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

SEPTEMBER 2019

THE COACH AND GROUP ORGANISER’S GUIDE TO LIVERPOOL
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 NatWest 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 Trip Advisor 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 more information on Liverpool and to find out more on how we can help you to book your perfect group trip, head to visitliverpool.com.

We look forward to welcoming you and your clients soon.

vistliverpool.com
When you visit Liverpool, there is a magnitude of sights to see – and there’s some new ones for 2019.

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.

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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.

Located at the Royal Albert Dock at the heart of Liverpool’s historic waterfront, groups are able to explore where Beatlemania was launched.

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The Beatles first played the Cavern Club in 1961 – for £5.
The famous album is something very special about its location in the Club where visitors will be able to see some of the earliest known Beatles artefacts on display. Group rates are available for 10 or more.

Visit malmaisonhistorymuseum.com for more information.

A coach welcome scheme is available at the hotel for all groups arriving by coach. 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.

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.

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Did you know:

At 320ft tall, the Royal Liver Building was Europe’s first skyscraper and one of the first buildings in the world built using reinforced concrete.

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.

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 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 is your opportunity to venture inside is truly one to not be missed.

You may be wondering how much a visit to The Beatles Story costs. And the answer is nothing! Group organiser/leader admission is of charge.

The Beatles Story 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.

If your groups are in need of a little re-fuel, the Granary Restaurant is the perfect place 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/admission of charge.

Once groups have explored The Beatles Story, it 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).

To book your visit to The Beatles Story, please contact us on 0151 236 9091 or visit beatlesstory.com for more information.

It’s central enough to ensure guests get a peaceful and restful night’s sleep for their next day in Liverpool.

Malmaison Liverpool. With stunning views of the water side, this boutique hotel is in a great location for those wanting to see 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.

The hotel boasts 190 rooms and suites which have everything you need to make your stay memorable. From big beds to power showers and stylish decor, it also has its own bar and restaurant for those wanting to dine in.

malmaison.com

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In 1963, the Beatles decided they had been allocated a quiet location near the Albert Dock in a former warehouse on Prince’s Road. The venue was called the Cavern Club and has become an iconic part of Liverpool’s history.

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Within and explores the building’s significance to Liverpool’s history through the eyes of the stage – an immersive video which captures 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. 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.

The Audio-visual experience is digitally-projected onto the walls of the clock tower. As well as the clock, it does also offer some great up-close-and-personal view of the clock face. It’s a new light, with its clever finishing touches. You'll be standing with the Liver Birds – guests can play ‘spot the Beatles lyric’ as they explore the exhibition as inspired as much as the young John Lennon.

More details can be found at strawberryfieldliverpool.com

**Museums and More**

**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 intertwining cultural, spiritual and musical heritage of the site. We hope every person leaves the exhibition as inspired as much as the young John Lennon.

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.

**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.

**Harewood 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 is something for everyone at the World Museum. It also has a free-to-antler aquarium which features tropical, mangrove, and marine sea creatures.

Strawberry Field exhibition delves into the intertwined cultural, spiritual and musical heritage of London. And with most of them being free-to-antler, there’s no reason not to visit.

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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 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, 24-hr 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 24-hr 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 restaurants, bars, cafes and more.

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

**Visit:** tickets@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

**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 ambulances 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 rout). 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 Royal Albert Dock back to life. The Daffodil will be berthed in the Canning Dock from October 2019 as a bar and restaurant.

**Visit:** stadiumtours.liverpoolfc.com

**Malambo Liverpool**
Surround yourself with views of the water side at Malambo 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 water front.

**Visit:** 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 fans 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 group.tours@liverpoolfc.com to reserve your space now.

**Visit:** malambo.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 Katsi (1860–1901) 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 styling in Liverpool during the interwar years through the life and clothing collection of Mrs Emily Tine (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 Mawson 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

**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
Magical Mystery Tour
Discover Liverpool’s rich history of the Beatles and immerse yourself in their story aboard the colourfull 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 world pop 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 Neopackie tours available upon request
- Multiple language translations
After working up an appetite, visit Festival Food and Drink restaurant located opposite The Cavern Club. Set menu available for groups.
Large groups are welcome into The Cavern, Monday to Thursday with staggered entry during weekend and peak times. Pre-bookings is required for both tours and Cavern Club entry.

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-Mo’ 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.
This 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.

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.

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 a 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 café & shop with locally sourced food and drink every day. Free on-site coach parking.

Comcabs Liverpool
Comcabs 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 for private hires for both tours and Cavern Club entry.

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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, in award-winning cities, travel single or multi-vehicle bookings can all be accommodated with a single point of contact.

Visit: britishmusicexperience.com
Visit: chesterzoo.org
Visit: comcab-liverpool.co.uk
Liverpool…

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 Liverpool 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 £50 and spend £50, 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 loving 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
VistaPark
visitsouthport.com

RIVER OF LIGHT
1-8 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 BIENNIAL
28-31 December
M&S Bank Arena
mandsbankarena.co.uk/whats-on

2020

ANDRÉ RIEU
8 May
M&S Bank Arena
mandsbankarena.co.uk/whats-on

STRICTLY COME DANCING: THE PROFESSIONALS
15-25 May
M&S Bank Arena
mandsbankarena.co.uk/whats-on

LIVERPOOL BIENNIAL
11 July - 25 October
Biennial
biennial.com

ELTON JOHN
13-14 November
M&S Bank Arena
mandsbankarena.co.uk/whats-on

THE ADVENTURE DOCK COMPANY
DUNES DOCK, LIVERPOOL WATERFRONT
UNTIL 20 OCTOBER 2019

LIVERPOOL INTERNATIONAL HORSE SHOW
26-31 DECEMBER 2019
M&S Bank Arena Liverpool

THE ULTIMATE SHOW
ELIGEBTON CENTRE LIVERPOOL
15 AUGUST 2020

Ticket Quarter is the official Box Office for M&S Bank Arena Liverpool

cultureliverpool.com/ticket-quarter
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 or download from 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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