



# LIVERPOOL FC STADIUM TOURS

TRAVEL TRADE PACKAGES AND INFORMATION



Stadium Tours  
and Experiences

# THIS IS ANFIELD

UNMISSABLE. IMMERSIVE.  
THE LFC STADIUM TOUR

Visitors can go behind the scenes inside one of the world's most iconic and historic stadiums, during the interactive and immersive Liverpool FC Stadium Tour.

Let our personable tour guides and multimedia handsets take you on a unique journey with highlights all brought to life by acclaimed writers and lifelong LFC fans, Dave Kirby and Nicky Allt and narration by actor, David Morrissey.

Highlights include:

- Epic pitch and city views from the highest level of the Main Stand.
- State-of-the-art home team dressing room and away team dressing room.
- A chance to test your interview technique in the press room.
- The opportunity to touch the 'This Is Anfield' sign.
- A spine-tingling walk down the player's tunnel to the sound of the Anfield roar.

The handset's technology will help you to experience LFC's infamous matchday atmosphere for yourself at your own pace.

Each Stadium Tour includes:

- **The Liverpool FC Story** – discover 130 years of Club history including all six European Cups in our interactive museum.
- **The Boom Room: The Epic Story of Jurgen Klopp's Dream Team** – This museum exhibition pays homage to the players and all who contributed to making this dream a reality. Showcasing memorabilia and the personalities as well as world class footballing talent, it gives a unique exploration into the DNA of this historic Liverpool team. A must see for all Liverpool FC fans.



# GROUPS

Group visitors will benefit from:

- Languages: English, Spanish, German, French, Italian, Mandarin, Thai, Indonesian, Arabic, Japanese and Norwegian. British sign language also available.
- Competitive prices for groups.
- Bespoke packages to suit your individual group's needs.
- Delicious groups menu available on request.
- Services of a dedicated Groups Manager.
- Free places for group leaders.
- Free coach parking.
- We can be tailor a package to suit the needs of your clients.
- Discounted rates for groups of 15+ with a tour leader entering free of charge.
- Visit areas of the Main Stand, VIP and player areas.
- Exciting opportunity to view the pitch from one of the highest point of the stadium.
- Spectacular views of the city landscape.
- Group bookings will be booked via our Group Manager and payment taken accordingly.

Groups can spend anything from 1–4 hours exploring both sites at Anfield including the Stadium Tour, the Liverpool FC Story interactive museum.

Please note Stadium Tours will be especially busy on various key dates during the year and the day before and after a matchday. This means that we may have limited capacity to cater for your group booking, so we recommend contacting us at least 6-8 weeks in advance of your visit.

Final numbers and payments must be made 7 days prior to your visit unless credit terms have been agreed. Stadium Tours are subject to change and fixture dependant.



# RATES

Group Rates (up to December 2023):

Full inclusive admission tickets cover the Liverpool FC stadium tour, The Liverpool FC Story and The Boom Room Exhibition.

Group rates apply to all pre-booked groups (15+ people). Terms and conditions apply for payment procedures and will be sent to you on booking. Please note that any group booked in on a concessionary rate will be expected to show ID.

<b>Prices for a standard Stadium Tour</b>	<b>Adults</b> £18.40	<b>Concessions</b> £14.40	<b>Children under 16</b> £11.20
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Extras can be added for an additional price – Legends Q&A sessions, souvenir guide Books and souvenir photographs .



# LFC Agents

## FIT Stadium Tour Bookings

- We can set you up as an agent for LFC, selling individual Stadium and Museum tickets. Full training and support will be provided to you and we will be happy to help anytime.
- This will allow you to access our booking system 24 hours a day and see full availability.
- You will then be able to take individual bookings for clients wishing to visit the stadium and earn commission on these bookings.
- Basic commission levels start at 20% but we are happy to review this in the future dependant on volumes.
- All payment is made to yourselves from the client.
- LFC will then invoice you at the end of the month less your commission.
- We are happy to explore every idea or opportunity that you might have in order to help build our working partnerships. We will gladly supply any copy and all images that you might require assisting you with any sales and marketing campaigns so please let us know.

To be set up as an agent will need:

- Company name and address.
- Company registration number.
- Accounts contact name and email address.
- Booking contact name and email address.

We will add your details on the system and offer you credit terms.



# FAQs

## **GROUPS:**

To obtain trade rate, all groups must be pre-booked in advance via <https://bookings.liverpoolfc.com/stadiumtours/booking/groupBooking.htm> for any special requests or any further groups information please contact the groups team Chelsea Brockley and Sarah May on **0151 906 1817** or email: [grouptours@liverpoolfc.com](mailto:grouptours@liverpoolfc.com)

## **PAYMENT:**

Unless previously agreed as part of an FIT/Travel Trade contract with Liverpool Football Club, all customers must make payment in full prior to admission to the LFC Stadium Tour. No admission will be given to unpaid groups unless payment has been made in full.

Any group booking made within one week of the date of visit will be requested for payment at time of booking by credit/debit card.

Please be aware that office hours are 9am-5pm, Monday to Friday.

## **CANCELLATION TERMS:**

All group bookings require a minimum of 48 hours' notice for any amendments or cancellations or full payment will still be charged.

## **CHILDREN:**

Rate is applicable for 5-15 years. All children must be accompanied by a paying adult. Under 5's are admitted free of charge. One free adult is permitted for every 10 children booked.

## **CONCESSIONS:**

Students over the age of 16 who present a valid Student ID card or Senior citizens with proof of age are eligible for the concessionary rate.

## **DRIVERS, LEADERS AND CARERS:**

These will be admitted free of charge, if arranged in advance.

## **OPENING TIMES:**

Summer: 9am - 6pm (last admission 3:30pm).

Winter: 10am - 5pm (last admission 2:30pm).

The Museum and Tour centre is closed to all bookings on December 25 and 26 each year. Please note that these times are subject to changes; therefore please [click here to visit www.liverpoolfc.com/tours](http://www.liverpoolfc.com/tours) for any additional changes to opening times.

## **ACCESSIBILITY:**

For accessibility information visit [www.liverpoolfc.com/fans/accessibility-hub](http://www.liverpoolfc.com/fans/accessibility-hub)

## **MORE INFORMATION:**

Start planning your visit to the city of Liverpool here: [www.visitliverpool.com](http://www.visitliverpool.com)