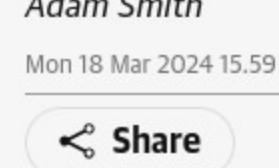


Join the 'set-jetters': how to visit your favourite TV show locations – from One Day to Happy Valley

Visiting TV and movie locations is the hot travel trend for 2024. And you don't need to go abroad to join in

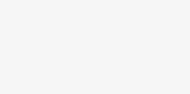
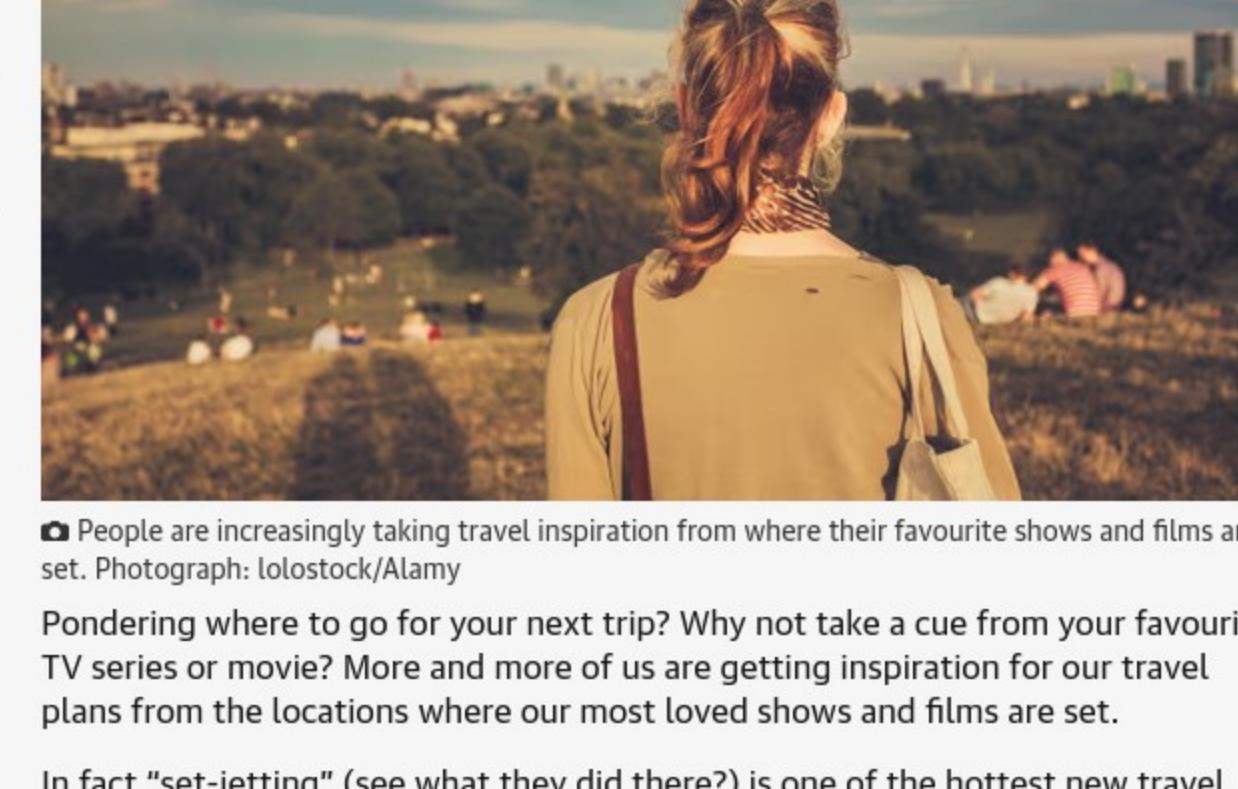
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People are increasingly taking travel inspiration from where their favourite shows and films are set. Photograph: iStock/Alamy

Pondering where to go for your next trip? Why not take a cue from your favourite TV series or movie? More and more of us are getting inspiration for our travel plans from the locations where our most loved shows and films are set.

In fact "set-jetting" (see what they did there?) is one of the hottest new travel trends. According to research commissioned by Expedia, nearness to a film or TV location is now a major factor in people's holiday plans. Two-thirds of travellers have considered taking a trip after seeing the location featured in a TV show or movie.

Travel experts say the trend began as we came out of lockdown, having binged on TV and films. When we were finally set free we wanted to relive some of the moments that had kept us entertained.

However the trend started, it's a great way to get closer to a bit of showbiz glamour. It's also a fun way to explore towns and cities you might not have thought of. And you don't have to trot the globe to do it. Take the Hitchcock classic thriller *Frenzy* (1972), for example: when the film's leading man Richard (played by Jon Finch) goes to meet an old RAF friend for help, he does so at London Hilton on Park Lane. In fact, you can spot Hilton properties in films as diverse as *Elvis Presley's Blue Hawaii* (1961), the 007 classic *Never Say Never Again* (1983) and even *Godzilla* (2014).

