



# TRAVEL TRADE TOOLKIT

**The West Midlands**  
One region, many worlds





# WELCOME

Welcome to the vibrant heart of the UK. A place of bold innovation, powerful history and dynamic culture, there are endless experiences waiting for you here in the beautiful countryside and buzzing cities and towns of the West Midlands. This year, it will even be home to the Birmingham 2022 Commonwealth Games!

In this handy toolkit you'll discover all you need to know about this extraordinary area and find inspiration for visits too. We'll introduce each destination, share all our top attractions and provide a suite of useful assets you can download and use as you like. We can't wait for you to discover what's waiting in the West Midlands.

# CONTENTS

Welcome	2
Location	4
Destinations	5
Top Attractions	11
Resources	14



# LOCATION

Well placed in the centre of the UK, the West Midlands makes an ideal base from which to explore more of both this beautiful region and the rest of the country.

Birmingham Airport is the international gateway into the region, serving almost 400 one-stop and direct global destinations with 50 airlines, making travel a breeze for visitors.

The West Midlands also 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 you arrive, our well-connected regional rail and metro services means you'll soon discover a vibrant mix of big cities, bustling market towns and rolling countryside, each with their own sensational landmarks to explore.



# DESTINATIONS

Explore the lively cities at the heart of the West Midlands for a trip packed full of everything from shopping and the best food to stunning architecture and rich history.

## BIRMINGHAM

Discover more in Birmingham. Bustling streets filled with independent shops, stylish restaurants serving next level cuisine, chic canal-side venues, boutique bars to suit any style and heaps of history - there's a surprise around every corner. Packed full of attractions, while keeping its own unique personality, the city is the very heart of the West Midlands.

## WOLVERHAMPTON

Visit Wolverhampton, the ideal destination to take in world-class culture and soak up the electric atmosphere of live events. The city boasts one of the greatest Pop Art collections outside of the capital, traditional theatres, art-house cinemas, beautifully landscaped gardens and mouth-watering cuisine. It's also home to the rising star of the English Premier League, Wolverhampton Wanderers FC.

## COVENTRY

Visit Coventry, the UK City of Culture for 2021. Home to fascinating stories found in the pages of Britain's history books, it's where medieval meets modern with heritage landmarks nestled next to exciting new attractions. See this mix of old meets new on spectacular display as you take in the incredible 14th century cathedral ruins, set against the backdrop of Coventry's diverse retail leisure offering and modern city skyline.



Discover more of the region's rich industrial heritage in our bustling market towns. Here you'll find independent shopping, family attractions and beautiful open spaces to get lost in.

## DUDLEY

Dive into a history of innovation in Dudley. This market town was once the manufacturing powerhouse of the UK, with thriving coal mines, iron foundries, glass factories and brick works at every turn. Home to the iconic Black Country Living Museum with 26 acres of reconstructed shops, pubs and houses depicting industrial Britain, and filming location to hit series Peaky Blinders, Dudley is alive with history, creativity and heaps of passionate people.

## WALSALL

Forming part of the famous Black Country, Walsall is a market town with a colourful past. Once known as the leather capital of the world and at the heart of the Industrial Revolution, Walsall's impressive history of manufacturing and craftsmanship is showcased in its museums and galleries today. With a wide range of green spaces and nature reserves, Walsall also offers plenty of opportunity for relaxation.

## SOLIHULL

Discover Solihull, known as 'the town in the country' it is a thriving centre where urban living meets idyllic rural villages packed full of heritage and charm. With top-notch shopping, a bustling food and drink scene, green spaces to explore and family-friendly attractions you're spoilt for choice in Solihull. It is also home to a number of unique attractions not found anywhere else in the UK including The Bear Grylls Adventure and the Jaguar Land Rover Experience.

## SANDWELL

Nestled in the heart of the Black Country and renowned for its industrial heritage, Sandwell today is a haven of green spaces and award-winning parks. Home to some of the region's most interesting historic buildings and geologically important sites, Sandwell is sure to satisfy the most curious of historians.



