

# A UNIQUE OPPORTUNITY TO PARTNER WITH ONE OF BRITAIN'S MOST ICONIC BRANDS



**2019**

# Introduction to Mersey Ferries

Mersey Ferries are an essential part of Liverpool's rich and diverse history. Long before Gerry and the Pacemakers' famous song hit the charts, the ferries have sailed along the River Mersey connecting Wirral and Liverpool throughout 800 years of history.

Over 644,000 passengers journeys were made during 2018/2019, and as the top paid-for visitor attraction in the region, taking the Ferry Cross the Mersey is a key tourism experience for visitors to the city and a relaxing leisure cruise for residents of the Liverpool City Region.

Our 50-minute River Explorer sightseeing cruises sail all year round and depart from Pier Head, Liverpool calling at Wirral terminals, Seacombe and Woodside, during the trip. Guided by expert commentary throughout the cruise, there is no better way to see the UNESCO World Heritage Waterfront and Liverpool's skyline than from the deck of a Mersey Ferry.

Mersey Ferries offer passengers a range of services including:

- A daily commuter service operating between Liverpool and Wirral
- Daily River Explorer Cruises offering sightseeing opportunities
- 40 day-trip cruises along the Manchester Ship Canal
- 30 evening cruises on the Mersey, including summer evening cruises, themed music cruises, bird watching cruises and extended sightseeing cruises into Liverpool Bay

We also work with a number of key attraction partners, including The Beatles Story, City Explorer Open Top Bus Tour and Liverpool Anglican Cathedral, increasing our brand exposure throughout the region and offering visitors packaged sightseeing experiences.



# The Opportunity

Your collaboration with Mersey Ferries will give you an opportunity to increase your brand's visibility, raise your profile in association with a trusted and world-famous heritage brand and connect with a wide demographic of passengers including commuters, international visitors, families, travel groups, business visitors and local residents.

A tailored and bespoke sponsorship package can be created to suit your budget and sponsorship objectives. Advertising and promotional opportunities could include:

- ❑ Posters and leaflets in terminals and on vessels
- ❑ Opportunities for product launches and product placement events on the ferry
- ❑ Promotional opportunities within marketing campaigns
- ❑ Exposure on Mersey Ferries website and social media channels
- ❑ Welcome message on recorded commentary
- ❑ Presence on welcome screens at Pier Head, Liverpool

As part of our long-term strategy, plans are currently underway for a new Mersey Ferry, the first in 60 years, with an anticipated launch date during 2021. This will provide the opportunity to partner not only with an iconic brand but to be an integral part of the momentous launch of a new Mersey Ferry.





# Facts & Figures

Expose your brand to the millions of visitors that come to the Liverpool waterfront each year. Liverpool currently ranks the 5th most popular destination in the UK for overseas visitors, the 6th most popular for domestic trips and 8th for business trips.

- 🕒 479,000 leisure journeys in 2018/2019
- 🕒 658,000 visits to Mersey Ferries.co.uk during 2018/2019
- 🕒 Over 2 million page views of merseyferries.co.uk during 2018/2019
- 🕒 Mersey Ferries has 28,000 likes on Facebook
- 🕒 Weekly Facebook reach - 30,000
- 🕒 Current Twitter followers - 7,300

- 🕒 Instagram followers - 2,000
- 🕒 Over 14,000 e-newsletter subscribers

Don't take our word for it, the Mersey Ferries brand has been praised in a number of ways:

- 🕒 Trip Advisor Certificate of Excellence 2019
- 🕒 Liverpool City Region Tourism Awards - Shortlisted for Special Cruises Programme 2019
- 🕒 Liverpool City Region Tourism Awards - Shortlisted for Tourism Experience of the Year 2019

We regularly receive glowing customer feedback that rates the Mersey Ferry as a 'must do' when visiting the city.

Three example reviews from 2019:

## 'Great Day Out'

My 8yr old son and I had a day off school / work and decided to do all the touristy things around our wonderful home city. We weren't disappointed with the ferry cruise, especially as it included the U-boat story at Woodside - he was fascinated! Staff were very helpful and welcoming. We thoroughly enjoyed it and would recommend it to anyone visiting the city. Great value for money I thought.

