



Liverpool '08 – By Numbers

- 366 Days.
- 7,000 Events.
- 10,000 Artists.
- 67,000 Children – every child from every Liverpool school has been involved.
- 160,000 Creative Community participants.
- 13 Royal visits.
- 20 miles of event barriers.
- 1 mechanical Spider
- 119 Superlambananas.
- 1,000 Volunteers on the '08 Welcome Programme.
- 1 Million visitors to both Tate Liverpool and Merseyside Maritime Museum.
- 1 Million hotel beds sold.
- 77% hotel occupancy levels – year average (record 81% for October)
- 3.5 million new visitors – 25% of all tourists in '08.
- 15 million visits to a cultural event or attraction.
- £200m Global media value.
- £800m Economic benefit to the Liverpool City Region.
- 70% of people in Liverpool have visited a museum or gallery (UK average is 59%).
- 3rd favourite UK city - as voted by Condé Nast Traveller readers
- 79% of people think Liverpool is a city on the rise – the highest % of any UK city.
- 150% increase in visits to Liverpool's Tourist Information Centres.

Visitor figures to selected cultural attractions - Jan to Dec* '08		% Increase
National Museums Liverpool	2,668,000	33
Tate Liverpool	1,088,000	68
Mersey Ferries	700,000	33
Echo Arena and BT Convention Centre	600,000	Open Jan '08
Central Library	568,000	6
Liverpool Cathedral	519,000	22
FACT	468,000	11
Liverpool Empire	457,000	4
The Bluecoat	395,000	Reopened Mar '08
'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	Opened Apr 07
Liverpool Everyman and Playhouse	163,000	22
LFC Museum	162,000	7
Royal Court	148,000	3
Spaceport	110,000	67
Victoria Building and Gallery	37,000	Opened July 08
Magical Mystery Tour	31,000	46
Open Eye	18,000	96

** Figures rounded to the nearest thousand, December figures projected*