



Why you should visit Britain in 2024

From innovative entertainment venues using ground-breaking technology to the latest food halls serving an array of global flavours, there has never been a more exciting time to discover Britain's vibrant cities and lush countryside.



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Discover boundless inspiration for every journey, whether your heart yearns for a relaxing weekend retreat or a thrilling escapade. Find out why a trip to Britain should be on your bucket list for 2024.

Savour global flavours at Britain's newest food halls

Britain's food hall scene is booming with more and more venues popping up all over the country. There is no better place to immerse yourself in a variety of international cuisines crafted by

independent restaurants, all within a lively and vibrant ambiance.

Discover the latest gems across the country, from the brand-new [Arcade Food Hall](#) at London's new leisure destination, Battersea Power Station, to Manchester's [Central Bay](#), just recently opened in late 2023. Manchester embraces the innovative food venue theme with the opening of [Shipyards](#) in 2024. The modern dining concept, [Boxhall](#), will open new venues in Bristol and London Liverpool Street. A similar venue, [Boxpark](#) has also just opened its doors in Liverpool. Later in the year, Sheffield will see the debut of [Cambridge Street Collective](#), while the city of Bradford sees the opening of [Darley Street Market](#).

Embark on a gourmet break

Experience the essence of Britain's local flavours while staying at one of the numerous hotels that boast award-winning restaurants. [The Langdale Chase](#) in Windermere, re-opened in autumn 2023, delivers innovative British cuisine inspired by the Lake District at their 2 AA Rosettes rated restaurant. Aughton's [Moor Hall](#), just under an hour north of Liverpool by train, will launch luxury lodges to provide the ultimate luxury foodie gateway from spring 2024. Their restaurant holds two Michelin Stars and there are two other Michelin star restaurants close by, [The Barn](#) and [So-lo](#).

Check out these four newly acclaimed Michelin star hotel restaurants for your next trip. Alex Dilling's modern twist on French cuisine earned [Hotel Café Royal](#) in London a Michelin Star making it the perfect luxury stay for foodies in the capital. [The Pass](#), located in the stunning West Sussex countryside town of Horsham, secured a Michelin star and 3 AA Rosettes, offering intimate dining within their historic walls. [Gidleigh Park](#) in Devon's Dartmoor National Park boasts an extensive international wine cellar and a commitment to seasonal ingredients. Treat yourself to a cosy room at the [Pentonbridge](#) Inn, on the English-Scottish border. Enjoy their 'Dine and Stay' package featuring an eight-course menu created with produce from their own garden.

Bristol's [GOOD Stories in Food](#) launched in 2023 with their 'Bristol Hotspots and Hidden Treasures' and 'Wine and Cheese Tasting in Cheddar Valley' tours, both highlighting independents creating the most delicious flavours in a sustainable way. They are adding a new 'Happiest Hour' tour to their offerings in spring 2024. When visiting Glasgow embark on one of the self-guided [Experience Glasgow Trails](#) launched in autumn 2023. Visitors are introduced to the best local spots to savour a tippie or two while meeting local producers, award-winning chefs and passionate business owners. The Welsh food and drink scene is ever evolving with many venues worth visiting in 2024. Savour whisky at the [Penderyn Distillery](#) in Swansea which opened last summer or dine at the Michelin starred restaurant [Ynyshir](#) in Mid Wales which scored the title of the UK's best restaurant at the National Restaurant Awards 2023.

Eco-conscious options

More and more travellers are picking eco-friendly places to stay, leading to ample new options to try in Britain. [The Treehouse](#) hotel chain is taking root in spring 2024 in Manchester, re-purposing a former hotel. By giving a second life to pre-loved items and discouraging single-use items, they are trying to keep their footprint as low as possible. Nestled in the Pembrokeshire countryside of Wales, [BlueStone National Park Resort](#) introduced new platinum lodges in summer 2023. The resort is dedicated to benefiting the local community and protecting their unique environment. Since July 2023, the [One Hotel Mayfair](#) in London offers eco-luxury. The hotel provides electric

cars for their residents to explore further afield, locally sourced and seasonal dining (including a zero-waste dinner) and harvested rainwater to reduce water usage. Launching in March 2024 is [TreeDwellers](#), a must visit eco-friendly gem in the Cotswolds. The hotel provides a nature-immersed experience with tree houses designed to blend into the forest, featuring natural interiors and comforting amenities including roll top bathtubs and wood-burning fires.

