

The perfect three-night itinerary

The full North Norfolk experience

Day one: Arrive & unwind

3.00pm

Check in at Byfords

A warm welcome and a glass of fizz await. Settle into your room, unpack properly, and take a few quiet minutes to admire your surroundings. If you're keen to arrive a little earlier, you're very welcome to park with us from 11am, giving you plenty of time to explore Holt and ease into your stay with a delicious Byfords brunch.

4pm

Explore Holt

Step straight out onto the high street. Independent boutiques, galleries and eateries are all on your doorstep. No driving required, no timetable to keep.

OR

Afternoon Tea at Byfords

If you've opted for our signature afternoon tea as part of your package, spend the afternoon lingering over tiers of sweet and savoury treats in the charming Georgian restaurant.

6.00pm

Pre-dinner drinks in Henry's

Put your feet up after wandering Holt's cobbled streets and explore the ironmonger-themed residents' bar menu before dinner. Choose from an extensive list of handcrafted cocktails, local beers and more,

If you opted for the afternoon tea, now's your chance for a little stroll round Holt (and walk off the scones!)

7pm

Relaxed dinner at Byfords

Settle in for a seasonal, candlelit dinner in the quirky restaurant. Enjoy two courses included in your Best of Byfords package.

9.30pm

Henry's

Head back to Henry's for chocolates, cocktails and a final nightcap. Linger as long as you like – this is your first evening done properly.

11.00pm

Drift upstairs

Slip into crisp sheets and sleep deeply. Tomorrow is yours.

Day two: West coast wonders (Blakeney, Wells & Holkham)

8.30am

Slow morning

No alarms. Stick the Nespresso on and make the most of your in-room larder for a morning tea or coffee.

9.30am

Byfords Brunch

A generous, proper brunch. Choose from cooked breakfasts, signature brunch dishes, continental options and more.

10.45am

Set off for the coast

A scenic 20–25 minute drive north-west to Blakeney. Head to the pay-and-display Carnser Car Park at Blakeney Quay (NR25 7ND).

11.15am

Blakeney Salt Marshes

Stretch your legs along the marsh paths. Big skies, seabirds, and that fresh North Norfolk air.

12.30pm

Wells-next-the-Sea

Drive eight miles west to arrive at Wells Beach Car Park (NR23 1DR). Take the 20-minute stroll to wander the quay and browse little shops, then head back towards the car park to enter the pine-backed beach with its iconic colourful huts.

Enjoy a light lunch in Wells. Top choices include Wells-next-the-sea Beach Cafe, Wells Deli, Nelsons Coffee Shop and the Two Magpies Bakery.

3.30pm

Holkham Estate

Take a short 12-minute drive further West to Holkam Estate (NR23 1RH). Walk through the deer park, explore the lake, or simply take in the scale of it all. If time allows, head out to Holkham Beach for one of the most expansive views in Norfolk.

5pm

Return to Holt

It's a 34-minute scenic drive back to Byfords.

5.40pm

Rest & refresh

Put your feet up in the comfort of your room, or enjoy a quiet drink downstairs in Henry's to reminisce on the day's adventures.

7pm

Dinner at Byfords

Another relaxed evening, perhaps something different from last night.

9.30pm

Henry's

Again. Because why not? You're on holiday!

Day three: The classic coastal hop (Cromer & Sheringham)

8.30am

Wake naturally

9.30am

A long, lazy brunch

10.45am

Drive east along the coast

11.30am

Sheringham

Drive for 17 minutes to the traditional coastal town of Sheringham. Park at Station Approach (NR26 8RG) to start in the centre, or at East Cliff (NR26 8AX) to be situated near the beach. Soak up the seaside charm.

Wander the promenade, explore independent shops, and enjoy a coffee stop overlooking the sea.

1pm

Coastal drive to Cromer

Take the 12-minute drive from Sheringham to Cromer and park at Meadow Road Car Park (NR27 9DS). Explore the town's variety of shops, and enjoy a relaxed lunch at one of the many cafes.

2.30pm

Cromer pier & seafront walk

Enjoy a stroll along the pier and cliff tops for those classic Norfolk views.

3.30pm

Scenic return via coastal villages

Rather than taking the quickest route on bigger roads, head west from Cromer along the A149,

which hugs the North Norfolk Coast and offers gorgeous sea views, marshland and classic seaside villages along the way.

This route goes past Sheringham, Weybourne, Cley-next-the-sea, and Blakeney, before finishing in Holt after around 40 minutes (including brief stops, of course!).

4.30pm

Back to Holt

Time for shopping, galleries, or simply a quiet moment with a drink in Henry's.

7pm

Dinner at Byfords

9.30pm

One more nightcap at Henry's

Day four: Brunch & farewell

9.30am

Wake gently

Check-out is at 11am, so plenty of time to enjoy a lazy morning and a final hot drink in your room.

11am

Check-out & brunch

Check out of your room by 11am and enjoy a final, lingering brunch afterwards.

12.30pm

Holt Country Park

Take a final wander through Holt Country Park for a gentle countryside walk before heading home, feeling rested, well-fed, and already planning your next visit. Just a short two-minute drive from Byfords.

Optional extra on the way home

Alternatively, if travelling south, go home via Norwich to enjoy the bustling city atmosphere.

You'll leave feeling restored, having truly experienced both Byfords and the best of North Norfolk.