

# 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.





Club Liverpool event, February 2020



### 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.







# 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.



SL

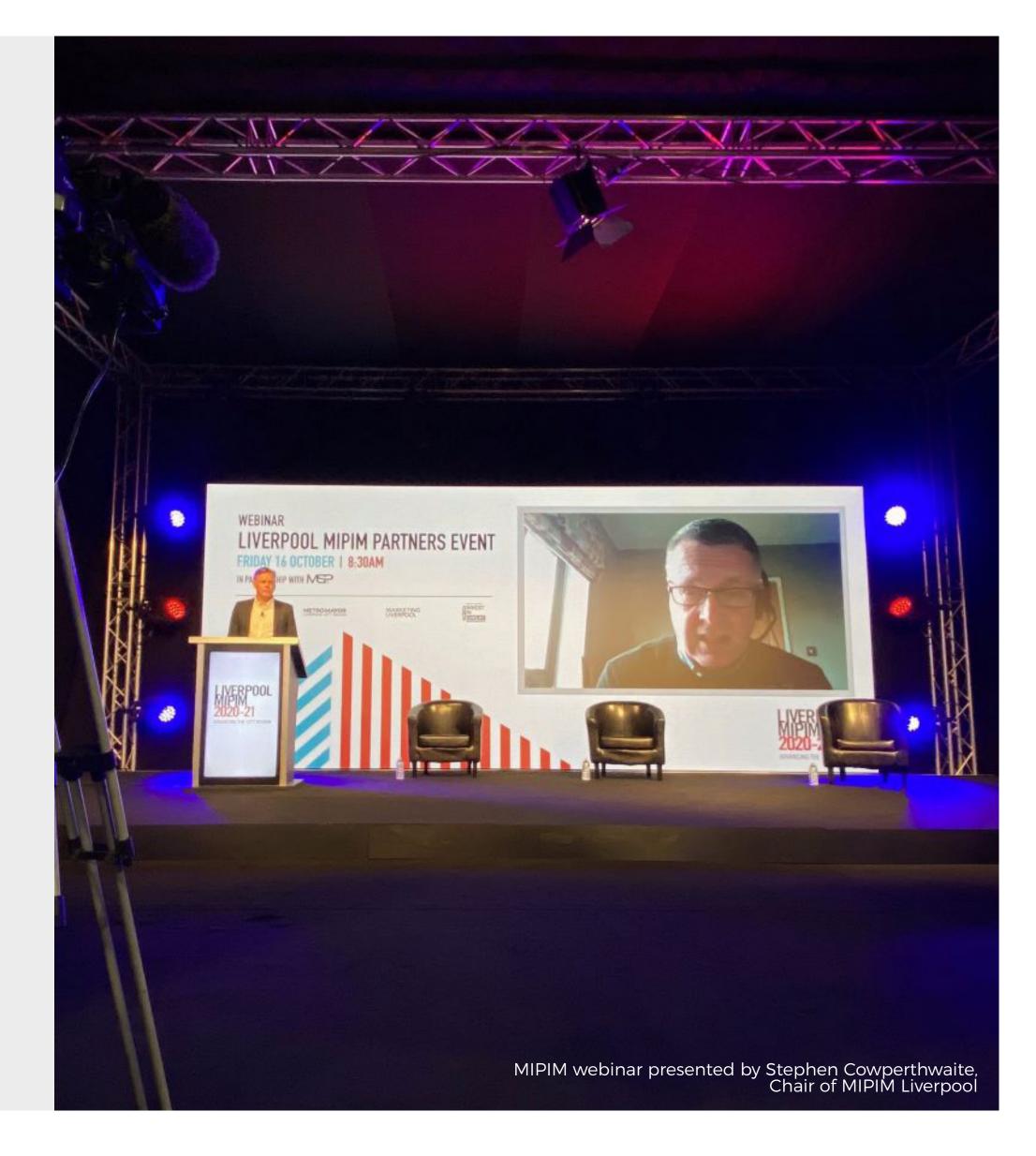


## Invest Liverpool

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.







### 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%)



Trave

Liverpool's famous birds, history, music and fun guarantee a high old time

egend has it that Bertie the Liver Bird looks out over the city to see if the pubs are open while his female pal Bella keeps watch over the sea

so she can eye up visiting sailors. Whatever the truth, these two 18ft statues have become the iconic symbo of Liverpool around the world.

