



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, pre-covid it generated a visitor spend of over £4.9 billion a year and is estimated to support approximately 57,000 jobs, while attracting in excess of 67 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.



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

Partners can take advantage of our system pulling their rates and availability from select 3rd 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, 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.

Visitor Economy Partnership Fees from 1st April

Find your category...

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

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

Price categories...

Price Categories	Per Annum
Category A	£233+VAT
Category B	£296+VAT
Category C	£395+VAT
Category D	£717+VAT
Category E	£1512+VAT
Category F	£1957+VAT

Prices are determined on size / location.
VisitLiverpool partnership includes a 10% contribution to the regional destination marketing campaign.

Sample Partners

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



For more information please contact the partnership team at partnership@marketingliverpool.co.uk.

You'll be in good company.