

Annual Review 2021



C7 Foreign and Development Ministers' Summit

Welcome

2021 was the starting point for our city region's comeback.

Getting our visitor economy back to pre-COVID levels is, and will continue to be, Marketing Liverpool's number one priority.

Our recovery journey is still evolving, but the past year, while incredibly challenging, provides real signs that we can look forward positively and build on the momentum of a successful year.

The return of visitors to our cultural venues, hotels, restaurants and attractions was hugely encouraging. As was the success of the UK's first pilot events after lockdown, which put an international spotlight on the city working collaboratively to host music and business events for first time in over a year.

Hosting the G7 event in December was a highlight for Marketing Liverpool. After months of work behind the scenes, it was fantastic for the city to welcome 27 foreign ministers from around the world. It presented many logistical challenges, but once again partners across the city worked tirelessly to deliver a very successful event, which was recognised by the Foreign Secretary and all attendees.

My thanks go to all the partners who delivered the event with such professionalism and showcased the city to an important group of world leaders.

And 2021 was the year major events returned to Liverpool City Region with a bang. No more so than River of Light. Both events in March and October confirmed an event of international quality and scale and attracted over 200,000 visitors to the city. We look forward to working with Culture Liverpool to deliver an even bigger event in 2022.

The speed of our recovery will depend on bringing back international visitors, consumer confidence and developments in the wider economy. That's why the work we will be undertaking in 2022 to activate the city region's Destination Plan is vital.

This can never be one organisation's responsibility. An integrated approach, across public and private sector; support for business owners; and a flexible approach to changing lifestyle and travel behaviours remain the foundations to a sustainable and positive recovery.

And maintaining that recovery requires a coordinated approach and long term investment. The visitor economy plays a crucial role in our economic success and job creation, and Marketing Liverpool is at the heart of this economic success story.

We appreciate the extremely difficult challenges businesses continue to face - the ongoing pandemic, labour shortages and increasing costs. We will continue to lobby hard for support from Government that's essential for recovery.

In 2022, we will accelerate our ambitions around accessibility, sustainability and how we can effectively engage our residents in the development of our visitor economy.

Looking back on a successful year, I'd like to thank everyone at Marketing Liverpool and our partners. They have played an essential role in kick-starting the city region's recovery and provide many reasons to be optimistic about the year ahead.

I would also like to extend thanks to the Board of LVEN, Mayor Joanne Anderson and colleagues at Liverpool City Council for their support for the visitor economy and to Mayor Steve Rotheram and colleagues at the Combined Authority and Growth Platform. In these unprecedented times of pandemic and public sector cuts, it is invaluable that the visitor economy has that support.

Now let's get ready to accelerate our recovery in 2022 and look ahead to the new attractions, events and openings featured later in this review.

Chris Brown, Director



VisitLiverpool



VisitLiverpool

Throughout 2021, Marketing Liverpool has delivered a number of highly successful marketing campaigns to promote domestic travel and the city's cultural events.

In March, Liverpool partnered with Leeds, Hull, Liverpool, Manchester and Newcastle and Gateshead to promote the 'North of England City Experience' which encouraged travel between the five northern cities when COVID restrictions lifted.

Marketing Liverpool promoted Liverpool City Region at some of the world's biggest travel trade exhibitions including World Travel Market and British Travel and Tourism Show.

As the summer holidays began, ML launched our summer campaign 'Liverpool. Get away to it all', to attract domestic day visitors and city breaks. And our collaboration with Visit Britain to promote 'Escape the Everyday', campaign demonstrated the importance of working with national tourism organisations.

In autumn, Marketing Liverpool led the marketing campaign for the hugely popular River of Light festival, created by Culture Liverpool, which attracted 150,000 visitors during the 17 day festival, establishing an event of international scale and quality.

And to end a successful year, Marketing Liverpool launched the city's Christmas campaign 'Liverpool. Feels Like Christmas'. The campaign was widely acknowledged as the city's best yet and, working with the city's private sector partners, an important part of the city's visitor recovery.

