

# CAVERN CITY TOURS

## TRAVEL TRADE Information

2022 / 2023

[cavernclub.com](http://cavernclub.com)



# TRAVEL TRADE INFORMATION

## INTRODUCTION

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 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.

Cavern City Tours Ltd. have operated award winning tours and live entertainment events since 1983. Owners of the World Famous Cavern Club, sister live music venue The Cavern Pub, The Cavern Restaurant, operators of The Beatles sightseeing coach 'Magical Mystery Tour' and organisers of the annual International Beatleweek festival.

The landscape of Liverpool's tourism has developed greatly since 1983. The Cavern's mission continues to offer the best inclusive, immersive experience to visitors from all around the world with an appetite for discovering rich cultural music heritage and becoming a part of the present Cavern scene.

Cavern City Tours have worked successfully with travel trade since 1983 and continue to cater for FITs, Groups and Incentive groups with their product offerings.



# MAGICAL MYSTERY TOUR

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 Fields Forever. Tours depart from Albert Dock daily. Please visit [www.cavernclub.com](http://www.cavernclub.com) for further information.

## CUSTOMER PRICES:

- Adult - £19.95
- Family Ticket (2 x Adults / 2 x Children) - £50.00
- Children - £10.00
- Carer/ under 2s - Free (requires ticket)

## KEY INFORMATION

- ✓ To date, all tour tickets permit single free entry into the Cavern Club (£5 added value).
- ✓ 25% discounted travel trade rate available on pre-bookings.
- ✓ Online booking system.
- ✓ Daily tours 363 days a year.
- ✓ The Cavern Club offers live music from 11:15am daily.
- ✓ Written tour accompaniments available in 11 different languages: French, Spanish, German, Italian, Russian, Chinese, Japanese, English, Portuguese, Swedish and Indonesian.
- ✓ Union pay accepted.
- ✓ Members of Visit Britain's Great China Welcome charter.
- ✓ Bespoke private tours for groups option for 15+
- ✓ 3 x liveried coaches with seating capacity of 53.
- ✓ Private guides to deliver tours in French, German, Spanish, Brazilian Portuguese, Norwegian, Mandarin and English. (Subject to availability).
- ✓ Tours start at Liverpool's Royal Albert Dock and finish at The Cavern Club on Mathew Street.





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, Queen, Elton John, Adele, Arctic Monkeys and many more. 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.  
[www.cavernclub.com](http://www.cavernclub.com)

### CUSTOMER PRICES:

- General Admission - £5.00 payable on the door.
- Magical Mystery Tour Ticket Holders - Free entry with valid ticket (to be reviewed in 2023).
- Ticketed Events in The Cavern Live Lounge - Prices vary depending on the show - (average price £20 - £25).

### KEY INFORMATION

- ✓ Open 7 days a week from 11am until 12am weekdays and 2:00am weekends.
- ✓ Live music daily from 11:15am.
- ✓ Weekly Beatles tribute show performed in Cavern Live lounge every Friday and Saturday (ticketed).
- ✓ Under 18s permitted on site until 8pm when accompanied by an adult.
- ✓ Cavern Live Lounge available for private hire (subject to availability).
- ✓ Union pay accepted.
- ✓ Members of Visit Britain's Great China Welcome charter.
- ✓ Voted in TripAdvisor's UK Top 10 'Must See' landmarks from 2016 to 2021.





Winner of Trip Advisor '2021 Travellers Choice' award, The Cavern Restaurant offers the perfect dining experience for visitors both day and night. Located on Liverpool's vibrant Mathew Street, The Cavern Restaurant operates over two floors and offers a wide choice of mouth-watering dishes. Enjoy succulent meats expertly cooked, traditional English Fish and Chips and the famous local-favourite 'Scouse'. Using many locally sourced produce, our menu caters for vegetarians, vegans and offer gluten free options too.

Enjoy a wide variety of cocktails, mixed, shaken and poured to perfection by our friendly and helpful hosts. Sitting directly opposite the iconic Cavern Club and surrounded by a hub of live music, the Cavern themed décor and ambience really enhance your Cavern experience that you won't want to miss.

**Open daily from 12:00pm**  
**[www.thecavernrestaurant.com](http://www.thecavernrestaurant.com)**  
**+44 (0)151 236 1962**

## KEY INFORMATION

- ✓ Group bookings and pre-set menus available as well as a la carte menu. (See examples)
- ✓ Private hire upstairs available for up to 80 covers.
- ✓ Maximum covers on ground floor for 55 people.
- ✓ Entrance into The Cavern can be arranged with booking.
- ✓ 15% discount on food for customers taking the Magical Mystery Tour.



# LIVERPOOL INTERNATIONAL BEATLEWEEK FESTIVAL

Renowned as the biggest Beatles Festival in the world, this annual week-long festival which celebrates the music of the Beatles and attracts bands from over 20 different countries and fans from 40.

Previous line-ups have included model/photographer and ex-wife of George Harrison Pattie Boyd, Badfinger member Joey Molland and The Beatles secretary and friend Freda Kelly.

Catch over 70 bands from around the world, guest interviews, convention, memorabilia markets, theatre shows and much more. Packages including accommodation are available. Guest and artist line-ups vary from year to year but always guaranteed to be high quality.

**Festival runs every year in late August.**

[www.internationalbeatleweek.com](http://www.internationalbeatleweek.com)

+44 (0)151 236 9091

## KEY INFORMATION

- ✓ 10% discount on group accommodation packages of 20+ pax.
- ✓ Ticket packages also available.
- ✓ Easy online agent booking system.
- ✓ Packages available over a variety of festival days.

## FESTIVAL DATES

- ✓ 23rd - 29th August 2023
- ✓ 21st - 27th August 2024
- ✓ 20th - 26th August 2025





The sister live music venue situated opposite The Cavern Club and directly next to The Cavern Restaurant, offers a friendly 'local' welcome to visitors from around the world. The venue offers live music in the evening and the bar stocks a wide range of local gins and ales including our own 'Cavern' distilled gin and brewed ale.

The Cavern Pub is home to an array of musical memorabilia and stocks a range of official Cavern merchandise available to purchase.

The intimate stage hosts the popular original music open mic night every Monday where original singer-songwriters and poets are welcome to perform on stage to an appreciative and supportive audience. Every year in May, The Cavern Pub joins the International Pop Overthrow festival venues and welcomes up-coming pop artists from around the world.

The Cavern Pub is also an integral part of International Beatleweek festival which takes place every August. Live Beatles tribute bands take to the stage to entertain an audience from over 20 different countries.

Offering a fun and relaxed atmosphere in the heart Liverpool's music scene, The Cavern Pub also plays home to the famous John Lennon statue and The Cavern Wall of Fame, providing a great photo opportunity for visitors.

We recommend group visits requiring dining option to book into The Cavern Restaurant rather than The Cavern Pub.

## KEY INFORMATION

- ✓ Open 7 days a week from 12pm to 12am.
- ✓ Free entry.
- ✓ Food is served in the venue from 12pm-6pm.
- ✓ Suitable for FITS and groups with advance bookings.
- ✓ Packages available over a variety of festival days.





## CONTACT INFORMATION

For further information or to set up a travel trade account  
please contact:

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