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TOURISM NEWS & VIEWS FOR BUSINESS ACROSS THE CITY REGION

**TheMersey
Partnership**

THE OFFICIAL TOURIST BOARD
FOR THE LIVERPOOL CITY REGION

TOURISM SCENE



_ THIS ISSUE

THE MERSEY PARTNERSHIP ANNUAL TOURISM AWARDS 2009

Rewarding quality and excellence
across Liverpool City Region

WHAT A REMARKABLE YEAR FOR ACC LIVERPOOL

The Arena and Convention Centre
Liverpool has secured a reputation
as one of the leading multi-purpose
venues in the UK

DESTINATION BENCHMARKING

Liverpool improves in the eyes
of visitors

www.merseyside.org.uk/MOST

Supported by



INVESTING IN
englandsnorthwest

EUROPEAN REGIONAL DEVELOPMENT FUND



TIME TO CELEBRATE TIME TO PLAN TIME FOR CHANGE

This is an exciting time for the Visitor Economy, despite the challenging economic climate. On 5 October we launched the new strategy for 2020 which sets the Visitor Economy firmly at the heart of the transformation of our City Region. TMP has recently secured new funding from the North West Regional Development Agency and Europe which will allow us to continue to tell the world what a fantastic destination we have and to work with sector businesses to improve their performance.

We have conducted a review of our own structures and governance within TMP and set out a clear agenda that involves giving our members the opportunity for closer engagement in the delivery of further economic growth across our City Region. We have put in place a new Panel to steer and advise the direction of our work in the Visitor Economy and we are delighted to announce Liverpool Football Club's Commercial Director, Ian Ayre, as the new Chairman for the Visitor Economy Committee. He will be joined by Michael Eakin, Chief Executive of the Royal Liverpool Philharmonic, as Deputy Chair. The new structure will pool existing skills and resources to help eliminate duplication and deliver better returns.

Our latest national advertising campaign was launched in July. It focused on the City's renowned Hope Street cultural quarter and appeared in a range of national newspaper magazine supplements as well as the London Underground and at Edinburgh's Haymarket station coinciding with the Scottish capital's festival in August.

Liverpool City Council continue the focus on culture with their On the Waterfront and Winter's Trail events building on the much loved Go Superlambananas of 2008.

In spring 2011 we look forward to the opening of the breathtaking Museum of Liverpool adding a welcome new landmark to our world famous skyline. In addition Tate Liverpool has announced the new Picasso: Peace and Freedom exhibition, opening in May 2010, which will draw many UK and international visitors to the city as Klimt did in 2008.

As the articles in this edition of Tourism Scene demonstrate, it's been another eventful few months for the sector.

Lorraine Rogers
Chief Executive,
The Mersey Partnership

The Mersey Par Annual Tourism

James Berresford receives Supersaintgeorgelambanana from Cllr Warren Bradley and TMP Chairman Rod Holmes



The Mersey Partnership's Annual Tourism Awards 2009 have rewarded quality and excellence across the City Region's Visitor Economy.

More than 520 guests joined the celebrations to salute the best in the business during a black tie dinner at the BT Convention Centre, organised by The Mersey Partnership (TMP), the City Region's Official Tourist Board.

This year's event attracted record entries. Eleven of the City Region's winners went forward to represent the destination in the Northwest Regional Awards. We are delighted that ACC Liverpool scooped awards with Jurys Inn's Christina Dixon and Pier Head Public Realm and Canal Link also winners on the night. They now compete for national honours.

Presentations included a Special Award from TMP to Liverpool City Council in recognition of the outstanding success of Liverpool's year as European Capital of Culture 2008. Accepting the Award, Cllr Bradley said: "This is a special award to recognise a very special year in Liverpool's history. Very many individuals and organisations contributed to the success and it is fitting that they should have their work publicly acknowledged. I am delighted that we are being honoured in these Tourism Awards and it will spur us on to build on the success we achieved in 2008."

A second Special Award was made to the NWDA's departing Director of Tourism James Berresford who has championed the region's tourism assets for five years and been appointed a new national post as Chief Executive of VisitEngland.

The event was sponsored by the Northwest Regional Development Agency (NWDA),

Merseytravel, Liverpool ONE, ACC Liverpool and BBC Radio Merseyside. BBC TV presenter Ranvir Singh hosted the ceremony. Presentation of the Awards marks the culmination of a lengthy and comprehensive judging process. All entries were assessed by a panel of senior business figures and representatives from other Tourist Boards. Businesses and organisations qualifying for the second round were visited and assessed by specially-trained researchers, who submitted reports to a second panel of independent judges.

TMP Chief Executive Lorraine Rogers said: "Tourism is a powerful driver of this region's economic prosperity and these Awards are all about recognising excellence in this important sector."

She added: "The outstanding success of Liverpool European Capital of Culture 2008 has given the region the foundation on which to build for further job creation and wealth generated by our Visitor Economy. TMP and its Tourism Members and Partners will continue to play a major part in the success these Awards celebrate."

Peter Mearns, Executive Director of Marketing and Communications at the NWDA, said: "I'd like to offer my congratulations to all of the winners; they are a reflection of the hard work and commitment that made Liverpool '08 such a success and are helping tourism to thrive in the Northwest. Quality is the key to success in this industry and these winners are helping to raise the bar."

