

**THE
LIVERPOOL
TOUR GUIDE
SERVICE**



Guided Tours and Visitor Services

Local Guides || Local Knowledge || Local Character

Welcome

The Liverpool Tour Guide Service (LTGS) is the leading Tour Guide Booking Agency for the Liverpool City Region. We are licensed by VisitLiverpool, the Official Tourist Board for the Liverpool City Region. Our Tour Guides all have a tour guiding qualification and are insured.

In order to ensure that we meet your needs we will always try to match the most appropriate guide to your group. While all our guides have an in depth knowledge of the City, many have particular areas of interest.

Index

Page 3 – Coach Tours

Page 5 – Walking Tours

Page 7 – Educational Tours

Page 8 – Visitor Solutions for Conference and Business

Page 10 – Airport, Hotel and Venue Transfers

Page 11 – Themed Evenings

Page 12 - Frequently Asked Questions

Coach Tours

City Panoramic Tour

This is our most popular tour, giving the passenger an insight into the history of Liverpool, the story of how the City has developed over the years and it will also act a good signpost for places that the visitor may want to see in their own time.

The tour will enable the visitor to see the City's major landmarks, including Cathedrals, Town Hall, Pier Head, Albert Dock and the Museum and Galleries. The tour usually also includes an internal visit to one of the Cathedrals and a trip to Penny Lane.

More time to spare? Add on a tea or coffee break at Liverpool Cathedral

City Panoramic and Beatles Highlights Tour

This tour gives you best of two tours – the City Panoramic Tour and a visit to either see the homes of John Lennon and Paul McCartney or the locations featured in two of their most famous songs, Penny Lane and Strawberry Field. An internal visit to one of the Cathedrals is not included in this tour.

More time to spare? You don't have to choose; if you really want to see John and Paul's homes as well as Penny lane Strawberry Field you can

The Beatles Tour

This is the definitive tour for Beatles' fans, young and old alike. Accompanied throughout by music of the Fab Four, the tour takes you to one of each of their homes, schools and colleges where they studied, Penny Lane and Strawberry Field and Woolton Village, arguably the most important place in rock and roll history, where John and Paul met for the first time.

More time to spare? How about tea of coffee in the Church Hall where Paul and John first met?

Murders, Mysteries and Surprises

The tour will take you the sites or homes where some of the darkest events took place. You will hear about the man who assassinated a British Prime Minister, a famous miniature portrait artist born without arms, the murderous activities of the Press Gangs that wandered the streets of this port City and much, much more.

Port Sunlight and Villages of the Wirral

A short journey across the River Mersey you arrive on the Wirral Peninsular, a place of towns, villages and small hamlets. The main part of the tour will take you to Port Sunlight, the industrial village created by William Hesketh Lever, the first Lord Leverhulme, for his workers in the late 19th century. A visit to the Lady Lever Art Gallery or to see other villages such as Thornton Hough or Brimstage is included.

Please note that the above is only a selection of some of the most popular guided coach tours. We can, however, design an itinerary to suit your requirements.

Walking Tours

Maritime and World Heritage Site

This tour will introduce you to the maritime history of Liverpool, taking in the Albert Dock, the UNESCO World Heritage site at the Pier Head and then head into the business district to view the Town Hall, the location of Liverpool's castle and to take a look at some of Liverpool's original seven streets.

In the Footsteps of The Beatles

This tour will take you from Hope Street to the 'Cavern Quarter' of Mathew Street. You will re-live the early days of Merseybeat, see the Liverpool College of art, the Liverpool Institute School for Boys and the two magnificent Cathedrals. During the tour you will also see where The Beatles signed their first management contract, the shops from which John and Paul bought their first instruments and hear the story of how four lads from Liverpool emerged from a basement cellar to take the world by storm!

If you want a Cathedral we've got one to spare!

This tour will take you to see both of Liverpool's magnificent Cathedrals, Anglican and Roman Catholic. You will enjoy an internal visit to both* and to reach one Cathedral from the other, you will walk along Hope Street, itself full of places of great interest

** The internal visits are only part of a daytime tour and may be subject to change if there is a major event at one or both of the Cathedrals.*

Ale Trail

There is no better way to enjoy the sights and history of Liverpool than by interspersing your tour with a drink or two at a local pub. The tour will centre on several of Liverpool's historic pubs, from spectacular Gin Places to maritime hostelries, all with stories to tell.

Along the way, depending on the pubs visited you will also hear about some of Liverpool's historic buildings.

Appointment with Murder

The tour will help you to discover the murky avenues and alleyways of Liverpool where murder most foul was committed, and hear of some of the infamous murderers who perpetrated these crimes.

If you are a budding Poirot or Miss Marple you will enjoy this most pleasant of walks!

The American Connections

Other than our capital City, Liverpool has more historic connections with America than anywhere else. The tour will take you places associated with this incredible story and you will hear about Liverpool's musical, trade and civil war connections. With the 150th anniversary of the outbreak of the American Civil War approaching in 2011, this is a tour of real interest for visitors from the USA and others who find this era to be of particular interest.

Please note that the above is only a selection of some of the most popular guided walking tours. We can, however, design an itinerary to suit your requirements.

