



# Simply

SEPTEMBER 2019

# Liverpool

THE COACH AND GROUP ORGANISER'S  
**GUIDE TO LIVERPOOL**

## TWO DAYS OF EXPLORING

We get a taste of what  
Liverpool has to offer groups

## TIME TO GET PLANNING

Find out the top events  
in store for next year

## WANT MORE IDEAS?

Look no further: Must-visit  
attractions inside



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## Simply Liverpool

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### On the cover:

**Main: The Beatles on Pier Head**  
CHRIS DORNEY / SHUTTERSTOCK.COM

**Bottom left: The Liver Building**

**Bottom right: Razzle Dazzle Ferry sailing the River Mersey**  
KENNY1 / SHUTTERSTOCK.COM

# Liverpool is looking bright...

Welcome to 2019's edition of **Simply Liverpool**, showcasing all that is on offer in our wonderful city region.

This is the third edition of **Simply Liverpool** and as you'll see as you turn the pages, our visitor offering in the city continues to go from strength to strength. With brand-new group-friendly attractions perfectly complementing our existing favourites, visitors really are spoilt for choice.

2019 is shaping up to be a wonderful year for Liverpool. Art enthusiasts should put Liverpool firmly on their list with Tate Liverpool hosting the first major UK exhibition of artist and activist Keith Haring's work until November 2019.

Meanwhile this year the city also played host to the Netball World Cup, which saw teams and fans from all over the world descend on Liverpool for 10 days of sport on the waterfront.

Once again Liverpool was named as the third best UK destination in the TripAdvisor Travellers Choice Awards, coming only behind the capital cities of London and Edinburgh.

And the proof of Liverpool's popularity was in the figures, with 2018 seeing the number of visitors to Liverpool increase yet again, with 67.3m people coming to the home of The Beatles.

Back in March we launched our brand-new Liverpool for Groups guide, offering all the information you could possibly need when planning a group trip to Liverpool. The guide made its debut on our stand at the British Tourism and Travel Show which we attended with 10 of our city region partners. Look out for us there next year too.

This year has also seen two of the city's most iconic locations turned into visitor attractions. The breathtaking Royal Liver Building, one of our famous Three Graces, is now home to RLB360, an immersive tour allowing visitors to access the famous clock tower for unrivalled views of the city.

The opening of Strawberry Field, made famous by The Beatles song, marks a Liverpool first as its gates open to the public for the first time. The site has been turned into a visitor

centre and adult learning hub by the Salvation Army. We're sure John Lennon would be proud.

Even if you've never been to Liverpool before, you might find yourself recognising your surroundings when you arrive due to the fact that Liverpool is the most filmed UK city outside of London.

Our streets have been transformed for blockbuster films and TV shows such as *Captain America*, *Harry Potter*, *Peaky Blinders* and *The Crown*. Not to mention a starring role in recent hit *Yesterday*.

Speaking of The Beatles, this year marks the 50th anniversary of Abbey Road, with plenty planned at many of our Fab Four attractions such as the Cavern Club, The Beatles Story and Magical Beatles Museum.

Here in Liverpool we don't sit still for long and we're constantly thinking about how we can make our city even better for groups.

There's plenty on the horizon to look forward to including the opening of brand-new hotel Radisson Red, a new cruise terminal on our waterfront and the launch of the Shakespeare North attraction, the future of Liverpool City Region is bright.

For more information on Liverpool and to find out how we can help you to book your perfect group trip, head to [visitliverpool.com](http://visitliverpool.com).

We look forward to welcoming you and your clients soon.

**[visitliverpool.com](http://visitliverpool.com)**



**James Wood**  
Marketing Campaign Manager  
Marketing Liverpool



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A beautiful model village and award-winning tourist attraction.

Originally built by William Lever to house the workers of his nearby soap factory, Lever Brothers. Visit the **museum** and discover the history of Port Sunlight, the unique architecture and village life, past and present.

Explore the **Edwardian worker's cottage**, a village home brought to life with period artefacts, offering the chance experience what life was like in Port Sunlight over a century ago!

Located in the heart of Wirral, there's a range of **fantastic events** taking place this season.

[portsunlightvillage.com](http://portsunlightvillage.com)

PORT SUNLIGHT  
THE VILLAGE BUILT ON SOAP

Port Sunlight Village Trust is a registered charity (no 107470) and a registered company in England and Wales (no 3379970). Registered office: 22 King George's Drive, Port Sunlight, Wirral CH42 5DX.

# A magical time awaits

When you visit Liverpool, there is a magnitude of sights to see – **and there's some new ones for 2019**



The Beatles Story

The Cavern Club

Mersey Ferry

Royal Liver Building



**Michaela Peacock**  
[mpeacock@divcom.co.uk](mailto:mpeacock@divcom.co.uk)

**Don't underestimate the offering that Liverpool presents to its visitors.**

While of course they can expect attractions themed around The Beatles, don't think that's all the city can present to groups visiting; there's so much more to be explored and The Beatles is just the start.

With an estimated 800m albums sold worldwide, they are the best-selling band in history. So it's only appropriate for groups to

explore where Beatlemania was launched.

