



## **KIDS GIVE THE THUMBS UP TO BLACK COUNTRY TOURIST ATTRACTIONS**

Black Country Living Museum and Dudley Zoo have been voted as two of the top ten tourist attractions in the West Midlands, by children and parents from the region.

West Midlands Safari Park was voted in at the top spot in the poll by both parents and children. Black Country Living Museum came in at 10<sup>th</sup> with kids and 4<sup>th</sup> with parents, whilst Dudley Zoo ranked 7<sup>th</sup> with children.

At the other end of the scale, the worst days out, as voted for children, included 'going shopping with mum', 'visiting grandma' and 'going to farms, because they are smelly'!

The study was carried out by Advantage West Midlands to find out where children and parents from the Heart of England, the West Midlands region, loved to go on a day out with their family.

Head of Tourism and Culture at Advantage West Midlands, Nigel Russell, comments: "The Heart of England has a variety of great tourist attractions for all ages. From theme parks and zoos to museums and galleries, we believe it's vital to raise awareness of the great family offering with people planning to visit the region.

"We decided to carry out this study to find out from children first-hand which tourist attractions they love so they can pass on their personal recommendations to visitors. The aim is to create a 'Kids out Guide' to be downloaded from [visittheheart.co.uk](http://visittheheart.co.uk), providing top tips on the best places to go as voted for by real people from the Heart of England."

The study was carried out in February and March 2010, at Brownie and Scouts groups in Herefordshire, Worcestershire, Coventry, Warwickshire, Shropshire, Staffordshire, Birmingham and the Black Country.

**-ENDS-**

### NOTES TO EDITORS

#### **Top 10 attractions (children)**

- 1 WMSP
- 2 Cadbury World
- 3 Alton Towers
- 3 Drayton Manor Park
- 5 Thinktank
- 5 Birmingham Sealife Centre
- 7 Dudley Zoo

- 7 Warwick Castle
- 7 Kenilworth Castle
- 10 Black Country Living Museum
- 10 Ironbridge
- 10 RAF Cosford

**Top 10 attractions (parents)**

- 1 WMSP
- 2 Warwick Castle
- 3 Alton Towers
- 4 Black Country Living Museum
- 6 Cadbury World
- 6 Thinktank
- 8 Birmingham Sealife Centre
- 8 Drayton Manor Park
- 10 Blists Hill Victorian Town
- 10 Severn Valley Railway

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