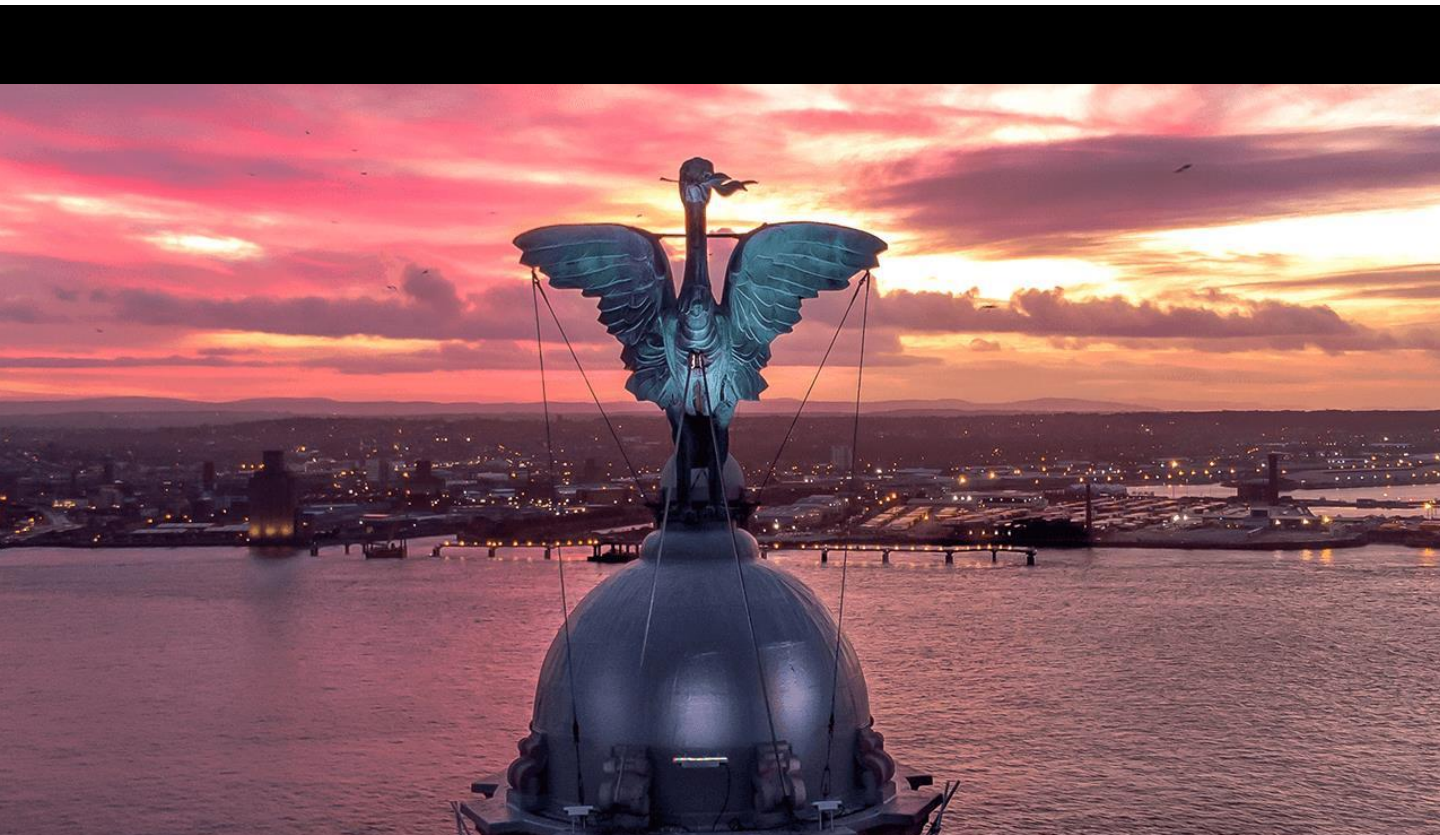


MARKETING **LIVERPOOL**



VISITOR ECONOMY PROMOTIONAL MARKETING OPPORTUNITIES

Opportunities to drive the profile of your business

VISIT
LIVERPOOL

LIVERPOOL
CONVENTION
BUREAU



MARKETING LIVERPOOL

We recognise the importance of the Visitor Economy as a key driver for economic growth, with tourism generating £5.1bn visitor spend across the Liverpool City Region.

We are responsible for delivering an integrated marketing and communications programme to promote Liverpool City Region as a conference and leisure destination on behalf of our Partners, that attracted over 66m Visitors last year.

