

# DISCOVER

# THE CULTURAL HEART OF ENGLAND

FROM WORLD-CLASS COLLECTIONS  
TO CAPTIVATING PERFORMANCES,  
INSPIRING ITINERARIES  
START **HERE**<sup>WM</sup>

TRAVEL TRADE INSPIRATION



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



# CULTURE AT THE HEART OF THE COUNTRY

Birmingham and the West Midlands are home to an outstanding cultural scene, spanning internationally significant art collections, award-winning orchestras and world-class ballet. Historic galleries and Grade-listed concert halls stand alongside contemporary art spaces, reflecting centuries of artistic heritage alongside a thriving present-day programme.



## BIRMINGHAM MUSEUM & ART GALLERY

Art & Culture | Groups | FIT | 1.5-2 hrs

- Explore a Grade II\* listed landmark building housing a collection of international importance, with free general admission and no booking required.
- Discover the world's largest public collection of Pre-Raphaelite paintings, alongside the Staffordshire Hoard, the largest hoard of Anglo-Saxon gold ever found.
- Visit the iconic Round Room, Industrial Gallery and Birmingham History Galleries, spanning seven centuries of European and world art and culture.

*Combine with lunch in the Edwardian Tearoom, followed by a walk through Chamberlain and Victoria Squares in the city centre.*



## BIRMINGHAM ROYAL BALLET

Performance Art | Groups | FIT | Evening Programmes

- Experience world-class ballet from one of the UK's leading dance companies, performing regularly at Birmingham Hippodrome, the busiest dance venue outside of London.
- Enjoy classic and contemporary productions, from beloved story ballets to bold new works, performed live with the Royal Ballet Sinfonia.
- Benefit from dedicated group booking discounts and packages, with savings available for parties of 8 or more.

*Combine with pre-theatre dining in Birmingham's Southside or Chinese Quarter, both a short walk from the Hippodrome.*



## BARBER INSTITUTE OF FINE ARTS

Art Gallery | Groups | FIT | 1-1.5 hrs

- Discover one of the finest small picture galleries in the world, housed in Birmingham's finest Art Deco building on the University of Birmingham's Edgbaston campus.
- Explore masterpieces spanning the Renaissance to the 20th century, including works by Botticelli, Rubens, Gainsborough, Turner, Monet and Van Gogh.
- Enjoy free general admission, alongside one of Europe's most significant collections of Roman, Byzantine and medieval coins.

*Combine with a walk through the University of Birmingham's landscaped campus, followed by lunch nearby in Edgbaston.*



## CITY OF BIRMINGHAM SYMPHONY ORCHESTRA

**Orchestral Performance | Groups | FIT | Evening Programmes**

- Experience one of the UK's leading orchestras at Symphony Hall, an internationally acclaimed, acoustically renowned concert venue in the heart of Birmingham.
- Enjoy a diverse programme of over 150 concerts a year, spanning classical masterworks alongside film, world and family concerts.
- Discover a rich musical heritage rooted in Birmingham's tradition of choral music, dating back to the 19th century.

*Combine with dinner and drinks in Birmingham's vibrant Brindleyplace, set alongside the canal and just a short walk from Symphony Hall.*



## NEW ART GALLERY WALSALL

**Art & Culture | Groups | FIT | 1.5-2 hrs**

- Explore the distinguished Garman Ryan Collection, a unique gift of 365 works by artists including Van Gogh, Monet, Turner, Renoir, Constable and Epstein.
- Discover the Gallery's wider Permanent Collection of over 3,500 works, alongside changing contemporary exhibitions on the upper floors.
- Enjoy panoramic views from the roof terrace, overlooking Walsall's regenerated canal-side Crown Wharf setting.

*Combine with a walk along Walsall's canal network to the Arboretum, followed by lunch in the town centre.*

## MORE TO EXPLORE...

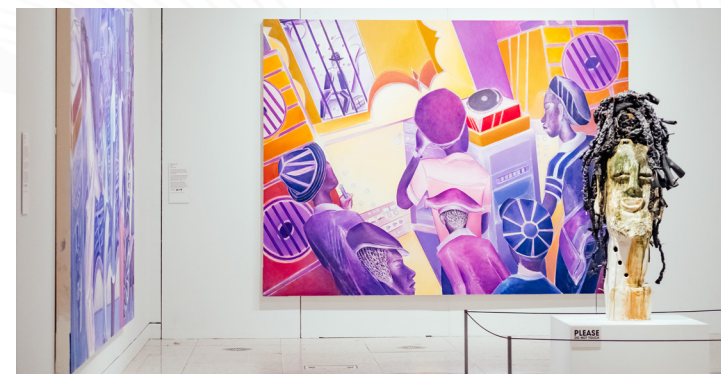
Delve deeper into the region's vibrant cultural scene with these additional galleries, theatres, music and performance venues. Whether for an inspiring cultural visit or an evening of live entertainment, they provide a great addition to any itinerary.