We've earned our title as the 'heart of England' for more than the passion you'll find in our cities. Situated in the very centre of the UK, there are plenty of world-class destinations on our doorstep just waiting to be explored.

### STRATFORD UPON AVON

Home to one of the world's most revered wordsmiths, Stratford Upon Avon is best known as Shakespeare's birthplace. In this medieval market town, you'll find the perfectly preserved homes of England's best-loved playwright alongside stunning architecture stretching back over 500 years. There are plenty of natural wonders here too with the River Avon running through the town and rolling countryside just a few steps beyond it.

### WARWICKSHIRE

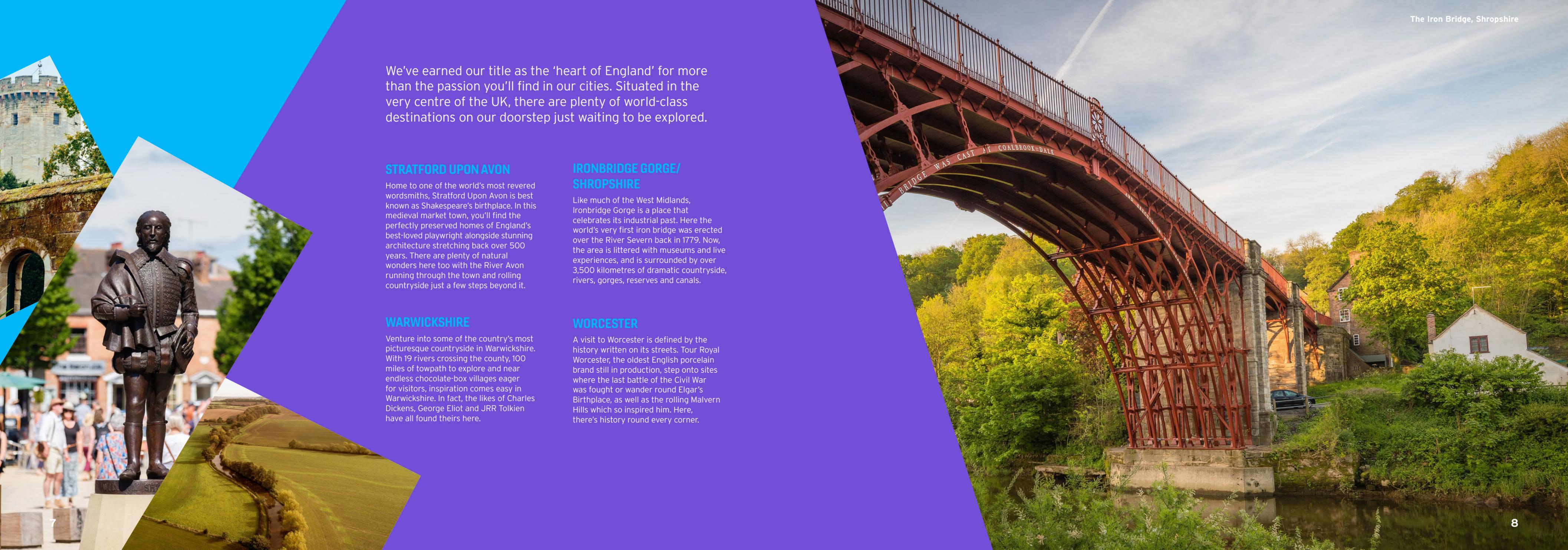
Venture into some of the country's most picturesque countryside in Warwickshire. With 19 rivers crossing the county, 100 miles of towpath to explore and near endless chocolate-box villages eager for visitors, inspiration comes easy in Warwickshire. In fact, the likes of Charles Dickens, George Eliot and JRR Tolkien have all found theirs here.

