

# DESTINATION MANAGEMENT PLAN 2018/19-2022/23





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# Mayor's Message



**WENDY WALLER**  
MAYOR

Liverpool has so much to offer residents and visitors alike. Our multicultural culinary and retail offerings, our arts scene, history and burgeoning education sector make Liverpool truly special.

This Destination Management Plan encapsulates our vision to become a place locals are proud to call home; celebrating and sharing our diversity, heritage and nature.

We want to showcase and celebrate Liverpool's people, rich cultural diversity, heritage, natural assets and events.

We are fortunate to be home to the Casula Powerhouse Arts Centre – already one of NSW's best arts facilities and its reputation grows with every world-class show, event and program it hosts.

Natural assets like Chipping Norton Lake and Bents Basin, coupled with the culinary and retail attractions of our walkable city, are part of Liverpool's broad offering.

Construction has begun Western Sydney Airport and in a few short years, it will bring visitors from around Australia and the world to our city.

*Our Home, Liverpool 2027* Community Strategic Plan (CSP) outlines our community's priorities for Liverpool. This Destination Management Plan feeds into the community's aspirations as outlined in the CSP by creating connection between local people and visitors. It will help us generate opportunities for new and existing businesses, feeding into our \$11.4 billion local economy.

In promoting our wonderful city as a tourist destination, we hope to strengthen community pride and raise investor confidence, leading to direct and indirect job creation through the growth of the visitor economy.

**Mayor Wendy Waller**

# CEO's Message



**KIERSTEN FISHBURN**  
CEO

As Liverpool grows and realises its potential as Sydney's third CBD, we are capturing national and international interest.

Work has begun on the much-anticipated Western Sydney Airport, global businesses are lining up to locate themselves in the surrounding Aerotropolis and we look forward to the \$740 million upgrade of Liverpool Hospital.

Last year, we rezoned 25 hectares in the heart of Liverpool, which will encourage new businesses and double the resident population in the CBD, bringing new energy to the heart of our city.

As our city matures, so must the way we present ourselves to the world.

The objective of this Destination Management Plan is to build a thriving visitor economy and increase the economic benefits that flow from tourism to local businesses and communities

Liverpool has a culturally diverse and growing population so it is important to have increased engagement and support from locals to grow Liverpool as a visitor destination

One of the key drivers of visitors to Liverpool is visiting friends and relatives, so it is vital that we build our community's awareness of the attractions they have on their doorstep.

This Destination Management Plan will guide us in redefining our visitor economy, focusing on holiday, leisure, events and festivals, business, education, employment, and medical travel.

Growing the visitor economy is part of Council's broader vision to stimulate the local economy, increasing the appeal and competitiveness of Liverpool as a destination and lifestyle choice.

**CEO Kiersten Fishburn**

THE GREAT SOUTH WEST

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LIV ER P OOL THE GREAT SOUTH WEST

THE GREAT SOUTH WEST

*Welcome to*

LIVERPOOL

# Executive Summary

The Destination Management Plan (DMP) is a five year strategy detailing Council's priorities for the development of the visitor economy in Liverpool. The DMP provides strategic direction and defines Council's role and commitment to meeting the needs of the visitor economy in the City.

Growing Liverpool's visitor economy is part of Council's broader vision to stimulate the local economy through the injection of new dollars, creation of employment opportunities and increased demand for local goods and services. A strong visitor economy will showcase and celebrate the City's assets of the City – its people and lifestyle, rich cultural diversity, heritage, natural assets and events. Marketing and promotion will enhance the City's profile, thereby building and strengthening community pride and raising investor confidence. Western Sydney Airport will provide new opportunities to attract international visitors and grow the local visitor economy

The vision for Liverpool's DMP is; A place locals are proud to call home; celebrating and sharing our diversity, heritage and nature.

The DMP's objective is to build a thriving visitor economy and increase the economic benefits that flow from tourism to local businesses and communities through unique visitor experiences.

The DMP has five strategic directions:

- Promote Liverpool as a core visitor destination through increased engagement and support from locals.
- Support local businesses, groups and organisations to build and develop the visitor economy and their tourism products.
- Celebrate Liverpool's diversity and utilise it to grow and strengthen the visitor market base.
- Attract new businesses, events and investment to engage locals and increase visitation to Liverpool.
- Leverage existing and emerging assets to grow Liverpool's visitor economy.





# 1. Introduction

The Liverpool Destination Management Plan (DMP) provides the direction and framework for growing Liverpool's visitor economy. Tourism Australia recognises that tourism is more than just the holiday travel sector but incorporates a broader visitor economy, including domestic and international travel for business, study, work and visiting friends and relatives (VFR). The DMP focuses on:

- Distinguishing the importance of community pride to create a successful visitor economy;
- Identifying opportunities to strengthen and grow the City's existing market base and diversify into new markets to increase visitation;
- Identifying opportunities to improve and strengthen the City's product base, harnessing and building on existing assets;
- Identifying the infrastructure, facilities and services needed to support and facilitate the growth of the visitor economy;
- Understanding the future needs of the City as well as the changing needs and expectations of visitors;
- Identifying priorities to ensure the most effective use of Council resources including exploring and establishing partnership opportunities; and
- Recognising the significant impact Western Sydney Airport will have on the local visitor economy.

The main outcomes of the DMP are:

- A growing visitor economy that is economically, socially and environmentally sustainable;
- Increased appeal and competitiveness of Liverpool as a destination and lifestyle choice;
- Increased local knowledge of tourism experiences available in the Liverpool LGA;
- Increased local time and money spent in the area to leverage the VFR market to generate new visitors;
- Increased visitor satisfaction by providing quality experiences that deliver on the City's brand promise and core values, as well as services and facilities that meet visitors' needs and expectations;
- Increased public and private investment in appropriate and sustainable tourism products;
- Direct and indirect job creation through the growth of the visitor economy; and
- Preparing Liverpool to benefit from opportunities presented by Western Sydney Airport.

# 1.1 Redefining the Visitor Economy

Tourism traditionally has been defined and focused on leisure tourists, meaning, a person who is visiting a place for pleasure and interested in a holiday. Contemporary definitions have moved away from this concept towards a focus on the visitor economy. The visitor economy is defined by people who travel outside of their usual area for holiday, leisure, events and festivals, business, conventions, exhibitions, education, visiting friends and family and employment (Industry NSW, 2012). The term 'visitor economy' incorporates all goods and services consumed by visitors, and not limited to traditional visitor attractions. It takes into account industries which directly serve visitors and industries which are involved indirectly. Industries which directly serve visitors include traditional definitions of tourism such as accommodation suppliers and major attractions. Industries which indirectly serve the visitor economy include retail, hospitality, services such as banks and medical centres. This provides benefits to a broader economy through employment, investment, infrastructure development and export growth (Industry NSW, 2012).



## 1.2 Why a Destination Management Plan?

The Destination Management Plan is a five year strategy detailing Council's priorities for the development of the visitor economy in Liverpool. The DMP provides strategic direction and defines Council's role and commitment to meeting the needs of the visitor economy in the City.

Growing Liverpool's visitor economy is part of Council's broader vision to stimulate the local economy through the injection of new dollars, creation of employment opportunities and increased demand for local goods and services. A strong visitor economy will showcase and celebrate the City's assets – its people and lifestyle, rich cultural diversity, heritage, natural assets and events. Marketing and promotion will enhance the city's profile, thereby building and strengthening community pride and, raising investor confidence.

## 1.3 Developing the Destination Management Plan

Findings from the following processes have informed this DMP:

- Review of relevant federal, state and local policies and strategies.
- Analysis of the latest Census and Destination NSW data to identify demographic trends that informed current market trends, potential target markets and demand.
- Analysis and audit of current tourism assets, event facilities and trends on a local, state and national level.
- Consultation with key stakeholders including within Council, and other industries such as arts and culture, sport, history and heritage, hospitality, health, education and Western Sydney International (Nancy-Bird Walton) Airport (WSIA) through community surveys and workshops.

## 1.4 The Role of Local Government

Local government will work to set long-term objectives for the visitor economy with a view to sharing knowledge and ideas that can strengthen communities, contributing to social wellbeing and sustain economic growth in the area.

Local governments have a particularly important role in facilitating opportunities for their local communities and visitors to participate and benefit from the visitor economy, including:

- The role of an 'enabler' to facilitate and drive the projects and actions associated with the visitor economy;
- The role in connecting the visitor experience and local liveability as a place needs to be a great place to live to become a great place to visit;
- Local government facilitates opportunities for local communities to participate, grow and promote the region; and
- Local businesses, organisations and community members are also major partners in promoting, developing and marketing the local area.

Council's intention with the DMP is to support the development of a thriving visitor economy. This Plan aims to provide a platform to engage the local community in promoting Liverpool as a destination, develop a positive brand image for Liverpool, and create a captivating and attractive destination for both residents and visitors to enjoy.

### *Limitations*

This Plan aims to build a destination where the community and visitors are engaged. It presents the opportunity for Council to be strategic and innovative in developing and managing the visitor economy. Council will play a facilitating role and collaborate with the community, businesses, private and public sector bodies to drive investment in the visitor economy, attract visitors and local participation and create a place for all to enjoy across the LGA.



## 2. Policy Framework

The DMP is informed by and aligned with international, federal, state and regional policies and Council's Community Strategic Plan (CSP), *Our Home, Liverpool 2027*. All four directions of the DMP are related to this strategy and requires participation from members of the community across all levels. The DMP contributes to the community's vision for the future as identified in the CSP, 'Liverpool, rich in nature, rich in opportunity, creating community; our place to share and grow'. The DMP outlines actions which will contribute to delivering the overall vision for *Our Home, Liverpool 2027*.

The DMP relates to all four directions of the CSP, which are:

Direction 1: Creating Connection

Direction 2: Strengthening and Protecting our Environment

Direction 3: Generating Opportunity

Direction 4: Leading through Collaboration

The DMP focuses on connecting local people and celebrating the diversity, inclusion and heritage of Liverpool, protecting and enhancing the urban and natural environment, attracting businesses for economic growth and employment opportunities, as well as increasing community engagement through events and participation in promotion.

## 2.1 Links to Other Planning Initiatives

The DMP sits along other documents and initiatives which relate to broader Australian tourism initiatives and *Our Home, Liverpool 2027*. These documents include:

### *Federal:*

- Tourism Australia, *Tourism 2020*, Australian Government Department of Resources, Energy and Tourism

### *State:*

- *Southern Parklands Landscape Framework 2018*, Western Sydney Parklands
- NSW Government Visitor Economy Industry Action Plan 2030
- *Building Western Sydney's Cultural Arts Economy*, Deloitte 2015
- *Western Sydney Visitor Economy Strategy 2017/18 – 2020/21*, NSW Government
- The Western Sydney City Deal
- NSW Government Cultural Infrastructure Action Plan 2018
- *Western Sydney Opportunities for Destination Holiday Parks* Western Sydney Business Chamber and Western Sydney and Caravan & Camping Industry Association NSW
- *Our Greater 2056 A Metropolis of Three Cities – Connecting People*; Greater Sydney Commission

### *Local:*

- *Our Home, Liverpool 2027*, Community Strategic Plan 2017
- Cultural Strategy (2017 – 2021)
- Liverpool Council Cultural Policy 2017
- Liverpool City Activation Strategy 2018 – 2023
- Liverpool Recreation, Open Space and Sports Strategy 2018
- Liverpool Collaboration Area Place Strategy 2018, Greater Sydney Commission
- Liverpool *The Airport City Report 2017*
- *Liverpool: the Gateway to Sydney's Aerotropolis Report 2017*, PWC
- Lucid Economics, *Baseline Visitation Figures*, 2019
- Hotel and Short Term Letting – Demand and Supply Study South West Sydney Report 2018, Colliers International
- Tourism In Liverpool Report 2017, URBIS
- Liverpool Economic Development Strategy 2019 – 2029

## 2.2 Links to the Community Strategic Plan Challenges

A rapidly growing population and changing landscape presents Liverpool with numerous challenges. This Destination Management Plan, along with other planning documents, identifies opportunities to respond to these challenges.

### *Community Pride and Heritage*

Liverpool has a rich heritage with major cultural and arts focus. There are a number of significant heritage buildings and places which are protected at local and state levels, which contribute to Liverpool's identity. Maintenance of historical buildings often involves significant building works which come at a high cost. A challenge for Council is to balance the need to protect the community identity and heritage with budgeting pressures.

### *Economic Development*

Liverpool continues to experience growth in commercial and industrial development. Its status as a strategic commercial centre of South West Sydney, and its transport links to other areas of Sydney, places Liverpool in a prime position. Council's challenge is to create a city that is attractive, vibrant and engaging to both visitors and locals.

### *Social Connection*

Liverpool is one of the most culturally diverse cities in NSW with almost one in three people born overseas. Liverpool also has a significant Aboriginal community. There is a challenge for Council to ensure services to a broad range of citizens. Finding social connection within a community has become increasingly complex with the numerous demands of everyday life.

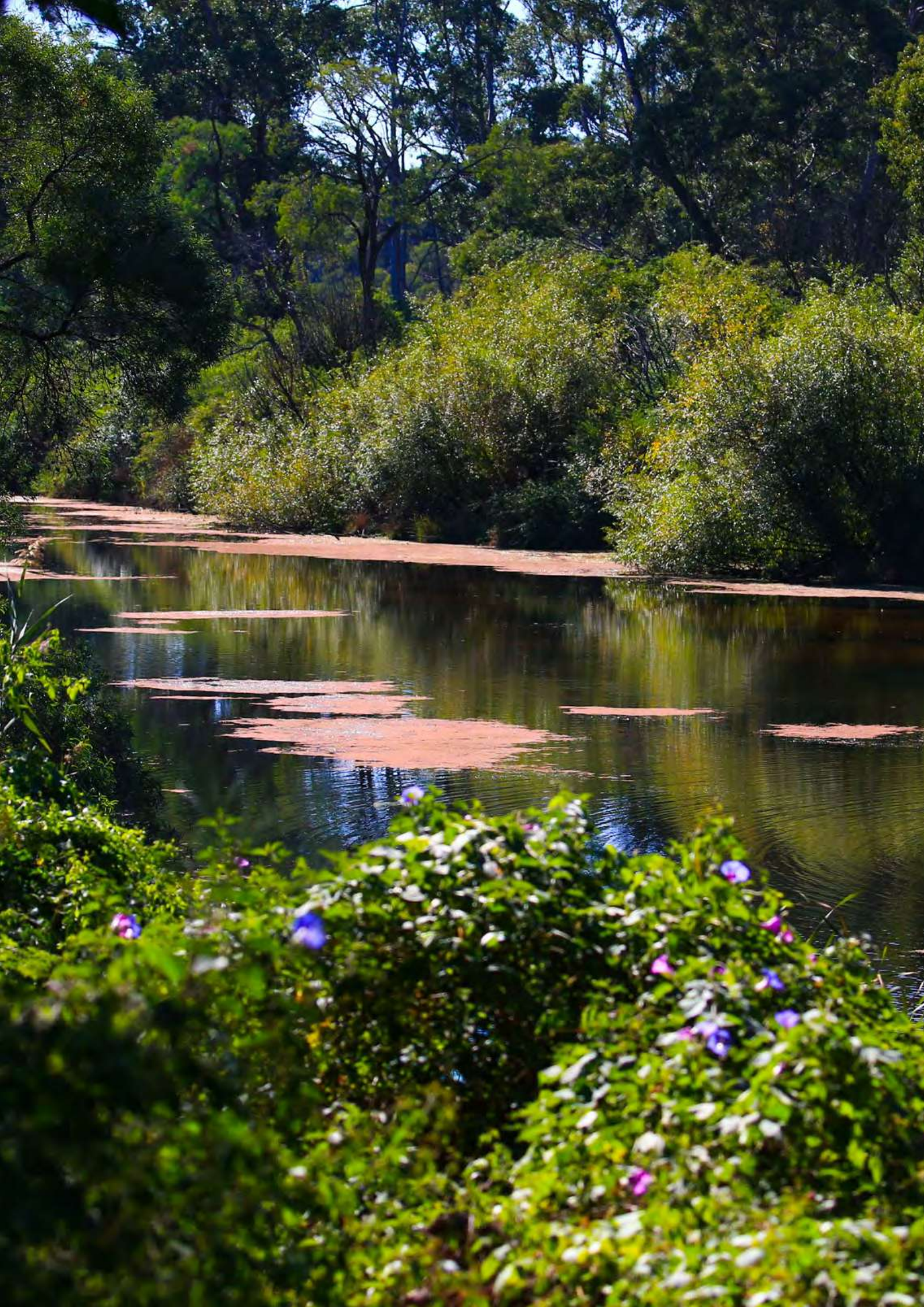
### *Environmental Sustainability*

Liverpool has a wide variety of plants, animals and ecosystems, including a significant number of threatened species. Expanding urban development in Liverpool can place pressure on natural environments.

### *Transport Accessibility*

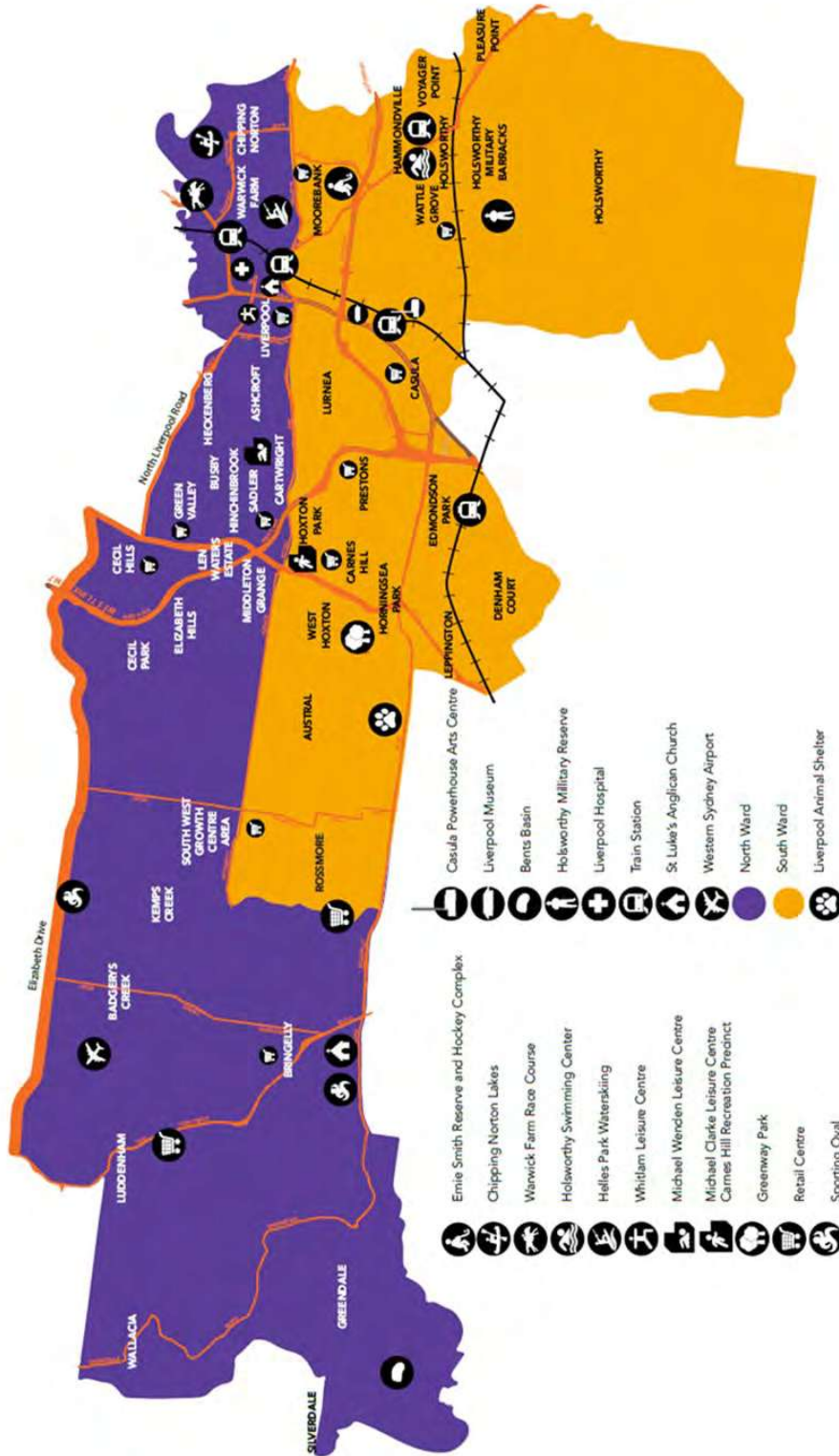
Liverpool's growing population places demand on our existing infrastructure and high traffic volume. Liverpool has good access to Sydney's major motorways.