January 2019

## 'Great Liverpool skylines'

Liverpool is a beautiful city with a beautiful skyline. It's great to walk around and perhaps get into its music scene if that's your thing. In my opinion, you haven't seen Liverpool properly until you've taken a ferry across the River Mersey.

January 2019

## 'A great 50-minute trip'

Took some family on who had not been to Liverpool before, a great way to see Liverpool from the water, great commentary on the sights and sounds of Liverpool and an entertaining 50-minute trip.

April 2019



**644,000  
passenger  
journeys in  
2018/2019**

## PR Coverage

In 2018/2019, our PR included local, regional and national press along with digital and broadcast coverage. Highlights included The One Show, BBC Children in Need as well as being featured on BBC Radio, and in The Guardian and The Daily Telegraph.

- 108 pieces of digital coverage
- 94 pieces of regional coverage
- 8 pieces of national coverage
- 29 Trade articles
- 8 broadcast interviews
- £1,255,288 Equivalent Advertising Value

## Marketing

In 2018/2019 marketing exposure included:

- Radio
- Press
- Online/Social Media
- Outdoor
- Leaflet distribution
- Travel Trade shows and exhibitions

Other high value marketing exposure for Mersey Ferries included being part of Marketing Liverpool destination campaigns.

**BBC**  
**RADIO MANCHESTER**

**The  
Guardian**

**The Telegraph**

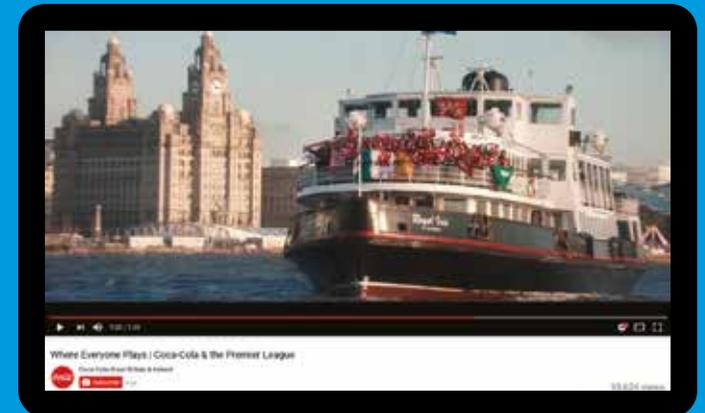
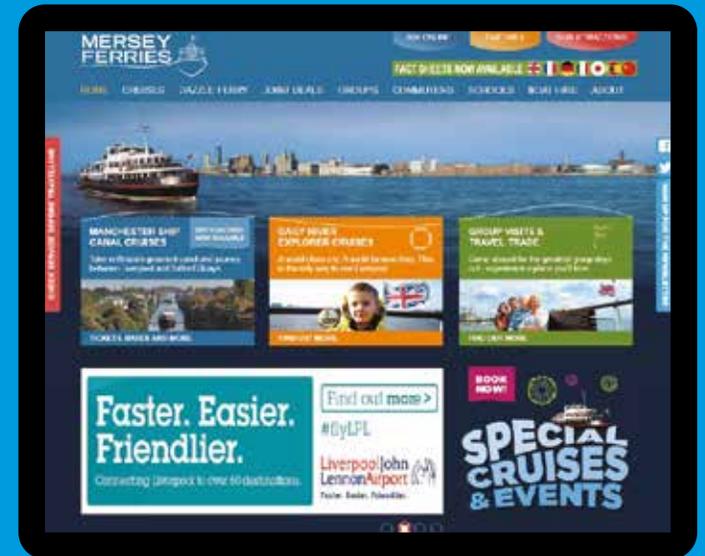
**BBC**  
**Children  
in Need**

# Previous Partnerships

Mersey Ferries has previously partnered with the following brands:

- Liverpool John Lennon Airport as part of a short sponsorship collaboration to promote routes from the airport during 2017/2018
- New Balance sports brand as part of a new trainer shoe launch during 2018
- Mersey Ferries featured as a Liverpool icon in the Coca Cola/Premier League advertisement in 2018

Examples of collaboration:



If you are interested in discussing sponsorship opportunities further please contact:

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