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Tourist information +44 (0)151 233 2008

Produced by
MARKETING LIVERPOOL
marketingliverpool.co.uk

LiverpooolJohn LennonAirport
liverpoolairport.com
An international Waterfront city that places culture and history at the heart of everything it does.

Whether you are looking for a cultural experience at the Waterfront or a historic tour of the Georgian quarter, taking in a football match or following in the footsteps of the Beatles, Liverpool is a city that doesn’t do things by halves.

Since 2004, the city has been recognised by UNESCO as a World Heritage Site, due to its outstanding architecture and historical importance, and by doing so it joined a select group including Taj Mahal and the Great Wall of China. Then, in 2015, Liverpool became a UNESCO City of Music, thanks both to the great artists produced by the city and the wealth of international festivals that take place each year.

The variety on offer means that the city is popular with a wide range of visitors, as evidenced by recent awards such as Best Coach Destination 2015 and Beat Youth Travel Destination 2015, as well as Rough Guides placing a night out in Liverpool as third on their worldwide bucket list in 2015.

We work with the travel trade to tailor visits for your clients; whether that is a VIP trip to Anfield or a group tour for Beatles enthusiasts. Through all this we pride ourselves on making things as easy as possible for you. So have a look through this guide we have prepared to give a taste of what’s on offer, and check back in with www.visitliverpool.com/traveltrade for more details.

WELCOME TO LIVERPOOL

LIVERPOOL COACH WELCOME
Coach groups can register for a special Coach Welcome, which involves a personal welcome to the city of Liverpool from one of our enthusiastic coach hosts, the latest information on what’s on, complimentary maps, restroom and refreshment facilities.

For drivers, there are coach drop-off and pick-up facilities, parking and traffic information and refreshments.

There are three locations: Liverpool Cathedral in the city’s historic Hope Street Quarter, Albert Dock on Liverpool Waterfront and at Liverpool ONE bus station.

We recommend booking at least 10 days in advance.

- LIVERPOOL CATHEDRAL
  +44 (0)151 702 7284
  jenny.moran@liverpoolcathedral.org.uk
- ALBERT DOCK
  +44 (0)151 707 0729
  groups@albertdock.com
- LIVERPOOL ONE BUS STATION
  +44 (0)151 330 1354
  coachbookings@merseytravel.gov.uk

SOUTHPORT COACH WELCOME
Coach hosts are available from April to October to meet and greet coach visitors disembarking at the coach drop-off point on Lord Street, adjacent to The Atkinson. Special discount voucher booklets are available for all passengers.

The Coach Drivers’ passport is a free-to-join scheme which rewards drivers bringing coaches to Southport.

There is secure coach parking at the Eco Visitor Centre alongside the park and ride scheme. This includes lounge, kitchen and shower facilities for drivers.

For more information visit www.visitsouthport.com or contact Steve Christian on +44 (0)151 934 2319

WIRRAL COACH WELCOME
For a Mersey Ferries river cruise, park at Woodside Ferry Terminal. Mersey Ferries links a number of exciting waterfront attractions in Liverpool and Wirral, enabling you to create flexible days out for your group.

Port Sunlight, a fascinating 19th century garden village, is a very popular group travel destination and home to both the Port Sunlight Museum and Lady Lever Art Gallery. There is extensive free coach parking adjacent to the Lady Lever Art Gallery, with the village attractions easily accessible on foot.

For more information about these and more visit www.visitwirral.com/visitor-info/group-travel

COACH WELCOME SCHEME

VISITLIVERPOOL.COM/TRAVELTRADE
PICK UP AND DROP OFF

1. GOWER STREET, ALBERT DOCK, L3 4AD. (See Map 1 for location). 1 bay available for pick up and drop off only with a maximum stay of 10 minutes. Available 24 hours. (Adjacent to bus stop).
2. CROSSHALL STREET, L1 6DQ. (See Map 1 for location). Adjacent to National Conservation Centre. 2 bays available for pick up and drop off only. Hours of operation are 0800 - 1800 with a maximum stay of 15 minutes.
3. WILLIAM BROWN STREET, L3 8EN. (See Map 1 for location). Opposite World Museum. 3 bays are available for pick up and drop off only. Hours of operation are 0800 - 1800 with a maximum stay of 15 minutes.
4. LIVERPOOL CATHEDRAL, L1 7AZ. (See Map 1 for location). 2 bays available for pick up and drop off only. Hours of operation are 0800 - 1800 with a maximum stay of 15 minutes.
5. SALTHOUSE QUAY, ALBERT DOCK, L3 4AD. (See Map 1 for location). Located opposite the Revolution Bar. 3 pick up and drop off bays available. Maximum stay 10 minutes.
6. LIVERPOOL ONE BUS STATION, L1 8DA access from The Strand or Hanover Street. 1 bay available for pick up and drop off only. Maximum stay 15 minutes.

