



EUROVISION
SONG CONTEST
UNITED KINGDOM
LIVERPOOL 2023

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Eurovision 2023: The Opportunity

• Eurovision in Liverpool is being held on 9th, 11th and 13th May 2023.

• Fan parks and other events start from around 5th May 2023.

• Location: M&S Bank Area, which has a capacity of 11,000. Hundreds of thousands of people are expected to attend the various shows.

• The average usual Eurovision TV audience is a massive 161 million. Average viewers are aged 18-34.

Source: bbc.co.uk, eurovix.com

Sites	Frame ID
Liverpool Central External	2000180016
Liverpool Central Internal x2	2000195096, 2000195097
Liverpool Victoria Street	2000139233
Liverpool Barratt House	2000139238
Liverpool ONE LFD	N/A
Speke Road Northbound D48	2000188066
Speke Road Southbound D48	2000188068
Aintree D48	2000196487
Edge Lane D48	2000196081
ABC Cinema Banner	2000139241
Anfield Banner	2000196271
Liverpool One Banner	N/A





- Eurovision Village, being held at the Pier Head, is the official fan zone for the contest, drawing in thousands of people who want to soak up the atmosphere.
- Attendance figures for previous villages have reached an impressive 38,000.
- The Eurovision Village gives fans a chance to see their favourite acts perform before the big show.

Source: eurovision.tv, liverpoolworld.co.uk



- It's not only fans from around the world that will be descending on Liverpool, but also acts, judges, music & tv crews and entourages.

- Previous host cities have seen tourism figures rise by 37% during Eurovision week

- Reports have shown that previous host countries have generated revenues of £20.5 million.

- Average visitor spend in host countries is £620.

Source: eurovoix.com, byevisa.com