If you are looking for sustainable experiences, head to the [Bristol Zoo Project](#) which sees new developments starting in 2024 with strong emphasis on conservation and education. Whitehaven, on the Cumbrian coast, opens a brand-new coastal activity centre, [The Edge](#), in summer 2024. Besides offering water sports and recreational facilities, it will also support coastal recreational activities and provide a community centre. A major new attraction expected to open in 2025 is the [Eden Project Morecambe](#), delivered by the team behind the first Eden Project in Cornwall. Visitors can expect a mix of entertainment and education driving positive behavioural change while creating lasting memories.

New trails and adventures

As part of the celebrations of England's '[Year of the Coast](#)' and in honour of the Coronation of His Majesty King Charles III both in 2023, England's coast path has officially been renamed as the '[King Charles III England Coast Path](#)'. The coastal path is expected to be fully walkable by the end of 2024 – connecting communities around the English coast forming the longest national trail.

There is an abundance of new cycling routes to explore in Britain this year. January will see the launch of [Route YC](#), a collection of adventure cycling routes along Yorkshire's glorious coastline. In the south of Scotland, the new [Kirkpatrick C2C cycling route](#) stretches 250 miles from Stranraer on the west coast to Eyemouth on the east coast crossing stunning landscapes. Unveiled in late summer 2023, Wales's [Traws Eryri](#) (Trans Snowdonia) mainly off-road 200km bikepacking route offers breath-taking views with a warm Welsh welcome at every stop.

Indulge in pure luxury

London's luxury hotel scene is rapidly expanding, with exciting additions on the horizon. In spring, the Hyatt will open their new [Park Hyatt London River Thames](#), conveniently situated within walking distance of London's major tourist attractions. The Maybourne Hotel Group is adding the brand-new [Emory](#) to their collection featuring a residents rooftop bar with panoramic views of Hyde Park in April 2024. Additionally, [Six Senses](#), renowned worldwide for its authentic, personal, and sustainable five-star hotels, is scheduled to unveil a new property in London in 2024. In the winter of 2024, [The Other House Covent Garden](#) will introduce 200 Club flats, accompanied by a public restaurant and a rooftop bar offering breathtaking views.

However, it's not just London that is witnessing a surge in luxury accommodation. Along the scenic shores of northern Cornwall, [Una St Ives](#) is offering their guests brand-new upscale villas complete with private hot tubs. Glasgow's latest addition, [The Address](#) will welcome guests from early 2024. The design-driven hotel offers an eclectic mix of luxe interiors and traditional design pieces all sourced from and crafted in Scotland as well as an international eatery, focused on sustainability and seasonality. In the vibrant city of Manchester, the first [Soho House](#) members club in the North of England is set to open in spring 2024, along with a [Soho House](#) branch in Glasgow sometime in 2024. [Wildes Chester](#) is planning to introduce an exquisite blend of

boutique hotel meets luxury spa, and fine dining experience to the ancient city later this year.

Inspired by the adventures and tales of Scottish explorers, [100 Princes Street](#) nestled in the cultural heart of Edinburgh will be the go-to place for a combination of Scottish heritage and deluxe creature comforts from spring 2024. In addition, the [W Hotel](#) launched in November 2023 stands out with their rooftop bar with 360° views of the city, and fusion restaurant [SUSHISAMBA](#) on the upper levels offering a unique blend of Japanese, Brazilian and Peruvian culture and cuisine.

Delve into British culture and entertainment

Learn more about Britain's diverse culture during your next trip. Celebrate the 200th anniversary of the first ever Cadbury shop at [Cadbury World](#) in Birmingham, where you can discover more about the brand's history and their chocolate-making process.