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 8.00am - 6.00pm.

1. BANKFIELD STREET, L20. (See Map 2 for location). Between Great Howard Street and Regent Road where 8 parking bays are available.
2. REGENT ROAD, L3. (See Map 2 for location). Between Carlton Street and Dublin Street where 4 parking bays are available.
3. REGENT ROAD, L3. (See Map 2 for location). Between Walter Street and Fulton Street where 12 parking bays are available.
4. SANDHILLS LANE, L20. (See Map 2 for location). Between Regent Road and Derby Road where 3 bays are available.

OFF STREET PARKING

1. UPPER DUKE STREET, L1 (See Map 1 for location). Adjacent to Liverpool Cathedral where 3 parking bays are available.
2. BATH STREET, L3. (See Map 1 for location). 6 parking bays are available.
3. KING’S WATERFRONT - QUEEN’S DOCK, KINGS PARADE, L3. (See Map 1 for location). Parking is currently available for up to 30 coaches on this waterfront site close to the Albert Dock, Exhibition Centre Liverpool and ACC Liverpool. Spaces cannot be booked in advance or reserved. Cost: Pay and Display in operation. Contact: Control Room 0151 707 0120.
4. ARRIVA - GREEN LANE DEPOT, OLD SWAN, L13 7HS. (See Map 3 for location). Depot facility. There are external coach washing facilities available for an extra charge of £10. There are no toilet drop facilities. Operating Hours: Monday to Friday 9.00am - 5.30pm, Saturday 10.00am - 5.30pm. Coaches must be off site by 5.30pm prompt.

OFF STREET PARKING

1. RIVERSIDE DRIVE, L3. (See Map 4 for location). Free coach parking available for up to 18 vehicles. No pre-booking necessary. Contact: Ian.Cuthbert@liverpool.gov.uk

TO PRE BOOK WASH FACILITIES EMAIL: Cowans@arrivanw.co.uk

TO PRE BOOK WASH FACILITIES EMAIL: Smithd@arrivanw.co.uk

Cost: £20 per day
Contact: 0151 282 8305.
Email: Smithd@arrivanw.co.uk

To book wash facilities email Cowans@arrivanw.co.uk

Tourist Information +44 (0)151 233 2008
visitliverpool.com/traveltrade
In recent years, Liverpool John Lennon Airport has been one of Europe’s fastest growing airports, and statistics show that Liverpool JLA is now one of the UK’s top 10 busiest airports. There are services operating from more than 70 domestic and continental destinations, and new routes are being opened regularly. LJLA is recognised for its relaxed, hassle free environment, executive features such as the business lounge and best in class operational performance. It is the faster, easier, friendlier airport of choice for passengers visiting the region.

As well as this, the airport benefits from easy links to long-haul destinations. Aer Lingus operate a route to New York, via Dublin, which makes passport controls much easier in both directions. In addition, a route with Amsterdam Schiphol provides seamless connections to worldwide destinations including North America, Asia and Africa. Or visitors can fly to Manchester Airport, which services many long-haul destinations, and is just 50 minutes from the centre of Liverpool by road or rail.

The city is also extremely well-connected by rail. Virgin Trains offer hourly direct services to and from London Euston, meaning the city is just a little over two hours from the heart of the capital. There are also direct links to other major UK cities, with Manchester, Birmingham, Leeds and York all readily accessible and the Scottish powerhouses of Edinburgh and Glasgow just over three hours away.

Inside the city, travel is extremely simple with regular services on the Merseyrail network shuttling visitors from city centre to popular areas such as Sefton Park (10 minutes), Port Sunlight (15 minutes) or Southport (45 minutes). Or for those who prefer to take the scenic route across to Wirral, the Mersey Ferry is an effective way to travel as well as a tourist destination in its own right.

GETTING HERE

Like us on Facebook visitliverpool.com
Follow us on Twitter @visitliverpool
Like the Great Wall of China and the Taj Mahal, Liverpool is a UNESCO World Heritage Site. Take a walk around Albert Dock, the largest collection of Group I listed buildings in the country, and an absolute must-see. The Dock is an integral part of the fabric of the city and dates back to 1840, but it is far from just a heritage site. It is home to bars, restaurants, museums and some of Liverpool’s most popular visitor attractions.

Liverpool’s buildings tell the story of the city. Liverpool has some of the best examples of neoclassical architecture in the world, most notably the magnificent St George’s Hall. Visit Central Library to see how the original Picton Library has been skilfully meshed with a modern design, and stroll down Hope Street to see both of Liverpool’s famous cathedrals, the soaring neo-gothic Anglican Cathedral (the largest in the UK) and the modernist Catholic Metropolitan Cathedral of Christ the King with its glorious stained glass windows. Visit the waterfront to admire the Three Graces – the Cunard Building, Port of Liverpool Building and of course the Liver Building, with its two Liver Birds, the symbols of the city, perching 300 feet above the streets below.