To assist in helping you promote your business to a wider audience, we have prepared a comprehensive portfolio of opportunities.

We trust you will see the value in many of our undertakings and would be delighted to work with you on any of the projects listed.

NB. All opportunities in the brochure are correct at the time of being supplied – however content and price points may be subject to change.

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VISIT
LIVERPOOL

**LIVERPOOL
CONVENTION
BUREAU**



MARKETING LIVERPOOL

Contents

Digital

About VisitLiverpool.com (VL.com)	P3
Our audiences in numbers	P5
VL.com homepage highlights	P6
VL.com section profiling	P7
VL.com social media Facebook profiling	P8

Leisure

Consumer e-coms	P9
Seasonal Visitor Guide	P10
Brand activation	P11

Seasonal

Liverpool Christmas campaign	P12
------------------------------	-----

Business

Events Planners Guide	P13
The Meetings Show UK	P14

Travel Trade

Travel Trade digital marketing	P15
British Tourism & Travel Show	P16
Travel Trade Guide	P17
Simply Liverpool feature	P18
Travel Trade exposure package	P19

Industry

Love Liverpool Workshop	P20
Marketing Liverpool partners events	P21

Ticketing Solutions

Promote and sell tickets	P22
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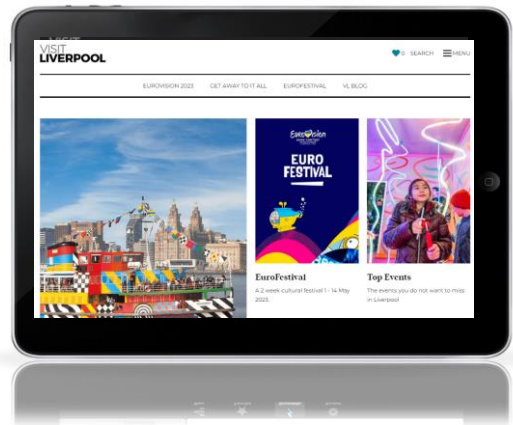
About VisitLiverpool.com

The VisitLiverpool website has a consumer-friendly feel, streamlined sitemap, engaging blog and improved content, to ensure maximum SEO potential. This all adds up to an excellent user experience.

In addition, VisitLiverpool.com is completely mobile enabled, so visitors to the site can browse it easily, using a tablet or smartphone. This means visitors can access the site when they're on-the-go in the City Region, right at key decision-making times.

For our partners, there are even more opportunities to increase your profile on the site and ensure visitors see your business when planning a trip to our Region. With full results and statistics provided and tailor-made packages available, there is an opportunity for every business.

With an estimated 2 million web visits, 1.6 million unique visitors and 5 million + page views per year this is your window to the world – use it.



Followers
78,000+



Followers
67,000+



Followers
37,000+



Followers
14,000+

VISIT
LIVERPOOL



VisitLiverpool.com

When people search for 'what's on', 'things to do', 'where to stay', 'food & drink' and 'events' in Liverpool, they are sign-posted to our website. This therefore makes the VisitLiverpool website a logical choice for any business associated within these key sectors to increase profile.

Domain authority:

Search Term	Placement
Visiting Liverpool	First results
Attractions in Liverpool	First results
What's On in Liverpool	First results
Food and Drink in Liverpool	First results
Beatles Liverpool	First results
Nightlife Liverpool	First results

**VISIT
LIVERPOOL**

Remember to...

- See VisitLiverpool.com as a hub
- Share** all your rich content
- Distribute** the wider visitor information
- Adopt** our hashtags
- Be a part** of the Visitor Economy story
- Utilise** the VisitLiverpool Blog

What do our partners think?

"Our partnership with Marketing Liverpool is vital to the success of our work and by working very closely with the team we are able to drive more visitors"

Beatles Story

"I have to say the support from Marketing Liverpool for our property has been brilliant. Many thanks"

Stacycity Aparthotels

"We've utilised Marketing Liverpool for a range of needs over the last 12 months, especially for focused promotional campaigns. We find them to be very cost-effective whilst offering a genuinely professional service. I recommend their services wholeheartedly."

Pullman Hotel Liverpool



Insights

Our audiences in numbers

VisitLiverpool, through its differing mediums, reaches local, national and international audiences. If your business has an interest in the tourism sector, then VisitLiverpool can provide increased exposure to our Regions visitors.

Liverpool City Region Visitors

Year on year, the City Region is seeing more visitors, they're staying longer and they're spending more than ever.