Groups won't be at a loss for things to do related to the Fab Four, and what better way to start than a visit to The Beatles Story.

The immersive attraction will take visitors through the length and breadth of The Beatles' life and career, and as the world's largest permanent exhibition that is simply dedicated to the band, there's plenty to explore.

**FAB EXPERIENCE**

**Located at the Royal Albert Dock at the heart of Liverpool's historic waterfront, groups are able**



The Beatles first played the Cavern Club in 1961 - for £5

**Best for...**



SIGHTS



EXPLORING



MUSIC







The famous album is celebrating 50 years this year

**to walk through the attraction and take in all the many details that have gone into creating it.**

From a trip down a replicated Abbey Road (which is celebrating 50 years this year), to exploring a replica of the Cavern Club and a little walk through a yellow submarine – The Beatles Story has everything to transport you on an amazing journey through time.

As the attraction itself says: “It allows you to personally experience the very places that helped make The Beatles the greatest band in the world.”

At the beginning, you are given a ‘Living History’ audio guide which reveals more information about what you see as you walk through – and they’re available in 12 different languages.

56 years ago – on 3 August 1963, after nearly 300 appearances at the legendary venue, The Beatles performed at the Cavern Club for the final time.

Venture into the replicated Cavern Club to see a rare ticket from that final concert.

Did you know: The band received £300 for their final Cavern Club performance. A big increase from the £5 they received for their first performance in 1961. There are no time restraints at this attraction which is ideal as there is so much to see, from letters and records, to larger forms of memorabilia such as instruments – there’s something amazing to look at around every corner.

This attraction is very well presented, easy to navigate to ensure you see everything, and truly encapsulates one of Britain’s biggest bands. There is something very special about its location in the city that brought the music to life.

If your groups are in need of a little re-fuel, the Fab4 Café located at the Albert Dock and the Pier Head is the perfect place to grab a bite to eat and drink after visiting the attraction. Special Group rates are available for parties of 10 or more (must be pre-booked in advance of visit).

As well as discounted group rates, The Beatles Story also offers:

- Priority group booking time slot.
- Group organiser/leader admission of charge.
- Free hot drink for coach drivers/group organisers on production of ID.

Visit [beatlesstory.com](http://beatlesstory.com) for more information.

#### GRAB A DRINK

**Once groups have explored The Beatles Story, why not make their way to the real thing with a stroll down Mathew Street to the Cavern Club.**

It was on 16 January 1957 when the doors opened for the very first time. 62 years on and the Club still welcomes both established and up-and-coming musicians – with live shows regularly taking place.

Grab a drink and travel under the iconic arches of the Club where visitors will be able to see some incredible memorabilia. Groups have three venues to choose from – the Cavern Club, Cavern Live Lounge and the Cavern Pub.

As well as the Cavern Club, groups can also embark on the Magical Mystery Tour. It’s a fascinating two-hour tour of Beatles Liverpool. Groups can expect see all the places associated

## MALMAISON

On our visit we stayed at the Malmaison Liverpool. With stunning views of the water side, this boutique hotel is in a great location for those wanting to visit some of Liverpool’s top attractions.

Just a short walk and groups will arrive at the Royal Liver Building and from there it provides easy access to more amazing sights in the city.

It’s central enough to ensure you don’t miss a thing, but in an ideal location to ensure guests get a peaceful and restful night’s sleep for their next day in Liverpool.

The hotel boasts 130 rooms and suites which have everything you need to make your stay memorable. From big beds to power showers and stylish décor, it also has its own bar and brasserie for those wanting to dine in.



[malmaison.com](http://malmaison.com)

## MAKING IT HAPPEN... USEFUL CONTACTS

### THE BEATLES STORY

[beatlesstory.com](http://beatlesstory.com)

☎ 0151 709 1963

### THE CAVERN CLUB

[cavernclub.com](http://cavernclub.com)

☎ 0151 236 9091

### MERSEY FERRIES

[merseyferries.co.uk](http://merseyferries.co.uk)

☎ 0151 330 1003

### ROYAL LIVER BUILDING 360

[rlb360.com](http://rlb360.com)

☎ 0151 236 4753

with the Fab Four – where they lived, where the band formed and where their fame took off. Tours start at the Royal Albert Dock.

A group ticket for 10 is available.

Visit [cavernclub.com](http://cavernclub.com) for more information.

#### THE MAGIC CONTINUES

**Further down the street which houses the Club is the Magical History Museum – a Fab Four Experience which is a collection mostly belonging to Roag Best, son of Neil Aspinall – the former CEO of Apple Records, and brother to Pete Best – former Beatles drummer.**

The Magical History Museum, which is celebrating its one-year anniversary this year, is an immersive audio-visual experience spread across multiple floors, taking you on a journey from The Beatles’ early days to their last. Visitors will see the instruments The Beatles played, clothes they wore, and some of the earliest known Beatles artefacts on display. Group rates are available for 10 or more.

Visit [magicalhistorymuseum.com](http://magicalhistorymuseum.com) for more information.

