

‘INSPIRING’

‘INTERESTING’

‘STIMULATING’

‘FUN’

‘THOUGHT-PROVOKING’

‘WELCOMING’

‘DIVERSE’

1,391,730

TOTAL VISITS

154,569

TOTAL VISITORS

60%

ATTENDED WITH  
FRIENDS OR FAMILY

43%

FIRST-TIME  
VISITORS

£17.4  
MILLION

ECONOMIC IMPACT

REASONS FOR VISITING

59% ‘to be intellectually stimulated’

50% ‘for enjoyment’

47% ‘to be inspired’

45% ‘to learn something’

IMPACT ON AUDIENCES

95% agreed that LB2025 was enjoyable

93% rated the quality of LB2025 as ‘good’ or ‘very good’

88% agreed that LB2025 made them feel interested in new things

66% agreed that LB2025 had a strong impact on their sense of wellbeing

IMPACT ON LIVERPOOL

97% agreed that it’s important for Liverpool to stage events like this

95% agreed that Liverpool Biennial has a positive impact on the city’s cultural offer

83% agreed that Liverpool Biennial presents exceptional work

70% are more likely to visit Liverpool again as a result of their experience

DEMOGRAPHICS

25-39

MAIN AGE RANGE OF VISITORS

21%

FROM THE GLOBAL MAJORITY

10%

IDENTIFIED AS D/DEAF OR DISABLED  
OR HAVING A LONG-TERM HEALTH CONDITION

19%

IDENTIFIED AS  
NEURODIVERGENT

TRAVEL & LOCATION

38% TRAVELLED FROM WITHIN THE LOCAL  
AREA (LIVERPOOL CITY REGION)

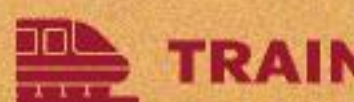
13% TRAVELLED FROM OTHER AREAS OF  
THE NORTH WEST

26% TRAVELLED FROM OTHER AREAS OF  
THE UK, OUTSIDE THE NORTH WEST

23% TRAVELLED INTERNATIONALLY

HOW DID PEOPLE TRAVEL TO LB2025?

42%



TRAIN

16%



CAR

15%



WALKED

13%



BUS

96% VISITORS TRAVELLED BETWEEN VENUES ON FOOT



44% specifically planned their trip to  
Liverpool from outside the area to visit  
Liverpool Biennial.

36% were staying overnight away from  
home, and 62% of these respondents stayed  
in a hotel.

GENDER BREAKDOWN

61% WOMEN

29% MEN

6% SELF-DESCRIBED  
/ PREFER NOT TO SAY

4% NON-BINARY