

Bournemouth Hospitality

Cherry Orchard

2025/26 Season

eventmasters



Premier
League



Emirates
FA CUP



Cherry Orchard

Enjoy matchday in elegance with Cherry Orchard Hospitality, where comfort and quality converge in a laid-back, family-oriented environment. Whether you are hosting clients, commemorating a special event, or indulging yourself, our hospitality package guarantees an unforgettable experience at the Vitality Stadium.

Package Includes:

- Private reserved table in a pitch-facing restaurant
- Centrally located, padded seats in the Billy Wright Stand
- Pre-match pitch side photo opportunity*
- Car parking*
- Welcome Drink reception
- Pre-match entertainment
- Four-course menu
- Inclusive of selected beers, wines, spirits and soft drinks
- Half-time and full-time refreshments
- Matchday programme for each guest

Tap to view fixtures & pricing

Dress Code

For hospitality at Bournemouth's Vitality Stadium, the dress code is generally smart casual. That usually means:

Men: Collared shirts, smart trousers or chinos, optional blazer; avoid sportswear, ripped jeans, or trainers.

Women: Dresses, skirts, smart trousers or blouses; again, avoid casual sportswear.

General: No football jerseys, hoodies, or caps.

Hospitality areas aim for a polished but relaxed environment—so you don't need a suit unless you want to go extra formal.



Getting to Vitality Stadium

Car

The postcode for Vitality Stadium is BH7 7AF. Following a satellite navigation (satnav) will lead you to the stadium.

When driving to the stadium, follow the brown road signs with a football icon on. Please note, some of these signs may refer to the stadium as Dean Court. All supporters are advised to travel in plenty of time for the match.

Directions from the north: Follow the M6, exiting onto the M42 towards London, Warwick and Solihull, exiting at junction 3a onto the M40. Leave the M40 at junction 9, taking the A31 / A34 exit. At the Wendlebury Interchange, take the 3rd exit onto the A34 towards Oxford / Newbury. At the roundabout, take the third exit onto the M3. Follow the M27 and A31, exiting onto the A338 towards Bournemouth. Take the exit towards Boscombe, taking the second exit at the roundabout, into Kings Park Drive. The stadium is on the left.

Directions from the south east: Follow the A27, M27 and A31, exiting onto the A338 towards Bournemouth. Take the exit towards Boscombe, taking the second exit at the roundabout into Kings Park Drive. The stadium is on the left.

Directions from the south west: Follow the A35 to the A338. On the A338 take the slip road to the Springbourne Roundabout signposted Kings Park. Take the third exit off the roundabout and at the fire station stay in the left-hand lane and turn left onto Holdenhurst Road. Stay to the left and go straight through at the traffic lights (the Queens Park Pub should be on your right). Take the third exit at the small roundabout and into Kings Park itself.

Bus

The M1/M2 More buses service is accessible from Pokesdown train station and Bournemouth train station and runs up to every thirty minutes. Alight at Ashley Road to get within 5 minutes of the stadium.

Train

A large majority of trains arrive at Bournemouth Central Train Station, which is accessible to wheelchair users. Leave the station by the south exit (facing Asda) and turn left to head towards the main road. Turn left again and walk straight up Holdenhurst Road for around 25 minutes, until you reach a roundabout at which you turn right into Kings Park Drive. The ground is on the left.

The nearest train station to the stadium is Pokesdown, which is roughly a mile from the ground and around a 15-minute walk away.

This station is not currently accessible for wheelchair users. Exit the station and turn right down the main Christchurch Road (A35) for 400m and turn right into Gloucester Road. Follow signs for Kings Park to arrive at Vitality Stadium.

Rated **Excellent**



Read why we're rated
excellent

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