

Beatles Liverpool: B78

The Beatles Story and our partners, **Hard Days Night Hotel** and **Cavern City Tours** will be at the **Beatles Liverpool stand B78** at BOBI.

2012 is the 50th anniversary of The Beatles: the historic date in August 1962 when Ringo Starr became The Beatles official drummer and the landmark date in October 1962 when The Beatles released their first single 'Love Me Do'.

The award-winning **Beatles Story**, Liverpool is the largest attraction in the world focussed on The Beatles. Our audio guide is available in 10 languages. Our new additional exhibition is Elvis and Us showing how The Fab Four were influenced by The King of Rock 'n Roll®

www.beatlesstory.com

Hard Days Night Hotel, the world's only Beatles-inspired hotel, combines the highest quality facilities in a truly unique environment. The hotel, in the heart of the 'Beatles Quarter', is housed in the magnificent Grade II listed Central Buildings (1884). All 110 rooms have specially-commissioned Beatles-inspired artwork, and with Bar Four and Blake's restaurant combine to create an unforgettable experience.

<http://www.harddaysnighthotel.com>

Cavern City Tours includes: Beatles Magical Mystery Tour coach tour around Liverpool's Beatles sites; **Cavern Club** which features live music every day and 2012 anniversary programme includes 60 individual concerts; and **Beatles Week**, held annually in late August.

www.cavernclub.org

Drop by **Beatles Liverpool stand B78** and we'll let you know all about the exciting events planned for the 50th anniversary of the Beatles all around Liverpool and help you with your itinerary/travel requirements.

