

DISCOVER YOUR NEXT GREAT ADVENTURE

FROM FAMILY ATTRACTIONS
TO SPORTING SPECTACLES,
MEMORABLE ITINERARIES
START **HERE**^{WM}

TRAVEL TRADE INSPIRATION

A REGION BUILT FOR **GREAT DAYS OUT**

Birmingham and the West Midlands pack a huge variety of family attractions and sporting venues into a compact, well-connected region, from world-famous chocolate experiences to iconic football grounds and championship golf resorts. Behind-the-scenes tours, hands-on activities and family-friendly resorts sit just minutes apart, making it easy to build a full day around a single theme or several highlights together.



CADBURY WORLD

Family Attraction | Groups | FIT | 2-3 hrs

- Discover the magical world of Cadbury chocolate at Bournville, one of the UK's most popular family attractions since 1990.
- Explore interactive zones tracing chocolate's story from the ancient Mayans to Cadbury's world-famous brand, plus the 4D Chocolate Adventure cinema ride.
- Watch chocolatiers demonstrate their craft, create a personalised chocolate bar, and enjoy the outdoor Adventure Play Area.

Combine with lunch at the Cadbury World Café, followed by a visit to the Birmingham Botanical Gardens or the University of Birmingham's leafy Edgbaston campus.



EDGBASTON STADIUM

Sporting Heritage | Groups | FIT | 1.5-2 hrs

- Go behind the scenes at one of Birmingham's great sporting venues, home to Warwickshire County Cricket Club since 1885 and host to England Test cricket since 1902.
- Explore the home and away dressing rooms, walk out at pitch level, and visit the Media Centre where the world's press covers major matches.
- Discover stories of cricketing legends who have played here, from historic Ashes victories to record-breaking performances.

Combine with lunch in nearby Edgbaston, home to a vibrant independent food scene, followed by a relaxing stroll through Cannon Hill Park.



SHAKESPEARE EXPRESS

Heritage Steam Train | Groups | FIT | Half Day

- Step aboard a steam train for a nostalgic journey between Birmingham and Stratford-upon-Avon through the Warwickshire countryside.
- Choose Pullman dining with breakfast and afternoon tea served at your seat, or relaxed Tourist class with refreshments available throughout.
- Enjoy several hours to explore historic Stratford-upon-Avon before rejoining the train for the return journey.

Combine with a visit to Shakespeare's Birthplace or a stroll along the River Avon in Stratford.



THE BELFRY HOTEL & RESORT

Golf & Family Resort | Groups | FIT | Half Day-Full Day

- Discover a world-famous golf and leisure resort set within 550 acres of Warwickshire countryside, four-time host of the Ryder Cup.
- Enjoy family activities including mini golf, go-karts, the Woodland Adventure Zone, an interactive Top tracer driving range and an indoor pool.
- Relax across a choice of restaurants and bars, from casual dining to fine dining overlooking the championship Brabazon course.

Combine with a visit to the Nation's Experience Capital (NEC Birmingham) where you'll discover world-class sports, comedy, family shows, and concerts, or enjoy a fun-filled family day out at nearby Drayton Manor Resort.



FOOTBALL EXPERIENCES

Football Heritage | Groups | FIT | 1.5-2 hrs

- Go behind the scenes at some of English football's most historic grounds, including Villa Park, home to Aston Villa since 1897, and Molineux, home of Wolverhampton Wanderers and the West Midlands' only dedicated football museum.
- Explore players' tunnels, dressing rooms and pitch-side areas, with knowledgeable guides sharing stories of legendary matches and players.
- Discover club history and memorabilia, from FA Cup triumphs to European glory, with tours suited to fans and football novices alike.

Combine with a stadium shop visit and matchday atmosphere, followed by lunch in a nearby city centre.

MORE TO EXPLORE...

There's plenty more fun to be found across the region, with a host of family, sporting and leisure attractions offering something for every group. From active adventures to entertaining experiences, these additional options are ideal for filling a few hours or adding another highlight to your itinerary.



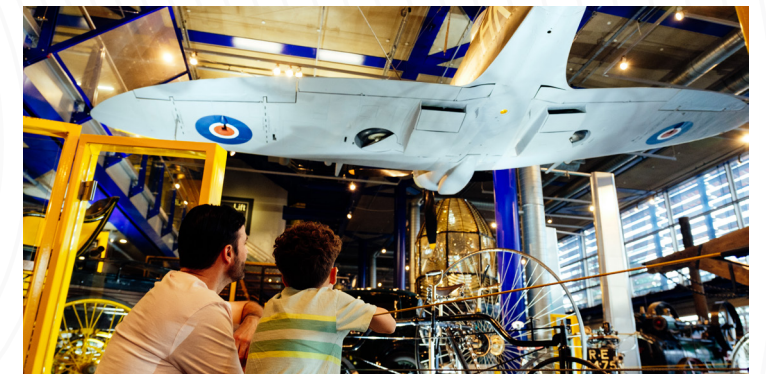
LEGOLAND DISCOVERY CENTRE



SEA LIFE CENTRE



THE WAVE COVENTRY



THINKTANK SCIENCE MUSEUM

PERFECTLY POSITIONED

In the heart of the UK - easy to reach and easy to combine.