# 3. Liverpool Destination Analysis

Local Government Area



## 3.1 Visitor Landscape

Liverpool LGA is currently in a state of major transformation. Liverpool will be Sydney's third city, home to a new airport, a range of global companies, four universities and a vast network of small to medium businesses. Liverpool is currently in the infancy of tourism evolution, as there is limited knowledge and information on Liverpool as a tourism region. There are several current and future developments which will influence the visitor economy, including:

- Amendment No. 52 of the Liverpool Local Environment Plan is set to transform Liverpool's CBD. This is the rezoning of Liverpool's city centre to allow a modern, vibrant, 18-hour economy to develop. This amendment will invite cafes, bars, restaurants, retail, entertainment and other mixed business uses into the CBD. Liverpool will become a modern city with a heart in its historical roots. Liverpool will continue to see quality development along the river, transforming Liverpool into a river city.
- \$740 million redevelopment of Liverpool Hospital transforming the area into a health and innovation precinct.
- Liverpool CBD is currently home to three universities.
- A strong VFR market, which is likely to continue to grow due to projected population growth.
- Increasing corporate and medical development, and therefore events.
- Strategic location with accessibility to Sydney Airport and the future WSIA, Parramatta, major motorways, as well as being located on the main Sydney to Canberra and Sydney to Melbourne routes.
- Competitive due to its affordability, which allows it to become an attractive base for tour group travellers, and those travelling on the major routes southwest of Sydney.

### *Current Visitation*

In 2019 Council commissioned Lucid Economics to determine baseline visitation figures to Liverpool. The data reported is in appendix 1, and the data for 2018 is summarised below.

- 658,747 domestic day trippers
- 193,640 domestic overnight visitors
- 51,755 international visitors\*
- total 904,142

According to Lucid Economics, Liverpool visitor purpose is dominated by the VFR sector (43% of domestic day visitors and 66% of international visitors). In comparison, South Western Sydney and NSW as a whole is dominated by travel for holiday purposes.

Looking forward, there is significant potential to grow and diversify the market base. Harnessing and celebrating Liverpool's cultural diversity and providing opportunities to bring locals and visitors together will be core to building the City's visitor economy. Expenditure by visitors creates significant economic growth across a range of industry sectors such as retail, accommodation and food services.

## 3.2 Tourism assets

Liverpool has existing tourism products and assets as well as several proposed assets which will assist in building the visitor economy. The rapid growth occurring throughout Liverpool will usher in a new wave of assets and products that will directly and indirectly contribute to Liverpool's visitor economy.

Based on Liverpool's core tourism assets, the LGA's current core products and experiences are:

- Multicultural culinary tourism
- Specialty shopping
- Vibrant arts scene, festivals and events
- Eco-tourism – explore the Georges river and parklands
- Health and innovation precinct; e.g. medical related visitation
- Universities; e.g. growing student population
- History and heritage; e.g. Collingwood House, Heritage Buildings, Liverpool Regional Museum
- Indigenous history and culture
- Sport; e.g. Sydney International Shooting Centre, Netball and Karate at the Whitlam Centre
- International and national tourism destination\*



*Georges River footbridge concept*

\* As per Council resolution 6 February 2019



## 3.3 Liverpool Region Strengths and Assets

Liverpool has several strengths which support the growth of its visitor economy. These strengths include:

- **Accessibility:** Liverpool is one of the most accessible LGAs in Sydney, sitting on the junction of the Hume Highway, M5, M7, Cumberland Highway and Newbridge Road. Liverpool is also serviced by 4 rail lines, and an express bus T-Way. Liverpool has direct access to the Sydney and Parramatta CBDs, Sydney Airport, and is highly accessible to Sydney Olympic Park, Sydney Motor Sports Park, the major sporting and entertainment venues in Western Sydney. WSIA will also be in Liverpool.
- **Affordability:** Liverpool is a cost-competitive destination with the cost of accommodation, venue hire, car parking being lower than the Sydney CBD, Inner City and Parramatta CBD.
- **Walkable city:** Liverpool's CBD is easily walkable due to its flat terrains, grid like design and short distances between core facilities.
- **Economic Base:** Liverpool LGA has a strong and diverse economic base with the main sectors being health and social assistance, education, retail trade, construction and manufacturing and a burgeoning innovation sector.
- **Availability of venues:** Liverpool LGA has a range of conference, function and entertainment venues. The Whitlam Leisure Centre is one of two venues in the Sydney region with a design capacity of around 3,000 – 3,500 seated, while the Liverpool Catholic Club has one of the largest purpose-built, contemporary conference and function centres with onsite accommodation outside of the Sydney CBD. William Inglis Hotel has addressed the gap in the higher end of the market.
- **Physical environment and natural resources:** Liverpool is located on the Georges River, with the LGA having extensive tracts of parklands and reserves, including the Western Sydney Parklands, Chipping Norton Lakes, Bents Basin, Edmondson Regional Park, Leacock Regional Park and the Georges River Corridor. These parklands and reserves give way to eco-tourism, nature walks and recreational activities.
- **Liverpool and surrounds have significant supply of hotels and short term accommodation servicing the current demand of 70,000 international and national visitors. More accommodation will be required to meet the demand towards the opening of the WSIA.**
- **Liverpool Hospital has received major funding which will facilitate an increase in the visitor economy. There is also major development occurring to Liverpool's Innovation Precinct as a whole, which will increase medical and corporate visitation to Liverpool and therefore opportunities to grow the visitor economy through provision of ancillary offerings.**
- **Cultural diversity:** Liverpool is one of the most ethnically diverse communities in Australia with residents from 150 different countries.
- **Heritage and culture:** Liverpool is the fourth oldest city in Australia. It has a rich local history, as well as a developing arts and entertainment scene.
- **Casula Powerhouse Arts Centre is one of the leading arts centres in the region, and attracts over 50,000 visitors annually.**

## 3.4 Liverpool Region Weaknesses

Liverpool has a series of weaknesses which need to be acknowledged and addressed in order to grow the visitor economy. These weaknesses include:

- Council commenced having a more active role in Tourism in 2017 after more than 20 years of limited involvement.
- Liverpool will need to build a tourism brand and profile to continue to develop the infrastructure, facilities, and services for a strong visitor economy. Resources are needed to encourage and support the sector and facilitate growth.
- There is a limited level of awareness amongst the local and regional community and the tourism trade about the assets, attractions and activities available in Liverpool.
- Tourism can assist in changing the existing perception of Liverpool. Liverpool currently has a negative perception such as being down market, having limited experiences, social problems and safety issues. Perception is changing and Liverpool is increasingly featured in the media for its growth potential.
- Council needs to overcome barriers with local businesses to recognise that they are in the tourism sector and what Liverpool's offerings are. Until this changes, businesses may be difficult to engage in tourism promotions.
- Businesses currently work individually rather than as a collective, this provides the opportunity and need to develop a network for businesses. It is also important that neighbouring LGAs work together as a region.
- Tourism Australia highlights that only one third of Australian tourism operators have online booking and payment facilities, whilst 80% of Australians are online and utilise it as a core travel agent. Liverpool currently has limited online presence in the tourism sector.
- Within the Western Sydney region, Parramatta, Blacktown, Penrith and Macarthur have well established visitor economies. Penrith, Camden, Campbelltown, Blacktown and Parramatta already have in place the information and promotional materials, and the infrastructure and resources needed to attract and service the thousands of visitors that will be arriving and departing via WSIA.
- There is aging infrastructure and poor presentation in some areas.

## 3.5 Future Liverpool Region Opportunities

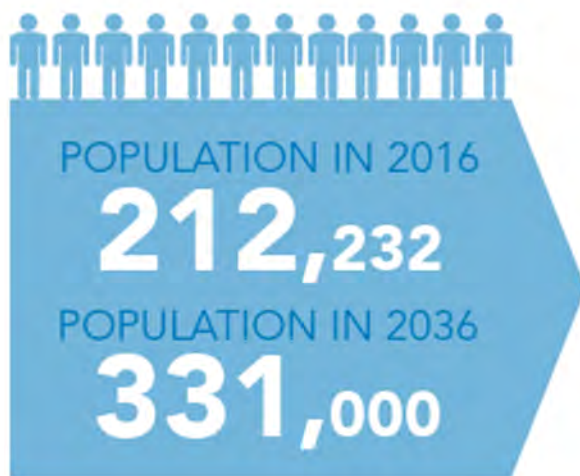
Liverpool has the following opportunities which will facilitate the growth of the visitor sector in the future:

- Liverpool's rich ethnic diversity is reflected in the City's festivals and events, restaurants and cafes, shops and places of worship. This diversity is also a significant driver of visitation, with thousands of international visitors coming into the LGA each year as visiting friends and relatives.
- Increasing opportunity to host business events due to a variety of venues and Liverpool's increasing significance as a central Sydney location for business.
- Ability to attract medical tourism and events due to the investment and upgrade to the Liverpool Innovation Precinct.
- Strong assets to develop core visitor trails such as culinary, specialty retail, sport and heritage tourism.
- Proximity of the Liverpool CBD to the WSIA.
- Increased mixed-use development facilitated by the LEP Amendment 52.
- Establishment of a thriving 18-hour economy in the city centre.



## 3.6 Demographics

Liverpool is home to one of the fastest growing populations in Australia, with population growth expected to hit 331,000 by 2036. One of Liverpool's most unique characteristics is the diversity in the community. This diversity must be taken into consideration when developing a visitor economy. Liverpool is home to migrants from over 150 countries with a variety of socio-economic backgrounds. It is important to ensure that the visitor economy and tourism experiences are accessible and affordable to families, younger children, those with lower incomes, whilst providing a social and welcoming environment, and a point of difference to other visitor experiences across the region.



**41%**  
BORN OVERSEAS



**5**

TOP LANGUAGES  
SPOKEN  
ENGLISH,  
ARABIC,  
VIETNAMESE,  
HINDI,  
ITALIAN



**52%**  
SPEAK A LANGUAGE  
OTHER THAN  
ENGLISH AT HOME



**630,000**  
LIVERPOOL  
LIBRARY  
AND MUSEUM  
VISITORS



**90,000**  
VISITS TO CASULA  
POWERHOUSE  
ARTS CENTRE



## 4. Destination Vision and Directions

### *Vision*

A place locals are proud to call home; celebrating and sharing our diversity, heritage and nature.

### *Objective*

To build a thriving visitor economy and increase the economic benefits that flow from tourism to local businesses and communities through unique visitor experiences.

### *Strategic Directions*

#### *Promote*

Promote Liverpool as a core visitor destination through increased engagement and support from locals.

#### *Support*

Support local businesses, groups and organisations to build and develop the visitor economy and their tourism products.

#### *Celebrate*

Celebrate Liverpool's diversity and utilise it to grow and strengthen the visitor market base.

#### *Attract*

Attract new businesses, events and investment to engage locals and increase visitation to Liverpool.

#### *Leverage*

Leverage existing and emerging assets to grow Liverpool's visitor economy.

## 4.1 Promote

Promote Liverpool as a core visitor destination with increased engagement and support from locals.

Liverpool is home to a diverse group of people, features, cultures, events and history. There are unique opportunities to promote Liverpool to its local community and to a broader audience. Local people have a significant role in presenting a positive image and publicity for the City.

For a visitor destination to be successful, it needs to firstly be attractive and engaging to the local community. The DMP aims to increase the participation of the local community in leisure, play and events in Liverpool. Council will work on the development of a marketing campaign to increase awareness of the experiences available to its local communities. This campaign will then be utilised to translate to a broader audience. Through this campaign, Council will engage with the VFR market (which is Liverpool's core visitor market) to increase visitation expenditure and participation. This Plan presents Council's commitment to creating connection and increasing community pride in Liverpool.

Key outcomes:

- Increased local appreciation amongst residents for the place in which they live, work and play, leading to increased engagement and participation with local businesses and events.
- Development of a new tourism brand and identity for the Liverpool LGA.
- Increased awareness of Liverpool's visitor offerings and experiences.



## 4.2 Support

Support local businesses, groups and organisations to build and develop the visitor economy and their tourism products.

Local businesses, groups and organisations are the fundamental core to a successful visitor economy. Participation in the visitor economy provides opportunities for social engagement, economic stimulation and contributes to the wellbeing of the City. Council will work with local businesses through consultation and workshops to provide support to grow their visitor economy offerings and experiences. This DMP recognises the challenges present due to the low level of awareness among local businesses and organisations of their role and significance in the visitor economy. There is also limited online presence for tourism assets and experiences in the region. Council will address existing barriers to growing the visitor economy through addressing skills shortages, capacity building, attracting new businesses and attractions, and providing ongoing support and assistance to existing businesses.

Key outcomes:

- Increased web presence of local offerings to support the growth of the visitor economy.
- A developing visitor economy supported by local businesses, organisations and groups.
- Establish core partnerships and networks which will contribute to a sustainable visitor economy.



## 4.3 Celebrate

Celebrate Liverpool's diversity and utilise it to grow and strengthen the visitor market base.

Liverpool is one of the most diverse LGAs in Australia, which affords it with unique experiences to enhance the visitor economy. Liverpool provides visitors with opportunities to experience different cultures, cuisines, traditions and fashion from around the world without leaving the LGA. Council recognises that these experiences need assets to be at the forefront of Liverpool's visitor identity. Council will work with the local community to enhance the visitor economy through facilitating participation and establishing Liverpool as a cultural hub for South Western Sydney. Council acknowledges Liverpool's rich local history and environmental landscape, which are key attractions and assets to enhancing the visitor economy.

The ambition to celebrate Liverpool's diversity will be prioritised throughout the DMP to set foundations for the preservation of its heritage and identity. Celebrating Liverpool's diversity will also ensure a balance between 'place-making' and 'place-keeping'. 'Place-making' is defined as the creation of high quality spaces that people want to visit, experience and enjoy. 'Place-keeping' is the long-term maintenance and management of such spaces to ensure that the social, environmental and economic quality and benefits can be enjoyed by future generations.

Key outcomes:

- A variety of visitor guides and assets which are accessible to Liverpool's diverse communities and visitors.
- Liverpool recognised as the multicultural hub of Sydney.
- Increased engagement with heritage and historical sites in the LGA.





## 4.4 Attract

Attract new businesses, events and investment to engage locals and increase visitation to Liverpool.

Council will actively seek out new opportunities for attracting experiences to create engaging visitor assets. Liverpool is currently undergoing a period of transformation and rejuvenation, and Council is leading the change with a number of infrastructure and environmental projects to be delivered in the following years. This includes Liverpool now being home to multiple universities, the upcoming Civic Place and a rejuvenated city centre. Council will develop frameworks and initiatives to encourage new businesses, organisations, experiences and development to attract visitors to the area. Council will advocate for innovative engagement outcomes from the local community and businesses to create a diverse and inviting region.

Council is committed to attracting new opportunities to support different visitor economy segments. This includes recognising the value in the VFR market, and medical and business tourism.

Key outcomes:

- Support to the local sports industry to broaden the visitor experience of participants.
- Collaboration with the education sector to create an attractive destination for domestic and international students to experience and engage with Liverpool.
- Increase number of leads for new events (business, education, sport and recreational) to the LGA.
- Increased number of leads for investment in the local visitor economy.



## 4.5 Leverage

Leverage existing and emerging assets to grow Liverpool's visitor economy.

Liverpool is rapidly becoming the third CBD of Sydney. Home of the future WSIA and the largest hospital complex in the Southern Hemisphere, the Liverpool CBD and LGA is rapidly transforming to become one of Sydney's key hubs. Liverpool Hospital is about to undergo a \$740 million revamp which is the anchor of the Liverpool Innovation Precinct. Three major universities and TAFE also have a growing presence in the Liverpool CBD.

These changes provide the opportunity for Council to leverage existing and emerging assets to grow the local visitor economy. Council is committed to leveraging the opportunities afforded by these assets to ensure that Liverpool is ready for the growth of the visitor economy, which will be generated as a result of being home of Australia's new international airport.

Key outcomes:

- Support the Western Sydney Airport development and related visitor growth.
- Increased spending as a result of visiting friends and relatives due to the local population and immigration growth.
- Growth of ancillary activities due to increased visitation to the Liverpool Innovation Precinct.



LIVERPOOL  
HOSPITAL

→  
EMERGENCY  
MAINTENANCE

←  
PARKING  
CANCER  
FOOD COURT

EMERGENCY

## 5. Monitoring and Reporting

The DMP will be the responsibility of the City Economy Unit.

The actions of this DMP will be monitored by key internal stakeholders across Council directorates. The outcomes from the DMP will be reported to the Tourism and CBD Committee on a bi-monthly basis. This committee includes external stakeholders from community groups, NGOs and businesses which will assist in exploring further opportunities to build the visitor economy. The benefits sustained from the DMP will be measured.

### Evaluation and Review

This DMP will be reviewed every two years. The review should include the following:

1. Council's ongoing commitment to the purpose and objectives of the DMP;
2. Mechanisms to collect feedback on Council's activities in growing the visitor economy;
3. Whether the manner in which Council manages this Plan and related activities is professional, transparent and accountable;
4. Whether conflicts of interest are identified and activities terminated should a conflict of interest arise that cannot be resolved; and
5. Determine next steps through the development of an Action Plan for the following two years.



