

Events in East of England this summer

Parts of the East of England are among the country's greatest hidden gems and ideal spots to find weird and wonderful summer events.

From the Norfolk coastline to traditional towns and villages, the East has something for every taste - and our unique range of hotels across the region mean you really can enjoy your summer, your way.

Here's our pick of the best events taking place across the East of England over the coming months...

17 - 18 June

Hanseatic Ski Races, Kings Lynn

Watch water-skiers race at speeds of up to 100mph at the historic Maritime Quarter. Book a room at the Best Western Plus Kings Lynn Knights Hill Hotel & Spa to be at the heart of the action.

1 July

Norwich Vegans Summer Fayre, Norwich

Get healthy and have fun with a visit to this food festival aimed at vegans. The Best Western Annesley House Hotel is just a short walk from the venue.

15 July

World Snail Racing Championships, Norfolk

The slowest race in the world takes place in the quiet village of Congham. Take things easy at the Best Western Plus Kings Lynn Knights Hill Hotel & Spa, just a few miles from the games.

27 - 30 July

Cambridge Folk Festival, Cambridge

Some of the biggest names in folk head to this popular get-together. Camping not for you? Indulge after the event with a stay at the Best Western Heath Court Hotel, Newmarket.

25 June

World Egg Throwing Championships, Lincolnshire

Taking place at the Swaton Vintage Day, see if you can beat the world record in this quirky competition. Our Best Western Angel & Royal Hotel is just a short ride from the cracking entertainment.

8 July

World Pea Shooting Championships, Cambridgeshire

The village of Witcham plays host to this unusual sport that's become a passion for many. Head back to the Best Western Heath Court Hotel, Newmarket after you've tried your hand at pea shooting.

26 July

Sandringham Flower Show, Sandringham

One of the biggest events in the horticultural calendar, this is a must for anyone with green fingers. Book into the nearby Best Western Plus Kings Lynn Knights Hill Hotel & Spa for easy access on the big day.

19 - 20 August

Smoke and Fire Festival, Essex

Blues and barbeque are on the menu at this fun and fiery event in a wonderful location. Our Best Western Atlantic Hotel is on hand for a bit of luxury afterwards.