

**EAT**  
**SLEEP**  
**SHOP**  
**DISCOVER**  
*Share*  
**PLAY**

Your guide to group travel  
in Greater Birmingham



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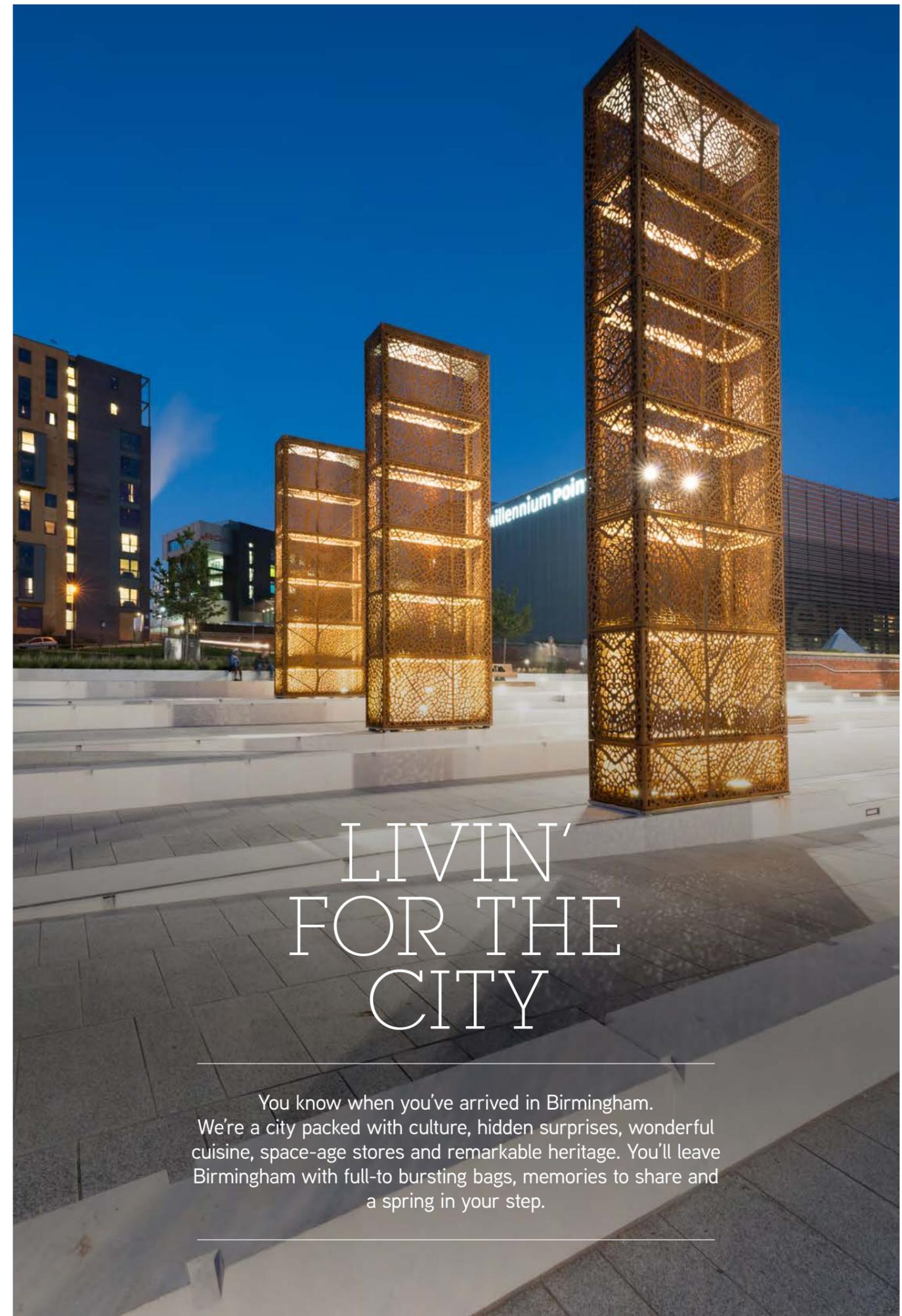
**MAPS & GUIDES**



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# LIVIN' FOR THE CITY

You know when you've arrived in Birmingham. We're a city packed with culture, hidden surprises, wonderful cuisine, space-age stores and remarkable heritage. You'll leave Birmingham with full-to-bursting bags, memories to share and a spring in your step.

