

# Travel Trade & Groups Guide

2024 - 2025



# Welcome to the National Football Museum

As one of the country's leading attractions and the only museum dedicated to English football, we are a must-see destination when visiting Manchester and the North West.

Your guests are our guests, and we work in partnership with the travel trade and group organisers to offer a range of products and experiences to suit all itineraries, whether a city break, UK tour or matchday schedule.

With 4 galleries to explore, 6 interactive games, an exciting programme of exhibitions and events plus a gift shop and cafe, there's something for everybody to enjoy.

## Football Matters

Our role as the National Football Museum is to harness the creative power of football to improve the wellbeing of our visitors and communities.

As a registered charity (no: 1050792), all proceeds from our admission revenue directly supports the museum, educational and community programming, which benefits over 200,000 people every year.





# A match winning day out

- Open daily, 7 days a week
- 10am – 5pm (last admission 4pm)
- 4 floors of galleries to explore
- Free highlights tour at 11am and 2pm (other times and private tours available on request)
- Gift Shop
- The Dugout Cafe
- FAM visits available
- Three medium stay coach bays in close proximity
- 100m from Manchester Victoria Station

## Travel Trade & Group Rates 2024-2025

We offer a 20% discount on our online admission rates for groups of 10 or more. All group tickets are single use only.

	Online Rate	Trade & Groups
Adult (16+ years)	£15.00	£12.00
Child (5-15 years)	£9.00	£7.20
Concession (Students, seniors)	£13.00	£10.40
Under 5s	FREE	FREE

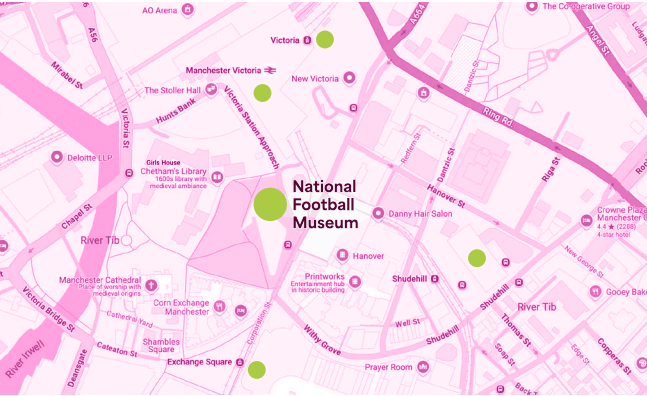
All prices inclusive of VAT. Rates are applicable for a self-guided visit. Bespoke and private tours are available on request.