#### SAIL AWAY

**As well as having multiple award-winning attractions, Liverpool holds two UNESCO accreditations – it is a UNESCO City of Music - which shines throughout the city with many sites and attractions dedicated to The Fab Four – and its historic waterfront is a UNESCO world heritage site.**

While we were in Liverpool, we hopped onboard the world-famous Mersey Ferry – the best way to see the waterfront in all its glory.

Lasting 50 minutes, the River Explorer Cruise takes in the best views along the riverside including the stunning Three Graces (made up of the Royal Liver Building, The Cunard Building and the Port of Liverpool Building), Liverpool Cathedral and the Royal Albert Dock.

This is the perfect opportunity to sit back and relax as you take in all of the sights along the river with expert commentary throughout.

The river cruise is great for winding down after a busy day sightseeing or can be done first thing to get groups started for the day ahead.

A coach welcome scheme is available at the Royal Albert Dock and Liverpool Cathedral and free coach parking is available at Woodside and Seacombe ferry terminal - Wirral.

Visit [merseyferries.co.uk](http://merseyferries.co.uk) for more information.

#### REACH GREAT HEIGHTS

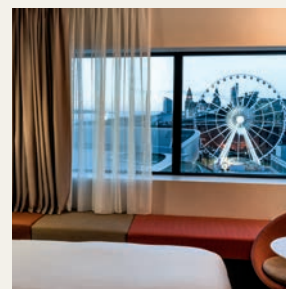
**The ferry crossing gives groups amazing views of the city – that can’t be denied – but new for this year, the Royal Liver Building has opened its doors to the public for the first time in its over-100-year history, and it is not to be missed.**

The building itself sits pride of place at the heart of the city’s iconic waterfront and is described as a symbol of the city. It’s arguably the most famous building in Liverpool, so this unique experience to venture inside is truly one not to be missed.

#### Did you know:

- At 322ft tall, the Royal Liver Building was Europe’s first skyscraper and one of the first buildings in the world built using reinforced concrete

## PLACES TO STAY THAT ARE GREAT FOR GROUPS...



### PULLMAN HOTEL

- 216 rooms
- 0151 945 1000

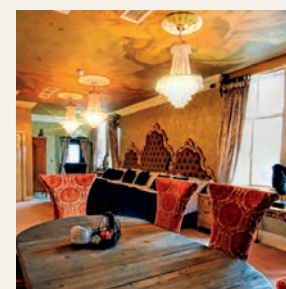
Located at Kings Dock on Liverpool’s world-famous waterfront and just a short walk from the vibrant Albert Dock, this four-star hotel is in a great location. All rooms have free wi-fi, Sky and BT Sports.



### HOTEL INDIGO

- 151 rooms
- 0151 559 0111

A chic hotel in the city centre, bursting with character. Onsite is Marco Pierre White’s Steakhouse Bar & Grill and most of Liverpool’s most famous attractions are a five-minute walk away.



### 30 JAMES STREET

- 64 rooms
- 0151 909 4644

Formerly White Star Line headquarters, 30 James Street, ‘Home of the Titanic’ – this hotel offers a truly unique stay. The rooms are styled like a cruise ships ranging from ‘cabins’ to suites on the Titanic floor.

## GETTING THERE



### BY COACH

#### MEDIUM-STAY PARKING

A total of 39 parking bays have been allocated around the city centre. These parking bays are free to use and no advance booking is required. All parking bays are in operation 0800-1800hrs.

**Bankfield Street, L20:** eight bays

**Regent Road, L3 (between Carlton Street and Dublin Street):** four bays

**Regent Road, L5 (between Fulton Street and Boundary Street):** 12 bays

**Regent Road, L5 (between Walter Street and Fulton Street):** three bays

**Sandhills Lane, L20:** three bays

**Upper Duke Street, L1 (adjacent to Liverpool Cathedral):** three bays

**Bath Street, L3:** six bays

#### OFF-STREET PARKING

**Riverside Drive, L3:** 18 bays, no pre-booking necessary

#### DROP-OFF AND PICK-UP

**Gower Street, Albert Dock, L3 4AD**

**Crosshall Street, L1 6DQ**

**William Brown Street, L3 8EN**

**Liverpool Cathedral, L1 7AZ**

**Salthouse Quay, Albert Dock, L3 4AD**

**Liverpool One Bus Station, L1 8DA**





- With 15 floors, the experience means visitors venture to the very top. Any further and they'll be standing with the Liver Birds
- At 18ft tall, the iconic Liver Birds that sit proudly on top of the building are taller than a London double-decker bus which stands at 14ft 4in
- It opened in 1911 with the construction for the building starting in 1908 and became the purpose-built home of the Royal Liver Assurance group
- It was unlocked for the first time in its history this year.

Visitors begin on the new lower floor, underneath the world-famous building. Each group then meets their guide and is taken in the express lift to the Grade-1 listed building's 10th floor.

It's this floor which will give visitors their first glimpse of the Liver Building in a new light, with an up-close-and-personal view of the clock face. As well as the clock, it does also offer some great views of the city, but nothing like the 15th floor which awaits you.

Once groups have captured their images and seen the views, they then progress to the next stage – an immersive video which captures Liverpool's history through the eyes of the mythical Liver Birds which stand tall on top of the building's two towers.