WELCOME

# Birmingham Airport



## We're really approachable!

Birmingham Airport is one of the UK's fastest growing airports. BHX welcomes more than 50 airlines from over 100 destinations. With a recent runway extension and great local and national public transport links it is the first choice for many travellers.

Birmingham will soon be at the heart of the UK's High Speed Rail network and a brand-new station is planned to transform the city and its connectivity.

## BIRMINGHAM IN NUMBERS



# 100M

The region welcomed more than 100 million visitors in 2015 to experience our varied culture, world famous food scene and headline events.



## We're hot property!

Our lifestyle offering is so good that many people from across the UK are choosing to make Birmingham their permanent home.

# AT THE CENTRE OF EVERYTHING

We're slap bang in the middle of the UK which makes us incredibly well connected and easy to reach. We're a good base for anywhere, although we don't think you'll need to or want to leave!



*Only 90 minutes from London*

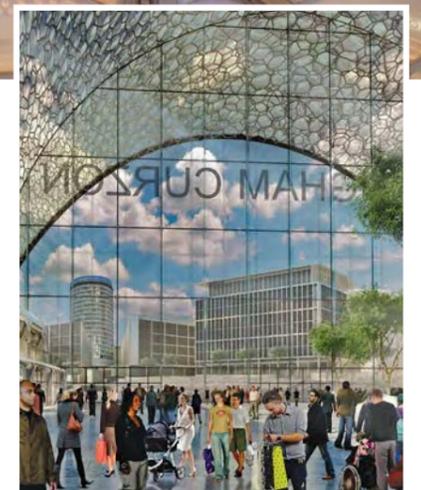
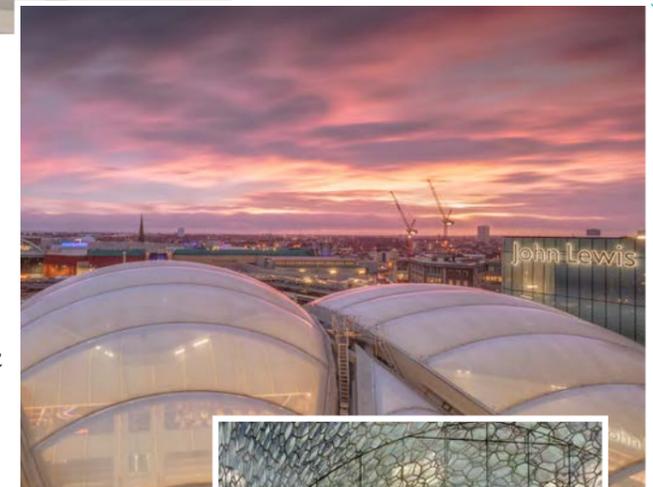
*Arrive in style*

*An ever evolving skyline*



## We're in development heaven

Birmingham is experiencing one of the greatest periods of regeneration and development of recent times. All across the city new developments are completing, underway or planned which further cement Birmingham's world-class offering, quality of life and connectivity.



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**THE  
CONCIERGE'S  
CHOICE**

A curation of this issue's best attractions and places to visit as recommended by those in the know.

01

**BIRMINGHAM HIPPODROME**

Curtain's up on the most popular single auditorium in the UK – Birmingham Hippodrome hosts a vast array of shows from musicals, dance, pantomime, comedy, ballet, opera and beyond... There's always a jam-packed calendar of extraordinary performances.



02

**GRAND CENTRAL**

With world-class design and an ideal location, Grand Central is Birmingham's newest leisure spot and houses 60 retailers – with even more along the convenient walkway to the Bullring. There's plenty of tasty eateries and a prosecco bar, making this a base that certainly lives up to its name!

03

**BIRMINGHAM WEEKENDER**

The award-winning Birmingham Weekender promises a packed schedule of free outdoor theatre, music, art and performances across the city centre including well-known local arts organisations alongside international artists too.



04

**CADBURY WORLD**

Play around in chocolate rain and sip on velvety warm liquid Dairy Milk as Cadbury's chocolatiers reveal the secrets of traditional chocolate making! There's a day's worth of choco fun to be had as you venture around Cadbury World's different chocolatey zones.



