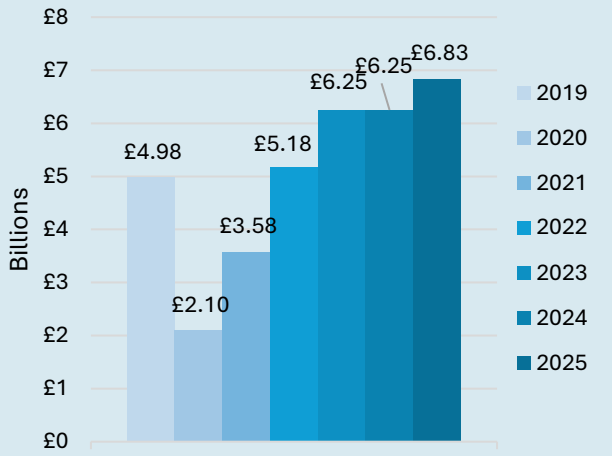
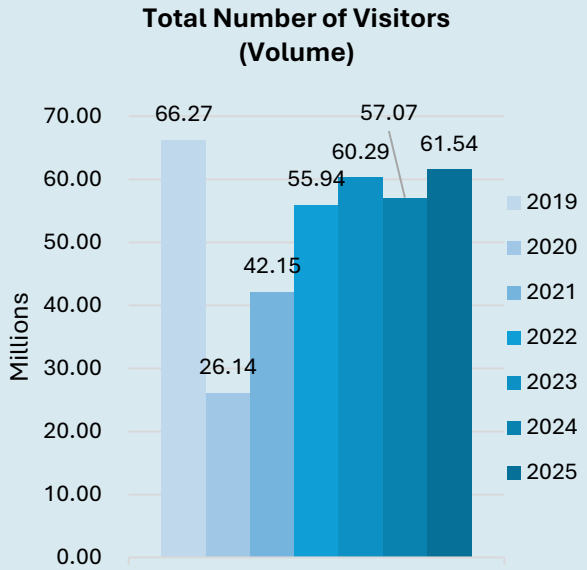
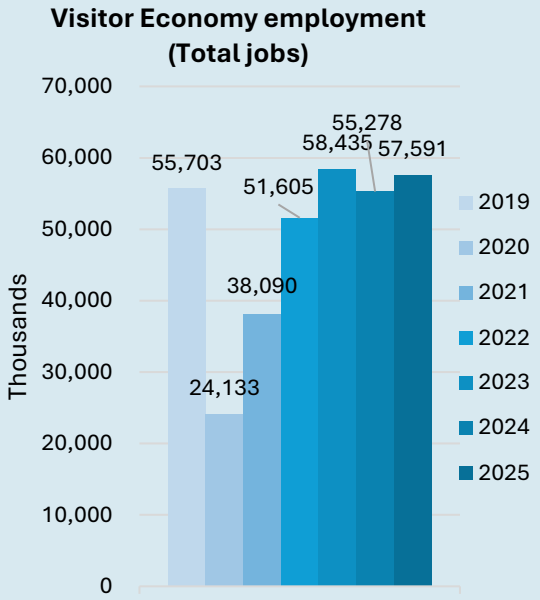
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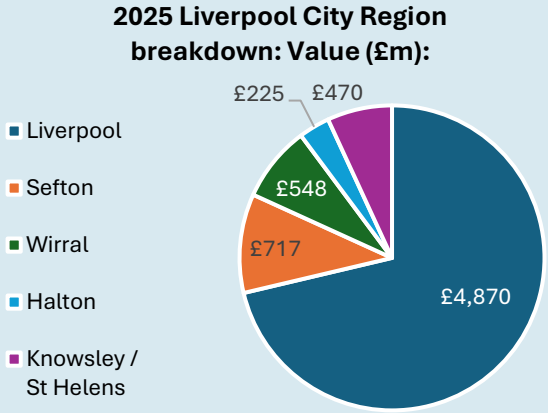
STEAM Data (2025)