### IRONBRIDGE GORGE/ SHROPSHIRE

Like much of the West Midlands, Ironbridge Gorge is a place that celebrates its industrial past. Here the world's very first iron bridge was erected over the River Severn back in 1779. Now, the area is littered with museums and live experiences, and is surrounded by over 3,500 kilometres of dramatic countryside, rivers, gorges, reserves and canals.

### WORCESTER

A visit to Worcester is defined by the history written on its streets. Tour Royal Worcester, the oldest English porcelain brand still in production, step onto sites where the last battle of the Civil War was fought or wander round Elgar's Birthplace, as well as the rolling Malvern Hills which so inspired him. Here, there's history round every corner.



# BIRMINGHAM 2022 COMMONWEALTH GAMES

28 JULY – 8 AUGUST 2022



286 SESSIONS OF SPORT



19 DIFFERENT SPORTS



11 DAYS OF COMPETITION

The Birmingham 2022 Commonwealth Games, which will be held from 28 July until 8 August 2022, will be a once in a lifetime opportunity to put the city, the region and its people on the global stage.

The venues being used for the Games stretch from Coventry, Solihull, and Royal Leamington Spa to Cannock Chase Forest, Royal Sutton Coldfield, and Wolverhampton.

The Games is already proving to be a catalyst for transformation across the West Midlands, attracting new investment and funding, creating jobs and apprenticeships for local people and new opportunities for local businesses, as well as accelerating projects that will ensure the region is ready to host a fantastic sports and cultural celebration.

Birmingham 2022 will be the Games for everyone, bringing people together from across Birmingham and the region, to provide a warm welcome to millions of visitors during the summer of 2022.

For the latest Games news and updates, visit [Birmingham2022.com](https://www.birmingham2022.com) to find out more.



# TOP ATTRACTIONS

There truly is something for everyone in the West Midlands. Whether you want heart-racing adventure, fascinating history, sights to marvel at or just the opportunity to discover something new, there's a place here for you.



## CADBURY WORLD

- Dive into the world of chocolate at Cadbury's historic Bournville site
- Get hands on in the 'Have A Go' zone and test your chocolate piping skills
- Explore the sweet stuff like never before with a 4D Chocolate Experience, complete with motion seats
- Find unique personalised gifts, and treats to take away, in the world's biggest Cadbury shop

Learn more at [www.cadburyworld.co.uk](http://www.cadburyworld.co.uk)



## JAGUAR LAND ROVER EXPERIENCE

- Immerse yourself in the complete Land Rover Experience
- Explore the world of vehicle manufacturing in Jaguar Land Rover's world-class body shop
- Team up with expert instructors and take on an unforgettable off-road driving experience
- Go head to head with friends and family to discover the best driver among you

Learn more at [www.solihull.landroverexperience.co.uk](http://www.solihull.landroverexperience.co.uk)



## COVENTRY TRANSPORT MUSEUM

- Visit the largest publicly owned collection of British vehicles on the planet
- Get up close to the world's two fastest cars
- Go back 200 years and learn the complete story of British motoring
- Get hands on with plenty of immersive exhibitions - fun for kids and adults alike!

Learn more at [www.transport-museum.com](http://www.transport-museum.com)



## MUSEUM OF THE JEWELLERY QUARTER

- Get a glimpse of working life in Birmingham's famous Jewellery Quarter
- Explore this remarkable time capsule on a lively guided tour
- Watch live demonstrations of jewellery being made, just as it has been here for years
- Join a workshop to make your own memento

Learn more at [www.birminghammuseums.org.uk/jewellery](http://www.birminghammuseums.org.uk/jewellery)



## SHAKESPEARE'S BIRTHPLACE TRUST

- Explore Shakespeare's five family homes, preserved perfectly in Stratford
- Marvel at historic objects in the Shakespeare Trust's world-class collections
- Tour seasonal exhibitions taking you back in time
- Delve into history in style with video guides streamed direct to your mobile

