



## Visitor Economy Fact Sheet

## West Midlands Growth Company

### WORLD CLASS FACILITIES



and a wide range of accommodation. Birmingham is the most popular UK regional destination for meetings, conferences and events (Cvent 2017)

### 50 AIRLINES FLY

TO OVER 150 destinations worldwide from Birmingham Airport



### 313 miles

of canals in the West Midlands region



### 2.2 MILLION

### INTERNATIONAL VISITORS IN 2016

Visitors spent a combined **£855 million in the area**, £298 million more than visitors spent in 2006

### 1 IN 10 JOBS



in the region are supported by the **TOURISM SECTOR**



### £7bn VISITOR ECONOMY IN BIRMINGHAM

contributes to the wider local economy

The region is home to some of the country's

### FINEST



EXHIBITION  
& EVENT  
VENUES

including the **NEC GROUP**  
AND **RICOH ARENA**

### Coventry

UK CITY OF CULTURE 2021

### SHOWCASING THE CITY

on a national and international stage,  
**BOOSTING TOURISM**

### BIRMINGHAM

WILL HOST THE

### 2022

COMMONWEALTH GAMES



### STRATFORD-UPON-AVON THE BIRTHPLACE OF SHAKESPEARE

welcomes nearly **FIVE MILLION VISITORS**  
A YEAR, spending **£336 million**

### BLACK COUNTRY LIVING MUSEUM

ONE of  
the UK's  
MOST POPULAR  
living museum attractions



### FOR OVER 250 YEARS BIRMINGHAM'S JEWELLERY QUARTER

has been a **NATIONAL EPICENTRE**  
for jewellery design  
– producing an estimated  
**40% of the UK's jewellery**

### POP ART WOLVERHAMPTON GALLERY

is home to  
**ENGLAND'S BIGGEST  
POP ART COLLECTION**

### THE NEW ART GALLERY

in Walsall has work by  
**WILLIAM BLAKE, VAN GOGH**  
and **MONET**

### DUDLEY'S LIMESTONE CAVERNS

let you discover  
**420  
MILLION**  
years of history



### NATIONAL MOTORCYCLE MUSEUM

in Solihull is recognised as  
the **FINEST AND LARGEST**  
motorcycle museum in the world