LONDON TO BIRMINGHAM

1 hr 20 mins by direct train



BIRMINGHAM AIRPORT

International connections just
10 minutes from the city centre



GREAT CONNECTIONS

20 mins to Coventry
30 mins to Black Country
1 hr to Stratford-upon-Avon

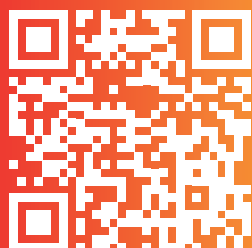
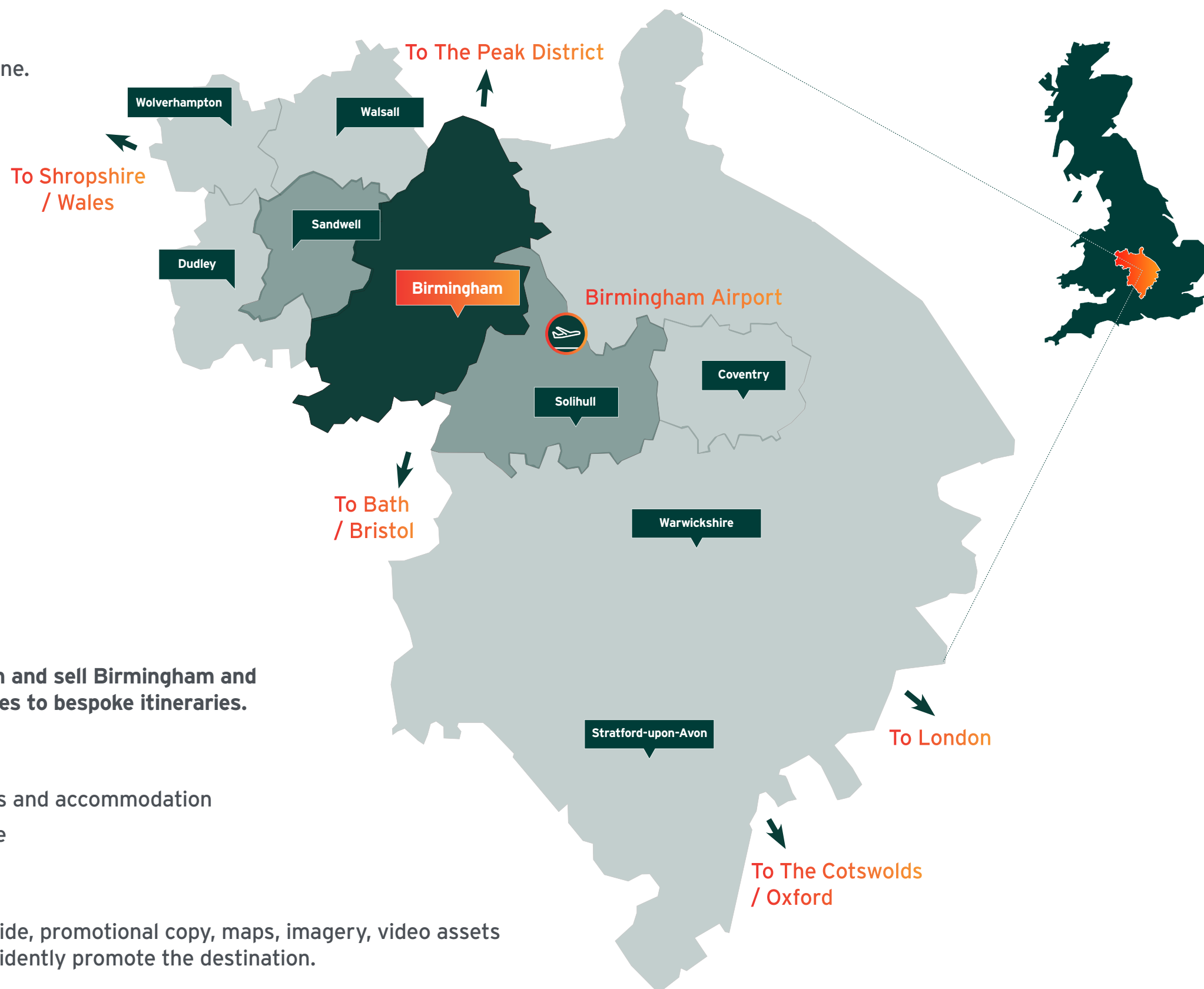
HOW WE CAN HELP?

Our dedicated Travel Trade team is here to help you plan and sell Birmingham and the West Midlands, from group tours and FIT programmes to bespoke itineraries.

We can provide:

- Introductions to trusted local suppliers, attractions and accommodation
- Destination information, insights and expert advice
- Itinerary planning and FAM trip support

Our free **Travel Trade Toolkit** includes a Travel Trade Guide, promotional copy, maps, imagery, video assets and suggested itineraries – everything you need to confidently promote the destination.



CONTACT US:

traveltrade@wmgrowth.com

+44 (0) 7484055220

visitbirmingham.com/travel-trade/



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