

End of year review 2020



COVID-19 has reshaped Liverpool's visitor economy

Marketing Liverpool has worked closely with public and private sector partners to:

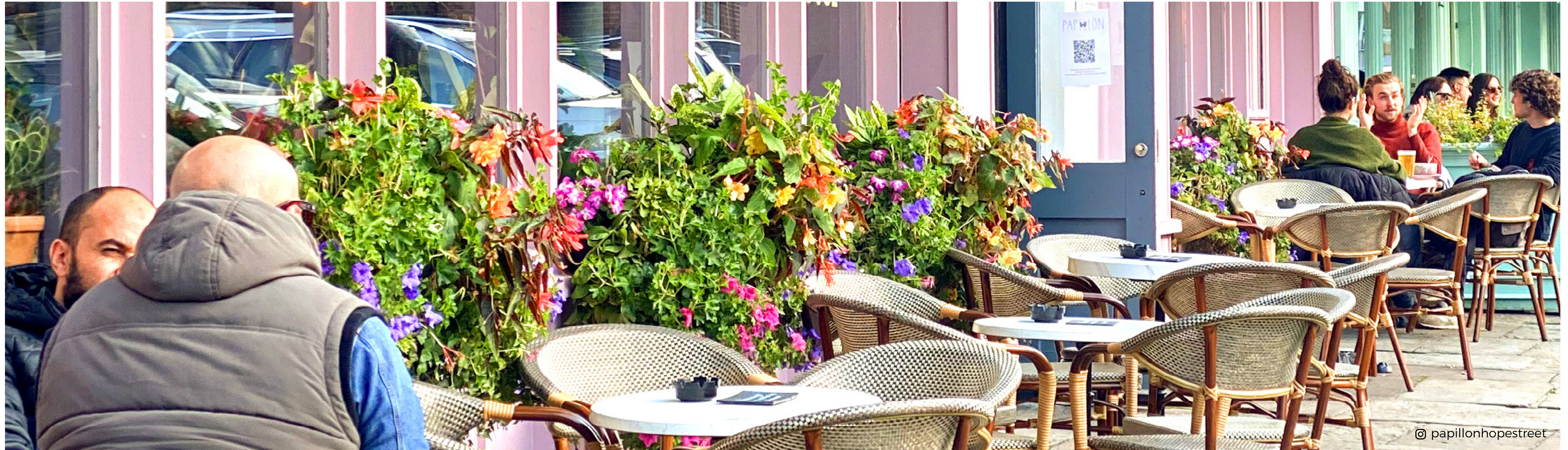
- Lead the recovery of the tourism, leisure and hospitality sector
- Support the survival of the business ecosystem
- Win business and secure funding to kick-start the city region's comeback
- Lobby and support for business

This end of year report highlights some of Marketing Liverpool's work to support the city region's visitor economy sector in 2020.

Thanks to all partners for their continued support of Marketing Liverpool, despite the incredibly difficult and challenging times they are experiencing.



Image courtesy of Gareth Jones



@ papillonhopestreet

Business support and survival

ML has worked closely with Liverpool's Visitor Economy Network (LVEN) and Liverpool Hospitality Association (LHA) to ensure local businesses have been able to access appropriate grants and funding from HMG, LCC, CA. We will continue to fight for the sector at a local and a national level, making the case for ongoing support to hospitality and leisure businesses and workers when they most need it.

Represented by ML, LCR is one of only four destinations collaborating with VisitBritain's senior team on the UK's tourism recovery planning. ML is also part of joint working with other North West destinations and the Department of Culture, Media & Sport (DCMS).

VisitLiverpool

Love Your Liverpool

ML delivered a local tourism campaign to bring LCR residents back into Liverpool's restaurants, attractions, cultural venues throughout the summer. The campaign reached LCR residents over 8 million times. This was a combination of media, outdoor, radio, digital and social media. During the campaign footfall in Liverpool ONE (53%) and Liverpool BID (42%) increased significantly.

