

Evidence shows that the award can deliver significant and tangible economic and social impacts.

Liverpool the last UK Capital of Culture documented the following significant benefits:

- In 2008 there were an estimated 27.7 million visits to Liverpool, a 34% rise on the previous year; and 75.1 million visits to Merseyside, a 19% rise on 2007. – This increase was proportionally much greater than in other cities.
- These visits generated an economic impact of £753.8 million (additional direct visitor spend) across Liverpool, Merseyside and the wider North West region. –
- 2.6 million European and global visits were motivated by the Liverpool ECoC in 2008. 97% of these were first-time visits to the city. –
- The ECoC generated an additional 1.14 million staying visitor nights in Liverpool hotels, 1.29 million in the rest of Merseyside and 1.7 million in the rest of the North West.
- From 2005 to 2008 overall positive impressions of Liverpool increased amongst the UK population (from 53% to 60%) while negative views dropped from 20% to 14%.
- Liverpool residents showed much higher levels of agreement with the claim that the city was a better place than before the ECoC award (85%, a 20% rise on 2007).
- Volunteering increased with over 4,000 registrations of interest.
- In 2008 the City had 8,770 signed up on-line to be O8 Ambassadors for their City.
- 66% of Liverpool's resident Citizens stated that they had taken part in at least one European Capital of Culture event during 2008.
- 10,000 school children participated in an activity as part of the Cities European Capital of Culture programme.