Partnership Awards 2009



THE MERSEY PARTNERSHIP SPECIAL AWARD

Liverpool City Council for Liverpool European Capital of Culture 2008

GUEST ACCOMMODATION OF THE YEAR

Sponsored by Business Link Northwest

The Ambassador Town House, Southport
www.ambassador-townhouse.com

Highly Commended:
 Mere Brook House

SELF CATERING ACCOMMODATION OF THE YEAR

Sponsored by the Northwest Regional Development Agency

Premier Apartments Liverpool
www.premierapartmentsliverpool.com

HOTEL OF THE YEAR

Sponsored by Liverpool Vision

Malmaison, Liverpool
www.malmaison-liverpool.com

Highly Commended:
 Crowne Plaza Liverpool

SMALL VISITOR ATTRACTION OF THE YEAR

Sponsored by Hilton Liverpool

Acorn Farm, Knowlsey
www.acornfarm.co.uk

Highly Commended:
 Mersey Tunnel Tours

Malmaison, Hotel of the Year



LARGE VISITOR ATTRACTION OF THE YEAR

Sponsored by Travel GBI

Liverpool Cathedral
www.liverpoolcathedral.org.uk

Judges' comment: "Liverpool Cathedral is a place that exceeds expectations."

EXCELLENCE IN CUSTOMER SERVICE

Sponsored by Greater Merseyside Learning Providers' Association

Christina Dixon, Jurys Inn
www.jurysinns.com

EXCELLENCE IN BUSINESS TOURISM

Sponsored by New Mind

BT Convention Centre Liverpool
www.accliverpool.com

TASTE LIVERPOOL

Sponsored by Liverpool ONE

Delifonseca, Liverpool
www.delifonseca.co.uk

TOURISM EXPERIENCE OF THE YEAR

Sponsored by Merseytravel

National Museums Liverpool for Art in the Age of Steam
www.liverpoolmuseums.org.uk

Highly Commended:
 Liverpool Biennial

TOURISM EVENT OF THE YEAR

Sponsored by Norfolkline

Creamfields, Halton
www.creamfields.com

STUDENT IN HOSPITALITY & TOURISM

Sponsored by Learning & Skills Council Greater Merseyside

Stephanie Arnold, St. Helens College
www.sthelens.ac.uk

PERFORMANCE VENUE OF THE YEAR

Sponsored by BBC Radio Merseyside

Liverpool Philharmonic Hall
www.liverpoolphil.com

BAR OF THE YEAR

Alma de Cuba, Liverpool
www.alma-de-cuba.com

TOURISM MARKETING PROJECT OF THE YEAR

Sponsored by BT Convention Centre

National Museums Liverpool for Art in the Age of Steam
www.liverpoolmuseums.org.uk

TOURISM RETAILER OF THE YEAR

The Beatles Story, Liverpool
www.beatlesstory.com

Highly Commended:
 Lady Lever Art Gallery Shop

SUSTAINABLE TOURISM

Sponsored by Liverpool John Lennon Airport

Arena and Convention Centre Liverpool
www.accliverpool.com

Judges' comment: "The ACC Liverpool entry was outstanding. It shows what can be achieved to make tourism more sustainable."

Alma de Cuba, Bar of the Year





Dream come true

Following a spectacular launch in May, the dramatic new *Dream* sculpture for St.Helens and the Northwest has already attracted significant national and international attention.

The impressive 20 metre-high sculpture, by internationally renowned artist Jaume Plensa, is situated on the site of the former Sutton Manor Colliery in St.Helens, midway between Liverpool and Manchester.

Dream was commissioned by local ex-miners and St.Helens Council as part of Channel 4's Big Art Project, an ambitious public art commissioning initiative supported by Arts Council England, the national development agency for the arts, and The Art Fund, the UK's leading independent art charity.

For more information please visit www.dreamsthelens.com or contact Gary Maddock on 01744 676731.

The Floral Pavilion team collects best practice award



FLORAL PAVILION SCOOPS BEST PRACTICE AWARD

New Brighton's newly refurbished Floral Pavilion theatre and conference centre scooped a prestigious 'Best Practice Award' at the Northwest Regional Construction Awards in May.

Managing Director of Neptune Developments, Steve Parry added: "We're delighted the Floral Pavilion has received this award. Everybody involved has been working together to make sure this project is a success and we're proud to be part of it. The theatre is proof that investment in New Brighton pays off and we're now looking forward to building on this success when we start construction on the next phase of development."

The Floral Pavilion along with the other category winners will automatically go forward to a national final that will take place later this year.

I LOVE SOUTHPORT

An 'I Love Southport' campaign is underway, to encourage all local residents and visitors to shop locally within Southport. The idea of the campaign is to help boost the retail and hospitality trade in the resort.

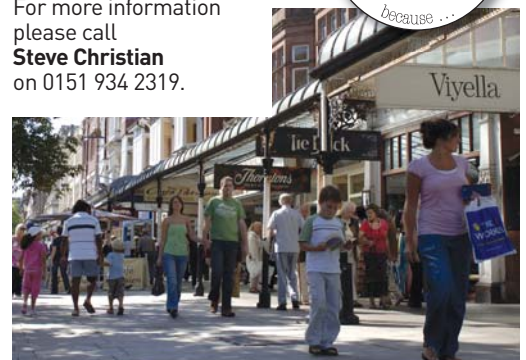
Both local newspapers, Southport Visitor and Southport Champion, radio station Dune FM, Sefton Council and local businesses have joined the campaign to encourage locals and visitors to use the town centre as much as possible.

As part of the campaign, a loyalty scheme has been set up with businesses across the town. This will see a lucky

winner netting £1,000 in cash – just for using local shops regularly. Shoppers will be able to enter a prize draw for the cash after spending £25 or more in five of the participating 40 shops across Southport.