And they often play host to professional set-jetters too, the film crews that use the hotels as production bases for some of Hollywood's biggest, starriest movies. "Having a team dedicated to entertainment clients makes a huge difference as we are familiar with how the productions differ from the more regular corporate or leisure guests," says Grant MacGadie, Hilton Hotels' director of sales in entertainment. "We can educate the hotels on what to expect and how to adapt their style."

For travellers obsessed with bingeable TV, Hilton has plenty of hotels situated near to memorable locations. So if you want to see where your favourite series are filmed, set-jetting with Hilton is for you ...

One Day

Netflix's time-hopping, tear-jerking adaptation of David Nicholls' novel, got rave reviews when it premiered in February. It was shot all over Europe, with the crew travelling to Rome, Paros in Greece and Edinburgh among other locations. But many of its most memorable scenes were filmed in London.

Emma (Ambika Mod) and Dexter (Leo Woodall) sip vino from paper cups on Primrose Hill, while the Old Suffolk Punch pub in Hammersmith (sadly closed since lockdown), doubles for Loco Caliente, the restaurant where Emma occasionally works. Bella Roma in Lewisham was where Dexter and Emma had pizza, while in central London, you could grab something to eat at Maoz on Old Compton Street, which is where Dexter works briefly in the kitchen.

Where to stay

DoubleTree by Hilton London Angel Kings Cross is the perfect base. Treat yourself at the on-site Marco Pierre White Steakhouse or enjoy a drink at Bar 60. King's Cross station, where some underground-set scenes for One Day were shot, is nearby. And for fans of more fantastical drama, there's always Harry Potter's platform 9 3/4 to visit.

Bridgerton

The regency blockbuster is one of the most binge-able TV hits of recent years, and many scenes were shot in the historic city of Bath. The instantly recognisable Royal Crescent doubled for the exterior of the Featherington household (supposedly in Grosvenor Square, London), while the nearby Holburne Museum was used for Lady Danbury's house. For an Instagrammable moment, why not drop into the Abbey Green Cafe, just behind the Roman Baths, which doubles in the show for the Modiste dress shop?

For younger set-jetters, the city also featured prominently in Timothée Chalamet's Christmas hit *Wonka*, with the famous Bath Abbey and the 17th-century colonnades both making prominent appearances.



DoubleTree by Hilton Bath is centrally located on the banks of the Avon

Where to stay

After reliving the historical glam of Bridgerton, why not experience a little contemporary luxury yourself? Set on the banks of the beautiful River Avon, DoubleTree by Hilton Bath is a quick walk to the centre. Enjoy a traditional afternoon tea in the hotel's Secret Garden or an expertly blended cocktail in Emma's Bar & Restaurant.

Happy Valley

The third and final season of Happy Valley, starring Sarah Lancashire, was one of the most-watched shows of 2023. It was shot in and around the Calder Valley in West Yorkshire, and locations you can see for yourself include Sergeant Catherine Cawood's house in Hebden Bridge and the police station, which in real life is Norland Road Police Station in Sowerby Bridge. You might also have a wander along the Rochdale canal, where the bad guy Tommy Lee Royce (James Norton) once went to ground.

Where to stay

DoubleTree by Hilton York is the perfect base for your Happy Valley excursions. It's also located slap bang in the centre of the city, overlooking the ancient walls, and close to all of York's major attractions. Enjoy regional dishes using seasonal ingredients at the Yorkshire Bar and Grill, and if it's sunny, why not dine alfresco in the beautiful courtyard garden? (Fans of Happy Valley writer Sally Wainwright's other hit, Gentleman Jack, can explore the city for locations used in the series, including Grays Court on Chapter House Street and the Treasurer's House in Minster Yard.)

All Creatures Great and Small

The real-life village where the veterinary adventures of James Herriot and friends are filmed, Grassington, is just as soothing to the nerves as the show itself. The pretty village, nestled in the heart of the Yorkshire Dales, has always had its fair share of tourists, but its transformation into the fictional Darrowby for the drama has drawn a whole new generation of visitors. Why not start your tour with a nose around The Stripey Badger Bookshop, which doubles for GF Endleby grocers?



After a day exploring the Yorkshire Dales, head back to Hilton Leeds City for a cocktail.

Photograph: Paul Rogers

Where to stay

Hilton Leeds City is just an hour away by car from Grassington. Unwind with a meal or a cocktail at the contemporary City 3 Bar or restaurant after your day's set-jetting. And it's a great base to explore both the city and the surrounding countryside.

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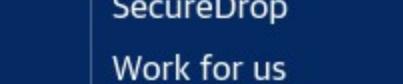
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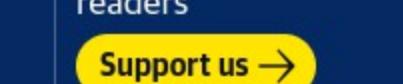
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