ART
Tate Liverpool is the home of modern art in the north and is one of the most visited galleries outside of London, staging international exhibitions of Chagall, Mondrian, Klimt, Picasso and Monet to mention a few. The stunning Walker Art Gallery on William Brown Street houses an incredible collection of paintings, sculpture and decorative arts spanning over six hundred years, including works by Hockney, Degas, Turner and Rembrandt. The Bluecoat is a cutting edge arts centre housed in a 300-year-old building, offering a programme of art, literature, music and dance. It’s also home to a wide range of artists and creative businesses.

FACT is the natural home for bold new exhibitions exploring digital and contemporary issues, as well as housing four cinema screens. Nearer the waterfront, Open Eye Gallery is one of the country’s leading photography spaces with globally-renowned artists exhibiting throughout the year. Many museums and galleries are located around the Albert Dock, such as the Merseyside Maritime Museum and International Slavery Museum, where you can find out all about the companies, people and ships connected to this port city. St George’s Quarter, close to Lime Street station, is home to World Museum, where you can discover treasures from around the world, meet live creatures and explore outer space.

MUSEUMS
Liverpool has one of the most impressive collections of museums in the country. Start with Museum of Liverpool, opened in 2011 in a landmark waterfront building, which is the UK’s first museum dedicated to the history of a city. Visitors can explore how Liverpool’s port, its people and its creative, industrial and sporting history have shaped the city.

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The Royal Court offers a range of long-running plays and one-off nights, and the Epstein Theatre is Grade II listed with a striking interior and hosts entertainment of all kinds. Smaller theatres such as the Lantern Theatre and Unity Theatre are no less innovative and showcase local, national and international talent in a more intimate setting. The hundred-year-old Floral Pavilion in New Brighton, Wirral, and Southport Theatre and Convention Centre both have varied programmes of theatre, family shows, comedy and music. Many bars, clubs and theatres host regular comedy nights such as Comedy Central Comedy Club in Albert Dock, Laughterhouse at The Slaughter House and The Liverpool Comedy Cellar. The Echo Arena hosts all the big names, such as Jack Whitehall, Russell Howard and Miranda Hart.
Music fans across the world know Liverpool as the home of The Beatles, and the city proudly remembers its most famous sons with a range of museums, attractions and tours dedicated to the Fab Four.

Visit the award-winning Beatles Story in the Albert Dock for a unique interactive tour through the lives and times of John, Paul, George and Ringo – from the early days to their solo careers. Its most recent addition is the piano John played during his final years in New York, and a previously unseen collection of photos taken by Bob Gruen from the same period. And throughout all this, there are interactive audio guides available in a range of languages, meaning it’s perfect for international visitors.

The Beatles Story has another site at Pier Head, which is currently home to the special exhibition British Invasion: how 1960s beat groups conquered America. Co-curated by The GRAMMYs Museum in LA, it features artefacts from names such as The Supremes, Rolling Stones and James Brown and runs until 2016.

Just outside the ferry terminal is a brand new statue of the fab four, striding along the Pier Head. This was commissioned in 2015, to mark the 50th anniversary of the final concert the Beatles played in their home city. The statue was commissioned by the venue where the band made its name; The Cavern Club on Mathew Street, where the Beatles played 292 times in the late 50s and early 60s. Today, it is home to regular live music as well as numerous photo opportunities. A highlight is the Saturday night Beatles show, which unerringly pays tribute to the fab four in front of a packed house.

Many visitors to Liverpool take a couple of hours to go on the Magical Mystery Tour, a circuit of the city which follows the bands footsteps in their formative years. Starting from the city centre, visitors hop onto the psychedelic bus for engaging, expert commentary and photo stops at locations such as John and Paul’s childhood homes, Strawberry Field and Penny Lane, immortalised in song.

While The Beatles’ influence can be felt across the city, it is far from the be-all and end-all. Producing more number 1 singles than any other city, the Guinness Book of Records labelled the city the ‘World Capital of Pop’ and there are a multitude of live venues, hosting everything from intimate acoustic gigs to global superstars.

Beyonce, The Who, Katy Perry, Sir Elton John and Arctic Monkeys are just a selection of the artists to have played at Liverpool Echo Arena, on the city’s waterfront. The list of previous performances reads like a veritable A-Z of music superstardom, as performers appreciate the fervent reception from Liverpool audiences.

As well as two cathedrals, Hope Street is also home to the Royal Liverpool Philharmonic Orchestra, led by multi-award winning Russian Chief Conductor Vasily Petrenko. The critically-acclaimed orchestra performs in the magnificent Art Deco surroundings of the Royal Philharmonic Hall.