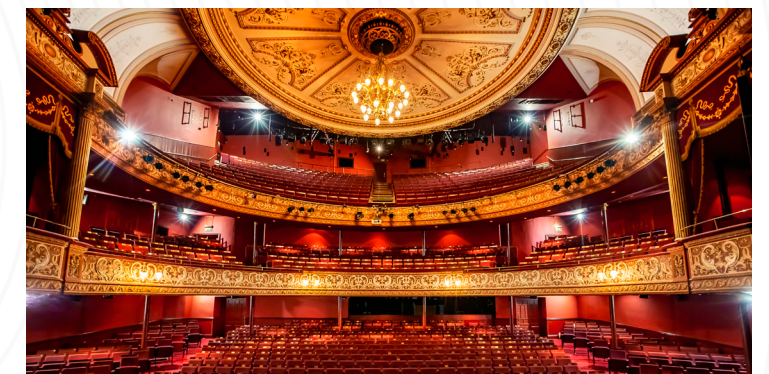
**IKON GALLERY**



**WOLVERHAMPTON ART GALLERY**



**HERBERT ART GALLERY**



**GRAND THEATRE WOLVERHAMPTON**

## 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

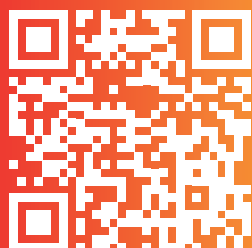
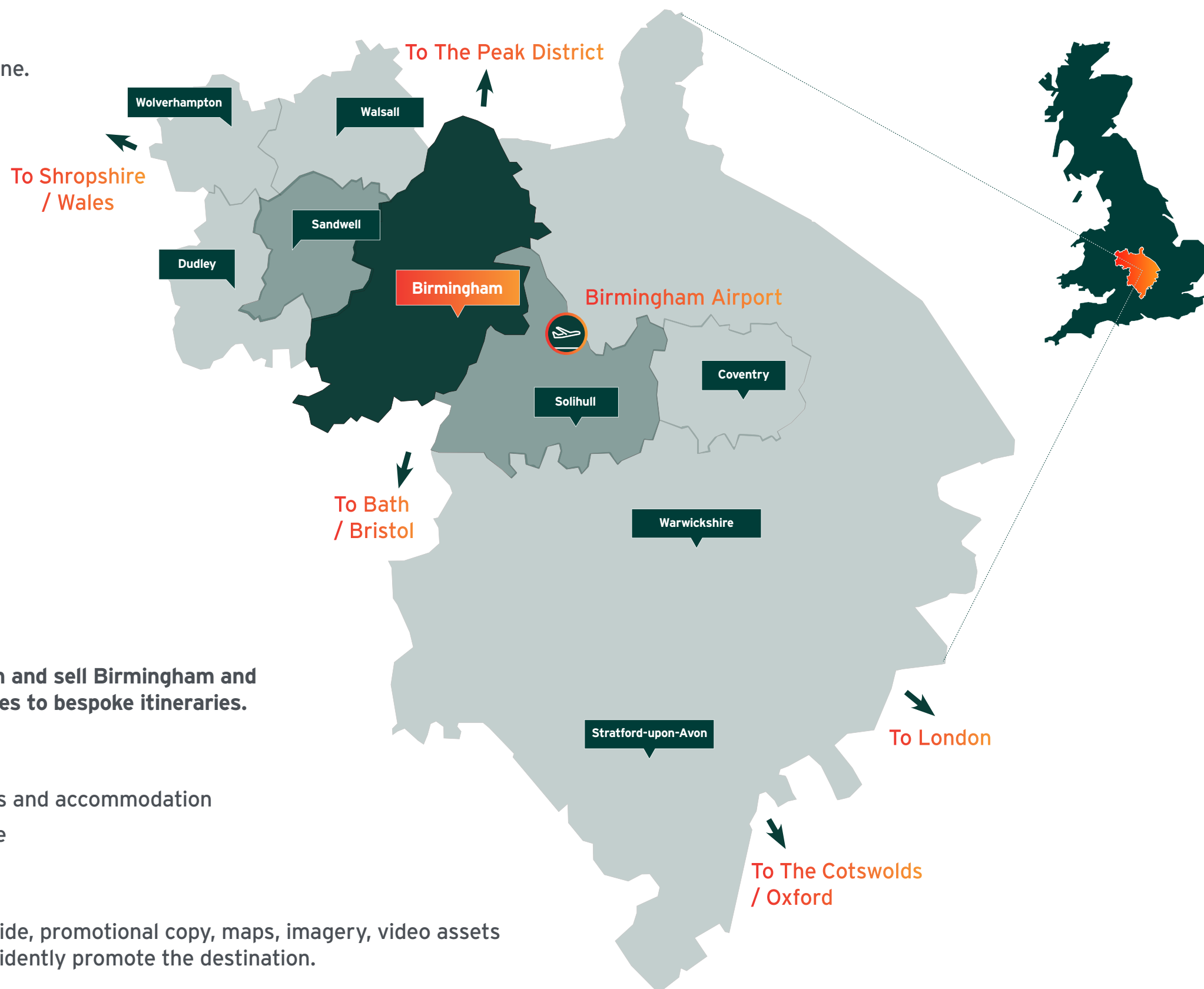
## HOW WE CAN HELP?

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:

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