

## Partnership Opportunities

# What is England's Coast?

**England's Coast is a new all-in-one marketing and booking tool which brings to life the wealth of experiences that can be enjoyed on the English coastline and enables visitors to create and book bespoke holidays.**

We are undertaking an international marketing and PR campaign focused on raising awareness of the English Coast to generate new bookings.

This is a cutting-edge booking platform but also a resource for the domestic market.

England's Coast brings together every element of a holiday for the first time - accommodation, attractions, places to eat and transportation - on to one easy-to-use platform.

**And we'd like to invite you to be part of it.**

## OVERVIEW



England's Coast

Partnership Opportunities

The English coastline has been divided into eight areas, each with an overarching theme and hero itinerary.

- North West - 'explorers' coast'
- Northumberland - 'wild coast'
- Durham & North East - 'reclaimed coast'
- Yorkshire - 'heritage coast'
- East coast - 'nature coast'
- South East - 'cultural coast'
- South coast - 'Jurassic coast'
- South West - 'active coast'

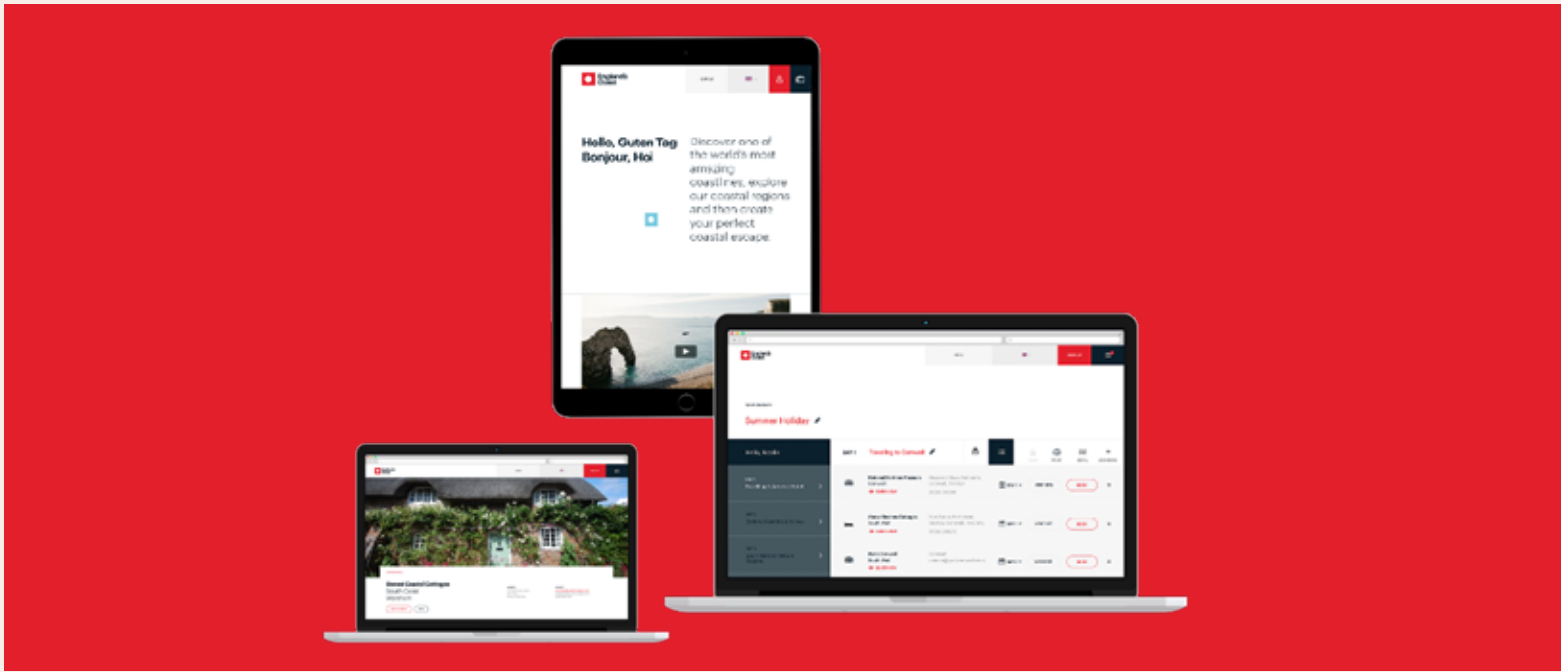
**England's Coast** targets consumers from Germany, the Netherlands, Spain, Italy & France and specifically:

- "Explorers" 40+ travelling without children
- Travelling in off-peak and shoulder periods

England's Coast is also a resource for the Domestic market

**This project is supported by VisitEngland, P&O Ferries and 30 destinations around the coast.**

[englandscoast.com](http://englandscoast.com)



CONSUMER WEBSITE AND ITINERARY BUILDER

England’s Coast is a consumer website and itinerary builder, a marketing and booking tool, all-in-one.

