



VisitLiverpool Partnership Visitor Experiences

The Visitor Experience pack targets Attractions, Activities, Experiences, Tour Operators and any organisation that provides Visitor Experience.

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 £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.

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 activities, events and promos.

Networking

Partners are invited to networking events including speaker presentations and feedback on current and future activities.

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.

Event/Venue Ticket Bookings

We provide solutions to selling tickets online and on our website through partners WebTicketManager & TicketQuarter. Our 'Buy Tickets' page receives over 150,000 unique visitors per month, is accessible from the homepage, has positioning through our e-comm channels and is a perfect platform to display your products to a wide audience.

Visitor Economy Partnership Fees from 1st April

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.

Criteria	Category
Activities	
City centre – health & fitness, leisure, recreational venues	B
Outside city centre - health & fitness, leisure, recreational venues	A
Attractions	
Key large scale destination attractions	F
Major city centre attractions including theatres, galleries, racecourses, stadiums	E
Tourism attractions with more than 50,000 visitors per annum	D
Tourism attractions with less than 50,000 visitors per annum	B
Retail	
Department stores & Markets	C
Retail outlets	E
Independent retailers	A

Criteria	Category
Transport, Tours & Travel	
Transport hubs	E
Major transport operators, shipping lines and airlines	D
Bus and coach operators with 9 or fewer vehicles	B
Bus and coach operators with 10 or more vehicles	C
Taxi, car and other vehicle hire operators with 9 or fewer vehicles	A
Taxi, car and other vehicle hire operators with 10 or more vehicles	B
Tour Operators and Travel Agencies	A
Tourist Guide Associations	B
City Tour Buses	C
Car Parks	B
Multi Site Car Parks	D
Tourism Associates	
Suppliers, consultants, agencies with an interest in the Visitor Economy	B
Individuals	A
Schools & Colleges	B
All others	on request

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

You'll be in good company.

Sample Partners

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

