

BDA 2008 CONFERENCE VENUE & ACCOMMODATION

We have an allocation of twin/double bedrooms at the Britannia Adelphi Hotel in Liverpool at the following rates:

Twin/Double Room	
<i>Shared Per person per night</i>	<i>Single Occupancy</i>
£75.00	£110.00

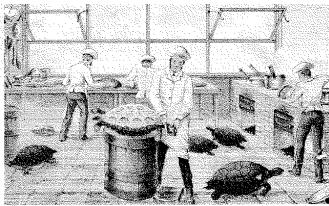
All rates are based on per person per night and include breakfast and VAT at the current rate. The same rate is available to both BDA Members and Non Members.

Additional nights may be arranged, subject to availability, upon request to the Conference Organisers.

All reservations for accommodation including any amendments/additions/cancellations must be made through the Conference Organisers in order to obtain the rates shown.

For nearly 200 years the Adelphi Hotel has been at the centre of the life of the city of Liverpool. The Adelphi Hotel that you see today is a much more modern building than the two 18th Century town houses which were converted by William and Joseph Ewart, to form the first Adelphi Hotel in 1827. The following year it was bought by experienced hotelier James Radley who then acquired the two adjoining houses to enlarge the hotel. He made such a success of the venture that both his and the Adelphi's fame spread throughout Britain and Europe.

The second Adelphi Hotel, built in 1876, bore no resemblance to its predecessor. It was a magnificent structure with nearly 300 bedrooms and 50 parlours, on a par with the best American Hotels of the day. Liverpool dominated the transatlantic liner trade and a constant flow of steamship passengers, including foreign princes and overseas ambassadors, passed through the Adelphi. Also it was famed as the Royal Families favourite hotel when travelling through Liverpool. By the 1880's the beautiful marble works in the corridors of the hotel were lit by that most brilliant invention – the electric light bulb, the hotel was now seen in all its glory.



The hotels forte was their world-famous turtle soup, which was enjoyed by Charles Dickens on his many stays at the hotel. Built into the design of the hotel were subterranean turtle tanks whose steam-heated water held up to 250 live turtles that were shipped over from the West Indies and the Gulf of Mexico. The production of this soup was virtually a separate business; the hotel supplied upwards of 60 litres a day to all parts of the UK, the Continent and even the USA.

In 1892, Midland Railway Hotels, under the direction of another great hotelier, William Towle, acquired the hotel and re-named it the 'Midland Adelphi'. However, some 18 years later the company decided that it was necessary to demolish the 'confused, rambling dear old Adelphi' and construct a completely new hotel.

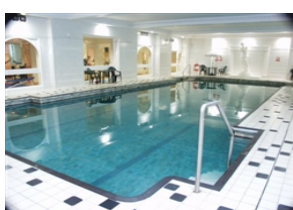


The third Adelphi Hotel opened its doors in 1914 on the eve of the outbreak of World War 1. The commemorative guidebook issued to coincide with the opening of the new Midland Adelphi



described it as "All the modern innovations of New York hotels of the highest grade here combine with solid British comfort, and that subtle air of refinement characteristics of a Parisian salon." That new-fangled invention, the telephone, could be found in each of its bedrooms along with a private bathroom, which was a great luxury. Money was no object; the hotel was designed with one thing in mind – the comfort of its guest.

During the time that Midland Railway Hotels owned the building, the top two floors were closed off and eventually ended up virtually derelict. By the time they came to dispose of all their hotels, the Adelphi was in a sorry state and faced the prospect of closure. However, rescue came in the form of Britannia Hotels who bought the building in 1982. They virtually re-built the top two floors, added extra bedrooms at the rear and now offer over 400 en-suite bedrooms. Britannia Hotels have spent many millions of pounds on refurbishment works over the past 25 years. In 2007 they embarked on a £7 million renovation programme to refurbish the hotel to a very high standard, it now contains all of the modern facilities and amenities that today's traveller requires yet still retains its historical beauty and significance and most of the original features of the century-old Adelphi have survived.



All of the 402 stunningly decorated and furnished guest bedrooms, all of which are en-suite contains, as standard, a direct dial telephone, tea & coffee making facilities, a hairdryer, a trouser press and satellite television. In addition, the larger bedrooms and the public lounge areas within the hotel offer high speed broadband internet access. This elegant Liverpool hotel also features 2 great restaurants, 2 lively bars and a pizzeria. For those guests who wish to keep up with their fitness routines there is also a state of the art gymnasium featuring all of the equipment needed for the perfect work-out. For those who wish to take time out from the hustle and bustle of city life there is also a Jacuzzi, steam room, sauna and solarium in addition to the beautiful heated marble swimming pool.