

Liverpool has always been at the forefront of pop. The city's artists and bands have earned it a place in the Guinness Book of Records, with more number one hit singles than any other city in the UK. Many of these chart-toppers were written by Lennon & McCartney, the world's most successful songwriting duo ever.

Make sure you find the heart and soul of Beatles Liverpool with these essential ingredients:

Beatles Magical Mystery Tour. Two-hour tour of places associated with the Fab Four, including their homes, schools and places that inspired so many memorable songs.

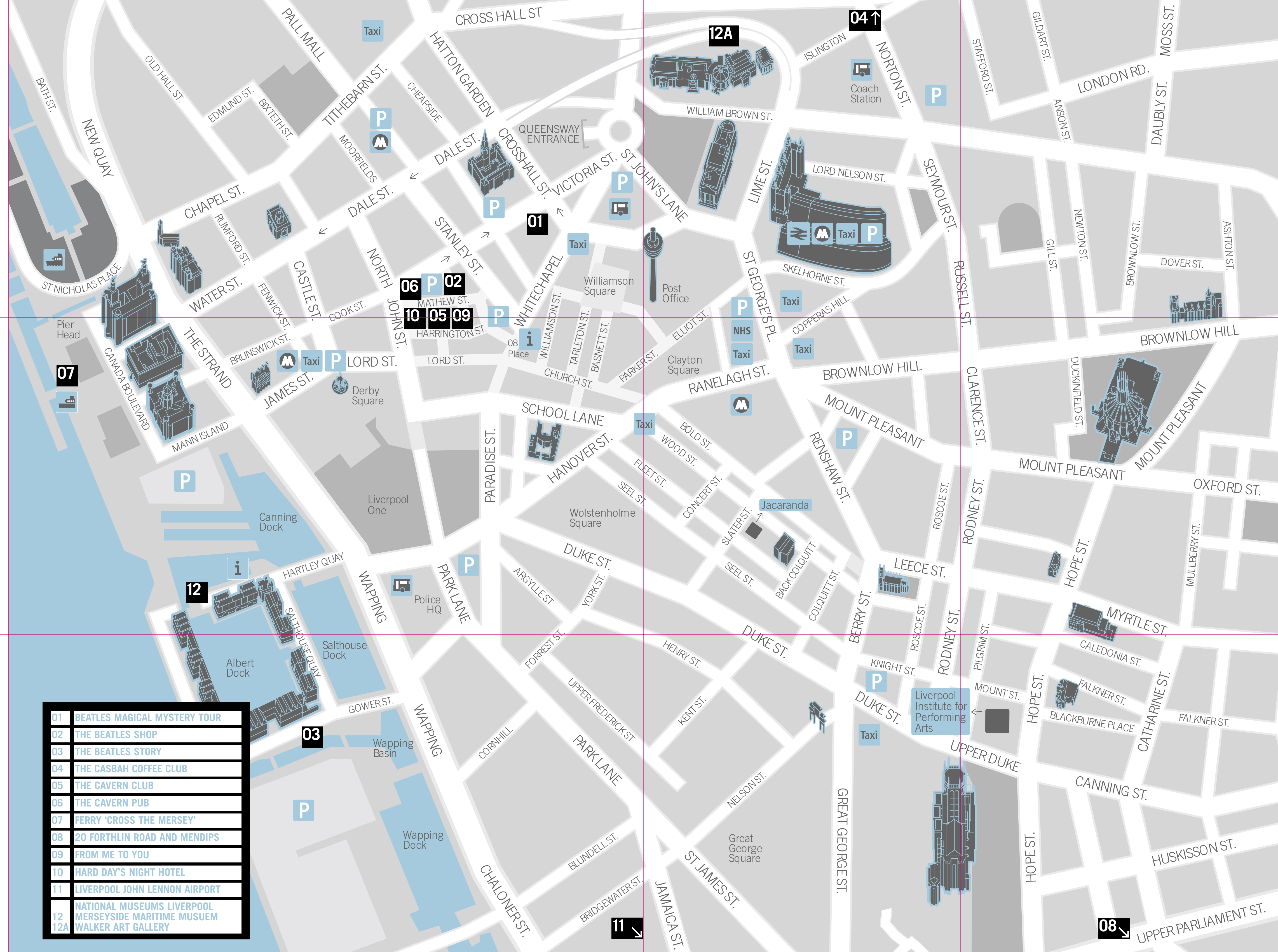
Casbah Coffee Club. The first Liverpool venue they performed at as The Beatles in December 1960.