05

**CANNON HILL PARK**

There's something here for everyone! Including a 36-hole crazy golf course, fun fair, pedalos, walkways, cycle routes and a packed programme of arts and entertainment at mac birmingham. You'll soon see why Cannon Hill Park is one of the city's most popular!



*A Michelin star for every day of the week!*

06

**MICHELIN STAR RESTAURANTS**

We are very proud of our culinary scene, even more so being the home to five Michelin-starred restaurants in the city and its suburbs. Feast your eyes on Birmingham!



07

**LIBRARY OF BIRMINGHAM**

A major cultural destination, housing Birmingham's world-class collections of archives, photography and rare books as well as a million printed volumes – the largest number held by any public library in the UK.



08

**BIRMINGHAM MUSEUM & ART GALLERY**

The museum holds centuries of European history and culture and is home to art collections of great international importance. There is also a celebration of local history in the ever-evolving exhibitions.



09

**EDGBASTON**

Home to Warwickshire County Cricket Club, Edgbaston Stadium is the second largest cricket stadium in the UK, hosting cricketing superstars from all over the world! The ground has seen some of the most memorable matches in cricket history played on its pitch.



10

**THE MAILBOX**

If pure indulgence is what you're after, the Mailbox is the destination for you, where famed fashion and lifestyle collections fuse with contemporary art and fine furnishings. The Mailbox is also where you'll find the flagship department store for Harvey Nichols.



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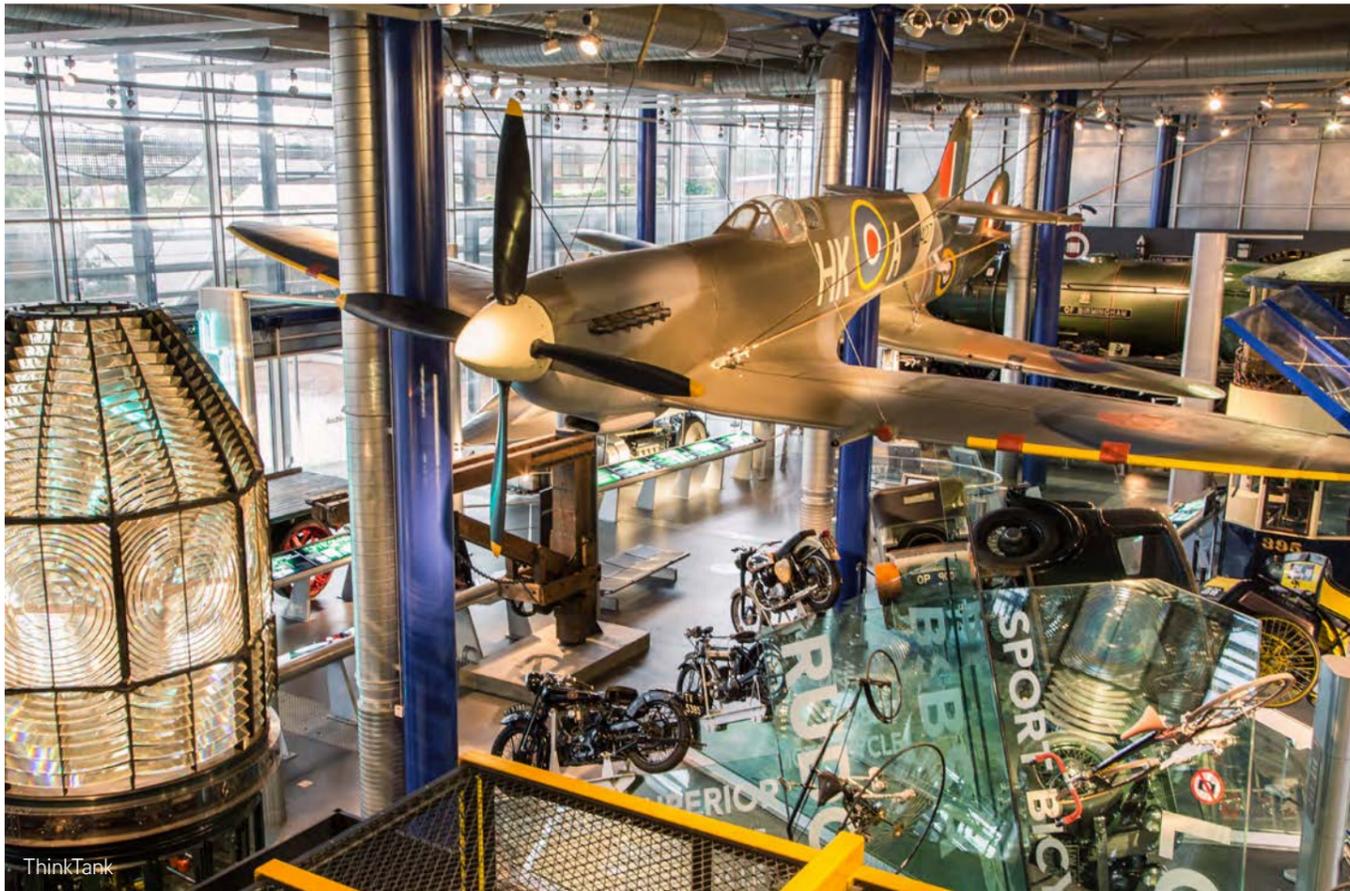


