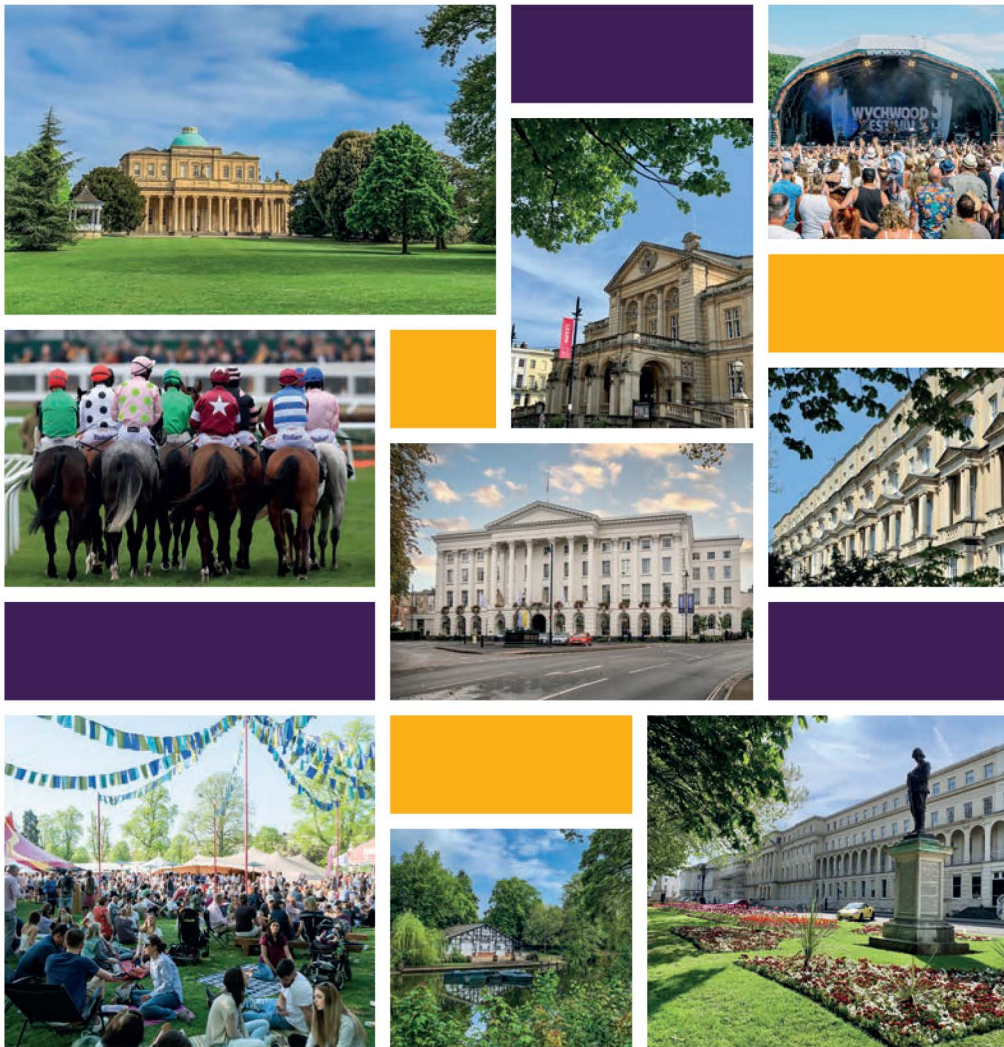


VISIT
CHELTENHAM
THE FESTIVAL
TOWN

OFFICIAL VISITOR GUIDE



EVENTS | FOOD & DRINK | SHOPPING | PLACES TO STAY | THINGS TO DO | MAP

[VISITCHELTENHAM.COM](https://www.visitcheltenham.com)

[f](https://www.facebook.com/visitcheltenham) visitcheltenham [@](https://www.instagram.com/visitcheltenham) visitcheltenham [@](https://www.tiktok.com/@visit_cheltenham) visit_cheltenham #TheFestivalTown #VisitCheltenham

WELCOME TO CHELTENHAM THE FESTIVAL TOWN

Refined elegance and Regency terraces provide the backdrop for great events, restaurants and nightlife.

