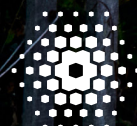


DISCOVER THE GREEN HEART OF ENGLAND

FROM CITY PARKS TO
COUNTRY GARDENS,
FRESH ITINERARIES
START **HERE**^{WM}

TRAVEL TRADE INSPIRATION



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

EXPLORE THE HEART OF ENGLAND IN BLOOM

Birmingham and the West Midlands offer a diverse mix of parks, gardens and green spaces, from vibrant urban landscapes to picturesque countryside. The region's extensive canal network provides a unique way to explore, connecting city attractions with tranquil waterside settings, while parks and nature reserves offer opportunities to relax and enjoy the outdoors. Visitors can also discover historic homes and beautifully maintained gardens, bringing together nature, heritage and horticulture in a varied and distinctive visitor experience.



BIRMINGHAM BOTANICAL GARDENS

Historic Gardens | Groups | FIT | 1.5-2 hrs

- Birmingham's green heart and one of the UK's most significant historic botanic gardens, dating back to 1829
- Explore 15 acres of landscaped gardens, home to 30,000+ plants.
- Discover four Victorian glasshouses, a Japanese Garden, National Bonsai Collection, Alpine Gardens, Pinetum, adventure playground and historic bandstand.

Combine with lunch at Medicine Bakery, then explore historic Winterbourne House, the Barber Institute or world-famous Cadbury World.



CASTLE BROMWICH HISTORIC GARDENS

17th-Century Gardens | Groups | FIT | 1.5-2 hrs

- One of England's finest surviving 17th-century formal gardens, located on Birmingham's doorstep.
- Explore 10 acres of Grade II* listed gardens, showcasing Baroque design, colourful planting and centuries of history.
- Enjoy guided tours, a living collection, the Hampton Court-inspired Holly Maze, and locally made chutneys and jams.

Combine with a traditional pub lunch, followed by fascinating local heritage at the National Motorcycle Museum or Aston Hall.



COMPTON VERNEY ART GALLERY & PARK

Art & Nature | Groups | FIT | Half Day

- Discover world-class art set within 120 acres of stunning parkland.
- Explore scenic walking trails, meadows and lakes rich in wildlife, alongside striking outdoor sculptures.
- Visit the beautiful historic chapel and enjoy a peaceful, family-friendly day combining culture, nature and the outdoors.

Combine with lunch in Kineton market town or Stratford-upon-Avon, followed by Shakespeare's Birthplace, Warwick Castle or the British Motor Museum.



SANDWELL VALLEY COUNTRY PARK

Free Country Park | Groups | FIT | 1.5-2 hrs

- Escape to 1,700 acres of Green Flag Award-winning countryside in the heart of the West Midlands.
- Meet friendly farm animals, explore woodland trails, enjoy lakeside walks and scenic picnic spots.
- Discover seasonal events throughout the year, making it an ideal destination for families and groups.

Combine with the Black Country Living Museum or Dudley Zoo and Castle for a day of nature and heritage.



WINTERBOURNE HOUSE & GARDEN

Heritage | Groups | FIT | 1.5-2 hrs

- Step into a beautifully preserved Edwardian house set within seven acres of Arts and Crafts gardens.
- Explore the historic house, colourful gardens and walled garden in leafy Edgbaston.
- Relax with lunch or afternoon tea on the picturesque terrace.

Combine with the nearby Barber Institute of Fine Arts, Lapworth Museum or Birmingham's vibrant Brindleyplace.

MORE TO EXPLORE...

Discover even more of the region's beautiful green spaces with these additional parks and gardens, each offering its own unique character and charm. Whether for a leisurely stroll or a relaxing stop, they make a wonderful addition to any itinerary.



