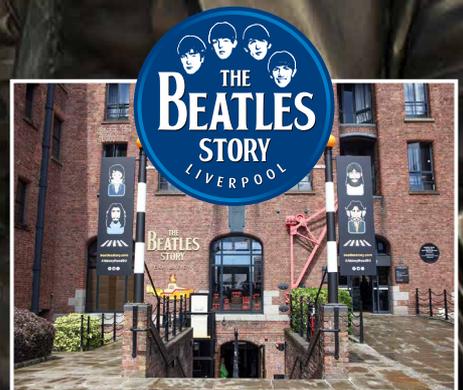
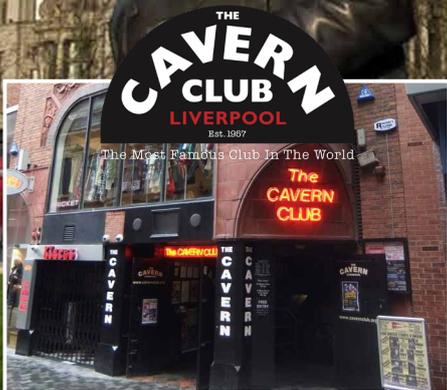


# — WELCOME TO — BEATLES LIVERPOOL

THERE ARE PLACES I'LL REMEMBER



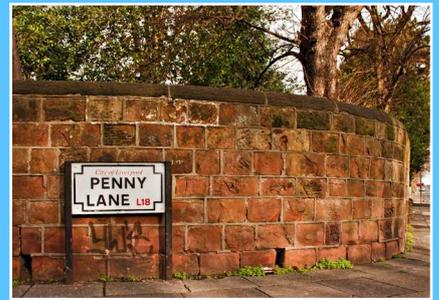
# HERE, THERE AND EVERYWHERE

**THINK OF LIVERPOOL AND IT'S HARD NOT TO THINK OF THE BEATLES. THE CITY IS THE BIRTHPLACE OF JOHN, PAUL, GEORGE AND RINGO, THE PLACE WHERE THEY GREW UP AND FORMED THE BIGGEST POP BAND THE WORLD HAS EVER SEEN.**

Today in Liverpool you can discover Liverpool's rich history of the Beatles and immerse yourself in what it was like for the band as they grew up.

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.



## THE CAVERN

**OPERATORS OF THE MAGICAL MYSTERY TOUR AND OWNERS OF THE WORLD FAMOUS CAVERN CLUB.**

The Cavern Club is the cradle of British pop music, the place where the Beatles musical identity was formed as they played 292 times between 1961 and 1963.

This cellar club, located on Mathew Street in the heart of Liverpool's city centre, is steeped in history. The iconic Cavern stage has played home to a plethora of musical legends since its opening in January 1957 including The Beatles, The Rolling Stones, The Who, The Kinks, Adele, Jessie J and Arctic Monkeys. Discover the evocative spirit of this legendary venue and experience the unique and powerful Cavern sound performed live on stage every afternoon till late in the evening.

Step aboard the colourful Magical Mystery Tour bus for a fun and fascinating 2-hour tour of Beatles Liverpool. This tour 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, schools and colleges and get up close to places that inspired some of their most memorable songs – Penny Lane and Strawberry Field.

Magical Mystery Tour has been operating since 1983 and is Liverpool's longest running guided Beatles coach tour. Translations are available in eleven different languages and private tours are available to book upon request. Scheduled tours depart from the Royal Albert Dock daily from 10am. All tours include entrance into The Cavern Club where live music is performed every day from 11am.



## HARD DAYS NIGHT HOTEL

Hard Days Night Hotel is the world's only Beatles inspired hotel, combining the highest quality facilities and service in a truly unique environment, and it's here in Liverpool, birthplace to the Fab Four! Sitting adjacent to the world famous Cavern Club where the Beatles rose to fame, and an array of the city's famous Beatles landmarks, the hotel not only offers the perfect getaway for visitors, but is much loved by art, music and food lovers alike.

All 110 rooms are individually designed around the contours of the original building and elegantly furnished with specially commissioned Beatles-inspired artwork by the world renowned Beatles artist Shannon including two truly unique experiences The Lennon Suite and The McCartney Suite

In keeping with the hotel's overall theme, each of the bars and restaurants features original Beatles-inspired artwork and artefacts, creating a truly unique atmosphere and experience.

Blakes, our flagship restaurant named after the godfather of British pop art, Sir Peter Blake who created the iconic sleeve for the Sgt Peppers Lonely Hearts Club Band album, Blakes boasts wall-to-wall original Beatles artwork including a centrepiece display of 60 images of icons from the album's sleeve.

Bar Four, one of Liverpool's premier cocktail destinations is the perfect combination of chic and stylish luxury. Table service is provided throughout by our friendly and experienced cocktail team. On Friday, Saturdays and Sundays we feature Live Lounge with local bands and artists, presenting an eclectic mix of covers from some of the very best music around past and present.

There are places to remember, then there is the Hard Days Night Hotel.



## THE BEATLES STORY LIVERPOOL

The award-winning The Beatles Story is the world's largest permanent exhibition purely devoted to telling the story of the fab four lads from Liverpool. Visitors from all around the world travel to the Beatle's hometown of Liverpool to experience this unique immersive exhibition, located on the stunning UNESCO World Heritage site at The Royal Albert Dock. 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, a trip to The Beatles Story is a must-see highlight for any visitor coming to the UK. 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 and newly introduced, Korean and Cantonese; beautifully narrated by John Lennon's sister, Julia.

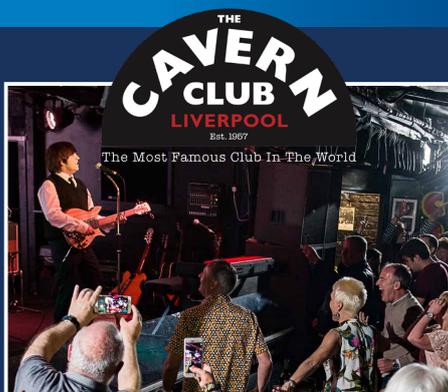
The Fab4 cafe at The Beatles Story offers a true Liverpool welcome and a relaxing end to your visit. Enjoy a fantastic selection of pastries, sandwiches and speciality coffees whilst listening to music from the world's greatest band, plus free Wi-Fi. Spend time browsing through the Fab4 Store within the attraction and choose from one of the largest collections of official Beatles merchandise and souvenirs in the world, proving extremely popular with both international and national visitors.

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 which is applicable for both groups and FITs.

For a unique corporate space, The Beatles Story can be hired out for private viewing and events outside of our normal visiting hours. Catering and entertainment options can be incorporated into tailored packages for a range of corporate events.



# COME TOGETHER



For more information about the Cavern Club and Magical Mystery Tour, or to make a group booking contact:

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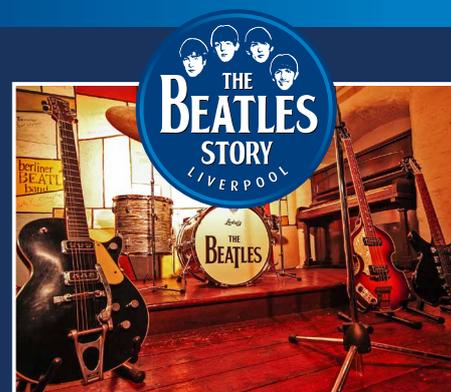
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