For more information visit beatlesstory.com
The best way to navigate the city is with tour guides – whether that be an individual or group tour. There is a strong roster of Blue Badge Guides in the city, catering to every niche and audience. These guides will give your customers an in-depth, passionate insider’s view of the city, bringing its stories and legends to life. There are guides who are specialists on architecture, contemporary culture, The Beatles and the waterfront; guides who are fluent in French, Spanish, Japanese and Chinese; and guides who are perhaps better described as comedians. Whichever you choose, you can be secure in the knowledge that these are people who know and love their city.

Architectural tours are also offered by RIBA, the Royal Institute of British Architects. With so much to cover – the neo-classical grandeur of William Brown Street, Georgian Quarter, art deco classics around the city and, of course, the Three Graces, there is plenty to see. This tour tells customers the stories behind the buildings in an illuminating and accessible way.

For those wanting to experience the famous Scouse sense of humour, the Liverpool Comedy Coach Tour may be the way to go. Armed with a litany of one-liners, professional comedians narrate the alternative version of the city as they travel around on a specially-designed laughter bus.

And of course, the aforementioned Magical Mystery Tour is the ultimate way to trace the footsteps of John, Paul, George and Ringo.
Liverpool has a reputation for undertaking large-scale, one-off events. Think of recent examples like the Giant Spectacular in 2012 and 2014, the historic visit of Cunard’s Three Queens in 2015, or the annual Christmas campaign which transforms the city into a wonderland. The calendar is always being added to, so check www.visitliverpool.com for the latest in blockbuster events.

The city plays host to various festivals. Liverpool Sound City, which has been running since 2007, boasts three days of great shows in the historic dock buildings just north of the city centre and has quickly developed a reputation as a place to see the next big thing. Headliners in recent years include The Flaming Lips, Belle and Sebastian and Paloma Faith.

Liverpool International Music Festival takes place a few months later, transforming Sefton Park for three days during July with a free festival chock full of big name acts. In no other city can you be in the beautiful surrounds of a Victorian park watching Basement Jaxx, Echo and the Bunnymen and Shaggy free of charge.

Also in Sefton Park is Africa Oye, the largest celebration of African music and culture in the UK which happens over a weekend every June. This free event has gone from strength to strength over the last 20 years, becoming a firmly established fixture in the calendar and attracting thousands to the park.

Mathew Street comes alive for International Beatle Week in August. Fab four fans and bands from across the globe converge at the legendary Cavern Club where the Beatles played nearly three hundred times.

The International Mersey River Festival takes place each June and attracts around 200,000 to the Waterfront over three days, as tall ships and vessels descend upon the city.

Visitors can explore onboard, with air shows, flyboarding and model boat displays as well as all kinds of nautical fun.

Exhibition Centre Liverpool is a new venue on the Waterfront, a stone’s throw from Albert Dock, which has significantly boosted the city’s events offer. Throughout the year it welcomes large-scale consumer events, such as comic exhibitions, wedding shows and cruise expos.

In Southport the annual Flower Show is a huge draw for group visitors and great for horticultural celebrity spotting.

The events calendar is always evolving, so check out www.visitliverpool.com for the latest details.
If you love shopping, you’ll fit in well here; Liverpudlians like to look good and set trends. Shoppers are spoilt for choice between gleaming new city-centre shopping centres, boutique arcades, bohemian streets and farmers’ markets. Unsurprisingly, the city is a top five UK shopping destination.

Liverpool ONE, right in the heart of the city, is the huge open-air shopping district that is home to more than 160 high street and designer names. Popular staples such as John Lewis, Debenhams and Topshop rub shoulders with designer boutiques, including Hugo Boss, Michael Kors and Flannel’s. It’s also home to the only Harvey Nichols Beauty Bazaar in the UK. As well as offering a complete shopping destination, Liverpool ONE has on-street pianos, major events and giveaways throughout the year to make the visiting experience as enjoyable and seamless as possible.

The exclusive Metquarter, also in the city centre, is the place to find select fashion and beauty outlets such as Gieves & Hawkes, Hugo Boss, MAC and Armani Exchange. And just around the corner is the ultra-fashionable Cavern Walks, home to the Vivienne Westwood store and famed designer boutique Cricket.

The Bluecoat is a charming Grade I listed arts centre in the heart of the city which also houses a range of small shops selling all sorts of lovely contemporary crafts, eclectic homewares and funky fashion.

The city centre area has over 400 shops and includes Church Street, home to megastores such as Marks and Spencer and Forever 21. It also incorporates two theatres, numerous restaurants and bars and a fun-packed annual programme of events.

Lonely Planet, no less, rated Bold Street as one of the best shopping streets in the country, and it’s easy to see why. With independent stores selling everything from world foods to funky clothes to records to art to home-baked goods, it’s well worth spending a couple of hours browsing.
Sport is a very serious matter in Liverpool, and is one of the factors that has made it world famous. With two Premier League football clubs, the world’s most watched horse race and a host of championship golf courses, the City Region offers something for all sports fans.

