



THE BEATLES STORY, LIVERPOOL

TRAVEL TRADE

PACKAGES AND INFORMATION

January 2016

ABOUT US:

The award-winning [the Beatles Story](#) is the world's largest permanent exhibition purely devoted to the lives and times of The Beatles. Located in the Fab Four's hometown of Liverpool on the stunning UNESCO World heritage site at the Albert Dock, the Beatles Story takes visitors on an atmospheric journey through the lives, times, culture and music of the world's greatest band.

Go on a magical history tour and see how four young lads from Liverpool were propelled to the dizzy heights of worldwide fame and fortune to become the greatest band of all time. Visitors to the attraction will take a personal journey from the Fab Four's Liverpool childhood, through the early days of the band, to world domination and on to their solo careers. Find out how they met, go behind the scenes at the famous Abbey Road Studios and take an underwater trip on the Yellow Submarine. Experience first-hand the place where it all started by hanging out at the Casbah Coffee Club and explore a stunning exact replica of the Cavern Club. With a rolling programme of special exhibitions, visitors can return time and time again and always discover something new.

Listen to the Beatles Story unfold through a 'Living History' audio guide available in **ten** different languages and beautifully narrated by John Lennon's sister, Julia, with interviews with Paul McCartney, George Martin, Cynthia Lennon, Peter Blake and others. The guide is available in Brazilian Portuguese, English, French, German, Italian, Japanese, Mandarin, Polish, Russian and Spanish.

The Beatles Story incorporates informative displays, exclusive memorabilia, a stunning White Room tribute to John Lennon, a replica of the famous Cavern Club and Going Solo exhibition with an in-depth look at the solo careers of John, Paul, George and Ringo and a [Hidden Gallery](#) of photographs from Paul Berriff. Education and family fun is also incorporated with the interactive [Discovery Zone](#) and an amazing [Fab4D Experience](#). Finish the perfect historical experience in our Beatles Themed 'Fab4 Café' or browse through a fantastic range of products available from the ['Fab4 Store'](#).

More information can be found on our website at www.beatlesstory.com

GROUPS AND F.I.T.'s:

The Beatles Story offers special rates for trade partners.

GROUP PACKAGE FEATURES:

- Special Group rates for parties of **10 or more**
- Dedicated staff to organise all aspects of your visit
- [Coach Welcome scheme](#) at the Albert Dock
- Group organiser/leader admitted FREE of charge
- Coach drivers and group leaders receive a FREE hot drink in Fab4 Cafe on production of valid I.D.

Groups can spend anything from 1–4 hours exploring both sites at the Beatles Story, Albert Dock and the new special British Invasion exhibition, Hidden Gallery, Discovery Zone and Fab4D Cinema at the Pier Head.

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.

GROUP/F.I.T. RATES (up to March 2017):

Full inclusive admission tickets cover both Beatles Story sites and can be used for up to 48 hours. The rates below apply to all new FIT's and pre-booked groups (10 or more people). Terms and conditions apply for payment procedures and will be sent to you on booking. Please note that any group booked in on a Concession rate will be expected to show I.D.

The Beatles Story Ticket (*includes entry for the Beatles Story, Albert Dock and The British Invasion exhibition, the Fab4D Cinema and The Hidden Gallery, Pier Head*):

- Adult £11.25 (standard public rate: £14.95)
- Students £ 9.20 (standard public rate: £11.50)
- Senior £ 9.20 (standard public rate: £11.50)
- Child (5-16 yrs) £ 6.75 (standard public rate: £9.00)
- Child (under 5) FREE

We offer increased commission levels for travel trade partners who bring in greater numbers of visitors to the Beatles Story. These partners are categorised into

- Bronze (1-2k visitors per calendar year)
- Silver (2-4k visitors per calendar year)
- Gold (4k visitors and over per calendar year)

Travel Trade partners who qualify to become a **Bronze, Silver** or **Gold** partner will be notified in advance and their new discounted rate will be confirmed.

Trade Rates stated above are for both groups and FIT's. VAT/purchase tax is inclusive.

FAQs:

GROUPS:

To obtain trade rate, all groups must be pre-booked in advance via email: groups@beatlesstory.com or contact Charlotte Martin on 0151 709 1963 (Ext 220), fax: 0151 708 0039. Please note, groups of 40 plus will be split to ensure ease of access into the exhibition.

CHILDREN:

Rate is applicable for 5-16 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.

