BIRMINGHAM AND THE WEST MIDLANDS
TRAVEL TRADE GUIDE
Welcome to the West Midlands. This travel trade guide will take you on an exciting journey to the heart of England where you will discover a region of unique and exciting experiences. A place where your clients are welcomed into a youthful, diverse culture and made to feel at home from the very start. A destination that prides itself on a rich history, where urban meets the great outdoors and keeps visitors coming back time and time again to explore the heart of England.

Discover and enjoy our dynamic cities, which are bursting with an eclectic mix of heritage, sport, music, design, architecture, food and drink and festivals. A region that has been making its mark with endless ways to tell our story. The birthplace of Shakespeare and home to some of the world’s most influential brands: Cadbury and Jaguar Land Rover.

There has never been a greater time to explore what the West Midlands has to offer. The global spotlight has been shining on the region with Coventry being awarded the UK City of Culture 2021, and Birmingham hosting the Commonwealth Games 2022.

Join us to experience many more exciting milestones, events and new openings and discover why we’re a winning destination worth visiting.
Located at the heart of the UK, the West Midlands is the best-connected city region in the country – by air, road and rail.

**Connected by air**

Birmingham Airport, one of the UK’s fastest-growing airports, is the international gateway into the region, welcoming 13 million passengers annually. Serving 133 direct flights and over 400 further onward connections, with over 30 airlines, it is the third largest airport outside of London. Located at the centre of the country’s road and rail networks means that it is one of the most accessible airports, particularly by rail, thanks to its on-site rail station with trains every few minutes, taking you directly into Birmingham city centre within 10 minutes.

**Connected by rail**

The West Midlands boasts an excellent rail network, taking just 1 hour 15 minutes from London to Birmingham and 1 hour 30 minutes from Birmingham to Manchester. Once in the West Midlands, our regional rail and metro services mean visitors can enjoy all that the West Midlands has to offer without having to worry about getting there!
How We Can Support You

Our aim is to boost tourism to the heart of England. The West Midlands Growth Company, on behalf of Destination Management Organisation’s (DMOs) across the West Midlands, provides a variety of support to travel trade buyers and the industry; so if you are looking for new, emerging experiences, famous attractions and quality accommodation in an undiscovered destination, then please get in touch with our team who will be more than happy to help, whatever the enquiry.

Support includes:
• Introductions to local attraction and accommodation suppliers and activity ground handlers.
• Toolkit of content to help promote and sell the destination (including images and videos).
• Inspirational itinerary development and planning, specific to customer interests and needs for FIT and Groups.
• Familiarisation trip ideas and planning support for staff and B2B clients across the region.

How To Use This Guide

This guide features a selection of suppliers that are set-up to work with the trade and offer trade rates.

Key: Experiences

<table>
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<tr>
<th>Group size</th>
<th>Duration</th>
<th>Cost per person</th>
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Accommodation

| Rooms | Cost per night |
A youthful region with a diverse culture

We are a welcoming bunch and that can easily be demonstrated by the beautiful diversity of visitors, residents, culinary experiences and events on offer in the West Midlands.

Discover our iconic story, that’s still being told today

We are a region that’s bursting with rich heritage and culture with many untold magical stories. Our creators, innovators and makers are continuing to make their mark today and we want to share the wonderful inventions that originate in the West Midlands.

Heart of the waterways network

Journey to the heart of England and explore the unique routes of our enthralling network of waterways. Take your very own behind-the-scenes tour and experience real England as you meander through wonderful countryside and into the heart of some of our best-loved towns and cities.

The perfect mix of city and rural spaces

Whether you want to explore beautiful green spaces whilst relaxing in serenity or discover your thrill factor with an array of diverse adventures, the West Midlands offers the best of both.

It’s our time in the global spotlight

There has never been a greater time to explore what the West Midlands has to offer. The global spotlight has been shining on the region with Coventry being awarded the UK City of Culture 2021 and Birmingham hosting the Commonwealth Games 2022.

THE TOP 5 REASONS TO VISIT THE WEST MIDLANDS

Discover dynamic cities, charming green towns or wide-open spaces, the areas of the West Midlands present an exciting mix of backdrops, activities and unique experiences.

1. The perfect mix of city and rural spaces
2. A youthful region with a diverse culture
3. Discover our iconic story, that’s still being told today
4. It’s our time in the global spotlight
5. Heart of the waterways network

To find out more about what this vibrant region can offer your clients, visit: makeitwm.com/trade
As a leading international destination, our connectivity by road, rail and air is unmatched. Birmingham has the busiest train station outside of London making us an integral link between the region and the rest of the UK. We have a booming food and drink scene including award-winning street food at Digbeth Dining Club, Birmingham’s famous Balti Triangle, the Chinese Quarter, five Michelin-starred restaurants, culinary masterclasses to unwrap your true cooking potential as well as some of the UK’s biggest foodie festivals running throughout the year.

We’re proud to be home of some of the greatest filming locations for renowned TV series, films and productions, with Peaky Blinders showcasing our industrial heritage. Soak up our history for yourself with the perfect mix of adventurous and relaxing areas. From the hub and home to over 40% of the UK’s jewellery production - The Jewellery Quarter, to rural, scenic green spaces in Edgbaston Village and ‘the UK’s coolest neighbourhood’ - Digbeth, the city has many ways to tell its story.

Spirit is in our DNA and at the heart is where it starts, so our independent offering is also something that we are extremely proud of. From boutiques and bars to arcades and cafés, our creative nature turns ideas into real life places and experiences that we know you’ll love!

GETTING THERE

Air
Birmingham Airport is a global travel hub - just 10 minutes from the city centre. With good transport links and a wide business and leisure route network, it is the perfect gateway to Birmingham and beyond. It gives fast links to the region by free car, bus, coach, tax, or a free air-rail link that takes you to Birmingham International train station, two minutes from the airport.

Rail
There are three city centre rail stations providing fast and frequent connections to both local and national destinations. Birmingham New Street Station is a key hub of the railway network and provides fast and frequent services to London’s Euston station and many other major towns and cities. Services to London Marylebone are served by Birmingham Moor Street and Birmingham Snow Hill. All three stations are well served by bus or parking facilities.

Birmingham International Station sits right alongside Birmingham Airport and the National Exhibition Centre, providing a 5-minute direct link to the city centre for air passengers.

Road
Set at the heart of the UK motorway network, Birmingham is linked to the M5, M6, M40 and M42, while the A41 and A38 further add to your options and the M4 is less than 30 minutes away.

DESTINATION HIGHLIGHTS

• Experience cosmopolitan Birmingham and indulge in world-class arts and culture, historic houses and gardens, and award-winning attractions.
• Revel in a shoppers’ haven from our city centre department stores with the latest trends to luxury boutiques and quirky independents.
• Stay in stylish hotels and relax in the urban parks and along the canals. Then dine in restaurants loved by the locals, including our many Michelin-starred restaurants.
Follow in the footsteps of royalty and visit one of the last great Jacobean houses to be built. During your tour you will enjoy the Hall’s magnificent interiors, which boast elaborate plasterwork ceilings, grand fireplaces and carved woodwork, and view the outstanding collections of period furniture and artworks on display. You can also enjoy Lady Holte’s formal Garden.

**Highlights**
- Lady Holte’s Garden is the South Garden for Aston Hall and is surrounded by brick walls, which were ordered by Sir Thomas Holte in 1637.
- The garden is designed in symmetrical patterns with historic shrubs and foliage.
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- The garden is designed in symmetrical patterns with historic shrubs and foliage.
- During your visit, take in the splendour of the Long Gallery, with its panelled walls, which were ordered by Sir Thomas Holte in 1637.
- The Long Gallery is a magnificent hall where the world’s buttons and badges were produced.
- The garden is designed in symmetrical patterns with historic shrubs and foliage.
- Lady Holte’s formal Garden.

**Accessibility**
- Accessible ground floor, no lift access to further floors.
- English.
- On-demand.

**Languages**
- English.
- Spanish and Mandarin.

**Availability**
- Tuesday – Sunday 10am - 5pm.

**Parking facilities**
- Free car and coach parking.

**Experience details**
- Hourly.
- To 20 people.
- Free per group.
- 1-1.5 hours.
- From £15 per person.
- Available at the University’s nearby Northeast Car Park (multi-storey).
- Nor East Car Park (multi-storey).
- Available at the University’s nearby Northeast Car Park (multi-storey).

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**Aston Hall**

Telling the story of Birmingham through its buildings, people, and spaces.

**Highlights**
- Lady Holte’s Garden is the South Garden for Aston Hall and is surrounded by brick walls, which were ordered by Sir Thomas Holte in 1637.
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**Barber Institute of Fine Arts**

The Barber Institute was founded in 1932 by Lady Barber in memory of her husband, Sir Harry Barber. For the study and encouragement of art and music. Featuring nearly of the greatest names in Western art, it holds one of the most outstanding and internationally significant collections assembled during the 20th century - housed in a Grade I-listed Art Deco building - the finest in Birmingham.

**Highlights**
- A world-class permanent collection of art, including masterpieces by Botticelli, Rubens, Titian, Turner and Rossetti through to Monet, Manet, Degas, and Van Gogh. Key works by all these - and many more - great artists hang in the Barber’s galleries.
- Discover the history and the heritage of the UK’s favourite chocolate brand. Uncover a world of chocolate delights and enjoy a fascinating, fun-packed day out at Cadbury World.
- Watch our chocolatiers in action and have a go yourself at tempering warm liquid Cadbury Dairy Milk.
- Explore the origins of the cocoa bean in the Aztec Jungle, jump on board the magical Cadabra ride, and then visit the 4D Chocolate Adventure zone, a 4D cinema featuring Cadbury’s most popular characters complete with motion seats.
- Discover how Cadbury confectionery is made and discover the fascinating story behind the UK’s favourite chocolate brand. See our talented chocolatiers in action, before having a go yourself and adding a choice of treat to a delicious pot of warm melted Cadbury Dairy Milk.
- Enjoy (and enjoy) an exciting, fun-packed day out at Cadbury World. Learn how Cadbury confectionery is made and discover the fascinating story behind the UK’s favourite chocolate brand. See our talented chocolatiers in action, before having a go yourself and adding a choice of treat to a delicious pot of warm melted Cadbury Dairy Milk.
- Lady Holte’s formal Garden.

**Accessibility**
- Accessible ground floor, no lift access to further floors.
- English.
- On-demand.

**Languages**
- English.
- Spanish and Mandarin.

**Availability**
- Tuesday – Sunday 10am - 5pm.

**Parking facilities**
- Free car and coach parking.

**Experience details**
- Hourly.
- On-demand.
- Free per group.
- 1-1.5 hours.
- From £15 per person.
- Available at the University’s nearby Northeast Car Park (multi-storey).
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**Birmingham Heritage Walking Tours**

Uncover a world of chocolate delights and enjoy a fascinating, fun-packed day out at Cadbury World. Learn how Cadbury confectionery is made and discover the fascinating story behind the UK’s favourite chocolate brand. See our talented chocolatiers in action, before having a go yourself and adding a choice of treat to a delicious pot of warm melted Cadbury Dairy Milk.

**Highlights**
- Discover the origins of the cocoa bean in the Aztec Jungle, jump on board the magical Cadabra ride, and then visit the 4D Chocolate Adventure zone, a 4D cinema experience featuring Cadbury’s most popular characters complete with motion seats.
- With an assortment of interactive chocolate stations, there’s something for everyone!
- Lady Holte’s formal Garden.

**Accessibility**
- Accessible ground floor, no lift access to further floors.
- English.
- On-demand.

**Languages**
- English.
- Spanish and Mandarin.

**Availability**
- Tuesday – Sunday 10am - 5pm.

**Parking facilities**
- Free car and coach parking.

**Experience details**
- Hourly.
- On-demand.
- Free per group.
- 1-1.5 hours.
- From £15 per person.
- Available at the University’s nearby Northeast Car Park (multi-storey).
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**Cadbury World**

Uncover a world of chocolate delights and enjoy a fascinating, fun-packed day out at Cadbury World. Learn how Cadbury confectionery is made and discover the fascinating story behind the UK’s favourite chocolate brand. See our talented chocolatiers in action, before having a go yourself and adding a choice of treat to a delicious pot of warm melted Cadbury Dairy Milk.

**Highlights**
- Discover the history and the heritage of the UK’s favourite chocolate brand.
- Find out how Cadbury confectionery is made and taste chocolate samples.
- Watch our chocolatiers in action and have a go yourself at tempering warm liquid Cadbury Dairy Milk.
- Enjoy (and enjoy) an exciting, fun-packed day out at Cadbury World. Learn how Cadbury confectionery is made and discover the fascinating story behind the UK’s favourite chocolate brand. See our talented chocolatiers in action, before having a go yourself and adding a choice of treat to a delicious pot of warm melted Cadbury Dairy Milk.
- Lady Holte’s formal Garden.

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**The Lost Pubs of the Jewellery Quarter. A leisurely stroll around the lost pubs of Birmingham’s amazing Jewellery Quarter.**

**Highlights**
- From £8.50 per person.
- From 1.5 hours.
- From 1-2 people.
- Free on site.

**Parking facilities**
- Available at the University’s nearby Northeast Car Park (multi-storey).

**Experience details**
- Hourly.
- On-demand.
- Free per group.
- 1-1.5 hours.
- From £15 per person.
- Available at the University’s nearby Northeast Car Park (multi-storey).
- Nor East Car Park (multi-storey).
- Available at the University’s nearby Northeast Car Park (multi-storey).

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**Buttons and Badges of Birmingham walking tour. A walking tour around the fantastic area where the world’s buttons and badges were produced.**

**Highlights**
- From £8.50 per person.
- From 1.5 hours.
- From 1-2 people.
- Free on site.

**Parking facilities**
- Available at the University’s nearby Northeast Car Park (multi-storey).

**Experience details**
- Hourly.
- On-demand.
- Free per group.
- 1-1.5 hours.
- From £15 per person.
- Available at the University’s nearby Northeast Car Park (multi-storey).
- Nor East Car Park (multi-storey).
- Available at the University’s nearby Northeast Car Park (multi-storey).
**JEWELLERY QUARTER AFTERNOON TEA**

Gulp is a unique dining room, seating up to 10 people, in a Grade II listed building in the heart of Birmingham’s Jewellery Quarter. Gulp has been developed by artist Kaye Winwood to provide extraordinary edible experiences for curious appetites with a desire for something out of the ordinary. As well as incredible food experiences, Gulp also offers open studio events, talks and workshops.

Kaye curates bespoke edible experiences for her clients who are seeking a more tailored event - from sophisticated hen parties, multi-sensory dinner parties to Senior Management Teams. In addition to delectable foods, she uses music, lightwork and aromas to create memorable and lingering experiences.

Gulp also offers dining packages which explore Birmingham's history through sensory menus such as a Jewellery Quarter Afternoon Tea and a Birmingham Dining Experience. Kaye also undertakes consultancy and bespoke catering for clients and organisations wanting to impress. Gulp is available to hire and provides a wonderful setting for private celebrations, corporate away days, meetings, filming and photo-shoots.

**Highlights**
- Extraordinary edible experiences.
- Bespoke and tailored events.
- Unique dining space and meeting room for hire.

**Experience details**
- **Up to 10 people**
- **2 hours**
- **From £30 per person**

**Parking facilities**
- Spencer Street parking or Jewellery Quarter car park on Vyse Street.

**Accessibility**
- By staircase.

**Languages**
- English.

**Availability**
- Operates year round.

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**LEGOLAND® DISCOVERY CENTRE BIRMINGHAM**

Birmingham’s LEGOLAND® Discovery Centre is the ultimate indoor LEGO® playground! Get hands on in our LEGO themed play areas which are jam-packed with LEGO bricks and perfect your building skills alongside our very own Master Model Builder.

