

For more information please contact David Hodkinson on 0151 600 2993 or email [partnership@marketingliverpool.co.uk](mailto:partnership@marketingliverpool.co.uk).

You'll be in good company.

## Sample Partners

Please find below a sample selection of our partners within the 'Visitor Experience' category of VisitLiverpool Partnership.



A McArthurGlen Property

