

tourismscene

Issue 15 Summer 2010

Tourism news & views for businesses across the City Region

John Lennon Tribute Season

Two months of celebratory
cultural events

p8



liverpool biennial

September 18 - November 28

Liverpool Biennial 2010

Hunting down more artists
than ever before

**TheMersey
Partnership**

THE OFFICIAL TOURIST BOARD
FOR THE LIVERPOOL CITY REGION

Supported by:



INVESTING IN
englandnorthwest

EUROPEAN REGIONAL DEVELOPMENT FUND

Visit**Liverpool.com**

merseyside.org.uk/MOST

Welcome

A buoyant Visitor Economy is vital to the success of our region, so we're delighted to see that our destination has maintained its position as sixth most popular UK location in the July 2010 International Passenger Survey.

With 95,000 hotel room nights sold in Liverpool in July (up 22% on 2009 and 11% on 2008), this continued success as a tourist destination, combined with a renewed focus on working in a spirit of true public/private partnership to develop our sector businesses, means we are well positioned to achieve continued success for our industry.

Three things will be critical to us achieving that success:

- The quality of our offer
- The experience we give every one of our visitors
- And working together to deal with the challenging economic conditions.

Among the challenges, of course, will be dealing with the reductions in public sector funding. After having played such an important role in developing our industry, the abolition of the Northwest Regional Development Agency combined with reductions in public sector spending will create new challenges and opportunities as we move through 2010.

TMP is working with the Liverpool City Region Cabinet to define the shape and functions of a Liverpool City Region wide Local Enterprise Partnership. It is likely that the new LEP will have Visitor Economy as part of its remit.

The Visitor Economy Committee has now published a new Visitor Economy 3-Year Action Plan which sets out a rolling programme of priorities and activities and projects to increase the competitiveness and wealth of our City Region and achieve our 2020 targets for job creation. It also quantifies the impact of



different types of investment and sets targets that will drive short term growth. This is an important document that many of you have contributed to and will want to download from www.merseyside.org.uk

If future funding is a challenge, then the quality of our product as represented at the 2010 TMP Annual Tourism Awards, presents a huge opportunity.

This was my first experience of these prestigious Awards and I was hugely impressed by the quality of the entries.

Since my arrival here in April I've been able to see our product as a business or leisure tourist might see it, through the eyes of a visitor.

We all have a fantastic opportunity to make Liverpool City Region a truly world class tourist destination.

We all know there will be challenges ahead. But with the scale of our passion and ambition and by working together we will emerge from this turbulence in good shape.

And with the quality of what we all have to offer, from our culture and our heritage, to our sporting and convention offering, to our shopping and eating, our city and our coast, we have a product that truly is second to none.

David Andrews
Director of Visitor Economy
The Mersey Partnership

TMP Tourism very best in

The very best businesses in Liverpool City Region's thriving Visitor Economy have been honoured at the prestigious TMP Tourism Awards.

More than 520 guests gathered for the black tie dinner at the BT Convention Centre on the city's impressive waterfront.

The Awards were hosted by BBC TV presenter Ranvir Singh. A total of 15 awards were presented during the evening.

Liverpool City Region's Visitor Economy is now worth £1.3 billion a year, supporting 23,000 jobs. It continues to grow in strength and standard with new hotels, events, venues and attractions - which are all vital in continuing to widen the exciting City Region offer.

Eleven of the award winners are eligible to go through to the England's Northwest Tourism Awards organised by the Northwest Regional Development Agency (NWDA), with the chance to represent the region in the national finals. The regional awards will take place on September 29 at The Point, Lancashire County Cricket Ground.

An independent panel of specialists undertook a comprehensive judging process to review the achievements of over 100 entrants from a wide variety of large and small tourism businesses. The second round of judging

included a series of "mystery shop" visits to entrants in selected award categories.

Ian Ayre, Chair of the TMP Visitor Economy Committee and Liverpool Football Club's Commercial Director said: "The Visitor Economy plays a vital role in the success of Liverpool City Region, and the TMP Tourism Awards recognise the quality and excellence on offer to our visitors. The destination's appeal is as strong as ever thanks in no small part to the contribution made by all of tonight's finalists and all the other businesses that make up this vibrant sector of our economy."

David Andrews, Director of Visitor Economy for TMP, said: "The Awards are an excellent way to recognise and reward the hard work undertaken by both small and large Visitor Economy businesses during the past 12 months. Individually they are all achieving notable success. Collectively, as part of our destination offer they are contributing to a great success story. These Awards recognise that success and once again raise the profile of our destination and all it has to offer visitors."

The awards were supported by the NWDA, Merseytravel, Liverpool ONE, ACC Liverpool and BBC Radio Merseyside.



