

DISCOVER

THE CITY OF 1,000 TRADES

FROM MAKERS & CREATORS
TO FOOD, MUSIC & HERITAGE,
AUTHENTIC EXPERIENCES
START **HERE**^{WM}

TRAVEL TRADE INSPIRATION

CRAFTED IN THE HEART OF THE UK

Birmingham and the West Midlands have long been shaped by the hands of makers, from jewellers and distillers to canal engineers and winemakers. Independent food tours, working craft museums and family-run estates sit alongside centuries-old industries, offering visitors an authentic taste of the skill and character that built this region.



BIRMINGHAM FOOD TOUR

Food & Culinary Experience | Groups | FIT | 4 hrs

- Discover Birmingham's diverse food scene through the eyes of a local guide, sampling authentic dishes that reflect the city's multicultural heritage.
- Explore hidden gems and long-standing favourites, from historic markets to independent producers and eateries.
- Enjoy a mix of six tastings, a surprise snack, and storytelling, connecting the city's food culture to its people and history.

Pair with city centre sightseeing, shopping at the Bullring, a visit to Birmingham Museum & Art Gallery, or a leisurely stroll along the canals and around Brindleyplace.



BLABERS HALL WINE ESTATE

Vineyard Tour & Tasting | Groups | FIT | 1.5-2 hrs

- Discover a family-run vineyard set in the ancient Arden Forest, producing award-winning English still and sparkling wines.
- Explore the vines on a guided walk through the estate, learning about the grape varieties and winemaking process.
- Enjoy a relaxed wine tasting session, with a warm welcome from the family behind the business.

Combine with a scenic drive through the Arden villages or pair with other North Warwickshire vineyards and distilleries for a wider tasting trail.



COVENTRY TRANSPORT MUSEUM

Industrial Heritage | Groups | FIT | 1.5-2 hrs

- Explore the world's largest collection of British-made road transport, from historic bicycles to record-breaking land speed vehicles.
- Discover Coventry's pioneering role in the UK motor industry, once home to more car manufacturers than anywhere else in Britain.
- Enjoy interactive displays and immersive galleries, suited to transport enthusiasts and families alike.

Combine with a visit to Coventry Cathedral or St Mary's Guildhall, both within easy walking distance in the city centre.



DUDLEY CANAL & CAVERNS

Underground Boat Trip | Groups | FIT | 1-1.5 hrs

- Journey underground through Dudley's limestone caverns and canal tunnels on a guided boat trip, exploring 428 million years of history.
- Discover the story of "legging" through the tunnels, alongside the region's mining and canal heritage.
- Enjoy sound and light displays deep within the caverns, brought to life by expert skippers.

Combine with a visit to the open-air Black Country Living Museum, where 250 years of history are brought to life, just a few minutes' walk away.



MUSEUM OF THE JEWELLERY QUARTER

Working Museum | Groups | FIT | 1-1.5 hrs

- Step inside a perfectly preserved jewellery factory, frozen in time since Smith & Pepper closed its doors in 1981.
- Explore original workbenches, tools and overalls left exactly as they were, alongside live demonstrations from skilled jewellers.
- Discover 200 years of Birmingham's jewellery and metalworking history, in the heart of the historic Jewellery Quarter.

Combine with a walk through the wider Jewellery Quarter, taking in independent jewellers and the Coffin Works.



SHAKESPEARE DISTILLERY

Distillery Tour & Tasting | Groups | FIT | 1-3 hrs

- Discover an artisan distillery in the heart of Stratford-upon-Avon, handcrafting spirits inspired by Shakespeare's life and works.
- Explore the distilling process on a guided tour, from botanicals to bottling, finished with a tasting of the estate's gins and spirits.
- Enjoy award-winning, character-led experiences suited to small groups and special occasions.

Combine with a visit to nearby Charlecote Park, a historic country estate surrounded by beautiful parkland, or explore Stratford-upon-Avon's independent shops and cafés.

MORE TO EXPLORE...

Discover even more of the region's craft and culinary experiences, each shaped by generations of skill and passion. Whether for a taste of tradition or a hands-on discovery, they make a rewarding addition to any itinerary.