The audio-visual experience is digitally-projected onto the walls of the clock tower within and explores the building's significance to Liverpool and how the city has changed in the

108-years since it was built.

Once the video is finished, the group embarks on their journey to the ultimate level: The 15th floor. Here they will witness unrivalled 360° views. See Liverpool Anglican Cathedral in the distance, the Royal Albert Dock, Mersey Ferry, and Anfield and Goodison Park to name just a few sights on show.

The guided tours take around 70 minutes, with each tour group being limited to 14 people to ensure that everyone gets a great view.

It's important to note that the tour is physically demanding and includes 124 steps, 71 of which are a narrow spiral stone staircase. The tour is also not open to children under seven years of age.

Visit [rb360.com](http://rb360.com) for more information.

#### STRAWBERRY FIELDS FOREVER

**Strawberry Field is set to open to the public this September, for the first time in history.**

A former Salvation Army children's home in the Liverpool suburb of Woolton, visitors can expect an interactive experience which tells interweaving stories of the house, The Salvation Army, John Lennon's childhood, and the writing and recording of 'Strawberry Fields Forever'.

Each visitor to the iconic Strawberry Field site "will enter into a world where 'nothing is real' plunging into the 1930s era where Strawberry Field began as a Victorian house, before it transformed into a safe place where The Salvation Army supported and homed some of Liverpool's vulnerable youth," Strawberry Field says.

"The Strawberry Field exhibition delves into the intertwined cultural, spiritual and musical heritage of the site. We hope every person leaves the exhibition as inspired as much as the young John Lennon."

More details can be found at [strawberryfieldliverpool.com](http://strawberryfieldliverpool.com)

#### MUSEUMS AND MORE

**Did you know Liverpool has more museums and galleries than any other city in the UK outside of London?**

And with most of them being free-to-enter, there's no reason not to visit.

National Museums Liverpool is a group of seven museums including:

##### International Slavery Museum

This museum highlights the international importance of slavery, both in a historic and contemporary context. Working in partnership with other museums with a focus on freedom and enslavement, it provides opportunities for greater awareness and understanding of the legacy of slavery today.

##### Lady Lever Art Gallery

Lady Lever says it has the best collection of Wedgwood jasperware anywhere in the world and its collection of pre-Raphaelite paintings is internationally renowned.

##### Merseyside Maritime Museum

It contains a variety of objects associated with the

social and commercial history of the port of Liverpool. Highlights include ship models, maritime paintings, colourful posters from the golden age of liners and even some full-sized vessels.

##### Museum of Liverpool

The Museum of Liverpool reflects the city's global significance through its unique geography, history and culture. Visitors can explore how the port, its people, their creative and sporting history have shaped the city.

##### Sudley House

"Sudley House is the only place you can see the art collection of a Victorian merchant in its original setting including paintings by Millais, Rossetti, Burne-Jones, Turner, Romney, Gainsborough and Landseer," it says. It is the only surviving Victorian merchant art collection in Britain.

##### Walker Art Gallery

One of the finest art galleries in Europe, the Walker Art Gallery is home to renaissance masterpieces, Tudor portraits and one of the best collections of Victorian and Pre-Raphaelite art in the country. For 130 years it has housed Liverpool's most outstanding art collection. Many of the gallery's most important works have been on display in the city for nearly 200 years.

##### World Museum

From ancient Greece to geology, from ancient Egyptian mummies and dinosaurs, to outer space, there's something for everyone at the World Museum. It also has a free-to-enter aquarium which features tropical, mangrove, and native sea creatures.

Visit [liverpoolmuseums.org.uk](http://liverpoolmuseums.org.uk) for more information.

#### MUCH MORE ON OFFER

**With all of the amazing sights Liverpool has to offer, visitors have an abundance of ways to see them.**

Whether it's an open-top bus, a themed coach or on foot, make sure you find the best one for your group.

Paul Beesley is just one tour guide who can offer a brilliant service to groups. His extensive knowledge of the city, and his access to other service providers, means that he can also offer a range of services, including:

- Coach Hire - for guided tours or hotel transfers
- Executive Transport - for the smaller, more discerning visitor or VIP group
- Meet-and-greet services
- Themed evenings
- Conference partner programmes
- Visitor industry consultancy.

For added reassurance that you're choosing a high-quality tour guide, Paul is also part of the British Guild of Tourist Guides and provides a Visit England Quality Assured Tour.

Visit [paulbeesley.co.uk](http://paulbeesley.co.uk) for more information.

As well as the many attractions and experiences in the city, Liverpool is a great place to be based as part of a tour of the North West, with Wales, Cumbria and Chester all within a 90-minute drive. With the seaside towns of Southport and New Brighton on the doorstep too, it makes the perfect destination for visits.



