

Economic Impact of Eurovision Song Contest in Liverpool Executive Summary



October 2023



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The report is founded on the best information provided and gathered. All information, analysis, and recommendations produced reflect AMION's professional judgment based on data acquired from the client and other sources during the course of the project.

1. Introduction

AMION Consulting were commissioned by Liverpool City Council and Liverpool City Region Combined Authority with funding from the Department for Digital, Culture, Media, and Sport (DCMS) and Arts and Humanities Research Council (AHRC) to analyse the impacts of the Eurovision Song Contest (Eurovision 2023) on the local and regional economy.

This report comprises the first of a two-part series, with each report addressing distinct periods:

- this document focuses on the short-term impacts, analysing the immediate effects of hosting the event in terms of visitors, expenditure, jobs and Gross Value Added (GVA) at the Liverpool, Liverpool City Region (LCR) and North West regional levels;
- the second report, due in 2024, will present a longer-term assessment of the economic impacts of Eurovision 2023, one year after the event..

2. Approach

To comprehensively assess the impact of Eurovision 2023, a combination of quantitative and qualitative research methods were employed. Primary data collection involved surveys, interviews, and on-site observations, gathering insights on spending patterns from event attendees, visitors, and local residents. The study amassed over 3,500 surveys and primary research inputs.

Complementing this, secondary data sources, including ticketing data, official reports, and economic indicators, were utilised to validate and inform the analysis. The study drew from various sources, including official European Broadcasting Union Eurovision Song Contest data, the BBC, LCC, LCRCA, national government reports, tourism statistics, and industry association reports, as well as footfall and Mastercard spending data provided by Liverpool Business Improvement District (BID), and Liverpool ONE. Mobile phone data supplied by LCRCA also contributed to the insights.

3. Visitors to Eurovision 2023

Eurovision 2023 drew a total of **473,000 attendees to Eurovision-related events** in Liverpool city centre. Considering factors like attendees visiting multiple events and those whose primary reason for visiting Liverpool was Eurovision but who did not attend an event, it is estimated that **306,000 individuals visited Liverpool city centre due to Eurovision.**

This global event attracted visitors from across the country and various parts of the world (10% of visitors were international) which significantly increased footfall in the city centre. Notably, over 100,000 UK residents from outside the LCR travelled to Liverpool city centre for Eurovision. The visitor survey undertaken by Spirul as part of the primary research for this impact assessment demonstrated an overwhelmingly positive experience felt by visitors as well as the beneficial impacts for Liverpool relating to image, inclusivity, and tourism. The Visitor survey identified that:

- 65% of overall respondents would definitely visit Liverpool again;
- 54% of overall respondents reported a positive change in their perception of Liverpool;
- 26% of overall respondents were first time ever visitors to Liverpool; and
- 68% of first time ever visitors would definitely visit Liverpool again.

4. Economic Impacts

The estimated total spend by visitors to Liverpool city centre for Eurovision is £75.6m. However, this includes travel to the country and spend outside the target areas, which needs to be excluded as leakage from the assessment of local impacts. The gross local spend in Liverpool is estimated to be £54.9m by visitors. After allowing for deadweight (activity that would have happened anyway) and displacement (reductions in activity elsewhere in the target area due to the event), **the net additional visitor spend in Liverpool is estimated to have amounted to £42.3m.** The main sectors benefitting from this spend were food and drink (35%) and accommodation (31%).

As can be seen in Table ES1, the gross local spend at the LCR level is estimated to amount to £57.8m and at the North West level to £63.2m. These figures are greater than the Liverpool gross spend, as visitors spent on travel to Liverpool from these

"Every single person if they haven't been to Liverpool already, has said that they'd love to come back, bring the family and spend at least a weekend here. So, it has been a fantastic first impression"

Eurovision Visitor May 2023 (click on the link to listen to the whole quote)

Table ES1: Total net additional visitor spending within each target area

	Liverpool	LCR	North West
Gross local visitor spend	£54,905,230	£57,756,422	£63,203,251
Net additional local visitor spend	£42,342,062	£43,031,456	£45,327,797

areas and accommodation within a wider catchment – leading to lower leakage rates. However, after removing displacement across these wider areas, **the net additional spend for LCR totalled £43.0m and the North West totalled £45.3m** – which are only marginally above Liverpool.

"We'd like to come back again so we can see a bit more when there's a bit less people about and explore it a bit further."