There’s fun for the whole family with two rides, build and test zones, DUFL and LEGO City soft play areas and regular creative workshops! There’s even a 4D cinema with awesome special effects including wind, rain and even snow! Start your adventure at LEGOLAND Discovery Centre Birmingham by saving the princess as you battle through our Kingdom Quest laser ride. Then, marvel at the spectacular MINILAND showcasing all of the city’s famous landmarks made from over 5 million bricks! Put your building skills to the test and race to the finish line on our spectacular MINILAND, full of Birmingham’s most famous landmarks. Meet our very own Master Model Builder.

**Experience details**
- **Groups to be pre-booked**
- **2-3 hours**
- **£18.30 per person**

**Parking facilities**
- Three free car parks on site however coach parking is located just a one minute walk away.

**Accessibility**
- As accessible as possible to all guests, including wheelchair access.

**Languages**
- English.

**Availability**
- Monday to Saturday, open 10am-5pm

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**MUSEUM OF THE JEWELLERY QUARTER**

Take the museum’s award winning guided tour where you will find things left as they were on Smith and Pepper’s last working day in this jewellery making factory and workshops. Gather around the main jewellers’ bench to watch a demonstration of the traditional skills of this good in 1981.

**Highlights**
- Home to a 4D cinema, two rides and a Build & Test zone.
- See the spectacular MINILAND, full of Birmingham’s most famous landmarks.
- Meet our very own Master Model Builder.

**Experience details**
- **Up to 50 people**
- **1 hour**
- **£5.50 per person**

**Parking facilities**
- Spencer Street parking or Jewellery Quarter car park on Vyse Street.

**Accessibility**
- Dialled access to building, access to all areas except lift.

**Languages**
- English, supporting materials in Dutch, German, French, Italian and Mandarin.

**Availability**
- Tuesday – Saturday.

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**PEN MUSEUM**

Immerse yourself in a treasure house of objects and discover the importance of the steel pen nib trade of Victorian Birmingham which once made 75% of the world’s pens. Experience this fascinating history with interactive displays, interpretation, quizzes, and the opportunity to make your own pen nib using traditional steel presses.

**Experience details**
- **Up to 50 people**
- **1.2 hours**
- **£5 per person**

**Parking facilities**
- None (coaches can drop off visitors outside the main entrance).

**Accessibility**
- All areas are ground floor with wheelchair access to most areas. A lift with disabled access and a newly changing facility is available.

**Languages**
- English only although plenty of activities to engage with visitors of all languages.
We offer city centre walking tours for local people and visitors. Our tours are high quality experiences which inform about the modern city and history of Birmingham in a humorous and uplifting way.

Our inspiring tour guides are local people, who have held senior positions in the public, educational and private sector within the city and have a huge understanding and knowledge of Birmingham. The tour guides tour all of the heart-panning day life and future aspirations of our city and open people’s eyes to the many other things to see and do in Birmingham. Private tours to suit your groups can also be arranged at a time and with start/stop locations to suit.

**Highlights**
- Exciting tours of Birmingham given by local and knowledgeable people.
- Understand the modern city in the context of the amazing history of the start of the Industrial Revolution.
- Four great tours as well as bespoke tours to suit your clients.

**Experience details**
- **Small groups**
- **40 people**
- **1.2 hours**
- **From £7.50**
- **Languages**

**Parking facilities**
- **Not available**

**Accessibility**
- **Wheelchair accessible**
- **hearing loops available**

**Availability**
- **Public tours**
- **weekends and selected weekdays**

**Languages**
- **English**

**Best of Birmingham 12km – our original and all-encompassing run of the city’s best sights**

Some of our most popular tours include:
- **Street Art of Digbeth (5km and 8km version)** - A thought-provoking, photogenic tour where we tell you un-googleable info behind the work you’ll see.
- **Leafy Brum 10km – a yoga and well-being inspired tour in the green suburbs**
- **Journey through an incredible underwater world like no other as you immerse yourself in the National SEA LIFE Centre Birmingham and come face-to-fin with over 2,000 amazing creatures including the UK’s first and only sea otters, Dizzy and Ollie! Marvel at their playful personalities and adorable faces as you get up close to a species never seen before in the UK!**

**Dive into the National SEA LIFE Centre Birmingham and come face-to-fin with over 2,000 amazing creatures including the UK’s first and only sea otters, Dizzy and Ollie! Marvel at their playful personalities and adorable faces as you get up close to a species never seen before in the UK!**

**Positively Birmingham Walking Tours**

**Highlights**
- Say hello to the UK’s first Sea Otter residents.
- Journey through the UK’s only 360° Ocean Tunnel.
- Dive in at Penguin Ice Adventure and marvel at the cheeky antics of the Gentoo penguins.
- Meet our very own Master Model Builder
- See the spectacular MINILAND, full of Birmingham’s most famous landmarks.
- Fully accessible.

**Experience details**
- **Small groups**
- **60 people**
- **1.5 - 2.5 hours. Times vary depending on park, optional detours and number of questions. Equal parts running and stopping.**
- **From £5.50 per person**
- **Languages**

**Parking facilities**
- **Public and public transport are available - guests will be sent information at point of booking.**
- **Accessibility**
- **Wheelchair accessible**
- **hearing loops available.**

**Availability**
- **Sunday – Saturday**

**Languages**
- **English**

**Roundhouse Birmingham Tours**

**The Roundhouse offers fantastic tours for you to get to know the city of Birmingham - a couple of our most popular tours include the Best of Birmingham Walking Tour and our A City of Two Halves Kayak Tour.**

**Our Best of Birmingham Making Tour allows you to discover Birmingham’s huge contribution to the world today. Together, we’ll explore Birmingham’s key role in the Industrial Revolution and its amazing canal network. After refreshments in our studio, Victorian style café, we will head out for the tour. Your guide will be with you throughout, and each member of the group will have headsets that help you hear the guide in the bustling city. We’ll return to the Roundhouse for a meal at The Distillery pub for phlemmophilic canal views.**

**On our A City of Two Halves Kayak Tour you can experience Birmingham’s bustling city centre and historic canals from a different view. We’ll start with refreshments before heading out onto the water. Your guide will tell you about Birmingham’s role in the heart of England’s canal network, where new developments sit side by side with tall trees and green spaces. Hearing the stories of our city’s rich heritage as we glide through this beautiful city makes for a mouthwatering tour by an experienced guide and all equipment is provided. No previous experience necessary.**

**Highlights**
- Home to a 4D cinema, two rides and a Build & Test zone.
- See the spectacular MINILAND, full of Birmingham’s most famous landmarks.
- Meet our very own Master Model Builder

**Experience details**
- **12-16 people (Ages 12+)**
- **3-3.5 hours**
- **£50 per person**
- **Languages**

**Parking facilities**
- **Not available**

**Accessibility**
- **Wheelchair accessible, hearing loops available.**

**Availability**
- **April - September**

**Languages**
- **English**

**Run of a Kind Tours**

For runners of all abilities, RUN OF A KIND is the first and only running tour team in the West Midlands. We help fitness-conscious visitors explore Birmingham, so that they can sight see, socialise and have fun whilst keeping fit.

**Experience details**
- **Small groups**
- **60 people**
- **1.2 hours**
- **From £7.50**
- **Languages**

**Parking facilities**
- **Not available**

**Accessibility**
- **Wheelchair accessible**
- **hearing loops available.**

**Availability**
- **Public tours**
- **weekends and selected weekdays**

**Languages**
- **English**

**Best of Birmingham Walking Tour and our A City of Two Halves Kayak Tour.**

**Sea Life Centre Birmingham**

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**Highlights**
- Home to a 4D cinema, two rides and a Build & Test zone.
- See the spectacular MINILAND, full of Birmingham’s most famous landmarks.
- Meet our very own Master Model Builder

**Experience details**
- **Up to 10 people.**
- **1.5 - 2 hours**
- **From £20.65 per person**
- **Languages**

**Parking facilities**
- **Not available**

**Accessibility**
- **Wheelchair accessible, hearing loops available.**

**Availability**
- **Seven days a week, 364 days a year.**

**Languages**
- **English**
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**THE COFFIN WORKS**

The shelves and workbenches at Newman Brothers are full of original stock and tools of the trade. With the original machinery working again, you can truly experience how this old Jewellery Quarter firm once operated on a day-to-day basis, producing some of the world's finest coffin furniture, including the fittings for the funerals of Joseph Chamberlain, Winston Churchill and Princess Diana.

**Highlights**
- Award winning tour guides will take you on your journey throughout the fascinating history of Newman Brothers, including demonstrating some machinery.
- The subject of our museum, high quality coffin furniture fit for royals, is totally unique which gives you an extremely different perspective on Birmingham Industrial History.
- Lower ground floor is original to the factory and displayed as it would have been in the 1960s, enabling you to feel part of the history of Newman Brothers.

**Experience details**
- **Tour length**: 1 hour
- **Price**: From £6 per person
- **Languages**: English, BSL digital guide available.
- **Accessibility**: Fully wheelchair accessible.

**VINTAGE TRAINS - SHAKESPEARE EXPRESS STEAM TRAIN TRIPS**

The Shakespeare Express presents its well-proven formula of blossoming Warwickshire scenery through the window and great value breakfast, in addition to our realized route on a day-to-day basis, producing some of the world's finest coffin furniture, including the fittings for the funerals of Joseph Chamberlain, Winston Churchill and Princess Diana.

**Experience details**
- **Tour length**: 1 hour
- **Price**: From £6 per person
- **Languages**: English, BSL digital guide available.

**WALKING TOURS IN BIRMINGHAM**

Get your bearings and discover Birmingham through a ‘Brummie’s’ eyes, with a local, expert guide. Immerse yourself in the sights and sounds of the city as you travel back through the centuries to discover how our city exploded from a small market town, to the second largest city in the UK.

**Experience details**
- **Tour length**: 1.5 hours
- **Price**: From £6 per person
- **Languages**: English.

**IN BIRMINGHAM**

**WALKING TOURS**

There’s something for everyone on this unique experience.

**Experience details**
- **Tour length**: 2-3 hours for shorter four walking or panorama tours. Up to 5 hours for longer guided tour of Birmingham.
- **Price**: Small groups from 2 to 10 people, larger groups up to 20 people for walking tours, chef’s panorama larger groups.
- **Languages**: English.

**Victoria’s Tours**

Discover Birmingham with tours that are tailored to a client's needs and have a personal touch.

Birmingham is a city which hides its secrets well. As a professional guide I provide an experience which highlights the ‘Brummie’ in Birmingham focusing on openable locations where the human stories that hide behind these buildings. Whether walking, panorama or a combination, itineraries are planned to client requirements.

**Experience details**
- **Tour length**: 2.5 hours
- **Price**: £190 coach panarama.
- **Languages**: English.
- **Accessibility**: Fully wheelchair accessible.

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WHISKY TASTING EXPERIENCE

Enjoy one of our group whisky tasting experiences in our beautiful bar, lounge and tasting room in the heart of Jewellery Quarter. Be led through a line-up of six specially-selected whiskies by one of our resident whisky experts, and discover your new favourite whisky while learning about the ‘water of life’.

The hour and a half tasting, hosted in our private tasting room, will take in six whiskies from around the UK, with an emphasis on Scotland and England. We’ll talk you through how whisky is made, the history of the spirit, different cask types, maturation and look at modern production methods around the world.

Our focus is on bringing people together to enjoy whisky, so our tasting experiences are informative, but also fun and interactive. Guests will have a unique learning experience and walk away with a love of whisky but also great connection to UK heritage. The tastings are suitable for complete beginners and those who know their whisky already.

Highlights
- Connection to UK heritage
- Learning about whisky
- Expert-led

Experience details
- 2-24 people
- Parking facilities: Not available. Paid spaces on street outside.
- Accessibility: Wheelchair ramp
- Availability: Thursday - Saturday / various time slots.
- Languages: English
- From £25 per person

WINTERBOURNE HOUSE AND GARDENS

Restored to its Edwardian Arts and Craft splendour, Winterbourne House is a unique heritage attraction - set within seven acres of beautiful botanic gardens. Only minutes from Birmingham city centre, Winterbourne is a hidden gem - home to beautiful antiques and over 6,000 plant species from around the world.

Wander along the woodland walk, stroll through the hazelnut tunnel, cross the 1930’s Japanese Bridge or simply soak up the tranquility of this perfectly English Edwardian home. Explore the work of social reformist John Nettlefold, who built Winterbourne as his family home in 1904. Discover the post war life of the house when it was bequeathed to the University of Birmingham, firstly as accommodation for female students and later an important botanical study centre. Enjoy lunch or Afternoon Tea in our popular Terrace Tea room, or book a private space to dine together.

Highlights
- Discover the Roundhouse’s rich industrial heritage.
- See the city from a different perspective.
- Explore the city differently.

Experience details
- 15-50 people
- Parking facilities: Coach drop off at door.
- Accessibility: Wheelchair accessible routes throughout the garden and access lift to all floors in the house.
- Availability: Open daily all year except for 3 weeks at Christmas.
- Languages: English
- From £6 per person

From £25 per person
2-24 people
1.5 hours

From £6 per person
15-50 people
2-3 hours
BIRMINGHAM
HOTEL DU VIN
BIRMINGHAM

Once home to the Midlands Eye Hospital, this landmark Victorian building built in 1884, is a vision of beauty, standing as one of the finest hotels in Birmingham.

Step into the welcoming open-air courtyard within our hotel, with its retractable roof and beautiful canals. As the heart of our 66 timelessly styled rooms and suites, whether you're here on business or pleasure. With beautiful canals, excellent cuisine and as home to the Bullring, this city is a vibrant cultural collective that has something for everyone.

Accessibility
- Disability accessible.
- Taxis available to order from reception.
- Drop-off and pick-up point available outside hotel entrance.
- Levels 23 and 24 of The Cube, each of the 52 boutique rooms and suites offers access to the club and spa and the UK’s largest automated car parking facilities available through Snow Hill Multi Story Car Park. 

Languages
- English
- European speaking staff.
- Disability accessible.

Parking facilities
- Nine rooms for group bookings.
- Minimum booking term 28 days prior.
- To booked. Cancellation policy based on minimum of 15 rooms 28 days.
- Pick-up service
- Fully accessible.
- Drop-off and pick-up point available outside hotel entrance.
- From £69

Accommodation details
- 66 rooms
- Minimum booking term One - two people per room.
- Parking facilities
  - Self-serve car parking close to hotel, 15% discount from total parking charge upon departure.
  - Pick-up service
  - Not available.

Food
- Breakfast included. We have a 24/7 snack bar and food menu served until 10pm daily.
- Bar and food menu served until 10pm daily.

Languages
- English

Accessibility
- Disability accessible.
- Taxis available to order from reception.
- Drop-off and pick-up point available outside hotel entrance.
- From £69

Accommodation details
- 90 rooms
- Minimum booking term Nine rooms for group bookings.
- Parking facilities
  - Recommended parking close to hotel. 15% discount from total parking charge upon departure.
  - Pick-up service
  - Not available.

Food
- Catering options available for groups.

Languages
- Catering options available for groups.

Accessibility
- Full accessible.

BIRMINGHAM
AC HOTEL BY MARRIOTT
BIRMINGHAM

Modern, European inspired hotel located in the heart of Birmingham City. The 90 bedroom property is surrounded by restaurants, bars and experiences within the Mailbox complex.

AC Hotel is proud to offer a contemporary and open space environment with seamless service ideal for all traveller looking to explore the City.

• Option to dine in two Marco Pierre White restaurants with discount for guests.
• Access to the club and spa and the UK’s largest automated car parking facilities available through Snow Hill Multi Story Car Park.

Languages
- English

Accessibility
- Fully accessible.

Parking facilities
- On site Starbucks.

Languages
- English

Minimum booking term
- 0 rooms
- From £89

Accommodation details
- 0 rooms
- Minimum booking term None.
- Parking facilities
  - On-site parking.
  - Pick-up service
  - Not available.

Food
- Catering options available for groups.

Languages
- Catering options available for groups.

Accessibility
- Full accessible.

BIRMINGHAM
HAMPTON BY HILTON BIRMINGHAM JEWELLERY QUARTER

Set in Birmingham’s world famous Jewellery Quarter, our modern hotel is adjacent to St Paul’s Tram Station, just a 10 minute walk from the city centre and offers easy access to the M6/M5 motorway. Offering stylish en-suite bedrooms all with free WiFi, tea/coffee and flat screen TV. Free breakfast and 24hr bar and snack area.

