



VisitLiverpool Partnership Food, Drink & Nightlife

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 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, figures for 2022 states an impressive visitor spend of over £5.1 billion a year and is estimated to support approximately 52,000 jobs, while attracting in excess of 66 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 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 are invited to networking events including speaker presentations and feedback on current and future activities.

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

Prices are determined on size / location.

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

Sample partners

Please find below a sample selection of our partners within this sector of VisitLiverpool partnership.



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