Liverpool ONE - winner of Tourism Experience of the Year

Awards celebrate the Liverpool City Region

The Mersey Partnership Annual Tourism Awards 2010 – Winners

EXCELLENCE IN CUSTOMER SERVICE

Sponsored by Jurys Inn

Winner
Stuart Cockburn, Formby Hall Golf Resort and Spa

TOURISM MARKETING PROJECT OF THE YEAR

Sponsored by Individual

Winner
The Beatles Story
www.BeatlesStory.com

PERFORMANCE VENUE OF THE YEAR

Sponsored by BBC Radio Merseyside

Winner
Echo Arena Liverpool
www.EchoArena.com

EXCELLENCE IN BUSINESS TOURISM

Sponsored by New Mind

Winner
Conference Centre at LACE
www.conferenceatlace.co.uk

BAR OF THE YEAR

Sponsored by Golf Marketing Services

Winner
The Wro Bar & Lounge
www.thewro-lounge.co.uk

TASTE LIVERPOOL

Sponsored by Liverpool ONE

Winner
60 Hope Street
www.60hopestreet.com

SMALL VISITOR ATTRACTION OF THE YEAR

Sponsored by Hilton Liverpool

Winner
Acorn Farm
www.acornfarm.co.uk

LARGE VISITOR ATTRACTION OF THE YEAR

Sponsored by Locum Consulting

Winner
The Beatles Story
www.BeatlesStory.com

SELF CATERING ACCOMMODATION OF THE YEAR

Sponsored by Northwest Regional Development Agency

Winner
Herons Well
www.heronswell.co.uk

GUEST ACCOMMODATION OF THE YEAR

Sponsored by Business Link North West

Winner
Knowsley Hall
www.knowsley.com

SUSTAINABLE TOURISM

Sponsored by Arena and Convention Centre Liverpool

Winner
Jurys Inn Liverpool
www.liverpoolhotels.jurysinn.com

TOURISM RETAILER OF THE YEAR

Sponsored by City Central

Winner
Liverpool Cathedral
www.liverpoolcathedral.org.uk

TOURISM EXPERIENCE OF THE YEAR

Sponsored by Merseytravel

Winner
Liverpool ONE
www.liverpool-one.com

TOURISM EVENT OF THE YEAR

Sponsored by Norfolkline

Winner
A Winter's Trail

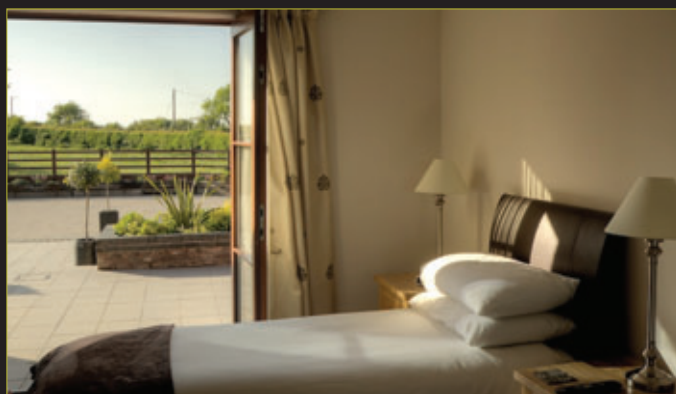
HOTEL OF THE YEAR

Sponsored by Liverpool Vision

Winner
Hope Street Hotel
www.hopestreethotel.co.uk



60 Hope Street – winner of Taste Liverpool



Herons Well – winner of Self Catering Accommodation of the Year



Hope Street Hotel – winner of Hotel of the Year

The Mersey Partnership
 Annual Tourism
Awards
 2010

IN BRIEF

Celebrity chefs pick Liverpool



Celebrity chef Jamie Oliver opened his first North West 'Jamie's Italian' restaurant at Liverpool ONE in June 2010. The venue, situated within the heart of the city, offers high quality, authentic Italian food at an affordable price. Jamie's venture in the city will be followed by another well-known chef. It has been announced that Marco Pierre White will open a restaurant as part of the new Hotel Indigo development in the business district, due to open in Spring 2011.

World's first wet dock



The Old Dock, Liverpool, is the world's first commercial enclosed wet dock. The historic attraction is a vital link to the city's extensive maritime history, and in May 2010 was unveiled to the public for the very first time. Situated under the Liverpool ONE development, the dock has been carefully excavated and preserved, and for the first time in centuries, the bed of the Pool, the creek that gave Liverpool its name, can be seen.

Bookings via Maritime Museum on 0151 478 4296.

Latin Music & Dance Festival



Salsa Kingdom, the UK's ultimate Latin Music & Dance Festival makes a return to Southport for the second year running this September. Salsa Kingdom is bigger, bolder and better than ever this year, transforming Southport into a living, breathing Latin American town from September 23 – 26. The programme will include theatre shows, bands, dance workshops and Salsa parties featuring the ultimate in Salsa talent.

For more information take a look at www.salsakingdom.co.uk

SEFTON

Southport takes off

Plans for the Southport Air Show are underway with visitor numbers expected in the region of 100,000 over September 18 and 19.

One of the biggest Air Shows in the country and the biggest event for the town, with bed spaces occupied weeks in advance and restaurants, cafes and bars bursting at the seams over the two days.

Based on previous research the attendance figure of 100,000, will have an economic impact (in terms of visitor spend) of £2.5 million, with approximately 10% of visitors staying and 90% visiting for the day.

► For more information visit: www.southportairshow.co.uk



The Blades – aerobatic aircraft

Photo: Jamie Hunter

ST. HELENS

Group Leisure to get familiar with region

TMP and St. Helens Council are working in partnership to host a Group Leisure familiarisation visit to Liverpool and St. Helens to take place on October 7 and 8.