The campaign also includes distribution of 30,000 'I Love Southport' badges, as well as car stickers and other souvenirs.

For more information please call **Steve Christian** on 0151 934 2319.



FIELD TO FORK

Wirral's food tourism offer is going from strength to strength with the addition of two new food experiences:

Based at Mere Brook House, **Field to Fork** is the ideal weekend break for food lovers. Andrew Pimbley from Claremont Farm and MasterChef and Farmer, Brian Mellor, have joined forces to offer an exciting programme including a farm walk, cooking demonstration and lots of tempting food tastings. Prices start at £125 per person. Visit www.merebrookhouse.co.uk/ www.claremontfarm.co.uk for more information.

The Vegi Table is an exciting and innovative cookery course set in beautiful surroundings of Claremont Farm. Sarah Kearns and Mo Hall, both of whom have many years' experience teaching at the Cordon Vert Vegetarian Cookery School, now offer meat-free cookery courses at Claremont Kitchen. Both novice and keen cooks are warmly welcomed with courses to suit all abilities. For more information visit www.vegi-table.co.uk



Picasso at Tate Liverpool 2010

The extraordinary work of Pablo Picasso is the focus of a major new exhibition at Tate Liverpool next Spring.

Picasso: Peace and Freedom will bring together over 150 works by the Spanish artist from across the world.

The exhibition will run from May 21 to August 30, 2010, and is a fascinating new insight into Picasso as a politically and socially engaged artist during the Cold War period and his life as a tireless campaigner for peace. The centrepiece will be the artist's masterpiece, *The Charnel House*, 1944-45, marking 50 years since it was last seen in the UK.

Steven Broomhead, Chief Executive of the Northwest Regional Development Agency (NWDA), said: "This Picasso exhibition is a huge coup for Tate Liverpool and for the whole of the Northwest. Ambitious, international exhibitions such as this have huge potential to raise awareness of the region and boost the Visitor Economy."

The exhibition is organised by Tate Liverpool in collaboration with the Albertina, Vienna, where it will be shown following its time in Liverpool, and is supported by the European Regional Development Fund (ERDF).



Pablo Picasso

The Charnel House, Paris, 1944-1945, dated 1945

Oil and charcoal on canvas

199.8 x 250.1 cm

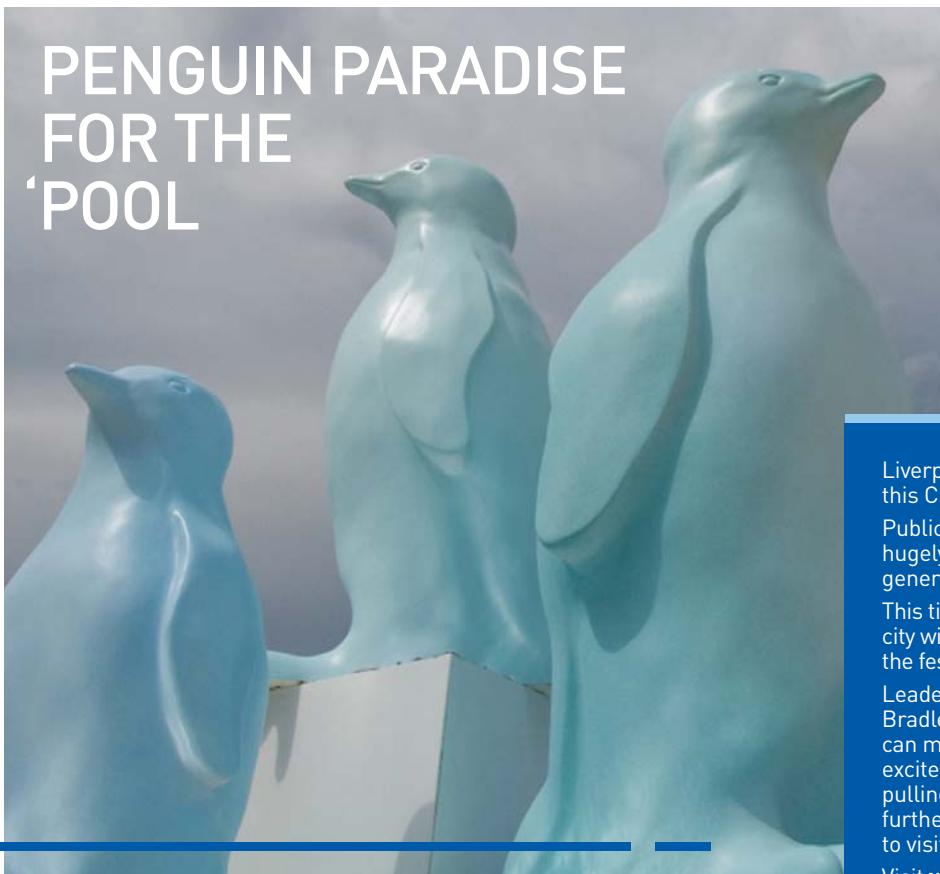
© Succession Picasso/DACS 2009

© 2009 Digital image, The Museum of Modern Art New York/Scala, Florence.

COACH FRIENDLY SOUTHPORT: OFFICIAL!

Southport has been recognised as a top UK coach and group travel destination by scooping two top industry awards. The UK Coach Awards commended Southport as Most Friendly Coastal Local Authority, as voted for by readers of Coach & Bus Week. The classic resort was also awarded Town/City of the Year for Groups at the UK Coach Tourism Awards – beating London for the accolade!

