

DELEGATE ITINERARY

Liverpool & Chester

5-8 October 2026

Four days of business, destination discovery and new connections—designed to help you experience products first-hand and build new UK programmes.

YOUR PROGRAMME AT A GLANCE

MONDAY 5 OCTOBER Liverpool welcome & product discovery	TUESDAY 6 OCTOBER Youth & Student Travel Summit at Anfield
WEDNESDAY 7 OCTOBER The Mersey, Port Sunlight & Chester	THURSDAY 8 OCTOBER Liverpool icons, music heritage & departures

BEFORE YOU ARRIVE**Hotel:** Ropewalks Hotel, Liverpool**Monday meeting point:** Hotel lobby at 13:45; the group departs promptly at 14:00**Tuesday:** Business attire for the Summit; registration at Anfield Stadium from 09:00**Walking:** Comfortable footwear and a weather-ready layer are recommended throughout**Live updates:** BETA will use the hosted buyer WhatsApp group for time-sensitive information

Bookmark the hosted buyer information page: betauk.com/summit/fam-trip/
Timings may be adjusted. Please follow BETA's live updates during the programme.

DAY
1

MONDAY 5 OCTOBER
Liverpool welcome &
product discovery

Begin with a walking discovery of Liverpool's visitor offer, including music, group accommodation and English-language education, before meeting fellow delegates at the Cavern Club.

MUSIC & CULTURE	GROUP ACCOMMODATION	EDUCATION	WELCOME SOCIAL
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PROGRAMME

TIME	EXPERIENCE
Various	Travel to Liverpool Travel from London by Avanti West Coast. Luggage may be left with reception at Ropewalks Hotel.
13:45	Meet at Ropewalks Hotel Meet in the hotel lobby. The group will leave promptly at 14:00 and continue on foot.
14:15-15:05	The Beatles Story Explore the story of The Beatles in the city where it began.
15:15-15:45	YHA Liverpool Albert Dock Tour a group-friendly budget hostel close to Liverpool's waterfront. Refreshments are provided.
16:05-16:35	British Music Experience Discover British music history through memorabilia, stories and interactive exhibits.
16:45-17:10	LILA College Visit an independent city-centre English-language college and see its learning environment.
17:15-17:45	Bayswater College Liverpool See a modern city-centre school offering English and examination-preparation programmes.
18:00-20:00	BETA Welcome Social – Cavern Club Meet and mingle over food, drinks and live entertainment at one of Liverpool's most famous venues.
From 20:00	Evening at leisure Stay at the Cavern Club or make your own way back to Ropewalks Hotel.

GOOD TO KNOW The afternoon programme is completed on foot. Please wear comfortable shoes and bring a weather-ready layer.

DAY
2

TUESDAY 6 OCTOBER

Youth & Student Travel Summit at Anfield

The Summit is BETA's flagship business event—bringing hosted buyers and UK suppliers together for appointments, insight, networking and new commercial opportunities.

18 APPOINTMENTS

SECTOR INSIGHT

NETWORKING

HOSTED DINNER

PROGRAMME

TIME	EXPERIENCE
From 07:00	Breakfast at Ropewalks Hotel Breakfast is included with your hosted accommodation.
08:15	Meet in the hotel lobby The coach departs for Liverpool Football Club at 08:30.
09:00-09:30	Registration at Anfield Stadium Enter through Main Stand Reception and collect your delegate badge.
09:30-18:00	Youth & Student Travel Summit A full day of pre-scheduled business appointments, conference sessions and networking with the UK youth and student travel sector.
18:00	Regroup after the Summit Meet at The 97 Avenue entrance. The coach departs promptly at 18:15.
18:45-19:00	Welcome at Bella Italia Enjoy a welcome drink before the hosted evening meal.
19:00-20:30	Hosted dinner A relaxed two-course dinner with the group, hosted by Hospitality Line.
From 20:30	Evening at leisure Make your own way back to Ropewalks Hotel or continue your evening in Liverpool.

GOOD TO KNOW Dress code for the Summit is business attire. Keep your delegate badge visible throughout the event and have your final appointment schedule available on your phone.

DAY
3

WEDNESDAY 7 OCTOBER

The Mersey, Port Sunlight & Chester

Experience the Liverpool City Region and Chester from several perspectives—from the River Mersey and a historic village to Roman heritage, destination networking and one of the UK's leading visitor attractions.

MERSEY FERRY	PORT SUNLIGHT	CHESTER	CHESTER ZOO
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PROGRAMME

TIME	EXPERIENCE
From 07:00	Breakfast at Ropewalks Hotel Breakfast is included with your hosted accommodation.
08:00	Meet in the hotel lobby The coach departs promptly at 08:15 for Pier Head.
09:00-09:20	Mersey ferry crossing See Liverpool's waterfront from the river on the commuter service to Seacombe.
09:45-11:00	Port Sunlight walking tour Explore the character, architecture and story of this distinctive historic village.
12:00-13:30	Rooftop Social Club, Chester Enjoy an arrival drink, wood-fired pizza and destination networking with local visitor attractions.
13:30-15:00	Roman walking tour Discover Chester's Roman past on a guided walk through the city.
15:30-16:45	Chester Zoo Take a guided tour and explore the potential of the attraction for youth and educational groups.
16:45-18:30	Dinner at The Reserve Finish the day with dinner at the zoo's Amboseli Restaurant.
From 18:30	Coach return to Liverpool Return directly to Ropewalks Hotel. Arrival time will depend on traffic.

GOOD TO KNOW This is a full day with outdoor and walking elements. Comfortable footwear and suitable clothing are strongly recommended.

DAY
4

THURSDAY 8 OCTOBER

Liverpool icons, music
heritage & departures

The final morning combines landmark views, group accommodation and one of Liverpool's most evocative music heritage sites, showcasing experiences with strong potential for youth and educational groups.

BEATLES STATUE

LIVER BUILDING 360

KABANNAS

STRAWBERRY FIELD

PROGRAMME

TIME	EXPERIENCE
From 07:00	Breakfast and hotel check-out Settle any personal extras and bring all luggage to the lobby by 08:15. The coach departs at 08:30.
08:45-09:00	Beatles Statue group photograph A final waterfront photo opportunity at Pier Head.
09:05-10:20	Royal Liver Building 360 Discover the story of Liverpool's landmark building and enjoy panoramic views across the city and river.
10:40-11:15	Kabannas Liverpool Tour centrally located budget accommodation designed for groups and independent travellers. Refreshments are provided.
11:50-13:50	Strawberry Field Explore the interactive exhibition and gardens linked to John Lennon's childhood, and discover how the site supports young people facing barriers to employment through skills and training. Meet special guest Freda Kelly, former secretary of The Beatles' official fan club, and hear her first-hand stories. Lunch is included.
13:50-14:20	Coach to Liverpool Lime Street Luggage remains on the coach. The group will be dropped on William Brown Street for the short walk to the station.
14:20	Programme concludes Continue to Liverpool Lime Street for your confirmed train or onward travel arrangements.

GOOD TO KNOW The programme is scheduled to support buyers booked on the 14:43 service to London. Please remain with the group and move promptly at the final drop-off.