



**VISIT  
BIRMINGHAM  
& WEST MIDLANDS**  
Delivered by West Midlands Growth Company

# EXPLORING **BIRMINGHAM & THE WEST MIDLANDS** 4-DAY ITINERARY

This 4-day itinerary takes you on an immersive journey through industrial heritage, world-class theatre, historic and literary landmarks, and must-see attractions, offering a rich blend of culture, history, and unforgettable experiences.





# DAY ONE BIRMINGHAM

Kick off your adventure in the heart of the West Midlands, Birmingham - a city where rich history, stunning natural beauty, and world-class attractions seamlessly blend. Day 1 promises a perfect introduction to this vibrant city.



## CADBURY WORLD

### MORNING

Step into a world chocolate haven at [Cadbury World](#), where the 200-year story of one of Britain's most beloved chocolates comes to life. Interactive exhibits guide you through the legacy of the Cadbury family, offering fascinating insights and plenty of opportunities to sample delicious chocolate treats along the way.

Take a break at the Cadbury World Café, where you can enjoy a delightful meal, or explore the charming village of Bournville, the picturesque community that John Cadbury himself helped create.



**40 MINUTE BUS TO BIRMINGHAM BOTANICAL GARDENS**



### INFORMATION

As a region, we pride ourselves on being accessible for all visitors.

For detailed access guides on hotels, places to eat and drink and attractions, visit [AccessAble](#).



### PLACES TO STAY

- [Clayton Hotel Birmingham](#)
- [Park Regis Birmingham](#)
- [Bloc Hotel Birmingham](#)



## BIRMINGHAM BOTANICAL GARDENS

### AFTERNOON

Explore 15 acres of beautifully landscaped gardens at [Birmingham Botanical Gardens](#), where exotic plants, historic glasshouses, and beautifully landscaped gardens provide a serene escape. Home to the first lawned tennis court and the invention of strawberry & cream, it's a hidden gem rich in history.



**18 MINUTE TO BIRMINGHAM HIPPODROME**



### DID YOU KNOW

Birmingham and the West Midlands are home to seven Michelin star restaurants!

Three restaurants in Birmingham have five stars between them, including Adam's, Simpsons and Opheem, the latter of which is the first restaurant in the city to be awarded two stars.



## BIRMINGHAM HIPPODROME

### EVENING

As night falls, the excitement builds for a performance at [Birmingham Hippodrome](#), the city's premier theatre and home to the [Birmingham Royal Ballet](#). Whether it's a West End musical, a ballet, or an opera, the evening promises a breathtaking finale to your first day in Birmingham.





# DAY TWO COVENTRY

Coventry blends medieval charm with modern heritage. Explore 130 years of motoring history and visit England's finest medieval Guildhall, once walked by Shakespeare himself.



## COVENTRY TRANSPORT MUSEUM

### MORNING

Start your day at [Coventry Transport Museum](#), where the city's transport legacy comes to life. Home to the largest publicly owned collection of British vehicles, the museum offers captivating displays, interactive galleries, and immersive exhibitions. Explore the fastest vehicle in the world, pioneering bicycles, and some of the most iconic and innovative vehicles of the last 200 years.



7 MINUTE WALK TO ST MARY'S GUILDHALL



## ST MARY'S GUILDHALL

### AFTERNOON

A short stroll takes you to [St Mary's Guildhall](#), here you can visit the undercroft and enjoy lunch or a splendid afternoon tea. This historic gem has welcomed kings, queens, and revolutionaries, and now it welcomes you to step through its grand halls, where tapestries, architecture, and centuries-old secrets await.

A stone's throw away is the new [Coventry Cathedral](#), here you can visit the Old Cathedral Ruins and discover the history of it being heavily bombed in WW2.



13 MINUTE WALK TO COGS BAR & KITCHEN



## COGS BAR & KITCHEN

### EVENING

Inspired by the city's industrial heritage, [Cogs Bar & Kitchen](#) serves a creative blend of modern British and international cuisine, all made with locally sourced ingredients. The restaurant's carefully curated drink selection provides the choice of draft beers, classic cocktails, fine wines, or refreshing non-alcoholic options.



# DAY THREE

# SHAKESPEARE'S

# ENGLAND

Step into a world of literature, drama, and Tudor history in Stratford-upon-Avon. Discover the birthplace of William Shakespeare, experience his iconic works brought to life on stage, and conclude the day with a tranquil boat ride along the scenic River Avon.



## SHAKESPEARE'S BIRTHPLACE

### MORNING

Start your day at [Shakespeare's Birthplace](#), a beautifully preserved Tudor home where the playwright's early years come to life. Explore the rooms where he grew up and discover original artifacts that reveal the story of his family and inspirations.

For lunch, indulge in delicious meal at a charming riverside café, offering stunning views of Stratford's historic streets and picturesque canals.



**8 MINUTE WALK TO ROYAL SHAKESPEARE THEATRE**



## ROYAL SHAKESPEARE THEATRE

### AFTERNOON

No trip to Stratford is complete without experiencing the [Royal Shakespeare Theatre](#). Whether you take a backstage tour, join an interactive workshop, or enjoy a captivating performance on the iconic stage, the theatre offers an unforgettable journey into Shakespeare's world.



**6 MINUTE WALK TO AVON BOATING**



## AVON BOATING

### EVENING

As the day winds down, enjoy a peaceful boat ride with [Avon Boating](#) along the River Avon, soaking in the serene views before heading back to your hotel.





# DAY FOUR DUDLEY

Uncover the raw, authentic history of the Industrial Revolution of the West Midlands - where coal, canals, and craftsmanship shaped the region's identity. Visit a Peaky Blinders filming location, explore Dudley by canal, and finish the day with a cultural tour back in Birmingham.



## BLACK COUNTRY LIVING MUSEUM

### MORNING

Explore over 250 years of history, from the Industrial Revolution to post-war prosperity, through living interpretation at the [Black Country Living Museum](#).

Step into a meticulously recreated 19th-century village, where costumed characters bring the past to life. Enjoy traditional fish and chips cooked in beef dripping, take a ride on a vintage bus, and hear first-hand accounts of the Industrial Revolution from those who lived it.



**11 MINUTE WALK TO DUDLEY CANAL & CAVERNS**



## DUDLEY CANAL & CAVERNS

### AFTERNOON

Just a short distance away, the [Dudley Canal & Caverns](#) offer a captivating 45-minute boat tour through ancient limestone caverns, formed an astonishing 428 million years ago.



**40 MINUTE TRAIN BACK TO BIRMINGHAM**

### EVENING

Returning to Birmingham, your day concludes with a cultural [walking tour](#) led by one of our expert guides.

First, you'll visit the [Birmingham Museum & Art Gallery](#), home to the renowned Pre-Raphaelite collection and an impressive array of historical treasures. Next, you'll explore the [Library of Birmingham](#) & Shakespeare Memorial Room, a striking modern landmark that houses one of the world's most significant Shakespeare collections.

The tour wraps up in the [Jewellery Quarter](#), where 40% of the UK's gold is crafted, offering a glimpse into the city's rich jewellery-making heritage.



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# THANK YOU

**CONTACT:**

Samantha Ward

[traveltrade@wmgrowth.com](mailto:traveltrade@wmgrowth.com)

+44 (0) 7484055220

[visitbirmingham.com/travel-trade](http://visitbirmingham.com/travel-trade)



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