PENGUIN PARADISE FOR THE 'POOL



Liverpool will be transformed into a winter wonderland this Christmas thanks to more than 100 unique penguins. Public art project Go Penguins follows on from last year's hugely successful Go Superlambananas Trail, which generated an economic impact of £41million for the city.

This time round, penguins will bring a wintery feel to the city with the aim of attracting shoppers to Liverpool during the festive period from November to January 2010.

Leader of Liverpool City Council, Councillor Warren Bradley, said: "Last year showed how cultural events can make a huge impact on the tourism economy. I'm excited about the plans for the penguins – everyone is pulling together to create a magical Christmas that will further cement Liverpool's creative reputation and appeal to visitors."

Visit www.gopenguins.co.uk to find out more.

JUST AROUND THE CORNER



Capital of Culture year demonstrated to companies across Liverpool City Region the business benefits available through our strong tourism and cultural offer.

Businesses located in Liverpool city centre now have the opportunity to ensure that they can sustain and exploit the benefit of being a Liverpool-based company, by ensuring that their staff are fully aware of the environment in which they work.

The Liverpool Tour Guide Service, over the period of no more than one hour, can take your staff on an informative and often eye-opening Walking Tour, which will introduce them to what is 'just around the corner' from where they work.

The short walk will better position staff when they are dealing with customers, thus turning the city itself into a unique business advantage, and all for less than the cost of a packet of sandwiches per person!

For further information call 07964 515681 or visit the website: www.theliverpooltourguideservice.co.uk

VISITOR SATISFACTION

- A huge 95% of all visitors to Liverpool were likely to recommend it to their friends and family – that's higher than the typical town or city rating of 88%!
- There is no doubt that the city's retail offering is now perceived as being much improved by visitors; 95% regarded the range of shops as being 'good' or 'very good'. The last time we conducted this survey (2006) it was only 74%. This is an improvement not shown by all other cities in the study. Further, visitors' satisfaction with the shopping environment in Liverpool has risen from 55% to 93%.
- Likewise, visitors are now much more satisfied with the range of places to eat and drink, this has increased from 87% to 93%, and satisfaction levels with the range of visitor attractions has risen by 10% to 95% – in part, this is buoyed by the huge level of free cultural attractions in the city, such as National Museums Liverpool.
- Finally, across the city visitors have reported increased satisfaction with the quality of service they have received from staff working in the tourism industry, to the point where Liverpool is higher rated than the average.

Destination Benchmarking

LIVERPOOL IMPROVES IN THE EYES OF VISITORS

Every two years The Mersey Partnership takes part in destination benchmarking. This is a study of visitors' views and opinions of our area, which not only lets us see how we have changed over time, but also lets us compare Liverpool against the average indicated for all large towns and cities.

The research in Liverpool was conducted by England's Northwest Research Service, The Mersey Partnership's own in-house research team. 700 interviews were conducted across a range of locations in Liverpool city centre, from June to September 2008.

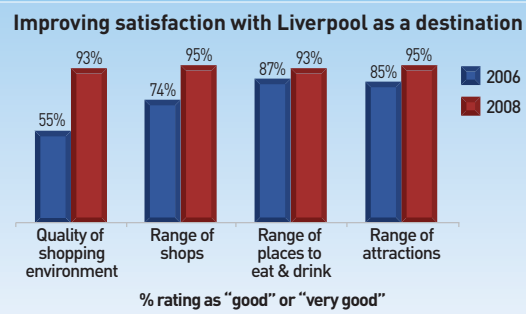
KEY FACTS

This showed us that among the key facts:

- 47% were coming to the city at least in part due to Capital of Culture
- 51% were coming at least in part due to the improved shopping facilities
- 56% were coming at least in part due to Liverpool's range of visitor attractions.

Advertising is important in generating visits to the city; some 18% were visiting because they had seen an advert, and 14% because of one of the official websites.

A quarter of the visitors to the city were staying in the city centre itself. A typical staying visitor in a hotel will be in Liverpool for 3.2 days – 'day trippers' on average for just over five hours.



Amongst the top attractions that they visited were:

- The Beatles Story (24%)
- The Cathedrals (20%)
- The Walker (19%)
- Tate Liverpool (19%)
- The Maritime Museum (19%)

Also... 22% had been on some tour whilst visiting the city.

Liverpool Accommodation Update

PREMIER APARTMENTS SCOOPS TOP COMPANY ACCOLADE

Premier Apartments Liverpool is leading the way in the PREM Group's expansive portfolio as it was named 'PREM Group Property of the Year 2008' in a ceremony on 7 May 2009.

Housed within a striking teardrop-shaped building, the contemporary one and two bedroom apartments are located within the Eden Square Development. Each apartment has a fully equipped kitchen, LCD flat screen TV, wi-fi broadband access, music system and secure car parking.

General Manager, Marie Melling, and her team excelled in all areas of the strict judging criteria including; financial performance, team focus, customer focus, supplier relationship, environmental and social initiatives.

PREM Group MD Jim Murphy said: "Marie and her team ensures that everyone who stayed will have reason to come back time and time again."

HOLIDAY INN SECURES AWARD FOR ACCESSIBILITY

The Holiday Inn Liverpool City Centre has become the first major hotel in Merseyside to sign up to, and achieve a rating from, VisitBritain's National Accessible Scheme (NAS).

Joining the NAS demonstrates your business provides a certain level of accessibility and you consider the needs of disabled guests, with the benefit of receiving a nationally-recognised rating.

