



West Midlands Railway class 730 - Travelling by rail gives access to discounted entry for West Midlands top attractions

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West Midlands Railway reveals top discounted attractions in time for Easter

Today (24th March 2025) [West Midlands Railway](#) (WMR) has revealed the region's five most popular attractions amongst savvy passengers, who snagged savings last spring.

National Rail offers 2-for-1 deals and up to a third off in savings for attractions on behalf of train operators across the West Midlands and beyond, with the only caveat being that visitors must travel to their chosen day out by train.

With Easter holidays coming up from Monday 14th April in Birmingham, a family of four could save over £250 when visiting these five well-loved locations. *

#1 The National SEA LIFE Centre

More than a quarter of savvy savers enjoined a discounted day out by train to National SEA LIFE Centre with Days Out Guide between March and May 2024, making it the West Midlands' most popular Days Out Guide attraction this time last year.

With less than a twenty-minute walk from Birmingham New Street or Five Ways station, travelling by train grants passengers up to a third off the cost of their visit.

Featuring a whopping 60 displays of freshwater and marine life, guests won't want to miss walking through the UK's only 360-degree Ocean tunnel experience or meeting the UK's first sea otters, Ozzy and Ola.

#2 Alton Towers Resort

In second spot is Alton Towers, a favourite for thrill seekers. Visitors can get up to a third off on up to six entry tickets through Days Out Guide, so it's not surprising that this great money saving hack was enjoyed by almost a fifth of Days Out Guide users travelling with WMR last spring, with the resort accessible via bus or taxi from Uttoxeter and Stoke on Trent station.

Whether you're heading straight for the new Toxicator ride, or spending the day in CBeebies Land, there's plenty to enjoy.

#3 ThinkTank

Birmingham Science Museum, ThinkTank, is the West Midlands' third most popular discounted day out by train with Days Out Guide. 2-for-1 entry means two adults and two kids can save up to £35 on their entry by travelling by train, with just a 10-minute walk from Birmingham Moor Street station or a 15-minute walk from Birmingham New Street station.

From steam engines and talking robots to natural history and the human body, ThinkTank has over 200 hands-on science and technology displays as well as a 4K planetarium. And there's plenty to do for kids too with MiniBrum - a child-sized city bursting with different ways to play from a racetrack and construction zone to a dressing up area and mini café.

#4 Legoland Discovery Centre

Legoland Discovery Centre comes in at fourth. With less than a twenty-minute walk from Birmingham New Street and Five Ways station, visitors can get a third off the ticket price.

Guests can take part in expert led workshops and explore the spectacular MINILAND, featuring Birmingham's famous landmarks built entirely out of 1.5 million LEGO® bricks.

#5 Cadbury World

And no Easter day out in the West Midlands would be complete without a mention of Cadbury World, which was the fifth most popular discounted day out for WMR passengers through Days Out Guide last spring.

This family favourite is packed with chocolatey fun. Little ones will love seeing Cadbury's master chocolatiers in action before taking a ride on the 4D chocolate adventure. Not only that, from April 5th visitors will also have the chance to watch Mr. Cadbury Parrot's Easter Egg-stravaganza stage show.

Jonny Wiseman, customer experience director at West Midlands Railway, said: "There are so many fantastic attractions across the West Midlands which are accessible by rail. Being able to get a discount just by catching the train is an easy way to save money on your day out this spring, and with plenty of offers available on some of the most popular sites in the region, there's something for everyone."

Savings are available on a range of activities like Escape Room Birmingham, historical sites including Shakespeare's birthplace and beautiful estates such as Winterbourne House & Gardens.

Visit the National Rail Day's Out Guide website to explore the different

discounts on offer via <https://www.daysoutguide.co.uk/uk-days-out/days-out-in-england/days-out-in-birmingham>

About West Midlands Trains

For further information on this release, email press.office@wmtrains.co.uk

West Midlands Trains operates both West Midlands Railway and London Northwestern Railway services.

- **London Northwestern Railway** services operate between Liverpool and Birmingham, and on the West Coast Main Line to and from London Euston.
- **West Midlands Railway** services operate to destinations across the West Midlands via Birmingham New Street and Birmingham Snow Hill.

For more information on these services visit westmidlandsrailway.co.uk or londonnorthwesternrailway.co.uk

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*For a family of two adults and two children, the total that could be saved is up to £264.52.

Data sourced from Rail Delivery Group shows percentage of Days Out Guide customers visiting attractions in and around the West Midlands and travelling with West Midlands Trains between 1 March 2024 – 31 May 2024.

March - May 2024	%
The National SEA LIFE Centre	26.19%

Alton Towers Resort	18.85%
ThinkTank	12.42%
Legoland Discovery Centre	10.66%
Cadbury World	10.53%

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