

Liverpool Street Station

Key Facts*

- ❑ Over 148 million travellers yearly - the highest footfall railway destination in the UK
- ❑ Around 650 million people travel in and out of London by rail every year
- ❑ 31% who use Liverpool Street do for leisure purposes; leisure travellers are very receptive to tourism print
- ❑ The location of Liverpool Street (near the financial district) means that 37% of passengers are affluent commuters
- ❑ 75% of travellers are ABC1 demographic - the high-earning over 45 age group is the most prolific
- ❑ Liverpool Street has a central location, especially within London's tourist hotspots. Its underground station intersects with 4 key underground lines
- ❑ Liverpool Street is the London terminus for trains to East Anglia, a region which attracts a lot of tourists and leisure travellers
- ❑ The train was the most frequently used mode of transport to and from London by both UK staying (67%) and day visitors (68%) – **London Visitor Survey 2009**



Take One Facts

- ❑ Stands will be serviced at least once a week, ensuring your leaflet supplies are topped up
- ❑ Dwell time on the station concourse before trains arrive is an average of 19 minutes per passenger – this is a key 'point of interest moment' for the captive audience when leaflets are most likely to be read
- ❑ Stands can accommodate DL and A5 leaflets
- ❑ Leaflets in their 'take away' format means that people can read them whilst on their journey and will take the information home for multiple impact