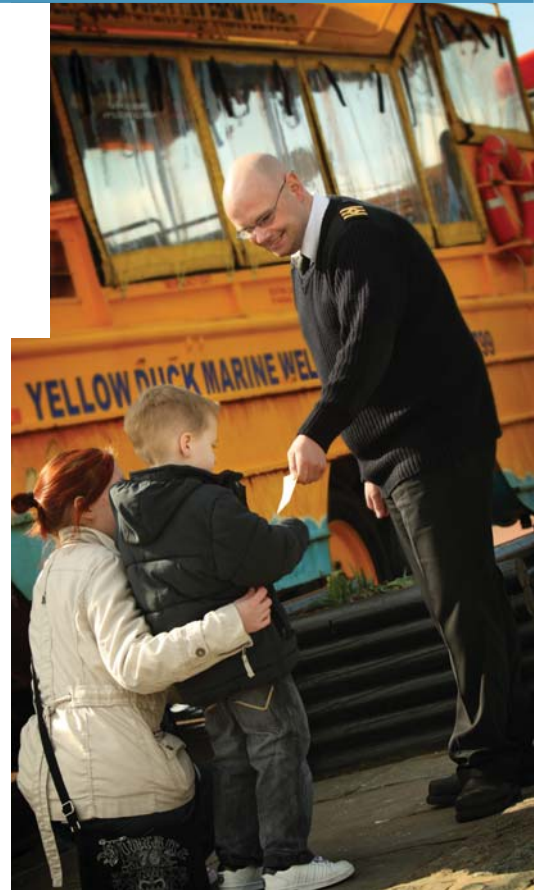
Gary Laird, General Manager at the Holiday Inn Liverpool City Centre said: "We have had three conferences book major meetings of over 100 people on the back of our Mobility One accreditation, which has more than paid back our initial investment."

For more information about the NAS contact **Andrew Elliot**.

Can you be a Judge?

People working at a supervisory level or above in tourism and hospitality are needed to act as judges for the five People-focused Tourism Awards happening annually in Liverpool, Southport, Wirral, St. Helens and Halton. Time commitment is half a day per year and you get to choose which district you can judge in (not the same one you work in) and the category you feel most comfortable judging, including Most Welcoming Receptionist or Team of the Year and you will be invited to the awards party as a thank you. Remember, recognition and reward are great motivators and morale boosters and can aid staff retention.

Contact **Karen Illingworth** for a registration form.



LIVERPOOL WELCOME – THE LEGACY

Sixty-two people attended the Liverpool Welcome Summit in March, a joint event with Liverpool Culture Company, celebrating the effectiveness of the '08 Welcome programme and looking at ideas to continue to drive up customer service standards in 2009 and beyond. Several ideas are now being explored covering a legacy Welcome training programme, information dissemination, business engagement and training which will enhance the welcome experience. So far:

- a 'This Week in Liverpool' e-blast covering key events, cruise calls and conferences will be developed by the TIC staff in Liverpool and disseminated to tourism and hospitality businesses;
- an updated half-day Liverpool Welcome training programme is being reviewed;
- an industry day/night out with discount vouchers for staff is in development.

WELL DONE!

Congratulations to the Liner Hotel – they have won £100 worth of skills support from TMP from the draw at the Liverpool Welcome Summit.



What a remarkable year

The Arena and Convention Centre Liverpool has secured a reputation as one of the leading multi-purpose venues in the UK following a stunning opening year.

The Echo Arena held over 100 events and entertained more than 665,000 people in 2008, on top of hosting high profile international events like the MTV Europe Music Awards and BBC Sports Personality of the Year. The BT Convention Centre has also had a great first year, with over 200 conferences welcoming more than 75,000 delegates. A broad spectrum of events ranged from the Liberal Democrats' Spring Conference to the Royal College of Psychiatrists' Annual Meeting.

Tourism Scene spoke to Bob Pratley, Chief Executive of ACC Liverpool, about an astonishing opening year.

So Bob, what have been your highlights in the first year of operation?

The success of the venue in its first year stands as a testament to the hard work and dedication of everyone involved, across the business. Seeing the building finally finished and the first events take place was fantastic.

There are so many highlights it's difficult to choose – we started with Liverpool's Capital of Culture Opening Ceremony, followed by a calendar of international artists from Beyoncé,

Pink and Rihanna to Elton John, Oasis and Bob Dylan. The MTV Europe Music Awards and BBC Sports Personality of the Year are obvious focal points. They proved that international events of that scale can take place here in Liverpool and that, as a venue, we've got the excellent standards necessary to stage them.

We've also been delighted with the calibre of businesses coming to the region via the BT Convention Centre. Highlights of the conference calendar included Gordon Brown's first UK Cabinet Meeting of 2009 and the Association of Chief Police Officers. We've also hosted the NHS Confederation Conference and Exhibition, which used both sides of the venue, attracted over 2,500 delegates and contributed an estimated £3.1 million to the local economy.

How has the city of Liverpool and the wider region benefited since the venue opened?

It's been estimated that ACC Liverpool has already contributed around £200 million to the economy, locally. The calibre of acts performing at the Echo Arena and the nature of the conferences we're holding means we attract visitors to the city from outside the region, resulting in extra business for the



region's hotels, restaurants, retailers and attractions and, critically, we're helping to improve and challenge perceptions of the city.

Events like the MTV Europe Music Awards and BBC Sports Personality of the Year were a great coup for the Echo Arena and city as a whole, contributing to over £58 million of media coverage for the venue and for Liverpool in our first year.

We've noticed rather a lot of awards on ACC Liverpool's mantelpiece – what are they for?

