

Liverpool City Region Press Pack

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For more information and media enquiries please contact: media@liverpoolcityregiondp.com

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For more information visit www.visitliverpool.com or download the [Liverpool City Region Visitor Guide here](#).

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Liverpool City Region - Destination Overview

Liverpool City Region is one of the UK's most distinctive and characterful destinations, where world-class heritage meets contemporary creativity and a strong sense of place shaped by music, sport and maritime history. Set on the banks of the River Mersey in North West England, the City Region brings together six boroughs - Liverpool, Halton, Knowsley, Sefton, St Helens and Wirral - offering visitors a mix of vibrant city life, coastline, countryside and historic towns within a compact and well-connected area.

At its heart lies Liverpool, a maritime city whose global influence far outweighs its size. Once a major gateway to the world through trade and migration, Liverpool has continually reinvented itself, emerging as a modern cultural capital known for its creativity, humour and resilience. Its iconic waterfront and historic docks sit alongside a lively contemporary scene of music venues, galleries, nightlife and major sporting institutions.

Internationally recognised as the birthplace of The Beatles, Liverpool City Region continues to shape global culture through its music heritage, festivals and live performance scene. Sport is equally central to its identity, with legendary football clubs, historic stadiums and a programme of major sporting events. Culture here is not confined to flagship institutions but woven into everyday life, from independent theatres and galleries to public art and grassroots creativity.

Beyond the city centre, the wider City Region reveals a striking variety of landscapes. Visitors can explore the sweeping beaches and dune systems of Sefton, the coastal towns and countryside of Wirral, and the green spaces and industrial heritage of St Helens, Knowsley and Halton. This diversity allows for both energetic city breaks and slower, nature-led experiences within a single destination.

Recent years have seen significant investment and regeneration, transforming docklands and town centres into thriving cultural quarters while prioritising sustainability, accessibility and inclusive tourism. With excellent transport links, a strong events calendar and a reputation for warmth and hospitality, Liverpool City Region offers a visitor experience defined as much by its people as its places - confident, welcoming and unmistakably original.

Key Facts - Liverpool City Region

- **Location:** North West England, UK
- **Population:** Approx. 1.6 million
- **Boroughs:** Liverpool, Wirral, Sefton, Knowsley, St Helens, Halton
- **International Airport:** Liverpool John Lennon Airport – direct flights to major European cities. (Manchester Airport is 40 minutes from the city centre)

- **Transport Links:** Excellent rail connections to London (c. 2 hours), Manchester, and Birmingham. Ferry connections to Ireland and Isle of Mann. Cruise terminal with connections to Europe.
- **Visitor Numbers:** Over 57 million a year (STEAM Data 2024)
- **UNESCO Recognition:** Liverpool is a UNESCO City of Music.
- **Famous Music Heritage:** Birthplace of The Beatles and home to a thriving contemporary music scene.
- **Sporting Legacy:** Two Premier League football clubs, historic stadiums, home to the world's greatest horse race, The Grand National.
- **Festivals & Events:** Year-round programme including music, arts, cultural, and sporting festivals.
- **Food and Drink:** Named the UK's Top Foodie City by Time Out in 2025
- **Green & Outdoor Spaces:** Beaches, nature reserves, country parks, and riverside trails across all six boroughs.
- **Accommodation Range:** Luxury hotels, boutique stays, serviced apartments, and award winning B&Bs.
- **Global Connections:** Twinned with Shanghai and Dublin.
- **Visitor Experience:** Accessible, walkable, and family-friendly.
- **Food & Drink:** Was voted as the Top Foodie City in the UK by Time Out in 2025.
- **Filming:** The most filmed city in the UK outside of London.
- **Culture:** More museums and galleries than anywhere else in the UK outside of London.

Key Themes

Music

As a UNESCO City of Music, Liverpool continues to shape global music through a vibrant live scene, independent venues, recording studios and a year-round programme of gigs and festivals. From iconic legacy sites and museums to emerging grassroots spaces and new talent, music remains central to everyday life and the destination's international appeal.

Key venues: M&S Bank Arena, Liverpool Philharmonic Hall, The Tung Auditorium, The Jacaranda, Invisible Wind Factory, Future Yard, Salt & Tar, The British Music Experience.

The Beatles

Liverpool City Region is internationally recognised as the birthplace of The Beatles, whose influence on music and popular culture remains global. Visitors can explore key locations

connected to the band's early lives and rise to fame, alongside museums, exhibitions and cultural experiences that place their story within the wider context of Liverpool's social and creative history. The Beatles' legacy continues to shape the region's musical identity, linking heritage with a living, contemporary music scene.

Key venues: The Beatles Story, Strawberry Field, The Cavern Club, Liverpool Beatles Museum, Magical Mystery Tour.

