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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

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, and provide a short description of no more than 500 words as to why your solution can deliver our requirements.

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

18 September 2025

Contracting authority

Liverpool City Region Combined Authority

- Public Procurement Organisation Number: PNDZ-8253-CJJM

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Liverpool

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United Kingdom

Email: Tender@liverpoolcityregion-ca.gov.uk

Region: UKD72 - Liverpool

Organisation type: Public authority - sub-central government