The itinerary builder allows visitors to create their ideal holiday, choosing where to stay, what to eat and do.

It showcases eight regions and holiday suggestions with more than **1,800** businesses listed (increasing daily)

**The website content is translated into:**  
German, Dutch, French, Spanish and Italian.



BESPOKE INTERACTIVE VIDEOS

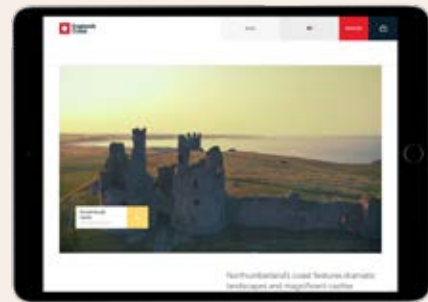
To inspire new holidaymakers we feature:

- New **“Highlights of the Coast”** video
- Eight new regional videos with interactive **“Add to Itinerary”** functionality
- Six **“holiday types”** videos (e.g. Self drive, camping, walking, cycling, public transport, packaged holidays)

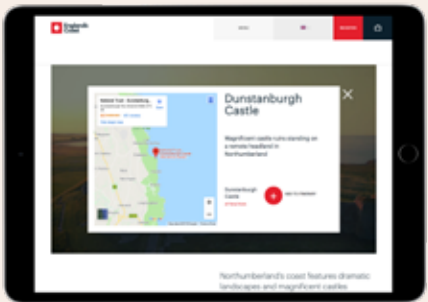
What are interactive videos?

Simply watch the video and click the interactive tag to be taken to further information on the location, then click ‘add to itinerary’.

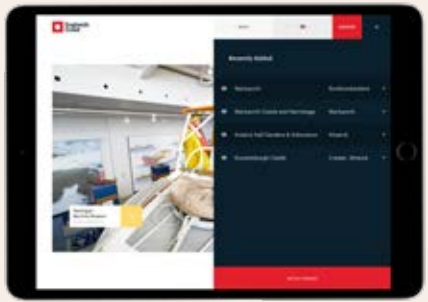
We save the chosen items in an itinerary basket which can then be sorted into days, printed out or emailed to a friend.