VISIT
LIVERPOOL



River of Light festival 2021



exhibition
liverpool centre

**Liverpool
Convention Bureau**



Liverpool Convention Bureau

2021 was a landmark year for Liverpool Convention Bureau. As the industry continues to navigate COVID-19, we opened our doors to some major live events held and celebrated LCB winning silver at the prestigious M&IT Awards – voted by event organisers.

The LCB team were finally back on the road at live events exhibiting at The Meetings Show, International Confex and IBTM in Barcelona.

LCB played a leading role in securing and hosting the G7 Meeting of Foreign Ministers, welcoming hundreds of delegates from all over the world to discuss foreign and development policies and issues.

Club Liverpool welcomed its new chair - Karen Brady, Director of Development at Liverpool School of Tropical Medicine to start a new chapter in LCB's network of professionals and academics, bringing conventions and major events to the city.

LCB continues to pioneer new ways to attract major conferences and events. In 2021 Liverpool became the first English city to join the Global Destination Sustainability Movement – an initiative to revolutionise sustainability for tourism and events and the first UK city to join Hybrid Cities Alliance – an international alliance to host more major hybrid business events. We have also partnered with Hyybab, a new initiative to offer immersive and experiential virtual site tours for prospective clients.

LIVERPOOL
CONVENTION
BUREAU





Invest Liverpool

IL

Invest Liverpool

Promoting Liverpool City Region as a leading investment location continues to be a key part the work ML undertakes.

Working closely with Growth Platform to deliver an integrated marketing and communications programme to secure inward investment leads, ML has led marketing campaigns for a number of investment events.

In April 2021 this collaboration profiled Invest Liverpool's health and life science credentials at the GIANT European Health Tech Innovation Week held in Liverpool and the first live business events to be held again in the city region after lockdown.

The return of Digital Manufacturing Week to Liverpool in November provided an opportunity to scale up activity - the week-long event saw Invest Liverpool sponsor the Digital Transformations Theatre at the Smart Factory Expo. It featured 11 speakers from the region, focussing on R&D facilities, innovative companies, pioneering products and collaborations, alongside hosting an exhibition stand.

Throughout 2021, the Liverpool at MIPIM partnership maintained Liverpool's investment profile at a number of high profile webinars. The partnership was also invited (as a guest of London) to take part in London Real Estate Investment Forum, and sponsored Downtown's National Planning, Property and Regeneration Conference.

During last year, the partnership rebranded to Liverpool Place Partnership to more accurately reflect future plans and profile Liverpool City Region's investment offer in global markets. In December LPP's Future Impact Board, comprising young leaders of LCR's real estate sector was announced.

**INVEST
LIVERPOOL**
ADVANCING THE CITY REGION





Sport Liverpool



Sport Liverpool

Planning for World Gymnastics Championships Liverpool 2022 is well underway with a series of key milestones delivered in 2021.

A new event brand and website went live in January and ticket sales launched in March, despite still being in lockdown, both were incredibly successful. The event announced key ambassadors including gymnasts Beth Tweddle MBE and Max Whitlock OBE as well as local artist Paul Curtis.

The one year to go celebrations with Jessica and Jennifer Gadirova achieved 88 pieces of media coverage with an estimated 1.57m online views and 3.72m TV viewers and BBC were confirmed as host broadcaster for the event.

Behind the scenes, operational planning is on track to deliver the best athlete and spectator focussed games – showcasing Liverpool on a worldwide stage and welcoming 500 of the world's best athletes from 75 countries to the city. The event will take place between 29th October and 6th November 2022.

The pandemic saw the postponement of the Rugby League World Cup 2021, which would have made Liverpool the only city to host the men's, women's and wheelchair tournaments. However in 2022 Liverpool will continue to host both Italy and Tonga men's teams and support the tournament which remains in the region with key games in St Helens, but are sadly unable to host matches due to the availability of the venues for the rearranged dates.