Educational Tours

Liverpool is a place ideally suited for school, FE and HE students to study and below are some of the tours on offer

Liverpool: a regenerated City

The story of Liverpool over the past 30 years has been a remarkable one in terms of the way the City has changed. It hasn't always been an easy ride for this internationally renowned port, but it has been, ultimately, a successful one. The tour will view many of the locations in and around Liverpool, which have been central to the regeneration over recent decades; from factory closures in the late 70's, to the Toxteth riots of 1981, the International Garden Festival of 1984 and the Capital of Culture Year in 2008.

Liverpool: a tourism success story

Since the early 1980's Liverpool has been transformed and of all the changes, the visitor industry has been one of the success stories. This industry is now valued at £3 billion with some 40,000 people employed within the industry across the Liverpool City Region. The walking tour will show, at first hand, the changes and will examine how tourism has played such a key role in the development of the city.

Visitor Solutions for Conference and Business

Having visitors come to your office or colleagues here on business or for staff conferences can present you with the problem of how to keep them entertained for their whole visit.

Well, whether it is a staff conference or an important business client, Visitor Solutions from LTGS can take the strain and assist with arranging guided tours, meet and greet at the airport or train station and even evening entertainment.

Our guides are experienced in working not only with visiting tourists, but also with conference and business visitors too. With a guided tour, you may even find that the city can become part of your business proposition!

Conferences Groups

Even the busiest Conferences and Seminars need some downtime and this where LTGS can assist.

We can arrange any of the tours listed in the preceding pages for conference groups. Or, if you would like your delegates to have the opportunity to take a guided tour, but you don't want to get involved in the organisation, LTGS can deliver an online booking solution for individuals, where delegates can book and pay securely.

Our services also include planning and delivery of 'Partner Programmes', again to take away the hassle, allowing you to get on with the organisation of your conference or event.

Just Around the Corner!

This tour presents the city centre based business community with a huge opportunity to ensure their staff have the competitive edge by making them more aware of the historic environment in which they work.

The tour will take you 'just around the corner' from your business location, introducing staff to the city with such a wealth of interesting buildings and history. You don't have to be involved in the visitor

industry to enjoy the tour and for the cost of less than a price of sandwiches, you can make sure your staff know more about the environment in which they work.

Airport, Hotel and Venue Transfers

Coach Hire

You can ensure that you have a safe and hassle free journey to and from the two airports of Liverpool and Manchester by arranging coach hire with LTGS at very competitive rates.

We can arrange vehicles ranging from 6–75 for airport, hotel and venue transfers

Tour Guides and Escorts for Transfers

For added peace of mind, or simply to make the journey more interesting, transfers can also be arranged with the assistance of either a Tour Guide or a Coach Escort.

The role of the Tour Guide in the context of a transfer is to:

- Meet and greet the group
- Liaise with the coach driver
- Provide a commentary introducing the City Region to the visitor
- Assist with check in at the hotel or venue
- Be available to answer questions from passenger on arrival
- Have available basic visitor information materials

The Coach Escort will:

- Meet and greet the group at the airport or hotel
- Liaise with the driver of the coach
- Briefly welcome the group and provide a personal introduction
- Assist with check in at the hotel or venue
- Be available to answer questions from passenger on arrival
- Have available basic visitor information materials

Prices are available on request

Themed Evenings

The following are themed evenings, which may prove useful for conference and leisure groups who wish to offer an opportunity to unwind and experience a little of what Liverpool is famous for.

Beatles Evening

Start the evening with a short walking tour around the Mathew Street area, followed by dinner with a distinct Beatles theme. Then you can dance the night away to Beatles music in the world famous Cavern Club.

You'll Never Walk Alone

Football and Liverpool FC in particular, has put Liverpool on the international map since the 1960's, so what better social event to have than an evening at Anfield. The package includes a visit to the Club Museum followed by dinner in the Boot Room, the club's high quality restaurant. You can even liven up the evening even further with a local musician to lead you in a Kop-style sing-along!

A Taste of Liverpool

Starting with a short walking tour, the evening will then see you have some traditional Liverpool fare, followed by your own singer, who will take you through a range of local music, from country to folk, from sea shanties to Merseybeat.

Prices for the above evenings are available on request

Frequently Asked Questions

How long do the tours last?

The above tours are all based on a period of two hours. For groups who are able to spend longer on a tour, we can put together bespoke itineraries to suit the time and interests of the group.

Can we suggest an itinerary or ask you to create one just for our group?

Yes, of course. We would be happy to arrange something which fits the time you have and the specific interests of the group.

Do we have to have our own coach?

No, we can arrange transport for your group. The cost will be dependent on the size of the vehicle required, but for an indication of prices, please see the information below, which is based on a coach to seat up to 49 passengers.

Will the Tour Guide be qualified?

All our Tour Guides have successfully completed a guiding course accredited by VisitLiverpool (Tourist Board) or one of its predecessors. In addition, our Tour Guides also carry public liability insurance and do remember that we can arrange a Tour Guide who can speak French, German, Spanish, Italian, Portuguese, Polish, Japanese, Mandarin, Cantonese, Thai, Finnish and Swedish!

What happens if our journey to Liverpool is delayed?

Our Tour Guide will do their best to still complete the full tour, but this may not always be possible. If you are delayed it is important that you keep the Tour Guide informed via their mobile number, which we will have given to you prior to the tour.