OPENING TIMES:

Summer (April 1 to October 31) - 09:00-19.00 (last admission 17:00) and Winter (Nov 1 to March 31) - 10:00-18:00 (last admission 17:00). The Beatles Story is closed to all bookings on December 25 and 26 each year. Please note that these time are subject to changes, therefore please consult our website www.beatlesstory.com for any additional changes to opening times.

ACCESSIBILITY:

For further information on accessibility see <http://www.beatlesstory.com/accessibility>.

CORPORATE/PRIVATE VIEWING:

The Beatles Story can be hired out for private viewing or corporate events outside of our normal visiting hours. Guests will have exclusive access to the whole attraction including the Cavern Club and White Room. Food, beverage and entertainment options can be incorporated into tailored packages for corporate events. For further details, please contact us at groups@beatlesstory.com.

SOUVENIR GUIDES:

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

FURTHER DOWNLOADS:

- Parking: [Liverpool Coach Parking Map](#)
- Hotels: [Accommodation](#)
- Liverpool City Tourism: [Beatles Liverpool](#)
- Visit Liverpool: <http://www.visitliverpool.com/>

For more information on travel trade packages visit www.beatlesstory.com/travel-trade

COPY TEXT

The following standard copy text can be used by trade partners for promoting the Beatles Story:

The award-winning **Beatles Story** is the world's largest permanent exhibition purely devoted to the lives and times of The Beatles. Located in the Fab Four's hometown of Liverpool on the stunning UNESCO World heritage site at the Albert Dock, the Beatles Story takes visitors on an atmospheric journey through the lives, times, culture and music of The Beatles.

Join The Beatles on their journey; first conquering Liverpool, and then the world, through immersive recreations of key locations from the band's career including The Casbah Club, The Cavern Club, and Abbey Road Studios.

With information, imagery, memorabilia and video interviews with Paul McCartney, Ringo Starr, Olivia Harrison and Yoko Ono, the Beatles Story tells the story of the greatest band in the world.

'Living History' audio guides are available in ten different languages including Mandarin, Brazilian Portuguese, French and German and is beautifully narrated by John Lennon's sister, Julia.

The Beatles Story's second location based at the Pier Head incorporates **The British Invasion: How 1960s beat groups conquered America**. This is an exciting new exhibit that looks at the wave of British artists that took over the Billboard Top 100 in the 1960s and 1970s. Co-curated by the

established GRAMMY Museum, L.A., the exhibit features memorabilia that has never been seen outside of the USA and also photographs of bands such as The Rolling Stones that have never been seen before worldwide.

The Pier Head site also houses a collection of rare photographs documenting The Beatles' 1963-4 tour. Photographer Paul Beriff discovered these stunning pictures in his attic, where they had remained "hidden" for almost fifty years. The '**Hidden Gallery**' is an absolute must-see.

A treat for all the family is the **Fab 4D cinema** which is a cinematic experience that the whole family will enjoy. You'll meet a whole host of magical characters who'll bring The Beatles' music to life in glorious 4D.

Finish your perfect historical experience in one of two Beatles-themed **Fab4 Cafés** or browse through a fantastic range of products available from one of the **Fab4 Stores**.

IMAGES AND LOGOS:

Click this [link](#) to access files for logos and brand guidelines and high res images of the exhibition (inside and outside) for usage. Please ensure that any images used are copyright to 'the Beatles Story, Liverpool'.

FOLLOW US:

Follow all the latest information, news and updates on:

Facebook - <https://www.facebook.com/BeatlesStoryLiverpool>

Twitter - <https://twitter.com/beatlesstory>

YouTube - <http://www.youtube.com/user/UKBeatlesStory>

LinkedIn - www.linkedin.com/company/the-beatles-story

LATEST PRESS RELEASES:

For all the latest information on our news please visit our website at

<http://www.beatlesstory.com/news>

CONTACT DETAILS:

TRAVEL PARTNER CONSULTANT: Ginette Goulston-Lincoln, Travel Trade Consultant, the Beatles Story. Email: ginette@goulston-lincoln.com Tel: +44(0)20 7923 0807 or +44(0)7958 448 002

GROUP BOOKINGS: Charlotte Martin, Groups Development Officer, the Beatles Story. Email: groups@beatlesstory.com Tel: +44(0)151 709 1963 (ext 220)

Address: The Beatles Story, Britannia Vaults, Albert Dock, Liverpool, L3 4AD. Tel: +44 (0)151 709 1963. Email: groups@beatlesstory.com

MEDIA: For specific press enquiries, filming requests and further hi-res images, please contact: Chris Bradley, Influential. Email: bradley@thisisinfluential.co.uk. Tel: +44 (0)7814 167259.