Learn more at [www.shakespeare.org.uk/visit/shakespeares-birthplace](http://www.shakespeare.org.uk/visit/shakespeares-birthplace)



## EDGBASTON CRICKET GROUND TOURS

- Go behind the scenes of one of Birmingham's greatest sporting venues
- Sit in the home dressing room which has hosted some of the biggest names in cricket
- Explore the Media Centre where journalists from across the world make their reports
- Stand on the field where history is made

Learn more at [www.edgbaston.com/edgbaston-stadium-tour](http://www.edgbaston.com/edgbaston-stadium-tour)



## IRONBRIDGE GORGE

- Venture into the beating heart of the Industrial Revolution at the breathtaking Ironbridge Gorge
- Explore unforgettable museums and incredible scenery in one location
- Visit Blists Hill Victorian Town to travel back in time
- Wander across the first ever cast-iron bridge, still standing strong after over 200 years

Learn more at  
[www.ironbridge.org.uk](http://www.ironbridge.org.uk)

## BLACK COUNTRY LIVING MUSEUM

- Bring the past to life as you wander around the 26 acres of this interactive, living museum
- Walk in the footsteps of the Peaky Blinders as you explore sets from the hit show, filmed at the museum
- Enjoy the tastes of the past with old fashioned sweet shops, a bakery and even a 1930s fish and chip shop
- Meet friendly characters to discover what life was really like during the Industrial Revolution and beyond

Learn more at  
[www.bclm.com](http://www.bclm.com)



## LEGOLAND DISCOVERY CENTRE

- Surround yourself with possibility and LEGO bricks as you explore epic creations
- Take a tour of the marvellous MINILAND – it's built from over 1.5million bricks
- Watch a film with a difference in the 4D cinema experience
- Attend special workshops to pick up insider tips and tricks from real LEGO experts

Learn more at [www.legolanddiscoverycentre.com/birmingham](http://www.legolanddiscoverycentre.com/birmingham)



## WARWICK CASTLE

- Discover 64 acres of stunning grounds and gardens, including the stylish Pagaent Field and Peacock Garden
- Immerse yourself in over 1,000 years of fascinating history – helped by all the characters you'll meet during your visit
- Keep little ones entertained in the interactive Horrible Histories Maze
- Prepare to be wowed by a dynamic display of birds of prey when you join the expert falconry show

Learn more at  
[www.warwick-castle.com](http://www.warwick-castle.com)



## THE ROUNDHOUSE

- Step inside one of Birmingham's most unique buildings, built all the way back in 1874
- Explore Birmingham's rich history with a lively guided tour
- Venture onto Birmingham's endless canals with an exciting kayak experience
- Visit ever-changing exhibitions and events to find something new each season

Learn more at  
[www.roundhousebirmingham.org.uk](http://www.roundhousebirmingham.org.uk)

# RESOURCES

We're delighted to welcome you and your clients to the West Midlands!

By now, we're pretty sure you've got a good idea why. There's plenty here to see and even more to do, so we've taken the opportunity here to share plenty of information you can download and use in your own materials.

For the full resource pack, head to our website [www.makeitwm.com/trade](http://www.makeitwm.com/trade) where you will find the following:

## PROMOTIONAL COPY

We've got clear, concise descriptions available for all our destinations so please feel free to use them when talking about the region

## MAPS

Use our regional and connectivity maps to help plan your trips and to give your clients a better feel for the West Midlands

## IMAGE BANK

Show off the best of the area with our full range of dynamic, engaging and free-to-use high-quality images of this lively corner of the world

## ITINERARIES

To take the stress out of planning, we've already put together a range of sample itineraries for you

## ACCOMMODATION

We can guide you to anything from luxury, budget or boutique, and international brands through to individual properties

If you are looking to find out more please get in touch with a member of our Travel Trade Team  
**[trade@wmgrowth.com](mailto:trade@wmgrowth.com)**