

Brum's Christmas Reindeer locations

Fill in the letter you see at each reindeer to spell out the festive words!



Dasher by Jess Perrin
New Street station concourse



Dancer by Marni Maurri
Great Western Arcade



Prancer by Milan Topalovic
Frankfurt Christmas Market, Victoria Square



Vixen by Gayani Ariyaratne
Burlington Arcade



Comet by Megan Evans Smith
Bullring, near The Bull



Cupid by Sue Guthrie
Mailbox, near BBC



Donner by Donna Newman
Grand Central



Blitzen by Reilly Creative
Primark, High Street
Supporting Birmingham Children's Hospital Charity



Rudolph by Studio Glen
Selfridges, Bullring



CENTRAL BID
BIRMINGHAM

"Rudolph" and the image of a red-nosed reindeer is used under license from Character Arts LLC for Brum's Christmas Reindeer Trail.

Christmas in BIRMINGHAM

Christmas shopping

Birmingham is a shopper's paradise; from big brands to independent boutiques. At Bullring and Grand Central find Selfridges, M&S, Sephora and more, while High Street boasts the world's biggest Primark. Independent shops and salons fill pretty Piccadilly and Great Western Arcades and are dotted amongst big names in New Street and Corporation Street for endless gift ideas.

Bars, restaurants & coffee shops

From craft beer to pizza, Birmingham is home to mouth-watering bars, restaurants and coffee shops with many offering Christmas menus and promotions.

Birmingham's Frankfurt Christmas Market

Enjoy Gluhwein to bratwurst and beer at the largest authentic German Christmas market outside Germany in Victoria Square and New Street. Ideal for unique gifts and getting in the festive spirit with live music. Mon-Thu 11am-9pm, Fri 11am-9.30pm, Sat 10am-9.30pm and Sun 10am-9pm. Until Dec 24.

Brum's Christmas Reindeer Trail proudly supports Birmingham Children's Hospital Charity

A £5 donation from you today could:

Gift a patient with a present from Santa on Christmas morning, provide festive entertainment or help a parent stay overnight in the hospital's emergency family accommodation.

Donate and help make Christmas magical for the hospital's sick kids.



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Brum's Christmas Reindeer Trail

14 November 2025 – 6 January 2026



PLUS
Christmas shopping & attractions

Brum's
Christmas
Reindeer
Trail

Westside

Christmas in BIRMINGHAM



Christmas Reindeer Trail (see over)



Birmingham's Frankfurt Christmas Market



Christmas shopping



Christmas in Cathedral Square



Big Wheel and Ice Skate Birmingham



Christmas shows



Bars, restaurants and coffee shops

