

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.



Lumiere, Cheltenham's intimate and imaginative Michelin-starred restaurant, has firmly established itself as one of the UK's most exciting culinary destinations.

9 RESTAURANTS IN THE MICHELIN GUIDE (2026)

A FOOD HAVEN

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.



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)

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

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](https://www.visitcheltenham.com/things-to-do)

BE SOCIABLE!

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



WHAT'S ON

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 Gold Cup Day 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.

SPRING

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

AUTUMN

- Cheltenham Heritage Open Days
- Cheltenham International Film Festival
- Cheltenham Literature Festival
- The Showcase

WINTER

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

SUMMER

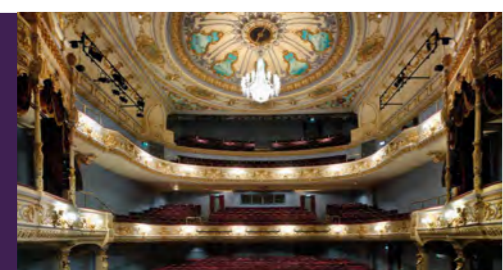
- Wychwood Festival
- Cheltenham Science Festival
- Cheltenham Food & Drink Festival
- Cheltenham Cricket Festival
- Cheltenham Music Festival
- Tuckwell Open-Air Theatre Festival
- Summer Jam: The Lakefest Warmup



See [visitcheltenham.com/whats-on](https://www.visitcheltenham.com/whats-on) for full details.

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.



Webbs

Visit our garden centre in the heart of England

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Webbs Cheltenham
 Evesham Rd, Cheltenham GL50 4SJ
[webbs.co.uk](https://www.webbs.co.uk)



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

Enjoy a Stagecation in Cheltenham.

See more by bus. [Visit stagecoachbus.com/plan-a-journey](https://www.visitstagecoachbus.com/plan-a-journey)

Stagecoach we've got you

CHELTENHAM GIFT CARD

THE PERFECT GIFT FOR EVERYONE

- 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
- Accepted at more than 100 town centre businesses

CHELTENHAM
 Business Improvement District

Buy online and see where to spend at [cheltenhamgiftcard.co.uk](https://www.cheltenhamgiftcard.co.uk)

VISIT CHELTENHAM THE FESTIVAL TOWN

OFFICIAL VISITOR GUIDE CHELTENHAM



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

VISITCHELTENHAM.COM

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

FIVE SPEND A DAY AT THE RACES



Enjoy the ride to Cheltenham with Great Western Railway.

Book now at [GWR.com](https://www.gwr.com) or on our app.

GWR

ADVENTURES START HERE



NEED TO KNOW

BY BUS
Stagecoach operates local bus services across the town and offers DayRider 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
Nothing beats exploring Cheltenham on two wheels. Head to gloucestershire.gov.uk and search for 'cycling' for all biking information, including the new 26-mile Gloucestershire Cycle Spine, a walking and cycling route linking Bishops Cleeve to Stroud, passing through Cheltenham and Gloucester. Bikes, pedal and electric, can be hired from cheltenhambikes.co.uk.

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 tenth consecutive 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

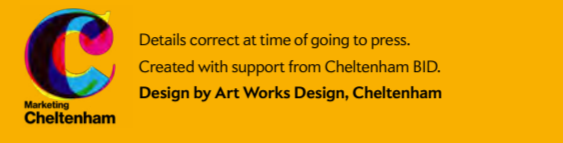
Park & Ride: Arle Court Transport Hub (GL51 6SY)
Racecourse Park & Ride (GL50 4SH)
Find out more at gloucestershire.gov.uk/transport

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 and Arle Court Transport Hub. Stagecoach, Marchants and Pulhams operate regular services locally and from nearby towns and villages.

Visit nationalexpress.com, stagecoachbus.com, marchants-coaches.com & pulhamscoaches.com

COACHES
There are four free coach bays at Royal Well bus station (GL50 3PB) available on a first-come, first-served basis. See visitcheltenham.com/groups. For information about coach parking at Arle Court visit gloucestershire.gov.uk/arlecourt



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 pump 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 indoor shopping centre, **Regent Arcade**, home to big names like Decathlon & H&M. Located within close proximity to Regent Street is the popular Everyman Theatre.