## 6. Action Plan

Action Plan										
1. Develop a visitor brand identity and marketing campaign plan.										
Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
					2018/19	2019/20	2020/21	2021/22	2022/23	
1.1	Develop a brand identity and marketing plan which is consistent across different components of the visitor economy.	L.2	Promote	Marketing plan developed Campaign delivered Post-campaign report	✓	✓	✓	✓	✓	Communications City Economy
1.2	Develop and deliver a <i>Local Love</i> campaign.	L.2	Promote	Local campaign developed Assets and collateral distributed Report and evaluation of campaign		✓	✓			City Economy Communications
1.3	Create an annual Visitor Guide and promotional collateral which is available online and in print. Guide should advise what Liverpool has to offer and encourage local businesses to utilise it to increase their own marketing and development.	C.1	Promote Support	Development of Visitor Guide Total businesses participating in Visitor Guide Distribution channels achieved Engagement measured		✓	✓	✓	✓	City Economy Casula Powerhouse Arts Centre Events Libraries and Museums Communications City Design City Community and Culture



## 6. Action Plan

1.4	Communicate with neighbouring visitor information centres about featuring Liverpool's Visitor Guide.	L.1	Promote Leverage	Number of placement agreements achieved		✓	✓	✓	✓	City Economy
1.5	Enhance the existing What's On page on the Council website to allow the incorporation of a tourism webpage.	L.1	Promote	Tourism incorporated into What's On		✓				City Economy Communications
1.6	Investigate opportunities for Liverpool to feature in third party marketing publications.	C.1	Promote	Number of third party publications featured in i.e. Time Out, Connect China		✓	✓	✓	✓	City Economy Communications
1.7	Produce a city wide tourism visitor map which is available digitally and in print.	C.3	Promote	Consult local stakeholders and accommodation to produce the map Map complete Map distributed		✓			✓	City Economy Communications
1.8	Develop a social media campaign strategy to market Liverpool as a tourism precinct through organic content that creates a positive image.	L.2	Promote	Strategy completed Social media activities delivered		✓	✓	✓	✓	City Economy Communications
1.9	Evaluate Liverpool's online presence and develop a plan to improve digital profile.	C.1	Promote	Online presence audit complete Digital presence and search engine optimisation plan produced and implemented		✓	✓	✓	✓	City Economy Communications

## 6. Action Plan

1.10	Engage online travel agents to promote Liverpool domestically and internationally.	C.1	Promote	Number of leads developed				✓	✓	City Economy
1.11	Review Liverpool's presence on third party tourism and travel websites.	G.3	Promote	Audit of Liverpool's representation on third party websites		✓				City Economy
1.12	Audit the accessibility of visitor information for Liverpool and develop easy to access information as recommended by the NSW Government.	C.3	Support	Audit complete Information access plan implemented		✓	✓			City Economy
1.13	Encourage operators to actively promote Liverpool's attractions, events and activities.	G.2	Support Leverage	Number of local providers promoting events on and offline		✓	✓	✓	✓	City Economy
1.14	Develop a visiting friends and relatives targeted marketing campaign with visitor guides available in multiple languages.	C.1	Celebrate Promote	Strategy complete Guides delivered			✓	✓	✓	City Economy Communications
1.15	Develop a campaign to promote parks around Liverpool.	C.4	Celebrate Promote	Campaign plan created Campaign delivered				✓	✓	City Economy Communications

# 6. Action Plan

## 2. Position Liverpool as a multicultural hub

Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
				2018/19	2019/20	2020/21	2021/22	2022/23	
2.1 Integrate Liverpool's cultural diversity into the <i>Local Love</i> campaign.	C.1	Celebrate	Campaign delivered in multiple languages		✓	✓			Communications
2.2 Promote and celebrate Liverpool's unique speciality and cultural stores, for example, become the 'Sari Centre' of Sydney, increase recognition of an Iraqi Gold Souk and support the proposed indigenous cultural centre.	G.2	Celebrate	Campaign plan developed and implemented		✓	✓	✓	✓	City Economy Community and Culture
2.3 Develop a marketing campaign which celebrates the ability to 'travel around the world' without leaving Liverpool.	G.2	Celebrate	Marketing campaign developed and delivered			✓	✓	✓	City Economy Communications
2.4 Explore partnership opportunities with local and neighbouring cultural tourism enterprises.	G.2	Support Leverage	Leads generated Partnerships created		✓	✓	✓	✓	City Economy Community and Culture
2.5 Explore partnerships with neighbouring LGAs to establish South Western Sydney as a cultural centre.	G.2	Celebrate Leverage	Partnerships explored			✓	✓	✓	City Economy

## 6. Action Plan

3. Investigate the sustainability of a Visitor Information Centre										
Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
					2018/19	2019/20	2020/21	2021/22	2022/23	
3.1	Conduct a feasibility study on the sustainability and benefits of a Visitor Information Centre (VIC) in Liverpool.	C.4	Promote	Feasibility report complete			✓			City Economy
4. Develop a way finding strategy which will assist visitors in the CBD and surrounds										
Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
					2018/19	2019/20	2020/21	2021/22	2022/23	
4.1	Audit the signposting and way-finding around Liverpool from a tourism perspective.	S.4	Promote	Audit complete Recommendations presented to Council		✓	✓		✓	City Design
4.2	Create a new strategy for sign posting and way finding around Liverpool. This includes the gateways into Liverpool, such as motorways and public transport.	S.4	Promote	Audit Liverpool's current gateways Strategy complete		✓	✓			City Design and Public Domain
5. Work with surrounding LGAs to create a visitor destination network for the region										
Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
					2018/19	2019/20	2020/21	2021/22	2022/23	
5.1	Explore opportunities to collaborate in a South Western Sydney marketing strategy rather than refining to an LGA border.	L.1	Promote Leverage	Number of partnerships explored		✓	✓	✓	✓	City Economy Communications

## 6. Action Plan

5.2	Capitalise on cooperative marketing opportunities with businesses, other regions, organisations and sectors.	L.1	Promote Leverage	Cooperative marketing opportunities achieved			✓	✓		City Economy
5.3	Encourage core visitor economy business operators to work together to create a tourism network in Liverpool rather than functioning as silos.	G.2	Support Leverage	Network created between examples such as The William Ingis Hotel, Casula Powerhouse Arts Centre and Georges Cove Marina.				✓	✓	City Economy

### 6. Assist and support local businesses, groups and organisations in the development of the visitor economy whilst attracting new businesses for future growth

Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible	
				2018/19	2019/20	2020/21	2021/22	2022/23		
6.1	Develop a framework for Council to support businesses so they are prepared to support the growth of the visitor economy.	G.2	Support	Framework development		✓	✓			City Economy
6.2	Conduct workshops with local businesses on the impacts and benefits of a visitor economy.	G.2	Support	Workshop implemented Workshop attendance		✓	✓		✓	City Economy
6.3	Develop a tourism e-kit based on Tourism Australia's kit to help local businesses attract visitors through information and communication technology.	G.2	Support	e-kit developed and distributed		✓	✓		✓	City Economy Communications

## 6. Action Plan

6.4	Consult with the tourism sector in the region to receive feedback and understanding to assist growth.	L.2	Support	Number of opportunities for consultation highlighted		✓	✓			City Economy
6.5	Investigate if there is a skills shortage in the area to keep up with the increased demand from a visitor economy.	G.2	Support	Study complete through consultation Shortages investigated			✓		✓	City Economy

### 7. Improve the visitor experience journey through a variety of trails

Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible	
				2018/19	2019/20	2020/21	2021/22	2022/23		
7.1		C.1	Promote	Trails developed Engagement measured		✓	✓	✓		City Economy Transport Planner
7.2		G.3	Support	Art installed		✓	✓	✓	✓	City Economy
7.3		G.3	Support	Number of collaboration opportunities explored			✓	✓	✓	City Economy

## 6. Action Plan

### 8. Leverage the Western Sydney International (Nancy Bird-Walton) Airport development and related visitor growth to further expand and develop the local visitor economy

Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
					2018/19	2019/20	2020/21	2021/22	2022/23	
8.1	Identify what we can do immediately to start to position WSIA for tourism growth.	G.2	Leverage	Relevant studies completed		✓	✓			WSIA Aerotropolis and City Planning City Economy
8.2	Develop an aerotropolis tourism reference group particularly focussed on tourism related development around the WSIA.	G.1	Leverage	Group created		✓	✓			City Economy (lead) Destination New South Wales Department of Industry City Deal South Western Sydney Tourism Taskforce

### 9. Investigate a potential site for a recreational vehicle holiday park within Liverpool LGA

Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
					2018/19	2019/20	2020/21	2021/22	2022/23	
9.1	Research the benefits of a Holiday Park to the LGA.	G.2	Support	Study complete	✓	✓				City Economy

## 6. Action Plan

9.2	Identify a potential site for a holiday park within the LGA.	G.2	Support	Site identified Recommendations presented to Council		✓	✓			Strategic Planning
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### 10. Grow Liverpool's presence on guided holidays itineraries

Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible	
				2018/19	2019/20	2020/21	2021/22	2022/23		
10.1	Consult guided holiday and tour operators on the requirements to be a destination included in their itineraries.	G.3	Leverage Attract	Consultation conducted Learnings implemented	✓	✓	✓			City Economy
10.2	Study potential interest-based tourism in Liverpool to foster the development of like-minded touring groups.	C.3	Celebrate Attract	Number of potential groups engaged				✓	✓	City Economy

### 11. Grow the local recreation tourism market

Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible	
				2018/19	2019/20	2020/21	2021/22	2022/23		
11.1	Audit existing events and sports facilities located in Liverpool and their quality.	G.2	Attract	Audit Complete		✓	✓		✓	Recreation
11.2	Determine the total visitation rates and revenue generated as a result of sporting events.	G.2	Attract	Rates determined and plans to increase delivered		✓	✓	✓	✓	Community Development City Economy



## 6. Action Plan

11.3	Generate a large group guide with local businesses for those visiting for sporting or group events.	G.2	Attract Support	Guide created and delivered		✓	✓	✓	✓	City Economy Recreation
11.4	Collaborate with key stakeholders to develop the Georges River Corridor into a major recreational node for South West Sydney, providing a range of water and land based activities.	G.2	Attract Leverage	Plan developed Number of events attracted				✓	✓	City Economy Community Development and Planning
11.5	Support local sporting facilities to grow as premier venues.	G.2.	Support Leverage	Audit on quality Number of sporting events held			✓	✓		Community and Culture

### 12. Establish Liverpool as a culinary tourism destination

Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible	
				2018/19	2019/20	2020/21	2021/22	2022/23		
12.1	Encourage local restaurants and cafes to have a 'scores on doors' approach to showcase compliance with food safety to create a culinary tourism destination.	G.2	Support	Number of eateries with scores on doors		✓	✓			City Economy
12.2	Attract business to the CBD and surrounds to create eat streets and urban villages.	G.2	Attract	Number of leads generated		✓	✓	✓	✓	City Economy

## 6. Action Plan

12.3	Continue to enhance and promote culinary activity nodes in the city through taste tours.	G.2	Promote	Promotions developed Number of taste tours explored and developed	✓	✓	✓	✓	✓	City Economy
12.4	Coordinate the development of a harvest trail with local farms.	G.2	Support Promote	Harvest trail developed					✓	City Economy

### 13. Grow event-based visitation

Actions	CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible	
				2018/19	2019/20	2020/21	2021/22	2022/23		
13.1	Continue to support Casula Powerhouse to position itself as the leading Arts Centre in South Western Sydney.	G.2	Support celebrate	Increased visitation	✓	✓	✓	✓	✓	Casula Powerhouse Arts Centre
13.2	Audit the existing business and events space and analyse whether they are meeting demand.	G.1	Attract	Audit complete Repeat report in 4 years	✓	✓	✓		✓	City Economy
13.3	Investigate and study the requirements of a city to host major events through consultation with events organisations and comparative studies with other LGAs.	G.2.	Attract Leverage	Study complete		✓	✓			City Economy
13.4	Explore opportunities to secure and attract iconic events which will attract people from around New South Wales including business, education, medical	G.3	Attract	Leads generated		✓	✓	✓	✓	City Economy Casula Powerhouse Arts Centre

## 6. Action Plan

	tourism, community and niche sectors in Liverpool.									
13.5	Develop a business and events guide to encourage the meeting, incentive, conference and events sector to utilise Liverpool as a host due to the variety of facilities available.	G.2	Attract Support	Guide delivered and distributed		✓	✓		✓	City Economy Communications
13.6	Attract investment in venue infrastructure.	G.3	Attract	Number of investment leads attracted			✓	✓	✓	City Economy
<b>14. Establish Liverpool as a leading destination for medical tourism and events</b>										
Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
					2018/19	2019/20	2020/21	2021/22	2022/23	
14.1	Explore opportunities for Liverpool to become a leading destination for medical events in Australia.	G.2	Attract Leverage	Opportunities identified and leads generated		✓	✓	✓	✓	City Economy
14.2	Collaborate with key stakeholders to investigate the future opportunities provided by the upgrade to Liverpool's Health and Innovation Precinct to stimulate the visitor economy.	G.2	Attract Leverage	Opportunities identified and addressed			✓	✓	✓	City Economy
14.3	Investigate existing visitation rates and yield value from the medical sector to Liverpool and activities participated in outside of work.	G.2	Attract	Study complete		✓	✓			City Economy

## 6. Action Plan

14.4	Investigate opportunities for Liverpool to participate in educational tours with the health and education sectors.	G.3	Attract Leverage	Number of opportunities obtained			✓	✓	✓	City Economy
<b>15. Capitalise on Liverpool's rich local heritage</b>										
Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
					2018/19	2019/20	2020/21	2021/22	2022/23	
15.1	Develop the Heritage Activation Strategy.	C.1	Celebrate	Strategy developed Actions from strategy delivered			✓	✓	✓	City Economy City Design and Public Domain
15.2	Collaborate with the Museum of Army Engineering to promote the museum as a quality, iconic attraction for Liverpool and a focal point for military history within the LGA.	C.1	Celebrate Support Leverage	Recommendations presented		✓	✓			City Economy Holsworthy Barracks
15.3	Collaborate with Landcom to develop the Bardia Barracks-Edmondson Park precinct as a visitor activity node with a strong focus on military history.	C.1	Celebrate Leverage	Recommendations presented		✓	✓			City Economy Landcom
15.4	Enhance and promote the experience of Liverpool Regional Museum.	C.1	Celebrate	Recommendations presented		✓	✓	✓	✓	City Design Library and Museums
15.5	Completion of the actions within the Reconciliation Action Plan which relate to tourism.	C.1	Celebrate	Actions completed	✓	✓	✓	✓	✓	City Community and Culture

## 6. Action Plan

16. Build a strong education based visitor economy										
Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
					2018/19	2019/20	2020/21	2021/22	2022/23	
16.1	Engage with local education facilities to attract the families of international students to explore and visit the area they are studying in.	L.2	Attract Leverage	VFR international student plan created Number of visitors attracted		✓	✓	✓	✓	City Economy Western Sydney University University of Wollongong TAFE NSW
16.2	Engage with local businesses to develop a student discounts campaign.	G.2	Attract Support	Number of businesses participating	✓	✓	✓	✓	✓	City Economy
17. Increase visitor economy investment attraction										
Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
					2018/19	2019/20	2020/21	2021/22	2022/23	
17.1	Encourage domestic and international businesses to invest within the LGA to create core visitor economy recreational attractions to increase visitation.	G.3	Attract Leverage	Plan developed Number of leads attracted				✓	✓	City Economy
17.2	Create a Liverpool Destination Product Development Opportunities Plan.	G.3	Support Attract	Plan created		✓	✓			City Economy

## 6. Action Plan

18. Provide ongoing support to the accommodation sector in Liverpool										
Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
					2018/19	2019/20	2020/21	2021/22	2022/23	
18.1	Encourage accommodation providers to enhance their online presence profile.	G.2	Support	Audit online presence of local accommodation	✓	✓	✓			City Economy
18.2	Encourage accommodation providers to promote Liverpool as a destination both online and in-house.	G.2	Support Promote	Number of local accommodations promoting Liverpool as a destination to guests		✓	✓	✓	✓	City Economy
19. Position Liverpool as a shopping destination										
Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
					2018/19	2019/20	2020/21	2021/22	2022/23	
19.1	Increase Liverpool's recognition as a destination for diverse shopping including malls, boutiques, speciality stores, factory outlets and homemaker centres.	G.3	Support Promote	Campaign developed and delivered		✓	✓			City Economy Shopping outlets in Liverpool including Westfield and Fashion Spree
20. Determine baseline visitation figures										
Actions		CSP Key	DMP Direction	Measures	Timeframe for completion or implementation					Responsible
					2018/19	2019/20	2020/21	2021/22	2022/23	
20.1	Conduct a research study to determine baseline visitation numbers and data to Liverpool.	G.2	Promote	Study complete and repeated	✓		✓		✓	City Economy

CASULA  
POWERHOUSE

NEW  
THEATRE  
SPECIAL EVENTS  
COMEDY  
FILM  
GUIDED TOURS  
COURSES

ART  
EXHIBITIONS  
TALKS  
WORKSHOPS  
EDUCATION PROGRAMS FOR  
PRIMARY & SECONDARY  
SCHOOLS

CASULA  
POWERHOUSE  
CHANGE  
YOUR MIND

CASULA  
POWERHOUSE



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# 8. Appendix 1 - Urbis Report 2017



## Liverpool Baseline Visitor Figures

*Prepared for*

**Liverpool City Council**

**June 2019**



**LUCID**  
ECONOMICS



# lucid

*/'lu:sid/*

*adjective*

1. expressed clearly; easy to understand

2. bright or luminous



## Document Control

Job Name: LIVERPOOL Baseline Visitor

Client: Liverpool City Council

Client Contact: Susana Freitas

### Version Control

Version	Date	Authorisation
Draft v1	3/6/2019	MC
Final Draft	20/6/2019	MC

### Disclaimer:

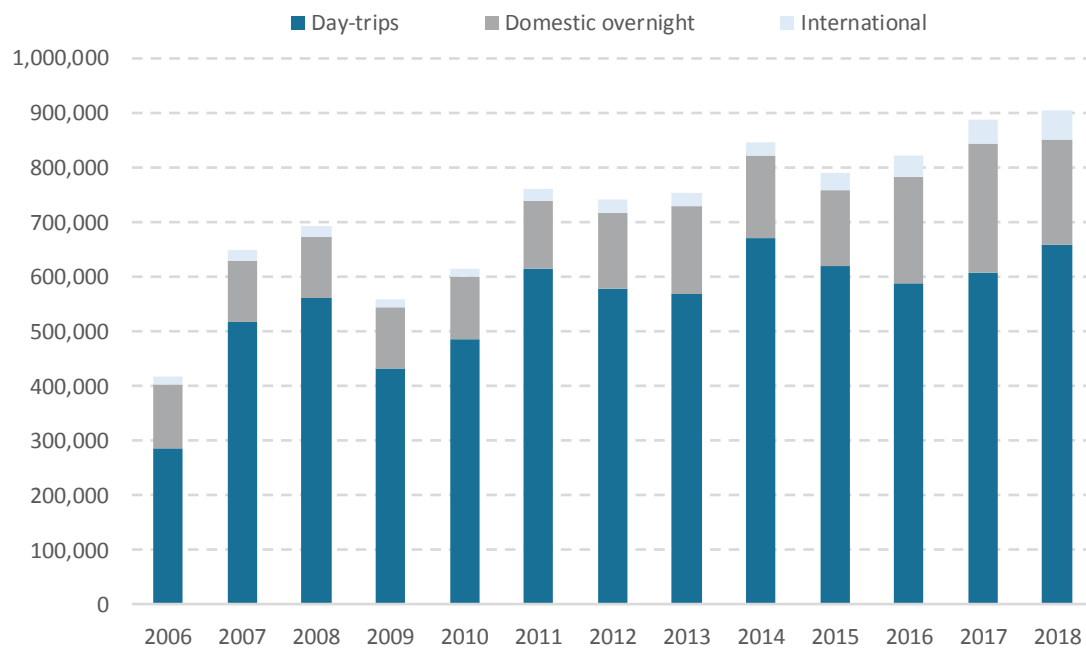
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## Executive Summary

Lucid Economics Pty Ltd (Lucid Economics) has been engaged by Liverpool City Council to provide a baseline assessment of visitation to the local government area.