Cavern Club. The famous basement club where The Beatles first tasted success in the early 1960's that's still buzzing with great music today.

Whether you're fanatical about The Beatles or just fanatical about music, you'll be absorbed in a unique story of music, fame and fortune in Beatles Liverpool. Experience Strawberry Field and Lennon and McCartney's childhood homes, take a stroll along Mathew Street and Penny Lane, learn about the Merseybeat era and even enjoy a drink in the lad's favourite pubs and clubs. As you discover what made the band so special, you can look forward to some poignant and evocative moments in the legendary city where they grew up.

IMAGINE EXPERIENCING THE MOST SENSATIONAL STORY THE POP WORLD HAS EVER KNOWN – IN THE CITY WHERE IT ALL BEGAN!

DID YOU KNOW? THE BEATLES ARE THE MOST SUCCESSFUL BAND IN THE HISTORY OF POP MUSIC, EVEN THOUGH THEY LAST PLAYED TOGETHER OVER 30 YEARS AGO. THEIR GREATEST HITS ALBUM THE BEATLES 1, RELEASED IN NOVEMBER 2000, SOLD ALMOST 30 MILLION COPIES WORLDWIDE, TOPPED THE ALBUM CHART IN 30 COUNTRIES AND WAS CERTIFIED PLATINUM OVER 100 TIMES. IT WAS JUST FIVE YEARS BETWEEN THE RELEASE OF THEIR DEBUT SINGLE 'LOVE ME DO' AND THEIR CRITICALLY ACCLAIMED ALBUM 'SGT. PEPPERS LONELY HEARTS CLUB BAND'. MAX BYGRAVES, WILL YOUNG, THE JAM AND U2 HAVE ALL RECORDED BEATLES SONGS. THE BEATLES SOLD MORE SINGLES IN THE UK THAN ANY OTHER GROUP WITH 20.8 MILLION SALES. THE BEATLES MUSIC IS THE MOST DOWNLOADED MUSIC ON THE INTERNET. THE FAB FOUR HAVE INFLUENCED BRITISH MUSIC FOR OVER 40 YEARS – RECENTLY, BANDS SUCH AS COLDPLAY, TRAVIS AND RADIOHEAD HAVE REVEALED THEIR LIVERPUDLIAN IDOLS WERE THEIR INSPIRATION. LENNON & MCCARTNEY ARE THE MOST SUCCESSFUL SONGWRITING DUO OF ALL TIME WITH 25 NUMBER ONE SINGLES IN THE UK AND 23 IN THE USA. IT IS AN ENDURING TESTAMENT TO THE SCALE, SCOPE AND AMBITION OF JOHN, PAUL, GEORGE AND RINGO, AND THEIR EXTRAORDINARY, UNPARALLELED ACHIEVEMENTS; THAT THEY ARE AS POPULAR TODAY AS THEY WERE AT THE HEIGHT OF BEATLEMANIA - IN PRINT, ON DVD AND CD. IN 1963 THEIR SONG 'SHE LOVES YOU' WAS THE BIGGEST HIT IN UK HISTORY AND REMAINED SO UNTIL IT WAS OVERTAKEN BY 'MULL OF KINTYRE' BY SIR PAUL MCCARTNEY AND WINGS IN 1977.



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DAY TRIPPER ITINERARY
A day trip to Beatles Liverpool will give you a great introduction to the story of the Fab Four. You'll need to arrive in Liverpool by 11am and allow about 6 hours to complete this itinerary.

MORNING
11am Start your day at the award winning Beatles Story, Albert Dock. Allow at least 2 hours to make the most of your visit. 1pm Have lunch at one of the many bars or restaurants at the Albert Dock.

AFTERNOON
2.30pm Board the Magical Mystery Tour for a 2 hour tour of Beatles Liverpool. The tour departs from Beatles Story daily and finishes at the famous Cavern Club.

WEEKEND ITINERARY
A weekend visit to Beatles Liverpool will give you plenty of time to enjoy the story of the Beatles as well as the chance to experience the city's nightlife.

