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Planning

## Liverpool City Region Visitor Economy Data Dashboard

Liverpool City Region Combined Authority

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-051778

Procurement identifier (OCID): ocids-h6vhtk-058f02

Published 28 August 2025, 9:17am

### Scope

### Description

1. The Liverpool City Region (LCR) welcomes over 60 million visitors annually, generating £6bn in GVA and supports over 58000 jobs. It is a cornerstone of the region's growth, contributing over 12% to GVA and more than 10% of total employment. To sustain growth, enhance decision making and improve visitor dispersal across the six boroughs, LCR proposes that creation of a Visitor Economy Research and Data Insights Dashboard. This centralised platform will consolidate multiple data sources, provide real time insights, track changes and performance over time and support evidence-led destination management.

2. We are seeking to engage with commercial operators and businesses who provide a service of this nature and can support the following aims and objectives.

Aim

3. The aim is that the platform will support the following:

- a. Evidence based decision making
- b. Enhanced data sharing across boroughs and stakeholders

- c. Improving visitors' experiences and dispersal
- d. Supporting sustainable tourism and recovery
- e. Tracking ROI and campaign effectiveness

4. The platform will also enable cross-analysis of visitor behaviour, measure the impact of campaigns and events and provide borough level benchmarking, ensuring the region maximises return in its marketing and infrastructure investment

#### Objectives

5. The dashboard will:
- a. Consolidate diverse datasets (eg footfall, spend, surveys, hotel occupancy, attraction attendance, VisitBritain surveys)
  - b. Provide borough specific and region wide performance insights
  - c. Track key metrics : visitor origin, duration of stay, dispersal, spend and event attendance
  - d. Support trend analysis
  - e. Enable reporting tailored to local authorities, destination partners, businesses and event organisers

#### **Total value (estimated)**

- £120,000 excluding VAT
- £144,000 including VAT

Below the relevant threshold

#### **Contract dates (estimated)**

- 27 October 2025 to 25 October 2030

- 4 years, 11 months, 30 days

## **Main procurement category**

Services

## **CPV classifications**

- 48000000 - Software package and information systems
- 73000000 - Research and development services and related consultancy services

## **Contract locations**

- UKD7 - Merseyside

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## **Engagement**

### **Engagement deadline**

12 September 2025

### **Engagement process description**

We are seeking to engage with commercial operators and businesses who provide a service of this nature and can support the following aims and objectives as previously stated in the description. If you have a solution that reflects the aims and objective detailed in the notice please express an interest by emailing [Tender@liverpoolcityregion-ca.gov.uk](mailto:Tender@liverpoolcityregion-ca.gov.uk), and provide a short description of no more than 500 words as to why your solution can deliver our requirements.

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## Participation

### Particular suitability

Small and medium-sized enterprises (SME)

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## Submission

### Publication date of tender notice (estimated)

18 September 2025

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## Contracting authority

### Liverpool City Region Combined Authority

- Public Procurement Organisation Number: PNDZ-8253-CJJM

1 Mann Island

Liverpool

L3 1BP

United Kingdom

Email: [Tender@liverpoolcityregion-ca.gov.uk](mailto:Tender@liverpoolcityregion-ca.gov.uk)

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government