The visit will showcase the destination to around 20 Group Travel Organisers, with the aim of securing future group visits to the region.

The 2 day stay in Liverpool City Region begins in the city centre, visiting the historic Albert Dock to relive the Fab Four's meteoric rise to fame at the Beatles Story. The group will also visit the magnificent Liverpool Cathedral, home of the new Liverpool Coach Welcome Scheme and the National Trust's Speke Hall, Garden and Estate, a rare Tudor

manor house nestled close to the banks of the River Mersey.

The second day of the visit is focused around St. Helens. At The World of Glass the group will travel from 500BC to the present day discovering the amazing history of glass. This will be followed by lunch at Fairways Restaurant at Houghwood Golf Club before continuing the sporting theme with a tour of Haydock Park Racecourse. The visit concludes at *Dream*, the landmark sculpture conceived and designed by the world-renowned Spanish artist Jaume Plensa as part of Channel 4's Big Art Project.

► For more information email: joannewight@sthelens.gov.uk



Glass blowing at The World of Glass

HALTON

PIQAS launched at Dream



Visit England's Places of Interest Quality Assurance Scheme was launched at *Dream* in St. Helens on August 20 by Visit England Chief Executive, James Berresford. PIQAS aims to enhance quality and spread best practice within the tourism sector. Consumer focused, PIQAS helps to identify strengths and highlight development areas and is a valuable management tool for all places of interest and smaller attraction operators.

► For more information visit: www.enjoyengland.com.

WIRRAL

2010 Wirral Golf Classic on course

The inaugural **Wirral Golf Classic**, to be held from September 13-17, has, to date, attracted over 140 golfers from around the country. Four of Wirral's coastal courses will host the 72 hole amateur tournament open to men and women golfers.

All entrants will play a round of golf at the participating courses which will include Royal Liverpool, famous for holding the Open 11 times, along with Wallasey, Caldy and Heswall, with a rest day during the week.

Royal Liverpool is also set to host the Women's British Open in 2012, the Boy's Amateur Championship in 2013 and The Open Championship in 2014.



Royal Liverpool

LIVERPOOL



Georges Dock tunnel ventilation and control station

HERITAGE OPEN DAYS

Heritage Open Days offer a once-a-year opportunity to discover hidden architectural treasures and enjoy a wide variety of tours, events and activities which bring local history and culture alive for everyone. Liverpool is offering an extended eleven day event between September 9-19 offering a whole programme of

tours and events across the city at beautiful venues such as The Athenaeum, Victoria Gallery & Museum, Liverpool John Moores University, West Derby Courthouse and many more. Look out for the Heritage Open Days brochure from the beginning of August 2010.

➤ Visit: www.heritageopen days.org.uk

KNOWSLEY

City centre eateries go wild about wildflowers

City centre gastropub, The James Monro is helping to create an urban haven for wildflower habitats in Liverpool after signing up to support conservation charity, The National Wildflower Centre, Knowsley.

They will be supporting the charity and visitor attraction with the introduction of wildflower hanging baskets and window boxes at the venue to help encourage new wildlife habitats in the city centre.

The James Monro's sister venue, The Monro in Duke Street will also be supporting the charity's 'Get Growing' project with a new 'Grow your Own' facility in the venue's beer garden, where The Monro's team of chefs will grow wildflowers,

along with herbs and vegetables to use in dishes at both venues.

Group Manager Ian Price said: "We're thrilled to be doing our bit to promote new wildflower habitats in the city centre and support a national charity which not only promotes the conservation of local wildlife but serves as an important education facility for the local community too."

➤ For more information visit: www.wildflower.co.uk



Tom Lee wins NW Young Chef



Steven Doherty, Chairman of the Gordon Ramsay Scholarship, (left) and Nigel Crane, Dorchester-trained chef and Managing Director of sponsor Essential Cuisine (right) with Tom Lee

After a nail biting finale to this competition Tom Lee from the London Carriage Works triumphed to win the title of NW Young Chef of the Year.

His menu of tortellini of Anglesey mussels and consommé with pancetta crisp and leeks; pan roast rump of Barnston Longhorn beef with miniature cottage pie, carrot puree, field mushrooms, spinach and natural jus; and Claremont Farm strawberry cheesecake using fresh fruit picked hours before the competition, with elderflower sorbet and Champagne jelly was a joy to behold. Tom's prize includes a week long bursary in a top European restaurant with mentoring from an accomplished chef, a weekend for two at a luxury hotel and a set of Global chefs' knives.

Free marketing workshops for small businesses

In response to requests from small tourism businesses within the Liverpool City Region The Mersey Partnership has organised a series of workshops to be held at TMP's offices, covering topics around marketing, PR and media. Using the expertise and enthusiasm of internal members of our staff teams, we are able to offer these workshops to businesses completely free of charge.

Due to anticipated interest and high demand, places on the workshops will be taken quickly so please do not delay in booking yours. We have placed a restriction of 2 delegates per business on an individual workshop. Each business must sign up to a minimum of 2 workshops and maximum of 4 workshops. You can choose from either morning or afternoon sessions (9.30am – 12pm and 2pm - 4.30pm).

