

# Liverpool

Liverpool is a city that is built on its river and received the accolade of UNESCO World Heritage Status in 2004 as a supreme example of its mercantile and maritime past. It has a stylish and vibrant city centre and rooted in a rich cultural heritage. The city is a major destination for tourism and welcomes over 20 million visitors per year, with a further 15 million extra visitors during the European Capital of Culture year in 2008.

It is seen internationally as a centre of cultural excellence and claims it is home to the only collection of museums and galleries with national status outside of London! In addition, the city is somewhat unique in that it has two cathedrals, some of the country's finest architecture, a diverse range of entertainment venues, fantastic restaurants, theatres, cafes and bars and one of the UK's most chic and ultra modern retail and leisure centres in Liverpool ONE which was completed during the 2008 cultural celebrations and which operates successfully between 5 and 8pm 6 nights a week.

During the evening and night, the attractions include 141 bars/clubs and 88 pubs catering from live music venues and 146 restaurants. The Empire Theatre, Royal Court and The Arena & Convention Centre, whereas Albert Dock offers a unique blend of culture, cuisine and shopping

Originally the city set out to be recognised as a European class destination for visitors, but having achieved this is now setting its sights on becoming a destination of choice on the world stage.

## The Assessors and Panel were impressed by particular strengths, including:

- Excellent Partnerships between police, city council and city centre management.
- The huge strides it has taken to make the centre safer and cleaner
- Obvious emotional investment of stakeholders – all excellent ambassadors for the City
- The City's aspirations and realistic goals to be compared with the great cities of the world and excellent capitalisation of the legacy of the Capital of Culture.

Liverpool has got its swagger back!

## Contact

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