

# One Year Review

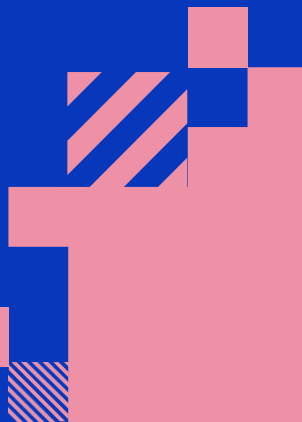


LIVERPOOL  
CITY REGION  
COMBINED AUTHORITY

METRO MAYOR  
LIVERPOOL CITY REGION

STRATEGIC INVESTMENT FUND

# SIF Destination Marketing Project



# About the project

The SIF Destination Marketing Project is a coordinated programme of destination marketing activity for the City Region. By combining the pulling power of Liverpool with the City Region boroughs we are able to demonstrate the diverse range of outstanding experiences that the region has to offer.

The project is delivered across six key workstreams:



**Destination Marketing**  
delivering the priorities of the City Region's destination marketing strategies

MARKETING  
**LIVERPOOL**



**Digital Development**  
improving the region's DMO websites

**growth platform**  
Liverpool City Region Growth Company



**Destination Welcome**  
enhance visitor information to support the visitor dispersal strategy

**LiverpoolJohn LennonAirport**   
Faster. Easier. Friendlier.



**Research & Evaluation**  
deliver primary visitor destination research and invest in segmentation modelling

**NorthWest Research**



**Route Development**  
increase inbound passengers to the region and strengthen the appeal of the airport among new carriers

**LiverpoolJohn LennonAirport**   
Faster. Easier. Friendlier.



**Programme Management**  
facilitating project delivery and project board meetings

**growth platform**  
Liverpool City Region Growth Company

# Outputs – achieved year 1

Integrated customer relationship management with new DMO websites launched – May 2023

Sustainable funding model developed through the creation of the Accommodation BID – Nov 2022

# Outputs – on target

Direct increase of 805,440 visitors by 31st March 2025

Direct increase of 1,446,541 visitor days by 31st March 2025

Direct increase of £77,421,714 in net GVA generated by visitor expenditure by 31st March 2025

# Project Chair

"The project has demonstrated the positive impact of good working relationships between the public and private sector to deliver destination marketing activity, and by combining the resources and investment from our key stakeholders we are able to maximise the buying power of our assets when compared to the impact of individual marketing activity."

Investment from the project has revolutionised digital platforms to provide the region's much improved family of destination websites. The DMO websites for Sefton, Wirral and Liverpool now provide a world class user experience through enhanced navigation, search criteria and dynamic content. This will also support the delivery of marketing campaign activity."

**Donna Howitt**  
Place Strategy Director, Liverpool ONE



# Workstream Updates

## Destination Marketing

To enhance collaboration and effectiveness, Marketing Liverpool appointed a SIF Destination Marketing Campaign Manager Pam Carroll in October 2022 and have developed an agile strategic marketing group to develop campaign ideas in the first instance.



VISIT  
**LIVERPOOL.COM**

The Liverpool Get Away to it All spring campaign launched in 2023 targeting the family audience for half term.

The sustainability strategy is underway with GDS commissioned and an independent consultant appointed to develop Liverpool City Region's sustainability offer.

Liverpool gained significant profile with 9 partners confirmed for the British Tourism and Travel Trade Show.

## Digital Development



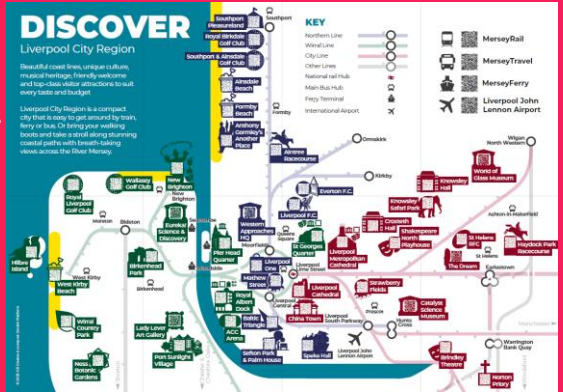
The workstream has made significant progress in year 1 starting with the appointment of SimpleView in July 2022, who were awarded the contract to develop the three DMO websites. Three new tourism websites have been re-launched – [visitliverpool.com](https://visitliverpool.com), [visitsouthport.com](https://visitsouthport.com) and [visitwirral.com](https://visitwirral.com).



# Workstream Updates

## Destination Welcome

In Q1 last year questionnaires were issued to key stakeholders to gain a better understanding of the current visitor welcome across the region, providing valuable feedback to shape the proposal for destination welcome activity including integrating with existing project work to redefine the wayfinding for walkers and cyclists in the City Region and Eurovision. The next steps now are to work with LJLA to finalise the workstream strategy and ensure that it is integrated in other opportunities and projects across the region.



Liverpool ONE together with Marketing Liverpool worked with PropTech software developers Mallcomm to develop a Eurovision app, providing a digital point for visitors to highlight all of the activities and events taking place around the event period. The app includes different features such as specific profile for visitors, event promotion, notifications as things happen, Google map integration and can be adapted to different events happening around the region.

# Workstream Updates

## Route Development

In 2023, Liverpool John Lennon Airport welcomed new routes to Bergen, Corfu, Ibiza, Madrid and Shannon. Lufthansa have also



increased capacity on the route between Liverpool and Frankfurt from 4x weekly to 6x weekly. Lufthansa launched in May 2022 and LJLA have already witnessed an increase in Lufthansa carrier flights – around 12,000 passengers. Jet2

also announced in May that LJLA will become their newest base. The flight and holiday operator will begin to fly from the airport in March 2024, with 20 destinations across six countries on offer.

## Research and Evaluation

The research and evaluation programme began with a consultation exercise in June 2022 involving a series of meetings with partners to discuss individual expectations for project outcomes.

Reoccurring priorities included examining visitor dispersal, the feeling of welcome at destinations and the origin of visitors. A questionnaire was designed to meet the project objectives and identify locations to gain a robust sample of visitors along with optimum timings around upcoming events.

A programme of fieldwork was developed, and surveys commenced in October 2022.



# Workstream Updates

## Programme Management

The project welcomed on board new partners - Southport BID, Knowsley Borough Council and Knowsley Estate. Growth Platform undertook a review of its programme management and governance structures to improve performance and make efficiencies, and as a result merged the destination welcome and route development workstreams to take advantage of the synergies of these complimentary areas of activity. Going into year 2, delivery partners are now developing their year 2 proposals, outlining key deliverables and milestones for activity.

Due to a slight delay to the start of the project, there was an underspend in activity for year 1. This has been allocated towards years 2 and 3.