Running events returned to the city in 2021 with 16,000 runners taking to the streets of Liverpool for the Rock n Roll Running Series which took place in October, and 2,600 runners from across the country competed in the British Athletics Liverpool Cross Challenge with the elite runners competing to represent Great Britain at the at the European Cross Country Championships.

**SPORT
LIVERPOOL**



Media and Awards

Attracting national and international media coverage is a year-round priority for Marketing Liverpool. We showcase the city to journalists, broadcasters, bloggers and photographers with a consistent and coherent media campaign that's always on.

Underpinning the city region's success as a visitor and event city is positive and compelling publicity in UK and international media. In 2022 this was as strong as ever.

Being voted in top 3 of Conde Nast's Traveller' magazine (behind only capital cities London and Edinburgh) was a great way to celebrate a successful year. And major features in National Geographic, Cosmopolitan and Time Out's annual 'Best Cities to Visit in 2022' was a perfect end to the year.

In December, Liverpool Convention Bureau won Silver at the prestigious M&IT Awards.

Highlights of 2021



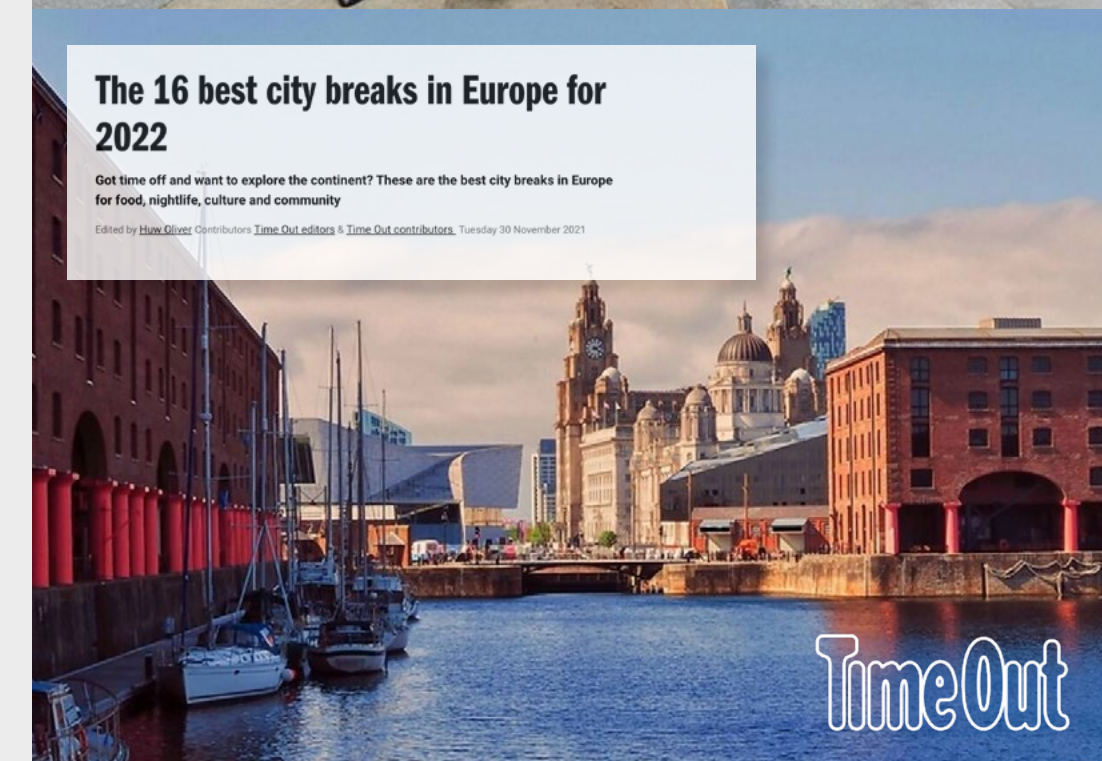
2.4m
Website
sessions



£1.2m
Conferences
committed
in 2021



400+
Partners



Looking ahead

From must-see exhibitions, brand new theatres, sporting firsts and unmissable festivals, Marketing Liverpool is already looking ahead to an outstanding 2022 programme. You can see some of the region's biggest events and attractions - with lots more to be announced - on the next page.