Cheltenham has been the place to be seen ever since the 18th century when its famous spa waters were found by pigeons and championed by the enterprising Henry Skillicorne. After a visit by George III, it became one of the finest inland holiday destinations for the wealthy to escape the excesses and smog of London life. It is still living up to its billing 200 years later.

Known for its horse racing, festivals and

first-class schools (not to mention spy base GCHQ), Cheltenham has a year-round events programme, which includes Cheltenham Literature Festival, the world's first literature festival and Cheltenham Cricket Festival, the world's oldest cricket festival.

Add in great shopping, from High Street names to an abundance of independent shops and Cheltenham is a must-visit town.

Cheltenham overflows with food and drink from around the world, from street food to Michelin starred fine dining.



BE SOCIABLE!

[f](https://www.facebook.com/visitcheltenham) visitcheltenham
[@](https://www.instagram.com/visitcheltenham) visitcheltenham
[@](https://www.tiktok.com/@visit_cheltenham) visit_cheltenham

#TheFestivalTown
#VisitCheltenham



True to its spa and Regency heritage, Cheltenham, The Festival Town, continues to refresh mind, body and soul with an annual calendar featuring cultural festivals and major sports events.

From The Cheltenham Festival at Cheltenham Racecourse featuring The Gold Cup in March, to the world's oldest literature festival and world class science, music and jazz festivals, Cheltenham truly offers 12 months of feel good experiences.

See visitcheltenham.com/whats-on for full details.

SPRING

Cheltenham Festival featuring The Gold Cup
Craft Festival Cheltenham
Cheltenham Jazz Festival
The April Meeting & Race Night
Cheltenham Poetry Festival
Fresh Art Fair
Cheltenham Pride
Cheltenham Fringe Festival
Cotswolds Festival of Steam

SUMMER

Wychwood Music Festival
Cheltenham Science Festival
Lives of Colour: Culture Fest
Cheltenham Food & Drink Festival
Cheltenham Cricket Festival
Cheltenham Music Festival
Open-Air Theatre Festival

Summer Jam: The Lakefest Warmup
Cheltenham Paint Festival

AUTUMN

Cheltenham Heritage Open Days
Cheltenham International Film Festival
Cheltenham Food + Drink Week
Cheltenham Literature Festival
The Showcase

WINTER

The November Meeting
Christmas markets & lights
Cheltenham Ice Rink
Pantomime & festive shows
Everyman Theatre, Cheltenham Town Hall,
Cheltenham Playhouse & Bacon Theatre
Spectacle of Light
New Year's Day Racing
Festival Trials Day

CURTAIN'S UP!

The Everyman has been serving the county and beyond since 1891 with a full programme of touring West End shows and in-house productions for the whole family. Its main auditorium is an architectural masterpiece designed by Frank Matcham.



RELAX AND INDULGE

After exploring the town's shops and restaurants, why not treat yourself to a pampering session? Choose one of the town's hotel spas and wellness centres. visitcheltenham.com/spa

STAY A WHILE

Cheltenham is the perfect place to indulge in a few days away to explore the town or use as a base for exploring the nearby Cotswolds. From a cosy B&B, or stylish apartment to a luxurious hotel or countryside retreat, you'll be spoilt for choice. visitcheltenham.com/accommodation

PLAN YOUR VISIT

Our helpful weekend itineraries will ensure you make the most of your stay. Whether you are a foodie, travelling with your kids, on a stag do or a ladies weekend, our itineraries are packed full of insider tips and hidden gems to ensure you have a memorable stay. visitcheltenham.com/itineraries

REGENCY TO ROLLING HILLS

Cheltenham has the most complete 19th century town plan in England. Fancy a stroll around some of the best central areas? Look out for this symbol on the map. 

TOURS & MASTERCLASSES

Get behind the Regency facade, experience our great food and drink, unique attractions and find out more about the colourful people from Cheltenham's past.

Why not try?