Stay at these new innovative hotels reflecting Britain's culture in 2024: [art'otel Hoxton](#) located in London's street art hub, showcasing incredible art including Banksy originals, and [No.124 Kings Road](#) in Brighton embracing the city's personality through art, design, and architecture (opens in summer).

Dive into Britain's theatrical scene with [Hamilton](#) (25 June – 31 August 2024) at the [Birmingham Hippodrome](#), celebrating its 125th anniversary in 2024. Watch the hit musical [Wicked](#) in Sunderland (24 Sept – 20 Oct 2024) or catch the hilarious [Sister Act](#) musical returning to the West End in March 2024.

Experience British comedy at the annual [Late Shows](#) event in Newcastle and Gateshead in May. Visitors are invited to a culture crawl including open art studios, music performances and bizarre and intriguing interactive events. Embrace British Culture at the [Brit Fest](#) in Cheshire, July 2024, with top tier entertainment, tasty street food and celebrations of the finest of British tradition and culture.

Shop British and global brands at London's latest leisure destination [Battersea Power Station](#) in London, housed in the iconic Grade II listed building. Their [Lift 109](#) takes visitors high above the city providing 360-degree views of London's skyline. Looking forward to 2025, the [Cotswolds Designer Outlet](#) will open featuring more than 90 fashion and lifestyle labels. The outlet's architecture is inspired by the region, offering more than just shopping, including food festivals, art exhibits, and music events.

Don't miss Britain's best festivals and sporting events

Throughout the whole year, Britain is offering an abundance of great events. One of Britain's top literature themed event taking place in spring is the [Oxford Literary Festival](#) boasting partnerships with Netflix, the University of Oxford and the Financial Times. Meanwhile, one of the longest running literature festivals in the world, the [Cheltenham Literature Festival](#) will be celebrating its 75th anniversary in October 2024.

One event not to miss for classical musical lovers is the annual Bath [Bachfest](#) celebrating the life of one the greatest composers in February. For maritime enthusiasts, the [Bristol Harbour Festival](#) returns in July 2024 bringing top tier entertainment, delicious street foods and a wide variety of

water activities to the vibrant city. Experience the [Edinburgh Festival Fringe](#) like never before aboard the unique and newly renovated 'Floatel' [The Playbill FringeShip](#). The sustainable and modern cruise ship will be docked from 8 – 15 August 2024 and house up to 1,300 visitors.

Feel the thunderous excitement of one of the greatest horse races in Britain at the [Randox Grand National](#), a fixture that echoes through Liverpool's history. Follow the sound of rushing water and cheering crowds to find the perfect viewing spot for the [Royal Henely Regatta](#) featuring over 300 boat races from 2 until 7 July 2024. The [World Athletics Indoor Championships](#) held in Glasgow in spring sees some of the best athletes in the world competing for prestigious titles.

As we look ahead to summer 2025, the [Orkney Island Games](#) will offer a stunning fusion of inclusive athleticism against the backdrop of Scotland's most captivating scenery.

See Britain light up during the winter months

During the winter months, Britain's urban areas come alive with dazzling light displays showcasing great creativity and winter festivals. The [Winter Lights at Canary Wharf](#), taking place in London in January is one unmissable event. Some of the most innovative light artists brighten up the area including some hands-on interactive exhibits.

[Bristol Light Festival](#) provides a platform for local, national and international artists to showcase the best in installation art. Scotland's magical [Spectra Festival of Light](#) in Aberdeen offers a spectacular programme of works by some of the world's leading visual artists to transform the city with light, sound and eye-catching visual art. The new annual light art festival [Baylight Morecambe](#) is taking over the beautiful Lancashire seafront in February featuring artist from all over the world.

Explore Britain's newest museums

2024 will see new additions to Britain's diverse museum scene. Opened on 15 March 2024, Blackpool's [Showtown](#) museum celebrates the entertainers who turned Blackpool into the home of show business. [The Perth Museum](#) reopened in March after a major re-development, with new story telling exhibits and home to artifacts including the Stone of Destiny. Visitors can also enjoy the [Hairy Highland Coo Trail](#) featuring individually designed Coos, painted by talented artists for ten weeks this summer.

