

VISIT
LIVERPOOL

PARTNERSHIP

LET THE WORLD SEE YOUR BRAND ON A GLOBAL STAGE

FOOD & DRINK



Global

A city region visited and seen around the world by a community of billions.

We're a region of stories, where the pavements crackle with energy and creativity comes as standard. We're world renowned with millions upon millions of visitors annually, supporting a visitor economy worth in excess of £6.25 billion.

The City Region continues to develop as a major growth sector, bringing both economic benefits and reputational advantage.

Over the next 12 months, and with an amazing events programme, the spotlight will once again be on the city, attracting millions of visitors for events such as Liverpool Pride, River of Light and the Randox Grand National Festival to name a few.

Liverpool's year as European Capital of Culture 2008 kick started a cultural renaissance, which continues to this day. From the Royal de Luxe Giants attracting 1.3million visitors and Cunard's 'Three Queens' 175th anniversary celebration, through to hosting the most successful Eurovision Song Contest to date, we make captivating audiences from across the world the norm.



Visit Liverpool

The Visitor Economy has long been identified as one of Liverpool City Region's four key growth sectors.

Tourism has been, and continues to be, hugely significant for the region, and the sector has the potential to develop and grow even further. Liverpool City Region's Visitor Economy is a multi-million pound success story. Recent figures show strong visitor spending and is estimated to support approximately 55,000 jobs, while attracting in excess of 57 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.

VISIT**LIVERPOOL.COM**

6M

VISITLIVERPOOL.COM
VIEWS

2.1M

VISITLIVERPOOL
USERS

20.3M

VISITLIVERPOOL
EVENT COUNTS

4.4M

INSTAGRAM
IMPRESSIONS

500K

TIK TOK VIDEO VIEWS

34.5M

FACEBOOK IMPRESSIONS



Core Partnership

This pack is specifically targeting Food, Drink and Nightlife products in the city that are looking to target the Tourism industry in the region.

As you are already 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. Figures for 2024 state an impressive visitor spend of over £6.25 billion a year and is estimated to support over 55,000 jobs, while attracting more than 57 million visitor trips annually.

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Core Partnership

(continued)

As a partner you can take advantage of the many exclusive free benefits to help increase the promotion of your business.

Profile

Partners receive a profile page on the destination website 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 special events and promotions.

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.

Conference Delegates

Our Event team organises a variety of social programmes & private dining experiences for conference delegates and organisers. If you wish to be included in enquiries, you'll be subject to a commission agreement as part of your partnership.

Networking

Partners can be invited to networking events during the year, including seminars and forums.



Core Partnership Fees

Categories	Price Per Annum
Category A	£250 + VAT
Category B	£325 + VAT
Category C	£400 + VAT

Prices are determined on size / location.

For more information,
please contact the partnership team:
partnership@liverpoolcityregiondp.com

Criteria	Category
Cafes	A
Bars, Pubs & Clubs	A
Restaurants	B
Food Halls & Markets	C
Large Clubs & Multi-venue Complexes	C

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



Partnership Tiers-Bolt-On

Unlocking the full potential of your business starts with seizing opportunities, and our new partnership tiers offer just that. They enable you to stand out in a crowded market and attract the visitor's attention.

Our new tiers are designed to allow partners to utilise the many routes to market that VisitLiverpool has, which are provided within concise and targeted packages.

Outlined are some of the beneficial elements included.

VisitLiverpool newsletter

Our monthly consumer newsletter is the principal method of communicating to our worldwide database of over 30,000+ consumers.

The purpose of our consumer eblast is to:

- Profile our world class events and attractions
- Profile our hotels, restaurants and bars
- Encourage city breaks in the City Region
- Stay connected with customers

'Feature' and exclusive 'Solus' opportunities are available within the tiers for those wishing to raise their profile within the marketplace.

Feature

Our monthly e blasts have around six to eight 'feature' opportunities, each consisting of a main image & copy linking to your product page on VisitLiverpool.

Solus

This gives the opportunity for exclusive messaging with a bespoke intro, copy and imagery. It's an ideal way to promote/announce something special or build your profile.

Travel Trade newsletter -feature

The Travel Trade sector is fast becoming more and more prevalent in the City's business mix but how do you communicate with this audience in a targeted and focused manner? Our quarterly e newsletter, 'Trade Talk', gives partners the platform to engage with this key market.

Trade Talk is our quarterly travel trade e newsletter, distributed to over 1,000 national and international industry contacts.



Partnership Tiers-Bolt-On

(continued)

Feature on VisitLiverpool.com

Sub section page profiling on VisitLiverpool.com gives the opportunity for partners to specifically target elements of the website to give a focused impact for their product.