Languages
- English

Accessibility
- Disability accessed.

Parking facilities
- No parking on site.

Pick-up service
- Drop-off and pick-up point available outside hotel entrance.

Languages
- English

Minimum booking term
- 15 rooms
- On request

Accommodation details
- 15 rooms
- Minimum booking term Based on minimum of 15 rooms to booked. Cancellation policy 28 days.
- Parking facilities
  - Pick-up service
  - No parking on site. Several coach parking facilities available through Birmingham City Council.

Food
- Breakfast included. We have a 24/7 snack bar and food menu served until 10pm daily.

Languages
- English

Accessibility
- Disability accessible.

Parking facilities
- On site parking.

Pick-up service
- Drop-off and pick-up point available outside hotel entrance.

Languages
- English

Minimum booking term
- 90 rooms
- From £89

Accommodation details
- 90 rooms
- Minimum booking term None.
- Parking facilities
  - 24 hour room service.
  - Pick-up service
  - On request.

Food
- Catering options available for groups.

Languages
- Catering options available for groups.

Accessibility
- Full accessible.

BIRMINGHAM
HOTEL INDIGO
BIRMINGHAM

If you’re planning on staying over in Birmingham for a night or two, Hotel Indigo offers contemporary four-star luxury with unaltered five-star panoramic views. Located on Levels 23 and 24 of The Cube, each of the 52 boutique rooms and suites offers an unrivalled five-star expectation. Our guestrooms are designed to reflect the added convenience of being just minutes away from everything the city has to offer. Hotel Indigo is the ideal place to head whether for business, pleasure or a spot of both. As Birmingham’s premier destination for an indulgent escape, a great deal of thought has been given to ensuring an overnight stay at The Cube is equally luxurious. 40 hotel Indigo guests can choose from 52 beautifully styled boutique bedrooms and suites. Each room Cloud 9 beds, a feature unique to Hotel Indigo. From sweet treats and my lovely bottle of champagne, hotel Indigo also offers exclusive members only access to the club and spa and the UK’s largest automated car parking.

Languages
- English

Accessibility
- Disability accessible.

Parking facilities
- Car park in the Cube or Mailbox.

Pick-up service
- Taxis available to order from reception.

Languages
- English

Minimum booking term
- 52 rooms
- One night.

Accommodation details
- 52 rooms
- Minimum booking term None.
- Parking facilities
  - On site parking.
  - Pick-up service
  - Mobile check in service.

Food
- Catering options available for groups.

Languages
- Catering options available for groups.

Accessibility
- Full accessible.
BIRMINGHAM
 HYATT REGENCY BIRMINGHAM

Each of our spacious rooms and suites features floor to ceiling windows with skyline or canal views.

Highlights
- Presidential Suite offers a spacious lounge with baby grand piano, linen, and cot.
- Regency Club lounge offers complimentary breakfast, evening cocktails and canapés
- Amenities include stuffed animals within Hyatt Regency Birmingham.

Our hotel is located on the heart of the city. The Spa consists of five state-of-the-art therapy rooms that provide the ultimate private, luxury spa experience.

Accommodation details
- 394 rooms
- Minimum booking term: One night
- Parking facilities: Complimentary
- Pick-up service: Not available
- Accessibility: Venue is accessible

Languages
- English

Food
- Alcove and Gentlemen and Scholar Pub.

From £150

BIRMINGHAM
 MALMAISON BIRMINGHAM

Our hotel is located in the heart of the city and is next to Grand Central and New Street Station. Enjoying views of the former Royal Mail building, Malmaison Birmingham features 193 beautifully styled rooms and suites that are sure to deliver comfort and style, with first class facilities and amenities. Our city centre haven features big, comfortable beds, stylish bathrooms, power showers.

Highlights
- Chez Mal Bar and Brasserie.
- 24 hour room service.
- Spa and Gym.

Accommodation details
- 35 rooms
- Minimum booking term: Based on minimum of 15 rooms to booked
- Parking facilities: Several parking facilities available through Birmingham City Council
- Parking fees: Drop-off and parking possible outside hotel entrance
- Pick-up service: On request

Languages
- English

Food
- English. The hotel also has several European speaking staff.

BIRMINGHAM
 PARK REGIS BIRMINGHAM

Park Regis Birmingham offers 253 gorgeous, comfortable guest rooms and suites. All of our guest rooms are designed with a touch of class and relaxation in mind, with large windows offering panoramic city views. Our modern decor rooms offer working desk with complimentary WiFi, LCD TV, laptop safe, tea and coffee making facilities, black out curtains, quality rain showers and the Park Regis toiletries.

Highlights
- Views over the city.
- Luxury Accommodation.
- Fantastic location in the city centre.

Accommodation details
- 353 rooms
- Minimum booking term: 1D
- Parking facilities: Car parking available, please refer to website for further information.
- Pick-up service: Not available

Languages
- English

Food
- 24 hour room service available.

BIRMINGHAM
 SELINA BIRMINGHAM

Selina Birmingham is an 18th century factory, lovingly restored with urban features mixed in with modern artwork and murals. Its two blocks, lovingly restored with original features mixed in with modern artwork and murals, carving designed by local artists. Downstairs you’ll find Selina’s hidden Gem, an intimate and beautifully curated restaurant with a classy bohemian feel. Aria restaurant and Gentleman and Scholar Pub.

Highlights
- Great community feel due to having the Selina home for all guests to get to know each other.
- Spa and Gym.
- Guest lifts available throughout the property.

Accommodation details
- 62 rooms
- Minimum booking term: On request
- Parking facilities: No – Two Pay and Display car parks both outside hotel entrance

Languages
- English

Food
- Classic British and French-inspired dishes with a modern twist. Plus, don’t miss Malmaison classics including succulent steak frites and the mouth-watering Malburger.
STAYCITY APARTHOTEL BIRMINGHAM NEWHALL SQUARE

Our centrally located, 170-room aparthotel offers a range of stylish and contemporary one and two-bedroom apartments, all of which deliver the perfect blend of home and hotel that defines the award-winning Staycity experience, which you can enjoy for as short or as long as you like.

At Birmingham Central Newhall Square, you have the comfort and convenience of your own home, alongside the amenities of a hotel. This means you've got facilities including fully equipped kitchens, living, dining and work spaces, Balinese TIV, complementary high-speed WiFi, fresh towels and bed linen, smoke free laundry, cleaning, and 24-hour reception.

**Highlights**
- Fully Equipped Kitchens.
- One and Two-Bedroom Apartments.

Accommodation details
- 170 rooms
- Minimum booking term: Five or more.
- Parking facilities: Available on site and at NCP.
- Pick-up service: N/A.
- Accessibility: Fully Accessible rooms.
- Languages: English and Polish.
- Food: Breakfast and Snacks available. Café.

**From £89** 185 rooms

THE GRAND HOTEL BIRMINGHAM

Our gorgeous, landmark hotel was originally opened by Isaac Horton back in 1879 to designs by Thomson Plevins. Since then, it’s welcomed royalty and rock stars and has been a hub in the city for meetings and networking as well as incredible events in our breathtaking Grand Ballroom.

Following a £50 million restoration and refurbishment, Birmingham’s original grande-dame hotel re-opened in May 2021, having been closed for almost 20 years. As the latest chapter in our history takes off, we hope you will be a part of it, whether you are staying at the hotel, eating and drinking in our bars and restaurant, or attending an event.

**Highlights**
- Family rooms, Suites and Penthouse available.
- French inspired bar on site.
- 24 hour room service.
- On site fitness centre.

Accommodation details
- 185 rooms
- Minimum booking term: Nine or more for group bookings.
- Parking facilities: Very limited parking. No on site parking available.
- Pick-up service: Drop off and pick up point available at front entrance of hotel.
- Accessibility: Guest lifts available throughout property to all floors.
- Languages: English.
- Food: On-site restaurant specialising in New York style kitchen food.

**From £99**

THE SPIRES BIRMINGHAM

The Spires are serviced apartments located right in the centre of Birmingham, adjacent to the fashionable Mailbox shopping mall and just a short walk from The Bullring and New Street Station. The Spires offer apartments on a nightly basis with no minimum length of stay, so can be booked for one night or for however long you like.

Serviced apartments are very much looked on as the modern hotel alternative offering much more space and comfort than can be found in traditional hotels. As well as this they also offer many of the services expected such as on-site reception, free WiFi access, daily housekeeping and a continental breakfast which can be provided if required. The self-contained apartment block consists of 30 apartments which are a mix of one and two bedroom apartments with fully equipped kitchens, new bathrooms, balconies and full kitchen. The largest apartment type can sleep up to 6 people making them ideal for all types of travellers, particularly for families and small groups.

**Highlights**
- No minimum length of stay.
- Apartments that can sleep from 1 to 6 people.
- City centre location.

Accommodation details
- 185 rooms
- Minimum booking term: No minimum stay.
- Parking facilities: Very limited parking.
- Pick-up service: N/A.
- Accessibility: All apartments can be accessed by lift. Unfortunately no adapted apartments.
- Languages: English.
- Food: Self catering, no on-site restaurant.

**From £89**
DISCOVER...
UNFORGETTABLE EXPERIENCES

Are you looking for new and exciting experiences to share with your customers? Discover more about our emerging suburb destinations and let us help you carefully craft a unique short-break cultural package to provide your clients with that true ‘Only Here’, West Midlands experience.

Sitting on the edge of Birmingham’s bustling city centre, this urban village is bursting with energy and steeped in incredible history. Home to over 700 jewellers and independent retailers and a thriving food and drink scene, the Jewellery Quarter is one of the UK’s most unique destinations.

Birmingham Jewellery Quarter, City Break
Welcome to the Jewellery Quarter, the perfect place for a craft city break or romantic getaway.

Create the perfect package for your clients that takes in a selection of these destination highlights:
• Jam House live music and 3 course meal
• Jewellery making
• Chocolate tasting
• Shop for special occasion and/or wedding jewellery
• The stunning Edgbaston Village
• Birmingham Botanical Gardens & Glasshouses
• Cocktails with a view at the JQ’s rooftop bars

Accommodation options:
• Selina Birmingham
• StayCity Aparthotel
• Hampton by Hilton JQ
• Plus many more...

Located just one mile from Birmingham’s city centre, Edgbaston Village is a unique haven of stunning architecture, green spaces and urban lifestyle. Visitors can immerse themselves in the variety of experiences from gastro delights at the Michelin-starred restaurant to relaxing in the beautiful surroundings of the Village gardens.

Edgbaston Village, City Break
Experience the best of Edgbaston Village on a city break and make your interest with the culinary delights, this place is a real foodie favourite.

Create the perfect package for your clients that takes in a selection of these destination highlights:
• Wine tasting experience at Loki Wines
• Gascoyne Delights and Michelin-starred restaurants
• The stunning Edgbaston Village
• Birmingham Botanical Gardens & Glasshouses
• An 8-course tasting dinner menu with paired wines at Simpson’s
• Winterbourne House & Gardens
• Barber Institute of Fine Arts
• Boutique Afternoon Tea & Cocktails
• Eureka Kitchen - Michelin-starred cooking school

Accommodation options:
• The High Field Town House
• Simpsons Restaurant with Rooms
• Plus many more...

For more information about these undiscovered city village destinations, please contact the team on trade@wmgrowth.com
Welcome to the Black Country, the birthplace of the Industrial Revolution and home to the Black Country Global Geopark. With hundreds of years of rich history, home of the famous Peaky Blinders and with such a range of destinations to discover, including Dudley, Sandwell, Walsall and Wolverhampton, it’s no surprise that the Black Country is a great place to visit and full of unique things to do.

Dudley

Dudley borough has an array of family-friendly attractions to enjoy. Visit the Glass Quarter attractions in Stourbridge, enjoy a day trip to Dudley Zoo and Castle and see hundreds of exotic and endangered animals and an 18th century motte and bailey castle. Go back in time and experience 300 years of history at the award-winning Black Country Living Museum or discover the Dudley Canal. There really is something for everyone.

Sandwell

Discover Sandwell and its stunning parks, playing fields and open spaces. A place where visitors will experience the true West Midlands welcome as friendly locals ensure everyone who visits feels right at home. Visitors can explore and enjoy walking, cycling and birdwatching at Sandwell’s “jewel in the Cray” Sandwell Valley Country Park, home to two working farms.

Walsall

The Black Country is also home to Walsall, a town historically known for its craftsmanship, where metalworking flourished and leather making was pioneered, giving it the title of Leather Capital of the World. Also rich in green spaces and cultural activities; including parks, museums and art galleries, Walsall is certainly worth a visit.

Wolverhampton

The City of Wolverhampton is a vibrant place steeped in history, known for its rich cultural diversity. From iconic sport to unique arts and culture and its good 19th century architecture, there is so much for visitors to enjoy. Live entertainment at the Grand Theatre, fine Pop Art collections and National Trust properties can be explored. It’s also home to one of the world’s oldest professional football teams, Wolverhampton Wanderers.

Destination highlights

- Home of the iconic BBC series Peaky Blinders – walk in the footsteps of the Shelbys.
- The birthplace of the industrial revolution, come and uncover hundreds of years of history.
- Famous for its unique dialect and real ale breweries.

Getting there

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<tr>
<td>Birmingham Airport is the international gateway to reaching the Black Country. The airport is serviced by excellent transport links, including road and rail networks which make accessing the rest of the West Midlands region extremely easy.</td>
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| Rail |
| The Black Country has multiple train stations providing fast and frequent connections to both local, regional and national destinations. Most areas are also serviced by the West Midlands Metro. |

| Road |
| Central at the heart of the UK, getting to and from the Black Country by road is simple. If you are travelling by car, Dudley can be accessed via junction 2 of the M5. Sandwell from junction 1 of the M6, and Walsall and Wolverhampton from junction 10 of the M6. |

Journey Times

| To Birmingham: |
| By car | 0.5 hours |
| By rail | 0.5 hours |

| To Manchester: |
| By car | 2.5 hours |
| By rail | 1.5 hours |

| To London: |
| By car | 2.5 hours |
| By rail | 2.5 hours |
ALDRIDGE TRANSPORT MUSEUM

Aldridge Transport Museum has a wonderful road transport collection including buses, commercial & delivery vehicles even down to the humble bicycle. Sectioned engines are on display together with showcases and other equipment in which you can see the internal workings. Special events are staged between March and November, with the opportunity to ride (free of charge) from Aldridge to Lichfield, Walsall and around Bar Beacon on one of the historic buses.

There is a workshop area where you can see vehicles being restored, one of the current projects is the Bank Van, a vehicle originally built in 1935 as a double decker bus and was converted after WW2 into a ‘Bank Van’. It was used by Birmingham City Transport to collect the cash receipts from the garages and take the proceeds to the bank.

**Highlights**

- Guiding the museum, a guide will introduce you to the facilities and give a brief talk about the Museum’s history and the exhibits on display, after the talk you are free to explore the vehicles and other artefacts on display.
- The real benefit of the museum is the opportunity to explore the collection of buses and other vehicles. You can get up close to our exhibits and enter the buses.
- Museum staff are available to answer any questions that you may have relative to the exhibits.

**Experience details**

- **Recommended group size**: 20
- **Parking facilities**: On site car park
- **Accessibility**: All vehicles are on ground floor but access to vehicles would be restricted. Currently there are no accessible toilets available.
- **Availability**: Tuesday – Sunday 10 am - 4:30 pm. See web site for details.
- **Languages**: English

**Recommended prices**

- Adults £6, Children £3 (Gated prices will differ)

**Parking for Cars Buses and Coaches**

*On site car park.

**Accessibility**

*Parking facilities

**Experience details**

- **Up to 20 people.**
- **1.5–2 hours**
- **From £6 per person**

**BLACK COUNTRY LIVING MUSEUM**

See history brought to life and discover the story of the Black Country at our open-air living museum. Meet our historic characters who’ll show you what it was like to live and work in one of the first industrialised landscapes in Britain as you explore 26 acres of reconstructed shops, pubs and houses.

