



19 March 2026

Venue: Liverpool Town Hall

Agenda

09:30AM Welcome and Refreshments	Networking
10:00AM Opening address The importance of the Visitor Economy	Tony Hall CBE Lord Hall of Birkenhead Chair, Liverpool City Region Destination Partnership
10:10AM Overview of 2025	Natalie Wyatt Managing Director Liverpool City Region Destination Partnership
10:25AM VisitBritain/VisitEngland address: A national perspective of tourism opportunities	Patricia Yates CEO VisitBritain/VisitEngland
10:35AM Overnight Visitor Levy Roundtable discussion	Panel members: <ul style="list-style-type: none">• Cllr Liam Robinson Leader of Liverpool City Council• Helen Roberts Chair of Liverpool Hospitality Association and ABID Board member• Katherine Kennedy City of Edinburgh Council• Eddy Leviten Executive Director Tourism Alliance Facilitator: Barrington Paul Robinson Liverpool City Region Destination Partnership Board Representative for Film/ TV
11:35AM Northwest Coastal Campaign	Andrew Stokes OBE England Director VisitEngland
11:45AM Vision for Southport	Stephen Watson Executive Director (Regeneration, Economy & Assets) Sefton Borough Council
12:00PM A look ahead at 2026 and beyond	Donna Howitt Deputy Centre Director, National Tourism Lead, Liverpool ONE/Landsec and Deputy Chair, Liverpool City Region Destination Partnership
12:15PM Closing Remarks and Questions	Tony Hall CBE Lord Hall of Birkenhead Chair, Liverpool City Region Destination Partnership