In the year ending December 2018, Liverpool received just over 900,000 visitors that generated 1.7 million visitor nights (Figure E.1). Visitation has been growing at a healthy average annual rate of 8% since 2006. The market is dominated by day-trip visitors (76% of total visitors) and the visiting friends and relative market segment (46% of total visitors). Not surprising, the majority of visitors are from other parts of Sydney, however, most domestic overnight visitors are from other parts of New South Wales and other States. The majority of international visitors are from New Zealand, Fiji and China (with the Chinese market growing strongly over the last few years, likely tied to enrolment in local universities). Given the nature of visitation to Liverpool, it is not surprising that key visitor activities include visiting friends and relatives, eating out and shopping.

Figure E.1 Visitors by Type, Liverpool



Note: 2-year averages.

Source: TRA (2019).

Visitors to Liverpool spend \$376.9 million (year ending December 2018), which mostly goes to local small businesses across retail, accommodation and food services. Tourism directly contributes \$186.9 million (1.7% of total Gross Regional Product) and 1,452 jobs (1.5% of total employment) to the Liverpool economy.

Table E.1 Economic Contribution of Tourism, Liverpool

	Gross Regional Product (\$m)	Employment
Direct	\$186.9	1,452
Indirect	\$158.6	841
<b>Total</b>	<b>\$345.5</b>	<b>2,292</b>

Source: Lucid Economics.

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# 1. Introduction

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Lucid Economics Pty Ltd (Lucid Economics) has been engaged by Liverpool City Council to provide a baseline assessment of visitation to the local government area.

The City of Liverpool (Liverpool) is a growing city in Western Sydney with a population of over 223,000 people and the City will continue to play a key role as service centre for the broader community.

While Liverpool is not a typical leisure tourism destination, the City receives a large number of visitors and the visitor economy currently makes an important contribution to the City. Council has recently adopted a Destination Management Plan (DMP) in order to support the visitor economy.

The DMP is a five year plan, detailing Council's priorities for the development of the visitor economy in Liverpool. The DMP provides strategic directions and defines Council's role and commitment to meeting the needs of the visitor economy in Liverpool.

Growing Liverpool's visitor economy is part of Council's broader vision to stimulate the local economy through the injection of new spending, creation of employment opportunities and increased demand for local goods and services. According to the DMP, a strong visitor economy will showcase and celebrate the city's assets – its people and lifestyle, rich cultural diversity, heritage, natural assets and events.

The DMP's vision is to be "A place locals are proud to call home; celebrating and sharing our diversity, heritage and nature". Its objective is to build a thriving visitor economy and increase the economic benefits that flow from tourism to local businesses and communities through unique visitor experiences.

This assessment considers the following geographic areas, including:

- Liverpool City Council
- Western Sydney (as defined as the LGAs of Blue Mountains, Camden, Campbelltown, Fairfield, Hawkesbury, Liverpool, Penrith and Wollondilly)
- Sydney Tourism Region (as defined by Tourism Research Australia and Destination NSW)

The assessment utilises the most recent data and information available from Tourism Research Australia's National and International Visitor Survey (year ending December). For a further description of the methodology for this assessment, please refer to **Appendix A**.

This assessment uses the following definitions:

- **Day-trip Visitor:** Day visitors are those who travel for a round trip distance of at least 50 kilometres, are away from home for at least four hours and do not spend a night away from home. Same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work/school and home.
- **Overnight Visitor:** Overnight travel involves a stay away from home of at least one night, at a place at least 40 kilometres from home. Overnight visitors are separated into domestic and international.
- **International Visitor:** International visitors are short-term international travellers aged 15 years and over who have been visiting Australia (for a period of less than 1 year).

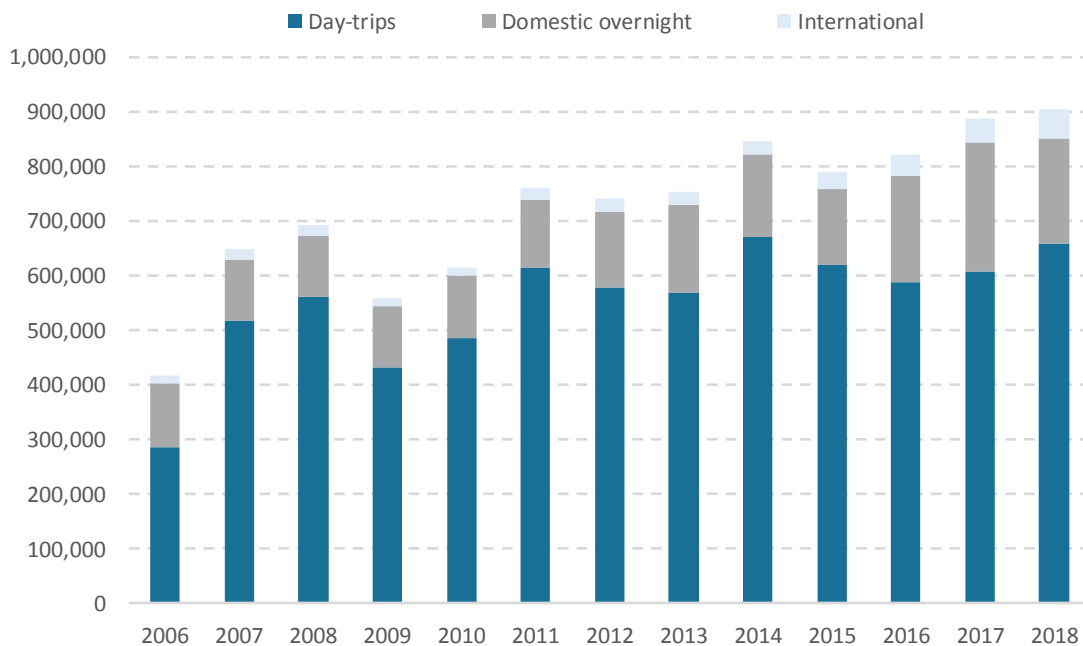
Detailed visitor information is contained in **Appendix B**.

## 2. Visitation to Liverpool

### 2.1 Visitation by Type

- Visitation to Liverpool has risen strongly since 2006, with the number of visitors growing by an average annual rate of 8%.
- Liverpool is dominated by day-trip visitors (76% of total).
- While smaller, domestic overnight visitors (20%) and international visitors (4%) make an important contribution due to the elevated levels of expenditure associated with these visitors relative to day-trip visitors.
- While the proportion of overnight visitors (both domestic and international) to Liverpool is slightly larger than the broader Western Sydney region, it is substantially lower than the proportion of overnight visitors to the broader Sydney region.
- However, visitation to Liverpool is a small fraction of overall visitation to Western Sydney (10%) and Sydney (2%).

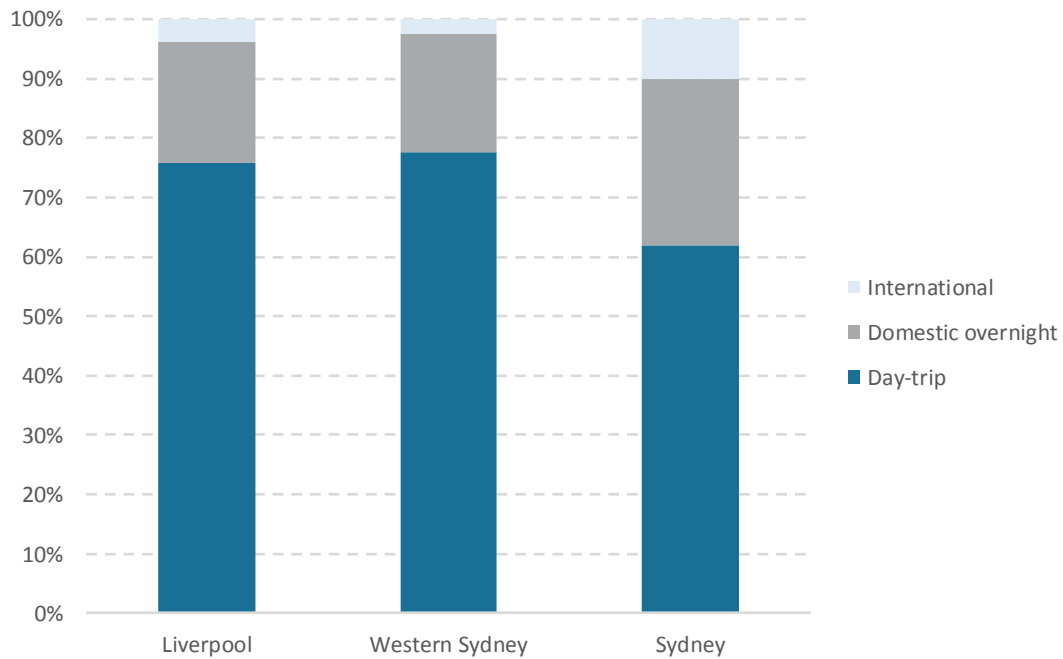
Figure 2.1 Visitors by Type, Liverpool



Note: 2-year averages.

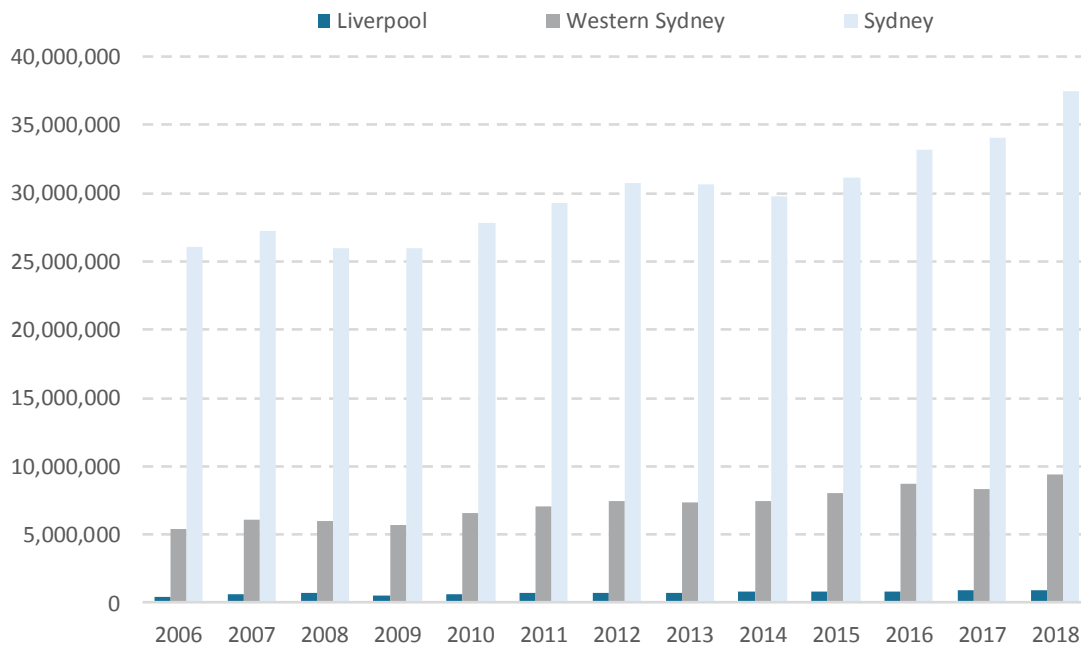
Source: TRA (2019).

Figure 2.2 Proportion of Visitors by Type



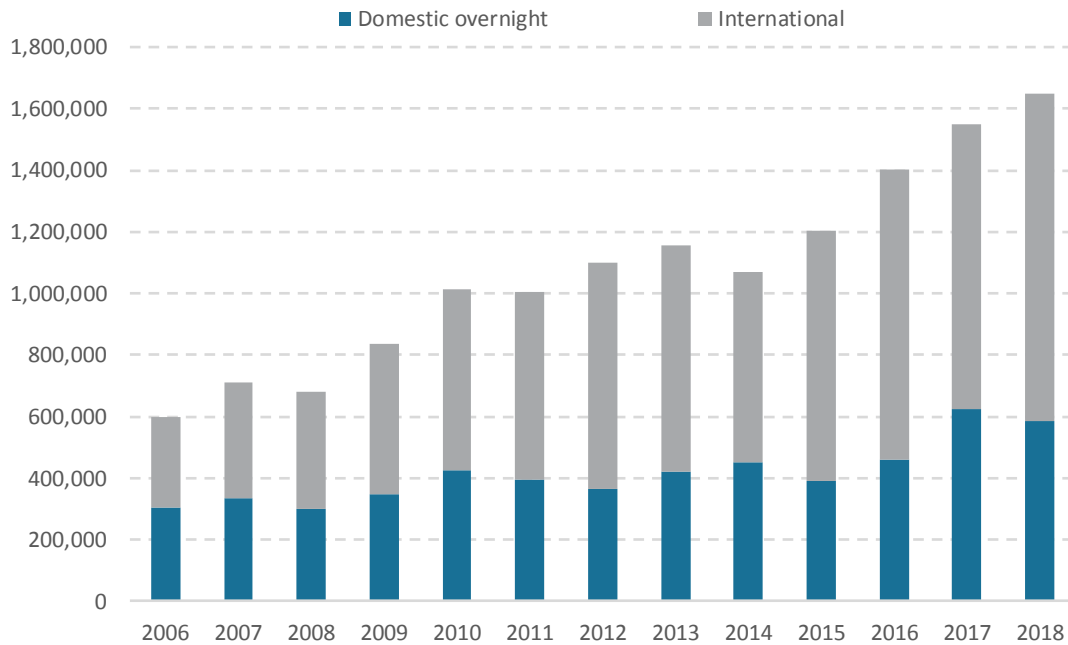
Note: 14-year averages (2005-2018).  
Source: TRA (2019).

Figure 2.3 Total Visitors by Region



Note: Liverpool data is 2-year averages.  
Source: TRA (2019).

Figure 2.4 Visitor Nights by Type, Liverpool

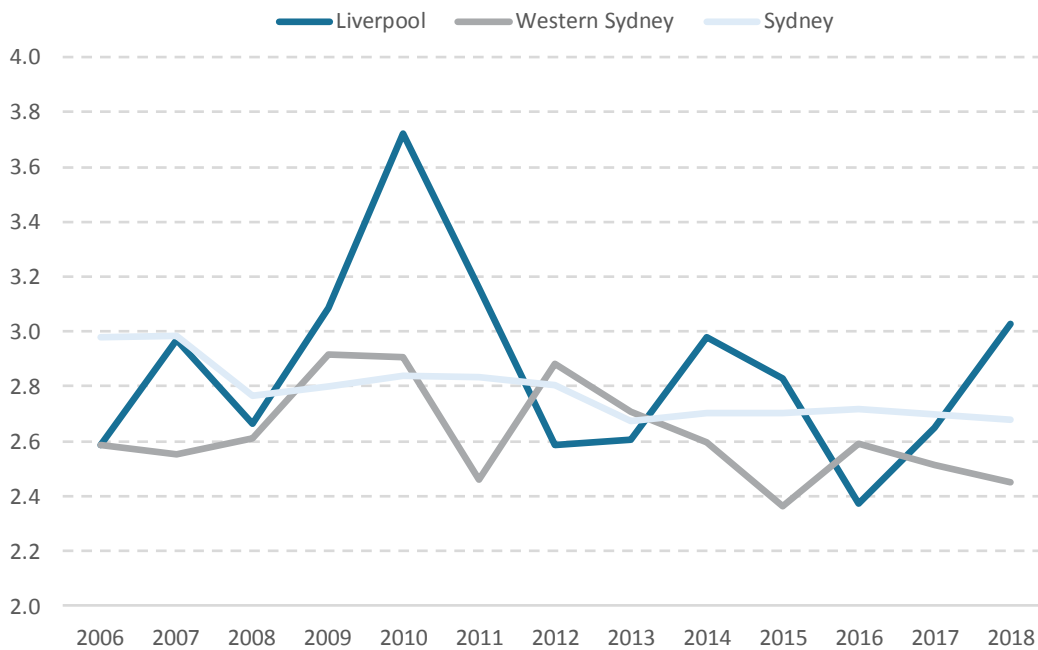


Note: 2-year averages.  
Source: TRA (2019).

## 2.2 Length of Stay

- The average length of stay to Liverpool has generally been higher for both domestic and international visitors than the Western Sydney and Sydney averages.
- However, the average length of stay of international visitors has been in decline in recent years, to be more in line with the Sydney average as of 2018.

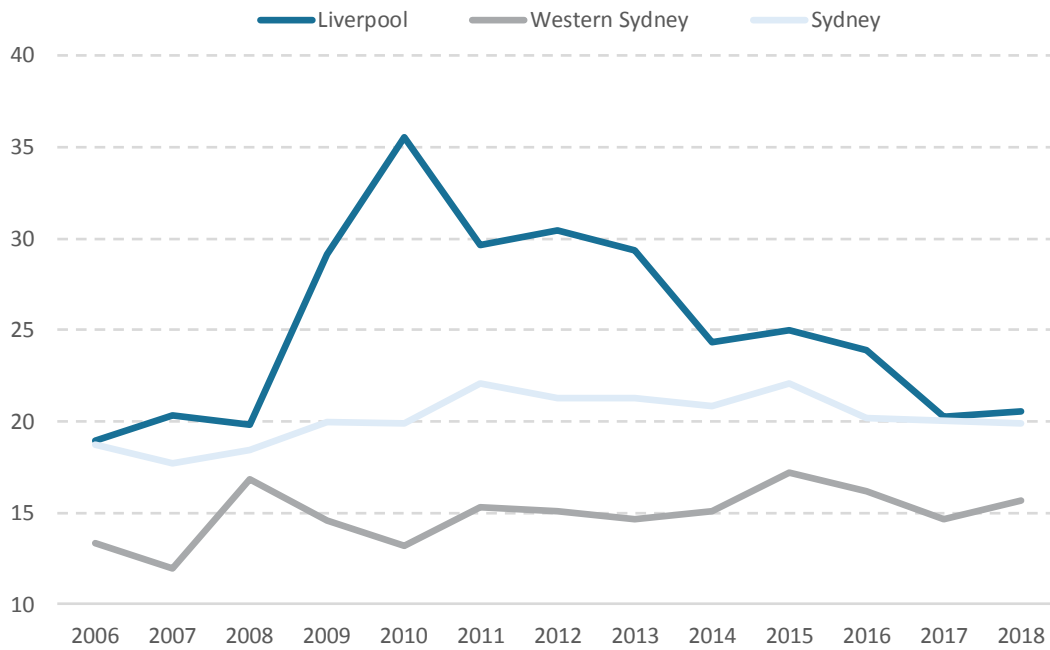
Figure 2.5 Domestic Overnight Visitor Average Length of Stay by Region



Note: Liverpool data is 2-year averages.  
Source: TRA (2019).