Liverpool Football Club is famous around the world for its numerous successes, including 18 national league championships and 5 European Cups. Visitors to its historic home stadium of Anfield can visit the extensive and accessible museum, learning about legends such as Bill Shankly and Kenny Dalglish and Liverpool’s great success both home and abroad.

Then there are the stadium tours which give an in-depth look at the home dressing room, the trophy cabinet, Kop stand and give an opportunity to touch the iconic ‘This Is Anfield’ sign. These tours run several times a day and are popular with individuals and groups alike.

Everton Football Club, Liverpool’s great rivals, are also one of the most successful teams in the country, with 9 national championships and 5 FA Cups as well as a history of trend-setting. Visit Goodison Park, less than a mile away from Anfield, for a tour of the only English club ground to host a World Cup semi final.

Aintree and Haydock Park Racecourses both host Class 1 horse racing throughout the calendar. The Crabbie’s Grand National is the undisputed highlight, with a rich tradition and an estimated 600 million viewers worldwide.

England’s Golf Coast is arguably the finest stretch of championship golf in the world. The region is home to 19 challenging and picturesque courses, including three Royal links courses – Royal Birkdale, Royal Liverpool and Royal Lytham & St Annes – which regularly host the Open Championship.

Liverpool’s dining scene is fantastically varied, from sleek fine dining to independent bohemian bistros and high-street favourites, and from modern British to the finest foods from around the world.

Dining Out

Over on Wirral Peninsula, the Yellow Room at the Hillbark Hotel in Frankby serves delicious food in sumptuous surroundings, whilst Fraiche in Oxton village is a discreet and understated Michelin-starred restaurant.

Local produce is of a very high standard, with Wirral and Formby asparagus, Southport shrimps, Knowsley lamb, and Liverpool beer and gin some of the stars of the scene. The region also boasts fabulous food festivals such as Liverpool Food and Drink Festival, Farm Feast and Southport Food and Drink Festival, and local farmers’ markets.

Liverpool’s hotels also have an impressive range of quality restaurants, from Marco Pierre White at Hotel Indigo to Blakes at Hard Days Night Hotel. The UK’s oldest Chinese community can be found in Liverpool, and so can some of the best Chinese restaurants. Try the Chinatown area around Berry Street, making time to admire the Chinese Arch.

For shoppers, Liverpool ONE has a good range of popular restaurant chains plus the independent Catalan deli and restaurant Lunya.
Livewpudlians like to socialise. Their sense of fun and love of a great night out guarantee that the city’s bars are lively and its nightlife is legendary – so much in fact that Rough Guides placed a night out in Liverpool as number 3 on its bucket list, wedged between visiting the Grand Canyon and the Great Wall of China.

From superclubs to pubs with dogs, a thriving gay quarter offering a more intimate setting than its neighbour, social, on the ground floor of Elevator Studios and complemented just around the corner by the Baltic Biennial installations and weekly food slams. It’s perfectly bouncing ever since, with names such as Nation, Garlands and Mansion popular choices for clubbers.

There are also traditional pubs on virtually every street corner, where the welcome will be warm and the beer just the right temperature. Try Thomas Rigby’s on Dale Street, one of Liverpool’s oldest pubs that offers a range of 40+ world beers and eight cask conditioned ales, or head for The Fly in the Loaf on Hardman Street for premium Belgian and German beers. Ye Hole in Ye Wall is a really traditional hostelry, as well as Liverpool’s reputedly oldest pub, offering heaps of atmosphere, great beer and lots of old photos of the city.

The Baltic Triangle is the hippest area of the city, and has seen a sea-change in recent years. Camp and Furnace is the obvious place to start. The truly unique space is the obvious place to start. The truly unique space houses everything from a bar packed with international beers to Eurovision parties, Scandinavian festivals, Biennial installations and weekly food slams. It’s perfectly complemented just around the corner by the Baltic Social, on the ground floor of Elevator Studios and offering a more intimate setting than its neighbour.

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MENDIPS & 20 FORTHLIN ROAD
A combined escorted tour of Mendips and 20 Forthlin Road, the childhood homes of John Lennon and Paul McCartney, is your only opportunity to see where the Beatles met, composed and rehearsed many of their earliest songs. Visit by National Trust minibus only. www.nationaltrust.org.uk/beatles-childhood-homes

MAGICAL MYSTERY TOUR
Experience the sights and sounds of Beatles Liverpool on the Magical Mystery Tour. The tour will take you to their birthplaces and childhood homes plus Penny Lane and Strawberry Field. 

EVENING: LIVERPOOL PHILHARMONIC HALL
The superb art deco style, Grade II listed Philharmonic Hall, is one of the UK’s top arts and entertainment venues and home of the Royal Liverpool Philharmonic Orchestra, whose chief conductor is the charismatic young Russian, Vasily Petrenko. www.liverpoolphil.com

EVENING: ECHO ARENA LIVERPOOL
The Echo Arena is home to a top programme of music events and has played host to the MTV Europe Music Awards, plus concert performances from Elton John, Bob Dylan and Beyoncé. www.echoarena.com

Cavern Club & Mathew Street
www.cavernclub.org
Roll history - where John and Paul met for the first time
You will also see one of the most important places in rock and musical history - where John and Paul first performed on stage in Liverpool.