Origin of Visitors – Top domestic VisitLiverpool audiences

- 13% Near markets (Cheshire, Manchester)
- 12% Midlands
- 12% London/South East
- 12% Yorkshire
- 9% South West

Historic Origin of Visitors International VisitLiverpool audiences

- Ireland is our top visitor country of origin
- USA & China are traditionally the largest long-haul contributions (pre-covid)
- Norway, Spain & Germany provide the top European destinations
- Nordic visitors to the LCR are higher than the UK average

VISIT
LIVERPOOL

Liverpool City Region
Overall Tourism Value
£5.1bn

Liverpool City Region
Overall Number of Visitors
66m+





Digital

VisitLiverpool.com Homepage highlights

Premium positioning on VisitLiverpool for maximum exposure.

Be featured within our homepage 'highlights' section on the homepage of VisitLiverpool. Ensuring maximum exposure of your product, with high-impact visibility, through prime positioning to consumers.

(Images in this prime position cannot be converted adverts, but rather quality visuals.)

Ideal profiling if you are organising a quality event with a varied audience. Placement here will ensure your event or activity is noticed and receives the attention it deserves, positioned alongside other high-profile happenings in the region.

Most popular pages on VisitLiverpool.com:

- Homepage
- What's On
- Thing's to Do
- Explore
- Where to stay
- Food & Drink

VisitLiverpool's Highlights



Candice Bretz

Love Story 2016 is a video installation by South African artist Candice Bretz (b. 1972) that...

[More](#)



River Explorer Cruise

Enjoy incredible views of Liverpool and Wirral's iconic waterfronts from the world-famous Mersey...

[More](#)



Eureka! Science - Discovery

Eureka! Science + Discovery is different: built on the best but unlike anywhere you've ever...

[More](#)



National Museum Liverpool x Eurovision

National Museums Liverpool calling...

[More](#)

Opportunity	Price
Homepage Highlight	£550+VAT

VISIT
LIVERPOOL



Digital

VisitLiverpool.com Section profiling

Sub-section page profiling on VisitLiverpool.com gives the opportunity for venues and attractions to specifically target elements of the website to give a focused impact for their product.

Sub-sections for profiling include, **What's On, Where to Stay, Things to Do and Food & Drink.**

This provides quality exposure and key positioning on a specific chosen section of the site.

The highlight reels sit within each key section and is a proactive way to position your product within these high footfall, limited opportunity, areas of the site, with the imagery drawing consumers attention and in-turn increasing your page views.

Images should be striking and hi-resolution and will sit with a randomised selection of other key products.



Liverpool Cathedral

Liverpool Anglican Cathedral is Britain's biggest Cathedral and the 5th largest in Europe. The...



Mersey Ferries

Enjoy the ultimate sightseeing experience and take a ferry 'cross the Mersey with Mersey...



Beatles Magical Mystery Tour

The Magical Mystery Tour is coming to take you on a day you'll never forget! Discover...



Royal Liver Building 360

Immersive visitor experience and guided tower tour unlocks Liverpool's icon. - A Visitors...

Opportunity	Price Per Month
Section Highlight	£275+VAT
'Things to do' Tile	£350+VAT

VISIT
LIVERPOOL



Digital

VisitLiverpool.com Social media Facebook profiling

VisitLiverpool is active in producing and sharing content through our main Facebook channel, with a large national and international audience of over 70,000 followers.

Let us craft content around your product, suitable for Facebook and promote this to an agreed audience based on age, sex, location & interests.

Benefits

- Promoted content under our official VisitLiverpool brand
- Promoted content to tailored audiences
- Promotion of your VisitLiverpool product page
- Increased exposure to audiences unable to reach via own accounts
- Increased product views

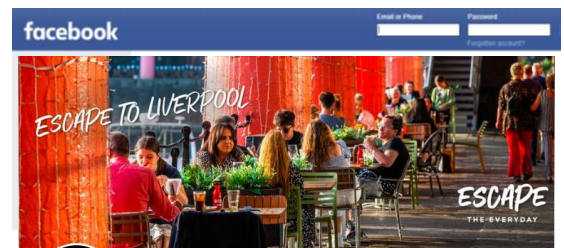
Profile Booster (sent on agreed date)

- 1 boosted Facebook post to a specific audience
- Promoted over a specific date range (c.5 days)

Three Post Series (sent over agreed period)

- 3 boosted Facebook posts – over a specific period to your preferred audience

1 month lead-time is required for scheduling



VisitLiverpool.com

@VisitLiverpool - Tourist information centre

Learn more

visitliverpool.com



VisitLiverpool.com

12 May at 10:58

Potential LFC Victory Parade 🏆

Depending on the outcome of the football season, Liverpool FC have been invited to take part in a potential victory parade around Liverpool on 29 May from 4pm!