A view from the Liver Building

## PLACES TO EAT...

### GUSTO RESTAURANT AND BAR

[gustorestaurants.uk.com](http://gustorestaurants.uk.com)

### MOWGLI

[mowglstreetfood.com](http://mowglstreetfood.com)

### STANLEY'S BAR AND GRILL

[titanichotelliverpool.com/dining/stanleys-bar-grill](http://titanichotelliverpool.com/dining/stanleys-bar-grill)

### THE SMUGGLERS COVE

[thesmugglerscove.uk.com](http://thesmugglerscove.uk.com)

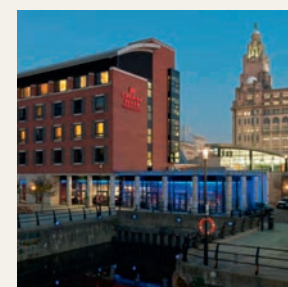
## PLACES TO STAY THAT ARE GREAT FOR GROUPS...



### IBIS STYLES LIVERPOOL CENTRE DALE STREET

- 123 rooms
- 0151 243 1720

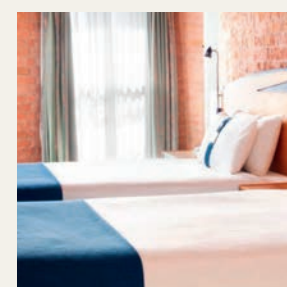
This three-star hotel located in the city centre will continue your Liverpool experience with its clever finishing touches – guests can play 'spot the Beatles lyric' as they explore the 60s-inspired décor.



### CROWNE PLAZA LIVERPOOL CITY CENTRE

- 159 rooms
- 0151 253 8000

This central hotel at the Pier Head offers guests amazing views of the River Mersey and Liver Building. The Crowne Plaza also features an on-site brasserie, pool, fitness centre and spa.



### HOLIDAY INN EXPRESS ALBERT DOCK

- 130 rooms
- 0844 875 7575

A converted warehouse overlooking Albert Dock, just a stone's throw away from great attractions. Rooms are modern and good-sized. All guests receive an inclusive Express Start Breakfast.



# Lots to do in Liverpool

**In need of more itinerary ideas for what to experience here?** We present some extra details on what you can find in and around the city

## Staycity Aparthotels

Whether your stay is for business or leisure purposes, Staycity advertises “the ideal home away from home” and says it is the ideal choice for both short and long-term use with features such as free wi-fi, 24hr reception, fully-equipped kitchens and more.

As one of Europe's leading Aparthotel operators, Staycity Aparthotels operates over 3,000 apartments across several major European cities.

Newly opened Staycity Aparthotels Liverpool Waterfront offer 212 brand new apartments comprising of a mix of studios, one and two-bedroom apartments.

Additional features include 24hr reception, a Staycity café, in-house fitness room, guest laundry and on-site car parking offering 56 car park spaces. The location is within easy walking distance to Liverpool One shopping centre and the Royal Albert Dock, where you can find a mix of top-class restaurants and attractions

For best available rates visit online and join its “Stay Sweet Loyalty Club” where you can save 10% every time you book.

**Visit:** [staycity.com](https://www.staycity.com)

## Events, attractions, leisure and more

**Ticket Quarter is the box office for M&S Bank Arena Liverpool and the Liverpool City Region.**

The arena plays host to hundreds of premier events and artists such as Elton John, Paul McCartney, The Liverpool International Horse Show and Little Mix.

The vibrant Liverpool City Region hosts thousands of events including Liverpool International Music Festival, The Southport Flower Show and Adventure Dock.

With iconic venues such as St George's Hall, The Palm House and St Luke's 'Bombed out' Church, Liverpool has a fantastic cultural offering.

The Beatles Story and the Mersey Tunnel tours are unique city attractions to be enjoyed all year round by groups and individuals alike.

Ticket Quarter, the online ticketing agent, contact centre and hotline, offer marketing and customer service support, and a member of STAR brings all these events, attractions and leisure options together making Liverpool and Ticket Quarter the number one choice for events, attractions, leisure and entertainment.

Group benefits are not applicable on all events and are subject to terms and conditions.

**Visit:** [ticketquarter.co.uk](https://www.ticketquarter.co.uk)

## Cheshire Oaks Designer Outlet

**Discover over 140 luxurious brands at the region's must-visit fashion destination, McArthurGlen Designer Outlet Cheshire Oaks.**

From high-street favourites including Nike, Adidas, Pandora and Diesel to iconic designer labels such as Coach, Kate Spade, Hugo Boss and many more, Cheshire Oaks promises up to 60% less than RRP.

Take a break at one of its 15 tempting cafés and restaurants, and let the little ones run wild at the children's playground.

Find Cheshire Oaks just 30 minutes from Liverpool with free coach parking. Groups of 10 or more receive an additional 10% off outlet prices.

**Visit:** [mcarthurglen.com/en/outlets/uk/designer-outlet-cheshire-oaks](https://www.mcarthurglen.com/en/outlets/uk/designer-outlet-cheshire-oaks)

## Liverpool City Sights

**Liverpool City Sights is at the forefront of Tourism in Liverpool, 2018/19 has been a very exciting year for it becoming the proud owners of The Royal Daffodil in May 2019.**

It has an even more exciting year planned for 2020 when it will bring amphibious vehicles back to Liverpool in the spring of 2020.