MUSIC & THE BEATLES

Liverpool Football Club
The Anfield sign www.anfield.lfc.co.uk
A visit to Liverpool Football Club’s ground Anfield, is your only opportunity to see where the Beatles met, composed and rehearsed many of their early songs. Visits by National Trust minibus only.

EVERTON STADIUM TOURS - THE GOODISON EXPERIENCE
Everton Football Club Museum & Tour
A visit to Liverpool Football Club’s ground Anfield, is truly a memorable experience for all. Whether you are an ardent fan or even a non-follower a visit to this club is a must when you are in the city. Visit the player dressing rooms, the interview room & touch the famous ‘This is Anfield’ sign www.stadiumtours.liverpoolfc.com

HIDDEN GEM: The Casbah Coffee Club was the launchpad of The Beatles. This basement club has been preserved as it was over 50 years ago www.petebest.com/casbah-coffee-club

TOP TIP: Head to Pier Head for a unique photo opportunity with the new Beatles statues

TOP TIP: For a thrilling day out don’t miss the regular meetings at Aintree and Haydock racecourses.

FORMBY HALL GOLF RESORT & SPA
Formby Hall is one of the finest golf resorts on England’s Golf Coast and the ideal place to improve your game. For a corporate golf day, visitor golf open day, weekend golf break, golf society day, or even a golf lesson visit www.formbyhallgolfresort.co.uk

LAND ROVER EXPERIENCE HALEWOOD
Land Rover Experience is an exclusive opportunity to be immersed in the all-terrain capability of Land Rover. Whether you attend a Manufacturing Tour, Hands on Drive or a Group Event, you are guaranteed to leave feeling a real sense of achievement www.halewood.landroverexperience.co.uk

PANORAMIC 34
Panoramic is one of Britain’s tallest restaurants, located on the 34th floor of Liverpool’s West Tower, reaching 100m above sea level. Panoramic offers 360° views of Liverpool and the Welsh hills. Enjoy fine cuisine within stylish surroundings www.panoramic34.com

LUXURY LIVERPOOL

ENGLAND’S GOLF COAST
Visit Liverpool’s famous golf resorts. www.englandsgolfcoast.com

ENGLAND’S GOLF COAST is home to 15 of the finest golf courses in Britain. With no less than 7 courses in the “Top 100 Courses of the UK & Ireland” and 11 listed in the “Top 100 Courses in England” the concentration of championship golf available within England’s Golf Coast is unparalleled www.englandsgolfcoast.com

ST.HELENS RUGBY LEAGUE FC
ST.HELENS RUGBY LEAGUE FC

FORMBY HALL GOLF RESORT & SPA

ENGLAND’S GOLF COAST

ENGLAND’S GOLF COAST

ENGLAND’S GOLF COAST

ENGLAND’S GOLF COAST
FAMILY FUN
UNDERWATER STREET
Located at Liverpool's historic Pier Head, Underwater Street is a unique venue for families aged 2-10 years. Six exciting zones, three craft tables and entertaining science shows ensure a fun-filled day for all visitors www.underwaterstreet.com

KNOWSLEY SAFARI
Knowsley Safari offers organised groups a fantastic day out for all age groups. The 550-acre park on the Earl of Derby's estate offers a unique five mile safari drive along roads lined with exotic animals from all over the globe www.knowsleysafariexperience.co.uk

WORLD OF GLASS
A fascinating and educational journey of discovery into one of the most common substances on earth - glass. Discover how glass production shaped St Helens through live glass-blowing demonstrations, special exhibitions and a Victorian furnace www.worldofglass.com

WORLD MUSEUM
From the sea to the stars, a visit to World Museum reveals millions of years of the Earth's history through thousands of exhibits and hands-on activities. Visit to distant continents and ancient civilisations in the thousands of exhibits and hands-on activities. Travel reveals millions of years of the Earth's history through demonstrations, special exhibitions and a Victorian furnace www.liverpoolmuseums.org.uk

WONDERFUL WIRRAL
PORT SUNLIGHT MUSEUM & GARDEN VILLAGE
Port Sunlight Museum & Garden Village is an awarding winning 19th century village, originally built in 1888 by founder William Hesketh Lever for his Sunlight Soap factory workers, and now home to 900 stunning, listed buildings including a museum, hotel, art gallery, garden centre, school and church www.portsunlightvillage.com

LADY LEVER ART GALLERY
Lady Lever Art Gallery is regarded as one of the finest art galleries in Europe, with incredible collections of art on display personally selected by Lever himself, including Wedgwood jasperware, Pre-Raphaelite paintings and Chinese porcelain www.liverpoolmuseums.org.uk/ladylever