Arriving by autumn 2024, Leicester's [Jewry Wall Museum](#) will be transformed into an immersive hands-on experience using cutting-edge technology to tell visitors of the city's Roman history. While in 2025, the [V&A East Storehouse](#) at London's Olympic Park will offer an immersive experience combining object storage, learning spaces, and galleries. Later in the same year, the [Museum of Shakespeare](#) will be looking to open its doors in London's Shoreditch using AI to allow visitors to walk in one of Britain's greatest writer's footsteps.

Feel like a king or queen at Britain's castles and palaces

Step into a world of timeless elegance and captivating heritage as you explore Britain's exceptional castles and palaces in 2024. [Raby Castle](#) in County Durham, reopening in spring 2024, is undergoing redevelopment with the aim to blend history and innovation. Visitors will be able to explore re-imagined gardens, stylish shops and taste local flavours. The iconic [Leeds Castle](#) in Kent recently added rooms for guests to stay within the walls of the castle itself for the first time ever. Due to reopen in later in 2024, Scotland's iconic [Craigievar Castle](#) is undergoing a facelift to refresh its extraordinary pink facade, creating the perfect backdrop for a fairytale snapshot. Discover the regal side of Norwich in summer 2024 and visit the reopened [Norwich Castle](#) following their major re-development, placing them as the most accessible castle in Britain. Cutting-edge projection and digital technology will immerse visitors in King Henry I's lavish Castle, revealing its untold stories and Norwich's medieval importance.

Visit one of Britain's greatest palaces, the stunning [Blenheim Palace](#), and join their [Lights. Camera. Action! tour](#) visiting the top filming locations in Netflix's *Queen Charlotte: A Bridgerton Story*, along with other memorable features such as *Harry Potter*. Known for their extensive events programme throughout the year, the palace will not disappoint in 2024. The live music event [Nocturne Live](#) will take over the castle grounds from 12 - 16 June and their [Food Festival](#) returns for its 10th year from 25 – 27 of May.

Britain shines on screen

Step through cinematic landscapes and marvel at the scenic spots found only in Britain on and off screen. Often used as the stunning backdrop to regency epochs like Jane Austen's *Pride and Prejudice*, [Bath](#) sets the stage for the new adaptation of [Wonka](#) which aired in December 2023. Other filming locations include the [Cobb harbour wall](#) in Lyme Regis, South London's [Rivoli Ballroom](#) and Oxford's [Radcliffe Camera](#). Another production using Bath as a backdrop is [Bridgerton](#) which returned for its third season on 16 May. Join [Brit Movie Tours](#) and explore Bath's various film locations.

2024 started strong with the Netflix hit [Fool Me Once](#) released in January. Set in the fictional town of Winhurst, filming took place in and around Manchester. The city's [Castlefield Viaduct](#) and the mansion [Arley Hall](#) in Cheshire (known from *Peaky Blinders*) are also featured. Explore Manchester's famous backdrops on The [Locationist's](#) Film and TV locations walking tour. In February 2024, they introduced a new round of tours in London, including filming locations for *Doctor Who's* 60th Anniversary specials, *Star Wars*, *Notting Hill* and much more.

Released on Apple TV+ in January 2024, Stephen Spielberg and Tom Hanks shone their light on the East of England, where the airmen were originally stationed for [Masters of the Air](#). The show was mainly shot in Oxfordshire including locations such as the [Didcot Railway Centre](#), [Mapledurham House](#) and the [Bovingdon Airfield Studios](#) in Herefordshire. Raynor Winn's inspiring memoir, [The Salt Path](#), comes to theatres in 2024. Discover the poignant beauty of a story brought to life against the stunning backdrop of the [Cornish coast](#). Fall in love with [Birmingham's](#) street art and love for creative industrial innovation in preparation for the release of the new *Peaky Blinders* film in late 2024. The film is shooting in Birmingham's funky Digbeth neighbourhood and in the city's newest filming venue, [Digbeth studios](#). A new hub for multi-media projects, the studio has become home to some of the industries newest and most exciting film and TV productions.