Figure 2.6 International Visitor Average Length of Stay by Region



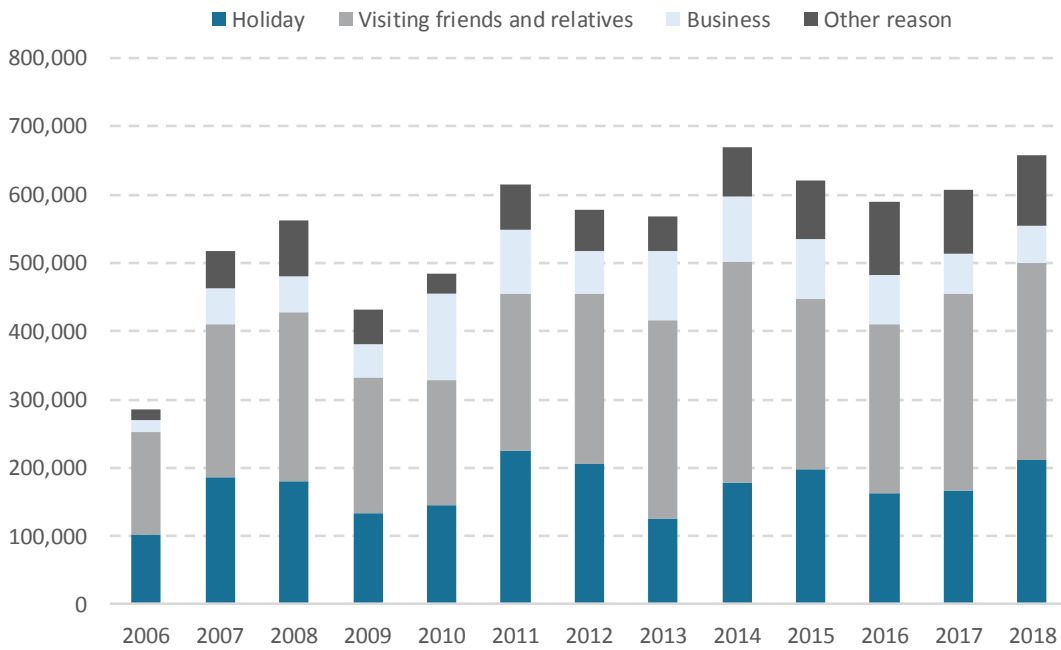
Note: Liverpool data is 2-year averages.

Source: TRA (2019).

### 2.3 Visitation by Purpose of Visit

- Visitation to Liverpool is primarily for the purpose of ‘visiting friends and relatives’ for all visitor types, however ‘business’ visitors have risen significantly in recent years for domestic overnight and international visitors.
- Liverpool has a much lower proportion of ‘holiday’ visitors across all visitor types than the Western Sydney and Sydney averages. However, international ‘holiday’ visitors have grown strongly in recent years.
- Visitors to Liverpool for ‘medical reasons’ have grown strongly over the last three years, while visitor nights for ‘education’ has also risen sharply.

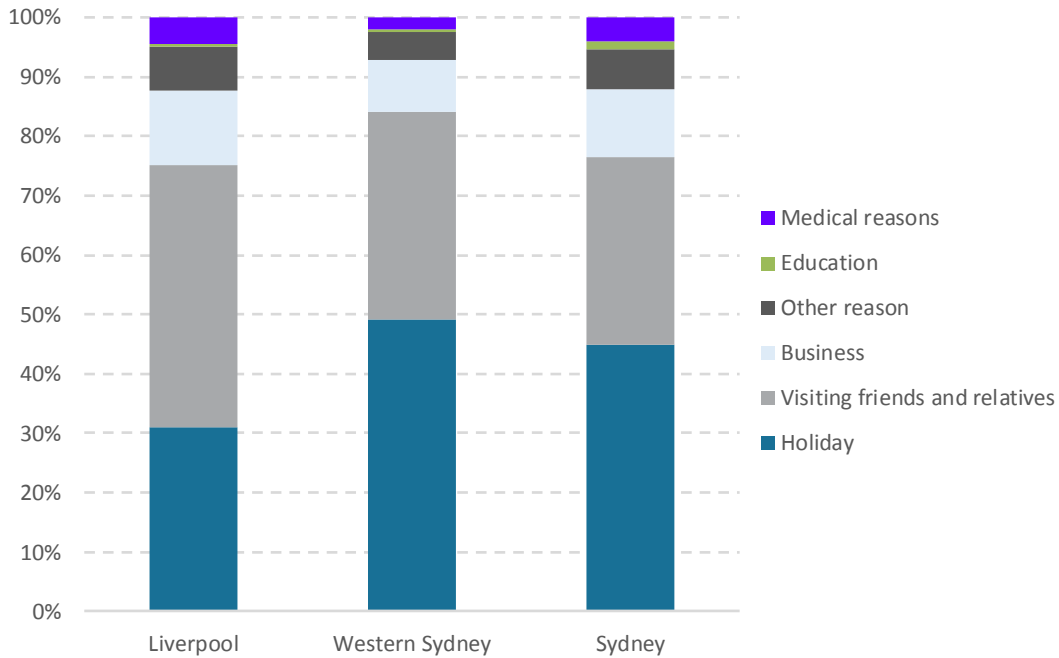
Figure 2.7 Day-Trip Visitors by Purpose of Visit, Liverpool



Note: 2-year averages.

Source: TRA (2019).

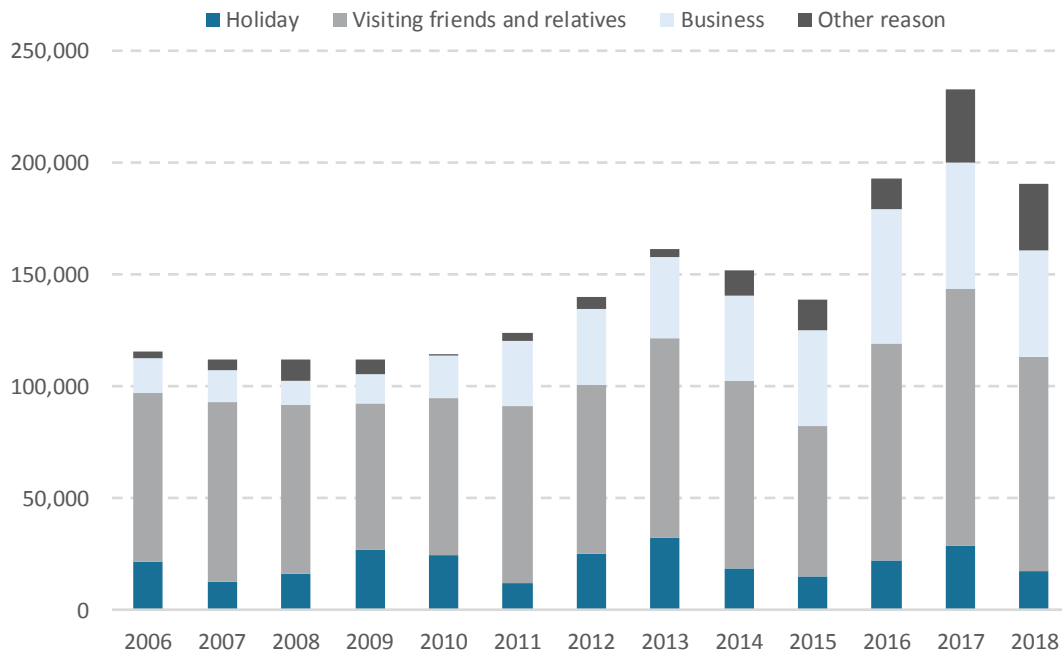
Figure 2.8 Proportion of Day-Trip Visitors by Purpose of Visit



Note: 14-year averages (2005-2018).

Source: TRA (2019).

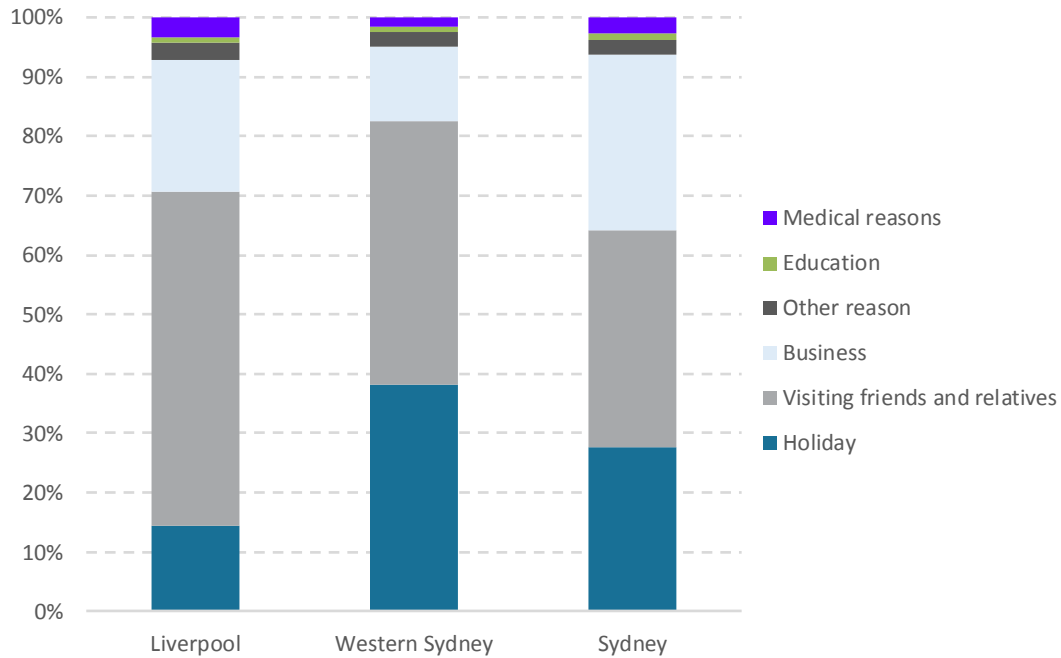
Figure 2.9 Domestic Overnight Visitors by Purpose of Visit, Liverpool



Note: 2-year averages.

Source: TRA (2019).

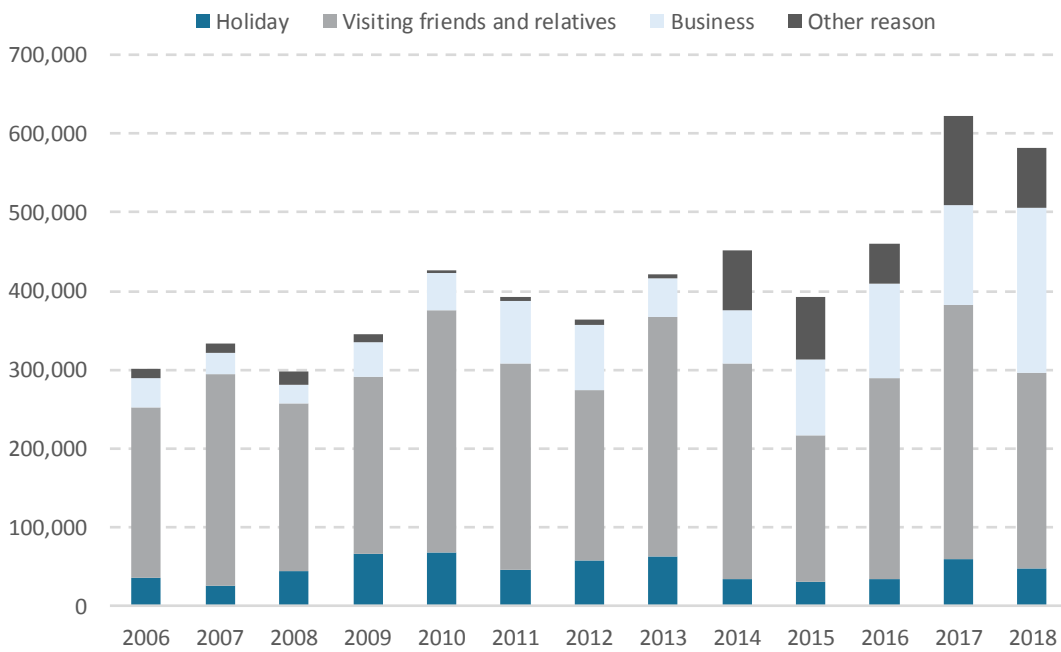
Figure 2.10 Proportion of Domestic Overnight Visitors by Purpose of Visit



Note: 14-year averages (2005-2018).

Source: TRA (2019).

Figure 2.11 Domestic Overnight Visitor Nights by Purpose of Visit, Liverpool



Note: 2-year averages.

Source: TRA (2019).

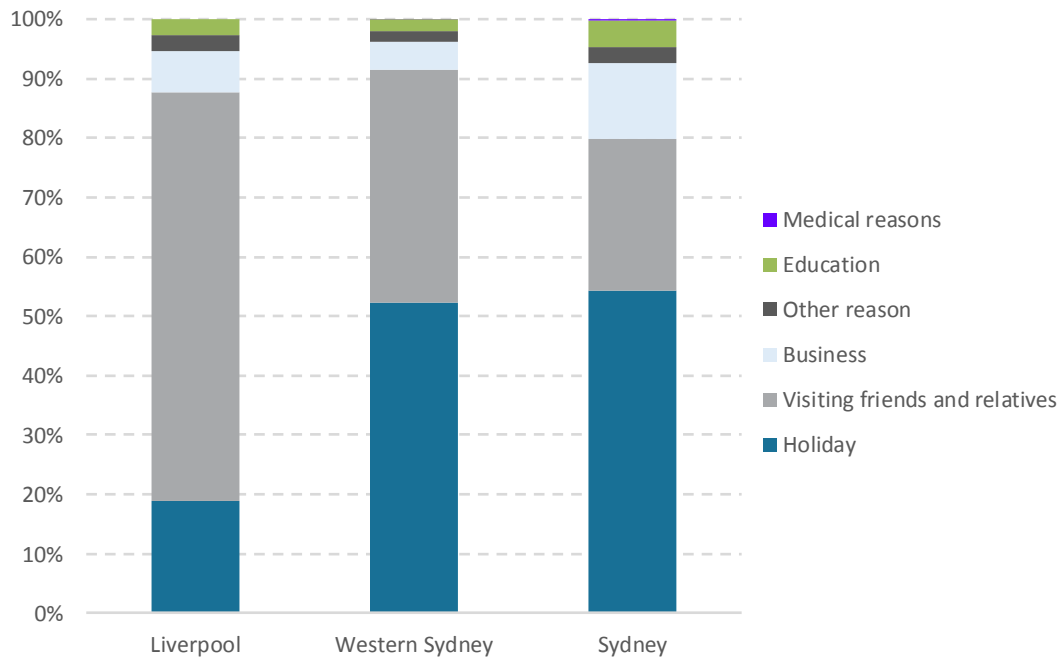
Figure 2.12 International Visitors by Purpose of Visit, Liverpool



Note: 2-year averages.

Source: TRA (2019).

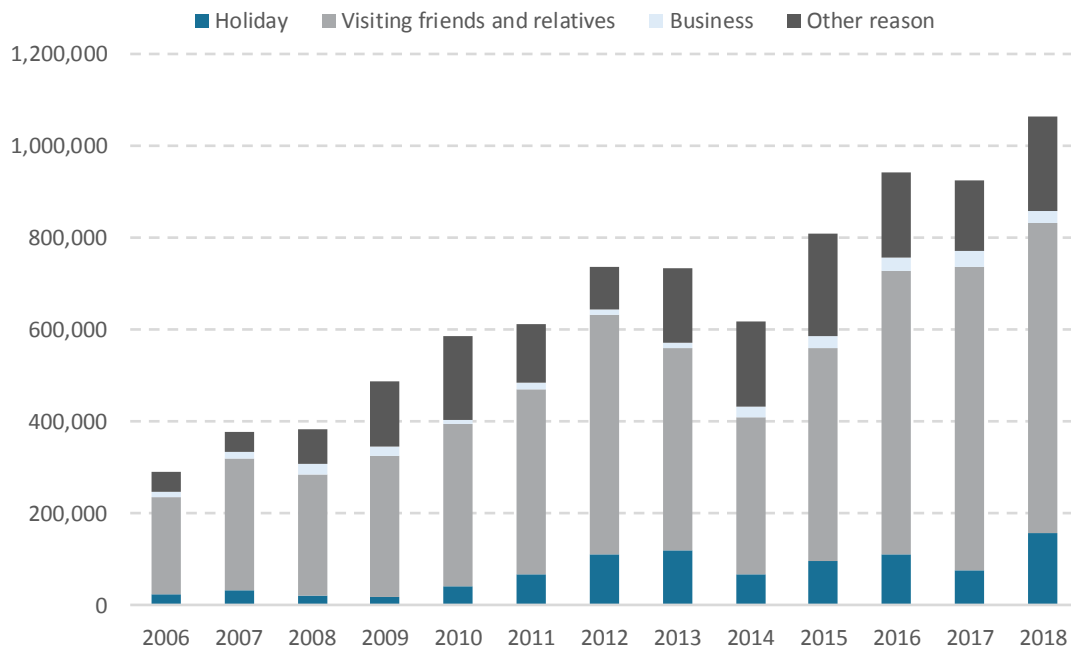
Figure 2.13 Proportion of International Visitors by Purpose of Visit



Note: 14-year averages (2005-2018).

Source: TRA (2019).

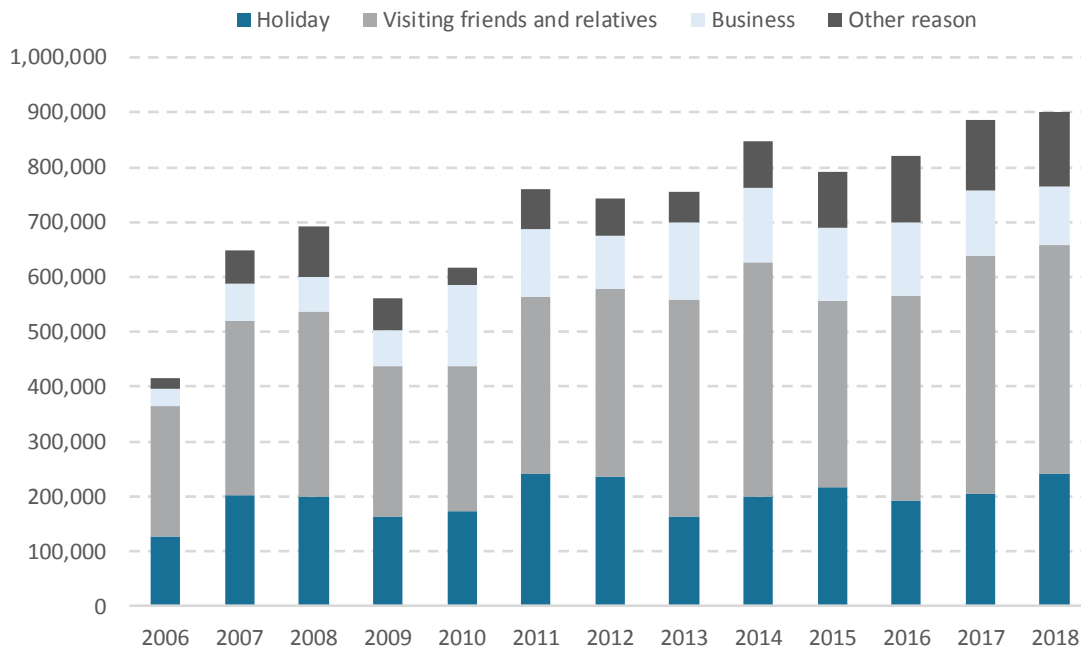
Figure 2.14 International Visitor Nights by Purpose of Visit, Liverpool



Note: 2-year averages.