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, Mulligans Crazy Golf, BrevDog 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 area is home to Cheltenham's oldest church, **Cheltenham Minster, St Mary's**, dating back to the 12th century, as well as **The Wilson Art Gallery and Museum**. With a regular exhibitions programme as well as a large variety of internationally important collections including the Designated Arts and Crafts Movement collection and fascinating archives relating to Antarctic explorer Edward A Wilson. It's a must-visit attraction during your visit to Cheltenham.



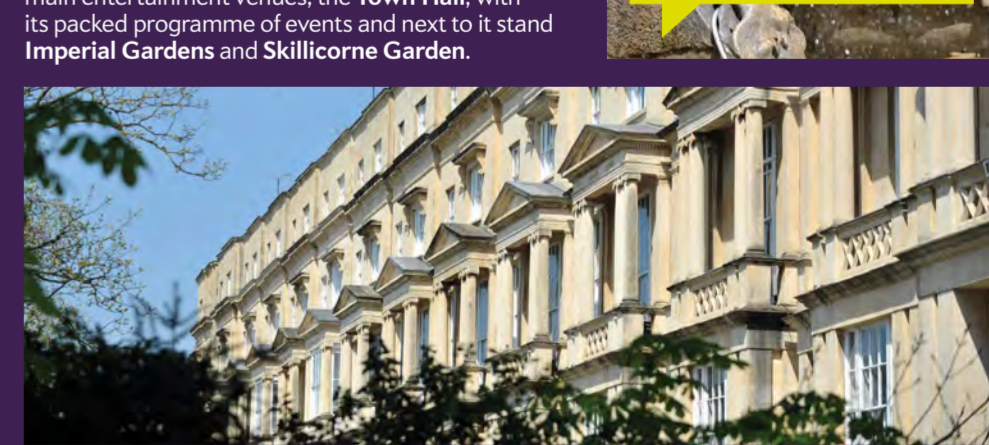
THE PROMENADE & MONTPELLIER

During the day, this area has a continental feel, with independent upmarket shopping 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, art galleries 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.

DON'T MISS
Neptune's Fountain purported to have been modelled as an ode to the Trevi Fountain in Rome.



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.

SHOP DINE STAY PLAY

Over a dozen restaurants and bars, retail, and plenty of exciting entertainment venues for all the family. Find us in Cheltenham town centre on the High Street.

THE BREWERY QUARTER

thebreweryquarter.co.uk

The South West's leading lifestyle and entertainment destination

Venues include:

- Cineworld
- ESCAPE HUNT
- FLIGHT CLUB
- Hollywood Bowl
- HUB BOX
- MULLIGANS
- PIZZA EXPRESS
- URBAN OUTFITTERS

Holst Victorian House

"A home that inspired great music"