It also operates two open top hop-on hop-off tours in Liverpool. Its multilingual and live guided Red route City Tour with a 24-hour ticket and its Blue route live guided City and Beatles Tour with a 48-hour ticket (including use of the Red route). It also has a choice of combination tickets including the Beatles Story, the Wheel of Liverpool or St John's Beacon.

The Royal Daffodil has undergone extensive restoration to bring the decommissioned



Mersey Ferry back to life. The Daffodil will be berthed in the Canning Dock from October 2019 as a bar and restaurant.

**Visit:** [liverpoolcitysights.co.uk](https://www.liverpoolcitysights.co.uk)

## Liverpool Football Club

**Liverpool Football Club offers a range of award-winning experiences for both individual and group travellers.**

It offers bespoke packages to suit all individual group needs along with discounted group rates, free places for drivers/tour leaders plus free coach parking.

The new Liverpool FC Stadium Tour is an interactive experience, which is perfect for everyone - football fan, or not. Explore Anfield Stadium like never before using the perfect combination of its personable Tour Guides and innovative technology to recreate the matchday magic.

Highlights include immersing yourself in the state-of-the-art Home Team Dressing Room and walking down the player's tunnel to the sound of the Anfield Roar.

Included in your price is also entrance to the Liverpool FC Story, the Club's interactive Museum and home to our collection of silverware, including all five European Cups.

Contact [grouptours@liverpoolfc.com](mailto:grouptours@liverpoolfc.com) to reserve your space now.

**Visit:** [stadiumtours.liverpoolfc.com](https://www.stadiumtours.liverpoolfc.com)

## Malmaison Liverpool

**Surround yourself with views of the water side at Malmaison Liverpool, a boutique city-centre hotel.**

Home of the Fab Four, music is at the heart of Liverpool, as well as legendary football clubs and upmarket shopping.

This Liverpool hotel is near the Museum of Liverpool, Tate Liverpool, the Echo Arena, and the Royal Albert Dock – and that's just the waterfront.

There's no shortage of things to do in Liverpool and when you get to the hotel, you'll feel right at home. Its 130 rooms and suites have everything you need to make your stay memorable, from big beds to power showers and stylish décor.

Relax with a cocktail, or join for dinner. Its popular bar and brasserie offer the perfect spot for a smart meeting, special occasion or an adventurous mid-week night out, serving up locally inspired dishes. Must-tries include beautiful burgers or mouth-watering steak frites.

**Visit:** [malmaison.com/locations/liverpool](https://www.malmaison.com/locations/liverpool)

## National Museums Liverpool

**Exhibition lovers will be spoilt for choice with National Museums Liverpool's offer for Autumn/Winter 2019/20.**

Opening on 4 October and running until 13 April Drawing on Nature: Taki Katei's Japan at World Museum presents the work of Taki Katei (1830–1901) one of the most successful artists of his generation and a master of bird and flower

painting. A short stroll away An English lady's wardrobe at the Walker Art Gallery explores shopping and style in Liverpool during the interwar years through the life and clothing collection of Mrs Emily Tinne (1886–1966).

Showing from 25 October 2019 to 1 March 2020, her outfits reflect Edwardian style, the looser, drop-waisted fashions associated with the 1920s and sharper, tailored outfits from the 1930s. Also showing across the Mersey in Port Sunlight at the Lady Lever Art Gallery is *Matisse: Drawing with Scissors* opening on 25 October until 15 March.

**Visit:** [liverpoolmuseums.org.uk](https://www.liverpoolmuseums.org.uk)

## The British Music Experience

**The British Music Experience offers to transport your group through 75 years of British Rock and Pop music from 1945 until the present day.**

A 90-minute interactive experience, the event is housed within the beautiful neo-classical Cunard Building at Liverpool's famed Pier Head.

Groups can enjoy the museum at their leisure or to arrange a private guided tour.

The collection includes outfits from world-famous artists including David Bowie, Freddie Mercury, Dusty Springfield, The Beatles, The Rolling Stones and the Spice Girls, as well as musical instruments played by artists from Blur to Oasis, Queen and The Rolling Stones.

Highlights include the handwritten lyrics to 'Don't Look Back in Anger' and the front door from





The Beatles' Apple Corps office on Savile Row.

Guests can also play Gibson guitars and Roland drums and keyboards – or, if they're feeling adventurous, can visit the 'Dance the Decades' interactive area.

After all of that, guests can relax in the Star Café and visit the Merch Store.

Coach drivers will enjoy free entry, a coffee and cake. There is a coach drop off facility outside. Coach parking is just a 10-minute walk away.

Groups and travel trade rates are available.

**Visit: [britishmusicexperience.com](http://britishmusicexperience.com)**

## Chester Zoo

**Chester Zoo is home to over 27,000 endangered and exotic animals based in beautiful, award-winning zoological gardens.**

With over 500 different animal species in its 125 acres, you're sure to have great day out full of adventure - discovering and learning more about incredible animals and plants.

Save up to 30% when you buy group tickets in advance. Book your group tickets online and fast track your way to the island of Madagascar in the zoo's new walkthrough habitat, where you can discover the mysterious fossa, and get closer to rare lemurs.

Make a meal of your visit and stop for a bite at one of the many restaurants, cafés and kiosks located throughout the zoo.