Source: TRA (2019).

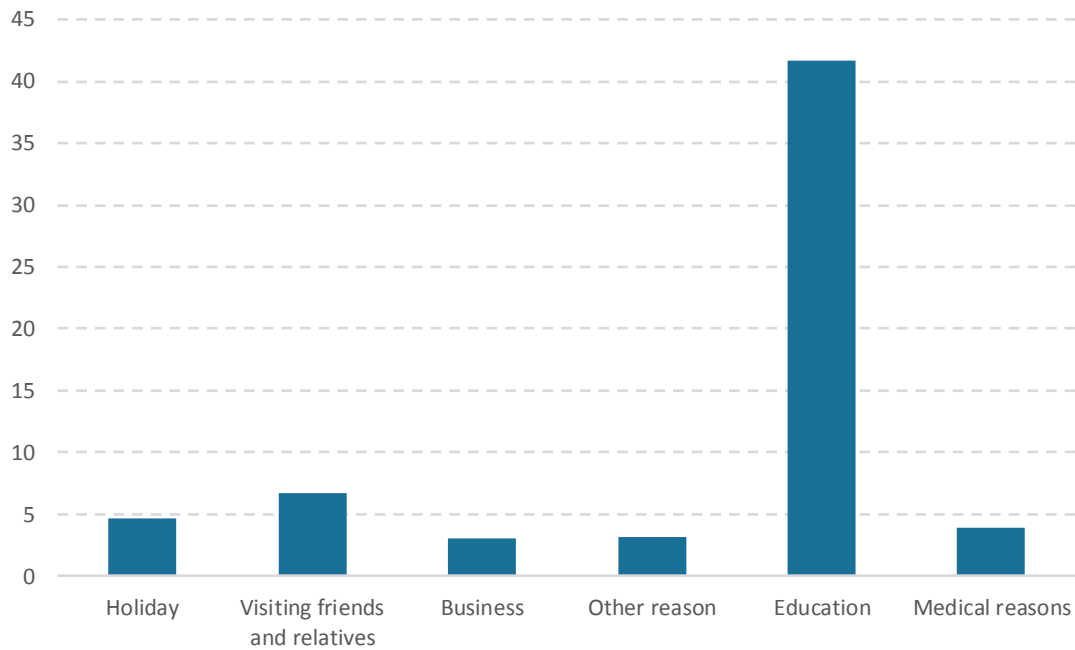
Figure 2.15 Total Visitors by Purpose of Visit, Liverpool



Note: 2-year averages.

Source: TRA (2019).

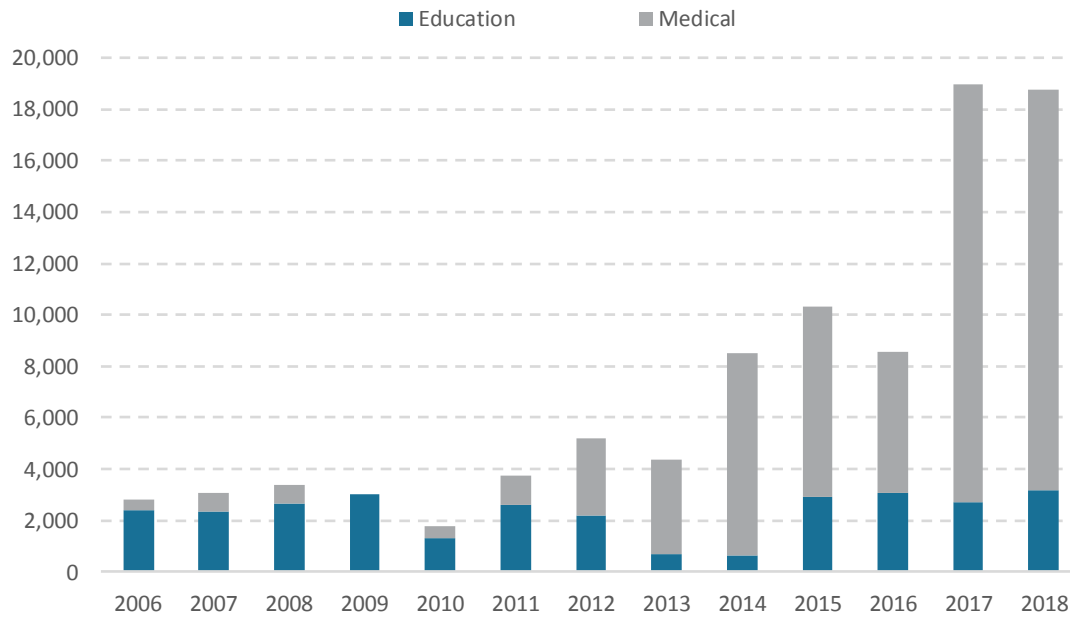
Figure 2.16 Average Length of Stay by Purpose of Visit, Liverpool



Note: 14-year average (2005-2018).

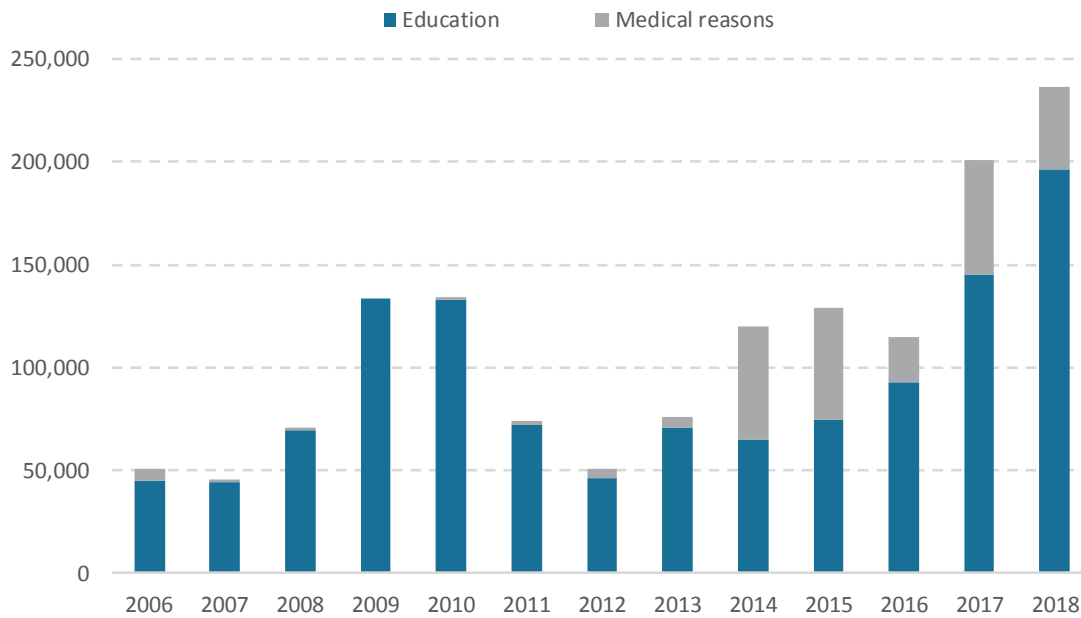
Source: TRA (2019).

Figure 2.17 Total Visitors by Purpose of Visit, Liverpool



Note: 2-year averages.  
Source: TRA (2019).

Figure 2.18 Total Visitor Nights by Purpose of Visit, Liverpool

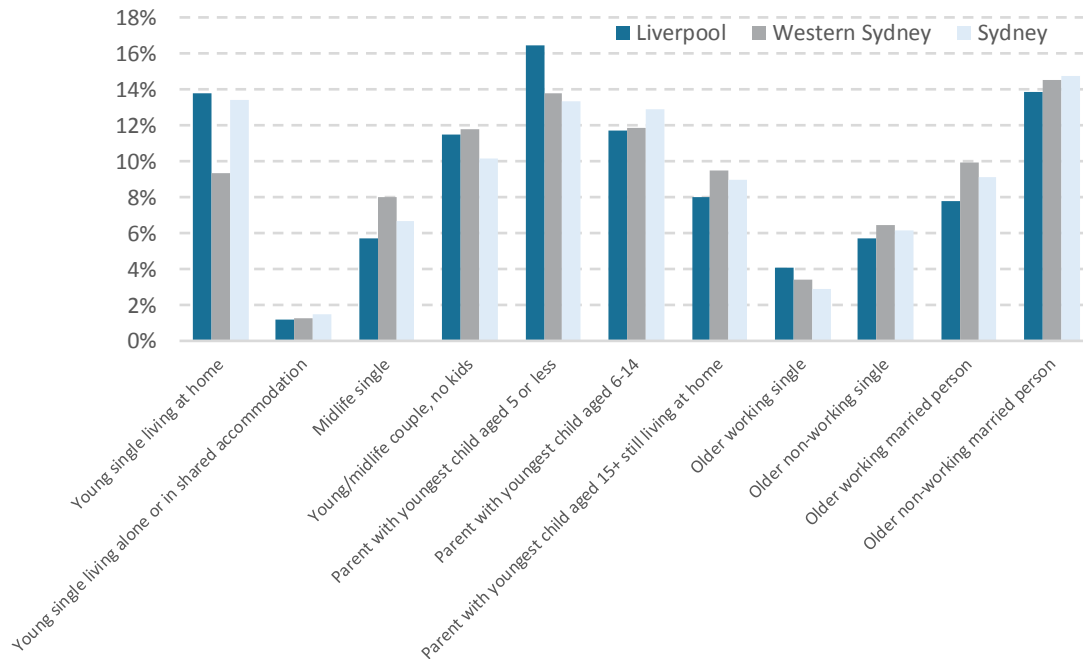


Note: 2-year averages.  
Source: TRA (2019).

## 2.4 Visitation by Life Cycle Group

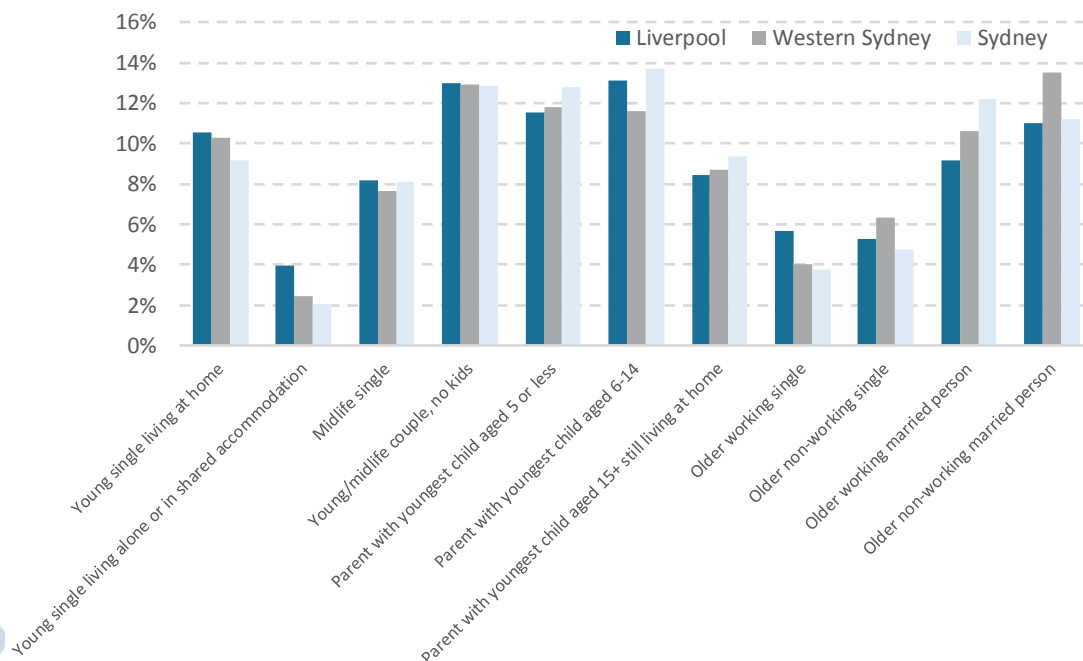
- Liverpool receives a balance of visitors across various life cycle categories.
- The greatest proportions are from the ‘parent with youngest child aged 5 or less’, ‘older non-working married person’ and ‘young single living at home’.

Figure 2.19 Proportion of Day-Trip Visitors by Lifecycle Group, Liverpool



Note: 11-year average (2005-12, 2016-2018). Life cycle data not available 2013-2015.  
Source: TRA (2019).

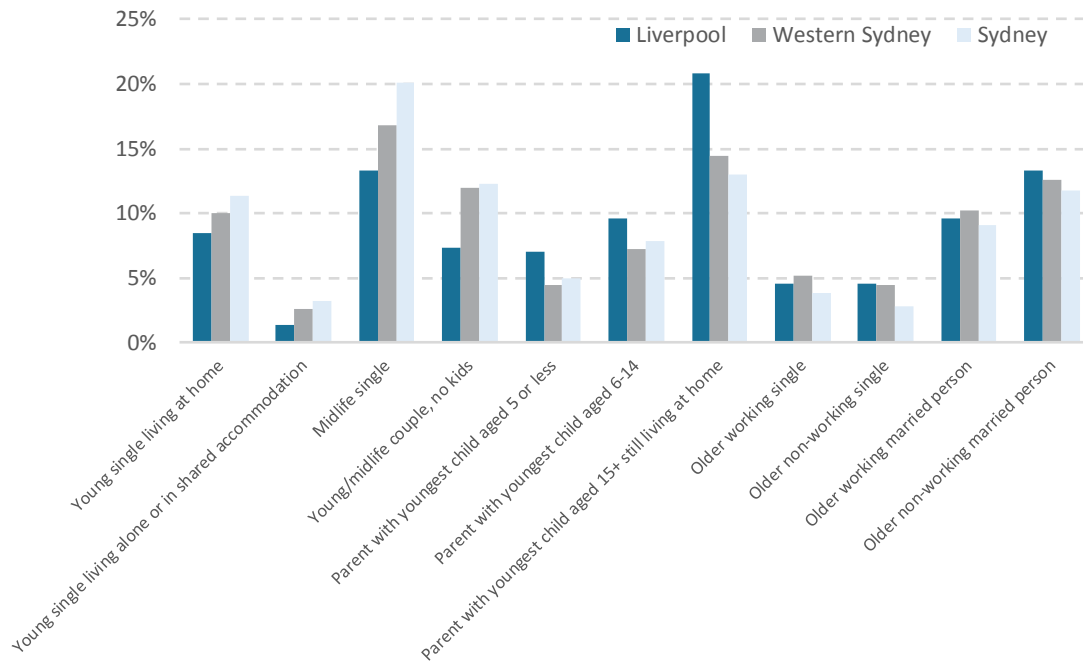
Figure 2.20 Proportion of Domestic Overnight Visitors by Lifecycle Group, Liverpool



Note: 11-year average (2005-12, 2016-2018). Life cycle data not available 2013-2015.  
Source: TRA (2019).

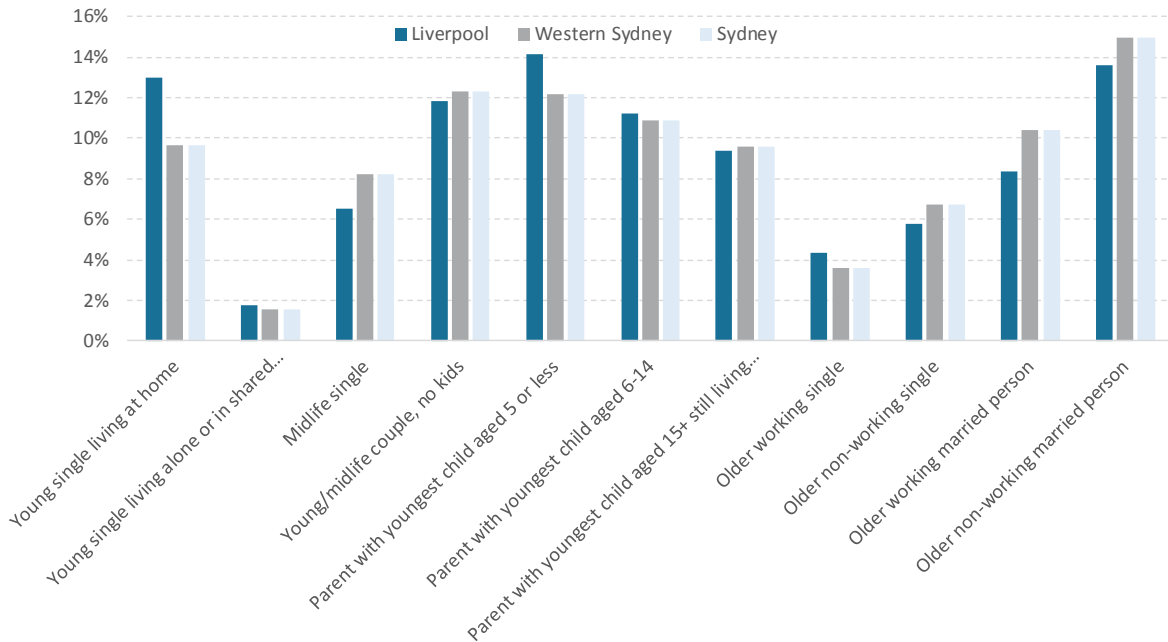


Figure 2.21 Proportion of International Visitors by Lifecycle Group, Liverpool



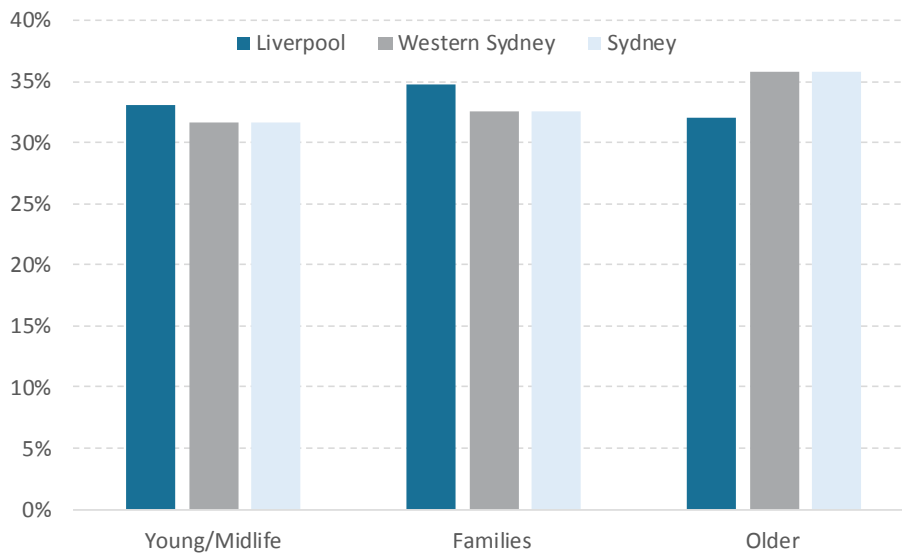
Note: 4-year average (2015-2018). Life cycle data not available 2013-2015.  
Source: TRA (2019).