- Guided tour with blue badge tour guide
 - Exhibitions & galleries
 - Ride on a heritage steam & diesel railway
 - Food & drink masterclasses
 - Backstage theatre tour
 - Distillery & brewery tours
 - Self-guided tour
- visitcheltenham.com/things-to-do



9 RESTAURANTS IN THE MICHELIN GUIDE (2024)

A FOOD HAVEN

Victoria's, Queens Hotel © Beth Crockett

MICHELIN STAR TO STREET FOOD

Energetic restaurateurs, pioneering chefs, and the fervent support of a local community of food lovers, have helped create a thriving and vibrant independent restaurant scene that has put Cheltenham firmly on the foodie map of Britain. See [visitcheltenham.com/eating-out](https://www.visitcheltenham.com/eating-out) for more foodie fanfare.



Discover why Cheltenham is known as The Festival Town
[visitcheltenham.com/festivals](https://www.visitcheltenham.com/festivals)



Enjoy quality time with friends.
[visitcheltenham.com/eating-out](https://www.visitcheltenham.com/eating-out)



Indulge in a little afternoon tea.
[visitcheltenham.com/afternoon-tea](https://www.visitcheltenham.com/afternoon-tea)

The perfect blend of
**NEW & OLD
WORLD**

Experience Bistro du Vin,
serving classical French dishes
with a modern British twist, and
an enviable collection of wines.



Hotel
du Vin
& Bistro

01242 266 706
PARABOLA RD, CHELTENHAM, GL50 3AH
HOTELDUVIN.COM

**FOOD.
GLORIOUS
FOOD**

COME ON IN AND
TAKE A BITE OR TWO...



01242 370 655
BAYSHILL RD,
CHELTENHAM,
GL50 3AS
MALMAISON.COM

Malmaison
BAR & GRILL

**FIVE SPEND
A DAY AT
THE RACES**



THE FAMOUS FIVE © 2020, Hodder & Stoughton Limited. All rights reserved.



- Keep spend in Cheltenham and support local businesses
- Buy as a gift for friends, family, teachers
- Great rewards and incentives for staff and customers
- Spend in shops, salons, restaurants, bars, cafés and entertainment venues in Cheltenham
- Spend on fashion and jewellery, hair and beauty, eating out and entertainment



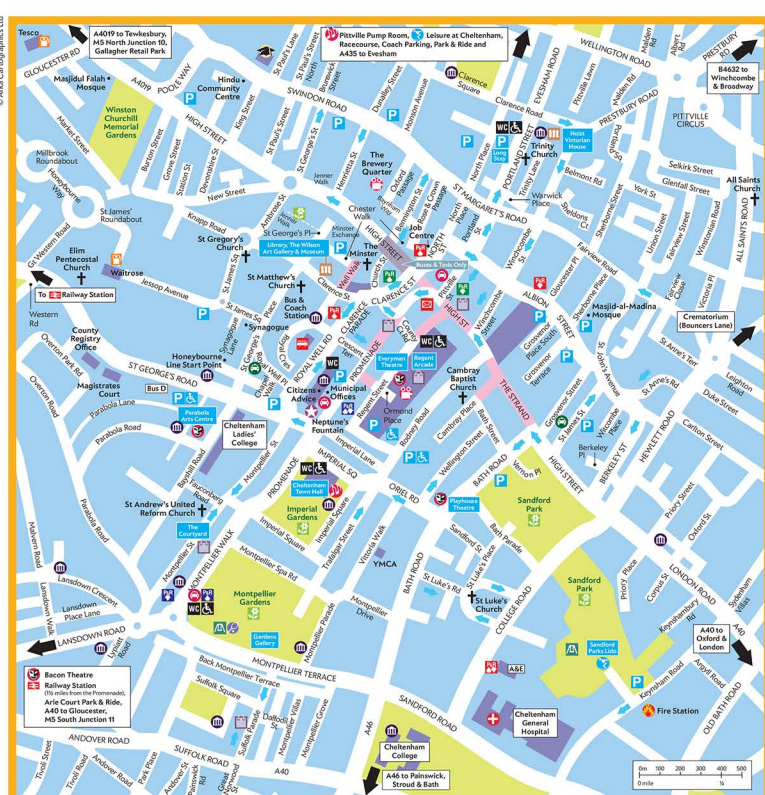
**CHELTENHAM
BID** Local businesses
improving
our town

Buy online and see where to spend at cheltenhamgiftcard.co.uk

Visit Cheltenham Spa by train

Book at GWR.com,
on our app, or at a station.