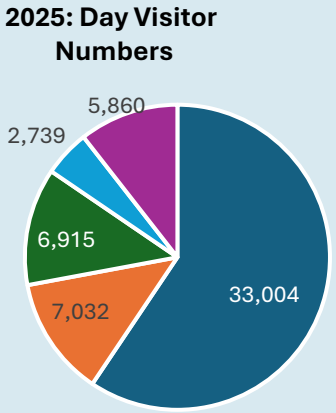


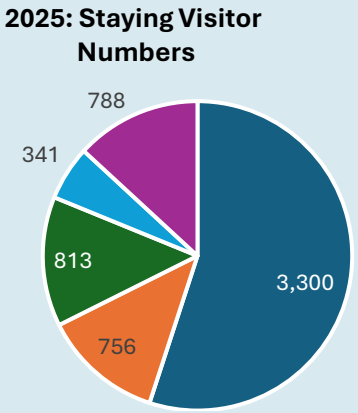


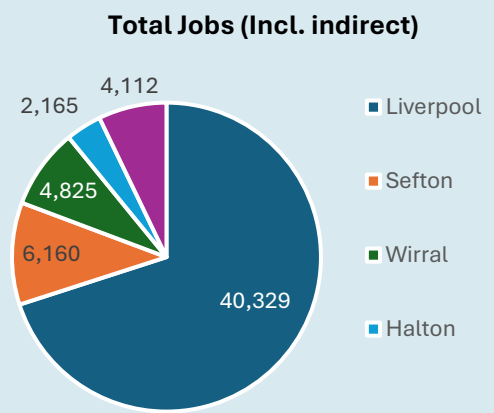


Visitor Economy Sector Employment	Employment Numbers
Accommodation	4,307
Food and drink	14,971
Recreation	5,573
Shopping	16,816
Transport	2,679
Direct Employment	44,347
Indirect Employment	13,244
TOTAL	57,591









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International Passenger Survey (2024)

	Inbound Trips (all types) 2024		
Rank	Town/city	Visits (000s)	2023 < 2024 % Change
1	London	20,949	3%
2	Edinburgh	2,559	10%
3	Manchester	1,521	-12%
4	Birmingham	927	-1%
5	Liverpool	918	2%
6	Glasgow	736	7%
7	Oxford	547	22%
8	Cambridge	479	8%
9	Bristol	450	-21%
10	Brighton/Hove	414	-6%

	Business Trips 2024		
Rank	Town/city	Visits (000s)	2023 < 2024 % Change
1	London	3,315	11%
2	Birmingham	406	-5%
3	Manchester	306	-19%
4	Edinburgh	140	-3%
5	Glasgow	125	-14%
6	Oxford	110	-17%
7	Cambridge	93	-12%
8	Liverpool	90	-45%
9	Luton	81	-29%
10	Aberdeen	70	-7%

ICCA Rankings (2024 / 2025)

	2024 Report	2025 report
Number of Meetings	23	22
Global City Ranking	112th	120th
Europe City Ranking	65th	66th
UK City Ranking (by meetings)	4th out of UK cities listed	5th out of the UK cities listed

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Great Britain Tourism Survey (2024)

	Overnight Trips (all types) 2024	
Rank	Town/city	Visits (000s)
1	London	15,484
2	Manchester	4,085
3	Birmingham	2,973
4	Leeds	2,040
5	Liverpool	1,660
6	Blackpool	1,311
7	York	1,216
8	Scarborough	1,006
9	Brighton and Hove	1,004
10	Bristol	989

	Day Trips 2024	
Rank	Town/city	Visits (000s)
1	London	202,565
2	Manchester	27,072
3	Birmingham	23,791
4	Leeds	17,847
5	Liverpool	13,292
6	Nottingham	10,400
7	Blackpool	9,727
8	York	9,223
9	Bristol	8,501
10	Newcastle	8,035

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Hotel Occupancy

LCR	2021	2022	2023	2024	2025
Occupancy %	55.2%	74.3%	76.5%	75.5%	76.5%
ADR	£64.64	£80.35	£86.23	£85.70	£89.61
REVPAR	£38.92	£60.23	£66.73	£65.00	£68.77
Rooms sold	2,303,736	3,105,497	3,243,315	3,341,513	3,508,693

Hotel Supply

Location	2025	
	Hotels	Rooms
Liverpool	90	9,021
Knowsley	6	378
Halton	7	548
Wirral	17	794
Sefton	21	1,257
St. Helens	8	688
Total LCR	149	12,686

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

Events & Attractions

	Top Event Attendance 2025			
Rank	Top Free Events		Top Paid Events	
1	Biennial	1.3m	Creamfields	280,000
2	LFC Parade	1.2m	Grand National	134,386
3	Christmas Markets	500,000	BBC Radio 1 big weekend	72,540
4	River of Light	300,000	Southport Flower Show	52,000
5	Halton Firework display	60,000	On the Waterfront	45,000
6	Southport Food & Drink	40,000	Musical Fireworks	13,657

	Top Attractions Attendance 2025			
Rank	Top Free Attractions		Top Paid Attractions	
1	Museum of Liverpool	949,762	M&S Bank Arena	690,775
2	Liverpool Cathedral	756,151	Knowsley Safari Park	469,327
3	World Museum	676,984	Mersey Ferries	396,683
4	Atkinson Gallery	410,944	LFC Stadium tours	386,925
5	Walker Art Gallery	258,222	Philharmonic Hall	323,434