Figure 2.22 Proportion of Total Visitors by Lifecycle Group, Liverpool



Note: 4-year average (2015-2018). Life cycle data not available 2013-2015.  
Source: TRA (2019).

Figure 2.23 Proportion of Total Visitors by Lifecycle Group, Liverpool

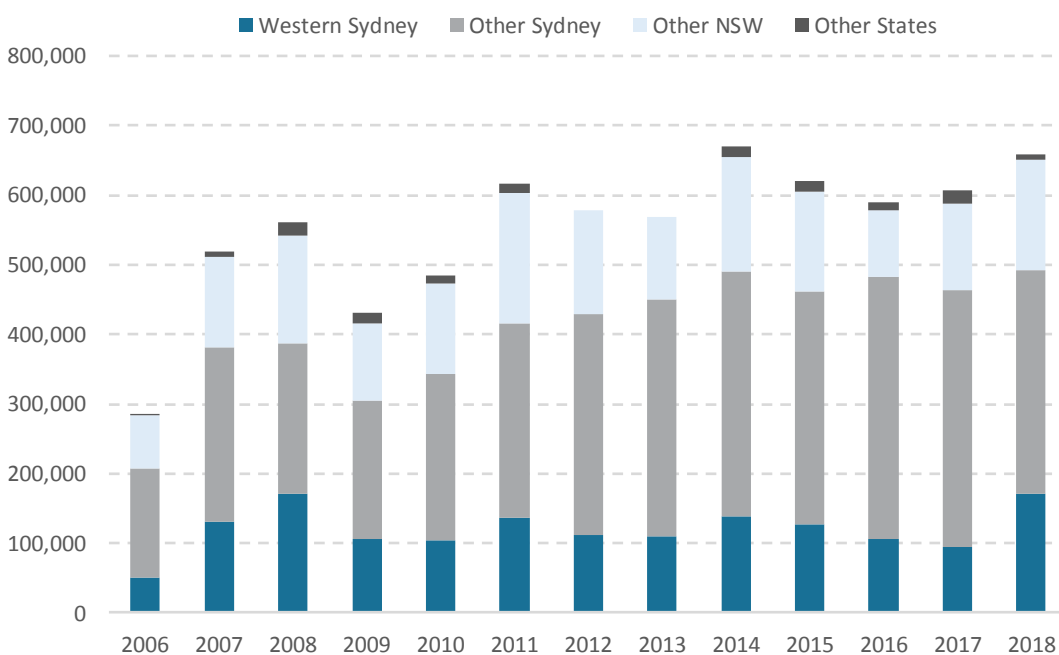


Note: 4-year average (2015-2018). Life cycle data not available 2013-2015.  
Source: TRA (2019).

## 2.5 Visitation by Source Market

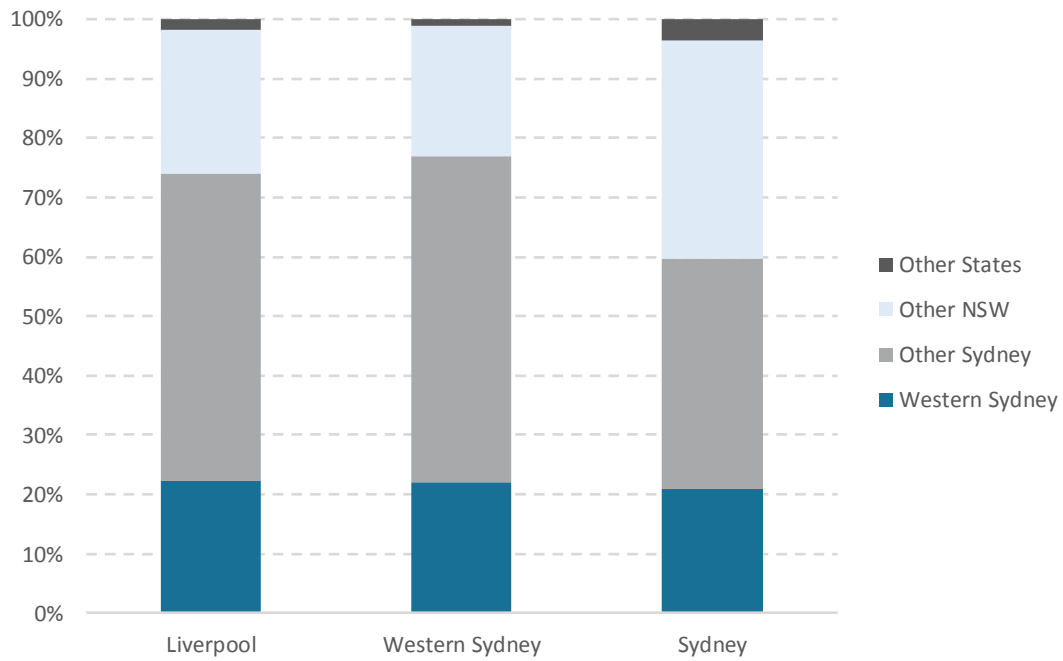
- Data shows that day-trip visitors to Liverpool are predominantly from ‘Other Sydney’.
- Domestic overnight visitation to Liverpool is dominated by visitors from outside of Sydney.
- Liverpool is slightly less reliant on visitors from Sydney than Western Sydney is, but far more reliant than the Sydney average.
- Liverpool’s key international visitor markets include New Zealand, Fiji and China, with China in particular having grown particularly strongly in recent years.

Figure 2.24 Day-Trip Visitors by Source Market, Liverpool



Note: 2-year average.  
Source: TRA (2019).

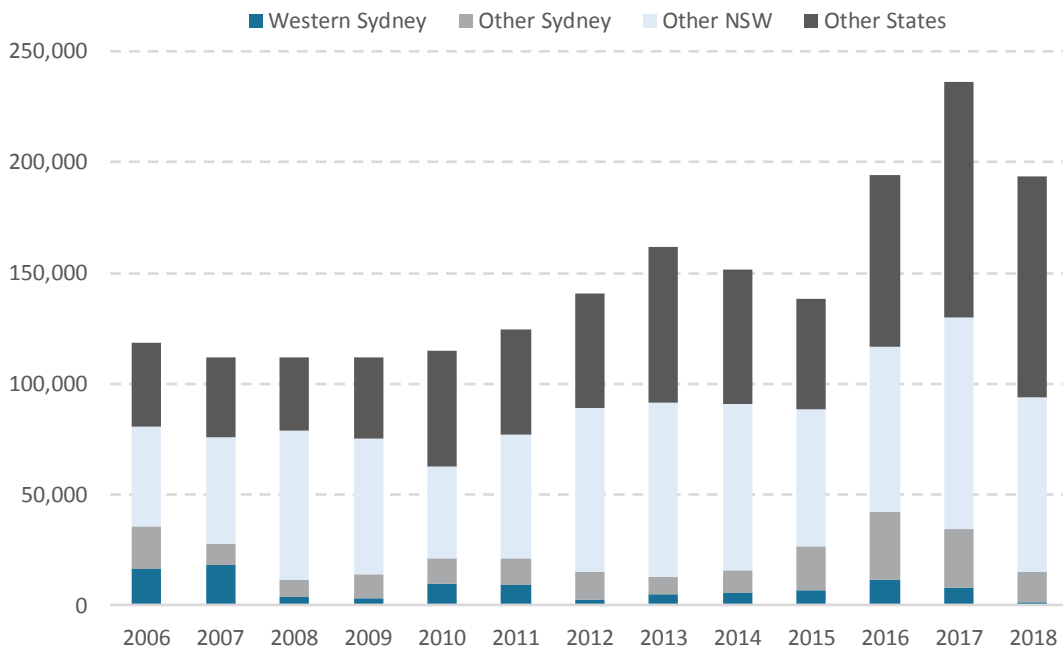
Figure 2.25 Proportion of Day-Trip Visitors by Source Market



Note: 14-year averages (2005-2018).

Source: TRA (2019).

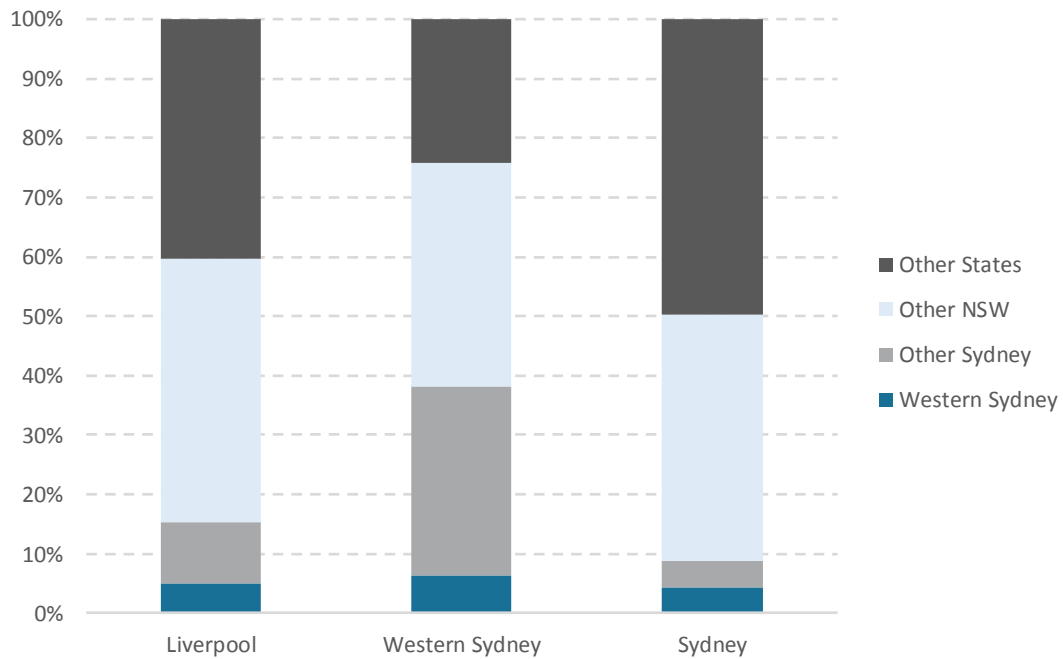
Figure 2.26 Domestic Overnight Visitors by Source Market, Liverpool



Note: 2-year average.

Source: TRA (2019).

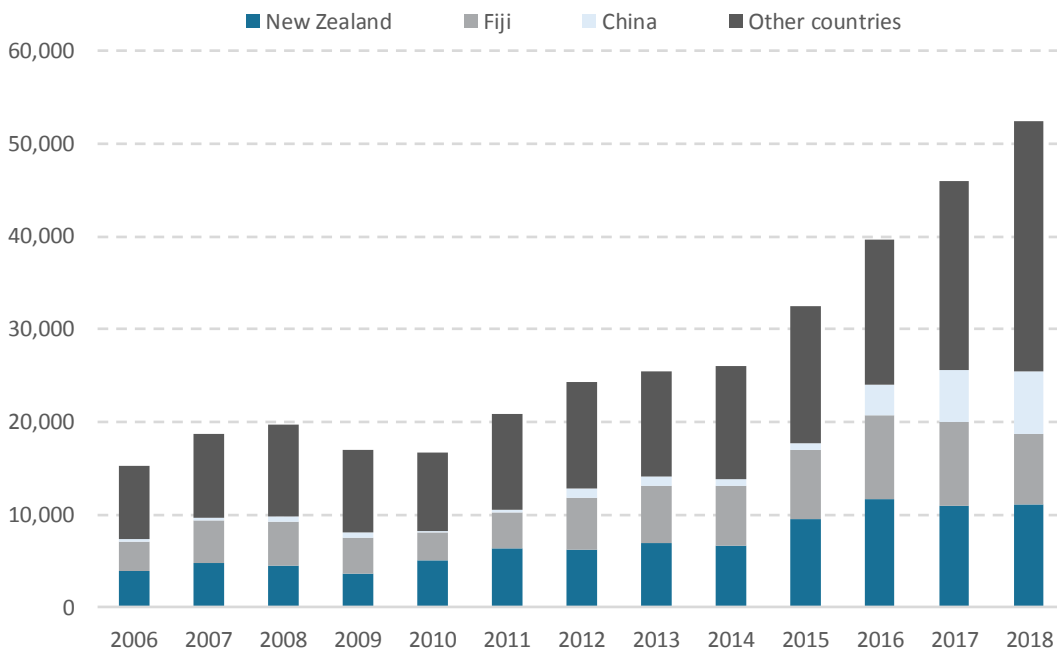
Figure 2.27 Proportion of Domestic Overnight Visitors by Source Market



Note: 14-year averages (2005-2018).

Source: TRA (2019).

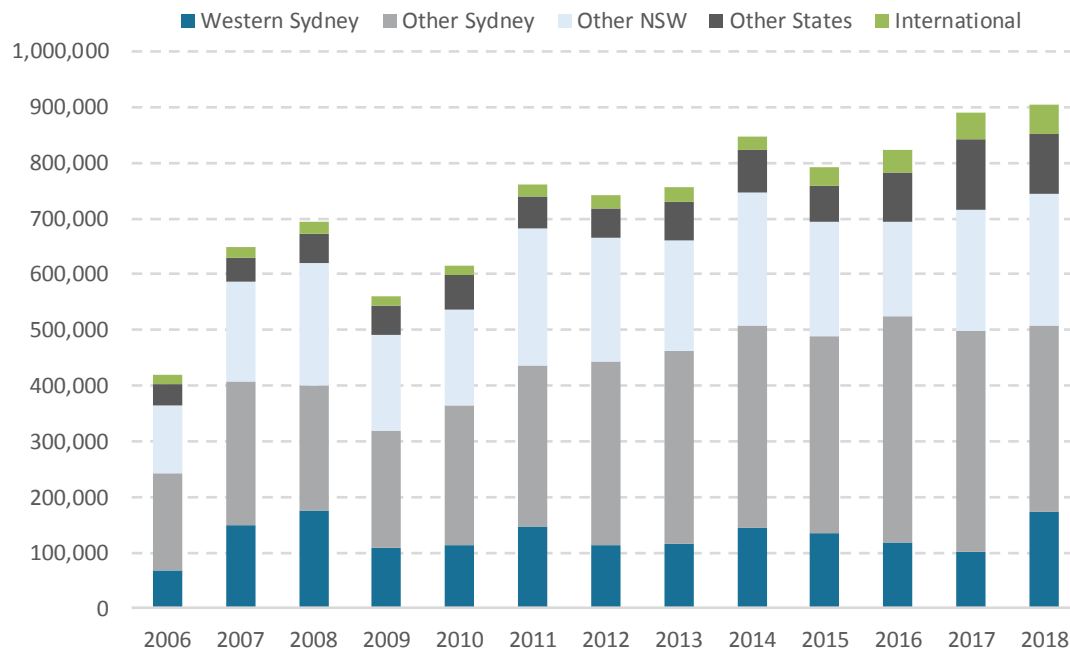
Figure 2.28 International Visitors by Source Market, Liverpool



Note: 2-year average.

Source: TRA (2019).

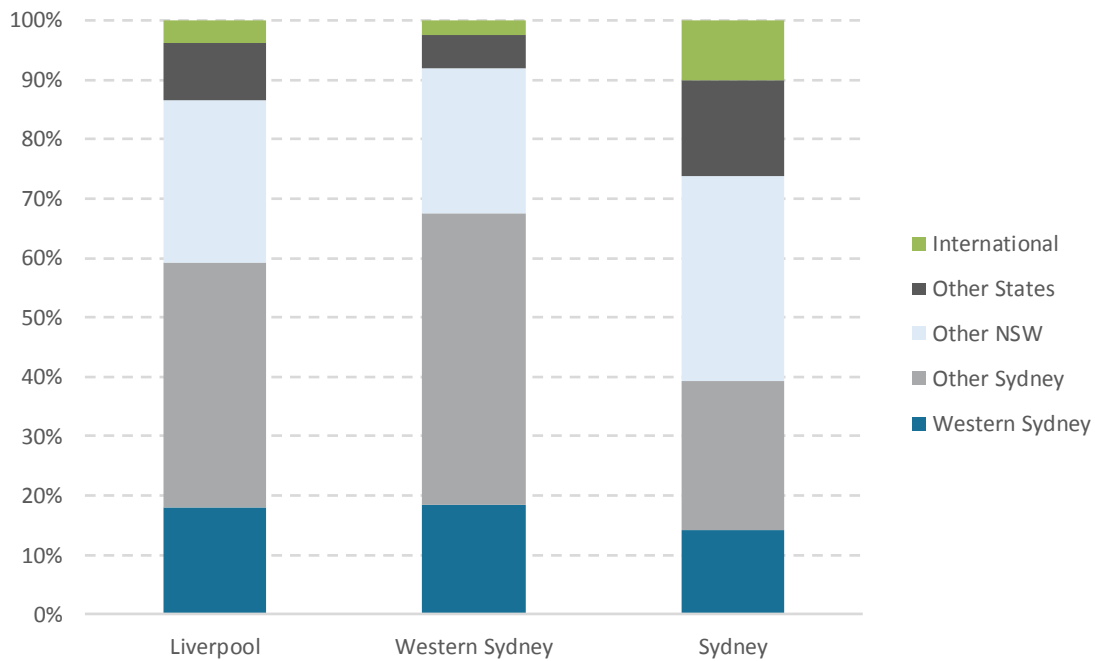
Figure 2.29 Total Visitors by Source Market, Liverpool



Note: 2-year average.

Source: TRA (2019).

Figure 2.30 Proportion of Total Visitors by Source Market



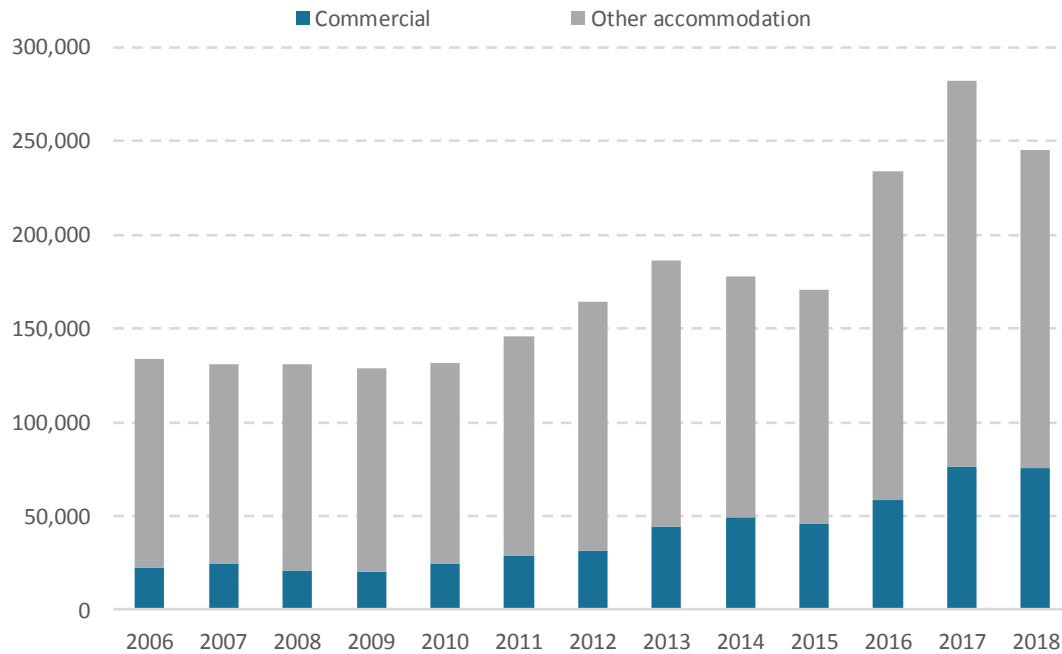
Note: 14-year averages (2005-2018).