Arts & Culture

Culture is deeply embedded in the Liverpool City Region's identity, expressed through its museums, galleries, theatres and festivals, as well as public art and neighbourhood creativity. The region offers both major cultural institutions and a strong independent scene, spanning visual arts, theatre, dance, literature and digital creativity. Cultural storytelling here reflects themes of identity, social history and reinvention, giving the destination a distinctive creative voice.

Key venues: National Museums Liverpool, FACT, Bluecoat, The Atkinson, Liverpool Empire, Royal Court, Everyman & Playhouse, Shakespeare North Playhouse.

Football & Sporting Legacy

Few destinations are as closely associated with football as Liverpool. Home to two world-famous Premier League clubs and historic stadiums that attract fans from around the world, sport is woven into local culture and civic pride. Beyond football, the region hosts major sporting events across horse racing, rugby, athletics, boxing, golf and water sports, reinforcing its reputation as an international sporting destination.

Key venues: Anfield Stadium, Hill Dickinson Stadium, Goodison Park, Aintree Racecourse, Royal Birkdale Golf Club, Royal Liverpool Golf Club, Haydock Racecourse, BrewDog Stadium.

Festivals & Major Events

A lively, year-round calendar of festivals and events brings the City Region to life, attracting international audiences. Music, arts, sport and cultural celebrations take place across all seasons, creating strong reasons to visit throughout the year and showcasing the destination's creative energy on a global stage.

Key events: River of Light, On The Waterfront, Southport Flower Show, Liverpool Sound City, Randox Grand National.

Food & Drink

Liverpool City Region's food and drink scene reflects its maritime past and multicultural present. Independent restaurants, creative street food, historic pubs and contemporary dining sit side by side, shaped by global influences and local character. A growing reputation for quality, local produce and originality has positioned the region as an emerging food destination in the UK, even being voted the 'Top Foodie City in the UK' by Time Out in 2025.

No visit to Liverpool is complete without tasting the city's local dish, Scouse.

Key venues: The Art School, Ma Boyles, NORD, Belzan, The Baltic Market, Southport Market, Bistrot Vérité

Film & TV Locations

With varied architecture and adaptable landscapes, Liverpool City Region has become a popular filming location, regularly doubling for cities around the world. Its streets, waterfront, historic buildings and coastal destinations have featured in major international film and television productions, leading Liverpool to become the second most filmed city in the UK after London.

Key Productions: The Batman, Peaky Blinders, This City Is Ours, Captain America, Fantastic Beasts and Where To Find Them.

Major Attractions

Liverpool City Region is home to a wide range of major visitor attractions that reflect its cultural, maritime and sporting heritage. World-class museums and galleries sit alongside landmark waterfront sites, historic buildings, contemporary visitor experiences and attractions unique to Liverpool. Flagship attractions across the wider City Region add depth and variety, allowing visitors to combine headline sights with hidden-gem discoveries in a single trip.

Key venues: Mersey Ferries, Liverpool Cathedral, Knowsley Safari, Royal Liver Building 360, Anfield Stadium Tour, Port Sunlight, Eureka! Science & Discovery.

Outdoor Spaces

Liverpool City Region offers a diverse range of outdoor experiences, from scenic waterfronts and riverside walks to sandy beaches, nature reserves, parks and countryside trails. Visitors can explore the dunes and coastlines of Sefton, the rolling landscapes of Knowsley, St Helens' heritage trails, or Wirral's coastal towns and green spaces.

Key venues: Crosby Beach, New Brighton, Sefton Park, Formby Woods.

Accommodation

Liverpool City Region offers a broad range of accommodation, from luxury and lifestyle hotels to boutique stays, serviced apartments and award-winning B&Bs. The city centre provides a high concentration of hotels within walking distance of major attractions and venues, while coastal and countryside locations across the wider City Region offer distinctive and characterful places to stay.

Key venues: The Municipal Hotel MGallery, Titanic Hotel, Hope Street Hotel, Sunnyside B&B.

What's new & What's on

What's new

[Hill Dickinson Stadium](#) - The new home of Everton FC's Men's team on the banks of the River Mersey.

[The Big Liverpool Bake](#) - The ultimate baking experience perfect for groups up for a bit of friendly baking competition.

[The Ivy Asia](#) - The popular dining venue has opened on the foodie hotspot of Castle Street.

[Barnacle](#) - Owned by renowned Liverpool chef Paul Askew, Barnacle is the latest in culinary venues added to the city's offer.

[Chin Zano](#) - Award-winning chef Livia Alarcon has opened her brand new Italian restaurant in the city.

[Wyld Sauna](#) - The UK's first floating sauna arrived in Liverpool at the end of 2024 but is now undergoing expansion for a brand new 16 person sauna and cafe.

[New exhibit at Royal Liver Building 360](#) - The popular tourist attraction has welcomed a new interactive exhibit to their Visitor Centre making the experience more accessible and inclusive for visitors.