The workshops are designed for smaller hotels, attractions, restaurants, conference venues etc – any hospitality and leisure

related business with a direct visitor offering.

Whilst TMP is able to offer the workshops on a complimentary basis, our funding requires us to charge a £20.00 non-attendance fee for any delegates that do not attend after they have received confirmation of a place.

➤ For more information visit www.merseyside.org.uk/ MOST or contact Kerry Holmes on kerry.holmes@merseyside.org.uk Tel: 0151 237 3940



September 28
**HOW TO CREATE PR/
MEDIA COVERAGE**

October 5
**MARKETING TO THE
TRAVEL TRADE**

October 13
THE GOLF MARKET

October 14
**EVALUATING MARKETING
CAMPAIGNS**

October 21
THE CONFERENCE MARKET

October 26
ON-LINE MARKETING

October 27
THE CONFERENCE MARKET

MORE HOTEL ROOMS SOLD

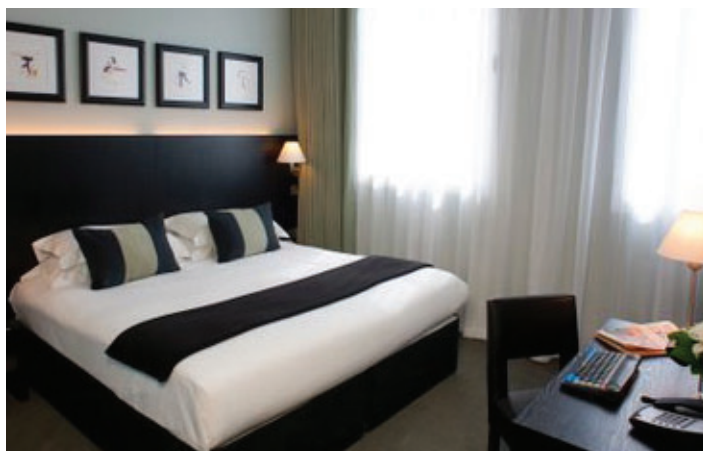
More room nights were sold in Liverpool city centre during the first six months of 2010 than in 2009 or 2008. A total of 486,401 rooms were sold representing a 17% increase on 2009 and a 13% increase on 2008 - Liverpool's year as European Capital of Culture, reflecting both increased hotel capacity and marketing investment. In the past 12 months over 1000 new rooms were added across Liverpool in 8 new hotels.

The second Hampton by Hilton in the city opened in April, with a 150 room hotel located just minutes from the Echo Arena, BT Convention Centre, and Albert Dock.

The first ever budgetique hotel was launched in Liverpool in April. The Heywood House Hotel, located in Liverpool's oldest bank building, has 35

rooms and also boasts the Noble House Restaurant named by OK magazine as 'Liverpool's swankiest new eatery'. The historic Grade II listed building is set in the heart of the city's business district and provides guests with a self-service continental breakfast along with Hypnos beds.

Carrie Goldson, General



base2stay, Liverpool city centre

Manager of Heywood House Hotel said: "Our strapline is 'budget where it matters, quality where it counts' because we are committed to providing the best facilities at the lowest possible price."

Situated in a converted print works within the Ropewalks area, base2stay Liverpool opened August 1, only the second base2stay after the first site opened in London's Kensington in 2006.

base2stay Liverpool's "smart luxury" boutique hotel concept of

4* comfort and service without bar or restaurant, is ideally located in the heart of the city's Ropewalks. Its location is perfect for enjoying exclusive discounts offered by the hotel at some of the best restaurants, bars and clubs in Liverpool. The restored 1850's industrial building combining heritage and cool, contemporary design, offers 106 air-conditioned rooms, from super singles to stunning gallery studios.



Reception at the second Hampton by Hilton to open in the city

Taste Liverpool

Thornton Hall Hotel's award-winning restaurant The Lawns is celebrating after achieving the highest score in The Mersey Partnership's Taste Liverpool scheme.

The Lawns received a score of 91 per cent after a visit from an anonymous Taste Liverpool Assessor - the best score of 63 reviewed across Merseyside.

The 'Highest Quality Assured' award was presented to new executive chef David Gillmore and the hotel's general manager Geoff Dale, by The Mersey Partnership's Business Improvement Manager Elaine Nelson.

Taste Liverpool was developed by The Mersey Partnership to highlight the importance of food and drink within the City Region. The accreditation acknowledges restaurants that provide a consistently high quality eating experience. Other restaurants such as 60 Hope Street, Filini Restaurant, Grove House Hotel, Il Forno Italian Restaurant, Malmaison, Panoramic, The Exchange Restaurant - Hilton Hotel, The Noble House and The

London Carriage Works have also achieved Highest Quality Assured.

The Taste Liverpool accreditation is attained through an independent assessment during an anonymous visit and the restaurant is then rated in important areas such as cleanliness, hospitality, service, efficiency and of course food. There is an additional accolade of Made in the Northwest which is awarded to those restaurants who use and promote local produce and producers.