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JUMP  
IN...



**ATTRACTIONS**



ThinkTank

# ...WITH BOTH FEET

Birmingham is set to thrill you – with world-class galleries, museums and attractions; we’ve got our very own chocolate factory, TV studio tour and circus school!

We have an endless stream of sell-out shows and mega stars at the city’s theatres and state-of-the-art concert venues – with our historical sites, parks, beautiful gardens, and Shakespeare’s hometown on our doorstep, your itinerary will be bursting!



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Library of Birmingham



**Immerse yourself**

If you’ve come for a show, we’ve got those in plentiful supply! Birmingham Hippodrome is the UK’s most popular theatre offering a great mix with its programme of musicals, world-class ballet and opera, to drama, comedy, international dance and the world’s biggest pantomime!

If getting lost in a book is more your thing, visit the spectacular Library of Birmingham and have a relaxing wander through the enchanting collection of books. Check out amazing city views from the two elevated garden terraces or spark the kids’ interest with a treasure trove of reading materials and an array of digital activities to really get hands-on.

## “SMELL THE CHOCOLATY GOODNESS AT CADBURY WORLD!”



Cadbury World



Black Country Living Museum

*One for the history lovers!*

**More bang for your buck**

What’s great too is that many of our attractions offer preferential rates to group visitors and discounted rates for families. They’ll also help you plan your outing to get the most out of the day!

**BIRMINGHAM IN NUMBERS**



**105**

Cultural and entertainment venues and other attractions in and around Birmingham



**TOP 3**

In Spring 2016 named in the world’s top 3 best places to visit with kids



**20 MOST-VISITED**

mac birmingham and Birmingham Museum & Art Gallery were among the 20 most-visited free attractions in the country

**PLACES WE LOVE**



**CADBURY WORLD**

Our very own chocolate factory! Learn about the rich history of Cadbury and see how the delicious stuff is made!



**THINKTANK**

From steam engines and talking robots through to gurgling guts and a chocolate wrapping machine, Thinktank has over 200 hands-on displays of science and technology



**BBC BIRMINGHAM**

Peek behind the scenes of Midlands Today, BBC WM, Asian Network, and if you’re lucky, the famous Archers studio



# MATERIAL GIRLS & BOYS

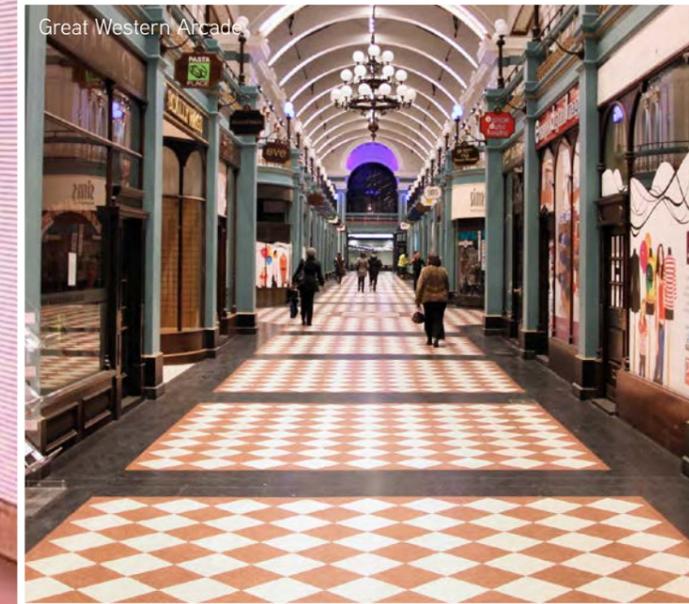
## SHOPPING



Harvey Nichols, The Mailbox

### Indulge yourself

We have a fantastic collection of stores in Birmingham. Besides our malls you'll find little arcades and narrow streets packed with independents, there's the world-famous Jewellery Quarter and don't miss our amazing markets – they've been there for 850-years! We have everything you could ever want in an attractive and compact city centre.