## Location & Connectivity

**Address:** National Football Museum, Cathedral Gardens, Manchester M4 3BG

**What3Words:** coast.blaze.roke



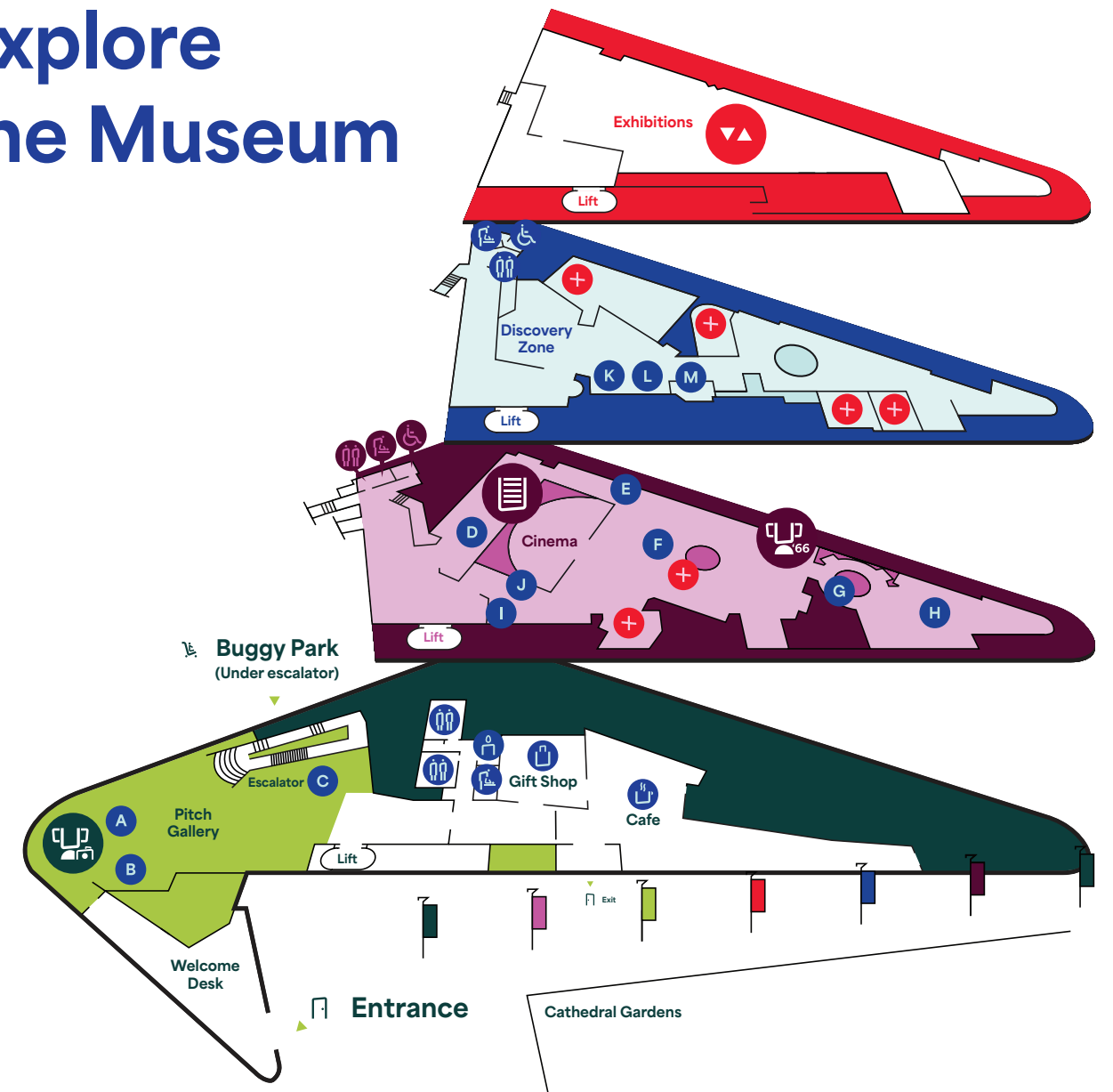
Nearest coach parking is located on Corporation Street.







## Explore the Museum



- |  |                                 |  |   |
|--|---------------------------------|--|---|
|  | Shop                            |  | Oldest surviving FA Cup trophy            |
|  | Cafe                            |  | 'The Lady' Football League trophy         |
|  | Buggy Park                      |  | 1966 Jules Rimet World cup                |
|  | Prayer Room                     |  | England on the World Stage                |
|  | Football+ Games                 |  | Lily Parr Statue                          |
|  | Trophy Photo Opportunity        |  | Marcus Rashford Banner                    |
|  | George Best's Mini              |  | Stephen Daley Shirt and Captain's Armband |
|  | Event & Activities Space        |  | Justin Fashanu England Shirt              |
|  | The original 'Laws of the Game' |  | Manager of the year Trophy                |
|  |                                 |  | Oldest surviving FA Cup trophy            |
|  |                                 |  | 'The Lady' Football League trophy         |
|  |                                 |  | 1966 Jules Rimet World cup                |
|  |                                 |  | England on the World Stage                |
|  |                                 |  | Lily Parr Statue                          |
|  |                                 |  | Marcus Rashford Banner                    |
|  |                                 |  | Stephen Daley Shirt and Captain's Armband |
|  |                                 |  | Justin Fashanu England Shirt              |
|  |                                 |  | Manager of the year Trophy                |





### Pitch Gallery (Level 0)

Kick off your visit in the Pitch Gallery with the opportunity to have your photo taken with our collection of football silverware, including our very own official replicas of the Premier League and Women’s Super League trophies.

Alongside George Best’s Mini Cooper, this space also hosts a programme of special exhibitions and workshops.

Visitors can also pick up a football-themed memento from our gift shop, or grab a drink and a light bite from The Dugout Cafe.

The Pitch Gallery also has accessible toilets, as well as baby changing facilities and a prayer room.



### Match Gallery (Level 1)

The Match Gallery is the largest display space within the museum and houses our most significant and rare items.

Here, we tell the many interwoven stories of the game, from the formation of the world’s first football association and the founding of the FA Cup, through to the national side’s performances on the world stage.

We also look at various aspects of the game through key objects from our collection.

