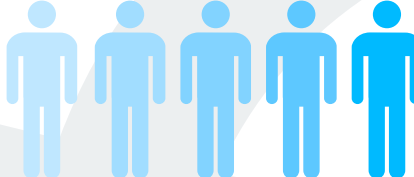


LIVERPOOL SNAPSHOT: MARKET FUNDAMENTALS

 **£30.8bn**
Total GVA of £30.8 billion


5.5% 
5.5% increase in population
growth in decade to 2011

 **£4.5bn**
Tourism worth £4.5 billion annually,
with **66 million visitors per year**

 **STRONG SERVICE SECTOR,
HEALTHCARE SECTOR AND
KNOWLEDGE ECONOMY**

 **9th**
Liverpool was 9th fastest
growing UK city in 2016
for house price growth

26.24% **+6.9%**
Liverpool property price
growth over past five years
Liverpool property price
growth in last 12 months

 Homebuilding rate well
below level required to meet
growing city centre demand

**LIVERPOOL LEADING NORTHERN
POWERHOUSE CITIES IN
TERMS OF GVA GROWTH**




POPULATION

495,300

 **£78m**
2018 Terracotta Warriors exhibition
contributed £78 million to Liverpool's economy

 **17.6%**
Projected rental growth of 17.6% by 2022

 **19.3%**
Projected house price growth of
19.3% from 2018 to 2022



**NUMBER OF
PEOPLE
AGED 22-29
INCREASED
FOURFOLD IN
DECADE TO 2011**