FRIDAY AFTERNOON
12 noon check into your hotel. 2pm Visit Beatles Story, at the Albert Dock. Back to the hotel to prepare for your night out!

FRIDAY EVENING
7.30pm Take a trip to the Cavern Quarter. There are lots of pubs and bars, including the Cavern Pub and Club and many restaurants in and around Mathew Street.

SATURDAY MORNING
10.30am Take a National Trust tour to Mendips and 20 Forthlin Road, the childhood homes of John Lennon and Sir Paul McCartney. 12.30pm return to Cavern Walks shopping centre for lunch.

SATURDAY AFTERNOON
1.45pm Walk to Pier Head (about 10 minutes from Mathew Street) to take a river cruise on the famous Mersey Ferry at 2pm. 3.00pm Walk along the banks of the River Mersey towards the Albert Dock and visit Merseyside Maritime Museum.

SATURDAY EVENING
7.30pm Why not enjoy a meal in Liverpool's Chinatown? It has the oldest Chinese community in Europe. Nearby, on Slater Street, you will find the Jacaranda, once owned by the Beatles first manager Allan Williams.

SUNDAY MORNING
10.30am Take a closer look at the Liverpool Wall of Fame and the Cavern Wall of Fame in Mathew Street. Why not stock up on some souvenirs at The Beatles Shop before you leave!

SUNDAY AFTERNOON
2.10pm Board the Magical Mystery Tour for a fascinating 2 hour tour of Beatles Liverpool, finishing at the Cavern Club.

GETTING HERE
Located in England's North West, Liverpool is easy to get to and is well served by Rail, Road, Air and Sea.

AIR
Liverpool John Lennon Airport, located just 9 miles from the city centre, has regular scheduled flights from destinations including Dublin, Amsterdam, Barcelona and Paris. Merseytravel operate a regular low cost bus service into the city centre 7 days a week and taxis are also available. Manchester Airport offers an International gateway from all parts of the world and has a direct rail link into Liverpool city centre.
www.liverpoolairport.com

ROAD
From the M6 the city is easily reached via the M58, M56 & M62 motorways. Liverpool city centre is about 45 minutes drive from Chester, Manchester and North Wales; about an hour from Blackpool, the Lake District, Yorkshire Moors and the Peak District National Parks; and around 4 hours from London.

COACH
There are good Express connections to Liverpool from most towns and cities in Britain, with half hourly services from Manchester, and regular services from London and Birmingham. The National Express coach station is located in Norton Street, Liverpool city centre.

COACH PARKING
Coach Parking is available at King's Dock Car and Coach Park, near the Albert Dock. Drop off points in the city centre include Crosshall Street and William Brown Street.

TRAIN
Intercity services run from major towns and cities into Liverpool Lime Street Station. Journey times from London are just over 2.5 hours. Links are also available to other parts of Merseyside.

SEA
Services between Liverpool, Douglas, Belfast and Dublin are operated by Norse Merchant, Irish Sea Express and Steam Packet Company.

USEFUL CONTACTS
www.liverpoolairport.com
+44 (0) 870 129 8484 (all enquiries except flight information)
+44 (0) 906 108 8484 (all flight information charged at 17p per minute & VAT).

www.traveline.org.uk
0870 608 2608

THE BEATLES
All four members of the Beatles were born within 5 miles of the Cavern Club. They all made their Cavern Club debut on different dates between 1957 and 1961.

Ringo's birthplace 9 Madryn Grove, his second childhood home, the school he attended until he was 11 and the Empress Pub which appeared on the album cover of Ringo's first solo album in 1970, are all within 200 yards of each other in the Dingle. He is the eldest member of the Beatles born on 7 July 1940.

George the youngest member of the Beatles always thought his birthday was 24 February 1943, until he realised he was born just after midnight in the early hours of 25 February 1943. His birthplace 12 Arnold Grove, Wavertree, was his home for 7 years before the family moved to 25 Upton Green. A 10 minute walk from the house is Speke British Legion Club, Damwood Road, where George and his brother Peter made their live debut as 'The Rebels'.

Paul was born in Walton Hospital on 18 June 1942. His first home was at 10 Sunbury Road, Anfield. Paul's family moved to numerous houses within Liverpool including 12 Ardwick Road, Speke, just one road away from the Harrison's. Paul and George got to know each other travelling together on the long bus journey into school, at the Liverpool Institute. In 1955 the McCartneys made their final move as a family to 20 Forthlin Road.