GWR Great
Western
Railway



NEED TO KNOW

BY BUS
Stagecoach operates local bus services across the town and offers Day Rider tickets allowing you to make as many journeys as you like for one day.

Pittville: Use bus D for Pittville Park, Pittville Pump Room and Cheltenham Racecourse.

The Suffolks and Bath Road: Use bus F for The Suffolks, Cheltenham General Hospital and Bath Road.

Cheltenham Spa Train Station: Use bus D for the train station.

Find out more at stagecoachbus.com

BY TAXI
Cheltenham has a wealth of taxi firms and a number of ranks that operate during the day and night. The largest company is Starline Taxis 01242 250 250.

BY BIKE
If you're looking for somewhere safe to lock up your bike, you're never far away from one of our 20+ cycle maps, visit cyclecheltenham.org.uk/wp/cycle-maps/ for a cycle map of Cheltenham. If you're looking to hire pedal bikes and electric bikes they are available from cheltenhambikes.co.uk. You'll also find helpful tour ideas and routes.

BY ELECTRIC SCOOTER
Enjoy exploring Cheltenham on an electric scooter. Voi scooters are available to rent from various locations across Cheltenham, including the train station, The Promenade and Pittville Park. All you need to do is download the app and have a drivers license. See voi.com

ACCESSIBILITY
Cheltenham welcomes all visitors. There is more information here: visitcheltenham.com/accessible including disabled parking, access and details of Changing Places facilities.

PURPLE FLAG
Cheltenham has been awarded Purple Flag status, which means it has been recognised as a safe and vibrant place at night, for the eighth year.

FIND US
BY CAR
Parking: Car parks in and around Cheltenham can be located on the map. For more details go to visitcheltenham.com/travel

Park & Ride: Arle Court Park & Ride (GL51 6SY)
Racecourse Park & Ride (GL50 4SH)
Find out more at gloucestershire.gov.uk/transport

BY TRAIN
Cheltenham Spa train station is approximately one mile from the town centre. The **Service D** bus travels to and from the town centre regularly. A taxi service is also available day and night.

BY BUS
National Express runs services to Cheltenham's Royal Well bus station, Stagecoach, Marchants and Parkbus operate regular services locally and from nearby towns and villages.

Visit nationalexpress.com, stagecoachbus.com, marchants-coaches.com, palestamcoaches.com

COACHES
There are four free coach bays at Royal Well bus station (GL50 3PB) available on a first-come, first-served basis. Cheltenham BID can offer a meet and greet service - info@cheltenhambid.co.uk. See visitcheltenham.com/groups

EXPLORE OUR DISTRICTS

PITTVILLE
This district is home to Pittville Park, the largest ornamental park in Cheltenham, featuring the magnificent Grade I listed Regency Pittville Pump Room, Cheltenham's last and largest spa building, with its ornate decorated dome. Visitors can enjoy the self-guided heritage trail and view the original water stroll in the apse.

Pittville is a great place to stroll around some of the finest examples of Regency and Victorian housing in the town planned as a 'new town' in the 1820s by Joseph Pitt.

The Holst Victorian House is an interesting example of Victorian life in Cheltenham and gives the opportunity to see the piano on which Gustav Holst composed 'The Planets'.



HIGH STREET
Cheltenham's High Street is the best place in the Cotswolds for your favourite national brands including John Lewis, M&S, Boots, Monsoon and Next. On neighbouring Clarence Street, you'll also find Superdry, the international fashion brand born in Cheltenham.

Off the High Street is Cheltenham's premier shopping centre **Regent Arcade**, home to great names like Debenham, H&M, HMV and TK Maxx.

The Brewery Quarter is the town's top leisure destination, with plenty of options to shop, dine, play and stay. With brands like Urban Outfitters, Cineworld IMAX, Hollywood Bowl, The Botanist, Mr Mulligan's, BrewDog and Flight Club, there is something for everyone. Just off the High Street near The Brewery is Bennington Street which hosts some great little independent retailers and a 1950s café bar, Smokey Joe's.



THE PROMENADE & MONTPELLIER
During the day, this area has a continental feel, with independent and upmarket shopping, art galleries and cafés that spill out on to the pavements. In the evening you will find a vibrant atmosphere with late night bars and restaurants.