The BT Convention Centre has been recognised repeatedly by the meetings industry for its quality, its staff and its green agenda. For a new venue the accolades we've received are impressive. The BT Convention Centre won the coveted 'Best UK Venue' at CONFEX for the second year running and the award for 'Best Corporate Social Responsibility Initiative' plus 'Most Effective Team' at the Exhibition News Awards.



for ACC Liverpool!

More recently we were delighted with the 'Excellence in Business Tourism' and 'Sustainable Tourism' wins at the Northwest Regional Tourism Awards. We'll now go on to represent Liverpool and the Northwest at VisitEngland's national awards.

And finally... what's coming up in the future for ACC Liverpool?

In September the BT Convention Centre welcomed the 141st Trade Union Congress, with over 750 delegates, including senior government and trade union speakers. Almost 3,000 visitors, media and exhibitors visited the congress, with an estimated economic impact of almost £2 million.

I'm also delighted to confirm that we've secured the Liberal Democrats' main Autumn Conference in 2010 and the Labour Party Conference in 2011, the first time any main political party conferences have come to Liverpool. These kind of events help to reinvent Liverpool in the eyes of business and leisure visitors and we're playing a key role in showcasing the city to this audience.

The Echo Arena will continue to host some of the world's greatest artists and performance extravaganzas. Coming up we've got Muse, Elton John and Andrea Bocelli followed by Lily Allen and Beyoncé.

We're also developing our sporting links following the success of last year. We've already enjoyed badminton, football, boxing and the prestigious Davis Cup tennis tournament in September, with darts, netball and Supercross in the forthcoming months.

For more information visit www.accliverpool.com





Tourism Spotlight

Jenny Dobson, Manager

The BugWorld Experience Ltd
The Grand Hall
The Colonnades
Albert Dock
Liverpool L3 4AA
T: 0151 708 4938
www.bugworldexperience.co.uk

Opened in July 2009, The BugWorld Experience is the first of its kind in the UK. Guided through simulated environments from a rainforest to a savannah to the everyday British home, visitors will see, find out about and even interact with the bugs that inhabit each.

Why did you decide to open The BugWorld Experience?

The promoter of the project is Rogers Group Investments (RGI), owned by Des and Fergal Rogers. The concept of The BugWorld Experience was devised and created by them after they were inspired by existing successful operations in the US, which have provided the platform for the development of the theme into an entertaining, educational and magical experience for visitors of all ages. Particularly of interest was the level of interaction between the guides, the bugs and the guests, which will be a key element of The BugWorld Experience.

Who will visit The BugWorld Experience?

Everyone! As a fun and educational experience it will appeal to children and adults alike, and as the entire attraction can be seen within two hours, it offers a fantastic opportunity for all the family as part of a day out in Liverpool.



Which displays do you think will be most popular?

The talk on spiders always seems to interest people... in addition, the handling element of The BugWorld Experience is really popular as visitors actually get to touch some insects, which is really unique. We also offer phobia sessions to help people get to know bugs and recognise them for the amazing creatures they are.

Where do you find/source your exhibits?

They are either bred by our curator collection or sourced from other zoos. Many of the bugs featured will be supplied by local breeders. All have been selected due to their uniqueness or endangered status.

Liverpool has changed dramatically over the past five years. What do you predict for the future?

Liverpool is on the up as a city and the 2008 Capital of Culture served to promote this to the rest of the country and further afield, which is great. We see it continuing to develop as a leading destination, rivaling others throughout Europe through its fantastic attractions, retail and sports offerings and transport and accommodation.

Also, did you know...

- A leaf cutter ant can lift 20 times its own body weight. This is the equivalent of the world's strongest man, Mariusz Pudzianowski, lifting an elephant, or the average British man lifting a car.
- When a millipede wants to attract a female, it ripples its legs in a particular way. It's the bug way to shake your booty!
- Scorpions, like British holidaymakers, can't survive in the midday sun.
- The leech has 32 brains. Obviously sucking blood requires a lot of thought.
- Adult dung beetles drink the juice they squeeze out of dung. Yum!

LIVERPOOL – BIG HIT WITH CRUISE PASSENGERS

Passengers of the Grand Princess have voted Liverpool one of their favourite European ports during 2008 and the most influential when booking a cruise. The results – from passenger surveys conducted at the end of each Grand Princess cruise – placed the city sixth out of 38 European ports during the cruise terminal's first full year of operation, with an average customer satisfaction rating of 87%, just 4% behind highest-rated St.Petersburg.

At the time of her four 2008 visits, the Grand Princess was the largest cruise vessel ever to visit the Mersey, attracting thousands of spectators on both sides of the river. The 2009 season will include 15 cruise calls, including inaugural visits of MV Rotterdam, the Crown Princess (Grand Princess' larger sister ship) and the Queen Mary 2 – the largest cruise liner in the world!

Cruise Manager, Angie Redhead, attended the 2009 Seatrade Cruise Shipping Miami exhibition to showcase Liverpool and the Northwest region's offer to international cruise passengers, she met with key representatives from organisations such as Princess, Crystal, Holland America and Royal Caribbean with a view to securing additional cruise visits in the 2010 season and beyond.

As the city emerges from its reign as European Capital of Culture, Liverpool Cruise Terminal is continuing to grow the Port of Call business and raise the profile of Liverpool as a world-class destination for visiting cruise ships.