John was born in Liverpool Maternity Hospital, Oxford Street, (one mile from the Cavern) on 9 October 1940. The second number 9 in John's life was his first home at 9 Newcastle Road, where he lived with his parents and grandparents, before moving to 251 Menlove Avenue where he lived with his Aunt Mimi. This was his last home in Liverpool.

In August 1960, Pete Best who auditioned as The Beatles drummer, departed from the Jacaranda coffee bar, together with John, Paul, George, Stuart Sutcliffe and manager Allan Williams, on a journey that would change all their lives.

PERFECTING THE PERFORMANCE
By nature and history Liverpool is a music city with a record number one hit singles, making it the official World Capital of Pop. This is obviously an important factor in why we have been awarded the prestigious title of European Capital of Culture 2008.

In the lead up to 2008, Liverpool will be celebrating a number of themed years including Liverpool Performs in 2006, our 800th birthday in 2007 and then European Capital of Culture 2008. Amongst the celebrations will be the annual favourites such as International Beatles Week and Mathew Street Festival, which are held during the last week of August.

All the work currently in progress is driven to ensure a high class visitor experience and develop Liverpool's Home of The Beatles offer. We want to give the world a clearer, more comprehensive picture of the Fab Four.

Liverpool's cultural vibrancy is in the streets and in the people. The sound of The Beatles is part of the spirit we want all the world to enjoy.

This brochure is available in large print, Braille, audio tape or translation. To obtain your copy call +44 (0) 151 233 2008.

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Credit for photography: The Beatles Shop, The Beatles Story, The Casbah Coffee Club, Cavern City Tours, From Me To You, Liverpool John Lennon Airport, Mersey Ferries, National Museums Liverpool, The National Trust.



LIVERPOOL HOME OF THE BEATLES

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BEATLES MAGICAL MYSTERY TOUR

What better way to experience the sights and sounds of Beatles Liverpool than on a vintage Magical Mystery Tour Bus, identical to the one used in the 1967 film. Operated by Cavern City Tours, the tour stops at some of their childhood homes, schools and places that inspired some of their most memorable songs like Penny Lane and Strawberry Field. The two-hour Magical Mystery Tour runs daily. You can join the tour in the city centre at 2.10pm or at The Beatles Story, Albert Dock at 2.30pm. Additional tours depart at 11.40am from the city centre and 12 noon from The Beatles Story, during weekends and school holidays. The tour finishes at the Cavern Club in Mathew Street. Reserve your seat on the tour in advance to avoid disappointment. Telephone: +44 (0) 151 236 9091 for further details.

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THE BEATLES SHOP Mathew Street, Liverpool
Liverpool's original Beatles Shop established 1983, featuring Liverpool's first Beatles statue above the shop entrance. With the largest range of Fab Beatles gear in the world, including original sixties memorabilia. The shop now features The Mathew Street Gallery dedicated to the art work of The Beatles by John Lennon, Astrid Kirchherr, Klaus Voormann and Robert Whitaker. Open Eight Days A Week, 9.30am to 5.30pm Monday to Saturday, 10.30am to 4.30pm Sunday. Find out more at www.thebeatleshop.co.uk or www.mathewstreetgallery.co.uk or telephone: +44 (0) 151 236 8066.

03



BEATLES STORY Britannia Pavilion, Albert Dock, Liverpool
This award-winning exhibition gives visitors a fascinating insight into how the four boys from Liverpool rose to the top of the pop world in the 1960's and why they remain such important icons. You'll discover more about John, Paul, George and Ringo, from their early beginnings in Hamburg and Liverpool to chart-topping success, fame and fortune. The story doesn't end there - the break up of the band and their solo careers are portrayed too. A personal audio guide takes you through the exhibition. Narrated by Julia, sister of John Lennon, it includes conversations she had with Sir Paul McCartney and you'll also see some remarkable pieces of memorabilia on display. Open daily 10am to 6pm. For more information go to www.beatlesstory.com or telephone: +44 (0) 151 709 1963