Sub sections for profiling include:

- What's On
- Where to Stay
- Things to Do
- Food & Drink

This provides quality exposure and key positioning on a specific chosen section of the site.

The highlight reels sit within each key section and is a proactive way to position your product within these high footfall, limited opportunity, areas of the site, with the imagery drawing consumers attention and in turn increasing your page views.

Feature in VisitLiverpool Visitor Guide

The Seasonal Visitor Guide is the official free tourism guide to the destination and the primary resource for visitors. This opportunity provides a great way to proactively keep your product in the spotlight, to help inform where visitors should spend their time whilst in our City Region.

The A5 publication has a local, national and international audience and is aimed towards visitors to the City Region looking for places to visit, eat and sleep and is available both digitally and in hardcopy.

VisitLiverpool Visitor Guide



Partnership Tiers-Bolt-On

(continued)

Promoted social media post across meta platform

VisitLiverpool is active in producing and sharing content through our main Facebook channel, with a large national and international audience of over 70,000 followers. Let us craft content around your product, suitable for Facebook and promote this to an agreed audience based on age, sex, location & interests.

Benefits include:

- Promoted content under our official VisitLiverpool brand
- Promoted content to tailored audiences
- Promotion of your VisitLiverpool product page
- Increased exposure to audiences unable to reach via own accounts
- Increased product views

City dressing allocation

Our platinum package will provide the opportunity for your business to feature on agreed city dressing elements over a designated period. These high impact visual locations can greatly assist in spotlighting key events or highlighting new product.

Marketing Liverpool has access to a range of Gateway and Welcome signs including:

- Birkenhead Tunnel
- East Lancashire Road
- Speke Boulevard
- Speke Hall Avenue
- Warbreck Moor (Aintree)
- East Prescot Road
- Breck Road/Larch Lea (inbound)
- Commercial Road/Pansy Street (inbound)
- Kirkdale Road (outbound)
- Great Howard Street/Paisley Street
- Scotland Road outbound (inbound)
- Lambeth Road/Stanley Road.



Partnership Tier Benefits

Please find outlined the table of new tiered levels for engagement, that will help to maximise exposure for your business.

In addition to our tiers we are also happy to craft increased bespoke activity packages upon request.

	Core Partnership	Silver <small>(Core partnership + £1000+VAT)</small>	Gold <small>(Core partnership +£2500+VAT)</small>	Platinum <small>(Core partnership + £5000+VAT)</small>
Profile product page on VisitLiverpool.com	✓	✓	✓	✓
Partner events	✓	✓	✓	✓
PR and Press opportunities	✓	✓	✓	✓
Familiarisation trips	✓	✓	✓	✓
Promoted social media post across meta platform		✓ +1	✓ +2	✓ +3
VisitLiverpool newsletter – month of choice		FEATURE	SOLUS	FEATURE & SOLUS
Highlight on a specific section of VisitLiverpool.com (month)		✓ +1	✓ +2	✓ +3
Feature in a Travel Trade newsletter		FEATURE	SOLUS	FEATURE & SOLUS
Consideration for inclusion in seasonal marketing campaigns		✓	✓	✓
VisitLiverpool Social Media Site Visit		✓	WITH COVERAGE	WITH COVERAGE
Business spotlight feature on MarketingLiverpool.com			✓	✓
Advertisement in a future edition of the VisitLiverpool Visitor Guide			✓	✓
City dressing allocation for gateway signage				✓

What Do Our Partners Think?

“Our partnership with VisitLiverpool is vital to the success of our work and by working very closely with the team, and the opportunities they provide, we are able to drive more visitors”

Beatles Story



“I have to say the opportunities provided from VisitLiverpool for our property have been brilliant. Many thanks”

Staycity Aparthotels



“We utilise VisitLiverpool for a range of promotional services. We find them to be very cost-effective whilst offering a genuinely professional service. I recommend their services wholeheartedly.”

Pullman Hotel Liverpool



“We engage with VisitLiverpool across a whole range of their promotional services –both on and offline –and we value the services provided and the outcomes they provide our business”

Royal Liver Building 360 Tour





Don't Take Our Word For It



Royal Albert Dock
Liverpool

EUREKA!
SCIENCE +
DISCOVERY



ROYAL
LIVERPOOL
COURT

ROYAL
LIVER
BUILDING
36 TOUR



National
Museums
Liverpool



THE JOCKEY CLUB
Since 1750

Quirky
Quarter

staycity
APARTHOTELS

pullman
HOTELS AND RESORTS
LIVERPOOL

INNSIDE
BY MELIÀ



ACCORHOTELS

LIVERPOOL
EMPIRE
THEATRE

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