AMBASSADORS' FORUM

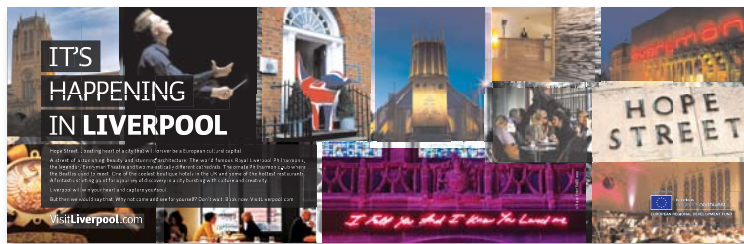
The Forum Legati, or Ambassadors' Forum, is a group of local professionals, academics and researchers who are actively promoting Liverpool City Region as a conference destination. Liverpool Convention Bureau supports the members by offering free of charge support and advice on conference bidding, planning and organisation.

The latest Forum Legati was held on Thursday 7 May at the BT Convention Centre. Representatives from Liverpool Convention Bureau, BT Convention Centre, Happening Events and KLM Royal Dutch Airlines gave informal talks on what support is available for Forum Legati members, followed by a tour of the venue and networking.

Forum Legati now has 162 members and is growing! For more information contact **Hazel Kennedy**.

It's happening!

Probably the most high profile projects to come out of TMP's Visitor Economy marketing team this year have been our two national advertising campaigns.



The spring campaign, which ran in February and March, featured our iconic World Heritage Waterfront and some of our world-class cultural offering, including the Tate, NML and Antony Gormley's *Another Place* and looked to build on the momentum of 08, encouraging people to choose Liverpool for a short break.

For our summer campaign we moved the focus to another area of the city, which encapsulates in one street why Liverpool is such a fantastic city break destination. This ad highlighted the rich cultural offering of the Hope Street Quarter.

Both campaigns reflect the City Region's marketing strategy of Liverpool as attack brand, culture and heritage as our key themes and leading with some of our strongest products.

The summer campaign broke at the end of July and ran until the end of August, featuring in Saturday and Sunday supplements, for example Daily Mail Weekend, The Sunday Times, Observer Magazine and Guardian Weekend. It also featured in London Evening Standard Magazine and on 48-sheet posters in high footfall stations on London Underground. To target the cultural crowd up in Edinburgh for the Festival, we took out a 96-sheet poster at Haymarket station and space in The Scotsman's festival supplement. The ad also featured in Condé Nast Traveller magazine.

If we review visitliverpool website stats for the five-week period of the summer campaign, we achieved 270,000 unique users – nearly 76,000 more than in 2007! And just 1% fewer than in

2008. If we take a brief snapshot on the first Monday after the summer campaign within five hours we had an additional 2,000 users compared to the previous Monday and £2,000 additional revenue.

The hotels in Liverpool would also appear to have had a very good August in what is traditionally one of the slower months – with 90% weekend occupancy rates – higher even than the same period in 2008.

More encouraging news is that readers of Condé Nast Traveller –

the UK's most discerning travel magazine – again voted Liverpool its third favourite city in the UK only beaten by the capital cities of London and Edinburgh. This is fantastic news as Condé Nast Traveller readers are cash rich/time poor,

preferring several city breaks each year rather than two-week holidays and are exactly the target audience we are focusing on with our marketing activity.

EVENTS EXTRANET AND SEASONAL GUIDE

After the successes of the 2008 Capital of Culture events programme, TMP has now integrated the Event Extranet, the region's event database, into www.visitliverpool.com to ensure continued promotion of the City Region's events to national and international audiences.

The Mersey Partnership has been running a series of workshops to train and refresh members on how to correctly upload their event details. Once uploaded, events are selected for profile on visitliverpool.com and if of significant international interest they are synchronised with www.enjoyengland.com, reaching a potential audience of half a million unique users per month. The RSS functionality, which pushes content to World Wide Web, also ensures event information is syndicated globally to other sites.

Another piece of acquired functionality is the Clash Diary, a planning tool showing

what other events are happening in Liverpool City Region. Events can be searched by date, area, type and capacity helping avoid clashes and highlighting potential marketing opportunities and partnership working. To find out more about the Clash Diary, Event Extranet or visitliverpool.com contact **Sara Sartorius**.

The Mersey Partnership has also taken over the production of the quarterly Seasonal Guide, the comprehensive events publication profiling events across Liverpool City Region. For more information contact **James Wood**.



Forthcoming Tourism Business Events

Wednesday 14 October
WELCOME INTERNATIONAL
Full day training course at LACE, Liverpool.
Contact: Helen Heyworth on 01257 226607 or email hheyworth@lbtbltd.com

Wednesday 14 October
LAUNCH OF SUPPORTING TOURISM ENTERPRISE PROGRAMME (STEP)
2-4pm, Isla Gladstone Conservatory.
Contact: Andrew Elliot on 0151 237 3522 or email andrew.elliott@merseyside.org.uk

Thursday 15 October
ACTION FOR TOURISM – LEARNING SERIES PROGRAMME TO HELP BUSINESS LEADERS IN TOURISM AND HOSPITALITY
Running 5 weekly to 22 April (avoiding December), The Mersey Partnership.
Contact: Karen Illingworth on 0151 237 3901 or email karen.illingworth@merseyside.org.uk

Tuesday 20 October
HR TOOLKIT – MANAGING ABSENCE, LATENESS AND NON-ATTENDANCE
Morning session at The Liner Hotel, Liverpool.
Contact: Karen Illingworth on 0151 237 3901 or email karen.illingworth@merseyside.org.uk

Wednesday 21 October
WIRRAL TOURISM BUSINESS NETWORK GROUP MEETING
10am, Lyceum in Port Sunlight.
Contact: Amanda Williams on 0151 691 8091 or email amandawilliams@wirral.gov.uk