Great Western Arcade

## BIRMINGHAM IN NUMBERS



# Five

Birmingham is the only city outside the capital with five department stores – Harvey Nichols, Selfridges, Debenhams, House of Fraser and John Lewis.

### Spoil for choice!

What more could you need? We have a brilliant selection of malls for you in Birmingham – there's the famous Bullring and landmark Selfridges store at one end, the upmarket Mailbox at the other with Grand Central sitting comfortably in the middle. You're never out of options here! And whether you're shopped out or not, there are plenty of replenishing eateries sprinkled throughout the malls, and at the Mailbox, you'll find a wonderful collection of cocktail bars and restaurants along the water's edge.

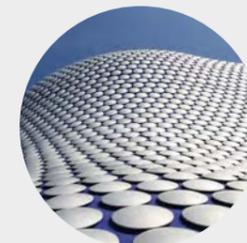
# SHOPPING IN THE CITY

“Birmingham is a shopper's paradise!”

*Get on trend and in vogue*

Right from the word go, Birmingham is a shopper's paradise! From department stores galore, to all your high-street favourites, quirky independents, markets and much much more.

## PLACES WE LOVE



### SELFRIDGES

With its iconic facade fashion, accessory and cosmetics lines, Selfridges is not one to miss!



### JOHN LEWIS

The newest edition to the city's department store family is the new flagship store and its largest outside of the capital



### HARVEY NICHOLS

Add a touch of decadence to your spree at Harvey Nichols, sitting pretty inside the Mailbox



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# LET THE GOOD TIMES ROLL



Seen an event you just have to join us for? We're not surprised! Film fanatics, foodie friends, music lovers, sporting fans, literature lovers – we've got you all covered in Birmingham. And with a year-long calendar of entertainment you're guaranteed to come across something to enjoy once you're here.

*Clear your calendar!*

### This is where I feel alive

You can't help but jump for joy at the variety of events of every genre going on in Birmingham. Whether you're cheering at the Aegon Classic tennis, kicking-back at the Flatpack Film Festival or indulging at the Frankfurt Christmas market, you're always made welcome! And as for those rumbling tummies out there, there are seasonal food markets and farmer's markets bringing local produce to the city centre, as well as the very vibrant Caribbean Food Festival and hot hot hot Chilli Festival!



Frankfurt Christmas Market

**“JUMP FOR JOY AT THE VARIETY OF EVENTS OF EVERY GENRE GOING ON IN BIRMINGHAM.”**

*Fun for the whole family!*



Flatpack Film Festival

### Get amongst it!

And you get to be right in the heart of the action too! You can dance through the carnival streets for Pride, Diwali or Vaisakhi celebrations, cheer on Dragonboat racers through the canals in Brindleyplace and sing your heart out at one of the city's many music festivals. Put these in your diary because you won't want to miss a thing!

### BIRMINGHAM IN NUMBERS



30+

festivals take place in birmingham each year

### EVENTS WE LOVE



#### MADE FESTIVAL

Birmingham's leading music, arts and street culture event returns to the creatively quirky Digbeth



#### BIRMINGHAM WEEKENDER

The award-winning event hosts a packed weekend of free performances across the city



#### DRAGONBOAT RACE

A race like you've never seen before on one of our beautiful canals



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LET'S  
EAT



FOOD & DRINK



# NOTHING BRINGS PEOPLE TOGETHER LIKE GOOD FOOD

We know you'll need to refuel at some point, so it's a good job there's lots on offer! Our city is home to restaurants serving over 27 different cuisines from around the world! With seasonal food markets and some scrumptious food festivals, you will never go hungry here...



