



# Groups and travel trade guide.

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

# About us.

The award-winning The Beatles Story is the world's largest permanent exhibition purely devoted to The Beatles. Over 300,000 visitors from all around the world travel to the Beatle's hometown of Liverpool each year to experience this unique immersive exhibition, located on the stunning UNESCO World Heritage site The Royal Albert Dock.

Multimedia audio guides are included in the ticket price and are available in twelve languages including English, Brazilian Portuguese, French, German, Italian, Japanese, Mandarin, Polish, Russian, Spanish, Korean and Cantonese; narrated by John Lennon's sister, Julia.



## Liverpool.

**The UNESCO World Heritage city of Liverpool is the birthplace of The Beatles, the world's greatest band.**

Flights travel to Manchester Airport from over 200 global destinations, including China, USA, Europe and Asia. It is then only one hour to Liverpool by coach or train. Liverpool also has its own airport, the Liverpool John Lennon Airport and there are also excellent rail links to major cities in the country - just two hours by train from London.

Liverpool is the perfect central location for exploring the North West of England. Within 2 hours you can visit the castles of North Wales, the Roman city of Chester, Leeds, Manchester and The Lake District.





## Telling the Story.

Visitors to The Beatles Story can learn about The Beatles rise to fame from the early days to their solo careers. Journey through replicas of Hamburg, Abbey Road, and the world-famous Cavern Club. With an impressive collection of fascinating memorabilia including original instruments, rare album sleeves, photography and original lyrics, making a trip to The Beatles Story a highlight for any visitor coming to the UK.



## Trade rates.

The Beatles Story offers tailored packages, itineraries and expert advice for travel trade partners. We offer a **discounted trade rate of 20% off** the door admission prices to our trade partners for groups and FITs. Terms and conditions will apply for payment processes on group bookings. Please note that senior and student bookings will be expected to show ID on arrival. The admission rates include VAT/purchase tax.

For latest rates and information please visit:

[beatlesstory.com/travel-trade](https://beatlesstory.com/travel-trade)

or email [groups@beatlesstory.com](mailto:groups@beatlesstory.com)





The Fab4 Cafe offers a true Liverpool welcome and a relaxing end to The Beatles Story visit. Enjoy a fantastic selection of pastries, sandwiches and speciality coffees whilst listening to music from the world's greatest band, plus free Wi-Fi.



Subject to availability

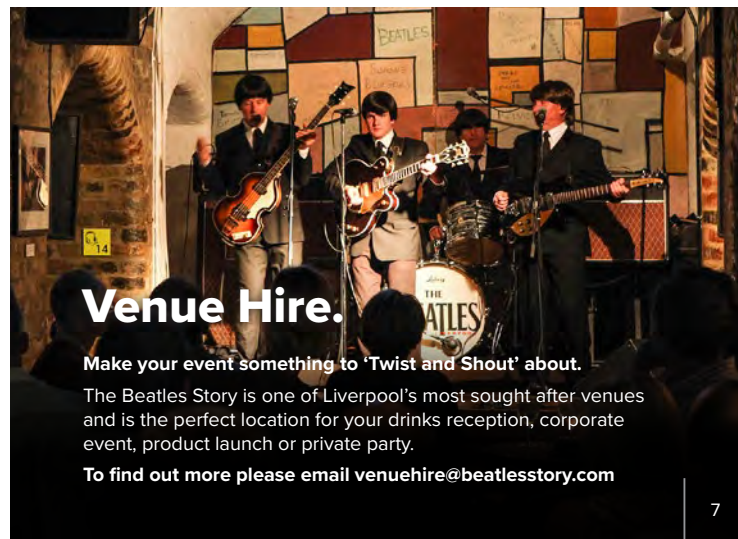
Children of all ages are invited to visit The Discovery Zone, and to learn about The Beatles' influential legacy. Listen to songs in the NEMS record store, play on the interactive timeline or stomp out a tune on our giant piano!

Ideal for school visits, we've linked the story of The Beatles to selected areas of the National Curriculum. Be sure to look out for our fun-packed workshops during half-term and school holidays too!

**For more information visit**  
**[beatlesstory.com/education](http://beatlesstory.com/education)**



The Fab4 Store has one of the largest collections of official Beatles merchandise and souvenirs in the world, proving extremely popular with international and national visitors.



## Venue Hire.

**Make your event something to 'Twist and Shout' about.**

The Beatles Story is one of Liverpool's most sought after venues and is the perfect location for your drinks reception, corporate event, product launch or private party.

**To find out more please email [venuehire@beatlesstory.com](mailto:venuehire@beatlesstory.com)**

## FAQs

### Groups

To obtain trade rate, all groups must be pre-booked in advance via email: [groups@beatlesstory.com](mailto:groups@beatlesstory.com) or contact sales on (0)151 705 6618. Please note, groups of 50 plus will be split to ensure ease of access into the exhibition and booked in 15-minute intervals.

Please note, the exhibition will be especially busy on various key dates during the year. This means that we may have limited capacity to cater for your group booking, so we strongly recommend contacting us at least 6-8 weeks in advance of your visit.

### Souvenir guides

Souvenir Guides are available to purchase for your group in advance and we offer trade partners a 10% discount on advance purchases of these guides.

### Children

Rate is applicable for 5-15 years. All children must be accompanied by an adult. Under 5's are admitted free of charge.

### Concessions

Students over the age of 16 who present a valid Student ID card or Senior citizens with proof of age are eligible for the concessionary rate.

### Drivers, leaders and carers

These will be admitted free of charge and The Beatles Story also will provide a free drink to all coach drivers on production of ID.

### Arrival

Coach drop off points are located within 50 meters from The Beatles Story. There are several car parks on the dock and disabled parking bays. Upon arrival you will be welcomed by our dedicated staff and directed to the group queue.

### Opening times

The Beatles Story is closed to all bookings on December 25 and 26 each year. Our opening times are subject to change. Please visit our website at [beatlesstory.com](http://beatlesstory.com) for further details of our opening timings.

### Accessibility

For further information on accessibility see [beatlesstory.com/accessibility](http://beatlesstory.com/accessibility).

### Corporate/private view

The Beatles Story can be hired out for private viewing or corporate events outside of our normal visiting hours. Catering and entertainment options can be incorporated into tailored packages for corporate events. For further details, please contact us at [groups@beatlesstory.com](mailto:groups@beatlesstory.com).

### Further downloads

For information on Liverpool and our city partners visit [beatlesstory.com/partnerships](http://beatlesstory.com/partnerships).

**beatlesstory.com**





## Further Information.

### Images and logos

A selection of promotional images, logos and brand guidelines can be downloaded from [beatlesstory.com/media](http://beatlesstory.com/media).

Please ensure that any images used are copyright to 'The Beatles Story, Liverpool'.

### Follow Us

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[@BeatlesStory \(weibo.com/u/5778712030\)](https://weibo.com/u/5778712030)



### Press and media

For our most recent press releases, filming information and accreditation please visit [beatlesstory.com/media](http://beatlesstory.com/media).

### Contact details

For more information or to book your group please email the sales team at: [groups@beatlesstory.com](mailto:groups@beatlesstory.com)

Or visit [beatlesstory.com/travel-trade](http://beatlesstory.com/travel-trade)

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