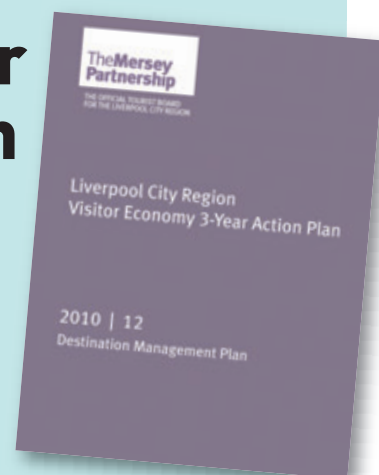
➤ **For further details on the Taste Liverpool Scheme Contact: Denise Harris at SK Events. denise@skevents.co.uk**



New 3-Year Action Plan available

Liverpool City Region Visitor Economy 3-Year Action Plan sets out the targets, challenges, opportunities and planned actions between 2010 and 2012 which will help deliver the 2020 Visitor Economy Strategy. It has been produced by the Visitor Economy Committee - the City Region's official tourist board and part of TMP.

The Action Plan has been drawn up in consultation with the Visitor Economy Panel representing some 50 private sector businesses and cultural bodies together with the region's six local authority districts of Liverpool, Sefton, Wirral, Knowsley, St. Helens, and Halton.



Liverpool City Region's Visitor Economy is currently worth £1.3 billion a year, supporting 23,000 jobs. The document outlines plans to grow the sector to £1.4 billion and 25,000 jobs by 2012, as part of the 2020 vision for the industry to support 37,000 jobs with a visitor spend of £2 billion.

➤ **Copies can be downloaded from www.merseyside.org.uk**

Plans for a new Everyman

Liverpool Merseyside Theatres Trust (LMTT) has received planning permission for the new Everyman Theatre on Hope Street. The new building is described as 'a vibrant creative hub fit for this uniquely cultural city in the 21st Century'.

Developed and designed in close collaboration with prominent theatre architects Haworth Tompkins, the building will provide new incarnations of the Everyman's dynamic and inclusive 400 seat 'thrust' stage auditorium, legendary basement Bistro and iconic Everyman sign, as well as a range of new facilities which will also serve its sister theatre, the Playhouse.

LMTT and the project team have consulted widely with audiences, youth groups, drama teachers, community and access forums, writers, actors, alumni, corporate members and the Bistro partners and a wider public consultation process took place over the summer.

Subject to funding, the schedule for the new Everyman is for work to begin on site in the spring of 2011 and the new, 21st Century Everyman to open in 2013.

Executive Director Deborah Aydon said:

"When it opens in 2013 the new Everyman will emphasise Liverpool's continued status as a cultural capital and will be a further boost to the city's rebirth as a richly rewarding place to live and to visit."

► For more information visit www.everymanplayhouse.com



The new Everyman Theatre, Hope Street



John Lennon solo room at Beatles Story

Liverpool to host major John Lennon Tribute Season

A two month cultural programme will mark 70 years since Lennon's birth and 30 years since his untimely death.

The city of Liverpool, birthplace of The Beatles, is to host an extensive season of cultural events to celebrate the life of John Lennon, one of the world's most influential and legendary musicians.

From October 9 – which would have been John Lennon's 70th birthday to December 9, organisations in Liverpool will join forces to host a series of live music, film, poetry and art events which are estimated to bring tens of thousands of additional tourists to the city.

Events include 'Lennon Remembered', a major tribute concert at the Echo Arena, a birthday celebration at the world famous Cavern Club, a Lennon-inspired international poetry competition, film festival, lecture programme and visual art exhibitions at Victoria Gallery & Museum. White Feather: Spirit of Lennon, an exhibition about life with John Lennon by his son Julian and former wife Cynthia, has also been specially extended.

Jerry Goldman, Managing Director of the Beatles Story said:

"2010 is a big year for

Beatles fans as it is 50 years since the band formed and 40 years since they split. Combine this with what would have been John Lennon's 70th birthday and the 30th anniversary of his death and you can see why we wanted to host a fitting tribute.

The richness and diversity of the John Lennon Tribute Season represents the impact John's life had on music and culture, the city of Liverpool and fans all over the world.

► For more information visit www.visitliverpool.com



John Lennon with baby Julian

Tribute events

Saturday October 9 – Thursday December 9

CAVERN CLUB:

70th Birthday Celebration Gig including top tribute acts: October 8-9.

LENNON POET 2010:

Major International Poetry Competition: Final in November.

LENNON STREET ENTERTAINERS:

Liverpool ONE: October 9-15.

WALKING TOURS:

View Lennon sites with VIP Guides: Weekly.

WHITE FEATHER:

The Spirit of Lennon: Exhibition by Julian & Cynthia Lennon, Beatles Story.

LENNON REMEMBERED:

Memorial Concert at the Echo Arena: December 9.

ASTRID KIRCHHERR: A RETROSPECTIVE:

Victoria Gallery & Museum. University of Liverpool August 25 - end of January 2011.

BED-IN AT THE BLUECOAT:

62 days – 62 occupiers of the bed. The Bluecoat October 9 – December 9.

ROYAL LIVERPOOL PHILHARMONIC ORCHESTRA:

John Lennon Song Book 70th Birthday. Liverpool Philharmonic Hall October 9.

