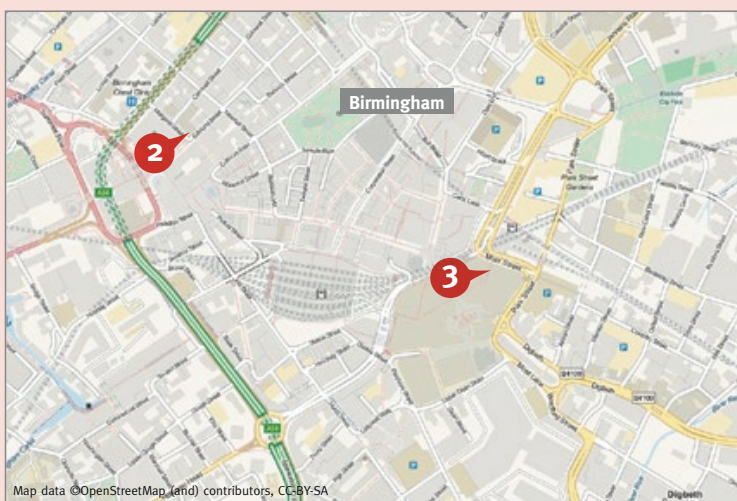


Birmingham

Welcome to Birmingham, a diverse and dynamic city, vibrant by day and by night. With its fascinating history and world-class cultural scene, combined with superb shopping, major international events and exhibitions, great nightlife and award-winning restaurants, Birmingham has a unique quality that brings with it an exciting and dynamic spirit.



1 Cadbury World

There's never been a better time to visit Cadbury World in Bournville, Birmingham. Come and experience the magic, making and history of Cadbury chocolate. In the new Essence, discover the secret of Cadbury Dairy Milk and create your own unique product combining liquid chocolate with different taste sensations from popcorn to jelly babies.

www.cadburyworld.co.uk



2 Birmingham Museum and Art Gallery

A spectacular Victorian building housing the world's finest collection of pre-Raphaelite art. The museum's collection includes work by Burne-Jones, William Morris and masters by French, Dutch and Italian artists from the 14thC to the present day. Discover the displays of costumes and ceramics, and fascinating archaeological exhibits including those from prehistoric and Roman times.

www.bmag.org.uk



3 Shopping

Birmingham is a shopper's paradise. Whether you seek head-turning chic or eye-catching value it's all here. Shopping centres like the glamorous Bullring, sophisticated Mailbox and cosmopolitan Pavilions all have their own atmosphere and mix of shops and are only a short distance apart. Linking the centres are Birmingham's bustling shopping streets, packed with major brands and boutique independents. And that's not all, 2014 will see the arrival of Grand Central, a brand new shopping centre with a £100million John Lewis store, the largest outside of London.

www.visitbirmingham.com/what-to-do/shopping

4 Sport

Birmingham is renowned across the world as a venue for competitive sport. If you enjoy the thrill of live sporting action then a visit to Birmingham is a must. From international athletics to test cricket, tennis to Ryder Cup golf and speedway to Premiership and Championship football, Birmingham hosts the very best in both amateur and professional sport.

www.visitbirmingham.com/sport



5 Birmingham Hippodrome

Home to the Birmingham Royal Ballet and DanceXchange, Birmingham Hippodrome Theatre is one of the city's most exciting and vibrant theatres, with a dramatic tradition that spans over one hundred years. With a reputation for staging some of the country's best musicals, ballets, operas and pantomimes, Birmingham Hippodrome is an events venue with a difference, offering facilities that are second to none.

www.birminghamhippodrome.com

food & drink



Simpson's, Edgbaston

20 Highfield Road,
Edgbaston, B15 3DU

www.simpsonsrestaurant.co.uk

Purnell's, City Centre

55 Cornwall street,
Birmingham, B3 2DH

www.purnellsrestaurant.com

Lasan, St Paul's Sq

3-4 Dakota Buildings,
James Street, St Paul's Square,
Birmingham, B3 1SD

www.lasangroup.com

where to stay



Malmaison Hotel

One Wharfedale Street,
Birmingham, B1 1RD

www.malmaison-birmingham.com

Radisson Blu

12 Holloway Circus, Queensway,
Birmingham, B1 1BT

www.radissonblu.co.uk

Hilton Garden Inn Birmingham

1 Brunswick Square, Brindleyplace,
Birmingham, B1 2HW

www.hilton.com

other things to see and do...

- **Town Hall, Birmingham**
www.thsh.co.uk
- **The Mailbox, Birmingham**
www.mailboxlife.com
- **Museum of the Jewellery Quarter**
www.the-quarter.com