Then watch live demonstrations and take part in all fashion street games to visiting our vintage cinema and enjoying our traditional fish and chips, there’s something for everyone at Black Country Living Museum. There’s plenty for the extra family to get stuck into:

- Take a ride on one of our heritage vehicles.
- See daily live industrial demonstrations, including chain and nail making.
- Frest your times tables in a 1912 school lesson.
- Play old fashioned street games.
- Catch a vintage film in our 1920s cinema.
- Find out about weird and wonderful treatments of the past in our chemist.
- Catch the latest vintage cinema and enjoying our traditional fish and chips, there’s something for everyone at Black Country Living Museum.
- Experience live industrial demonstrations, including chain and nail making.
- Test your times tables in a 1912 school lesson.
- Try the museum’s famous sweet shop.
- Take in the sights, sounds, smells and tastes of the past, and enjoy the Museum’s famous sweet shop.
- Meet historic characters who will share the history and stories of the Black Country.
- Play old fashioned street games.
- Catch a vintage film in our 1920s cinema.
- Visit the sweet shop.
- Take in the sights, sounds, smells and tastes of the past, and enjoy the Museum’s famous sweet shop.
- Meet historic characters who will share the history and stories of the Black Country.
- Play old fashioned street games.
- Catch a vintage film in our 1920s cinema.
- Visit the sweet shop.

**Experience details**

- **Up to 10 people.**
- **3+ hours**
- **From £6 per person**

**BLACK COUNTRY DUDLEY CANAL & CAVERNS**

Our incredibly popular 45 minute boat trips run every day deep underground into the abandoned limestone mines and tunnels. They run regularly throughout the day and there is no need to book unless you are coming as a group.

Just turn up and our staff will get you on the next available boat. With our knowledgeable skipper providing a commentary, sound and light shows and displays this unique environment really comes alive. Explore 428 million year old limestone, journey through tunnels handmade by thousands of Black Country folk and discover the events that led to the industrial revolution left behind here. It’s a boat trip like no other!

**Highlights**

- 428 million years of history.
- Skipper commentary.
- Sound and light show.

**Experience details**

- **Up to 20 people.**
- **3/4 hour**
- **From £6 per person**

**BARR BEACON LOCAL NATURE RESERVE**

If you fancy getting away from it all, Barr Beacon might be just the nature reserve for you. It’s only three miles from Walsall town centre, and is one of the highest points in the West Midlands.

**Highlights**

- One of the highest points in the West Midlands.
- Panoramic views across at least 11 counties on a clear day.
- Range of activities from family walks to events such as Rock the Beacon.

**Experience details**

- **Up to 10 people.**
- **1 hour**
- **From £6 per person**
Palfrey Park is cited as one of Walsall Council’s flagship greenspaces, achieving Green Flag accreditation since 2007.

Comprising of approx 6.5 hectares, the park is a green oasis which has recently been transformed through a five year restoration and regeneration project.

The park consists of a formal historical layout to the north of the park and is where the pavilion, historical bandstand and Palfrey horse sculpture, sculptured by John Mulhenna, is located. The play and sports facilities are based in the centre of the park with a large grass area and small conservation area to the south. The park boasts a wide range of new and improved facilities and features for the use of its many user groups. This includes an under 12’s play area incorporating a picnic and seating area, boating area, bandstand, nature conservation area, football pitches, marked walking trails, multi-use games area and a park pavilion which is available for hire.

Highlight
- Green Flag site.
- Range of play and sports facilities.
- Pavilion available for hire.

Red House Glass Cone

Built at the end of the 18th century on the picturesque Stourbridge Canal, the Red House Glass Cone lies in the heart of the Stourbridge Glass Quarter and was used for the manufacture of glass until 1936. It stands 120ft tall and is one of only four complete Cones left in the UK. It is a Grade II* listed building and a Scheduled Ancient Monument.

Visitors can enjoy exploring the artisan craft studios on site and we offer a variety of educational/craft events throughout the year including ‘Have a go!’ sessions that involve fused glass jewellery making. The Visitor Centre has a unique range of gifts on offer and bespoke pieces of glass for you to purchase. The Red Cone Coffee House offers an extensive menu including a selection of homemade cakes as well as hot and cold drinks. The Cone is a family friendly visitor attraction offering a fun and interesting trip out. Although the inside of the cone is currently closed for restoration with the glass studio temporarily housed in our hot glass studio and plans to have live glass blowing demonstrations running very soon. Please check our website or social media for up to date information. Please do check the website for up to date details before visiting.

Highlights
- Guided tours.
- Junior at Muses and Adults at Museums craft activities including Glass Fusing sessions.

Stourbridge Glass Museum

Stourbridge Glass Museum is at the heart of Stourbridge’ glass making history.

Stourbridge Glass Museum opened in April 2022 in the heart of Stourbridge Glass Quarter and directly opposite Red House Glass Cone. Explore 400 years of Stourbridge’s rich glass making history in what was the Stuart Crystal Glass Factory with hands on digital interactives for all ages. The collection is one of the finest holdings of British and international 17th, 18th, 19th and 20th century glass in the world including exceptional examples of cameo glass, a speciality of Stourbridge glassworks.

Highlights
- World class displays showing the best of the 10,000 strong glass collection.
- Demonstrations in the hot glass studio to see highly skilled glass makers in action.
- Events and Exhibitions.

Experience details
- Free
- Up to 1 hour
- N/A
- Parking facilities
- Accessibility: Level access to site and level footpaths – good access.
- Languages: English.

Attendance charges apply.

As well as paid for attractions, the heart of England also has lots of free activities and venues for visitors to enjoy and explore.

Sandwell Valley Country Park is in the heart of the West Midlands, just one mile from West Bromwich town centre. Explore this huge and centrally located country park, which has been awarded Green Flag status.

As well as two working farm visitor centres, we have nature areas, an adventure playground, a mountain bike trail, the RSPB Visitor Centre, woodland, meadows and farmland. Our leisure facilities include a high ropes activity barn, children’s playground, vending area and a maize maze during the summer months. Admission charges apply.
**Walsall Memorial Park**

Willenhall Memorial Park was created in the early 1920s to commemorate the many people who died in the Great War.

**Experience details**
- 2-52 people
- Parking facilities: On-site car park available.
- Accessibility: Wheelchair accessible.
- Languages: English.

**Availability**
- 15-2 hours
- Free £2 suggested donation

**Highlights**
- Demonstrations of traditional leather crafts.
- Make your own leather keyring.
- Museum shop with locally made leather goods.

**Walsall Arboretum**

Walsall Arboretum is a Victorian public park located close to Walsall town centre in the West Midlands of England.

The Arboretum is its entirety is 80 acres of parkland from formal areas with herbaceous borders to the Walsall Country Park planted with native tree stock and managed for its biodiversity and wildlife. The Arboretum has a café located in the Visitor Centre along with public toilets and room hire available to the public, the café serves light refreshments ideal as a destination or a drop by visit while in the park. The park is proud of its Victorian heritage and boasts many original buildings which includes our iconic Clock Tower, a Walsall landmark clearly visible from sections of the main artery road routes through Walsall. Our Victorian Boathouse is still fully functional and during peak periods pedal-boat can be sought from this location giving our visitors a chance to see the park from the picturesque Hatherton Lake.

**Experience details**
- 2-52 people
- Parking facilities: Free car parking available at our Grange Car Park WS1 2QB and The Crescent Car Park WS1 2DD.
- Accessibility: Blue Badge Car Parking available on car park and adjacent to Visitor Centre – main walking routes accessible.
- Languages: N/A – Public open space.

**Availability**
- 24 hour pedestrian access – car park closed at dusk.

**Highlights**
- No entry fee to gain access to the Arboretum.
- Splash Pad water play available during park peak period.
- Café facilities available at our Visitor Centre.

**Walsall Leather Museum**

Discover why Walsall became the British leather goods capital with a guided tour around this fascinating working museum, housed in a restored leather factory. You can see demonstrations of leatherworking in our atmospheric workshops, and have a go at making your own souvenir keyring.

Walsall people have been making some of the world’s finest saddles and leather goods for over two hundred years. Walsall Leather Museum celebrates the great achievements of local craftspeople, and tells the story of the Walsall leather trade. Our changing exhibitions programme explores the wider history, industry and crafts of the Borough, so there’s always something new to enjoy!

**Experience details**
- Parking facilities: On-road Pay and Display parking available nearby.
- Accessibility: Wheelchair accessible.
- Languages: English.

**Availability**
- Tuesday – Saturday.
- For group tours, please book in advance.

**Highlights**
- Demonstrations of traditional leather crafts.
- Make your own leather keyring.
- Museum shop with locally made leather goods.

**Willenhall Memorial Park**

Willenhall Memorial Park was created in the early 1920s to commemorate the many people who died in the Great War.

**Experience details**
- Parking facilities: On-road Pay and Display parking available.
- Accessibility: Blue Badge Car Parking available – main walking routes accessible.
- Languages: N/A – Public open space.

**Availability**
- Up to 2 hours
- Free

**Highlights**
- Green Flag site.
- Outdoor.
- Play facilities.
COPTHORNE HOTEL
MERRY HILL-DUDLEY

Set in the heart of Dudley’s historic canal marina, the Copthorne Hotel Merry Hill-Dudley boasts a stunning waterfront location. With 138 en-suite rooms and modern amenities, Copthorne Hotel Merry Hill Dudley bedrooms have contemporary décor and come with a flat-screen TV, tea and coffee making facilities and private bathroom facilities. All bedrooms feature free WiFi.

Highlights
- All 138 bedrooms include a combined bath/shower unit, complimentary toiletries and a hairdryer.
- 24 Superior Rooms overlooking stunning Waterfront.
- Connecting/deluxing rooms available and family rooms.

Accommodation details
- 138 rooms

Minimum booking term
- 10.

Parking facilities
- Approx 90 spaces on site, all guests are required to enter their car registration at terminals located at the main hotel reception on arrival.

Pick-up service
- Not available.

Accessibility
- Yes – accessible bathroom, in-room accessibility, wheelchair accessible path and wheelchair accessible parking.

Languages
- English.

Food
- Restaurant and bar/lounge.

Dependent on group size
- Spa facilities.
- Two onsite restaurants.
- Complimentary onsite car parking.

BLACK COUNTRY
PARK HALL HOTEL & SPA
WOLVERHAMPTON

Park Hall Hotel & Spa Wolverhampton is a four star, grade II listed Georgian Manor Hotel set in 5 acres of landscaped gardens situated in the heart of Wolverhampton. Offering 73 guest bedrooms and 6 function rooms the hotel is fully equipped for weddings, private parties, conferences and meetings for up to 600 guests. The hotel also boasts an onsite Health Club and Spa as well as The Orangery Restaurant.

The Park Hall Hotel is conveniently located just 2 miles from Wolverhampton Train station, 6 miles from the M6 motorway and offers 300 complimentary on-site car parking spaces.

The Park Hall hotel has 73 guest bedrooms, two restaurants, 6 conference and meeting spaces along with an onsite Health Club and Spa. Over the past the hotel has become a popular choice for weddings, private functions, conferences and meetings in the West Midlands region.

Highlights
- Spa facilities.
- Two onsite restaurants.

Accommodation details
- 73 rooms

Minimum booking term
- From £70

Parking facilities
- Free parking.

Pick-up service
- Not available.

Dependent on group size

Accessibility
- Two accessible rooms.

Languages
- English, Punjabi, Polish and Hindi.

Food
- Fine dining and bar/lounge.

From £70
DISCOVER...
MEMORIES TO LAST A LIFETIME

Regional relaxation, a magical West Midlands adventure... or perhaps a bit of both? The vast number of experiences across the region will leave visitors with a lifetime of memories.

Adrenaline junkies can get behind the wheel of the iconic Land Rover, manufactured right here in the heart of England, battling through steep hills and deep water for an unforgettable driving experience. For those seeking calmer ventures, the West Midlands waterways provide the perfect tranquil surroundings, which visitors can explore by traditional narrowboat or walking and cycling routes. Ideal for both day visits or for a relaxing mini break staying on or beside the beautiful canals.

EXPERIENCES

**Land Rover driving experience, Solihull**
Have a go at off-roading across the English countryside in your very own intimate driving experience. A must-do experience for any thrill-seeker and adventurer!

**Bear Grylls Adventure, Solihull**
Get the adrenaline pumping and experience freefall flight in the wind tunnel, walk underwater meeting sharks, rays and tropical fish along the way or try your hand at the high ropes, archery, climbing, shooting and more.

DID YOU KNOW?

- **The West Midlands plays host to more miles of canals than Venice.**
- **Iconic automotive brands like Jaguar Land Rover and Triumph were born in the West Midlands.**
Coventry is home to a wealth of things to do and discover. From the unexpected with centuries-old history and heritage, breath-taking architecture and impressive innovation, Coventry is undeniably the go-to destination for a city centre staycation.

Experience our rich cultural scene all year round – from showstopping theatre, comedy, live music and festivals that sit alongside the clubs, cocktail bars, and independent breweries that call Coventry home.

Supported by our UK City of Culture 2021/22 success, Coventry’s city centre has seen vast changes in recent years, with the stunning transformation of our public spaces, making them open, inviting and accessible to our visitors. The area is overflowing with places to eat and drink, plus exciting, independent shops, remarkable museums, galleries and even our own exhilarating city centre waterpark.

Within our city centre, and throughout the wider area, Coventry is filled with activities to captivate all ages and interests. And with so much to discover, you’ll want to stay. Choose from well-known branded hotel chains, luxury boutique venues, or chic central apartments.

Whether you’re looking to visit friends, celebrate a special occasion, immerse yourself in culture, or treat your taste buds to a foodie feast, a visit to Coventry can be anything you want it to be.

Get ready to be charmed by Coventry, and its leafy surrounding Warwickshire countryside. Coventry is proud to be a diverse, accessible and culturally-rich destination, with a thriving nightlife, an award-winning restaurant scene, world-class attractions and places to stay that span comfortable affordability to four-star luxury.

Destination highlights

- Coventry is a diverse, interlinked and culturally-rich destination, combining historically important architecture and industry with the rural splendour and beauty of nearby leafy Warwickshire.
- Honoured to be the UK City of Culture in 2021.
- Coventry is a proud city, filled with unique and exciting arts, culture and heritage.

Getting there

The area of Coventry and Warwickshire is one of the most accessible locations in the UK, we are conveniently located in the very heart of England. Coventry is under one hour from central London and a mere 20 minutes from Birmingham when travelling by train. The region is well connected and accessible by road, rail and air from major cities and destinations across the world.

Coventry is on the West Coast Main Line with regular trains connecting it with other major towns and cities. Trains run from Coventry approximately every 30 minutes to central London; there is an extensive timetable of trains linking the city to nearby local towns. Birmingham Snow Hill and Leamington Spa can be reached in less than two hours on a direct train from London Marylebone.

Air

Birmingham Airport provides the nearest public air passenger terminal to Coventry, which provides flights to destinations across the UK and around the world. Birmingham International train station, located at the airport, offers a quick and direct route to Coventry train station, located in Coventry city centre. London Heathrow is just 90 minutes away by car or two hours by train.

Rail

Travelling by rail from Coventry is simple and straightforward. The M6 or M6 Toll, M40, M42, M5, M69 and the A45/A46 are the major arterial routes out of and into the city of Coventry and regional Warwickshire, as well as linking central Birmingham, which is only around 20 miles by car from the centre of Coventry.

Getting around

Air

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**DHILLON’S BREWERY TOURS**

Dhillon’s Brewery, an award-winning microbrewery situated in Coventry in the heart of the Midlands, was founded in 2015 with one goal in mind - To Keep It Re’Ale.

Dhillon’s passion is producing the most exciting, beautifully crafted ales with a slight hint of madness! Equipped with a variety of traditional and modern brewing methods, their creative combinations are complimented by a contemporary, edgy approach. Discover their incredible collection of award-winning beers!

