

FOR IMMEDIATE RELEASE

Stay for the Magic: Bay of Lights returns to the English Riviera with a bigger and brighter festive season for a sparkling stay by the sea

Festive sparkle heads to the coast this winter as the Bay of Lights transforms the South West's leading destination into a magical coastal escape

From a larger Illumination Trail and new interactive experiences to Christmas markets and live entertainment along the coast, the English Riviera's annual festive celebration, [Bay of Lights](#), is set to be the most magical one yet.

A packed programme of winter experiences across the destination means visitors can turn their festive trip into a sparkling overnight stay by the sea, with multiple events taking place throughout the Bay this winter.

The jewel in the crown this year is the [Bay of Lights Illumination Trail in Torquay](#), a 1.5-mile light display along Torquay seafront, which returns with 19 main features and 11 additional light displays, alongside a host of new illuminating experiences.

Among this year's new trail additions are interactive smoke bubbles in the Rainbow Maze at Abbey Gardens and a new interactive sound and light display, giving visitors even more opportunities to explore and immerse themselves in the spectacle at The Banjo's - the popular sunken garden feature along the town's scenic Torquay Seafront.

Another destination favourite, the [Alive with Light](#) projection show onto the walls of Torre Abbey (an ancient scheduled monument dating back to 1196), will also make a return to this year's Bay of Lights. Visitors can enjoy the show from a new teepee bar, providing the perfect spot to warm up with a hot chocolate while watching the illuminated projection unfold across the historic monument.

A larger Christmas market featuring indoor and outdoor stalls, offering food, drinks and crafts alongside fairground rides including a ferris wheel on The Strand, will be the showcase of this year's Bay of Lights. The ice rink has further expanded this year, adding even more festive fun for those visiting the English Riviera.

In Brixham, [Lanterns, Lights and Luminations](#) will bring its own dose of sparkle to the harbour, whilst the iconic [Train of Lights](#), the multi-award-winning Christmas experience and the UK's first-ever steam train of lights, will take passengers on a magical illuminated journey from Paignton to Kingswear.



During their stay, visitors can also experience *A Very Miniature Christmas*, a model village transformed into a magical evening of illuminations, at [Babbacombe Model Village](#). Or they can step back in time with a 1940s [Christmas at Greenway](#), Agatha Christie's former holiday home, or experience a Roaring Twenties Christmas at [Coleton Fishacre](#).

For those looking for traditional festive entertainment, the English Riviera's theatres will also be getting into the Christmas spirit, with productions including [Snow White](#) at Princess Theatre, A [Christmas Celebration](#) at Babbacombe Theatre and [Mother Goose](#) at the Palace Theatre in Paignton.

Carolyn Custeron, CEO of the English Riviera BID Company, said: "The Bay of Lights showcases the English Riviera at its most magical, transforming our coastline into a vibrant winter destination.

"From breathtaking light installations and festive entertainment to local food, shopping and attractions, there's plenty to see and do across the whole region. We want visitors to make a real stay of it and explore the coast by day, enjoy the festive atmosphere by night and, most importantly, stay for the magic."

With so much to see and do, visitors are encouraged to book accommodation early to avoid disappointment, with options ranging from stylish seafront hotels to a welcoming B&B, an activity-packed holiday park, and a self-catering retreat.

The Bay of Lights officially launches on Saturday 28 November, with music from 6pm on The Strand before a spectacular opening-night fireworks display at 8pm.

For a full schedule of activities, event details, and ticket information, please visit: <https://www.englishriviera.co.uk/bay-of-lights>.

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High-res images for press use can be found [here](#).

NOTES TO EDITOR:

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About the English Riviera

The English Riviera Business Improvement District (BID) Company is a collaborative effort between over 1,000 local businesses, authorities, and stakeholders dedicated to enhancing the tourism experience and promoting sustainable economic growth for Torbay.

With 22 miles of stunning coastline, the English Riviera covers Torquay, Paignton and Brixham. Torquay is the birthplace of Agatha Christie, the world's greatest crime writer, and the resort offers a



vast array of cultural and historic attractions, water activities, spas, festivals, entertainment and food and drink experiences.

As a designated UNESCO Global Geopark, the English Riviera has gained international recognition for its 400 million years of geological heritage and is promoted as one of Earth's Extraordinary Places.' The resort is also an international cruise port.

For more information for consumers, visit www.englishriviera.co.uk and for businesses, visit www.englishriviera.co.uk/bid.