VisitEngland & VisitBritain

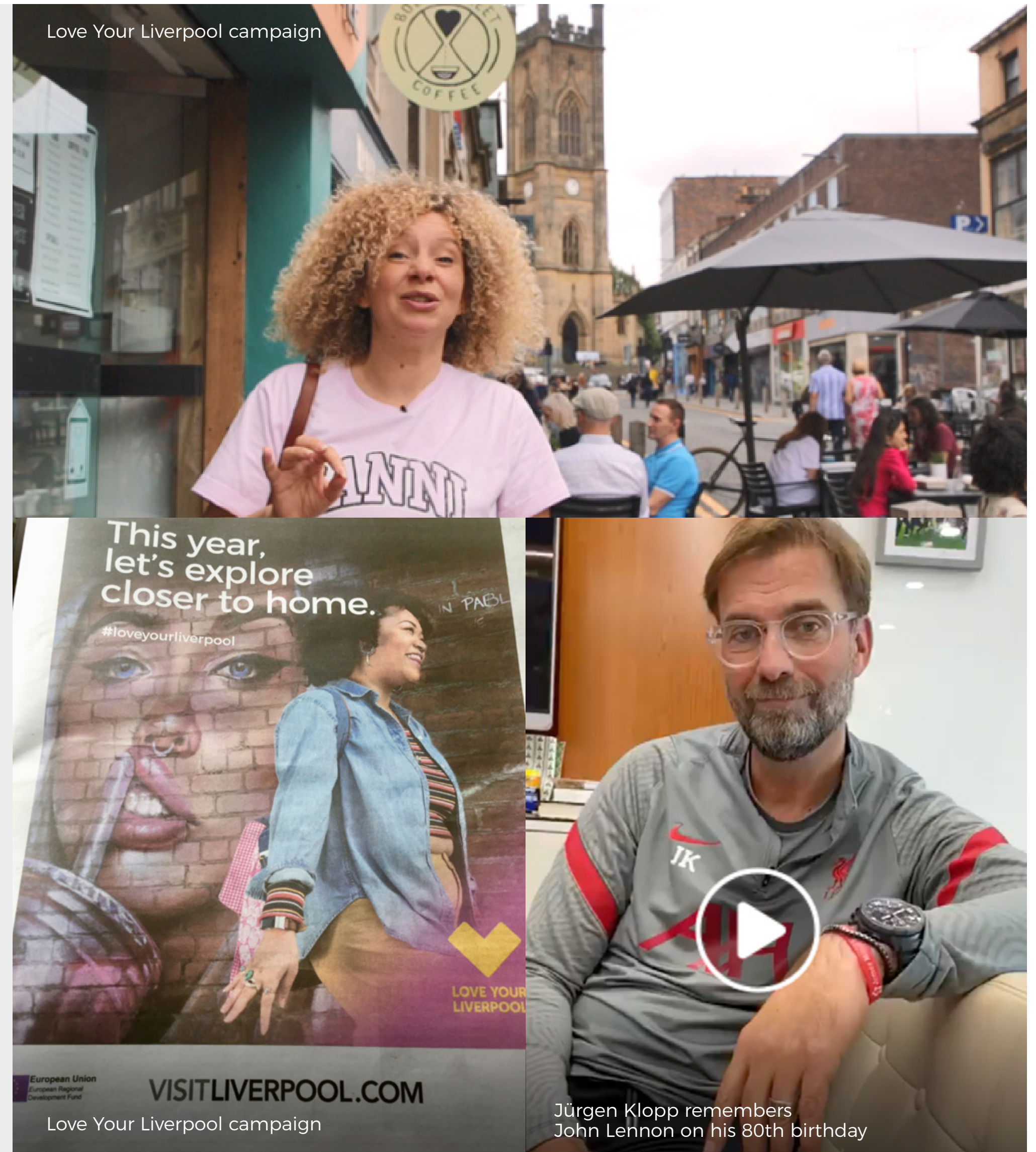
ML has continued to strengthen relationship with VisitEngland and VisitBritain. ML is the only DMO to have been successful in each of the funding call-outs in 2020, securing funding with a value of £478,000. ML has been awarded £240,000 from DCMS for 'Enjoy Summer Safely' and £80,000 from VisitEngland for 'Escape the Everyday' - a visitor campaign in Q1 and £158,000 to support the North of England Cultural Cities Experience.

John Lennon at 80

Marketing Liverpool in conjunction with The Beatles Industry Group celebrated what would have been John Lennon's 80th birthday in October. Working with The Beatles Story, Cavern Club, Strawberry Field, Hard Days Night Hotel and Beatles Legacy Group, ML marked the special day with videos from, amongst others, Jürgen Klopp and Carlo Ancelotti, which were shared extensively on social media.