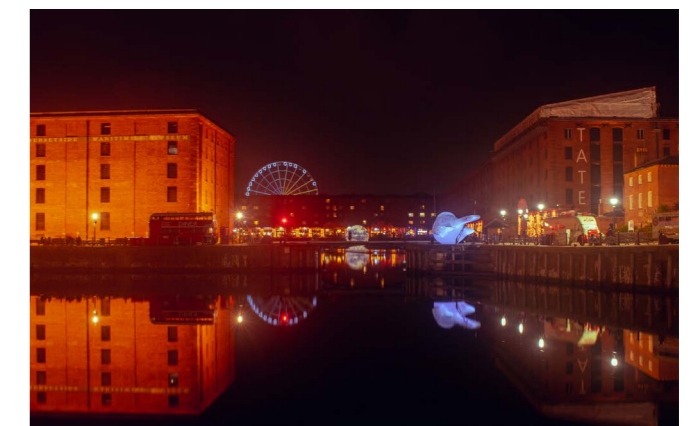
Eurovision Visitor May 2023 (click on the link to listen to the whole quote)

The net additional organiser spend at a Liverpool level is estimated to have totalled to £10.9m. Around £6.4m (59%) was spent on the production of Eurovision 2023 including services such as the construction of stages, creative artists, and branding. Some £4.1m (38%) was incurred on hospitality such as accommodation for the production and event staff, further boosting the local hospitality sector in addition to the visitor spending, or retail stalls within Eurovision Village.

Organisers also procured businesses from the wider region due to the specialised requirements to deliver Eurovision 2023. **At the LCR level the net additional organiser spend totalled to £11.7m and at the North West level it totalled to £15.9m.**

Table ES2: Net additional organiser spend by category

Sector	Liverpool	LCR	North West
Production	£6,445,161	£6,920,503	£9,766,658
Hospitality	£4,146,420	£4,352,435	£5,638,280
Additional staff costs	£315,565	£455,595	£497,307
Total net additional spend	£10,925,146	£11,728,533	£15,903,244





The employment effects from this expenditure have been quantified using visitor spend to full time equivalent (FTE) job ratios for the area and/or the average wage per employee (plus overheads) per sector. **The total organiser and visitor spend is estimated to have generated employment equivalent to 589 one-year FTE jobs in Liverpool, 611 in the LCR, and 698 in the North West.**

The GVA impacts have been calculated using the latest GVA per FTE job figures by sector for each area from Experian. **Eurovision 2023 is projected to have resulted in a net additional one-off GVA impact of £23.5m in Liverpool in 2023, £24.4m in LCR, and £29.4m in the North West.**

Table ES3: Net additional impacts from Eurovision 2023 for Liverpool, LCR, and North West			
	Liverpool	LCR	North West
Total expenditure	£53,267,208	£54,759,989	£61,231,041
1-year FTE employment	589	611	698
One-off GVA	£23,502,779	£24,445,621	£29,361,730

Note: Total expenditure is the net additional visitor expenditure (ES1) plus net additional organiser expenditure (ES2).

5. Wider Impacts

The impact of Eurovision 2023 extends beyond the immediate economic gains, encompassing intangible benefits. The broadcast exposure and positive associations serve as valuable assets for Liverpool's economy. The event's influence not only reached a widespread geographical area but also across various communities, engaging a diverse audience including school children, older individuals, and ethnic minority communities.

The Eurovision 2023 volunteering programme, led by Liverpool City Council with support from the Department for Work and Pensions (DWP) and the NHS, offered 475 individuals a unique opportunity to contribute to the event. Volunteering not only supports personal development and skill acquisition but also enhances wellbeing and self-esteem.

Employment initiatives were undertaken involving the collaboration of key organisations in the LCR, such as Job Centre Plus, DWP, Growth Platform, Culture Liverpool, LCRC, and LCC, aimed at providing access to the job opportunities created by Eurovision 2023 to contribute to broader economic recovery efforts. These initiatives engaged 3,287 jobseekers, 173 employers, and 52 skills support providers. Over 6,000 job openings were advertised during the events, resulting in 394 jobs offered on the day, and 3,216 individuals advancing towards employment opportunities.

"I tell you what it's a fantastic atmosphere I love, loved it.... and it's changed my perception of Liverpool!"

Eurovision Visitor May 2023 (click on the link to listen to the whole quote)

6. Conclusion

Liverpool's hosting of Eurovision in 2023 provided a short-term boost to the city's economy by attracting tourists and increasing business activity. This economic impact is expected to have a lasting effect, benefiting various local sectors and potentially leading to further investments. Hosting Eurovision also elevated Liverpool's international profile, making it an attractive destination for cultural events and tourism, influencing perceptions about the city.

The research has shown that the event fostered a sense of community pride among residents and promoted inclusivity, drawing diverse audiences and providing a platform for artists from various backgrounds. It also nurtured local talent and increased music engagement across communities. Eurovision enhanced Liverpool's institutional capacity to host future events, making the city more capable and attractive for a wide range of cultural, entertainment, and sporting events. There are various lessons that can be learned from Eurovision 2023 for those involved in delivering major events. The report identifies a set of considerations relating to the legacy of Eurovision in the LCR, which will be subject to further examination in the year-on report.

"I met so many people from so many different places, UK and abroad, and we've been able to show off our beautiful city."

Eurovision Visitor May 2023 (click on the link to listen to the whole quote)

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AMION worked with Spirul to capture the primary data. Spirul bring you a fresh and clear approach to research. Visit their website here: <https://spirul.co.uk/> and contact them by phone: 01484 686377



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