

Liverpool Waterfront

Liverpool celebrated its 800th birthday in 2007 and its stunning waterfront proudly boasts UNESCO World Heritage Site status, an accolade held by some of the world's most famous locations. While preserving its heritage and splendour, this area is also undergoing major change.

The brand new Liverpool Canal Link will see narrowboats pass across the Pier Head for the first time in over 100 years. Opening in Spring 2009, it will complement the new £19m cruise terminal at Princes Dock capable of handling the world's largest liners. These projects are part of a multi-million scheme to redevelop the must-see Pier Head area, making it easier for visitors to enjoy the 'Three Graces' – the Liver, Cunard and Port of Liverpool buildings.

Museum of Liverpool

Opening in 2010, the £70m Museum of Liverpool will be one of the world's leading city museums, demonstrating Liverpool's worldwide influence in geography, history and culture. The new museum will give National Museums Liverpool the opportunity to showcase more than 6,000 objects, many have never been on public display before. Museum of

Liverpool will focus on four main themes - Port City, Creative City, People's City and Global City - and is estimated to attract more than 750,000 visitors per year.

'Liverpool experience'

Among the biggest focal points of Liverpool city centre is Liverpool ONE. This brand new complex spans 42 acres, features 160 new shops, bars and restaurants, a 14-screen Odeon Cinema, two new hotels, over 320 apartments in One Park West and the five-acre Chavasse Park, a green oasis among the hustle and bustle.

The £1bn project has boosted the city's retail and leisure offer, reconnecting the heart of the city with the historic Grade I listed buildings of the Albert Dock. This gives visitors and shoppers a real 'Liverpool experience' by combining the city's past and present, with a glimpse of shaping a successful future.

Liverpool ONE also perfectly complements the city's established designer shopping haunts of the Metquarter and Cavern Walks, which boast names such as Kurt Geiger, Armani Exchange, Flannels, Links of London, Vivienne Westwood and Cricket.

The Golf Coast

Golfers visiting the region can take advantage of 'England's Golf Coast', one of the finest stretches of Championship Golf in the world. It is home to 19 of the most challenging and picturesque courses in the UK, including three famous Royal links courses – Birkdale, Liverpool and Lytham & St Annes. Together, this unique group of courses attract golfers from across the world and has played host to the Open Championship no fewer than 30 times since 1897.



This attractive retail offer is drawing Liverpool to the top of people's lists as their chosen shopping destination. So much so, Experian figures have seen Liverpool jump from 17th to fifth place in the UK retail listings.

Visit Liverpool.com

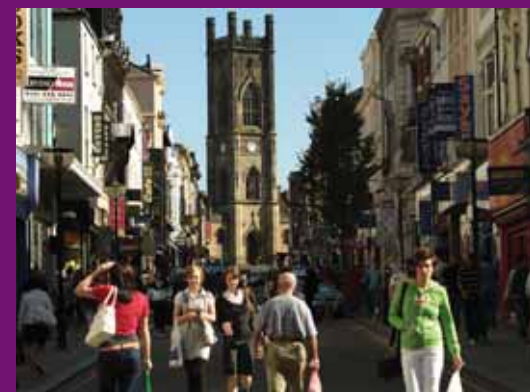
(Official Tourism Website for the Liverpool City Region)



The stylish Metquarter in the heart of Liverpool



World Museum Liverpool



The thriving shopping area of Bold Street