**Experience details**
- Any group size
- 1.5 hours
- Free
- Parking facilities
- Partial. Some chapels are located up shallow steps.
- Availability
  - Every day apart from Christmas Day
  - Sometimes events and services may limit access.
- Languages
  - Tours can be offered in English and German.
- Highlights
  - The Cathedral Tower Climb.
  - The poignant Cathedral Ruins.
  - The impressive post-war art and architecture.

**COVENTRY CATHEDRAL**

Visit Coventry Cathedral, where splendid medieval history meets modern architecture to stunning and poignant effect. Visitors can explore our Ruined Cathedral, destroyed by enemy raids during WW2, which now stands as a moving reminder of the horrors of war.

Those of you who are feeling energetic can climb our Tower which at 295ft is the third highest in England. Standing proudly alongside the Ruins is our magnificent ‘New’ Cathedral, featuring works by some of the greatest artists of the 1950s and 60s. Designed as a ‘taste of jewels’ by Sir Basil Spence, as you move through the building you will experience a journey like no other. Perfectly placed in the city centre, the Cathedral campus spans over 1000 years of history, from the early medieval craftsmanship still visible on the ruined Old Cathedral to the innovative 60’s design of the ‘New’ Cathedral.

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**COVENTRY TRANSPORT MUSEUM**

Coventry Transport Museum houses the largest publicly owned collection of British vehicles on the planet and tells the story of a city which changed the world through transport. Visitors can expect captivating displays, interactive galleries, and highly immersive exhibitions - a day to remember.

14 fully accessible galleries are home to the fastest vehicle in the world, pioneering bicycles, transport champions and many of the most innovative, memorable and learning vehicles of the last 200 years. Aside from the collection itself, the programme includes touring exhibitions from across the globe, hands on family activities and a wide range of events from breastfed clubs to fusion festivals. Coventry Transport Museum is not just a destination for transport enthusiasts; it’s a destination for storytellers and eccentrics, speed freaks and thrill seekers, history buffs and families. With a range of interactive galleries and a variety of beautifully crafted vehicles, this museum is not one to be missed.

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**FARGO VILLAGE**

FarGo Village is a repurposed industrial space in the heart of Coventry, UK City of Culture 2021, which has been converted into Coventry’s Creative Quarter. We are home to over 45 independent shops and businesses, ranging from vintage clothing and bookshops, to our award winning Caribbean restaurant, and independent vegan brewery.

Our ethos centres around providing a platform for small, start up and independent creative to grow and develop their ideas, and create a space where visitors from around Coventry and further afield can enjoy independent shopping, learn new skills, and engage with local makers and designers. We also have a varied programme of events that we organise throughout the year, ranging from food festivals to Maker’s Markets, which sees thousands visit us each year. We have been nominated ‘Best Market in the Midlands’ by West Midlands What’s On Guide, and have won best tourism attraction at the Coventry and Warwickshire Tourism Awards twice, and have this year been nominated for best small tourism attraction at the West Midlands Tourism Awards. As well as a shopping location and events space, our range of on-site cafes and restaurants also have a special place in our hearts. From chocolate making, the opportunity to brew your own beer, games, and even building our own tiny houses. 

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  - The impressive post-war art and architecture.
Located in Coventry Cathedral Quarter it is a rare survivor of the English Civil War and the Blitz, it has reopened as a visitor attraction following a £6 million programme of restoration. With its rich history of parties, power and propaganda, St Mary’s Guildhall has acted as the centre of power in England during the War of the Roses, housed the crown jewels, been the prison of Mary Queen of Scots and hosted famous literary figures, such as George Eliot. Now open seven days a week visitors can discover its many stories with brand new interpretation.

Highlights
- The newly unveiled Medieval Kitchen is now open for the first time in 100 years.
- The Coventry Tapestry which hangs in the great hall is believed to be the oldest tapestry in the country having been in its original home for 500 years.
- See the treasury where the crown jewels were kept during the war of the roses, when Coventry was the seat of government effectively the when Coventry became the capital of England.

THE REEL STORE

Housed in the old reel store at the former home of the Coventry Evening Telegraph newspaper, a space that once held the rolls of paper that the city’s stories were printed on, is now hosting world renowned artists at a whole new scale.

The Reel Store opened with another UK first, Machine Memoirs: Space, by internationally acclaimed artist Refik Anadol. Two million images of the deepest regions of outer space, captured by NASA and the International Space Station, transformed through AI into an immersive cinematic experience of rich and futuristic visuals accompanied by 3D audio.

Highlights
- Visit the UK’s first permanent immersive digital art gallery.
- Experience digital art in a 360-degree cinematic experience.
- Share a day out with family and friends that everyone can enjoy.

ST MARY’S GUILDHALL

Covently's hidden gem, St Mary’s Guildhall, is one of the finest Guildhalls in the country.

Located in Coventry Cathedral Quarter it is a rare survivor of the English Civil War and the Blitz, it has reopened as a visitor attraction following a £6 million programme of restoration. With its rich history of parties, power and propaganda, St Mary’s Guildhall has acted as the centre of power in England during the War of the Roses, housed the crown jewels, been the prison of Mary Queen of Scots and hosted famous literary figures, such as George Eliot. Now open seven days a week visitors can discover its many stories with brand new interpretation.

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- See the treasury where the crown jewels were kept during the war of the roses, when Coventry was the seat of government effectively the when Coventry became the capital of England.

Experience details
- **Parking facilities**
  - Coach drop is available on Bayley Lane.
- **Accessibility**
  - Step free access is available to the first two floors with newly installed lifts to increase access.
- **Availability**
  - (Cream tea tour available Nov, Jan, Feb, March only)
  - Wednesday - Thursday 12pm - 7pm.
  - Friday - Saturday 12pm-9pm
  - Sunday 12pm - 7pm
- **Languages**
  - English, English interpretation, BSL interpretation.

Experience details
- **Parking facilities**
  - NCP public car park.
- **Accessibility**
  - Fully accessible - email access@coventry2021.co.uk to discuss requirements.
- **Languages**
  - English, English interpretation, BSL interpretation.

£5 per person

£14 tour, £25 including cream tea
**COVENTRY**

**COOMBE ABBEY HOTEL**

Coventry Abbey Hotel is set in the tranquil Warwickshire countryside with 550 acres of parkland, formal gardens and a peaceful lake. You can explore the outdoors and then retire to our restaurant, bar or relax back in your bedroom.

Experience a touch of something different, with contact corridors, medieval entertainment, four-poster beds, individually designed bedhead panels, and more. Be charmed by our elegant yet warmly welcoming rooms. Sit back in a four-poster bed and relax in a Victorian bath tub, then wake up refreshed in the morning with a view of the historic abbey. Our restaurant, bar or relax back in your bedroom. Carefully crafted, with subtle lighting, warm furnishings, unobtrusive yet attentive service makes dining at Coombe Abbey a truly memorable.

**Highlights**
- Set in 550 acres of stunning Warwickshire countryside.
- Renowned for our plethora of special events including popular Afternoon Teas, Scotts Tours, and the Gunpowder Plot.
- Enjoy designated parking. This 201 bedroom hotel is the perfect venue if you plan to visit a conference or exhibition hosted by the Coventry Building Society Arena or if you are visiting to attend a music concert or watch a Wasps Rugby game.

**Accommodation details**
- 201 rooms
- Minimum booking term One night.
- Parking facilities
  - Onsite parking is available at a charge.
- Pick-up service
  - Taxis are available to order from reception.
- Accessibility
  - Accessible rooms are available.
  - Contact the hotel for more information.

**RAMADDA HOTEL & SUITES BY WYNDHAM COVENTRY**

Our refurbished 166 spacious en-suite bedrooms include an enviable portfolio of bedroom sizes, décor, superior and executive state-of-the-art facilities, all with relaxing views overlooking the historic Coventry City Centre and Country of Warwickshire.

The hotel offers a dedicated training and meetings floor and is the perfect modern city centre venue, with full conference, dedicated executive lounge, corporate design style and affordable luxury. Ramada is also home to the world-winning Queens Road Restaurant, delivering locally sourced, Mediterranean cuisine. We are the most central and stylish hotel in Coventry being just minutes away from all local attractions and major transport routes.

**Highlights**
- Convenient, comfortable 4* hotel-styled bedrooms.
- Centrally located with great access to historic Stratford on Avon, Warwick, and the Cotswolds.
- The Mill Bar Restaurant delivers a delicious breakfast and hot buffet. Room service is also available.

**Accommodation details**
- 160 rooms
- Minimum booking term One night.
- Parking facilities
  - Onsite parking, subject to availability for coaches.
- Pickup service
  - Not available.

**DOWNTREE BY HILTON AT COVENTRY BUILDING SOCIETY ARENA**

The Doubletree by Hilton is inside the Coventry Building Society Arena, which is home to the Wasps Rugby Club, Grosvenor Castle Coventry and conventions in the Ericsson Exhibition Hall.

The West Midlands Trains stop is a five-minute walk away at Coventry Arena station and it’s a mile to the M6 motorway. The lobby center is about 15 minutes away. Hotel guests enjoy designated parking. This 201 bedroom hotel is the perfect venue if you plan to visit a conference or exhibition hosted by the Coventry Building Society Arena or if you are visiting to attend a music concert or watch a Wasps Rugby game.

**Highlights**
- Some of our rooms offer stunning pitch side views.
- Over 2000 car parking spaces on site.
- Situated within a short walking distance of the biggest casinos in Europe.

**Warwick Conferences: Scarman and Radcliffe**

Enjoy a weekend or overnight stay in one of our 358 four star equivalent hotel-styled bedrooms, located adjacent to the university of Warwick campus. Both venues feature an on-site restaurant that serves à la carte and buffet menu options, and a bar and lounge area is available for evening drinks.

The 700-acre University of Warwick campus has plenty to experience. Take a stroll at the University Arts Centre located at the centre of campus with a programme of arts and entertainment. Sit at the bar of the art Sports and Wellness Hub where you can enjoy a complimentary drink to the swimming pool and gym, or brave our thrilling new climbing wall experience.

**Highlights**
- Convenient, comfortable 4* hotel-styled bedrooms.
- Centrally located with great access to historic Stratford on Avon, Warwick, and the Cotswolds.
- Free gym and swimming pool access at the world-class Sports and Wellness Hub.

**Accommodation details**
- 160 rooms
- Minimum booking term One night.
- Parking facilities
  - Private car parks available at both Scarman & Radcliffe.
- Pick-up service
  - Taxis are available to order from reception.

**WARWICK CONFERENCES: SCARMAN AND RADCLIFFE**

Our refurbished 166 spacious en-suite bedrooms include an enviable portfolio of bedroom sizes, décor, superior and executive state-of-the-art facilities, all with relaxing views overlooking the historic Coventry City Centre and Country of Warwickshire.

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- Convenient, comfortable 4* hotel-styled bedrooms.
- Centrally located with great access to historic Stratford on Avon, Warwick, and the Cotswolds.
- Free gym and swimming pool access at the world-class Sports and Wellness Hub.

**Accommodation details**
- 160 rooms
- Minimum booking term One night.
- Parking facilities
  - Private car parks available at both Scarman & Radcliffe.
- Pick-up service
  - Taxis are available to order from reception.

**COVENTRY**

**CENTRAL LOCATION**

- Onsite subject to availability for coaches.
- Taxis are available to order from reception.
- Accessibility
  - Accessible rooms are available.
  - Contact the hotel for more information.
DISCOVER...

THE REGION

Discover iconic storytelling of the West Midlands in some of the nation’s favourite attractions. The Black Country Living Museum, Birmingham Museum and Art Gallery and Cadbury World are some of the best places to have a day of educational fun, where you can explore and learn the rich history of the region.

Take a step back in time where your clients can enjoy the exciting story of how the industrial revolution, technological expertise and creativity of the West Midlands has helped to drive Britain forward and shape the world today.

EXPERIENCES

Warwick Castle, Warwickshire
Experience one thousand years of jaw-dropping history; great battles, myths and spellbinding tales. This medieval castle accommodates for day visits and short breaks.

Ironbridge Gorge Museum, Shropshire
Step back in time as you travel back to discover the Victorian age at one of the award-winning attractions in the Ironbridge Gorge Wold Heritage Site.

DID YOU KNOW?

The West Midlands is the birthplace of the first industrial revolution.

Coventry Cathedral is the tallest of England’s many medieval cathedrals.
In the West Midlands, the rural county of Warwickshire is a beautiful area of thinly populated countryside surrounding the extended urban areas of Birmingham and Coventry. This is a place of castles, medieval towns and impressive country estates. Warwickshire has given us one of history’s most revered wordsmiths and playwrights, William Shakespeare, and his birthplace Stratford-upon-Avon is rightly a hotspot. In Stratford-upon-Avon, the theatres of the Royal Shakespeare Company invite you to witness live, one of the Bard’s famous plays. See signature motte-and-bailey forts and romantic Elizabethan love nests, with gatehouses and towers. At the heart of the ancient Market Town of Warwick sits the astonishing Warwick Castle – where medieval knights roam and endless fun awaits. Step outside of the castle walls into winding streets overhead by timber-framed houses and an historic market square. Royal Leamington Spa, with its Spa heritage, is a fine example of elegant Regency architecture, which bustles with street cafes, fine dining venues and independent boutiques. It is also home to the British Motor Museum, where you can see the region’s strong connections to the automotive industry and motor sports. Warwickshire ticks all the boxes when it comes to history lessons. Kenilworth has atmospheric castle ruins and Coventry, claims three extraordinary cathedrals as well as the Herbert Art Gallery & Museum and an unmissable Transport Museum.

To allow yourself time to discover all that Shakespeare’s England has to offer, why not extend your stay with a few days in a cosy B&B, a glamping tent, or an entire suite in a country house hotel? Stay until you have seen every grand manor house and adorable town.

Warwickshire comes with a story to tell, vibrant towns surrounded by charming countryside, it has its own unmistakable identity. Passionate locals keep the spirit going, showing visitors what this magnificent area has to offer.

Destination highlights

- The birthplace of Shakespeare is filled with inspirational places to explore for anyone with an interest in the Bard. Visit the place he was born, the school he attended and the Royal Shakespeare Company, with its world-famous theatres that still perform his celebrated works.
- South Warwickshire is filled with historic landmarks, from the mighty Warwick Castle to the humble medieval gem, Lord Leycester Hospital.
- Vibrant towns sit near to quaint Cotswold villages and countryside meaning you can get away from it all without missing out on Michelin-star restaurants, boutique and designer shops and new shows.

Journey Times

To Manchester: 2.25 hours
To London: 2 hours
Newcastle: 3.75 hours
York: 2.5 hours
Bristol: 1.5 hours

Getting around

Stagecoach Warwickshire and local company, Johnsons Coaches have a range routes across the region connecting the towns, villages, and attractions. A park and ride service is available from Stratford-upon-Avon. The Cotswold Way National Trail runs through the area including the Cotswold Way National Trail.
First-time visitor to the Cotswolds, or only have one day to explore? This is the tour of the Cotswolds for you! On our award-winning Cotswolds in a Day tour you’ll visit some of the most popular and beautiful Cotswold towns and villages. There’s incredible scenery and some hidden gems too.

**Experience details**
- **Groups:** 50 people
- **Duration:** 4½ hours
- **Price:** £36 children, £45 adults 16+ (4D simulator rides)
- **Language:** English, Spanish, Italian, Portuguese
- **Accessibility:** Wheelchair accessible - please see website for further details: gocotswolds.co.uk/access-statement/
- **Opening hours:** All year round see website for further details: gocotswolds.co.uk/access-statement/
- **Languages:** English, Portuguese
- **Availability:** Flexible - please see website for further details: gocotswolds.co.uk/access-statement/
- **Parking facilities:** Coach drop-off, ample free parking for coaches and cars.

**Highlights**
- Visit the fascinating exhibition about the famous royal romance between the queen and her ambitious courtier, Robert Dudley.
- Walk in the footsteps of the great Tudor queen through the garden and imagine the opulence and splendour of Elizabethan Kenilworth.
- Experience 900 years of history as you can marvel at the mighty medieval keep, climb the towers to admire the fantastic views, and imagine the majesty of the Great Hall.

