



Bring fiction to life and set jet to Britain's top literature hotspots

Once upon a time, we travelled into the realm of our favourite fictional worlds through books, film, and TV. Fast forward to today, enjoy the best of both worlds across Britain's most exciting landscapes.



July 2024

*Whether you're fascinated by classic matchmaking with Jane Austen, indulging in the estates and parks of *Bridgerton*, or admiring villages in the Cotswolds for a taste of high Regency. It's time to set jet across Britain in 2024. Visit your favourite fictional realms and destinations through the lens of literature.*

Bath, *Bridgerton* and landmarks

As if pulled straight from the pages, Bath offers an authentic look into the regency era, due to its stunning Georgian architecture, surrounding manor houses and countryside. Netflix's charming period drama series, [Bridgerton](#), based on the bestselling books by Julia Quinn, has drawn travellers to explore some of Britain's most recognisable landmarks within the city, including [The Royal Crescent](#) and [The Holburne Museum](#) among many others.

Since the show's release, many tailor-made experiences have popped up in this picturesque city. Themed walking tours include a bespoke [Photo Tour](#) and a [Bridgerton Sights and Music Tour](#) with welcoming and fun guides and a [Bath Regency Walking Tour](#) which explores locations including Pulteney Bridge, the Pump Room and Queen Square. Brit Movie Tours offer a two-hour [Bridgerton Tour](#) through Bath's historic streets, with some unmissable photo stops along the way.

Oxford, Birmingham, Manchester, *Wonka* and chocolates

Visit the enchanting world of Willy Wonka, a whimsical character appearing in Roald Dahl's 1964 children's novel *Charlie and the Chocolate Factory*, for your next trip to Britain. The latest released [Wonka](#) film features several iconic British locations as backdrops, enticing you to create your own magical treats during mouthwatering chocolate factory tours and immersive sweets masterclasses.

Head to Oxford's [Hertford College](#) and the iconic [Radcliffe Camera](#), a working library of the University of Oxford, for a glimpse into the Wonka-verse. Get the inside scoop on a [guided tour](#) of the Radcliffe Camera. The nearby Catte Street and [Sheldonian Theatre](#) also mark other locations in the city used in the film. Explore the theatre on your own or join a guided tour to enjoy the best indoor 360-degree panoramic views of the city from the Cupola.

Continue your sweet journey further north for some more appetising experiences that include the [Cadbury World](#) in Birmingham. 2024 marks the 200th anniversary of the opening of the very first Cadbury shop. Step into the scrumptious world of chocolate and sweets at Cadbury World in Bournville on the outskirts of Birmingham. Create your very own bespoke chocolate and embark on a journey through the heritage of chocolate-making including interactive exhibits and mouthwatering tastings.

Heading to Manchester, the [Chocolate Factory Experience](#) provides a paradise for chocolate lovers. Immerse yourself in a world of cocoa confections as you explore a chocolate factory filled with delicious surprises. From tastings to interactive workshops, this experience offers a hands-on journey into the art of chocolate-making while discovering the secrets behind crafting gourmet chocolates.

London and Scotland, *Harry Potter* and magic

Britain is bursting with spell-binding *Harry Potter* filming locations, making it magical for *Harry Potter* fans everywhere. Head to King's Cross station's Platform 9¾ with its disappearing luggage, the [Reptile House at ZSL London Zoo](#), where Harry first discovers his gift for talking with snakes, or stand in the exact spot of the dramatic sequence of the [Millenium Bridge](#) collapsing.

Spoilt with tour choices for entering the world of *Harry Potter*, discover many of the real film locations you see in the *Harry Potter* films through the [Harry Potter London Cab Tour](#). The taxi tours from location to location so that you can see, stand next to and even walk in the actual places where Muggles fear to tread. Get a behind-the-scenes look at the spellbinding making of the *Harry Potter* films with the [Warner Bros. Studio Tour](#). Through the [Wizards London Bus Tour](#) you can enjoy a three-hour magical fun-packed tour just outside of London.

Head up north to [Lochaber](#) in the Scottish Highlands for a familiar film sight. Hop onto a Hogwarts-style steam-locomotive on the [Jacobite Steam Train](#) cross the [Glenfinnan Viaduct](#) running daily from end of March until late October for breathtaking views of Britain's highest

mountain and shortest river

Unleash your inner wizard in the enchanting world of [The Cauldron: Potion Making](#) experience in Edinburgh. Here you'll brew magical concoctions and elixirs to create themed cocktails. This immersive adventure lets you become a part of a mystical world, filled with wonder and taste sensations.

