



Liverpool Sound, Anfield



Viennese Ball at St George's Hall



Tate Liverpool

schools to public parks, involving over 500,000 people. Meanwhile the Capital of Culture website – Liverpool08.com – received over 1.75 million hits from 201 nations.

The 2008 effect

The increase in visitors naturally resulted in increased revenue in the regional economy. The boom in Liverpool's hotel sector for example, with the number of beds sold in the year topping over a million, was already worth an estimated £35m to the city by August.

Councillor Warren Bradley, leader of Liverpool City Council and Deputy Chairman of Liverpool Culture Company, said: "These amazing figures once again underline why Culture is now a major driver in our economy. All the effort in delivering '08 is reaping huge dividends and as well as attracting newcomers from across the UK and beyond."

Beyond 2008

After £400m investment in cultural infrastructure, major developments worth a further £200m have already begun. These include the Design Academy at John Moores University (due 2009) and the new Museum of Liverpool Life (due 2010).

Liverpool City Council has committed to maintain arts funding levels over the next two years, worth £8.4m. A new Head of Culture, Claire McColgan, will lead a new 25-strong team from early 2009. Phil Redmond, Creative Director of Liverpool Culture Company, announced he would lead a new independent body called The Cultural Collective to ensure regional arts bodies continue to work together.

Liverpool is also the first city to conduct a longitudinal assessment of being a European Capital of Culture. A pioneering academic study looking at the economic, social, cultural and physical impacts of Liverpool '08 will be published in summer 2009 by the Impacts '08 research programme at University of Liverpool and John Moores University.

Liverpool's themed yearly programme will continue with 2009 The Year of Environment and 2010 The Year of Innovation.



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www.liverpool08.com

www.ourcityourplanet.org.uk

Day Trippers

Sampled cultural attraction visitor figures from Jan - Dec 2008* (% rise on 2007):

Tate Liverpool: 1,088,000 (68%)

Merseyside Maritime Museum:

1,025,000 (67%)

The Tall Ships' Races 2008:

1,000,000 (N/A)

Mersey Ferries: 700,000 (33%)

Echo Arena & BT Convention Centre:

600,000 (N/A)

Liverpool Cathedral: 519,000 (22%)

FACT: 468,000 (11%)

Liverpool Empire: 457,000 (4%)

La Machine: 400,000 est (N/A)

The Bluecoat: 395,000 (N/A)

'08 Place: 365,000 (60%)

Metropolitan Cathedral: 356,000 (32%)

Liverpool Philharmonic Hall:

271,000 (24%)

The Beatles Story: 201,000 (30%)

St George's Hall: 167,000 (N/A)

Everyman and Playhouse:

163,000 (22%)

LFC Museum: 162,000 (7%)

Spaceport: 110,000 (67%)

Sefton Park Palm House: 83,203 (11%)

Magical Mystery Tour: 31,000 (46%)

*figures rounded to nearest thousand, December figures projected.