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**Market Hall Museum**

**Highlights**
- The Sheldon Tapestry
- Warwickshire Dinosaur
- The Sheldon Tapestry

**Accessibility**
- Lift to first floor. Digital labels and braille guide available.

**Parking facilities**
- Free on street parking.

**Information**
- Entrance fee: £3.80 adult, £1.60 child (under 16).
- Open daily except Christmas Day and Boxing Day. See website for details.

**Experience details**
- Up to 40 people
- 1 hour

**Museum**

As well as paid-for attractions, the heart of England also has lots of free activities and venues for visitors to enjoy and explore.

Market Hall Museum is located in the Market Hall, a 17th century landmark in the heart of Warwick, the county town of Warwickshire.

The museum tells the story of Warwickshire, and how the shifting natural, built and human landscapes have shaped the county to the present day.

**Experience details**
- 60 people
- 1-2 hours
- Free

**Parking facilities**
- Free on street parking.

**Availability**
- Sunday - Friday: 10am - 5pm.

**Languages**
- Offered in French, sign supported English and with volunteers who are trained in supporting visitors with visual needs.

**Highlights**
- Enjoy tales from our fascinating guides.

**Shakespeare's England**

**Shakespeare's England**

For more information on all the properties, please see website.

**Experience details**
- 20-42 people
- 1-3 hours
- From £45 per person

**Parking facilities**
- Coach drop-off, ample free parking for coaches and cars.

**Availability**
- Open mid-week, 10am - 5pm.

**Languages**
- All experiences are conducted in English but we are happy to cooperate with guides/ translators.

**Museum**

Discover the people and places behind the world’s greatest storyteller. His beautiful family homes and gardens offer something for everyone. From immersive living history to garden talks and tours. Shakespeare’s Birthplace: The childhood home of William Shakespeare is a very special place that everyone should set foot in at least once in their lives.

Shakespeare’s Birthplace. The childhood home of William Shakespeare is a very special place that everyone should set foot in at least once in their lives. Anne Hathaway’s Cottage and Shakespeare’s New Place – where Shakespeare's grand family home once stood, demolished in the 18th century but where he lived for almost 20 years. Follow in Shakespeare's lost family home.

Shakespeare’s New Place – where Shakespeare’s grand family home once stood, demolished in the 18th century but where he lived for almost 20 years. Follow in Shakespeare’s lost family home.

Wander into the restored sunken Tudor Knot Garden, and the Great Garden with its historic herbaceous borders, famous mulberry trees and sculptures. Shakespeare's Birthplace: The childhood home of William Shakespeare is a very special place that everyone should set foot in at least once in their lives. Anne Hathaway’s Cottage - Visit this 500 year old iconic cottage, home to Shakespeare’s wife for many generations. Wander through the gardens, heritage orchards and woodlands.

Friendly guides will show you around the houses and tell you about the family’s colourful history. Capture his father’s glove-making and visit the Famous Beyond Words Exhibition to explore how Shakespeare has been enjoyed and interpreted throughout the centuries.

Immerse yourself in sixteenth century Stratford-upon-Avon, explore the very room where William Shakespeare sat as a pupil in the 1570s and the space where he first saw the building that became Shakespeare’s New Place open all year around with the exception of Christmas Day and Boxing Day.

Anne Hathaway’s Cottage and Shakespeare’s New Place open March to October. Since then we have started a Gin School, Cocktail Masterclass and in the summer we run Gin Tasting Cruises on the Avon in conjunction with Avon Boating.

Experience Tudor school life with Master Thomas Jenkins - fun for all the family!

Knowledgeable and passionate Guides share the many stories about the building and the Shakespeare family.

**Experience details**
- 16 people
- 8 hours
- £45 adults £16.40 children under 16

**Parking facilities**
- Free coach parking at Anne Hathaway’s Cottage. Drop off point at Shakespeare’s Birthplace.

**Availability**
- Shakespeare’s Birthplace open all year round with the exception of Christmas Day and Boxing Day.

**Languages**
- Italian, French, Spanish, Dutch, Portuguese, German, Greek, Hungarian, Russian and English.

**Highlights**
- Enjoy tales from our fascinating guides.

**Shakespeare’s Schoolroom & Guildhall**

Discover where William Shakespeare was educated and inspired to become the world’s greatest playwright.

Shakespeare Distillery is the only working, craft distillery in Stratford-upon-Avon. Founded in 2015, we produce small batch gin using the botanicals found in a Tudor garden including: rose, lemon balm, rosemary and old English lavender fused with the more familiar juniper, coriander and lemon peel; this truly is a modern gin with a twist of history.

We moved to our current premises in early 2019 and opened for Distillery Tours and Tastings in March of the same year. Since then we have started a Gin School, Cocktail Masterclass and in the summer we run Gin Tasting Cruises on the Avon in conjunction with Avon Boating.

The distillery has a coffee and cocktail lounge which is used as part of group tours, and in autumn 2022 we will be launching additional experiences above their shop at Shakespeare Distillery welcomes groups and offers good discounts for midweek bookings.

**Experience details**
- 20-42 people
- 1-3 hours
- From £45 per person

**Parking facilities**
- Coach drop-off, ample free parking for coaches and cars.

**Availability**
- Seven days a week.

**Languages**
- All experiences are conducted in English but we are happy to cooperate with guides/ translators.

**Distillery**

Immerse yourself in sixteenth century Stratford-upon-Avon, explore the very room where William Shakespeare sat as a pupil in the 1570s and the space where he first saw the building that became Shakespeare’s New Place open all year round with the exception of Christmas Day and Boxing Day.

**Experience details**
- Up to 50 people
- 45 mins

**Parking facilities**
- On-street parking available. There are also a number of council and privately run car parks in Stratford-upon-Avon.

**Accessibility**
- We have tried to make our site as safe and accessible as possible. With accessible lifts and bathrooms for wheelchair users.

**Tutored tasting of at least 3 of our spirits.**
- Gin and Tonic included.
- Groups will have an exclusive tour with our Distillers.
- Tailored tasting of at least 3 of our spirits.
- 10% discount on Distillery shop purchases for all groups.

**Highlights**
- Experience life as a Tudor school boy in a lesson with Master Thomas Jenkins.
- Marvel at our medieval wall paintings.
- Experience Tudor school life with Master Thomas Jenkins - fun for all the family!
- Dress up and pose in authentic Tudor clothes and learn to write with quill and ink.
- Knowledgeable and passionate Guides share the many stories about the building and the Shakespeare family.
- Dress up Tudor style and get messy with quill and ink.

**Experience details**
- Up to 50 people
- 45 mins

**Parking facilities**
- On-street parking available. There are also a number of council and privately run car parks in Stratford-upon-Avon.

**Availability**
- All year round - see website for opening hours.

**Languages**
- English.
Here in the heart of Stratford-upon-Avon is a secret... The Guild Chapel’s walls have been hiding for centuries. What’s been - and continues to be - uncovered is one of the rarest series of medieval wall paintings in all of Europe.

Experience details

- **Groups of up to 50**
- **30 mins - 1 hour**
- **Donation of £50 for groups of 20+**

Parking facilities

- **Not available**

Accessibility

- **Yes - wheelchair ramps available**
- **Translation sheets in 5 languages.**

Highlights

- Medieval wall paintings.
- Links to Shakespeare.
- History dating to the 13th century.

Warwick Castle

Dating back to 1068 and constructed under the orders of Ethelfleda, daughter of Alfred the Great, Warwick Castle represents more than 1,100 years of history. Rebuilt, embellished and restored over many centuries, it’s now widely recognised as one of Britain’s finest and best-preserved medieval fortresses.

Experience details

- **No limits/ restrictions**
- **1-2 days**
- **Several trade rates available**

Parking facilities

- **Car parks and disabled parking are round.**

Accessibility

- **Full accessibility guide:**
  - www.warwick-castle.com/open-your-day/before-you-visit/accessibility/
  - www.warwick-castle.com/plan-your-day/availability

Highlights

- **Away from the main building, time can be enjoyed in the immaculately maintained Peacock Gardens, aptly named after its feathered residents. Here, visitors can enjoy an afternoon strolling in the Conservatory and admire rolling views down to the River Avon, that were designed by one of Britain’s greatest landscape gardeners; Lancelot ‘Capability’ Brown.**

- **An afternoon tea in the Conservatory and admire rolling views down to the River Avon, that were designed by one of Britain’s greatest landscape gardeners; Lancelot ‘Capability’ Brown.**

- **The castle offers an array of spectacular shows. Guests can encounter the world’s largest soap engine, The Mighty Trebuchet. They can relive the Wars of the Roses, ‘Capability’ Brown.'
**MALLORY COURT COUNTRY HOUSE HOTEL & SPA**

Mallory Court Country House Hotel & Spa prides itself on offering guests exceptional hospitality, which is also reflected in the Four Red Stars awarded from the AA. A member of Relais & Châteaux, the beautifully grand Lutyens style man house is set in 10 acres of lush, green grounds and is the epitome of a quintessentially English country house hotel. Step inside and discover what we have to offer, including 43 blissful bedrooms, a 3 AA Rosette restaurant and our heavenly Elan Spa.

**Highlights**
- Beautiful location, set in 10 acres of grounds, yet only 10 minutes drive from Leamington Spa and Warwick.
- Exceptional food and drink with quality service.
- Luxury spa and leisure facilities.
- One night.
- Minimum booking term
- Parking facilities
- Pick-up service
- Free on site parking.
- Spa is fully accessible.
- Users. Dining room is fully accessible.
- 1 room fully accessible for wheelchair users. Dining room is fully accessible. Spa is fully accessible.
- Languages English and French.
- English.
- Food English.
- Food
- Breakfasts provided.
- English.
- From £75
- From £176.00 per room, per night
- £175
- £107
- £210 rooms
- £20
- From £87
- No.
- Pick-up service
- Yes, free of charge.
- Parking facilities
- One night.
- Minimum booking term
- 210 rooms
- Price on enquiry - please call the Groups team
- Languages
- English.
- Languages
- English.
- Food
- French and Polish.
- Food
- Available à la carte, in our Orangery Brasserie.
- Office parking.
- One night.
- Minimum booking term
- 210 rooms
- Price on enquiry - please call the Groups team
- Languages
- English.
- Languages
- English.
- Food
- Both B&B and dinner packages are available. The restaurant serves a full continental breakfast and hot buffet. Room service is also available.
- Office parking.
- One night.
- Minimum booking term
- 210 rooms
- Price on enquiry - please call the Groups team
- Languages
- English.
- Languages
- English.
Located in the heart of historic Stratford-upon-Avon, Shakespeare’s birthplace, and directly opposite the world-renowned Royal Shakespeare Company Theatres, The Arden Hotel, Stratford is an elegant and sophisticated 45 bedroom boutique hotel. Set in an unrivalled town centre location, The Arden combines luxurious accommodation with all the comforts you would expect from a sophisticated and contemporary boutique hotel including our all-weather terrace, cosy afternoon tea lounge and award-winning No. 44 Brasserie.

**Highlights**
- Stunning location, directly opposite the Royal Shakespeare Theatre and River Avon.
- Exceptional food and drink with quality service.
- Walking distance of all the main visitor attractions.

**Accommodation details**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Minimum booking term</td>
<td>One night</td>
</tr>
<tr>
<td>Parking facilities</td>
<td>Yes, free of charge</td>
</tr>
<tr>
<td>Pick-up service</td>
<td>Not available</td>
</tr>
<tr>
<td>Accessibility</td>
<td>One ground floor room fully accessible for wheelchair users</td>
</tr>
<tr>
<td>Restaurant</td>
<td>Restaurant on-site serving breakfast, lunch, dinner and afternoon tea</td>
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</tbody>
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<table>
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<tr>
<th>Language</th>
<th>Food</th>
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<tbody>
<tr>
<td>English</td>
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£144.00 per room, per night
DISCOVER...
SOMETHING FOR EVERYONE

Home to the youngest population in Europe, the West Midlands is a vibrant destination with a jam-packed calendar of festivals and events and a host of attractions perfect for family-fun, group activities, intimate affairs or solo adventures.

No matter what your idea of fun is, there will be something for everyone to enjoy. Watch a film in the UK’s oldest working cinema - The Electric, indulge in incredible street food at the annual Foodies Festival – the largest food festival in the UK or blast your way into nostalgic ecstasy in one of the region’s retro arcade and gaming experiential bars.

EXPERIENCES

Godiva Festival
The Godiva Festival is a free music festival held each year in the War Memorial Park, Coventry, named after the city’s famous former inhabitant Lady Godiva.

Birmingham International Dance Festival (BIDF)
An award-winning biennial festival presenting a vibrant programme of international dance in venues and public spaces across Birmingham.

DID YOU KNOW?

👍

Over a third of the region’s population is under 25, one of the youngest populations in Europe.
Shropshire, one of England’s finest counties, a gem of British history, a hero of world heritage and a landscape for adventure and escape. Walk in the footsteps of great inventors, giants and heroes in the World heritage site of Ironbridge in Telford. Visit towns with a contemporary and vibrant green city environment from Telford to historic Shrewsbury. Come and experience world firsts, fine food, artisan crafts, independent shopping and quintessential market towns.

Great Outdoors
Telford and Shropshire rocks when it comes to the great outdoors. Over 3500 kilometers of dramatic countryside, rivers, gorges, nature reserves and canals. Walk or cycle on our tracks and trails, go on a waterway escape or an adrenalin adventure on a canoe, kayak or coracle. Take to the skies with a gliding experience over the Shropshire Hills. Climb to new heights on our tree-top adventures at Syreac or rock climb at Newport Rocks.

World Heritage
Walk through World Heritage - A visit to Shropshire is a journey through history, heritage and culture. Visit the Ironbridge Gorge World Heritage Site in Telford, the majestic Wroxeter Roman City and explore stately homes, some even that are famous in film. Walk in the steps of adventurers, inventors and legends. Immerse yourself in nature, the home of the great Charles Darwin. Fire your imagination in the birthplace of the Industrial Revolution and discover the home of the world’s first electric car inventor. Step back in time and visit to the 52 acre Blists Hill Victorian Town or step on board for a magical journey on board Severn Valley Railway.

Arts and Culture
The creative spirit of Shropshire makes it a mecca for artists, artisans, writers and creative industries. Meet the makers at Maws Craft Centre, learn to build a bike or create a coracle or try your hand at jewellery making, candle dipping or yarning.

Food & Drink
Shropshire is one of England’s most respected food producers. As well as being home to the internationally acclaimed Ludlow Food Festival and a fantastic range of dining venues, Shropshire’s micro breweries, vineyards and cookery schools offer a host of day and short break courses.

Secret Gardens
Shropshire gifted the world with the scent of sweet peas and is home to the famous David Austin Roses. With over 30 gardens and historic parklands, it’s a place blooming with beauty offering great days out for all.

Getting there
With 19 Railway Stations across Shropshire the train is one of the easiest ways to get around. We also have an extensive bus network covering urban and rural areas with many and free services available in Shrewsbury and Ludlow (only Sundays). We also have various free parking initiatives across the county of which can be found here.

Getting around
Air
Birmingham is our closest airport with a direct line from Shrewsbury and Telford plus a number of radars along this line. Birmingham Airport to Shrewsbury is 75 minutes. Manchester airport is reachable via one change at Crewe with a journey time of 79 minutes. Both services operated by Transport for Wales.

Rail
Shropshire is blessed by having a main interchange station on the West Coast network in Shrewsbury here trains are available direct to London, Birmingham, Cardiff, Manchester, Aberystwyth and Holyhead to name a few. With 19 stations throughout the county you can discover a vein artery using the train. You can also access the heart of Wales for the more scenic trip from South Wales.

Road
Shropshire is accessed by motorways via the M54 from the East, M6 from the North and North Wales. Connections to North Wales and Chester are via the A50 with the A448 directly connecting Mid Wales.
**ACTON SCOTT HISTORIC WORKING FARM**

Delve into this stunning late Victorian Mansion, home of the Tallis House in the Oscar Award Winning film ‘Atonement’ starring Keira Knightley and James McAvoy. Following your 1 hour guided tour enjoy an Afternoon Tea with free time to explore the extensive gardens overlooking the Shropshire Hills ‘Area of Outstanding Natural Beauty’.