1. Click the location tag



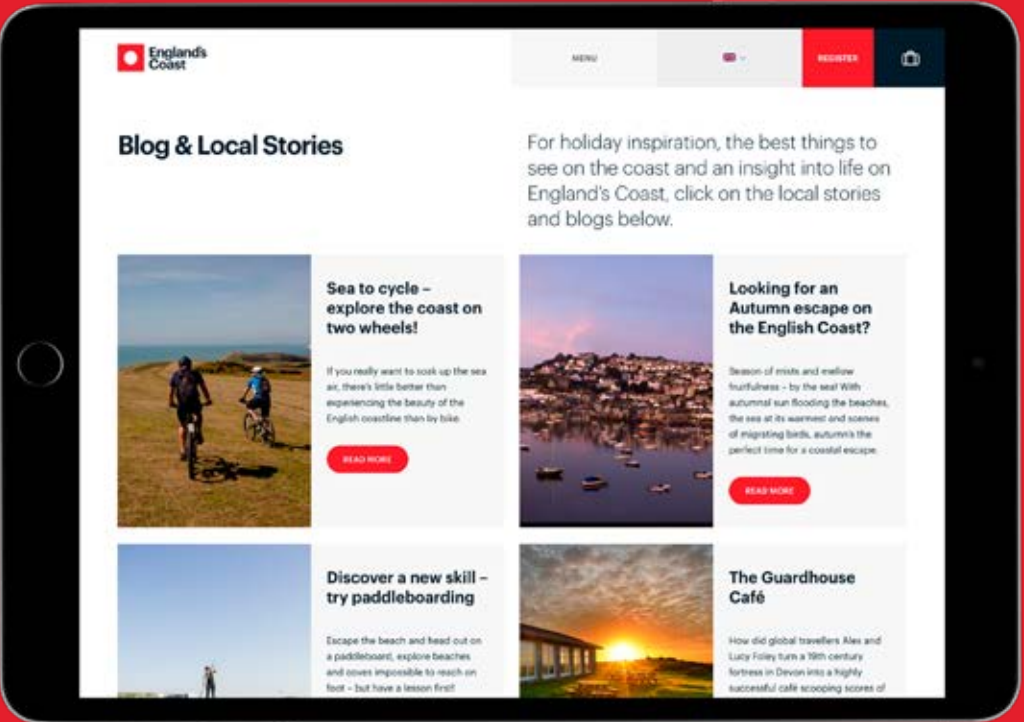
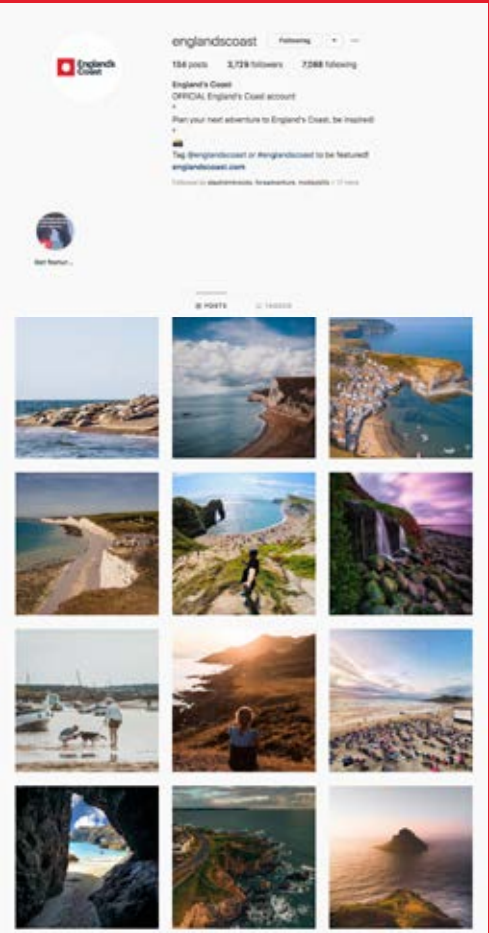
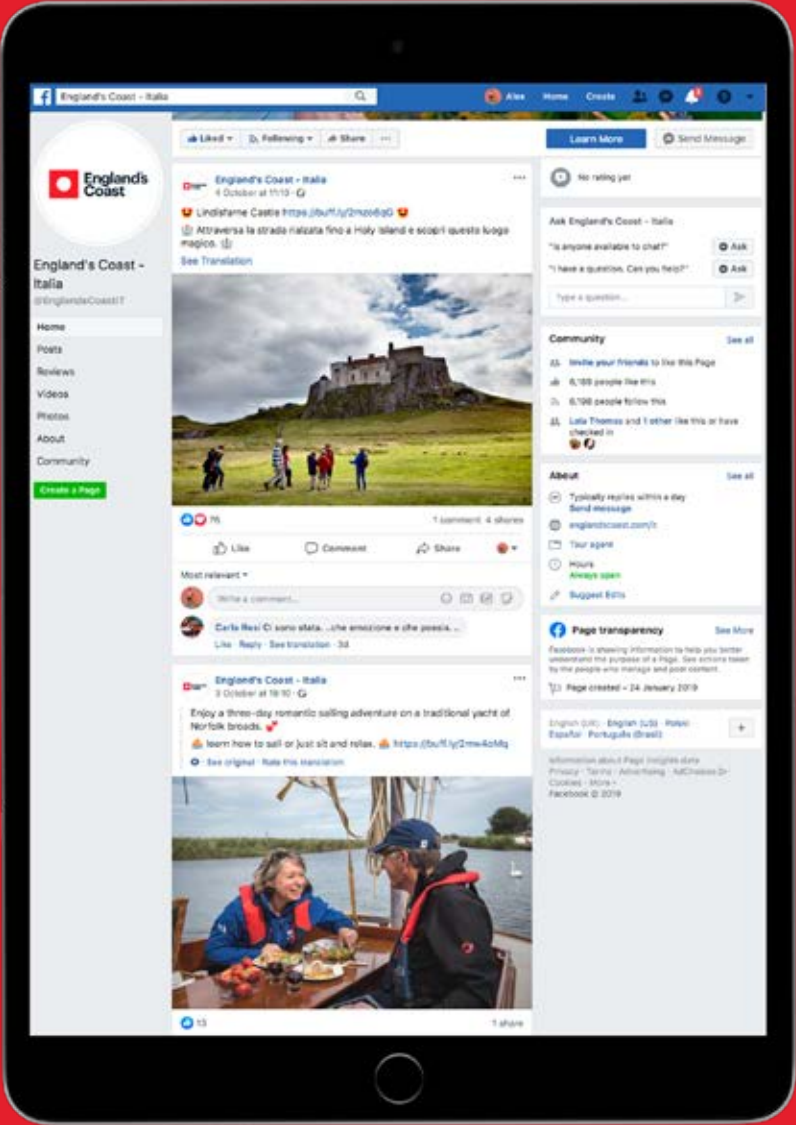
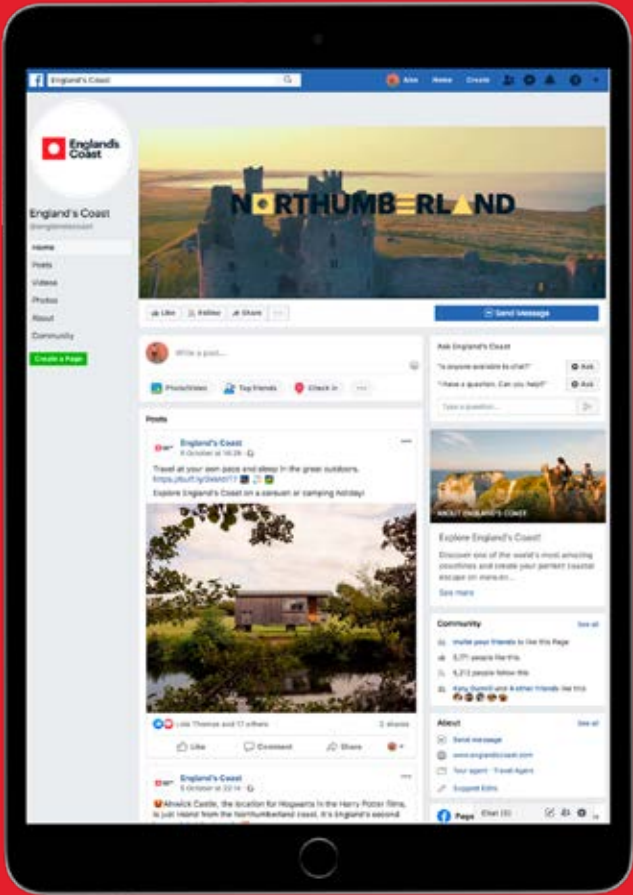
2. See further information on the location, then click ‘Add to Itinerary’