<http://visitliverpool.com/.../potential-lfc-victory...>



249

17 comments 30 shares

Opportunity	Price Per Month
Profile Booster	£275+VAT
Three Post Series	£650+VAT



Leisure Tourism

VisitLiverpool Consumer e-communications

Our monthly consumer e-newsletter is the principal method of communicating to our worldwide database of consumers.

The purpose of our consumer e-blast is to:

- Profile our world class events and attractions
- Profile our hotels, restaurants and bars
- Encourage city breaks in the City Region
- Regularly keep in touch with customers

Low cost 'Feature' and exclusive 'Solus' opportunities are available to partners wishing to raise their profile within the marketplace.

Feature

Our monthly e-blasts have a theme and six to eight 'feature' opportunities, each consisting of a main image & 75 words.

Solus

Gives the opportunity for exclusive messaging with a 30 word intro, 200 words of body copy and a main hero image. It's an ideal way to promote/announce something special or build your profile within this field.

As these opportunities are limited, they will be allocated on a first come, first served basis.

VISIT LIVERPOOL

Hello

This summer is the perfect time to visit Liverpool! From exhibitions to shows, family friendly activities and Beatles adventures - there's lots going on.

We'll see you soon!

Explore an iconic landmark with RLB360

Royal Liver Building 360 is a city landmark with a unique viewpoint and an immersive experiential tour. Take in breath-taking views of Liverpool and beyond from the top of the iconic Royal Liver Building. Learn about the history of the building as locally based and friendly tour guides deliver a thought-provoking and authentic experience and enjoy an immersive audio-visual experience behind the magnificent clocks of the west tower.

[Read more](#)

Opportunity	Price (Partner rate)
Consumer e-newsletter 'feature'	£275+VAT
Solus e-newsletter	£1000+VAT



Leisure Tourism

Seasonal Visitor Guide

The Seasonal Visitor Guide is the official free tourism guide to the destination and the primary resource for visitors.

This is a great way to proactively keep your venue, attraction or product in the spotlight, in order to help inform where visitors should spend their time whilst in our City Region.

Who reads it?

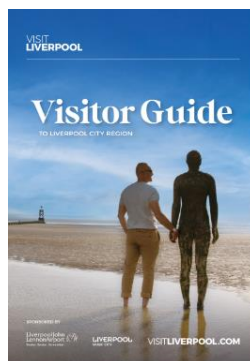
It has a local, national and international audience and is aimed towards visitors to the City Region looking for places to visit, eat and sleep.

Who should advertise in it?

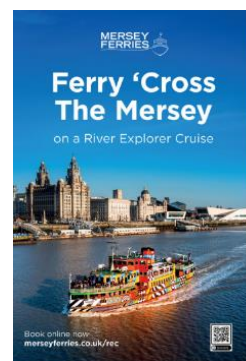
Accommodation providers, restaurants, bars, attractions or events wanting to promote themselves to the existing, and potential, visiting audiences.

Guide information

- Full colour, A5 publication
- National and international distribution throughout the season (Summer or Winter) including: Tourist Information Centres, gateway points, key assets and major events throughout the city region
- Print run – c.20,000 per edition
- Downloadable version on VisitLiverpool.com



Front cover



Full page advert

Seasonal prices per edition (six month publication)

Opportunity	Price Per Edition
Guide Sponsor (exclusive)	£2300+VAT (Partner rate)
Full Page	£1300+VAT (Partner rate)
Half Page	£900+VAT (Partner rate)



Brand Activation

Promote in Liverpool

You now have the opportunity to harness the power of brand activation in Liverpool.

We have the ability to bring your brand to life, forming long-term emotional connections with your potential consumers.

Our brand interaction and experience opportunities are designed to engage with thousands of visitors and located in some of the city centres key locations such as the Pier Head, Church Street, Williamson Square and Lime Street to name a few.

Brand activation provides an excellent opportunity to launch something new, undertake sampling or simply to highlight your existing product.

Our team are happy to work with you on tailoring something to meet your needs and have a great depth in experience working with a host of clients including TikTok, Costa Coffee, Lidl and Very.

We hope you see the benefit to 'Promote in Liverpool'.



Site hire prices on request



LIVERPOOL
feels like
Christmas.



Seasonal Campaign

'Liverpool feels like Christmas' Campaign

You have the opportunity to engage with our accessible supporter package, to see your business incorporated into the city's seasonal Christmas campaign.