Thursday 22 October
SMARTER MARKETING – MAXIMISE E-BUSINESS AND REACH GLOBAL MARKETS
Royal Clifton Hotel, Southport.
Contact: Helen Heyworth on 01257 226607 or email hheyworth@lbtbltd.com

Monday 26 October
LIVERPOOL ATTRACTIONS GROUP
2pm, Speke Hall.
Contact: Colin Bordley on 0151 233 6834 or email colin.bordley@liverpool.gov.uk

Friday 30 October
WELCOME MANAGEMENT
Full day training course at LACE, Liverpool.
Contact: Helen Heyworth on 01257 226607 or email hheyworth@lbtbltd.com

Monday 2 November
HR TOOLKIT – HANDLING DISCIPLINE AND GRIEVANCE
Morning session at The Liner Hotel, Liverpool.
Contact: Karen Illingworth on 0151 237 3901 or email karen.illingworth@merseyside.org.uk

Tuesday 3 November
LOYAL OR LOST CUSTOMERS? YOUR CHOICE
Morning session at Leasowe Castle Hotel, Wirral.
Contact: Karen Illingworth on 0151 237 3901 or email karen.illingworth@merseyside.org.uk

Wednesday 4 November
WIRRAL TOURISM AWARDS
Thornton Hall Hotel.
Contact: Chris Higgins on 0151 691 8269 or email chris.higgins@wirral.gov.uk

Thursday 12 November
WELCOME ALL
Full day training course at LACE, Liverpool.
Contact: Helen Heyworth on 01257 226607 or email hheyworth@lbtbltd.com

Thursday 12 November
SOUTHPORT TOURISM BUSINESS NETWORK ALLIANCE MEETING
2pm, Southport Theatre & Convention Centre.
Contact: Angela Deveney on 0151 934 2331 or email angela.deveney@tourism.sefton.gov.uk

Wednesday 18 November
HR TOOLKIT – EMPLOYMENT LAW
Morning session at The Liner Hotel, Liverpool.
Contact: Karen Illingworth on 0151 237 3901 or email karen.illingworth@merseyside.org.uk

Wednesday 2 December
ST.HELENS TOURISM & LEISURE BUSINESS NETWORK MEETING
2pm, Citadel Arts Centre.
Contact: Joanne Wight on 01744 456078 or email joannewight@sthelens.gov.uk

Thursday 3 December
BEYOND CAPITAL OF CULTURE: A NEW DAWN FOR TOURISM IN LIVERPOOL
Venue TBC.
For further details visit www.thewaterfront.co.uk or call 0207 787 1210

Tuesday 8 December
LIVERPOOL ATTRACTIONS GROUP MEETING
2pm, venue TBC.
Contact: Colin Bordley on 0151 233 6834 or email colin.bordley@liverpool.gov.uk

Tuesday 8 December
TMP CHRISTMAS MEMBERS' MEETING*
5.30pm, venue TBC.
Contact: Carolyn Houghton on 0151 237 3927 or email membership@merseyside.org.uk

Friday 11 December
LIVERPOOL TOURISM BUSINESS NETWORK MEETING
2.30pm, venue TBC.
Contact: Paul Askew on 0151 709 3000 or email paul@hopedstreethotel.co.uk

* Denotes event for members of The Mersey Partnership only

NEW TOURIST BOARD MEMBERS

1stCompany.com
www.1stcompany.com
BridgeStreet Worldwide
www.bridgestreet.co.uk
Chaophraya
www.chaophraya.co.uk
Cheshire Oaks Designer Outlet
www.mcarthurglen.com
Cheshire Voyager
www.cheshirevoyager.co.uk
Circo
www.circoliverpool.com
Congrex UK Ltd
www.congrex.com
Glasgows
www.glasgows.co.uk
H2 Events Ltd
www.h2-events.co.uk
Hatters Group
www.hattersgroup.com
Haunted Liverpool Ghost Walks
www.ghostwalks.org
Heritage Market
www.heritagemarket.co.uk
Individual Restaurant PLC
www.individualrestaurantcompanyplc.co.uk
Leaf Tea Shop & Bar
www.thisisleaf.co.uk
Liverpool Biennial
www.biennial.com
Liverpool History Taxi Tour
www.liverpoolhistorytaxitour.co.uk
Liverpool One Holiday Apartments
www.liverpoolrentals.co.uk
Mayur Indian Restaurant
www.mayurrestaurant.co.uk
National Waterways Museum
www.nwm.org.uk/ellesmere
Novotel Liverpool
www.novotel.com
Restaurant Fraiche
www.restaurantfraiche.com
Roscoe House by Urban Chic
www.hotelliverpool.net
Royal Chambers
www.royal-chambers.co.uk
StayLiverpool
www.stayliverpool.com
The BugWorld Experience
www.bugworldeexperience.co.uk
The Cottage B&B
thecottagebandb@btinternet.com [no website]
The Croft
www.thecroft.eu
The Regus Group
www.regus.com
Tracey Bell
www.traceybell.co.uk
Vinea
www.vinealiverpool.com
Wayfarers Shopping Arcade
www.wayfarersarcade.co.uk

We want to hear from you!

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www.merseyside.org.uk

Email your latest news, views and pictures to Janine Ross, Campaign Manager
janine.ross@merseyside.org.uk

Tourism Scene is produced by TMP and is distributed to members and other businesses free of charge. Although every effort is made to ensure the accuracy of information contained in Tourism Scene, TMP cannot accept any responsibility for any omissions or inaccuracies it may contain.

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