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The Floral Pavilion Theatre, and Conference Centre



The Lennon Suite, A Hard Days Night Hotel



The new-look and world-famous Aintree Racecourse

transformed Southport Promenade and will help to make the town a key choice for conferences.

- **The Floral Pavilion Theatre and Conference Centre** in New Brighton is set to become Wirral Peninsula's largest and most flexible multi-purpose venue. The project is playing a major part in the 'Brand New Brighton' redevelopment and boasts panoramic views across the famous Mersey River. The venue houses an 800-seat theatre and large conference centre.
- Ideally situated on England's 'Golf Coast' between Southport and Liverpool, **Formby Hall Golf Resort & Spa** invites delegates to enjoy a round of golf or a spot of pampering between meetings. Following an extensive £10m development, the club can accommodate up to 280 people seated theatre-style. Facilities also include a 62-bedroom hotel, two golf courses, driving range, leisure club and spa. It is the UK's only PGA (Professional Golfers' Association) residential golf academy.
- Elsewhere across Liverpool City Region, Aintree Racecourse's £30m redevelopment has seen a radical redesign of its facilities. The new-look

Aintree offers excellent facilities not only to race-goers but also for conferences, meetings and events. For other unusual venues Sefton Park's Victorian Palm House, the Mersey Ferries, picturesque Knowsley Hall and St. Helens World Of Glass are already part of the conference offer.

## Hotels

In addition to the thriving conference venue market, Liverpool is benefiting from a new infrastructure of hotels with more to follow in 2009. These encompass some of the industry's top names, including the 310-bedroom Jurys Inn and 132-bedroom Staybridge Suites. Meanwhile, Thistle Hotel Liverpool is leading the refurbishment drive and UK re-branding of Thistle Hotel Group. Alongside its new service standards, the Liverpool hotel has undergone a £1.5m refurbishment of its 70 standard rooms, spending approximately £22,000 per room.

Southport, England's Classic Resort, has welcomed its very first boutique hotel, The Vincent. Situated on the town's tree-lined mile-long Lord Street shopping boulevard, it features a sushi bar, members' bar and penthouse complete with roof-top hot-tub.

No mention of Liverpool would be complete without The Beatles. The passion of visiting Beatles fans has been encouraged with the opening of A Hard Days Night, the world's first Beatles-themed hotel. A specially produced piece of Beatles artwork adorns each of the 110 bedrooms. The hotel is in a prime location too, just minutes from Mathew Street and the Cavern Club.

New additions to the hotel industry have joined major established brands including Radisson SAS, Malmaison, Crowne Plaza, Marriott and Holiday Inn.

With construction projects estimated at £4-5bn over the next five to 10 years, business visitors are arriving in a region being transformed before their very eyes. Liverpool City Region also offers first-class connectivity with fast, frequent and punctual trains. It lies on the hub of the motorway network and offers the unique ferry cruises across the River Mersey. A new KLM air route brings worldwide connectivity, making the city more accessible than ever before.

Visit [Liverpool.com](http://Liverpool.com)  
Official Tourism Website for the Liverpool City Region

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