LIVERPOOL CITY REGION

Sustainable Visitor Economy

Delivering a more sustainable, inclusive and resilient visitor economy.

LIVERPOOL CITY REGION DESTINATION PARTNERSHIP

Sustainability Action Plan.

Progress Report

2026

Our Commitment.



In April 2026, Liverpool City Region Destination Partnership, launched its first Visitor Economy Sustainability Action Plan, setting out a programme of activity across ten key commitments to support businesses, reduce environmental impacts, improve accessibility and strengthen the long-term sustainability of the visitor economy.

This report highlights progress delivered during the first year of implementation and outlines priorities for the next phase.

Together, these actions are helping to build a more sustainable visitor economy for Liverpool City Region."



At a glance.

75%

Event agencies certified.

56%

Hotels Now Sustainability Certified (up from 41%)

2nd most improved destination in Northern Europe on GDS Index.



Green Tourism Bronze achieved by LCRDP.

Sustainability toolkit expanded and promoted.

New programme of workshops developed.

Sustainable Visitor Guide launched.

71%

GDS-Index score increase from 63%

Collaborate.

We are committed to:

- Address the climate crisis by supporting businesses to offer more sustainable products and services, including maximising sustainability certification across the sector.
- Support sector resilience by expanding organisational and sector knowledge on sustainable and regenerative tourism.

What we've achieved:

- Increased Certification to 56% for Hotels, and 75% for Event Agencies.
- Delivered dedicated sustainability training sessions for visitor economy businesses.
- Strengthened the LCR Sustainability toolkit with key guidance and best practice case studies.
- Created the first LCR Visitor Economy Sustainability Strategy, ready to launch early 2027.



Next Steps:

100%

Increase Certification for Event Agencies

70%

Increase Certification for Hotels

Run a dedicated workshop focusing on certifications, sustainability policies and communication for visitor economy businesses.

Continue the development of the sustainability support toolkit, adding a dedicated section on sustainable food practices.

Increase sustainability certification uptake across visitor attractions.

Measure.

We are committed to:

- Commit to achieve internationally recognised sustainability certification for the Liverpool City Region as a visitor destination.
- Continue our commitment to participate in the Global Destination Sustainability (GDS) Index, with the ambition for Liverpool City Region to feature in the top 3 English destinations by 2030.
- Decarbonise the Liverpool City Region visitor economy to meet local net zero targets through measuring and reducing greenhouse gas emissions.



What we've achieved:

- Achieved Green Tourism Bronze for LCRDP operations.
- Scored 71% (up from 63%) on Global Destination Sustainability Index 2026, and ranked 45th in the world.
- Increased our sustainability communications.
- Shared carbon offsetting tools with businesses and visitors.

Next Steps:

Scope establishing a system to measure, monitor and report on the carbon footprint of the LCR Visitor Economy.

Report our marketing communications analytics.

Top

40

Target top 40 position on GDSI 2027

Champion.



We are committed to:

- Empower visitors to make more environmentally responsible choices when travelling.
- Promote the Liverpool City Region's reputation as a sustainable destination, attracting conscientious visitors who want to make environmentally positive choices.

What we've achieved:

- Launched our first sustainability visitor guide, to help visitors make more informed decisions.
- Launched the Visitor Economy Data Dashboard, with visitor data and trends.
- Showcased sustainability best practice through the LCR Sustainability Toolkit and ongoing marketing activity.

Next Steps:

Incorporate sustainability themes into wider campaigns, such as the LCR Visitor Guide.

Incorporate sustainability metrics into the visitor economy data dashboard.

Continue to promote local best practice and encourage more businesses to become ambassadors for sustainability.

Advocate.

We are committed to:

- Develop the Liverpool City Region as an accessible, inclusive and welcoming destination for all.
- Ensure local residents benefit from a thriving visitor economy and remain at the heart of future developments. Fostering impacts that enhance quality of life, protect local character and deliver shared benefits across communities.
- Ensure fair, inclusive and rewarding employment throughout the Liverpool City Region Visitor Economy, and support the next generation into positive employment.

What we've achieved:

- Delivered sustainability training for LCRDP staff.
- Delivered destination welcome training to over 250 visitor facing staff, incorporating sustainability and accessibility themes.
- Strengthened our accessibility toolkit and developed accessible itineraries for visitors.

Next Steps:

Continue staff training and destination welcome training.

Explore how sustainability and accessibility themes can be combined into all training delivered.

Deliver further sustainable and accessible itineraries for visitors.

Establish a Visitor Economy Green Network.



Looking Ahead.

Priorities for 2027



Business Leadership.

- Accelerate sustainability certification uptake.
- Expand business support and training.

Visitor Experience.

- Expand sustainable visitor information and planning tools.
- Promote sustainable travel choices.

Destination Performance.

- Improve GDS performance.
- Develop sustainability reporting framework.

Community Impact.

- Strengthen resident engagement.
- Strengthen understanding and reporting of tourism's economic, environmental and social impacts.