As the city region's destination marketing organisation, we're excited to promote the region's events programme for the year ahead to UK and international audiences.

The strength of our visitor economy is defined by our world-class visitor offer in art, music, sport, theatre, food and drink. All of these cultural assets are strongly reflected and celebrated throughout the year ahead.

We will also connect Liverpool to the world following the announcement of a new Lufthansa service between Liverpool John Lennon Airport and Frankfurt in May 2022 connecting us to over 150 destinations worldwide.



The Batman

4 March

In March 2022, Liverpool takes a starring role in 'The Batman' as a double for Gotham City. With many scenes featuring iconic Liverpool locations, it's the perfect time to come to Liverpool for a film tour.

youtube.com/watch?v=mqqft2x_Aa4

Doctor Who Worlds of Wonder

27 May - 30 Oct

WORLD MUSEUM

From epic monsters to costumes and props, science is brought to life in this world premiere exhibition of Doctor Who Worlds of Wonder - a must-see for any fan of Doctor Who and sci-fi enthusiasts too.

liverpoolmuseums.org.uk/whatson/world-museum/exhibition/doctor-who-worlds-of-wonder



Taste Liverpool

2-5 June

LIVERPOOL CITY CENTRE

A brand new food festival celebrating the people and food that make Liverpool one of the most exciting foodie destinations in UK. Heading to the city on the Queen's Platinum Jubilee weekend celebrations, it's one for every visitor's diary.

Shakespeare North Playhouse

Summer

The grand opening of this new arts and culture attraction in the North, located in Prescot, Liverpool is only 10 miles east of Liverpool City Centre. Shakespeare North Playhouse will welcome an excellent season of events for years to come in their 470-seat theatre alongside an outdoor performance garden, visitor centre and educational facilities.

shakespearenorthplayhouse.co.uk

Rugby League World Cup

15 Oct - 19 Nov

For the first time, the men's, women's and wheelchair tournaments in the Rugby League World Cup will take place together in 2022 and the Totally Wicked Stadium in St Helens has been announced as one of the host venues.

rlwc2021.com

What's new in Liverpool 2022

There is no slowing down for Liverpool in 2022 as we get ready to roll out the red carpet for a whole host of huge events and brand new openings.

From exhibitions to theatres and sporting firsts we've listed some of the biggest things not to miss next year.

River of Light Trail

21 Oct - 6 Nov

LIVERPOOL WATERFRONT

Liverpool's famous River of Light Trail will return to the city's beautiful waterfront in October 2022 for another celebration of light, art and sound. The concept will link in with the World Gymnastics Championships that take place at the same time.

visitliverpool.com/riveroflight

World Gymnastics Championships Liverpool 2022

29 Oct - 6 Nov

M&S BANK ARENA

M&S Bank Arena will host the 51st FIG Artistic Gymnastics World Championships as over 500 of the world's best gymnasts from 75 countries battle it out to be crowned world champion and qualify for the Paris Olympics in 2024.

2022worldgymnastics.com

The Turner Prize

20 Oct - 19 Mar 2023

TATE LIVERPOOL

Liverpool will also be living up to its reputation as a hub for contemporary art when it welcomes the Turner Prize, the most famous art award in the UK, which comes to Tate Liverpool at the Royal Albert Dock in October 2022.

tate.org.uk/whats-on/tate-liverpool/exhibition/turner-prize-2022

Eureka! Science+Discovery

Autumn

Set to open in Autumn 2022, Eureka! Science+Discovery will be one of the North West's most innovative new visitor attractions and has been co-created specifically with and for children and young people aged 6-14.

eurekadiscovery.org.uk