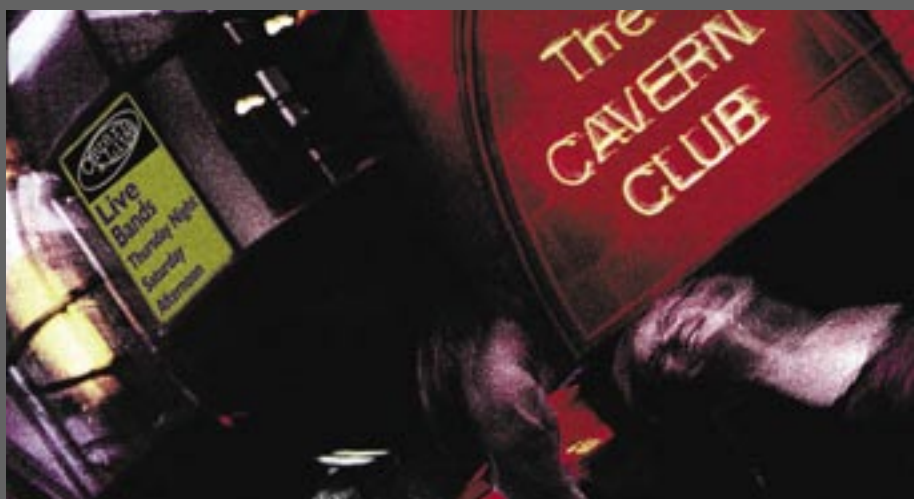
04



THE CASBAH COFFEE CLUB

The Casbah Coffee Club (Est. 1959), is owned by former Beatle, Pete Best. A must for all Beatles' fans, the Casbah Coffee Club is the place where it all began. This is probably the only original Beatles venue to remain unchanged complete with: Star Ceiling: painted by Pete, John, George and Paul; Rainbow Room: stage ceiling painted by Sir Paul McCartney; Aztec Room: ceiling painted by John; Spider Room: stage occupied by The Beatles, and many other Merseybeat stars; Cynthia's silhouette of John and an original guitar, mike and amps all used by The Beatles. Guided tours need to be booked in advance and cost £15 for adults, whilst accompanied children are free. 8 Haymans Green, telephone: +44 (0) 151 280 3519, www.casbahcoffeeclub.com

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THE CAVERN CLUB Mathew Street, Liverpool
The Cavern Club opened as a jazz club in 1957 and became world famous as the venue where The Beatles appeared no less than 292 times in the early 1960's. In 1961 they were seen by Brian Epstein, the man who introduced the band to the rest of the world, and the rest is history! Today's Cavern is a reconstruction of the original, and has been built on the same site. Live music is performed most nights and during the afternoon on Friday, Saturday and Sunday. Every August it's the focus of the International Beatle Week Festival, when Beatles tribute bands from around the world travel to Liverpool to play at their mecca. Open Monday to Wednesday 11am to 7pm, Thursday 11am to 2am, Friday and Saturday 11am to 2.30am, Sunday 12 noon to 12.30am. Telephone: +44 (0) 151 236 1965

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THE CAVERN PUB Mathew Street, Liverpool
The Cavern Pub, opposite the Cavern Club is owned and operated by Cavern City Tours. The pub's exterior is a Wall of Fame, featuring the names of all the artists who have played at the Cavern Club since it opened in 1957. You won't be surprised to see the names of the Fab Four but there's many others such as Chuck Berry, Eric Clapton, The Who, Stevie Wonder, Elton John and Jimi Hendrix, who all played at the original Cavern before it closed in 1973. More recent additions include Travis and Embrace, who played at the club in 2004. Inside there's lots of memorabilia, including a Hofner bass guitar signed by Sir Paul McCartney and a limited edition Yellow Submarine jukebox so you can select your own personal favourites to listen to. Alternatively you can enjoy live music every night of the week and on Saturday and Sunday afternoons. Open Monday to Wednesday 11am to 11pm, Thursday to Saturday 11am to 2am, Sunday 12 noon to 12.30am. Telephone: +44 (0) 151 236 4041 or go to www.cavern-liverpool.co.uk