NESS BOTANIC GARDENS
Ness is open all year round with seasonal flowers, shrubs and trees; in particular rhododendrons, azaleas, a beautiful rock garden, enchanting laburnum arch and a spectacular herbaceous border - don't miss the Garden Kitchen Cafe for a light bite, sweet treat or main meal www.nessgardens.org.uk

New Brighton
New Brighton is a rejuvenated seaside town, and the perfect place to take in some fresh air; or perhaps try one of the numerous attractions including the Floral Pavilion Theatre, Peach Rock lighthouse and welcoming promenade; then just relax and devour the best fish and chips in the area www.visitwirral.com

HIDDEN GEM: Take fun to new heights at Aerial Extreme with high-rope adventure courses, scramble nets, zip wires and cross balance beams www.aerialextreme.co.uk/locations/liverpool

TOP TIP: National Museums Liverpool offers a wide range of activities, sessions and resources for education and groups of all ages www.liverpoolmuseums.org.uk/wml

HIDDEN GEM: Birkenhead Park, the first publicly funded park in Britain, is thought to be the model for many parks around the world, including Central Park in New York www.visitliverpool.com

TOP TIP: Try the nationally award-winning ice cream at Caffe Cream in Britain's oldest seaside town - New Brighton www.caffecream.co.uk

HIDDEN GEM: Churchtown Village was mentioned in the Domesday Book in 1086. The village features thatched cottages, traditional pubs and the Botanic Gardens www.visitsouthport.com/shopping/churchtown-village

TOP TIP: Don't forget to try the local speciality - Southport Potted Shrimps www.visitliverpool.com/traveltrade
Whether your clients want a posh bed for the night, a country house hotel or a tastefully themed room, Liverpool City Region has it all.

For a one-off experience, look at one of the city’s independent hotels. Hope Street Hotel combines cool, crisp comfort with top-notch, super-friendly service in the chic Georgian Quarter. Down towards Mathew Street, luxurious Hard Days Night Hotel is tastefully inspired by The Beatles and an extremely popular draw for fab four fans.

Just north of the city centre is the four-star Titanic Hotel, set in an expertly-renovated rum warehouse with unparalleled original features. Sticking with the maritime theme, try the glamorous 30 James Street, set in the former home of the White Star Line.

Liverpool also has all the big-name hotels. In the commercial district there’s Radisson Blu and Aloft, which sits in the beautiful former Royal Insurance Building. Hilton Liverpool is situated in a landmark building, ideally located for Albert Dock and Liverpool ONE while Malmaison, Crowne Plaza and Holiday Inn all have waterfront options.

Serviced apartments provide the luxury of a hotel with extra conveniences and freedom, particularly handy for families and groups. Epic Aparthotel, in the bustling Seel Street area, lives up to its name with a range of sizes to suit everyone from couples to large groups. It manages to be in the heart of the city’s cultural offer and nightlife, yet secluded enough to offer complete peace and quiet. Another Epic site is newly opened on Duke Street, in a historic building. Other apart-hotels and serviced apartments around the city include The Richmond, BridgeStreet Apartments, Staybridge Suites and Adagio Aparthotel.

In Southport, the Vincent provides luxury, contemporary accommodation, and the Ambassador Town House on Bath Street is chic and comfortable. The Ramada Plaza Hotel is at the heart of the ‘Waterfront Development’ on Southport’s promenade, and exudes seaside elegance.

Staying in Wirral is a relaxing counter to the hustle and bustle of city life. Mere Brook House is a charming Edwardian country guest house, while the black and white luxury Grade II listed Hillbark Hotel in Frankby is steeped in history.

Lastly, don’t forget the splendour of Knowsley Hall, Britain’s only 5* gold rated stately home, set on a 2,500 acre estate.
Liverpool is known globally for its close links with the sea. It is a city with rich maritime history stretching back centuries, and the water plays a huge role in Liverpool life to this day.

The iconic waterfront, largely built in connection with maritime trade, is the defining image of the city and getting the ‘ferry ‘cross the Mersey’ is a must for all visitors – especially now it has been given a special dazzle design by Sir Peter Blake. While freight ships are still a regular sight on the river, these days they are joined by something a little more luxurious.

Liverpool Cruise Terminal welcomes cruise ships from around the world into that famous waterfront, which is a key part of Liverpool’s status as a UNESCO World Heritage Site. Its strength has been recognised by Seatrade, who voted Liverpool ’destination of the year’ for 2015.

Liverpool has a proud history of cruises, as seen back in 2015 when Cunard celebrated its 175th anniversary in its spiritual home. More than a million spectators lined the banks of the Mersey to see the historic meeting of Three Queens – Queen Victoria, Queen Mary 2 and Queen Elizabeth. The Cunard fleet met for the first time, performing a number of synchronised manoeuvres which have never been done before. Then on 4th July Queen Mary 2 recreated the first Transatlantic passenger cruise as it sailed from Liverpool to Boston and New York.