The Promenade is a beautiful tree-lined shopping street that leads from the High Street to Montpellier. The Prom as it's known by locals is regarded as one of the finest shopping boulevards in the country.

Historic Montpellier is a destination area where fashion, antiques and lifestyle boutiques sit alongside cafés and wine bars. Spot the Caryatids, stone sculptures modelled on the Acropolis in Athens.

Montpellier Gardens has tennis courts, a children's play area, skate park and a community art gallery along with a quieter area, which features a small arboretum.

Just off the Promenade you'll find one of Cheltenham's main entertainment venues, the **Town Hall**, with its packed programme of events and next to it stand **Imperial Gardens** and **Skillicombe Garden**.



THE SUFFOLKS, TIVOLI & BATH ROAD
This area is home to many great independent shops, pubs and restaurants. The pretty Regency area takes its name from the Earl of Suffolk, who owned much of the land in the early 19th century.

The Suffolks and Tivoli have become popular for antiques, homewares and individual specialist shops as well as businesses housed in unusual buildings like Zizzi's in a former church and The Playhouse Theatre which was converted from a disused public bathhouse in 1945. The area also hosts popular independent markets on various Sundays throughout the year.



KEY TO SYMBOLS

- Pedestrian Street
- One Way Street
- Honeybourne Line Footpath
- Cycle route to Rail Station
- Approx walking distance from Regent Arcade (near the average walker)
- Car Parking
- Disabled Parking
- Railway Station
- Bus/Coach Station
- Taxi Rank
- Taxi Office
- Park & Ride Service 511 - Arle Court
- Pick-up
- Drop-off
- Park & Ride Service D - Racecourse
- Pick-up
- Park & Ride Service 99 - Hospital
- Pick-up
- Drop-off
- Bus stop for Railway Station
- Medical Centre
- Shopping Area
- Toilet
- Disabled Toilet
- Church
- Cinema
- Theatre
- Concert Hall
- Museum
- Leisure Centre
- Racecourse
- Swimming
- Football Ground
- Cricket Ground
- Tennis Court
- Golf Course
- Croquet Club
- Children's Play Area
- University
- Post Office
- Attraction
- Regency Heritage
- Petrol Station
- Gardens

CHELtenham DISTRICTS

- Pittville
- High Street
- The Promenade & Montpellier
- The Suffolks, Tivoli & Bath Road

Holst Victorian House

"A home that inspired great music"

- Discover Cheltenham's Historic Home
- Working Victorian Kitchen
- Authentic Period Interiors
- Gustav Holst's Piano
- Children's Activities
- Special Events

£1 OFF admission with this ADVERT

4 Clarence Road, Pittville
Cheltenham GL52 2JW
Telephone 01242 524846
enquiries@holstvictorianhouse.org.uk
www.holstvictorianhouse.org.uk

Cheltenham's BIGGEST FOOD, LEISURE AND ENTERTAINMENT DESTINATION

Over a dozen eateries and bars, retail, hotel and plenty of exciting entertainment venues for all the family.

THE BREWERY QUARTER
CHELTENHAM

THEBREWERYQUARTER.CO.UK

CHELtenham PLAYHOUSE

Cheltenham's affordable, intimate community theatre

Theatre
Music
Comedy
Pantomime
Musicals
and more...

We host over 300 events a year!

01242 522852
cheltplayhouse.org.uk

Gloucestershire Warwickshire Steam Railway

Book tickets online at www.gwsr.com

- Travel from Broadway, Toddington, Winchcombe or Cheltenham Race Course stations on our award-winning heritage railway, rebuilt and run by our volunteers
- 28 mile round trip through glorious Cotswolds scenery
- For more, shop, heritage trail and small museums at Toddington; café, shop, discovery coach and picnic area at Winchcombe; tea room at Broadway; refreshments at Cheltenham
- Buffets on most trains
- Famous 15 arch viaduct at Stanway
- 693 yard tunnel at Great - the second longest on a preserved railway in the UK
- Heritage steam engines, railcars and diesel locomotives
- Special events throughout the year
- Apply for free car parking at Toddington and Cheltenham Race Course stations
- Pay and display car parks at Broadway.

Great Family Day Out!

The Railway Station, Winchcombe GL54 1SD (01242) 621405