What is the Christmas in Liverpool Campaign?

Marketing Liverpool together with key city partners will create an over-arching city brand and create this coming festive period, fashioning a compelling message to entice visitors to Liverpool this Christmas.

The overarching campaign activity will incorporate a range of elements with a goal of sending traffic towards the city's official destination website www.visitliverpool.com

'Christmas in Liverpool' profile package

- Highlighted in relevant section of Christmas in Liverpool (on VisitLiverpool.com)
- Included in a VisitLiverpool newsletter over the Christmas period (30-words and image)
- Featured in a festive blog

Social Media Bolt-on

- Given a promoted post via VisitLiverpool's Facebook channel



Opportunity	Price (Partner rate)
Profile Package	£550+VAT
Including social media bolt-on	£750+VAT



Business Tourism

Liverpool City Region Event Planners Guide

The annual Liverpool City Region Event Planners Guide is the official destination venue catalogue for the meeting, incentive, conference and event markets.

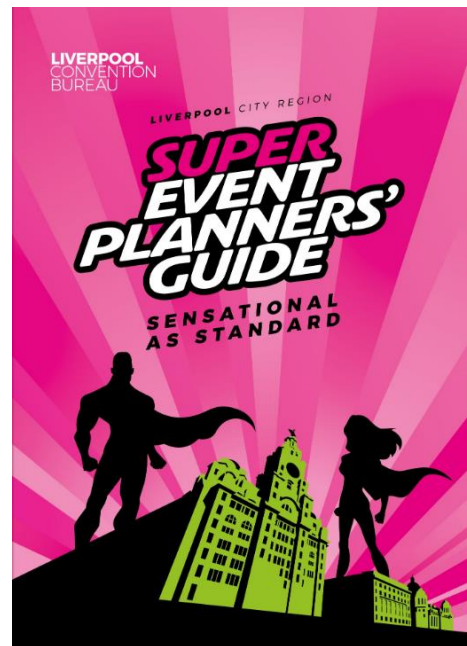
This A4 publication, provides conference and event organisers with a comprehensive guide, profiling our unique range of world class venues, accommodation providers and suppliers.

Double, full and half page listings are available across 5 targeted sections which include; venues, accommodation, suppliers, downtime and travel

Directory information

- High quality, perfect bound printed brochure with a minimum of a 2,000 print run
- National and international distribution to conference organisers and venue buyers at key exhibitions and sales events
- Available to download from the LCB website
- Targeted distribution plan

For those wanting additional exposure, there is also the opportunity to become either the 'primary publication sponsor' or 'section sponsor.' For more information please make contact.



Opportunity	Price (Partner rate)
Section Sponsor	£3200+VAT
Double Page	£2700+VAT
Full Page	£1575 +VAT
Half Page	£995 +VAT



Business Tourism

The Meetings Show UK @ ExCel, London

The Industry's premier international event for the UK inbound and outbound meetings and event industry. The Show...where meetings count.

The outbound meetings industry, organised Meetings Show is a major event for the UK inbound and by meeting professionals for meeting professionals. The exhibition it is focused around a large exhibition, networking opportunities and professional education. Visitors to the show include event management companies, PAs, EAs, agencies, corporates, associations, charities, not-for-profits, government departments and many more.

Over the two days you can meet many hosted buyers through the proven one to one appointment system. Plus access to thousands more trade visitors, industry leading education and networking events; all of which will provide you with a quality ROI potential.

Benefits

- Meet face-to-face with key buyers
- Get in front of the competition and meet with premium-level pre-qualified buyers
- Pre-schedule appointments with hosted buyers



Premium Partner

Premium Partner	£9500 +VAT
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(only 1 place available)

