



## VisitLiverpool Partnership Accommodation Providers

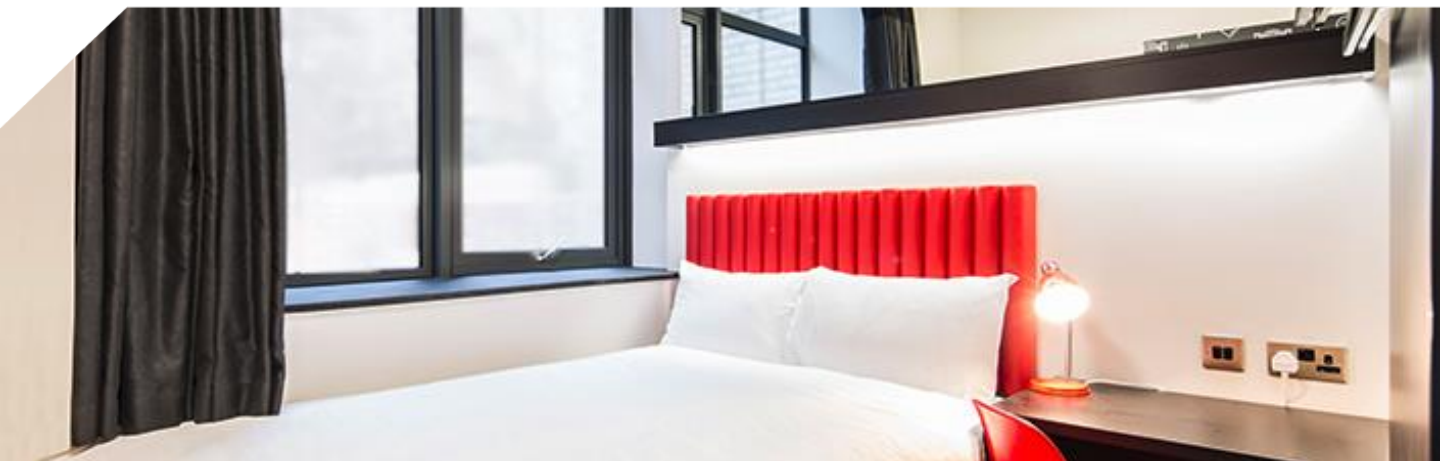
The Visitor Economy has been identified as one of Liverpool City Region's four key growth sectors, alongside the Knowledge Economy, SuperPort and Low Carbon.

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 accommodation providers 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.

### **Accommodation Bookings**

VisitLiverpool offers an online booking service for accommodation enquiries. [www.visitliverpool.com](http://www.visitliverpool.com) receiving on average 160,000 unique visits per month.

Partners can take advantage of our system pulling their rates and availability from select 3<sup>rd</sup> party websites, such as Booking.com, Laterooms.com and Expedia, directly on to their VisitLiverpool page.

### **Profile**

Partners receive a profile page on the destination website [www.visitliverpool.com](http://www.visitliverpool.com), including text 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', this is an essential portal to the Visitor Economy.

### **Networking & Access**

Partners are invited to networking events including each of our 4 main annual City

Region Visitor Economy Partner meetings, any of our smaller seminars, forums and workshops throughout the year.

### **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 about your LCRLEP partnership please contact [partnership@liverpoollep.org](mailto:partnership@liverpoollep.org)

## Visitor Economy Partnership Fees from 1<sup>st</sup> April 2019

Price Categories	Per Annum
Category A	£232+VAT
Category B	£295+VAT
Category C	£394+VAT
Category D	£716+VAT
Category E	£1511+VAT
Category F	£1956+VAT

Prices are determined on size / location.

VisitLiverpool partnership includes a voluntary 10% contribution to the regional destination marketing campaign.

Area	Criteria	Category
Liverpool City Centre	Hotels with up to 49 bedrooms	D
	Hotels with 50 - 79 bedrooms	E
	Hotels with 80+ bedrooms	F
	Self catering/serviced apartments/aparthotels with 1 - 9 apartments	A
	Self catering/serviced apartments/aparthotels with 10 - 49 apartments	C
	Self catering/serviced apartments/aparthotels with 50 - 79 apartments	E
	Self catering/serviced apartments/aparthotels with 80+ apartments	F
	Hostels	B

## Sample Partners

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



FORMBY HALL  
GOLF RESORT & SPA



Area	Criteria	Category
City Regions	Accommodation providers with up to 19 bedrooms	A
	Accommodation providers with up to 20+ bedrooms	B

For more information please contact the partnership team on 0151 233 5925 or email [partnership@marketingliverpool.co.uk](mailto:partnership@marketingliverpool.co.uk). You'll be in good company.