You can now get a closer view of them on a tour of the Royal Liver Building - on top of which they proudly perch (£15

adult, £10 child, rlb360.com). There's a great story behind this Grade-Histed structure too. Back in 1850 a group of working men meeting in The Lyver Inn were lamonting the fact that poor people couldn't afford proper burials, and the idea behind the Liverpool Liver Burial

By the end of the 1890s the society had expanded so much that a new purposebuilt base overlooking the River Mersey was proposed.

Designed by architect Walte Aubrey Thomas, the Royal Live Building was the first in Britain to be

crowning glory was the pair of copper Liver Birds.

up the true nationality of the Sweets, jellies man behind Liverpools icons
- it was only in 2011, when the
Royal Liver Building cele-

stand side by side on the Pier Head.
We went next door to the Cunard

Lying just outside of the city or Building for the British Music Experience. been cleverly converted to reflect the a museum dedicated to post-Second grandeur of the Titanic while retaining World War pop music (£14 adult, £9 child, the essence of the original building. The



Bartels, a German sculptor who had lived in Britain since 1887. When the First World War broke out, he was sent to an internment camp on the Isle of Man then For decades officials husbed

£32 family, britishmusic Bartels was posthumously awarded the keyboards and drums.

He and I were staying at the Titanic Today the Royal Liver Building forms Hotel, set in a rejuvenated rum ware-part of the city's Three Graces, which house that was once at the heart of Liver-

Lying Just outside of the city centre.it's

and White Star Line - the Liverpool-based company behind it - adorn the Club, an indoor complex walls while the menu in Stanley's Bar and Crill contains fascinating back. shopping and leisure zone ground facts shout the warrant (out of facts the stanley) and the stanley from Sec. Stanley and the stanley from Sec. Stanley f ground facts about the voyage.

The restaurant itself is charming, yardgolfclub.co.uk).
with tall windows and a pretty waterside terrace, and the food is excellent. I fun putting our way MORE INFO Sec enjoyed a beautiful pan-fried salmon through old cars and filletwith pickled fennel, red onion and makeshift garages. After

steak and chips followed by Belgian with restaurants, boutiques, galleries

rooms are enormous with cool interiors. Try bagging one overlooking the adjaton college of the c

(entry from £8pp. junk-

Liverpool start at £95

playing at home, hotels are likely to be sold out.

confit tomato salad followed by a super-creamy chocolate mousse with candied hazelnuts. Freddie wolfed down minute words we headed back to the waterfront and to the redeveloped red-brick ware-houses of Albert Dock, now brimming

For novelty value, treat yourself to a For lunch I tucked into a delicious cocktail in the hotel bar as they come Thai green tofu curry at Rosa's Thai

cent wharf for calming views.

Vintage posters of the doomed vessel and White Star Line – the Liverpool-based emeans that the Liverpool-based emeans the