For a truly unique dining experience The Oakfield is not to be missed. The newly refurbished and award-winning pub serves freshly prepared and locally sourced food and drink every day.

Free on-site coach parking.

**Visit: [chesterzoo.org](http://chesterzoo.org)**

## Comcab Liverpool!

**Comcab Liverpool offers traditional hackney cabs with drivers available for hire for a unique way to explore Liverpool.**

The firm offers an hourly hire rate and the opportunity to venture further afield in smaller groups.

Comcabs offers support for coach and tour operators, agents and guides with travellers who are wheelchair users and for those with mobility issues. Pre-bookings and ASAP requests can also be accommodated.

With a fleet of five and six seat capacity fully-accessible vehicles available at a moment's notice, pre-planned tours, inward, onward or return travel, single or multi-vehicle bookings can all be accommodated with a single point of contact.

**Visit: [comcab-liverpool.co.uk](http://comcab-liverpool.co.uk)**

## Magical Mystery Tour

**Discover Liverpool's rich history of the Beatles and immerse yourself in their story aboard the colourful Magical Mystery Tour bus.**

Join a fun and fascinating two-hour tour that visits all the places associated with John, Paul, George and Ringo as they grew up, met and formed the band that would take the pop world by storm. See their childhood homes and schools and get up close to places that inspired some of their most memorable songs.

All tickets and private tours include entrance into the world-famous Cavern Club where you can enjoy live music daily and experience the evocative spirit of this unique music venue.

Tours depart from Royal Albert Dock daily from 1000hrs

Private bespoke tours available upon request

Multiple language translations.

After working up an appetite, visit Festival Food and Drink restaurant located opposite The Cavern Club. Set menus available for groups.

Large groups are welcome into The Cavern, Monday to Thursday with staggered entry during weekend and peak times. Pre-booking is required for both tours and Cavern Club entry.

**Visit: [cavernclub.com/the-magical-mystery-tour](http://cavernclub.com/the-magical-mystery-tour)**

## Discover Port Sunlight

**A beautiful model village and award-winning tourist attraction.**

Originally built by William Lever to house the workers of his nearby soap factory, Lever Brothers.

Visit the museum and discover the history of Port Sunlight, the unique architecture and village life, past and present.

Explore the Edwardian worker's cottage, a village home brought to life with period artefacts, offering the chance experience what life was like in Port Sunlight over a century ago.

Located in the heart of Wirral, there's a range of fantastic events taking place this season.

**Visit: [portsunlightvillage.com](http://portsunlightvillage.com)**

## Strawberry Field

**Strawberry Field, the site immortalised by John Lennon in The Beatles hit, 'Strawberry Fields Forever', opens its iconic red gates to the public for the first time in September 2019.**

Previously the site of a Salvation Army children's home where the young John Lennon played in the grounds, it will now serve as a unique addition to Beatles tourism. Complete with a visitor exhibition, community café, shop, gardens and – at its heart – a Steps to Work programme.

The 'Imagine More' Café will be a place to socialise and enjoy homemade dishes, sourced locally. The shop will stock a wide range of merchandise from suppliers; many of whom are local. The gardens offer a calm space for reflection and a place to explore spirituality.

The site promotes responsible tourism through the Steps to Work programme, which helps young adults aged 18-25 with learning disabilities and other barriers to employment to learn new skills and gain work experience.

**Visit: [strawberryfieldliverpool.com](http://strawberryfieldliverpool.com)**



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**STRAWBERRY FIELD**

## Opening the gates for good

Strawberry Field opens its iconic red gates for good in September 2019 and for the very first time, you can go beyond the gates.

Visitors can enjoy a unique and authentic experience, including an interactive exhibition, café, shop and gardens. The site promotes responsible tourism with all proceeds from the café, shop and exhibition going directly to fund a Steps to Work programme.

Visitor Experience	Gardens	Steps To Work
Interactive visitor exhibition on the history of the site, a café & shop with locally sourced produce and merchandise	Gardens where John Lennon used to play offer a calm space for reflection and a place to explore	Young adults with learning disabilities & other barriers to employment can learn new skills & gain work experience

Tickets available to purchase from early September 2019.

Adult: £12.95  
Student/Senior/Child(5-16): £8.00  
Child(under 5): Free  
Coach Drivers/Leaders/Carers: Free

Facilities include: nearby coach parking, mini bus to and from city centre location and disabled access.

www.strawberryfieldliverpool.com  
+44 (0)151 252 6135

The Salvation Army is a Church and registered Charity in England (214779), Wales (214779), Scotland (SC009359) and the Republic of Ireland (CH16399)

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HDuffy@malmaison.com

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# Why choose Liverpool...

There are many cities in the UK calling for groups, **but can they offer what this city does?** We speak to Claire McColgan, Director of Culture Liverpool



## Why should Liverpool be on group's agendas?



There is no other city in the UK that has the collection of museums that we have, the restaurants and bars, and the cultural offer that we've got within walking distance. There is no other place like it. And people are still consistently surprised at the architecture and the way the city welcomes visitors – and the shopping is great.