Liverpool Without Walls

ML worked with Culture Liverpool and Liverpool BID company to deliver the ground-breaking and hugely successful project, allowing restaurants to reimagine outdoor eating and generate extra revenue.



Liverpool Convention Bureau

- The LCB team has won conference bids worth over £1 million in economic impact in 2020.
- Club Liverpool celebrated 5 years of its ambassador programme in February. In that time the economic impact of conferences brought to the city by Club Liverpool ambassadors is £71 m.
- Working closely with the Film Office, LCB has generated £178,000 net revenue and booked 2092 room nights in 2021.
- The LCB team is currently pursuing bids for future conferences with a potential economic impact value of £14 million.
- In February, LCB was shortlisted for best UK CVB at the M&IT Awards.
- The head of LCB, Jenny Jensen, became Meetings Industry Association (MIA) Chair of the Destinations Group, and the LCB team held 100 appointments with event organisers at virtual trade shows including Meet GB, The Meetings Show, IBTM World, ICCA Business Exchange.



Club Liverpool event, February 2020

Sport Liverpool

The Sport Liverpool team has made significant progress in developing a number of international sports events being hosted in the city.

- The Sport Liverpool board is now in place to oversee the delivery of the existing events and advise on strategy for future sports events. The relationships with city venues, UK Sport and a number of governing bodies is strong and we are working on a number of bid opportunities.
- Rugby League World Cup 2021 – planning and co-ordination with partners across LCR is well underway including LFC, ACC Liverpool and St Helens Borough Council. Liverpool and St Helen's will jointly welcome Italy and Tonga whilst Liverpool will be the only city to host men's, women's and wheelchair matches across the tournament.
- World Gymnastics Championships 2022 – planning is on schedule and within budget. An event board has been established, venue planning is progressing and a ticketing plan is ready to be implemented. The event website will launch in January 2021.