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FERRY 'CROSS THE MERSEY'
Take a trip on board the famous Mersey Ferries for one of the best views of Liverpool's waterfront – and the chance to sing along to the song too. Discover the unique character of the city on a 50-minute River Explorer tour with a commentary telling the history of Liverpool and its ferries. Round trip cruises operate daily from Liverpool Pier Head on the hour from 10am to 3pm Monday to Friday, 10am to 6pm Saturday and Sunday. Telephone: +44 (0) 151 330 1444, www.merseyferries.co.uk

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20 FORTHLIN ROAD AND MENDIPS

Mendips is the childhood home of John Lennon and where he composed many of his early songs. The house evokes the time he spent here during his formative years. 20 Forthlin Road was the home of the McCartney family, where the Beatles met to rehearse and where they wrote many of their early songs, including 'Love Me Do' and 'I Saw Her Standing There'. The houses are now managed by The National Trust who operate combined tours to both properties, there is no direct access to either property. See www.nationaltrust.org.uk, or telephone +44 (0) 151 233 2457 for morning tours and +44 (0) 151 427 7231 for afternoon tours. As places are limited on each tour, advance booking is recommended to avoid disappointment. Tours operate Wednesday to Sunday from 22 March to 29 October 2006 at 10.30am and 11.20am from the city centre and 2.30pm and 3.15pm from the National Trust property Speke Hall, near Liverpool John Lennon Airport.

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FROM ME TO YOU
Located in the Cavern Shopping Mall, Mathew Street, Liverpool – From Me To You has the largest range of officially licensed, Beatles, Yellow Submarine and John Lennon merchandise available at one location anywhere in Europe. Call into the store to collect your free map of Beatle Village, then visit the Tourist Information display next to the Beatles Statue in the Mall. Open Monday to Saturday 10am to 5.45pm and Sunday 12 noon to 4pm. Telephone & Fax: +44 (0) 151 227 1963, email: info@beatles4.co.uk, hq@takeaflyer.co.uk or visit www.beatles4.co.uk, www.takeaflyer.co.uk

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HARD DAY'S NIGHT HOTEL North John Street, Liverpool
Liverpool's latest exciting development is located at the heart of the Cavern Quarter and will be perfect for visitors hoping to capture the atmosphere of Britain's number one music city. The Hard Day's Night Hotel will be the world's first to have a Beatles theme and will feature 4 star accommodation, a Beatles Information Centre plus conference facilities, bars and restaurants. Each area of the hotel will have a different theme – the basement will be dedicated to the Cavern Club where the Beatles were discovered in 1961 and the roof will commemorate their last ever live performance on the roof of Apple's office in London in 1969. Due to open 2007, for more information telephone: +44 (0) 151 236 1964 or email: hdnh@thecavernliverpool.com

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LIVERPOOL JOHN LENNON AIRPORT
Flights from all over Britain and Europe arrive at Liverpool John Lennon Airport – it's a great way to start your visit to Beatles Liverpool! The airport was officially re-branded Liverpool John Lennon Airport in 2001 at a special ceremony attended by Yoko Ono, who returned to the airport in 2002 to unveil a 2 metre high statue of John Lennon by Liverpool sculptor Tom Murphy. The airport's logo includes the famous self-portrait drawing by John Lennon and the strap line 'above us only sky', taken from the lyrics of Lennon's song Imagine. Also visible to all passengers and visitors arriving at the airport, is the Yellow Submarine which is already becoming another focal point and photo opportunity for Beatles fans and passengers alike. The airport is located 9 miles southeast of the city centre and is easily accessible by express bus service, Airportxpress 500 which runs every half hour. Check details of flights to Liverpool at www.liverpoolairport.com or telephone: +44 (0) 870 129 8484 (all enquiries except flight information and +44 (0) 906 108 8484 (all flight information charged at 17p per minute & VAT).

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NATIONAL MUSEUMS LIVERPOOL
National Museums Liverpool comprises eight museums and galleries housing national collections of art and objects of historical importance. Particularly interesting to Beatles fans is the new Craft & Design Gallery within the Walker Art Gallery. Here you can see the grey mohair suit designed by Douglas Millings c1964 for John Lennon. Children can try on miniature replicas of this special suit. Special Beatles-related exhibitions are also often featured at National Museums Liverpool as part of the Mathew Street Festival – check the National Museums Liverpool website for the latest details. The museums are open daily 10am to 5pm and admission is free. For more information or online Beatles games visit www.liverpoolmuseums.org.uk