Discover Britain's secret to relaxation and wellness

Find music, fitness and fun entangled in mindfulness events across Britain in 2024. [Rebalance Bath – The Festival of Wellbeing](#), happening in February, offers a chance to unwind in the serene setting of Bath, known for its healing waters and historic charm. Treat yourself to an immersive weekend in a scenic forest at the [Feel Good Festival](#) (7 - 9 June) and relax on the edge of the Lake District. Soak up the peaceful atmosphere by enjoying farm fresh foods and energising entertainment. Discover the quieter side of London on 15 June at the [Wellnergy Festival](#), offering an exciting line-up of international DJs, local street food vendors and ample fitness courses from martial arts to Barre.

A long-awaited opening is the [Lost Shore Surf Resort](#) in Edinburgh launching in September 2024. It will become Europe's largest inland surfing destination on a state-of-the-art surf lake including unique pods and luxurious lodges, a food market, retail spaces and a wellness spa. Wales's latest wellness offering is the [Halen Môn Seaweed Baths Experience](#) in upcycled whisky barrels converted to warm baths providing coastal views of Anglesey.

Looking forward to 2025, [Therme Manchester](#) will open its doors. The one-of-a-kind relaxation resort will offer guests an all-season indoor beach, access to over 30 sauna & steam rooms, water slides, and pools.

Enjoy inclusive events celebrating Britain's diversity

Embark on a culturally immersive journey in 2024 and discover Britain's dynamic array of events and exhibitions demonstrating commitment to inclusivity and diversity. At the Tate Britain, ['Women in Revolt'](#) (8 November 2023 - 7 April 2024) celebrates the inspiring work of women enabling change and inclusivity. Commemorate an extraordinary testament to the vibrant heritage that enriches Britain at the 50th Anniversary [Caribbean Carnival](#) in Preston this spring 2024. For film enthusiasts, London's annual LGBTQIA+ Film Festival [BFI Flare 2024](#) is happening in spring.

Feel the rhythmic heartbeat of [Africa Oye](#) in Liverpool in summer 2024, the UK's largest free celebration of African music and culture that echoes alongside the continent. In Wales, the [Pride Cymru](#) event in Cardiff (22 – 23 June 2024) attracts over 50,000 people each year. Celebrated in London every year during August, UK [Black Pride](#) is one of Europe's largest events for the African, Asian, Middle Eastern, Latin American and Caribbean-heritage LGBTQIA+ community. Another event not to miss is the vibrant four-day extravaganza Manchester [Pride](#) celebrating the LGBTQIA+ community from 23 – 26 August 2024. Another exciting event with captivating rhythms is [Notting Hill Carnival](#), taking place in August 2024.

Held every October, the annual [Iris Prize Festival](#) (8 – 13 October) is Cardiff's queer alternative to Cannes showcasing LGBTQIA+ short films and panel discussions, filmmaker Q&A's and legendary parties.

Move to the rhythm at Britain's newest entertainment venues

Witness the extraordinary new entertainment destinations that will redefine Britain's cultural landscape. The new flagship cultural centre, [Aviva Studios](#) - home of Factory International, fully opened in October 2023 and emerges as the North's beacon of creativity showcasing a

symphony of arts from concerts and theatre to major exhibitions. Another noteworthy new opening in Manchester is [Diecast](#). The venue blends food, culture, and community together in a former metals factory. After a five-year long transformation, Bristol has re-opened their renowned music venue [Bristol Beacon](#) in November 2023. Britain's foremost pioneering, purpose-driven arena [Co-op Live](#) opened in April 2024. Partnering with Manchester-born Harry Styles, the remarkable venue has sustainability at its core. With the venue being fully accessible, everyone is welcome to the events.

Looking ahead to late 2025, Bristol is expecting to open the Bristol's [YTL Arena](#). Born from the iconic Brabazon Hangars that once housed the Concorde, the arena is set to be the nation's third-largest, elevating Bristol to a global hub of live music. Their vision is to create Europe's most sustainable arena and be carbon neutral from day one.