Liverpool confirmed as host city for the 15th MOBO awards

Multi-platinum selling artist and MOBO Ambassador **Leona Lewis** joined MOBO Awards founder, **Kanya King MBE**, to announce Liverpool as the host city for the 2010 MOBO Awards in association with Lebara Mobile. The annual Awards will this year be celebrating their 15th birthday at the Echo Arena Liverpool on October 20.

Over the last 15 years MOBO has showcased and honoured some of the music industry's finest talent with performances from diverse UK and international artists. Last year's event, saw the Awards transfer out of London for the first time. Now the City of Liverpool is being passed the MOBO baton for the first time and gearing up for a sensational Awards ceremony in October.

Councillor Joe Anderson, Leader of Liverpool City Council, said: "Liverpool is delighted its bid to be the host for the 2010 MOBO Awards was a winning one and I've no doubt

the city will host an unforgettable celebration of music. Staging high profile events like the MOBO Awards, or bidding to be England's first UNESCO City of Music, is all part of our ambition to build on the legacy of European Capital of Culture and to internationally showcase what Liverpool and its diverse music scene has to offer."

The nominations for this year's Awards will be announced in September.

▶ For more information visit www.acciverpool.co.uk



MOBO Ambassador Leona Lewis

"The MOBO Awards in Liverpool will be a huge success and being in October they will also add a special dimension to our Black History Month celebrations."

More artists than ever before

Liverpool Biennial International Festival of Contemporary Art 2010 is the largest and one of the most exciting contemporary visual arts events in the UK, and, with 975,000 visits in 2008, one of the best attended in the world.



liverpool biennial

September 18 - November 28



Liverpool Biennial International 10: Laura Belém
The Temple of a Thousand Bells, 2010

Liverpool Biennial will take place in venues and sites around Liverpool city centre, including the Walker Art Gallery, FACT (Foundation for art and creative technology) the Bluecoat, Open Eye Gallery, Tate Liverpool, A Foundation Liverpool, and many other gallery and non-gallery sites September 18 – November 28.

Touched, the International exhibition for the 6th Liverpool Biennial celebrates a decade of bringing new art to the UK through curatorial collaboration for the *International* show. It will involve more artists than ever before, while continuing to place an emphasis on commissioning ambitious new work from leading and emerging artists based outside the UK.

In addition to the ongoing emphasis on new commissions, there will be five special projects within the *International*:

- Magdalena Abakanowicz will show an installation from 1978/80, previously unseen in the UK
- Painters Aime Mpane, Oren Eliav, Tim Eitel, Edi Hila, Y.Z.

Kami, and Zbynek Sedlecký will exhibit work not seen before in the UK under the title *The Human Stain*

- Minerva Cuevas, Meschac Gaba, Michael Clegg and Martin Guttman, Daniel Knorr, Lee Mingwei, Rob Pruitt, and Anton Vidokle/ Julieta Aranda will use existing and new projects to animate a 200m shop front with the provocative aim of *Re-thinking Trade*
- The final act of Tania Bruguera's legendary *Cátedra Arte de Conducta* from Havana will take place over the 10 week period of the Biennial, with continuing actions by 20 Cuban artists recreating Allan Kaprow's *Happenings* and staging new performances and events
- For the first time, Liverpool Biennial has commissioned an artist - Carlos Amorales - to be responsible for the visual concept for marketing **Touched**.

▶ For more information visit www.biennial.com

SPOTLIGHT ON...

Lord Street, Southport. www.wayfarersarcade.co.uk

Wayfarers shopping arcade

Wayfarers Arcade, Southport opened in 1898 and is a listed Victorian barrel vaulted shopping arcade packed with over 30 independent boutiques and cafés.



Nicola Lynch : Managing Director with Mary Pedlar, former MD, now Chairman

What is the best thing about your job?

The Wayfarers Arcade itself: it's a beautiful and inspiring place, and as it's a family business I'm very proud to be part of the 3rd generation of my family working in and with the Arcade.

Who visits Wayfarers?

A complete cross section! Geographically we have regular locals, visitors from across the Liverpool City Region and many national and international tourists. Demographically we have a complete range too. Often whole families come together to visit as we have a whole range of real destination specialty shops, offering

literally thousands of fantastic gift ideas, all under our huge roof, which can be a real boon in the English weather!

How do you think Southport has changed in the last 5 years?

It's really improved with better hotel, conference and tourism provision. The Southport events programme provides excellent reasons to visit and fits perfectly with our target market. The developments and future plans for England's Classic Resort are exciting and very well aligned with our own strategy for the Wayfarers Arcade, which we see as the heart of Lord Street, Southport's shopping boulevard.

What do you predict for the future?

Visitors will increasingly seek out special venues and experiences, like the Wayfarers Arcade, where they get additional choice, personal service and gorgeous historic surroundings to explore, as a valued alternative to the less personal internet or more standard shopping options. Southport is ideally placed to continue to build on its unique offer.

How is Wayfarers different from other shopping arcades?