CANNON HILL PARK



MARTINEAU GARDENS



SUTTON PARK



WALSALL ARBORETUM

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

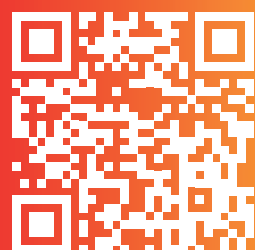
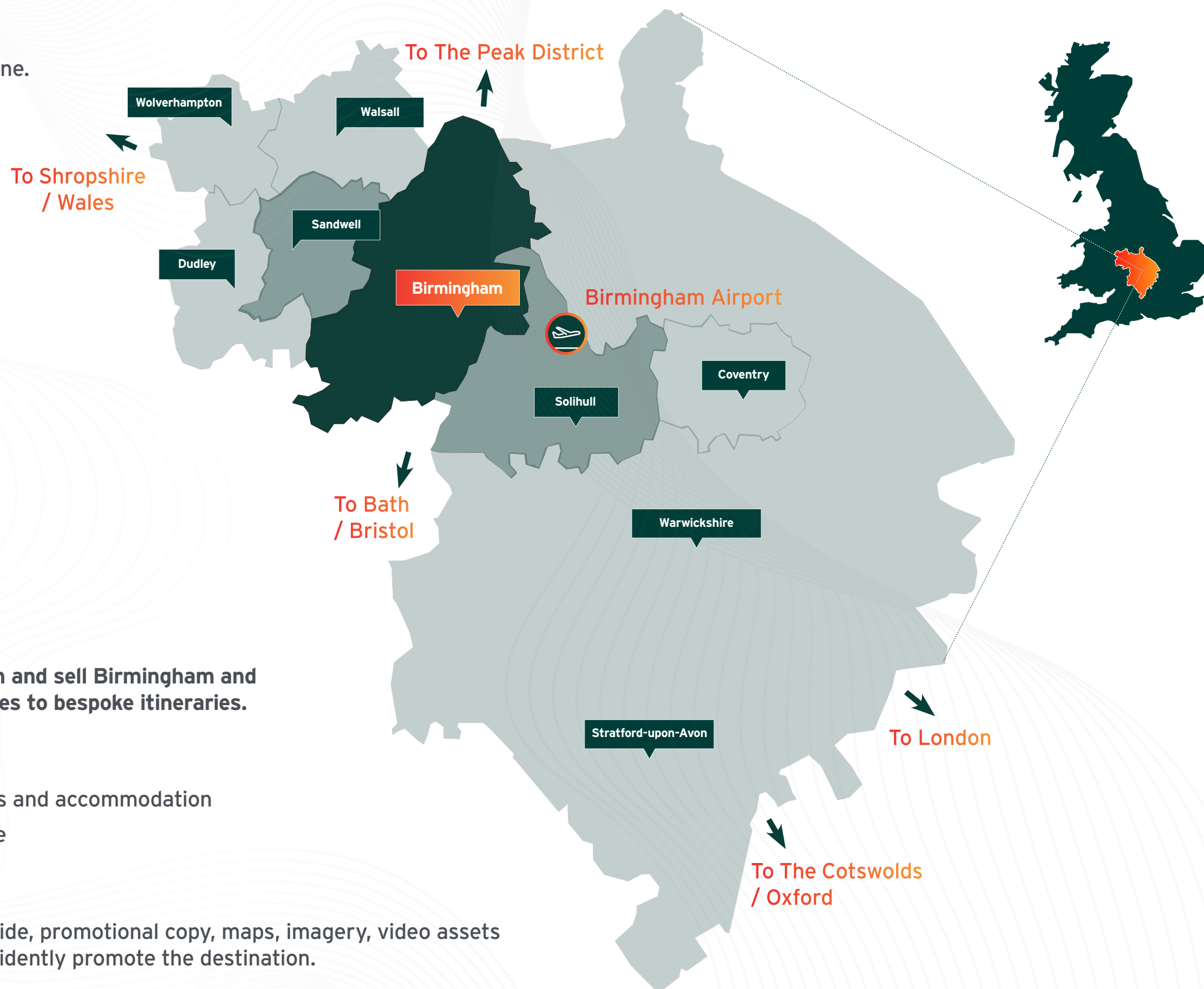
HOW WE CAN HELP?

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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visitbirmingham.com/travel-trade/



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