**Highlights**
- Guided Tour carried out by the owner of the beautiful mansion.
- Afternoon Tea served in one of the many beautiful period rooms (Dietary requirements in advance).
- Breathtaking views of the Shropshire Hills from the extensive gardens.
- Walk across the world famous Iron Bridge and discover the Birthplace of the Industrial Revolution.
- Meet some (almost) real Victorians in the authentic shops and cosy cottages, buy curious goods from a hawker and watch old-time folk go about their daily life.
- Step right into Queen Victoria’s time as you travel back over 100 years to discover the sights, sounds and smells of the Victorian age at Blists Hill Victorian Town.

**Experience details**
- 60 people
- 2 hours
- From £15 per person
- Availability 10am – 5.30pm Sat – Wed (April – November).
- Languages English.
- Parking facilities On site.
- Accessibility Wheelchair accessible.

**STOKESAY COURT**

The story of coracles in Ironbridge is also one of humour, ingenuity and poaching. Their humour is best shown famously by wonderful pieces of folk art such as the Ironbridge Witch and water-based foundry men which the coracle men used to create and fly them across the river – just for fun! Their old shed is a rare survivor of a craft going back 5,000 years ago!

**Highlights**
- 2 free museums of coracle life, and humour featuring the mysterious Ironbridge Witch.
- You can follow an interactive Coracle Trail between the two sites. Why not visit and take part in the Coracle Regatta on August Bank Holiday?
- You can sign up for a course to make your own coracle or beginners class to learn to scull a coracle.

**Experience details**
- Up to 8 people
- 1-4 hours
- From £15 per person
- Parking facilities Disabled parking at Green Wood Centre and short and long stay parking in Ironbridge.
- Accessibility Motorised wheelchair accessible, limited access to coracle rides.

**IRONBRIDGE CORACLES**

Ironbridge Gorge is famous for its beauty and as the birthplace of the Industrial Revolution. But did you know it is also home to a remarkable tradition of making and using coracles? These ancient craft go back thousands of years and were used all over the world, using local sustainable materials to make lightweight craft for fishing, carrying goods and even poaching!

**Highlights**
- 2 free museums of coracle life, and humour featuring the mysterious Ironbridge Witch.
- You can follow an interactive Coracle Trail between the two sites. Why not visit and take part in the Coracle Regatta on August Bank Holiday?
- You can sign up for a course to make your own coracle or beginners class to learn to scull a coracle.

**Experience details**
- Up to 6 people
- 1-4 hours
- See website
- Parking facilities Disabled parking at Green Wood Centre and short and long stay parking in Ironbridge.
- Accessibility Motorised, wheelchair accessible, limited access to coracle rides.

**BLISTS HILL VICTORIAN TOWN**

Meet some (almost) real Victorians in the authentic shops and corner cottages, buy curious goods from a hawker and watch old-time folk go about their daily life. Check out some (almost) Victorian recreations in the Pharmacy, sea pigs, hawker and free stokers around the town. Take a short trip by car or coach to visit the famous Iron Bridge and walk in the picturesque countryside (it’s only 5 minutes away). This is the perfect place to explore this tranquil UNESCO World Heritage site – you’ll find independent shops, pubs full of character and scenic walks following the mighty Severn, Britain’s largest river.

**Highlights**
- Walk across the world famous Iron Bridge and discover the Birthplace of the Industrial Revolution.
- Meet some (almost) real Victorians.
- Walk across the world famous Iron Bridge and discover the Birthplace of Industry.

**Experience details**
- 12+ people
- 4 hours
- From £15 per person
- Parking facilities Free coach parking.
- Accessibility Most areas accessible for all, please visit website for further information.
- Languages English.
Explore the fascinating story of the RAF! The RAF Museum Cosford is home to over 75 historic aircraft including the world’s oldest Spitfire, the unique TSR2 and the mighty Vulcan bomber to name but a few.

**Highlights**
- Explore all aspects of prisoners daily life.
- Restaurant with views overlooking the airfield.
- Home to over 75 historic aircraft including the world’s oldest Spitfire, the unique TSR2 and the mighty Vulcan bomber.
- Museum Shop for a memento of your day.
- Experience details:
  - 3 hours
  - No limit
  - Free

**Parking facilities**
- Free coach parking.
- Car parking: £5 all day.

**Accessibility**
- Fully accessible.
- Yes.
- English.

**Languages**
- English.

**Availability**
- Seven days a week – closed 24-26 December, 1 January.

**Car parking**
- £5 all day.

**Visitor information**
- Visit website for timetable.

**Location**
- Royal Air Force Museum Midlands
- Shrewsbury
- Shropshire

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The Severn Valley Railway follows a 16-mile route through the stunning countryside of Worcestershire and Shropshire, passing picturesque towns and villages, and stopping at picture-postcard heritage stations. Heated by steam locomotives, some of which are more than 100 years old, and traveling in lovingly-restored vintage carriages, it’s a chance to step back in time and get away from the cares of everyday life.

**Experience details**
- 1-200 people
- Up to 1-12 hours
- Various

**Parking facilities**
- Yes.

**Accessibility**
- Yes.

**Languages**
- English.

**Availability**
- 1-12 hours

**Car parking**
- £5 all day.

**Visitor information**
- Visit website for timetable.

**Location**
- Severn Valley Railway
- Kidderminster
- Worcestershire

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The perfect escape for a raft tour, the Severn Valley Raft Tours offer a range of dining options, including luxury on-train dining curated by the railway’s in-house executive head chef, first class afternoon teas, Gin Trains and Murder Mystery experiences.

**Experience details**
- 1-200 people
- 1-6 hours
- £9.95

**Parking facilities**
- Yes.

**Accessibility**
- Yes.

**Languages**
- English.

**Availability**
- April-September

**Location**
- Shropshire Raft Tours
- Ironbridge
- Shropshire

---

Walk in the footsteps of prisoners who have been residents of the wings during the last 400 years. Discover what happens behind the high walls and locked doors. Experience the hidden world of capital punishment and see first hand where executions took place. Jailhouse Tours contacts guided tours run by ex-prison officers who once managed these prisons.

**Experience details**
- 15-90 people
- 2-3 hours
- From £15 per person

**Parking facilities**
- Yes.

**Accessibility**
- As a traditional Victorian prison we have a number of stairs leading to the different landings but approx 75% of the tour is accessible from the ground floor.

**Languages**
- English.

**Availability**
- Seven days a week – pre-bookings only.

**Location**
- Shrewsbury Dana Prison
- Shrewsbury
- Shropshire

---

We offer a variety of outdoor activities including canoe and kayak hire, mini raft hire, canoe hire and mega stand-up paddle board hire along the beautiful River Severn located in Ironbridge, Shropshire. See the first ever cast iron bridge in the birthplace of the Industrial Revolution and enjoy the beautiful scenery and wildlife.

**Experience details**
- Up to 50 people
- 1-6 hours
- From £9.95 per person

**Parking facilities**
- Yes.

**Accessibility**
- Unable to cater for those with physical disabilities (no wheelchair access).

**Languages**
- English.

**Availability**
- April-September

**Location**
- Severn Valley Raft Tours
- Ironbridge
- Shropshire

---
**SHROPSHIRE**

**TELFORD HOTEL AND GOLF RESORT**

Thoughtfully furnished for stylish comfort, all of our 114 spacious bedrooms are contemporary with luxurious touches. Many have stunning views over the Ironbridge Gorge, and each one has a deep mattress, soft pillows and plenty of space to work or rest.

Bedrooms range from fifty standard guestroom rooms, 33 of which are ground floor with large walk in shower, king rooms and king superior rooms to double deluxe bedrooms. Nine are located within the hotel’s historic 17th Century Darby House, once the former home of Abraham Darby I, who built the historic Iron Bridge. Over 50 bedrooms are link twin/double bedrooms offering great flexibility for travellers. Our larger Family Rooms are perfect for a fun-filled family trip, with plenty of room for children of all ages, making your stay just that bit more comfortable and convenient. Interconnecting rooms and cots are available on request. Bedroom facilities include air-conditioning, hairdryer, hospitality tray with tea/coffee making facilities, toiletries, iron and ironing board, television.

**Highlights**
- Stunning views overlooking the Ironbridge Gorge, Golf Course and Courtyard.
- Tranquil setting for a great night sleep in beautiful comfortable beds.
- Great flexibility with a large number of bedrooms on ground floor with the facility for twin or double beds. Solo occupancy guests are accommodated in double bedrooms (single supplement applies).

**Accommodation details**

- 114 rooms.
- Minimum booking term
  - One night.
- Parking facilities
  - Free parking for all guests.
- Pick-up service
  - Taxi booking available from Reception and private shuttle bookable in advance.
- Accessibility
  - One fully compliant bedroom, Restaurant and function room on ground floor.
- Languages
  - English.
- Food
  - Waterside restaurant, seven days a week - extensive menu.

Visit website for details.

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**SHROPSHIRE**

**BEST WESTERN VALLEY HOTEL**

Best Western Valley Hotel is a country house hotel situated in the heart of the UNESCO World Heritage town of Ironbridge Gorge, providing a perfect base for visiting the Ironbridge Gorge Museums. With a Riverside setting and breathtaking views of the surrounding parkland, this charming 44 bedroom Georgian listed building, is the perfect choice for your stay.

Our stylish restaurant continues to be recognised for its culinary excellence by residents and locals a like, guests enjoy the quality of Chef’s imaginative food and the attentive service. Best Western Valley Hotel is ideally situated for both business or leisure for those guests wishing to visit this World Heritage Site, enjoy the Shropshire Hills, or learn about the history of the area, the famous Ironbridge is only an 8 minute walk, and all the places of interest are within walking distance of the hotel rooms. With leisure and fitness facilities on site, there is no better place to relax and escape everyday life.

**Highlights**
- In the heart of Ironbridge World Heritage site. Exceptional food and drink with quality service.
- 2 AA Rosette awarded restaurant to award winning restaurant.

**Accommodation details**

- 44 rooms.
- Minimum booking term
  - One night.
- Parking facilities
  - Free parking with space for coaches.
- Pick-up service
  - Taxi booking available from Reception and private shuttle bookable in advance.
- Accessibility
  - One fully compliant bedroom. Restaurant and function room on ground floor.
- Languages
  - English.
- Food
  - Freshly prepared onsite using fresh and local produce.

Call the Groups Team for rates.

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**SHROPSHIRE**

**THE LION QUAYS HOTEL**

Lion Quays Resort is a truly magnificent setting for any holiday, a pampered weekend away or a family stay in the stunning Shropshire countryside. Lion Quays also proves as an amazing waterside setting for dining experiences with its breathtaking waterside location.

**Highlights**
- Amazing waterfront location.
- Award winning bedrooms.
- Beautiful canal side dining.

**Accommodation details**

- 82 Rooms.
- Minimum booking term
  - One night.
- Parking facilities
  - Free parking for all guests.
- Pick-up service
  - No.
- Accessibility
  - Ground floor rooms, four accessible rooms. All facilities are on the ground floor and anything higher has lifts.
- Languages
  - English.
- Food
  - Waterside restaurant, seven days a week - extensive menu.

From £75 per room, per night.

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Visit website for details.
DISCOVER...
WORLD CLASS CUISINE

The West Midlands food and drink offer is a true representation of the many diverse cultures that call the region home. We are proud to offer a global range of authentic cuisines, with the expertise and passion of award-winning and dedicated chefs. From Michelin-starred dining and unique independents, to the world famous Balti Triangle and street food festivals.

With such a vast collation, you can experience a taste of so many different sides to the West Midlands. Indulge in lavish delicacies and finely crafted cocktails or equally feel at home with hearty, traditional dishes to warm the soul.

EXPERIENCES

**Eureka Kitchen, Simpsons Birmingham**
Fine dining cookery school in Edgbaston Village, where visitors learn the skills of what it takes to be a Michelin-star chef.

**Shakespeare’s Distillery, Stratford-upon-Avon**
Visitors will enjoy an exclusive tour with the Master Distiller and sample modern gins with a twist of history.

DID YOU KNOW?

The West Midlands is home to 11 Michelin-starred restaurants, Purnell’s, Salt, Peet’s Ocheen, Upstairs, The Cross at Kenilworth, Pensons, Adam’s, The Royal Oak, Simpsons and Carters of Moseley...more than any region outside of London.

The nation’s favourite Cadbury chocolate is made right here in the West Midlands.
SOLIHULL

Solihull is a mix of thriving urban centres alongside idyllic rural villages. With fine dining at Michelin-starred restaurants to the charms of rustic pub grub, magnificent hotels to quaint B&Bs, events and top of the range shopping experiences; Solihull has something to offer every visitor.

Solihull is home to Resorts World Arena, the NEC and Resorts World - offering a range of family friendly entertainment, dining experiences, cinema, shopping and gaming. Resorts World is home to Sandai Spa and Leisure Club and hosts one of the UK's largest casinos.

For those looking to relax and unwind, Solihull boasts some of the finest parkland golf courses in the UK. Or maybe choose from scenic and historic walks through its parks and villages with a number of heritage sites to visit.

For thrillseekers, visit the one of a kind attraction, Bear Grylls Adventure, where you can test your limits on the world's most incredible mental and physical challenges. Or spend the day at Land Rover Experience, for an adrenaline pumping off-road adventure.

Take a trip to Solihull Town Centre for some retail therapy or enjoy one of the many events held in the Town Centre from Local Producer markets to Solihull Summer Fest. There are a growing number of independent bars and restaurants that can be found in Solihull, not only in Solihull Town Centre but in the surrounding villages, enhancing their own unique charm.

Located at the heart of England, Solihull is the gateway to the rest of the Midlands and the perfect base for exploring.

Destination highlights
- Perfect blend of urban break and country retreat.
- Set in the heart of the UK.
- Something for everyone – balance of heritage and unique attractions.

Getting there

Air
Solihull is located at the heart of the UK’s transport network and is also the home of Birmingham Airport, connecting to 490 destinations worldwide.

Rail
Solihull is connected to ten mainline routes via Birmingham International to Birmingham New Street and London Euston and Solihull Station to Birmingham Moor Street/Snow Hill, Leamington, Warwick, Bicester and Oxford.

Road
At the heart of the motorway network, Solihull is connected to junctions 4, 5 and 6 of the M40, connecting to the M40 and M6.

Journey Times

To Birmingham:
- By car – 0.5 hours
- By rail – 0.25 hours

To Manchester:
- By car – 0.5 hours
- By rail – 0.25 hours

To London:
- By car – 2.25 hours
- By rail – 1 hour

To Solihull:
- By car – 0.25 hours
- By rail – 0.5 hours
Located at NEC Birmingham within easy reach of the motorway network and just an eight-minute walk from Birmingham International, The Bear Grylls Adventure is the UK’s ultimate adventure destination where people can experience as many of the world’s most exciting challenges.

From Europe’s tallest High Ropes to the Royal Marines inspired Assault Course, The Bear Grylls Adventure boasts an array of activities to challenge adventurers of all ages, abilities and experience levels. Escape the ordinary and experience the awesome at The Bear Grylls Adventure located at Birmingham’s NEC.

**Highlights**

- **iFLY Indoor Skydive** - Get your adrenaline pumping and experience the awesome sensation of free fall flight.
- **Shark Dive** - Travel beneath the waves for an unforgettable adventure with Black Tip Reef Sharks, Cownose Rays, and tropical fish.
- **Bear Grylls Adventure** - One of our expert guide teams will guide you on a one hour walking tour around these 400 year old historic, walled gardens. Visitors will experience an extravaganza of plants from around the world, learn about the Gardens rich and diverse living collection and discover a history dating back nearly 200 years.
- **Jaguar Land Rover Experience Solihull** - Visit one of Europe’s most advanced car manufacturing facilities to see how 21st century engineering meets art and design with fascinating insights into the latest Land Rover vehicles to life.
- **Army Forces Community Garden- Hillfield Park** - The Armed Forces Community Garden is a eco-therapy garden located within Hillfield Park. It is a unique space that provides a therapeutic and natural environment for people to explore, soak in and be part of. The various sections within the garden include a sensory wildlife garden, wildflower and meadow area and a newly-planted woodland. These different areas offer an engaging outdoor space that aims to aid physical and mental wellbeing.