Lots of shopping arcades can look similar. The history, beautiful grade II listed architecture, polished mahogany shopfronts and huge barrel vaulted glass roof create an ambiance that is comparable with few arcades in Europe like the Victoria Quarter in Leeds, the Burlington Arcade in London and the Galleria Vittorio Emanuele II in Milan. The range of shopping is distinctive, different and contemporary, a great foil for the traditional surroundings. But we are also a family business with a welcoming community feel – come and see us soon!



Unusual facts...

- > The porticoed entrance is quite narrow as the Victorian founder was too mean to give up the rent on more than one unit on Lord Street.
- > The span of the glass roof is a huge 13 metres across.
- > There was a bandstand and visitors could hire chairs for a penny to sit and listen.
- > Nicola's grandfather Vyvian Pedlar placed a large tropical fish aquarium in the Arcade, which had to go to save electricity in WWII.

Your guide to the season

The latest edition of the Seasonal Events Guide is available now.

The 48 page colour publication covers the period from July to October and showcases Liverpool City Region's world class cultural offering.

The cover features Liverpool born actress Kim Cattrall, star of television series and blockbuster movies Sex And The City, who returns to her

hometown in October to perform in Antony & Cleopatra at the Liverpool Playhouse.

Other features include Liverpool Biennial International Festival of Contemporary Art, Southport Flower Show and Wirral Golf Classic.

The free guide has been produced by TMP's Visitor Economy marketing team with a distribution of 60,000 copies across the North West and key

sites in London, including Tate Britain and Tate Modern.

The guide is available to download from www.VisitLiverpool.com.

➤ **Contact TMP Campaign Manager James Wood for more details.**





Ask TMP:

...Visitor Economy Marketing

Alison Flint, Head of Visitor Economy Marketing, answers a few questions about The Mersey Partnership's marketing activity.

How do you begin to approach marketing a destination as diverse as Liverpool City Region?

It's very important that our marketing reflects our Visitor Economy Strategy, which identifies our three key destination brands: Liverpool as global attack brand; the distinct offering that is Southport, England's Classic Resort and England's Golf Coast – the finest stretch of championship golf in the world. In such a crowded, competitive marketplace we need to adopt a 'less is more' approach, highlighting our strongest products and ensuring a clear, consistent message.

In which areas of the Visitor Economy sector is TMP active?

Our main campaigns focus on the domestic and international leisure market, conferencing and business tourism, travel trade activity, England's Golf Coast and events and festivals. Our recent national advertising campaign (above), which appeared on digital 48 sheet sites across London Underground, in weekend

broadsheet supplements, travel magazines and also online, featured our iconic waterfront and showcased some of the fabulous cultural events we have this year such as Liverpool Biennial and the John Lennon Tribute Season.

What activity is coming up in the near future?

Key activity includes the launch of the redesigned official destination website VisitLiverpool.com. There's also the main burst of our travel trade activity, starting in September. We continue to promote our strong conference offering alongside our Liverpool Convention Bureau colleagues and we've already started work on next year's Visitor Guide. England's Golf Coast is working closely with the Wirral Golf Classic, which will hopefully become a permanent fixture in the golfing calendar.

What do you feel are the key highlights for the next year?

The opening of the new landmark Museum of Liverpool will be fantastic and something that the whole of the City Region

can capitalise on, as will the inaugural Liverpool Boat Show. The Labour Party Annual Conference is coming to the city for the first time which will generate millions for the local economy. We will continue to work closely with Liverpool John Lennon Airport and the airlines and hopefully will be able to announce some new routes soon. We've been very encouraged by the performance of the new KLM service, which connects 650 worldwide destinations to the City Region.

Finally, you and your team attract tourists to the City Region, but what do you like to do in your free time?

Well, given that we have some of the finest mixologists in the region, the team and I feel duty bound to test the odd cocktail – a passion fruit and chilli martini at the Vincent in Southport or a classic champagne cocktail at dusk in the Panoramic, with its spectacular views across the city and over to the Wirral Peninsula. Sara gets her cultural fix from our incomparable museum and gallery offering, Janine and Kathy are always at the match cheering on the Reds from the Kop, whilst James likes a Mr Whippy at the end of Southport Pier!! And Charlie can be found on the fairways (but mainly in the rough) at Southport and Ainsdale Golf Club. You can't say we don't live the brand!!