Source: TRA (2019).

## 2.6 Visitation by Accommodation Type

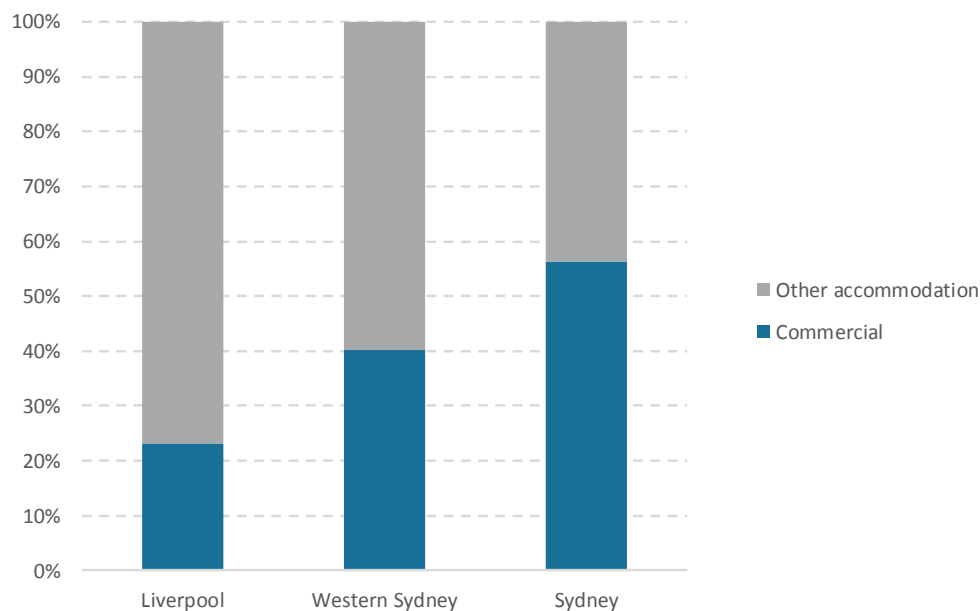
- Liverpool has a significantly lower proportion of visitors staying in commercial accommodation than the Western Sydney and Sydney averages.
- This is likely driven by the high proportion of visitors to Liverpool being for the purpose of ‘visiting friends and relatives’ (who are more likely to find alternative, non-commercial accommodation) and the comparatively low proportion of ‘holiday’ visitors.
- Despite these trends, visitor nights in commercial accommodation have still grown strongly in Liverpool in recent years.

Figure 2.31 Total Visitors by Accommodation Type, Liverpool



Note: 2-year average.  
Source: TRA (2019).

Figure 2.32 Proportion of Total Visitors by Accommodation Type



Note: 14-year averages (2005-2018).  
Source: TRA (2019).

## 2.7 Visitor Activities

- Key visitor activities undertaken in Liverpool across the domestic visitor types include:
  - Visiting friends and relatives.
  - Eat out / dine at a restaurant and / or café.
  - Going shopping for pleasure.
  - Sightseeing / looking around.
  - Pubs, clubs, discos etc.
  - Picnics or BBQs.
- However, international visitors are more likely than domestic visitors to ‘go to the beach’ in addition to nature and cultural activities including:
  - Visit national parks / state parks.
  - Visit wildlife parks / zoos / aquariums.
  - Visit history / heritage buildings, sites or monuments.
  - Visit botanical or other public gardens.
  - Visit museums or art galleries.

**Table 2.1 Top 20 Visitor Activities by Visitor Type, Liverpool**

Day-trip		Domestic overnight		International	
Activity	%	Activity	%	Activity	%
Visit friends & relatives	47.6	Visit friends & relatives	65.6	Eat out / dine at a restaurant and/or cafe	81.5
Eat out / dine at a restaurant and/or cafe	29.5	Eat out / dine at a restaurant and/or cafe	44.2	Go shopping for pleasure	77.1
Go shopping for pleasure	15.8	Go shopping for pleasure	23.7	Sightseeing/looking around	57.8
Sightseeing/looking around	6.8	Pubs, clubs, discos etc	12.2	Go to the beach	47.5
Picnics or BBQs	4.9	Sightseeing/looking around	11.4	Go to markets	42.7
Pubs, clubs, discos etc	3.3	Picnics or BBQs	4.4	Visit national parks / state parks	35.6
Attend an organised sporting event	3.1	Go to the beach	4.3	Visit wildlife parks / zoos / aquariums	30.6
Play other sports	2.9	Go to markets	3.8	Pubs, clubs, discos etc	30.4
Visit botanical or other public gardens	1.8	Go on a daytrip to another place	3.7	Visit history / heritage buildings, sites or monuments	29.4
Visit national parks / state parks	1.8	Visit national parks / state parks	3.2	Charter boat / cruise / ferry	25.3
Other outdoor activities nfd	1.4	Attend an organised sporting event	2.8	Visit botanical or other public gardens	24.3
Go to markets	1.4	Exercise, gym or swimming	2.6	Visit museums or art galleries	20.4
Exercise, gym or swimming	1.4	Attend movies/cinema	2.6	Attend Movies/Cinema	14.4
Other activities	1.4	Play other sports	2.6	Visit casinos	14.0
Golf	1.0	Visit museums or art galleries	2.3	Bushwalking / rainforest walks	13.9
Attend movies/cinema	0.9	Visit history / heritage buildings, sites or monuments	2.3	Visit amusements / theme parks	10.3
Attend festivals / fairs or cultural events	0.9	Movies/videos	2.2	Attend festivals / fairs or cultural events	8.7
Visit history / heritage buildings, sites or monuments	0.8	Attend theatre, concerts or other performing arts	2.1	Visit farms	8.2
Visit farms	0.8	Bushwalking / rainforest walks	1.8	Attend theatre, concerts or other performing arts	7.6
Bushwalking / rainforest walks	0.8	Visit wildlife parks / zoos / aquariums	1.5	Tourist trains	6.9

Note: 14-year average (2005-2018). Activities are trip based, so the above activities may not take place in Liverpool.

Source: TRA (2019).

### 3. Economic Contribution of Tourism

#### 3.1 Methodology & Assumptions

This assessment uses the Regional Tourism Satellite Accounts (TRA, 2018) in order to estimate the economic contribution from tourism to the Liverpool economy. An estimate of visitor expenditure is required to drive this analysis. The most recent (year ending December 2018) visitor expenditure data for the Sydney tourism region has been used to estimate the local visitor expenditure in Liverpool. The average expenditure per day-trip visitor and the average expenditure per night for domestic overnight and international visitors to the Sydney tourism region were used together with visitor estimates for Liverpool to calculate visitor expenditure. It has been assumed that visitors to Liverpool spend \$376.9 million.

Table 3.1 Key Assumptions

	Visitors / Visitor Nights	Expenditure per Visitor / Visitor Night (\$)	Visitor Expenditure (\$m)
Day-Trip	732,808	\$112	\$82.2
Domestic Overnight	517,306	\$298	\$154.0
International	1,178,481	\$119	\$140.7

Source: TRA (2019); Destination NSW (2019); Lucid Economics.

#### Tourism's Economic Contribution

The Australian Bureau of Statistics (ABS) does not consider tourism to be an industry, but rather a sector that contributes to multiple industries. The majority of visitor expenditure goes to the retail industry, accommodation and food services as well as transport. Often, local small businesses are the beneficiary of visitor expenditure.

Tourism Satellite Accounts help to convert visitor expenditure into Gross Regional Product and Employment, which can then be compared to other industries and the economy as a whole:

- **Gross Regional Product:** value of the total economic output minus the costs of goods and services used as inputs, plus net taxes. Gross regional product (GRP) is a preferred measure of the economy as it focuses on the net contribution to the local economy. This value is most closely associated with Gross State Product (GSP) at the state level and Gross Domestic Product (GDP) at a national level.
- **Employment:** employment positions generated, expressed on a full-time equivalent (FTE) basis.

#### 3.2 Economic Contribution of Tourism

Tourism directly contributes \$186.9 million (1.7% of total Gross Regional Product) and 1,452 jobs (1.5% of total employment) to the Liverpool economy.

Table 3.2 Economic Contribution of Tourism, Liverpool (2018)

	Gross Regional Product (\$m)	Employment
Direct	\$186.9	1,452
Indirect	\$158.6	841
<b>Total</b>	<b>\$345.5</b>	<b>2,292</b>

Note: Calendar year 2018.

Source: Lucid Economics.



## References

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- Destination NSW (2019). Travel to Sydney, Year ended December 2018. Destination NSW, Sydney.
- TRA (2018). Regional Tourism Satellite Account 2016-17. Tourism Research Australia, Canberra.
- TRA (2019). International and National Visitor Surveys. Tourism Research Australia, Canberra.

## Appendix A: Methodology

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The analysis and data contained in this report has been sourced directly from Tourism Research Australia's database for the National Visitor Survey (NVS) and International Visitor Survey (IVS).

### National Visitor Survey (NVS)

The NVS is a large-scale telephone survey which has been conducted continuously since January 1998. It is designed to measure domestic and outbound travel by Australian residents. The NVS is funded jointly by the Commonwealth Government as well as the State and Territory Governments of Australia.

Concepts and definitions used by the NVS represent a globally accepted standard based on those developed by the United Nations World Tourism Organization (UNWTO).

Results from the NVS are published quarterly.

The NVS includes any Australian resident who is 15 years of age or more, and has lived in their current residence for at least three months.

The interviews are distributed evenly across most days of the year (with the exception of 12 public holidays), which means that the current annual quota of 120,000 interviews are completed at a steady rate of around 2,300 per week.

Sample size and sample type across the time-series:

- 80,000 annual landline sample from 1998 through to 2004
- 120,000 annual landline sample from 2005 through to 2013
- 120,000 annual dual-frame sample continues from 2014 onwards, but with a 50:50 mobile/landline split through to the end of 2017
- TRA plan to move to 60:40 mobile/landline sample split in 2018. Future increases in mobile sample share are likely, assuming the growth of mobile-only households continues.

The types of trips collected by the NVS include overnight trips, day trips and outbound (international) trips, though some types of routine trips (such as same-day journeys to work) are excluded. Overnight or outbound trips of more than one calendar year in duration are also excluded.

To ensure each respondent is able to accurately recall the details of any trips, information is only collected for recent trips. The respective recall periods are seven days for day trips, 28 days for domestic overnight trips, and three months for outbound trips.

### International Visitors Survey

The IVS samples 40,000 departing, short-term international travellers aged 15 years and over who have been visiting Australia. The survey is conducted by Computer Assisted Personal Interviewing (CAPI) in the departure lounges of the eight major international airports, including: Sydney, Melbourne, Brisbane, Cairns, Perth, Adelaide, Darwin and the Gold Coast.

The IVS contains around 100 questions supported by 'show-cards' that are used to help the respondent answer particular sections including:

- Usual place of residence
- Repeat visitation
- Group tours
- Travel party
- Sources for obtaining information about Australia
- Purpose of visit and places visited
- Transportation and accommodation
- Activities
- Expenditure
- Demographics

Since 2004, the IVS has been surveying international visitors in four languages: English, Japanese, Mandarin and Korean. The total number of interviews conducted with particular residents of each country or region is distributed among airports by selecting monthly samples of departing flights and visitors on those flights to achieve acceptable sample sizes in various categories.

Survey results are weighted to data on international visitor numbers over the period, provided by the Department of Immigration and Citizenship (DIAC), with the assistance of the Australian Bureau of Statistics (ABS). The variables used in weighting the data are:

- Country of residence
- State of arrival
- Main purpose of journey
- Airport of departure
- Age and sex of visitor

Results of the IVS are published quarterly.

## Liverpool Sample Size

Given the relatively small area that makes up Liverpool City Council, there is a somewhat limited sample size for the day trip and domestic overnight visitor cohorts. Low sample sizes can reduce the accuracy of any survey results. Industry standard seeks to create a confidence level of 95% at a confidence interval of +/- 5%. In order to achieve these metrics for Liverpool, a two year average has been used (Table A.3).

It should be noted that for some detailed visitor data sets, a longer-term average was required. Where data has been averaged, a note has been inserted to identify the time period required.

Table A.3 Sample Size and Margin of Error

	Sample	Visitors	Margin of Error (%)	Adjusted Margin of Error (%)
2006	227	519,238	6.5%	4.9%
2007	260	778,476	6.1%	4.4%
2008	238	607,519	6.4%	4.4%
2009	175	512,996	7.4%	4.8%
2010	252	719,253	6.2%	4.7%
2011	259	802,980	6.1%	4.3%
2012	274	682,475	5.9%	4.2%
2013	274	827,305	5.9%	4.2%
2014	291	868,164	5.7%	4.1%
2015	320	714,486	5.5%	4.0%
2016	327	931,510	5.4%	3.9%
2017	327	846,364	5.4%	3.8%
2018	336	961,919	5.4%	3.8%

Source: TRA (2019); Lucid Economics

## Appendix B: Detailed Visitor Data

Table B.4: Visitors, by Type, Liverpool

	Day-trip	Domestic Overnight	International	Total
2006	284,841	118,329	15,314	418,484
2007	518,249	112,051	18,557	648,857
2008	561,798	111,788	19,411	692,997
2009	431,416	112,072	16,770	560,258
2010	484,902	114,698	16,524	616,125
2011	615,626	124,828	20,662	761,116
2012	577,735	140,744	24,249	742,727
2013	568,319	161,589	24,981	754,890
2014	670,443	151,796	25,495	847,735
2015	620,337	138,557	32,432	791,325
2016	588,998	194,496	39,504	822,998
2017	606,909	236,386	45,641	888,937
2018	658,747	193,640	51,755	904,142

Note: 2-year averages.

Source: TRA (2019).

Table B.5: Visitor Nights, by Type, Liverpool

	Domestic Overnight	International	Total
2006	305,803	290,421	596,223
2007	332,711	377,448	710,159
2008	297,751	383,973	681,724
2009	345,865	488,290	834,155
2010	426,736	587,472	1,014,207
2011	394,206	612,484	1,006,690
2012	364,302	737,388	1,101,691
2013	420,741	733,845	1,154,586
2014	451,992	619,355	1,071,347
2015	392,162	811,171	1,203,332
2016	461,286	942,993	1,404,278
2017	626,341	925,328	1,551,669
2018	586,283	1,064,885	1,651,168

Note: 2-year averages.

Source: TRA (2019).

Table B.6: Total Visitors, by Purpose of Visit, Liverpool

	Holiday	Visiting friends and relatives	Business	Other reason
2006	127,179	239,441	32,287	19,578
2007	202,177	318,105	67,541	61,033
2008	199,520	337,000	63,832	92,645
2009	163,136	274,477	64,305	58,340
2010	173,471	263,139	148,220	31,295
2011	241,675	322,472	123,840	73,129
2012	235,239	342,968	98,042	66,479
2013	162,233	397,160	139,266	56,230
2014	200,593	425,879	135,527	85,735
2015	216,655	340,987	132,060	101,623
2016	192,122	373,587	134,266	123,023
2017	205,772	434,903	120,062	128,200
2018	243,117	418,607	106,947	135,471

Note: 2-year averages.

Source: TRA (2019).

Table B.7: Day-Trip Visitors, by Purpose of Visit, Liverpool

	Holiday	Visiting friends and relatives	Business	Other reason
2006	102,636	150,259	16,151	15,795
2007	186,049	224,503	52,173	55,524
2008	179,994	248,704	51,340	81,760
2009	133,789	197,600	49,830	50,198
2010	145,917	181,880	128,147	28,959
2011	225,655	228,447	93,666	67,858
2012	205,739	249,332	62,598	60,067
2013	124,831	291,017	101,146	51,324
2014	178,469	323,751	95,515	72,708
2015	197,434	250,192	86,801	85,910
2016	161,848	249,031	71,082	107,037
2017	165,838	288,595	59,445	93,032
2018	211,728	288,498	55,147	103,375

Note: 2-year averages.

Source: TRA (2019).

Table B.8: Domestic Overnight Visitors, by Purpose of Visit, Liverpool

	Holiday	Visiting friends and relatives	Business	Other reason
2006	21,903	77,794	15,532	3,101
2007	12,666	80,316	14,321	4,747
2008	16,531	75,036	10,823	9,398
2009	26,696	65,750	13,048	6,578
2010	24,812	69,749	19,191	946
2011	12,302	79,656	28,861	4,009
2012	25,042	76,407	33,917	5,377
2013	32,547	88,774	36,595	3,674
2014	18,560	83,897	37,849	11,490
2015	15,145	67,423	42,281	13,707
2016	22,573	97,342	60,541	14,040
2017	29,153	116,684	57,450	33,100
2018	17,843	97,579	48,424	29,794

Note: 2-year averages.

Source: TRA (2019).

Table B.9: International Visitors, by Purpose of Visit, Liverpool

	Holiday	Visiting friends and relatives	Business	Other reason
2006	2,427	11,967	781	139
2007	3,589	13,495	1,089	383
2008	3,158	13,668	1,733	852
2009	2,878	11,816	1,534	542
2010	2,982	12,451	974	118
2011	3,765	15,331	1,451	115
2012	4,546	18,022	1,681	0
2013	5,110	18,249	1,623	0
2014	3,765	19,370	2,282	78
2015	4,262	24,811	3,125	234
2016	7,849	28,339	2,974	341
2017	10,786	30,794	3,729	332
2018	13,428	33,953	3,929	445

Note: 2-year averages.

Source: TRA (2019).

Table B.10: Total Visitors, by Purpose of Visit

	Liverpool	Western Sydney	Sydney
Holiday	27%	47%	41%
Visiting friends and relatives	48%	37%	32%
Business	14%	9%	17%
Other reason	6%	4%	5%
Education	1%	1%	2%
Health	4%	2%	3%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Note: 14-year averages (2005-2018).

Source: TRA (2019).

Table B.11: Day-Trip Visitors, by Purpose of Visit

	Liverpool	Western Sydney	Sydney
Holiday	31%	49%	45%
Visiting friends and relatives	44%	35%	31%
Business	13%	9%	11%
Other reason	7%	5%	7%
Education	0%	0%	1%
Medical reasons	5%	2%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Note: 14-year averages (2005-2018).

Source: TRA (2019).

Table B.12: Domestic Overnight Visitors, by Purpose of Visit

	Liverpool	Western Sydney	Sydney
Holiday	14%	38%	28%
Visiting friends and relatives	56%	44%	37%
Business	22%	13%	30%
Other reason	3%	2%	3%
Education	1%	1%	1%
Medical reasons	3%	2%	3%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Note: 14-year averages (2005-2018).

Source: TRA (2019).

Table B.13: International Visitors, by Purpose of Visit

	Liverpool	Western Sydney	Sydney
Holiday	19%	52%	54%
Visiting friends and relatives	69%	39%	26%
Business	7%	5%	13%
Other reason	3%	2%	3%
Education	3%	2%	5%
Medical reasons	0%	0%	0%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Note: 14-year averages (2005-2018).

Source: TRA (2019).



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