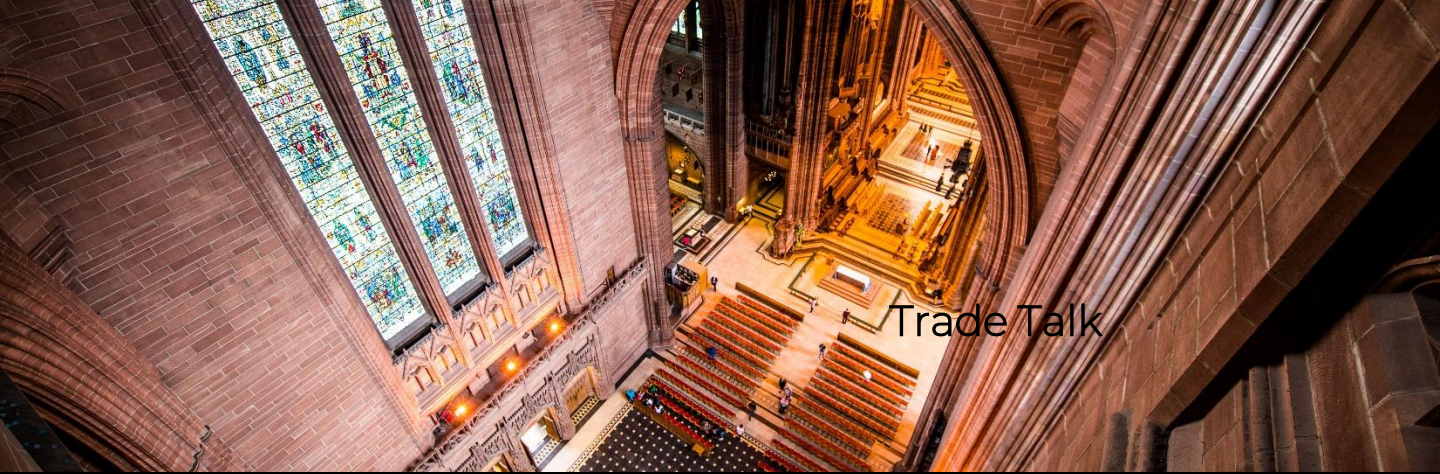
- 2 members of staff from your company at the show each day
- Priority logo positioning within stand design
- Recognition as the premium partner in pre-show marketing and social media activity
- Multiple online diaries for hosted buyer appointments
- First refusal on other on stand sponsorship opportunities e.g.. Drinks receptions
- Enhanced listing in the promotional flyer for on stand partners

Stand Partner

Stand Partner	£4250+VAT
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(limited places available)

- 1 member of staff from your company at the show each day
- Logo positioned within stand design alongside other stand partners
- Pre-show marketing and social media activity by LCB
- 1 online diary for hosted buyer appointments
- Listing in the promotional flyer for on-stand partners



Trade Talk

Travel Trade

Travel Trade Digital Marketing

The Travel Trade sector is fast becoming more and more prevalent in the City's business mix – but how do you communicate with this audience in a targeted and focused manner?

Our quarterly e-newsletter, 'Travel Talk', gives you the platform to engage with this key market. Maybe you're looking to announce a new exhibition, event or concept? 'Trade Talk' provides the 'shop-window' for you to highlight your product to a trade audience.

Travel Talk e-newsletter

Trade Talk is Liverpool City Region's quarterly travel trade e-newsletter, distributed to national and international industry contacts. There are four story features available per edition, or the option to purchase a Solus e-blast focused solely on your business.

Trade Talk is released: February, May, August and November

Requirements

Word count

Feature: 50 words

Solus: 100 words plus subtitle

Email subject line: 10 words

Trade Talk



Travel Trade



Titanic Hotel

Located on the stunning Liverpool waterfront The Titanic Hotel is part of the Stanley Dock redevelopment Complex and houses 153 rich, earthy spacious rooms, a fantastic restaurant, bar and grill and banqueting space to suit all dining needs. The hotel is in a close proximity to the city centre's main attractions such as Tate Liverpool, The Beatles Story, Liverpool ONE, Liverpool Echo Arena and many more.

[READ MORE >>](#)



Mersey Ferries

A finalist in last year's Group Travel Awards and extremely popular with groups, this 6 hour cruise includes live commentary. Departing from Liverpool or Salford Quays. 2016 and 2017 dates are now available. Cruises operate from April through until October. For more Mersey Ferry Group information [click here](#).

[READ MORE >>](#)

Opportunity	Price (Partner rate)
Feature	£250+VAT
Solus	£500+VAT



Travel Trade

British Tourism & Travel Show NEC, Birmingham

The event is the UK's largest travel trade exhibition, showcasing Britain and Ireland's tourism offer to a trade only audience, of traditionally around 3,000 visitors, including group travel organisers, trade buyers and coach & tour operators. Ideal if you are looking to target national group travel markets.

The show will also feature a free seminar programme and engaging line-up, with leading industry speakers discussing key issues, opportunities and hot topics.

Stand Partner Package

- One member of staff on stand each day
- Copy of all contacts made with VisitLiverpool
- Inclusion in pre & post event PR and marketing
- Brochure distribution on stand
- Networking on-stand drinks reception (Day 1)

Drinks reception Sponsor

- On-stand sponsor recognition
- Inclusion in pre & post event PR
- On-stand brochure distribution



Opportunity	Price (Partner rate)
Stand Partner	£1750+VAT
Drinks Sponsor	£750+VAT



Travel Trade

Liverpool for Groups Travel Trade Guide March '25

VisitLiverpool's primary resource for domestic and international group buyers.