THE BIRMINGHAM BALTI



CRAFT BREWERIES & DISTILLERIES



JAGUAR LAND ROVER



STOURBRIDGE GLASS 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

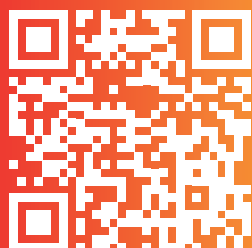
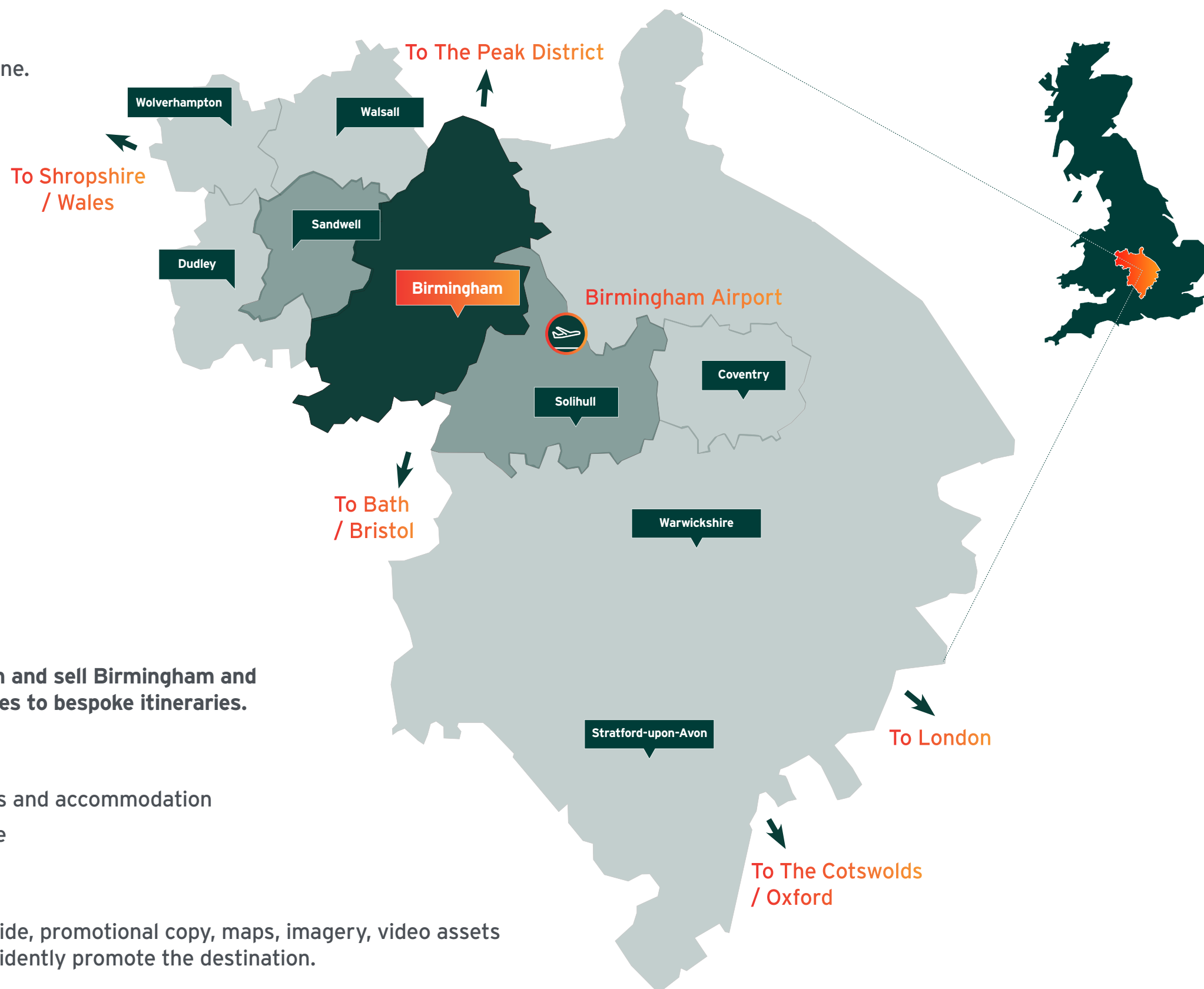
HOW WE CAN HELP?

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.



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