

# **Liverpool City - Comprehensive Overview, PEST Analysis and Analysis of Key Industries including Technology, Tourism and Hospitality, Construction and Retail**

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## **Abstracts**

Liverpool City %li%Comprehensive Overview, PEST Analysis and Analysis of Key Industries including Technology, Tourism and Hospitality, Construction and Retail

### **Summary**

“City Profile – Liverpool” provides historical and forecast data on key city level metrics along with analytical coverage of the latest political, economic, social, technological, infrastructural, legal and environmental issues affecting Liverpool.

The report contains detailed tourism, retail, construction, technology and public infrastructure data and insight into economic, social, and industry trends.

Liverpool city area (LCR) or Liverpool metropolitan area is one of the economic and political hubs of Northwest England. The area offers a strong talent pool of young professionals. Tourism (including business travellers) is one of the most progressive industries in the LCR. Tourism, construction and retail markets drive the economic activity of the metropolitan area. The region's strategic initiatives, including the Liverpool City Region Freeport and the Life Science Investment Zone, aim to foster growth, innovation, and collaboration. Liverpool's automotive industry thrives with a skilled workforce and proximity to major manufacturing plants. The city council's 20-year plan prioritizes development, investment, and regeneration, focusing on inclusive growth through job creation and improved infrastructure.

## Scope

The service sector remains the key contributor to the area's economy – and the major employer.

Liverpool is a key tourist destination for both domestic and international tourists. The Liverpool metropolitan area boasts a vibrant cultural scene, scenic parks, and an array of museums and monuments, making it a desirable tourism destination in the UK. In 2022, the area's visitor economy was valued at GBP5.2 billion (\$6.4 billion) and employed over 51,000 people. The Liverpool City Region Local Enterprise Partnership provides strategic economic guidance, while significant investments, such as the GBP3.2 billion (\$4.6 billion) plan for leisure and business destination marketing, aim to bolster the area's tourism sector.

## Reasons to Buy

Gain a comprehensive knowledge of future economic and demographic trends and understand the performance of various sectors within the city.

Analyze and understand the business environment in the city to align your investment and expansion strategies.

The report helps to drive a conclusion in choosing a suitable city to invest or expand according to your business structure.

Explore new opportunities in the hospitality, tourism, construction, real estate and retail sectors.

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