The Travel Trade Guide is a free publication for operators and groups planning trips to the region. Perfect for those businesses looking to gain profile amongst this key audience.

The guide consists of:

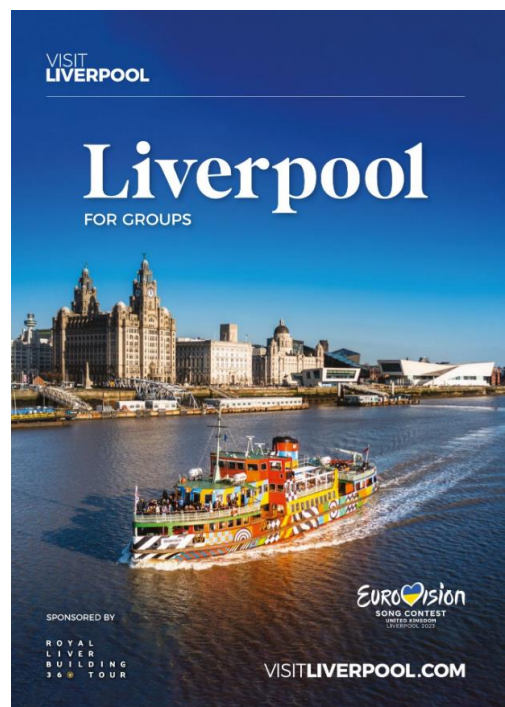
- An A4 publication to showcase the destinations tourism offer
- National and international distribution throughout the year
- Includes itinerary suggestions, welcome schemes and travel information.
- Sections include Culture, Music and the Beatles, Tours, Shopping, Events, Sport, Accommodation and Dining
- Publication launch: March 2024
- Available online and in hardcopy
- Print run 4,000

Full page advert

- Feature with a full page, A4 advert within the publication (limited availability)

Guide Sponsor (Exclusive)

- Your brand/logo on front cover
- Full page ad on the outside back cover
- Lead copy and image within guide
- Lead copy and image within e-blast



Opportunity	Price (Partner rate)
Full page	£1650+VAT
Guide Sponsor	£2300+VAT



Travel Trade

'Simply Liverpool' Travel Trade Feature '24

VisitLiverpool will once again provide partners the opportunity to engage with a bespoke domestic travel trade feature for a highly targeted audience.

We are again working with colleagues at Diversified Communications UK who organise the British Tourism & Travel Show (BTTs), to further boost awareness of the destination to the key Travel Trade market.

The feature provides partners the platform to promote product to domestic tour operators and GTOs, who are developing itineraries for the Liverpool City Region.

The feature highlights elements such as attractions, key events, food and drink, tours and accommodation amongst others.

Distribution

- E-comms to over 7,000 Travel Trade contacts via the Route One database
- Hosting on the Route-One website (12-month)
- E-comm to VisitLiverpool Travel Trade database

Partner package

- ¼ page advert within the feature
- Copy featured within the editorial and a colour image, for consideration within the feature



Opportunity	Price
Simply Liverpool	£ 895 +VAT



Travel Trade

International exposure at key exhibitions & events

VisitLiverpool will once again be active in a variety of territories, attending exhibitions, meetings and events, both virtually and physical. This is your opportunity to guarantee exposure to the world's top tour operators and group travel organisers.

Limited packages are available for specific events and exhibitions, covering North America, Asia and Europe.

Individual packages will include:

- Guaranteed profile within all pre-assigned sales appointments with key decision-makers
- Your chosen images will be included within our official destination sales presentation
- Post event, your business will be included within follow-up communications to relevant leads
- Opportunity to supply a promotional item for all meetings (*subject to agreement and requirement*)



Opportunity	Price
Individual Event Package	£550+VAT

Please advise which specific event you may be interested in



Industry

Love Liverpool Workshop

What is Love Liverpool?

Its a half day highly interactive workshop that will enable all visitor facing staff to successfully answer the many questions that visitors may ask about Liverpool.

The workshop aims to give confidence to professionally and confidently promote Liverpool and the wider city region in a positive and pro-active way.

Love Liverpool has been commissioned by Marketing Liverpool in line with their vision for the Liverpool City Region.

Why attend Love Liverpool?