TOP TIP: One thing to League football fixtures

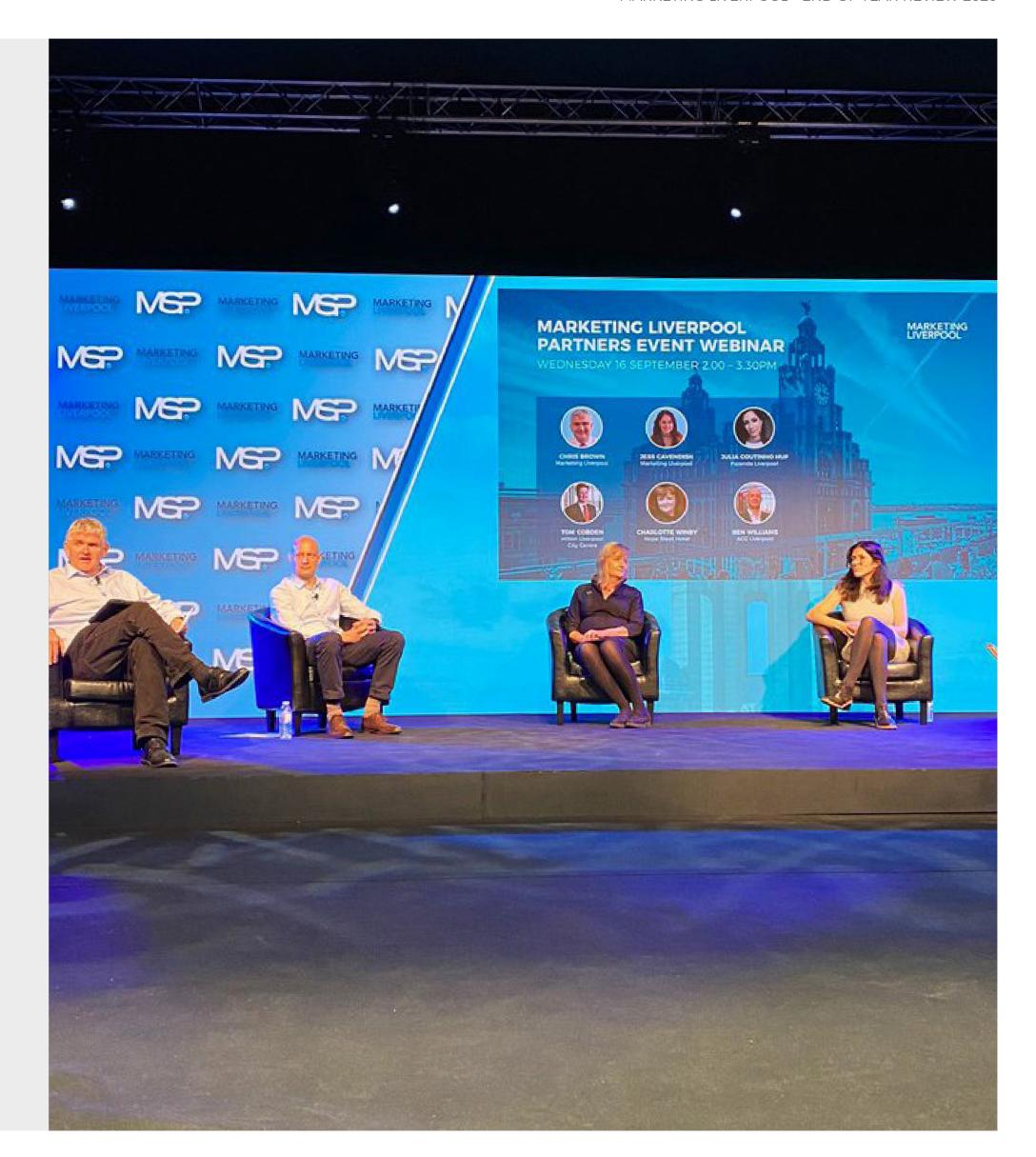


# Commercial & Partnerships

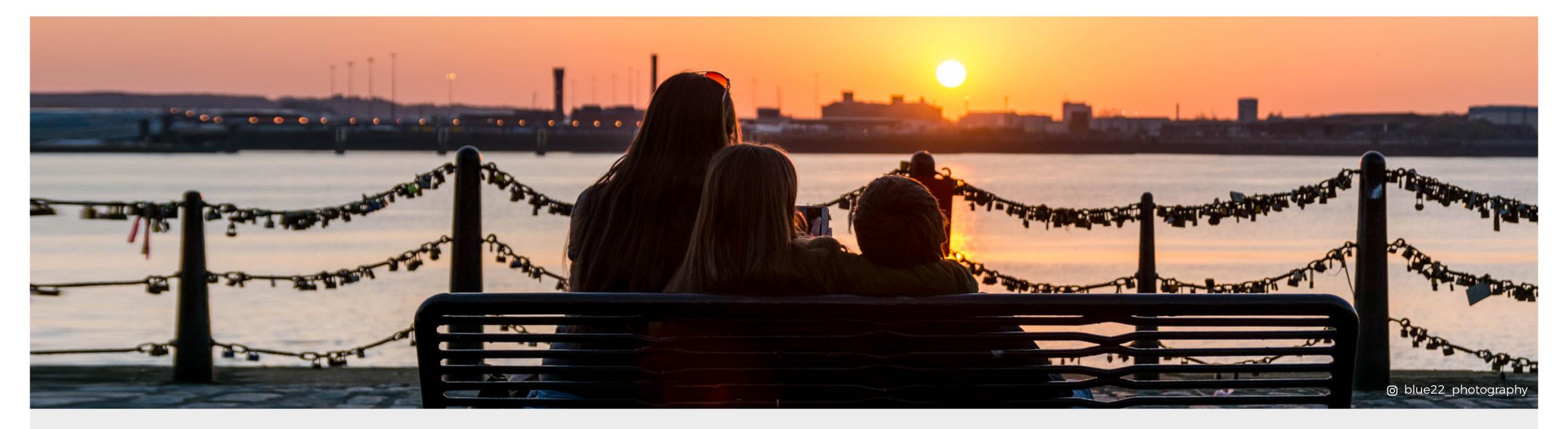
ML's commercial targets have been difficult to maintain during a testing 2020 for all. As a result, the team has worked closely with many of our partners during this period in order to help business viability.

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 mess 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.