[Dishoom](#) - Arriving in Liverpool Spring 2026, popular Indian Street food venue will join the city's famous hospitality scene.

[New Mersey Ferry](#) - The first new Mersey Ferry in 60 years is set to sail on the River Mersey in 2026.

What's on

[The 154th Open Golf Championships](#) - One of the world's biggest golf competitions arrives in Birkdale in July.

[Anfield Concerts](#) - Summer concerts at Anfield Stadium are back with Zach Bryan, Foo Fighters and My Chemical Romance headlining in June.

[On the Waterfront](#) - On the Waterfront is a flagship music event that first launched in Liverpool in 2021. 2026 marks the festival's 5th edition and features headline performances from the likes of Snow Patrol, Paul Weller, Cream Classical and Red Rum Club.

[Tour De France Grand Départ \(2027\)](#) - In July 2027 The Tour de France will arrive in Liverpool as the finish point for stage two of the Grand Depart.

[Find a full list of major events taking place across Liverpool City Region here.](#)

Borough Highlights

Liverpool

Liverpool is renowned for its iconic waterfront, historic docks, and UNESCO City of Music accolade. The city combines this rich music heritage - including Beatles landmarks and vibrant live venues - with world-class museums, galleries, theatres, and major sporting institutions. The compact city centre makes it ideal for discovering everything Liverpool has to offer.

Wirral

Wirral offers a blend of coastal charm and rural landscapes. Visitors can enjoy sandy beaches, iconic parks, nature reserves, historic villages, and contemporary galleries. Its position along the Mersey River provides panoramic views of Liverpool and the Liverpool Bay coast, making it a favourite for a coastal trip from the city centre.

Points of interest: Birkenhead Park, New Brighton, Port Sunlight, Lady Lever Art Gallery, Eureka! Science & Discovery.

Sefton

Sefton is known for its wide, sandy beaches and dune systems, stretching from Southport to Crosby. Nature reserves and woodland trails provide opportunities for wildlife spotting, walking, and cycling, while traditional seaside towns offer historic piers, promenades, and family-friendly attractions. Sefton combines natural beauty with accessible leisure activities for all ages.

Points of interest: Antony Gormley's Another Place, The Atkinson, The Royal Birkdale, Salt & Tar.

Knowsley

Knowsley is a destination for nature, heritage, and family-friendly experiences. Visitors can explore one of the UK's largest wildlife parks or take in shows at a theatre built to honour William Shakespeare and the boroughs connection to the Bard. With a combination of wildlife, heritage, and green spaces, Knowsley provides accessible and engaging experiences for all ages.

Points of interest: Knowsley Safari, Shakespeare North Playhouse, Knowsley Hall.

St Helens

St Helens combines industrial heritage with contemporary culture. Visitors can explore former glassworks transformed into cultural venues, rugby, football and easy access to surrounding countryside and woodland trails offering a blend of history, culture, and nature.

Points of interest: The World of Glass, The Dream, BrewDog Stadium.

Halton

Halton's riverside towns and waterfront communities are defined by historic bridges, industrial heritage, and scenic river walks. The borough offers opportunities for walking, cycling, and

exploring local history, while its proximity to Liverpool and the Mersey estuary makes it ideal for combining urban and outdoor experiences.

Points of interest: Norton Priory, Lewis Carroll Centre, Catalyst Science Centre.

Transport To and Around Liverpool City Region

Liverpool City Region is exceptionally well connected, making it easy for visitors to explore the city, surrounding boroughs, and wider UK.

Air

- **Liverpool John Lennon Airport:** Direct flights to major European cities and UK hubs.
- **Manchester Airport:** Approximately 40 minutes by road, offering long-haul and additional European connections.

Rail

- Liverpool Lime Street Station provides **direct high-speed trains to London (approx. 2 hours)**, Birmingham, Manchester, and beyond.
- Regional rail services connect the six boroughs, including Wirral, Sefton, Knowsley, St Helens, and Halton, making day trips and multi-borough itineraries simple.

Road

- The City Region benefits from excellent motorway links (M62, M57, M53), making car travel and coach tours efficient.
- Car hire, taxis, and ride-share services are widely available across the city and boroughs.

Water

- **Mersey Ferries:** Iconic passenger ferries cross the River Mersey, linking Liverpool and Wirral, and providing scenic transport for leisure and events.
- Liverpool Cruise Port in Liverpool serves international itineraries across Europe.

Public Transport

- Extensive bus networks connect the city centre with surrounding boroughs and coastal towns.
- The **Merseyrail network** offers fast, frequent connections across Liverpool, Wirral, and Sefton, ideal for visitors wanting to explore multiple areas in a day.

Cycling & Walking

- Liverpool City Region has invested in pedestrian-friendly streets, riverside trails, and dedicated cycling routes, offering visitors sustainable and scenic ways to explore the city and its green spaces.