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- Special Events

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holstvictorianhouse.org.uk

TAKE A JOURNEY BY STEAM TRAIN THROUGH THE COTSWOLDS

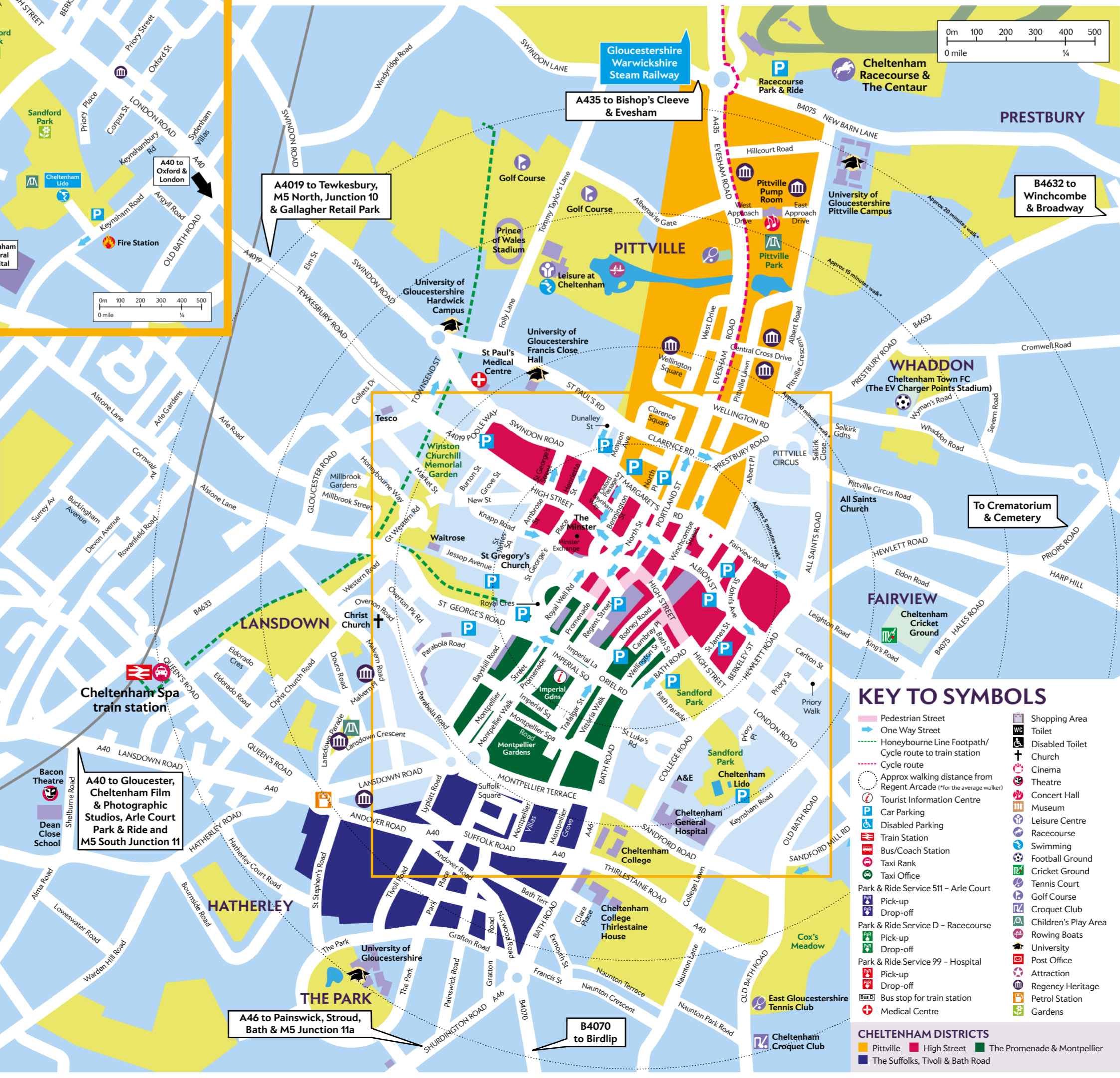
Experience Heritage Rail Travel at the award-winning Gloucestershire Warwickshire Steam Railway

Step aboard the GWSR for a scenic 28-mile round trip through the heart of the beautiful Cotswold countryside.

Travel by steam or heritage diesel between Cheltenham Racecourse and Broadway, passing charming villages with breathtaking views of the Malvern Hills.

Don't forget to visit our Cotswold Halt Cafe at Toddington and Coffee Pot Cafe at Winchcombe.

BOOK YOUR TICKETS AT:
www.gwsr.com
(or scan the QR code)



KEY TO SYMBOLS

- Pedestrian Street
 - One Way Street
 - Honeybourne Line Footpath/ Cycle route to train station
 - Cycle route
 - Approx walking distance from Regent Arcade (1 for the average walker)
 - 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
 - Rowing Boats
 - University
 - Post Office
 - Attraction
 - Regency Heritage
 - Petrol Station
 - Gardens
 - Bus stop for train station
 - Medical Centre
 - Car Parking
 - Disabled Parking
 - Train 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
 - Drop-off
 - Park & Ride Service 99 - Hospital
 - Pick-up
 - Drop-off
 - Bus stop for train station
 - Medical Centre
- CHELTEMPHAM DISTRICTS**
- Pittville
 - High Street
 - The Promenade & Montpellier
 - The Suffolks, Tivoli & Bath Road