#### Gallery highlights include:

- The original ‘Laws of the Game’
- The oldest surviving FA Cup trophy
- The First Division trophy
- 1966 Jules Rimet Trophy replica and match ball
- Lily Parr statue



### Play Gallery (Level 2)

As the name suggests, this gallery focuses on the different elements of playing the beautiful game and its impact on popular culture. Our popular interactive games and our junior Discovery Zone space are also located on this floor.

#### Gallery highlights include:

- Penalty Shootout, Pass Master and Shot Stopper
- Discovery Zone - ideal for our youngest visitors
- LMA Manager of the Year trophy
- The history of footballs



### Score Gallery (Level 3)

The Score Gallery space is dedicated to our programme of special exhibitions.

Make sure you check out our What’s On guide when planning your visit to the National Football Museum.

[nationalfootballmuseum.com/whats-on](https://nationalfootballmuseum.com/whats-on)

# Explore the Museum

## Incentives & VIP Experiences

We offer a range of bespoke ‘behind the scenes’ experiences including private museum tours, handling sessions and curator talks tailored to your guests interests.



# Trade & Group Services



## Familiarisation Visits

We'd love to welcome you to the museum for a familiarisation trip ahead of your group visit.

**Contact:**  
[groups@nationalfootballmuseum.com](mailto:groups@nationalfootballmuseum.com)



## Useful Resources

VisitManchester Travel Trade: [visitmanchester.com/visitor-information/travel-trade](https://www.visitmanchester.com/visitor-information/travel-trade)  
VisitBritain Travel Trade: [visitbritain.org/travel-trade](https://www.visitbritain.org/travel-trade)

# FAQs

## How long does it take to visit?

On average we recommend 90 minutes for your visit. We also have a Gift Shop and The Dugout Cafe to enjoy once you have explored our 4 galleries.

**Last admission is 4pm and the museum closes at 5pm.**

## Where is the nearest coach parking?

There are 3 medium stay (max. 4 hours) coach stands on Corporation Street, a 5 minute walk from the museum. Long stay and overnight parking are available at the Manchester Imperial War Museum. Pre-booking essential: 0345 050 7080.

## How do I change/cancel my booking?

**Please contact:**  
[groups@nationalfootballmuseum.com](mailto:groups@nationalfootballmuseum.com)  
Please see our trade and group visit terms and conditions for more information.



## Free Refreshments

All coach drivers and group travel organisers can enjoy a brew on us in The Dugout Cafe. Make sure you collect your voucher from our welcome desk upon arrival.

**Limited to one voucher per group visit. Can be redeemed against any medium sized hot drink.**

## Where do we go on arrival?

Please enter via the main museum entrance and have your e-ticket ready to scan  
What3Words: coast.blaze.rope

## What proof of booking do we need to bring on the day?

Group Leaders need to bring their e-ticket with the booking barcode. You can bring a print-out or show on your phone.



# Group Visit Terms & Conditions

Terms and Conditions: [nationalfootballmuseum.com/terms-conditions/](https://www.nationalfootballmuseum.com/terms-conditions/)

Groups and educational tickets differ from our standard admission 'season tickets' in that they are single use only.

We offer complimentary adult tickets at a 1:10 ratio to child tickets for both educational and non-educational group bookings.

**For further information on group tickets, please email:**  
[groups@nationalfootballmuseum.com](mailto:groups@nationalfootballmuseum.com)

# Gift Shop & The Dugout Cafe

Our gift shop has a range of football souvenirs and memorabilia for fans of all ages. The shop is open every day, as well as online: <https://shop.nationalfootballmuseum.com/>

The Dugout Cafe serves a range of hot and cold refreshments, ideal for half-time brew or post-match snack. Open 7 days a week 10am to 4pm.



# Venue Hire

Based in one of Manchester's most unique venues, the National Football Museum is a fantastic backdrop for a range of different events.

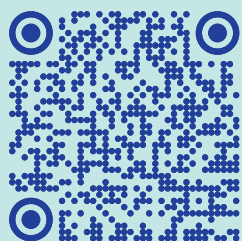
Located in the city centre, right next to Victoria Station and the AO Arena, our iconic landmark building offers an unrivalled range of spaces that will engage and inspire your guests through the power of football.

We'd love to hear about your event, please get in touch to find out how we can help:

**Email:**  
[events@nationalfootballmuseum.com](mailto:events@nationalfootballmuseum.com)  
**Telephone:** 0161 871 8183







## Contact

For all travel trade and group  
booking enquiries, please contact:  
[groups@nationalfootballmuseum.com](mailto:groups@nationalfootballmuseum.com)  
Tel: 0161 605 8200