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Liverpool – *European Capital of Culture 2008*



England's Northwest

Liverpool – The perfect location as a ‘base’

- Lake District - 90 minutes
- Wales - 60 minutes
- Manchester - 45 minutes
- Chester - 40 minutes
- Dublin - 35 minutes
- Southport - 30 minutes



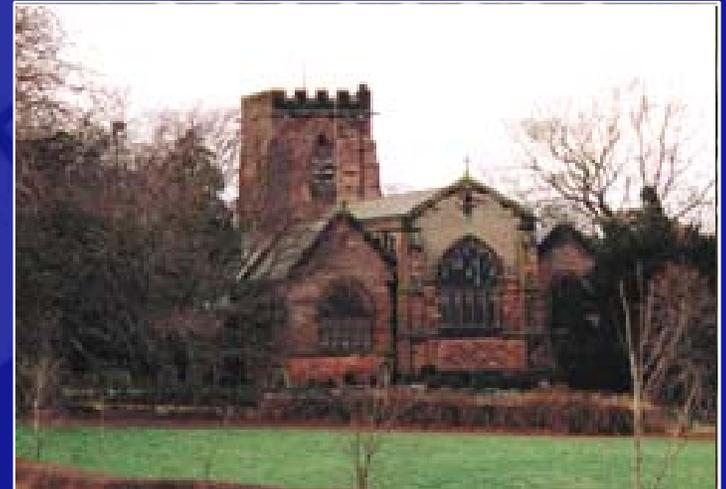
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England's Northwest

- Liverpool City Region includes:
 - Stunning Architecture
 - Cultural Diversity
 - Coastal resorts
 - Wildlife and nature reserves
 - Birthplace of Lewis Carroll



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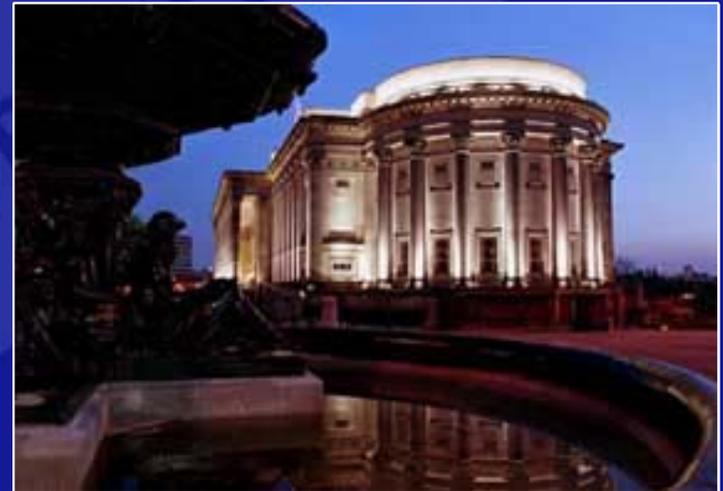
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Culture and Heritage

Awarded coveted title of European Capital of Culture 2008 by UK Government and European Parliament because:

- Over 800 years of heritage
- 32 museums and galleries including:
 - Walker Art Gallery
 - Tate Liverpool
 - Lady Lever Art Gallery
- Largest Anglican cathedral in the world
- Neo Classical buildings and the largest collection of listed and Georgian buildings in the country
 - St George's Hall
 - Albert Dock
 - Speke Hall



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Maritime

- At the turn of the century Liverpool was the largest transatlantic port
- Largest emigration port 1830-1930 with nine million emigrants from Europe to USA
- Birthplace to first passenger cruise liner – Cunard
- ‘Three Graces’ on the waterfront - lasting legacy:
 - Port of Liverpool
 - Cunard
 - Royal Liver
- Merseyside Maritime Museum (largest in Europe) tells the story of Liverpool’s Maritime Heritage including:
 - Luisitania
 - Titanic
 - Battle of the Atlantic



Sport

- Two English Premiership soccer teams – Liverpool (the most successful team in the country) and Everton
- Home to the world's most famous steeplechase – The Martell Grand National incorporating the Grand National Festival
- England's Golfing Capital with seven championship golf courses including:
 - Royal Liverpool (home of the Open 2006)
 - Royal Birkdale (home of the Open 2008)



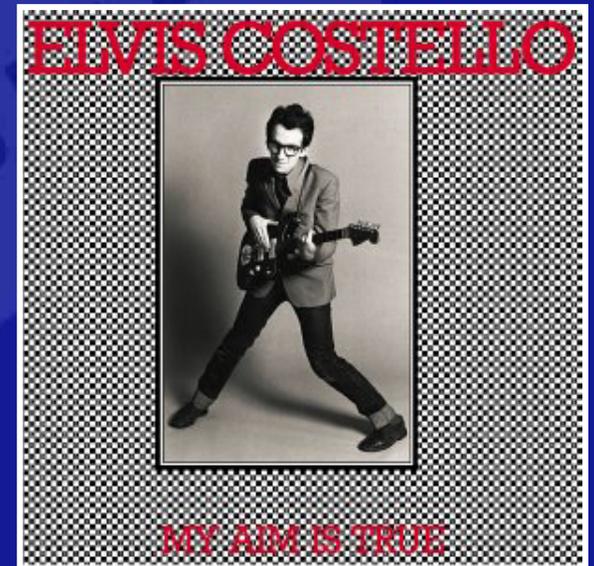
Music and The Beatles

- Birthplace to the world's most famous band – The Beatles !
- Take a tour:
 - The Beatles Story
 - Childhood homes of Paul McCartney and John Lennon
 - Magical Mystery Tour
 - Cavern Club
 - Mathew Street Festival
 - Liverpool Institute of Performing Arts
 - Guided tours with specialist Blue Badge Guides



Music and The Beatles

- 'Capital of Pop' Guinness Book of Records – more number one hits than any other city in the world:
 - Frankie goes to Hollywood
 - Elvis Costello
 - Atomic Kitten
 - OMD
 - Lightning Seeds



Out and About

- Over 30 miles of coastline
- National Wildlife reserves including:
 - Red Squirrel Reserve, Formby
 - Bird sanctuary, Martinmere
 - Natterjack Toads, Formby
- There are over 2,500 acres of parks, woods and gardens
- Home to the National Wildflower Centre
- Britain's premier bird watching location where over 300 species have been identified



Towards 2008 and Beyond

- 2007 – Liverpool's 800th Birthday
- A £10.5m cruise line terminal
- £100m on the Fourth Grace
- £200m on tram line infrastructure
- £750m Grosvenor shopping complex
- Hotels
 - Malmaison
 - Art House Hotels
- Multipurpose conference and arena



Dates for your Diary

- Grand National Festival April
- Mersey River Festival June
- Liverpool Summer Pops July
- International Beatles Week August
- Mathew Street Festival August



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