- Improve and enhance Liverpool knowledge and 'must know' information.
- Improve positive visitor interaction.
- Improve destination awareness.
- Improve and enhance customer service skills

Where and when can I attend Love Liverpool?

- Half-day workshop – 3 ½ hr session – am/pm
- Workshops are held throughout the year at varied Liverpool venues.
- Marketing Liverpool partners will be emailed details of up-and-coming dates.
- Fully comprehensive workbook/pack and relevant Visitor information is included.
- Certificate on completion of the workshop.



For more information contact:

Love Liverpool Workshop facilitator

Katy Moussaada T: 07976 905 173

E: enquires@tourismtraining.co.uk

"Absolutely amazing! Our crew learnt so much, would highly recommend – Katy was fantastic!"

British Music Experience

Opportunity	Price
Workshop	£45+VAT for Partners
	£65+VAT for Non- Partners



Industry

Marketing Liverpool partners event sponsor

This is your opportunity to guarantee exposure for your company and engage with our quarterly partners' events.

This is the ideal environment for your sales team to meet industry decision makers and develop new relationships, by networking within the diverse audience.

Our seasonal events take place at least 4 times a year, and have differing themes and content.

Event Audience

Partners of Visit Liverpool and Liverpool Convention Bureau, key stakeholders, local authorities and other businesses associated with the Visitor Economy

Your individual package

This will include...

- Branding on relevant correspondence as a sponsor
- Acknowledgement and link on event webpage
- Pop-up display and brochure distribution at the event
- Up to 4 attendees from your own business to network at the event
- 30-word feature in 'Marketing Liverpool' e-newsletter

MARKETING LIVERPOOL



"Sponsoring the partners meeting was an excellent way to profile our brand, whilst making new contacts at the same time"

Quest Liverpool

Opportunity	Price
Package	£500+VAT



Ticketing Solutions

Promote and Sell Your Tickets through VisitLiverpool.com

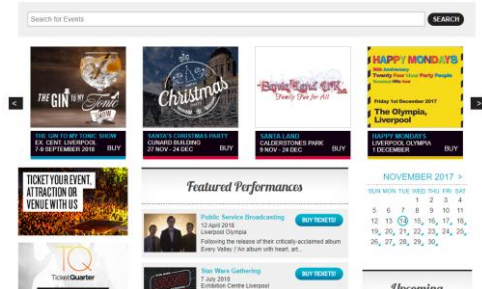
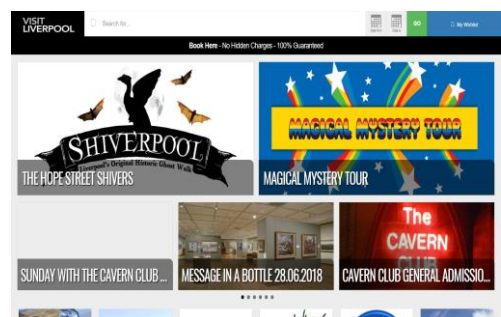
VisitLiverpool in conjunction with TicketQuarter & WebTicketManager provide partners with extra platforms to selling your tickets online on our website.

The 'Buy Tickets' page, which is directly accessible from the VisitLiverpool.com homepage, is also profiled through our e-marketing channels and is a perfect platform in which to best display your product to a wide audience.

As VisitLiverpool.com is ranked #1 on Google for a huge variety of different keywords & phrases, including, 'Things to do in Liverpool', 'What to do in Liverpool', 'Events Liverpool' and 'Liverpool tourist attractions', this feature then can open up a new revenue channel for you, or boost sales.

Our ticketing option allows for Visitors to peruse the wide selection of options available and then purchase in the confidence they are being provided via VisitLiverpool.

For more information about selling tickets on VisitLiverpool, do not hesitate to make contact with Jess in our digital team- jcavendish@marketingliverpool.co.uk



Online Ticketing Solutions
Complimentary set-up service



Confirmation

**MARKETING
LIVERPOOL**

The next steps...

Hopefully we have clearly outlined as to how Marketing Liverpool could help to drive the profile of your organisation. As a result we hope you see the value in engaging.

I would like to confirm the following activity...

Activity	Price

Please complete all sections below clearly in [block capitals](#).
Your invoice will be generated via **Liverpool City Council**

Company name	
Name & job title	
Email Address	
PO Number (Please state if not confirmed)	
Your Finance Email	
Full address and telephone number (to receive invoice)	
Sign and Date	

I confirm that I agree to the terms and conditions as utilised by Marketing Liverpool and are therefore held subject to. Should you wish for our terms and conditions in full then please request.