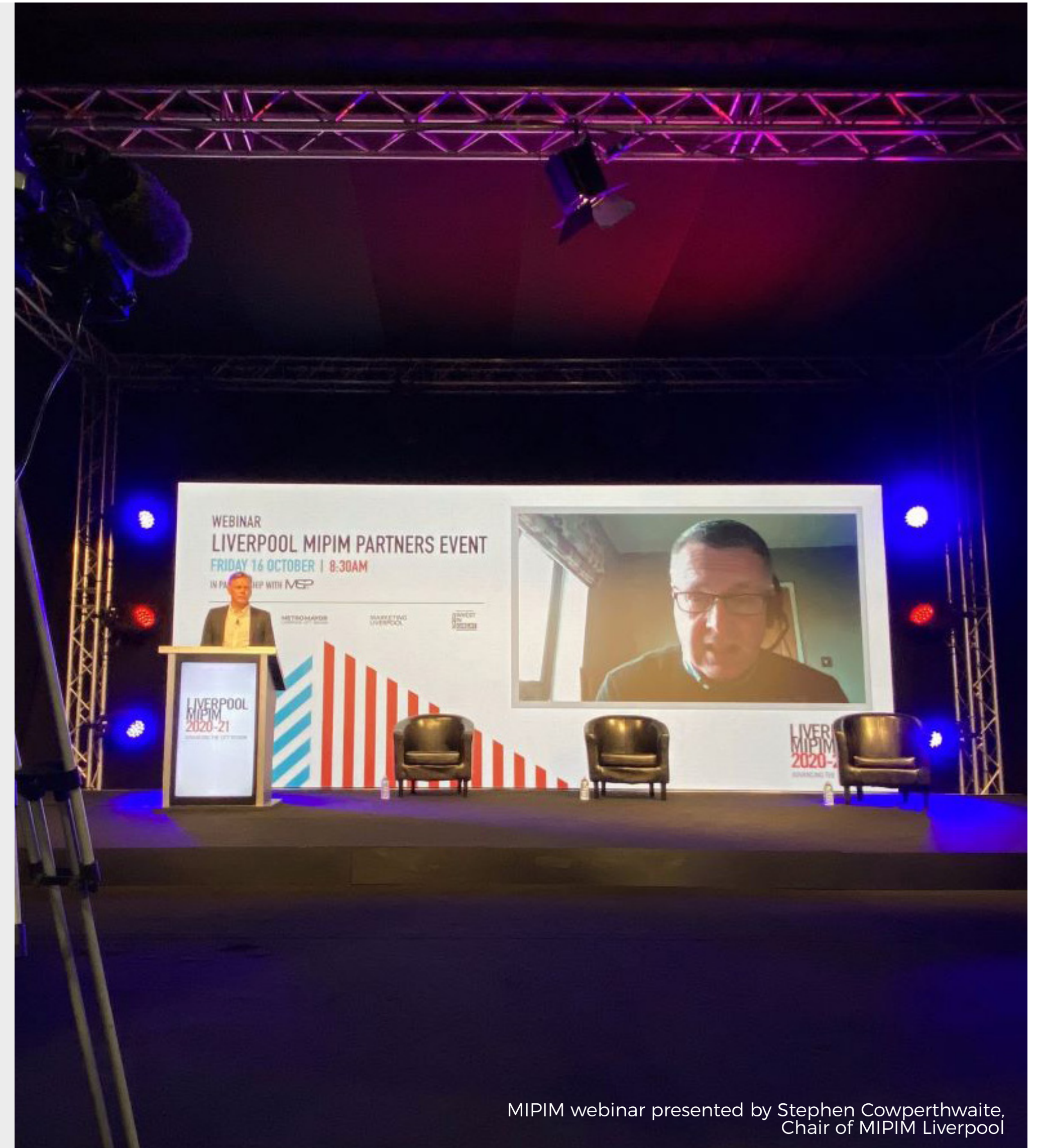


Invest Liverpool

Despite the cancellation of MIPIM and Expo Real, the world's biggest private sector investment event, Marketing Liverpool and the Liverpool at MIPIM partnership continued to promote the city region with a series of webinars.

Focussing on the city region's economic strengths and plans for recovery, the virtual events featured high profile speakers from FT, Estates Gazette, Property Week, DIT, KPMG, Avison Young and Peel Ports, alongside Metro Mayor Steve Rotheram, Liverpool City Council Chief Executive Tony Reeves and Culture Liverpool Director Claire McColgan.

ML also planned and delivered LCR's presence at Digital Manufacturing Week, Europe's biggest digital manufacturing festival. Hosted in Liverpool for the past three years and held virtually this year, the five-day event comprised of dozens of manufacturing events and featured hundreds of seminars.



MIPIM webinar presented by Stephen Cowperthwaite, Chair of MIPIM Liverpool



Media coverage

Although we couldn't run press trips to the city region, Marketing Liverpool secured positive travel pieces to keep the destination on people's radar. This included national titles such as Sunday Times, Metro, Sunday Mirror and the Daily Telegraph as well as international highlights like Conde Nast Traveller and NBC's Men in Blazers.

Digital and social media

Despite COVID-19 dramatically effecting the city region's visitor, investment and conference markets, Marketing Liverpool's digital and social media performance has continued to show improved levels of reach, engagement and growth. All brands YOY growth

- Impressions 34.4M (+5%)
- Engagements 1.1M (+13%)
- Follower growth 165,755 (+13%)