New Tourist Board Members

- ALW Music Limited**
www.alwmusic.com
- Base Serviced Apartments**
www.baseservicedapartments.com
- base2stay Limited**
www.base2stay.com
- The Beer House**
www.contemporaryurbancentre.org
- Best Western Everglades Park Hotel**
www.bestwestern.co.uk
- Blackburne House Cafe**
www.blackburnehouse.co.uk
- Blundell Street Supper Club**
www.supperclubliverpool.com
- The Buddleia**
www.contemporaryurbancentre.org
- City Rickshaws**
www.cityrickshaws.co.uk
- The Cornmarket**
www.thecornmarket.co.uk
- The Coterie Restaurant**
www.thecoterie.co.uk
- Darkstar Ultimate Laser Tag**
www.darkstarlaser.com
- Days Inn Hotel**
www.daysinnliverpool.co.uk
- The Devon Doorway**
www.thedevondoorway.co.uk
- Garcias/Redheads -**
www.lacubanita.co.uk
- Great City Attractions - Echo Wheel**
www.greatcityattractions.com
- Heywood House Hotel**
www.heywoodhousehotel.co.uk
- Hotel Indigo**
www.hotelindigoliverpool.co.uk
- Isla Gladstone Conservatory**
www.theislagladstone.co.uk
- Las Iguanas**
www.lasiguanas.co.uk
- Liverpool Cycle Tours**
www.liverpoolcycletours.com
- Occasions at The Bluecoat School**
www.bluecoatoccasions.co.uk
- Palm Sugar Lounge**
www.pkpr.co.uk
- The Piazza**
www.liverpoolmetro.cathedral.org.uk
- The Swan Marco Pierre**
www.mpwtheswan.co.uk
- Thornton Manor - 'The Thatched Pavilion'**
www.thorntonmanor.co.uk
- Training Unlimited**
www.trainingunlimited.co.uk
- Victoria Hall Ltd**
www.victoriahall.com
- West Tower Country House Hotel & Restaurant**
www.westtower.com
- Wifi Solutions UK Ltd**
www.letsgowifi.co.uk
- Woodcote House**
www.woodcotehouse.co.uk
- The Wro**
www.thewro-lounge.co.uk

Forthcoming Tourism Business Events

September – October 2010

September

▶ Friday September 17 Liverpool Tourism Business Network Meeting

Venue: TBC
Contact: Paul Askew on
0151 705 2222 or email
paul@hopestreethotel.co.uk

▶ Tuesday September 21 Runcorn and Widnes TBN Meeting

Venue: 9.30am at Norton Priory
Contact: Su Bullen on
0151 906 3789 or email
su.bullen@halton.gov.uk



▶ Wednesday September 22 Wirral Coastal Partnership

Venue: 2pm at Caldy Golf Club
Contact: Amanda Williams on
0151 691 8091 or email
amanda.williams@wirral.gov.uk

▶ Thursday September 23 England's Golf Coast Meeting

Venue: The Mersey Partnership
Contact: Charlie Grimley on
0151 237 3922 or email
charlie.grimley@
merseyside.org.uk

▶ Tuesday September 28 Free TMP Marketing Workshop – How to create PR/Media coverage

Venue: TMP
Contact: Kerry Holmes on
0151 237 3940 or email
kerry.holmes@merseyside.org.uk
Limited places – booking essential

▶ Wednesday September 29 Liverpool Restaurant Association Meeting

[By invitation only]
Venue: TBC
Contact: Denise Harris on
0151 522 9362 or email
denise@skevents.co.uk

NWDA North West Tourism Awards 2010

Venue: Old Trafford
Cricket Ground
Contact: Sharlene McAteer on
01925 400260 or email
sharlene.McAteer@nwda.co.uk

▶ Thursday September 30 Knowsley Tourism Business Network Meeting

Venue: TBC
Contact: Alison Riley on
0151 443 5592 or email
alison.riley@knowsley.gov.uk

October

▶ Tuesday October 5 Free TMP Marketing Workshop – Marketing to the Travel Trade

Venue: TMP
Contact: Kerry Holmes on
0151 237 3940 or email
kerry.holmes@merseyside.org.uk
Limited places – booking essential

▶ Wednesday October 13 Welcome Host Gold

Venue: Conference Centre
at LACE
Contact: Helen Aldous on
01257 226605 or email
haldous@lbtbltd.com

Wirral Welcome

Venue: Leasowe Castle
Contact: Amanda Williams on
0151 691 8091 or email
amandawilliams@wirral.gov.uk



Free TMP Marketing Workshop – The Golf Market

Venue: TMP
Contact: Kerry Holmes on
0151 237 3940 or email
kerry.holmes@merseyside.org.uk
Limited places – booking essential

▶ Thursday October 14 Free TMP Marketing Workshop – Evaluating Marketing Campaigns

Venue: TMP
Contact: Kerry Holmes on
0151 237 3940 or email
kerry.holmes@merseyside.org.uk
Limited places – booking essential

▶ Wednesday October 20 Wirral Tourism Business Network

Venue: Mere Brook House
Contact: Amanda Williams on
0151 691 8091 or email
amanda.williams@wirral.gov.uk

▶ Thursday October 21 Free TMP Marketing Workshop – The Conference Market

Venue: TMP
Contact: Kerry Holmes on
0151 237 3940 or email
kerry.holmes@merseyside.org.uk
Limited places – booking essential

▶ Monday October 25 Liverpool Attractions Group Meeting

Venue: TBC
Contact: Jemima Pyne on
0151 702 7440 or email
jemima.pyne@tate.org.uk

▶ Tuesday October 26 Free TMP Marketing Workshop – Online Marketing

Venue: TMP
Contact: Kerry Holmes on
0151 237 3940 or email
kerry.holmes@merseyside.org.uk
Limited places – booking essential

▶ Wednesday October 27 Free TMP Marketing Workshop – The Conference Market

Venue: TMP
Contact: Kerry Holmes on
0151 237 3940 or email
kerry.holmes@merseyside.org.uk
Limited places – booking essential

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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.

We want to hear from you!

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Email your latest news, views and pictures to Kerry Holmes, Tourism Development Assistant
kerry.holmes@merseyside.org.uk

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