**Experience details**

- **Jaguar Land Rover Experience Solihull**
  - **Price:** From £20 per person
  - **Duration:** 3 hours
  - **Language:** English
  - **Accessibility:** Disabled access available. Due to logistics of transfers required around the manufacturing site we would request that we are notified of any requirements in advance.

- **Army Forces Community Garden- Hillfield Park**
  - **Price:** Free
  - **Duration:** 1 hour
  - **Language:** English
  - **Accessibility:** Fully accessible.

**Availability**

- **Shark Dive** - By demand - minimum one week notice for weekdays.
- **iFLY Indoor Skydive** - One month notice for weekends.
- **Bear Grylls Adventure** - One month notice for weekends.
- **Jaguar Land Rover Experience Solihull** - One month notice for weekends.
- **Army Forces Community Garden- Hillfield Park** - On demand – minimum one month notice for weekends.

**Languages**

- **iFLY Indoor Skydive** - English
- **Shark Dive** - English
- **Bear Grylls Adventure** - English
- **Jaguar Land Rover Experience Solihull** - English
- **Army Forces Community Garden- Hillfield Park** - English

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**THE BEAR GRYLLS ADVENTURE**

**CASTLE BROMWICH SECRET GARDEN EXCLUSIVE GUIDED TOUR**

**JAGUAR LAND ROVER EXPERIENCE SOLIHULL**

**ARMED FORCES COMMUNITY GARDEN- HILLFIELD PARK**
A luxurious lakeside hotel near the NEC with restaurant, Fitness Centre and a pool. The Crowne Plaza Soho hotel lies in quiet, leafy grounds in Solihull town centre, just off the M42 motorway. It’s a 12-minute drive to shows at the National Exhibition Centre (NEC) and concerts at the neighbouring Resorts World Arena. Centrally located, it is perfect for business and leisure guests.

The hotel is steps from Touchwood shopping complex housing stores, restaurants and multiplex cinema. Popular attractions like Cadbury World chocolate factory and Warwick Castle are just a short drive away. When you return, take a dip in the heated pool, work out at the well-equipped Fitness Centre and relax in the steam room. Relax in front of the TV, grab a drink at our bar or socialise in the hotel lobby.

**Highlights**
- Award-winning, luxurious lakeside hotel in leafy grounds of Solihull town centre.
- Central location for exploring the region’s attractions.
- Fitness centre with swimming pool and Jacuzzi.

### Accommodation details
- **Price**: From £90
- **Rooms**: 790 rooms
- **Minimum booking term**: 9+ rooms for B2B bookings
- **Accessibility**: Fully accessible with two accessible bedrooms.
- **Languages**: English.
- **Food**: Breakfast included.

### Parking facilities
- Yes (180 free spaces) and electric vehicle charging points.
- **Pick-up service**: No.
- **Accessibility**: Fully accessible with two accessible bedrooms.
- **Languages**: English.
- **Food**: Breakfast included.

### Highlights
- Award-winning, luxurious lakeside hotel in leafy grounds of Solihull town centre.
- Central location for exploring the region’s attractions.
- Fitness centre with swimming pool and Jacuzzi.

Located on the National Exhibition Campus (NEC) Campus and just minutes from the Resorts World Entertainment Complex, the Hilton Birmingham Metropole is the UK’s largest accommodation and conference hotel outside of London within the UK.

Located within 65 acres of private grounds, the hotel is tucked away amid woodland and beautifully maintained green land. Ideal for solo travellers, couples or families, it comprises 650 bedrooms and has connected conference and leisure facilities, including 80 function rooms and 21 newly refurbished apartments ideal for families, ending with the grand superior and suite bedrooms located in our 16th century Grade II listed Walton Hall. Supplied with an in-house bar and restaurant as well as leisure facilities, including spa treatment rooms, a swimming pool and a gym, this hotel is ideal for your break.

**Highlights**
- Fantastic location in the heart of Warwickshire, situated within 65 acres of private grounds.
- Located on the bank of river Dene.
- Historic 16th century Grade II listed building with a friendly team of staff to tell local stories.

### Accommodation details
- **Price**: From £90
- **Rooms**: 790 rooms
- **Minimum booking term**: N/A.
- **Accessibility**: Yes.
- **Languages**: English.
- **Food**: N/A.

### Highlights
- Award-winning, luxurious lakeside hotel in leafy grounds of Solihull town centre.
- Central location for exploring the region’s attractions.
- Fitness centre with swimming pool and Jacuzzi.

Located in the charming West Midlands town of Solihull, within walking distance to Soho House Town Centre and Solihull Train Station and five miles from Birmingham Airport, voco® St. John’s Solihull offers a central location ideal for conferences, events, weddings and much more.

Relax in style in any of our 201 guest rooms and suites, where the classic ambience is seamlessly infused with modern comforts like free Wi-Fi, plush bedding and flat-screen televisions with cable and satellite programming. After a day of meetings or exploring the area, treat yourself to a soothing swim in the indoor pool or relax in the sauna. Our fully equipped spa, with everything you need from modern weight and cardio equipment to personal trainers and a range of luxury treatments, is available to休闲 and training sessions. voco® St. John’s Solihull offers exceptional event spaces effortlessly tailored to any occasion. Enjoy the views of the garden and catering crafted from local ingredients with the help of our dedicated conference team.

**Highlights**
- Luxury Accommodation in the heart of Solihull.
- Pet Friendly.
- Spa and Gym.

Located in the charming West Midlands town of Solihull, within walking distance to Soho House Town Centre and Solihull Train Station and five miles from Birmingham Airport, voco® St. John’s Solihull offers a central location ideal for conferences, events, weddings and much more.

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**Highlights**
- Luxury Accommodation in the heart of Solihull.
- Pet Friendly.
- Spa and Gym.
DISCOVER...
A REGION RICH IN ART AND CULTURE

A cultural heartland. The West Midlands has produced leading figures in the world of literature, music and the performing arts, from J.R.R. Tolkien to Led Zeppelin. Culture in the region contributes to the quality of life for residents and the £6bn visitor economy.

The region is a proud host to an eclectic calendar of festivals and events taking place all year round, from sport to music, literature to dance. Annual events include the International Dance Festival, Stratford-upon-Avon Literature Festival and the World Gymnastics Championships.

EXPERIENCES

Black Country Living Museum, Dudley
Experience the UK’s largest open air museum and home of the BBC awarding winning series Peaky Blinders.

Coffin Works tour, The Jewellery Quarter in Birmingham
High quality coffin furniture that’s fit for royals, this tour is totally unique and leaves visitors amazed at Birmingham’s Industrial history.

DID YOU KNOW?

Coventry was awarded the UK City of Culture 2021.

Birmingham is the only city outside of London with its own Royal Ballet and Symphony Orchestra.
WORCESTERSHIRE

This beautiful county of Worcestershire comprises of magnificent hills, waterways and countryside routes, which make it the perfect location for any outdoor enthusiast.

History and heritage
Back in Worcestershire’s town centres there are a wide-range of museums to discover, including Worcester Museum and the Commandery in the city centre, the Avoncroft Museum of Historic Buildings in Bromsgrove, Bewdley Museum, and the Pump Rooms in Tenbury Wells. Worcestershire is also home to many independent shops and boutiques and a number of craft centres where you can take local artisans at work – here you’ll have the opportunity to purchase their unique wares.

Getting around
All Worcestershire bus information is held on the Traveline West Midlands website where you can plan your journey and search for bus timetables.

Getting around

Air
The closest international airport to Worcestershire is Birmingham Airport. Worcester is located 38 miles (50 mins) from Birmingham Airport via the M42 (Junction 6) and M5 motorways.

Rail
Mainline railway stations are located in: Worcester, Worcestershire Parkway, Malvern, Droitwich Spa, Pershore, Evesham, Redditch, Bromsgrove, Kidderminster, Alcester, Barnt Green, Blakedown, Hagley, Hereford, Honeybourne, and Wythall. The Severn Valley Railway is a heritage railway in Shropshire and Worcestershire. The Gloucestershire Warwickshire Railway is a heritage railway offering a round trip of 28 miles.

Road
Worcester has excellent access links to the rest of the country via the M5 motorway - Junction 7 (Worcester South) and Junction 6 (Worcester North).

The story of the county’s rich heritage and splendour is told in a number of fascinating museums, which are scattered throughout Worcestershire’s collection of historical town centres.

Outstanding beauty
Worcestershire is a county of outstanding beauty, best explored through its natural landscapes. A stroll across the Malvern Hills is a must for any visitor to this part of the world – the hills offer the highest vantage point in the county, and, on a clear day, offer stunning views over Worcestershire and Herefordshire to the mountains of Wales. A visit to Arrow Valley Country Park in Redditch or Clent Hills near Bromsgrove are also not to be missed, the views from Clent are equally awe-inspiring. Worcestershire’s rivers and canals allow for fantastic exploration – enjoy boating, walking and cycling along Worcestershire waterways including the River Severn, Britain’s longest river.

The sum of many (stunning) parts
The county encompasses a number of historic towns – Worcester itself, is a beautiful, historic cathedral city, the aforementioned Malvern Hills area includes Malvern, Upton upon Severn and Tenbury Wells, and Worcestershire’s beautiful Vale and Spa includes Broadway (the jewel of the Worcestershire Cotswolds), Droitwich Spa, Evesham, and Pershore. There is also North Worcestershire, which includes Bewdley, Bromsgrove, Kidderminster, Redditch, and Stourport-on-Severn.

Destination highlights
• An abundance of stunning scenery and views, including the mighty River Severn and Malvern Hills.
• Vibrant centres and an historic heart.
• Wonderful parks and open spaces provide a haven for wildlife.
First-time visitor to the Cotswolds, or only one day to explore? This is the tour of the Cotswolds for you! On our award-winning Cotswolds in a Day tour, you’ll visit some of the most popular and beautiful Cotswold towns and villages. There’s incredible scenery and some hidden gems too.

Between stops, we’ll drive you along looser travelled narrow country lanes. Being local, we’ll bring the Cotswolds region to life with a fun, fact-filled live commentary.

We’ll pick you up from any hotel, guesthouse or address in Stratford-upon-Avon, as well as Stratford-upon-Avon train station, Moreton-in-Marsh train station and Chipping Campden. Our pickup points are easy to get to by train from London, Oxford or Birmingham.

**Highlights**

- A qualified, expert local guide, discover the highlights of the Cotswolds in a day including popular towns, secret villages and incredible walks.
- Souvenir maps provided, with photos, information and our local recommendations of things to see and do at each stop.
- Travel the back roads and see over the hedges in our comfortable 17-seater minibus.
- Free English-language audio guides, subject to availability.

**Experience details**

- **16 people**
- **0 hours**
- **£45 adults 16+**
- **£36 Child or under 10**

**Parking facilities**

- Holbrook House in Chipping Campden – walking distance.
- Free car parking available on site.

**Availability**

- Monday – Saturday, 10am – 5pm.
- Sundays and Bank Holidays, 10am – 4pm.
- Closed: Easter Sunday, Christmas Day and Boxing Day.

**Languages**

- Free English-language audio guides, subject to availability.

**Accessibility**

- Fully accessible. Gallery stools and wheelchair available on request.
- Free car parking available on site.
- Blue Badge holders park free (3 hours)

**Visit the spectacular romantic ruins of Witley Court and Gardens and step back in time to a bygone age of great wealth and extravagance.**

Visit the spectacular romantic ruins of Witley Court and Gardens and step back in time to a bygone age of great wealth and extravagance.

**Experience details**

- **No restrictions**
- **2 hours**
- **From £5.40 per person**

**Parking facilities**

- Free car parking available on site.

**Availability**

- See website for opening times.

**Languages**

- English

**Highlights**

- Explore the full height of the tower built by Leicester to court Elizabeth I.
- Walk in the footsteps of the great Tudor queen through the garden and imagine the splendour of Elizabethan Kenilworth.
- Visit the fascinating exhibition about the famous royal romance between the queen and her amorous courier, Robert Dudley.
A magnificent building and one of the most interesting of England’s Cathedrals, with wonderful end-to-end vistas inside and every period of early English architecture on display. A place of prayer and worship for 14 centuries, and home to the Three Choirs Festival, the oldest choral festival in existence.

See King John’s tomb, Prince Arthur’s Chantry, an early 12th century Chapter House, St. Wulfstan’s Crypt, medieval Cloister, and beautiful Victorian stained glass.

Take on the challenge and climb the 235 steps of Worcester Cathedral Tower to see spectacular views of the city and surrounding area. The tower is open from February until the end of October at weekends and during school holidays (weather permitting).

The Cathedral holds services three times a day, including Choral Evensong most days. We also offer a programme of inspiring events including concerts, educational activities, and free recitals and exhibitions.

Experience details

- **Highlights**
  - The royal tombs of King John and Prince Arthur.
  - Norman Crypt.
  - Medieval Library.

Parking facilities

- Car Parking is available in King’s Street Car Park and Cathedral Square Car Park which are close to the Cathedral.

Accessibility

- Not accessible for wheelchair users.

Availability

- Available all year round.

Languages

- English.

Experience details

- **Highlights**
  - A railway station for the discerning passenger.
  - Happy Valley, once home to many of Great Malvern’s famous donkeys.
  - Stunning views over Great Malvern.
  - Learn about the history of Great Malvern from Benedictine monks to the Water Cure, from Sir Edward Elgar to C.S Lewis and JRR Tolkien.

Parking facilities

- Pay and Display car park on Priory Road.

Accessibility

- Not accessible for wheelchair users.

Availability

- Available all year round.

Languages

- English.
SAFARI LODGES AT WEST MIDLAND’S SAFARI PARK

Safari Lodges offers dream staycations in the Heart of England. This new accommodation offering provides guests with an incredible overnight stay, with an unforgettable wildlife experience. There is a mixture of luxury lodges and premium cottages on offer; each lodge is integrated onto the newly-updated Safari, with spectacular views overlooking the elephant, cheetah, giraffe or rhino habitats. The two cottages are then nestled into the walk-through Discovery Trail, overlooking the gorgeous red pandas, and have been expertly refurbished with Nepalese design influences.

Highlights
- Relax in a luxurious Lodge with amazing animals outside your window.
- Enjoy delicious dinner and breakfast, delivered to your Lodge.
- Experience the rest of the Safari Park and attractions with two-day admission tickets included in packages.

Accommodation details

Minimum booking term
One night.

Parking facilities
Free parking on site.

Pick-up service
N/A.

Accessibility
We have a specifically designed Elephant Lodge, which is wheelchair friendly. It includes additional design enhancements for those with accessibility needs and can be selected via our website when making a booking.

Languages
English.

Food
Dining room on-site serving breakfast daily. Dinner Thursday – Sunday and lunch on Sunday. Afternoon tea available daily.

Chipping Campden, West Midlands Safari Park, Cotswold Lavender, Snowshill and Broadway Tower
TO THE COTSWOLDS

WEST MIDLANDS COUNTY

TO NORTH WEST

STAFFORDSHIRE

SHROPSHIRE

IRONBRIDGE

WORCESTERSHIRE

HEREFORDSHIRE

HEREFORD

WARWICKSHIRE

STAFFORD

Birmingham

Wolverhampton

Dudley

Sandwell

Walsall

Solihull

Coventry

LEAMINGTON SPA

WARWICK

STRATFORD-UPON-AVON

DISCOVER...
THE HEART OF ENGLAND
WE LOOK FORWARD TO WELCOMING YOUR CLIENTS TO THE HEART OF ENGLAND

WHAT HAPPENS NEXT?

If you are looking to find out more please get in touch with a member of our Travel Trade Team.

trade@wmgrowth.com