

West Midlands

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Located at the very heart of the UK, the West Midlands is a diverse cultural centre packed with award-winning food, world-class attractions, spectacular experiences and fantastic festivals that draw visitors from across the globe. No visit is complete without a trip to Birmingham, soon to play host to the Commonwealth Games, or Coventry, the UK's City of Culture 2021. And while you're here, be sure to visit Stratford-Upon-Avon, one time home of the world's best-known writer, William Shakespeare, or take a trip to World Heritage Site, Ironbridge Gorge to see the heartlands of the Industrial Revolution.

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Experience history where it happened with a trip to Stratford-Upon-Avon, one time home of the world's best-known writer, William Shakespeare. Visit the house that The Bard was born in, dating back to 1564, alongside four other properties connected to the writer which have been carefully preserved by the Shakespeare Birthplace Trust, or see the power of his plays on stage at the Royal Shakespeare Theatre.

Take a trip to World Heritage Site, Ironbridge Gorge to see the birthplace of the Industrial Revolution. Follow in the footsteps of the Peaky Blinders at the Black Country Living Museum and delve into the region's innovative engineering and manufacturing past. Go back even further at the 12th century Warwick Castle or learn about the origins of chocolate at Cadbury World.

The West Midlands is where urban meets the great outdoors – explore the unique routes of our scenic network of waterways, once the lifeblood of trade in the region. 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 steeped in history.

Today, the West Midlands is an eclectic assembly of people and cultures packed with award-winning museums, many of the UK's best-loved attractions and fantastic festivals that draw visitors from across the world. Not to forget our mouth-watering food – with every global cuisine and flavour on the menu, the West Midlands' food and drink scene is a true reflection of our diversity. The beloved Balti was invented here in the 1970s and the region is home to ten Michelin starred restaurants fronted by passionate local chefs.

With Coventry named the UK's City of Culture 2021 and the Commonwealth Games coming to Birmingham this summer, there are plenty of reasons to visit the West Midlands in 2022. With easy access to the rest of the UK, the West Midlands is a great spot to base yourself to explore further afield too. We look forward to welcoming you!