

## **RAISE YOUR GLASS TO BRITAIN'S BEST NIGHTLIFE DESTINATIONS**

### **Liverpool crowned Britain's best party place by TripAdvisor® travellers**

**London, UK – 3 November 2011** – TripAdvisor®, the world's largest travel website\*, today reveals Britain's best nightlife destinations, according to travellers themselves.

Liverpool has outclassed runner-up and North West arch rival, Manchester, in the party stakes to be crowned Britain's best nightlife destination. London took third place, followed by Glasgow and Brighton in fourth and fifth places respectively.

TripAdvisor's Best Nightlife Destinations is based on the average ratings TripAdvisor users gave each UK destination in the nightlife category when submitting a review during 2011\*.

"Liverpoolians should be thrilled their city has been crowned Britain's best nightlife destination. The city boasts thriving live music and comedy scenes, along with great clubs, bars and restaurants," commented TripAdvisor spokesperson, Emma Shaw.

#### **Lively Liverpool reigns as Britain's party capital**

Already world-famous for its musical heritage thanks to its claim as home of the Beatles, Liverpool has much to offer visitors, whether Fab Four fans or not.

Alma de Cuba, a Latin-themed bar in a converted church should not be missed, while Newz Bar lends itself well to celebrity spotting. Beatles fans can't miss Ye Cracke, an old pub thought to be a favourite of John Lennon's in his student days. The Royal Court Theatre is great for live comedy, while The Shipping Forecast, Cavern Club and Magnet are renowned for live music.

Visitors coming to sample Liverpool's nightlife shouldn't ignore the city's impressive daytime offerings either. Named the European Capital of Culture in 2008, Liverpool clearly offers something for every traveller - The Beatles Story Experience and Paul's childhood home, as well as Albert Dock's stories, Liverpool Cathedral and Walker Art Gallery have all proven popular with visitors.

Lorraine Rogers, Chief Executive of The Mersey Partnership, Tourist Board for Liverpool City Region commented: "Liverpool's nightlife is second to none and a major attraction for visitors to the destination. We're delighted that the city has been voted as having the best night life in Britain by visitor feedback on TripAdvisor.

"Visitors have an unrivalled choice in an attractive and easy to walk waterfront setting – from traditional pubs to stylish cocktail bars; from contemporary fun venues to those steeped in history; they can watch a live band in one of our fantastic venues including the world famous Cavern Club or enjoy a show at our stunning arena and theatres; visit the UK's highest restaurant or visit the clubs and bars in Ropewalks and Albert Dock. It's a city that welcomes visitors and appeals to all ages and all budgets."

#### **The North-South Divide**

Laying claim to four of Britain's best nightlife destinations (Liverpool, Manchester, Leeds and Blackpool), the north of England is clearly where the party's at. The south has only two destinations in the list (London and Brighton), while Scotland also has two (Glasgow and Edinburgh) and Wales (Cardiff) and Northern Ireland (Belfast) each have one.

#### **Lavish London misses top spots**

Despite being world-renowned for its extensive club scene, endless pubs and great bars, and with celebrity haunts such as Mahiki regularly making tabloid headlines, London was beat out by the lively north in the nightlife stakes. To be named Britain's third-best nightlife destination is an impressive finish, but lovers of London may have expected it to place higher.

#### **Britain's best nightlife destinations:**

1. Liverpool
2. Manchester
3. London

4. Glasgow
5. Brighton
6. Leeds
7. Cardiff
8. Belfast
9. Blackpool
10. Edinburgh

-Ends-

\*Rankings were taken based on reviews submitted between 1 January and 16 September 2011

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