

Attractions

With world-class theatres, thought-provoking museums and a chocolate factory, there's an abundance of attractions to tempt you.

Dudley Zoological Gardens has welcomed visitors since 1937 and boasts some of the world's rarest animals. Half a million chocoholics visit **Cadbury World** each year to discover the history and magic of chocolate. The National **SEA LIFE Centre's** glass tunnel takes you on a spectacular undersea voyage through an enormous one million-litre ocean tank, where giant green sea turtles, black tip reef sharks and tropical reef fish swim inches from your head.

Thinktank Birmingham Science Museum is the most modern of science museums. Hands-on displays explore everything from full size locomotives, aircraft even intestines and taste buds. There's also an incredible planetarium which uses state-of-the-art digital technology to present breathtaking images on a 360° domed ceiling. Plus you can view hundreds of gleaming machines at the **National Motorcycle Museum** in Solihull.

And when it comes to shopping Birmingham has over 1,000 shops within a 20-minute walk.



Itineraries

Whether it's sleek and contemporary or traditional and homely, Birmingham and the region has the accommodation to suit your needs. The city alone has over 6,000 hotel rooms. Go to visitbirmingham.com and click **Where to Stay**.

With so much to do in Birmingham, the Black Country and Solihull, why not take advantage of the online itinerary builder. Before you arrive why not create your own itinerary, include your favourite activities, places to see, events and restaurants. Then when you're home upload photos, videos and reviews of your trip. Go to visitbirmingham.com and click **Explore**.



Getting here

AIR

Birmingham Airport welcomes more than 50 airlines from over 100 destinations. It's located next to the M42 motorway and main line rail network with Birmingham International station right next door. This station puts air passengers in the city centre within 10 minutes. Birmingham couldn't be better connected.

RAIL

The city is well served by rail. Combined, Birmingham New Street, Moor Street and Birmingham International stations connect directly with 84 towns and cities across the UK. Birmingham New Street alone has more direct connections than any other station.

ROAD

At the heart of the country's motorway network with easy access to the M6, M6 Toll, M5, M42 and M54, Birmingham is easy to get to by car.

And once you're here it couldn't be easier to get around and visit the region. We are well served by local buses, trams and trains or you could even cycle on one of our dedicated cycle paths.



For a full list of events and attractions in Birmingham, the Black Country and Solihull
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Endless experiences start in Birmingham

Have an adventure in the Heart of England



The Birmingham area has a special place in history. It was the birthplace of the industrial revolution. Inventions that emerged from this area – the steam engine, the light bulb – have fundamentally changed the way the world works.

Today Birmingham attracts over 33.5 million visitors every year and has seen a 10% increase in those numbers over the last six years. Why? Because Birmingham and the region is diverse, exciting, acclaimed for its cultural strengths and heralded as a foodie haven.

Located right in the heart of England, Birmingham is incredibly easy to reach by air, rail or road.

Here's a quick guide to some of the events and attractions you can enjoy in the city and across the region.

Culture

A vibrant mix of nationalities, religions, arts, interests and ideas exist side by side in England's second city. It's what makes this city's cultural offer so rich with festivals and art events occurring throughout the year.

Any cultural visit to this city would not be complete without a visit to the **Ikon gallery** – a converted neo-gothic building and home to Birmingham's contemporary art collection. Not far from this you'll find **Birmingham's Museum and Art Gallery**. As well as housing the world's largest Pre-Raphaelite collection, this spectacular Victorian building holds the magnificent £3.285 million Staffordshire Hoard. This is the largest hoard of Anglo Saxon Gold ever found in Britain. Or visit **The Public** – an exciting creative, cultural and business space in the heart of West Bromwich.

While you're here take the opportunity to be enchanted by **Birmingham Royal Ballet**, or the **City of Birmingham Symphony Orchestra**, one of the world's leading symphonic ensembles. The award-winning **CBSO** is the resident orchestra of **Symphony Hall** – an equally prestigious and simply stunning, contemporary music venue famed for its perfect acoustics.



Heritage

Not only was Birmingham home to one of Britain's greatest politicians, Joseph Chamberlain, but also The Lunar Society. This group of pioneering industrialists included Matthew Boulton and James Watt. Their thinking and innovations shaped the Industrial Revolution and changed the face of Birmingham and the rest of the world.

Over time Birmingham has built a staggering network of canals. The best way to enjoy some truly beautiful views of Birmingham's waterways is on a blissful boat trip.

Discover, explore and enjoy a variety of outstanding heritage attractions. Visit Birmingham's last surviving **Back to Back housing** – a beautifully restored 19th-century courtyard of working people's houses. Stop by the **Black Country Living Museum** to experience what day-to-day life was like 100 years ago. 200 years old and still producing over 40% of the UK's jewellery, Birmingham's unique **Jewellery Quarter** is home to the award-winning **Museum of the Jewellery Quarter**.

This area's landscapes even inspired the classic fantasy author J.R.R. Tolkien. Growing up in the city places like Sarehole Mill, Moseley Bog, Clent, Lickey and the Malvern Hills all influenced him. See for yourself the landscapes that appear throughout his world famous *The Lord of the Rings* trilogy.



Food

Birmingham has a history of producing comfort food. Chocolate, cocoa, custard and tea are all famously connected with the city. But there's another side to this city's food offering. Birmingham boasts more Michelin-starred restaurants than any other city outside of London. There's a burgeoning street food scene too. Overall the culinary cultures of 27 different nationalities are represented here. Eating out in Birmingham, the Black Country and Solihull is like going on a gastronomic tour of the world.

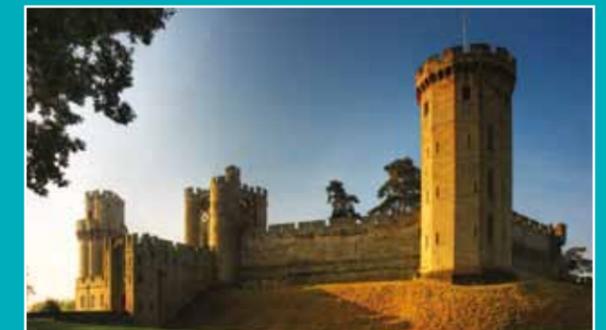
With the influence of Birmingham's multicultural population, a must-try is the Birmingham Balti. Just a short hop from the city's centre is the famous **Balti Triangle**, which now attracts over 20,000 visitors each week.



Explore a little further

Birmingham's central location puts it at the heart of a world of experiences. As the capital of this region, it's the ideal starting point for so many adventures. Take the time to discover some of the most interesting and picturesque areas that England has to offer. Visit the **Royal Shakespeare Company** in Shakespeare's hometown in Warwickshire and do battle with knights at the extraordinary **Warwick Castle**.

The Severn Valley Railway links Worcestershire and Shropshire. Board an historic steam engine and explore the towns, villages and countryside of these two beautiful counties. Discover neighbouring Herefordshire, famous for its farm-fresh food and locally made cider. Or explore the home of world-renowned potteries and origins of the latest Anglo Saxon gold hoard in Staffordshire.



For a full list of events and attractions in Birmingham, the Black Country and Solihull
visitbirmingham.com

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