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## PLACES WE LOVE



### DIGBETH DINING CLUB

The city's premier street food event serving brilliant local, artisan food inspired by every corner of the globe



### THE EDGBASTON

A stunning Art Deco boutique hotel and cocktail lounge serving concoctions created by their masterful mixologists



### 200 DEGREES

A specialist coffee shop and barista school in the heart of the city, grinding truly great coffee that always leaves you impressed

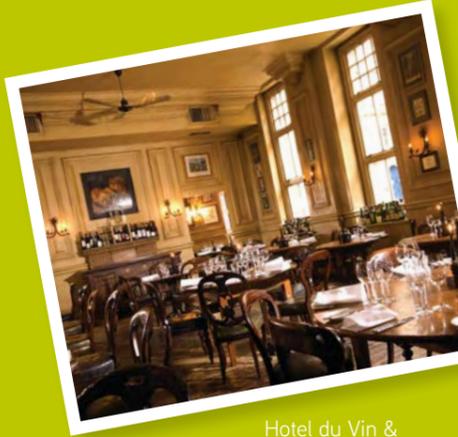


### COLMORE FOOD FESTIVAL

Birmingham's favourite food venues bring their menu to the city centre for us to sample and share

## Calling all foodinistas

In pursuit of a Michelin starred restaurant? We've got five! Maybe you're after a laid-back family meal, some lovingly prepared street food or local produce – Birmingham offers it all and everything in between! And we wouldn't let you go thirsty either – we have brilliant bars dotted across the city, elegant cocktail lounges, terraces and a bar or pub is never too far away!



Hotel du Vin & Bistro

## Breakfast, lunch & dinner

Why not make a day of it? With all kinds of food festivals and events populating the calendar, we've always got something to look forward to! There's weekly street food dining clubs, gin, rum and whisky festivals, farmer's markets and more! Hosted in the quirkiest corners of the city to leisure districts nearby, there's no excuse for going without!



Simpsons

## "Birmingham offers it all and everything in between!"

*Get 360 degree panoramic views of the city from their rooftop terrace*

Waters Restaurant



*Try Waters Restaurant for delicious and delicate desserts*



Marco Pierre White Steakhouse

**BIRMINGHAM IN NUMBERS**



**200+**

Birmingham is home to over 200 restaurants, offering cuisine from 27 different countries



**5**

5 Michelin starred restaurants in Birmingham, more than any city outside the capital

# ART & ARTEFACTS



Birmingham Museum & Art Gallery

Cultured? We're the only city outside of London where you can see a performance by our very own orchestra, ballet and opera company! Take in a hit show at the UK's busiest theatre – The Birmingham Hippodrome and explore over 500,000 works of art in our museums and art galleries.



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## BIRMINGHAM IN NUMBERS



520,000+

Birmingham Hippodrome is the busiest and most popular theatre in the UK with over 520,000 visitors taking their seats at performances every year



36,000+

Over 36,000 people watch musical performances by the world-famous City of Birmingham Symphony Orchestra (CBSO) every year. That's more than any other UK orchestra!

*“Birmingham’s exciting history has left us a number of outstanding heritage attractions to discover”*

### Expect the unexpected

See Tolkien’s inspiration for Lord of the Rings at Sarehole Mill and see where the forward thinking Lunar Society met to discuss the future at Soho House. Explore Shakespeare’s birthplace, his home and his legacy at the Royal Shakespeare Company in Stratford-upon-Avon.

### Open-air museums

Visit enchanting homes from every era and explore fascinating heritage museums, including an open-air industrial museum, a preserved jewellery workshop and a former coffin factory! You can take guided tours around all these places and many other sites with expert guides who are full of local insight.



Birmingham Hippodrome



Custard Factory

*Our ballet is on pointe!*

## PLACES WE LOVE



### SYMPHONY HALL

Opened in 1991, this is widely regarded as one of the best concert halls in the world



### BIRMINGHAM MUSEUM & ART GALLERY

Over 40 galleries displaying world-class collections of art, social history and archaeology



### BIRMINGHAM ROYAL BALLET

The UK’s premiere touring ballet company performs a range of traditional, classical and heritage ballets as well as groundbreaking new works

**SPORT**

**Game on!**

Home to more world and European events than any other UK city, there's always something, or someone to cheer for here. The city has some of the most exciting venues for watching or participating in the UK, including the Barclaycard Arena, Alexander Stadium, Villa Park and the Ricoh Arena.