However, there was much more than this – over 80,000 passengers come in each year, a number which is ever-growing. Ships are welcomed right into the heart of the waterfront, in the shadow of the Three Graces – the Cunard Building, Port of Liverpool Building and the Royal Liver Building, atop which sit the city’s ‘guardians’, the Liver birds. These three buildings ensure a striking first impression of the city.

Just further along the waterfront is Albert Dock, a complex of dock buildings and warehouses first opened in 1846. Nowadays, they are home to a fantastic range of restaurants, cafes, bars, museums and clubs for every taste, from morning to late night. There is also the outstanding Museum of Liverpool, a £72 million development which is the most visited museum outside of the capital.

Since opening in 2007, Liverpool Cruise Terminal has proved extremely popular. It has welcomed inaugural calls from names such as Silhouette and Britannia, and was voted Cruise Critic’s UK Best Port of Call in 2013 and 2014. This phenomenal growth is a symbol of the city’s renaissance over the past decade, and as more cruise passengers love their time here, will continue to grow with confirmed calls in 2016 and 2017.

For more information on the terminal and the range of options available to passengers, please visit: www.cruise-liverpool.com and talk Cruise on Twitter @CruiseLpool

CRUISE LIVERPOOL

To enjoy a great day out with the world famous Mersey Ferries, each journey takes visitors to a number of waterfront attractions on both sides of the River Mersey and to wider horizons with Manchester Ship Canal Cruises.

Every group can enjoy a great day out with the world famous Mersey Ferries. Each journey takes visitors to a number of waterfront attractions on both sides of the River Mersey and to wider horizons with Manchester Ship Canal Cruises.

With itineraries ideal for everyone, along with generous group discounts and free coach parking, discover Mersey Ferries for a group day out you’ll love.
BEYOND THE CITY

Should you wish to escape from the bright lights of Liverpool city centre, there are lots of beaches and coastal walks nearby, plus stunning countryside spaces where you can blow away the city cobwebs.

Liverpool has more parks than Paris; Calderstones, Croxteth and Sefton Park are just a few favourites. Head to Sefton Park to see the beautiful glass-panelled Victorian Palm House.

Further afield, Crosby Beach is a must-see, not only for its beautiful views but for Antony Gormley’s Another Place, 100 cast-iron, life-size figures spread out along three kilometres of the shore and out to sea.

In Southport, visitors enjoy taking a stroll along Southport Pier, enjoying a picnic in Southport’s Botanic Gardens, and embracing the traditional amusements of a grand seaside town. The highlight of the year is the Southport Flower Show, which attracts tens of thousands of garden-lovers from around the UK over three days each August. Alternatively, head across to Wirral and stride out to Hilbre Island or along the Wirral Way. There’s also Birkenhead Park, acknowledged to be the first publicly-funded park in Britain and a model for Central Park in New York.

A trip to Wirral should include a visit to the historic village of Port Sunlight with its late 19th century cottages and picturesque gardens. Don’t miss the Port Sunlight Museum and the Lady Lever Art Gallery, which was re-opened after extensive renovation in 2016. New Brighton is a rejuvenated seaside resort, with the Floral Pavilion Theatre at its heart plus plenty of family-friendly activities.

Knowsley Safari Park is well worth a visit – with over 700 exotic animals, amusement rides and a fantastic sea lion show, only eight miles from the city centre and in the parklands of the stunning Knowsley Hall. And for animal lovers, Chester Zoo is also a great day out for the family with some of the most endangered and exotic species in the world.

It’s not all about Liverpool city region though. When you have seen Liverpool, you’re in a good position to make the most of our fellow grand northern cities like Manchester, Leeds and Sheffield, all of which are easily accessible by road or rail. Take the high-speed direct train to London which leaves every hour, or get on the road and drive to the magnificent Lake District, the historic Roman city of Chester or the mountains of North Wales – all of which are less than two hours away.
Here at VisitLiverpool we are committed to bringing your clients to the Liverpool City Region and ensuring they will have an enjoyable and memorable time.

We can provide you with assistance for itinerary ideas, accommodation advice, dining experiences and help with destination imagery and content.

You can meet us at travel trade events throughout the year, including British Tourism and Travel Show and Explore GB. We can also organise familiarisation visits for you to get to know the city region better.

We recommend that you keep in touch with us by signing up to our regular Travel Talk e-newsletter. Here you will get all the latest news including advance notice of forthcoming events, new openings plus a host of information from our many tourism partners across the city region.

For more travel trade information and ideas on things to see and do please visit www.visitliverpool.com/traveltrade

If you have a specific enquiry then please email us at traveltrade@marketingliverpool.co.uk

VISITLIVERPOOL.COM/TRAVELTRADE