## What has the growth in tourism been like since being named European Capital of Culture?



It's been huge. The big difference is that the Cruise Liner Terminal has now come into the city. The cruises now disembark on the waterfront, which has been completely re-generated. The growth in tourism has been phenomenal here.



## Why should groups come to Liverpool?



It's friendly! It's not a cliché. Liverpool is a really friendly city – they love tourists here and talking about their city. It's a great place to come. You can spend the whole weekend here with £1m and spend £1m, or you can come with nothing and have the most amazing weekend. I think that something really special about Liverpool is that a huge amount of attractions are free. You could spend a whole day in the

museums and art galleries and then if you want to spend money you've got the option to do that too. It's a really interesting city and it's great for families as well.



## Best attractions for groups?



Obviously, there are The Beatles attractions. It's great to go to the suburbs and see Penny Lane and the houses they were born in and where they came from and where they are now. Liverpool is also a really walkable city. So actually, walking around and getting the talks on the history and the architecture of the city is really interesting. An example of that is Saint Georges Hall which has the first air-conditioning system ever; it's one of the most incredible buildings in the whole of the UK. There's the option to do walking tours. As well as all that, it's a great place to come and eat and drink and have a really lovely time.



## What do you hope for Liverpool's future?



That the tourist offer will grow. We have experienced a huge number of international visitors coming to the city, not just for football and The Beatles, but also for the events. I think the vibrancy of the city will grow and grow. We want to make sure that we have something on to fill the streets when people are here. The restaurant offer is just growing in Liverpool, so as long as that growth carries on we will just be delighted!

## EVENTS

Look out for these events in Liverpool...



### AUTUMN 2019

#### INTERNATIONAL BEATLEWEEK

21-27 August  
Liverpool City Centre  
internationalbeatleweek.com

#### SOUTHPORT AIRSHOW

6-8 September  
Southport Seafront  
air-shows.org.uk

#### BRITISH MUSICAL FIREWORKS CHAMPIONSHIPS

27-29 September  
Victoria Park  
visitsouthport.com

#### RIVER OF LIGHT

1-9 November  
Liverpool Waterfront  
visitliverpool.com/whatson

#### VIVIAN SUTER

13 December - 15 March 2020  
Tate Liverpool  
tate.org.uk/whats-on

#### SNOW WHITE AND SEVEN DWARFS

13-24 December  
M&S Bank Arena  
mandsbankarena.co.uk/whats-on

#### LIVERPOOL INTERNATIONAL HORSE SHOW

28-31 December  
M&S Bank Arena  
mandsbankarena.com/whats-on

### 2020

#### ANDRÉ RIEU

8 May  
M&S Bank Arena  
mandsbankarena.com/whats-on

#### STRICTLY COME DANCING: THE PROFESSIONALS

15 May  
M&S Bank Arena  
mandsbankarena.com/whats-on

#### LIVERPOOL BIENNIAL

11 July - 25 October  
Citywide  
biennial.com

#### ELTON JOHN

13-14 November  
M&S Bank Arena  
mandsbankarena.com/whats-on

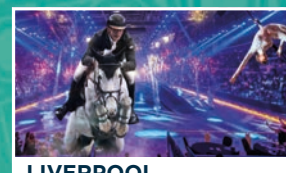
## TICKET QUARTER

Part of The ACC Liverpool Group



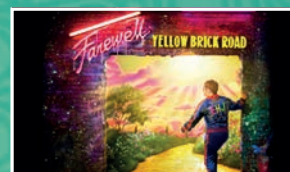
### THE ADVENTURE DOCK COMPANY

DUKES DOCK,  
LIVERPOOL WATERFRONT  
UNTIL 20 OCTOBER 2019



### LIVERPOOL INTERNATIONAL HORSE SHOW

M&S BANK ARENA  
LIVERPOOL  
28 - 31 DECEMBER 2019



### ELTON JOHN

M&S BANK ARENA  
LIVERPOOL  
13 - 14 NOV & 11 DEC 2020



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[ticketquarter.co.uk](http://ticketquarter.co.uk)

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General Taxi booking line **0151 298 2222** / [bookings@comcab-liverpool.co.uk](mailto:bookings@comcab-liverpool.co.uk)



A night-time photograph of the Liverpool skyline, featuring the illuminated clock tower of the Royal Liver Building and the ornate facade of the Port of Liverpool Building. The sky is a deep blue, and the city lights create a warm glow.

# LIVERPOOL

# Do it your way

## LIVERPOOL FOR GROUPS IN 2020

Liverpool's reputation as a leading destination for groups just keeps on growing. Our key themes of Music, Sport and Culture offer group travel organisers a huge variety of attractions and venues to choose from. Located in the heart of the North West, Liverpool is simply the ideal base to explore the city and region.

We look forward to welcoming you soon!

To request a copy of the latest 'Liverpool for Groups' guide please email us at [traveltrade@marketingliverpool.co.uk](mailto:traveltrade@marketingliverpool.co.uk) or download from [VisitLiverpool.com/traveltrade](https://www.visitliverpool.com/traveltrade)

It's packed with ideas and inspiration plus details on new product, coach parking, coach welcome schemes and sample itineraries.

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