*Head down to Edgbaston where you can regularly see the best batsmen in the world!*

Edgbaston



**It's a question of which sport?**

Athletics, badminton, golf, tennis, cricket... the world's greatest sporting heroes return to Birmingham each year to compete and excel in their field. Major sporting highlights include the Müller Indoor Grand Prix, the ICC Champions Trophy and the Yonex All England Open Championships.

# KNOCK IT OUT OF THE PARK

Birmingham is renowned across the world as a fantastic setting for competitive sport. If you enjoy the thrill of live sporting action then a visit to our city is a must.

**BIRMINGHAM IN NUMBERS**



The West Midlands attracts the 3rd highest number of visits primarily to watch sport



The city hosted over 25 sporting events in 2016



**BARCLAYCARD ARENA**

Home to the annual All England Open Badminton Championships



**VILLA PARK**

If you're a football fan, a visit to Villa Park is a must-see. Aston Villa FC were one of the founders of the Football League in 1888



**ALEXANDER STADIUM**

An international venue that hosts major athletics events and championships



**RICOH ARENA**

Home to Premiership rugby as well as netball, football and snooker

**"THE FIRST CITY TO BE AWARDED THE TITLE NATIONAL CITY OF SPORT"**

*Four times host of the Ryder Cup*



The Belfry



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GREAT OUTDOORS

# A BREATH OF FRESH AIR



Birmingham boasts acres upon acres of beautiful green spaces both in and around the city. There's some incredibly captivating scenery for walking, cycling, picnicking and photographing all around the region that you definitely shouldn't miss out on!

**“PACK A LUNCH, BUCKLE YOUR HELMET, LACE UP YOUR WALKING BOOTS AND GET OUTSIDE.”**

*Explore four glasshouses, an Aveny, wildlife trails and a seasonal butterfly house*

## Park life

Sutton Park is just one example of some of the wonderful wilderness the region has to offer. The park's extensive terrain hosts an array of wildlife and roaming animals over its 2,000 acres of historic landscape. In the suburb of Edgbaston sits both the 20th Century suburban villa and ground of Winterbourne House and Gardens as well as Birmingham Botanical Gardens. At Winterbourne, you'll find some real exquisite décor in the Arts & Craft house alongside the beautiful garden and terrace room. The Birmingham Botanical Gardens opened in 1832 and are home to four stunning glasshouses, a tropical rainforest and stunning gardens.

Winterbourne House & Gardens



Gas Street Basin

## Adventure in the city

And how's this for a bonus, there's even an urban park right in the city! Eastside Park is placed right next to Curzon Street adding another splash of green to our cityscape. Embedded in the park too is a creative science garden and children's play area developed by ThinkTank forming part of this green route to walk from the City Centre into the heart of Eastside.

## PLACES WE LOVE



BRINDLEYPLACE & CANALSIDE

Why not jump on board a canal boat and take a serene journey along Birmingham's waterways?



LICKEY HILLS

You'll quickly see why this Country Park is a photographer's paradise!



BIRMINGHAM BOTANICAL GARDENS

A 15-acre oasis of delight located in the beautiful suburb of Edgbaston



CANNON HILL PARK

The most popular park in the city is also home to the Birmingham Wildlife Conservation Centre and the mac theatre



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# “...AND RELAX”

From elegant 4-star rooms through to comfortable budget options and fully equipped serviced apartments, Birmingham and the region have something to suit every budget and party size...



Park Regis Birmingham

“Enjoy the moment”



Malmaison Birmingham

### Everything on your doorstep

All of our beds are within easy distance of Birmingham’s renowned shopping malls, public squares, restaurants, culture, entertainment venues and transport links thanks to our compact, but perfectly formed city centre.



Hampton by Hilton



BLOC Hotel

*The perfect venue for a weekend getaway!*



Hyatt Regency, Birmingham

### It's what we do best

We've hosted everything from a party of close friends on a weekend away to thousands of Rotarians, politicians and athletes; we're experienced at making sure groups have a great time from start to finish.

### PLACES WE LOVE



#### PARK REGIS BIRMINGHAM

An upscale deluxe hotel offering 253 well-appointed guest rooms located in the heart of Birmingham's City centre



#### AC HOTEL BIRMINGHAM

Located in the Mailbox it's strolling distance away from bespoke shopping opportunities, cutting edge wine bars & luxury restaurants



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