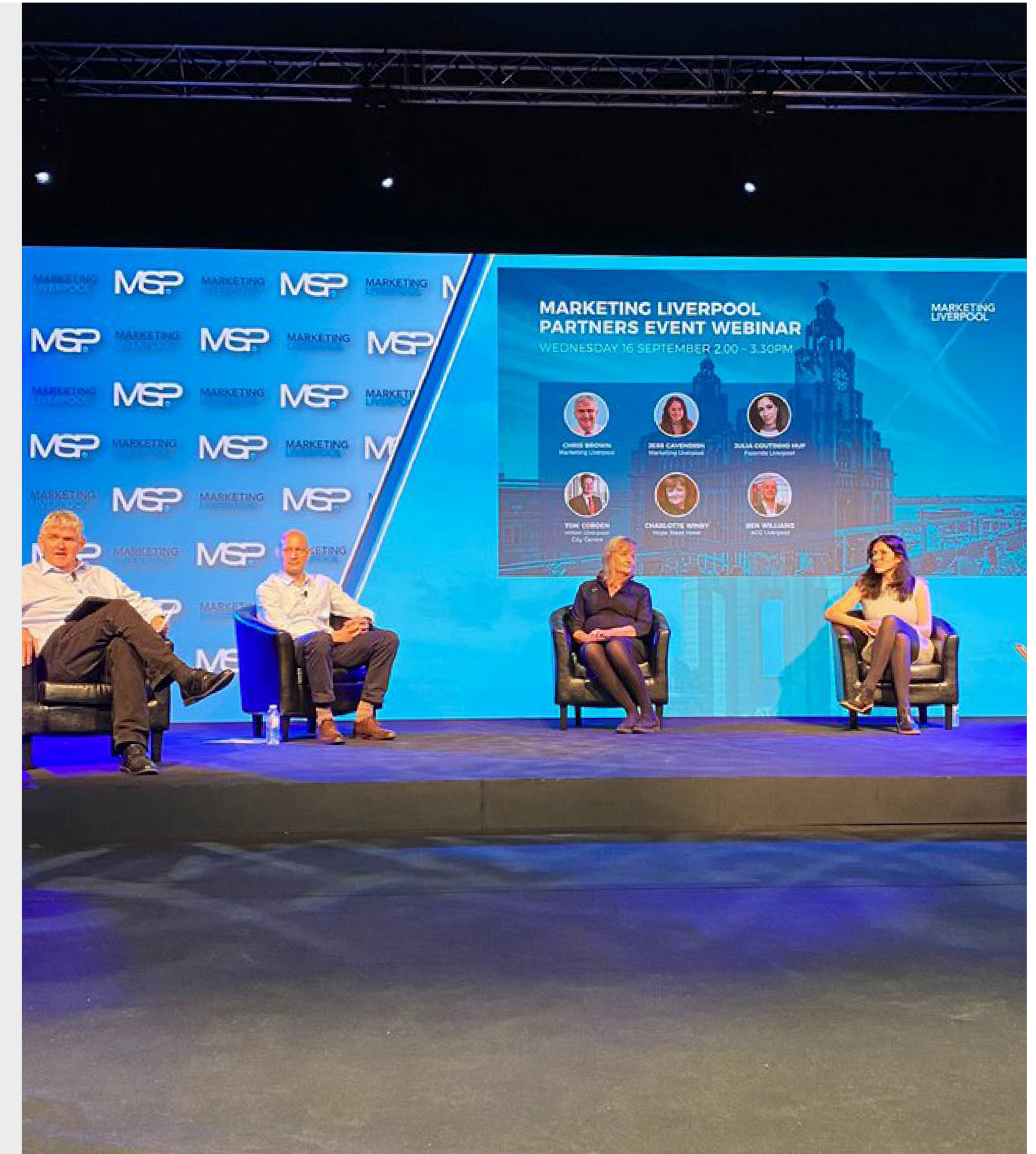


Commercial & Partnerships

ML's commercial targets have been difficult to maintain during a testing 2020 for all. As a result, the team has worked closely with many of our partners during this period in order to help business viability.

Currently we have 202 VisitLiverpool partners and 116 Liverpool Convention Bureau partners in addition to members via Visit Southport and Visit Wirral.

To keep our partners informed of latest developments, the ML team delivered four partner meetings to audiences of circa 150 each meeting, weekly newsletters, together with a series of partner webinars with Liverpool BID Company. These used the latest virtual meeting technology to pioneer interactivity and speakers from across the UK.





Fighting COVID-19

Number of the ML team have been seconded to work on fighting COVID-19 - shielding and prescription support and managing mass testing sites.

Looking ahead

Getting the city region's visitor economy back to pre-COVID levels will require a co-ordinated and integrated approach, across public and private sector. We are currently developing a recovery plan with the Liverpool Visitor Economy Network, Liverpool Hospitality Association, VisitEngland and VisitBritain, ready to activate when the time is right. It is the starting point for the city region's comeback in consumer, trade and conference markets.

The team is also working with Culture Liverpool and cultural organisations in the city to market events once it's safe to do so. These include River of Light, Liverpool Biennial, The Good Business Festival and others. 2021 will be our year of recovery. A year when our visitor economy, which has never been more important to Liverpool City Region, kick-starts our comeback as one of Europe's most exciting cities to visit.