Alternatively, a visit to [Alnwick Castle](#) (Hogwarts) sets the scene for the first flying lesson in [Harry Potter and the Philosopher's Stone](#). Meet fellow witches and wizards alike during a [broomstick lesson](#) and become an expert in the skies with guidance from skilled instructors.

National Trust, *Pride and Prejudice* and Jane Austen

Following the global popularity of *Pride and Prejudice*, every Jane Austen book lover eagerly awaits the next adaptation of their favourite novel to be seen on the big screen. The much loved film version of the classic novel includes several [National Trust](#) locations in Britain, like the [Lyme Hall](#) in Cheshire, which acted as the exterior of Mr. Darcy's Pemberley Estate. Head over to the [Regency Dressing Room](#), and re-enact a few pages of your favourite novel. Better yet, feel transported back into the 17th century with a [behind-the-scenes tour](#) of the estate and discover real life stories of residents' past. [Lacock Abbey](#), in Wiltshire, was used to depict some of the interior of the Pemberley Estate, while the village of [Lacock](#) itself was used as the setting for Meryton. [Sudbury Hall](#) in Derbyshire and swathes of the [Peak District National Park](#) also provided the backdrop for this classic tale. Take advantage of the warmer weather and enjoy the [Summer Nights Film Festival](#) taking place in the national park on 16 -17 August with outdoor screenings of *Barbie* and *Wonka*, to name a few.

Head down south to [Hampshire](#) and walk in the footsteps of the world renowned author Jane Austen with a visit to [Jane Austen's House](#), celebrating their 75th anniversary this year and 250 years since the birth of Jane Austen in 2025. It was in the inspiring Hampshire cottage that Jane Austen wrote and published all six of her globally beloved novels. Why not participate in the museum's annual [Dress Up Day](#) and show off your best regency era outfit on 13 July.

London, Sherlock Holmes and his escapades

The legacy of Sir Arthur Conan Doyle's legendary character has seen Sherlock become a cultural icon in England with bundles of Sherlock Holmes locations and attractions up and down the country celebrating his adventures. Head to London to track down the city behind the page (or scene on screen). Here's a selection of the best Sherlock-themed things to do in the capital.

Step through the doors of 221B Baker Street and get transported back in time to Sherlock's Victorian-era apartment at the [Sherlock Holmes Museum](#) which is complete with memorabilia celebrating his greatest cases. Enjoy a traditional English pint in the comfy surroundings of the [Sherlock Holmes](#) Victorian-styled pub, or head to the upstairs restaurant and view a full re-creation of Holmes' sitting room at 221B Baker Street.

Housed in a secret location in West London, [Sherlock: The Game Is Now](#) is a new escape game based on the hit BBC show. Fully immersive with original content from the stars of the show, the game sees teams of four to six people solving puzzles and uncovering mysteries in a race against the clock.

Escape to these literary festivals across Britain in 2024

Hay Festival of Literature and Arts - Brecon Beacons, Wales

23 May – 2 June 2024

The renowned [Hay Festival of Literature and Arts](#), held annually in a tented village on the edge of the [Brecon Beacons National Park](#), aims to bring together some of the greatest contemporary authors and the most exciting new voices in literature and the arts. Past speakers and performers have included Margaret Atwood, Ian McEwan, Chelsea Clinton, Michael Woolf, Stormzy, Dua Lipa, Simon Schama, David Olusoga, Rose McGowan, Dara O'Briain and many more.

Jane Austen Regency Week - Hampshire

21 – 30 June 2024

This [nine-day festival](#) is packed with all things Austen. It takes place in and around the market town of Alton and nearby Chawton, the home of Jane Austen's House & Museum. Expect Regency-style music, dining, drama, singing, talks and guided walks and tours, as well as the famous Regency Ball.

Cheltenham Literature Festival – Cheltenham

4 – 13 October 2024

This [literary festival](#) celebrates its 75th anniversary in 2024 and will see the launch of major books, as well as talks, workshops and performances touching upon subjects as diverse as history, politics, sport, food and fashion.

Jane Austen Festival - Bath

13 – 22 September 2024

Visit Bath during the annual [Jane Austen Festival](#) for an immersive Regency experience. Walk alongside other Jane Austen fans in the spectacular opening Grand Regency Costumed Promenade. Past events have included elegant, guided walks and day trips, intriguing talks, music recitals and concerts, as well as workshops and dance classes.