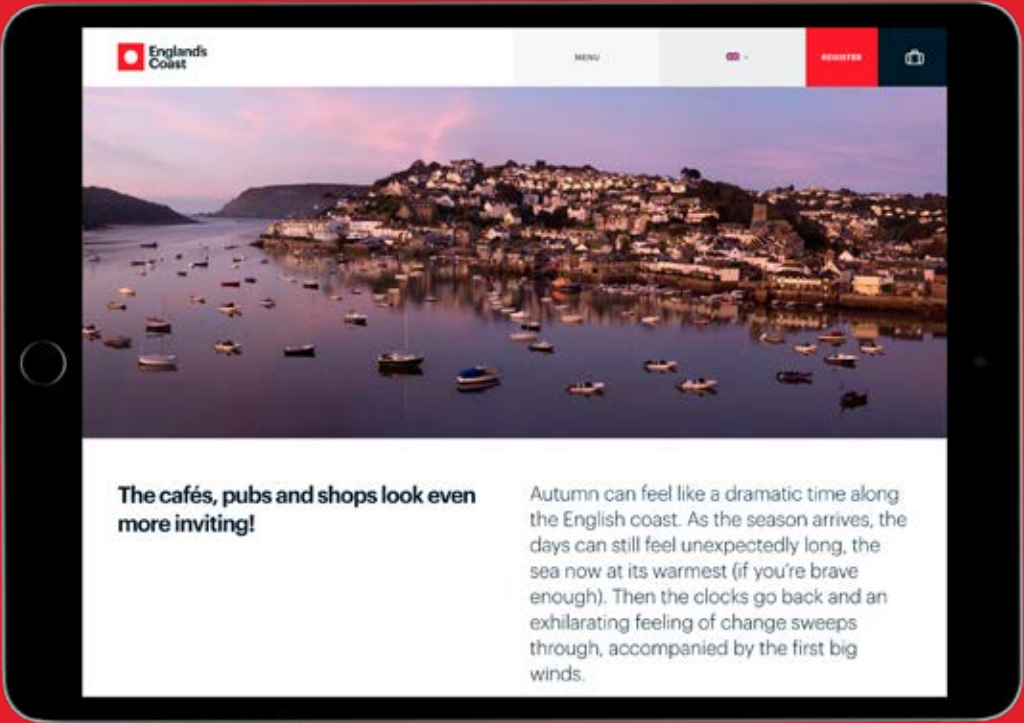
3. Locations added to the itinerary are stored in the ‘Itinerary Basket’

SOCIAL MEDIA

Over 27,500 followers across all social media channels, posted in six languages.



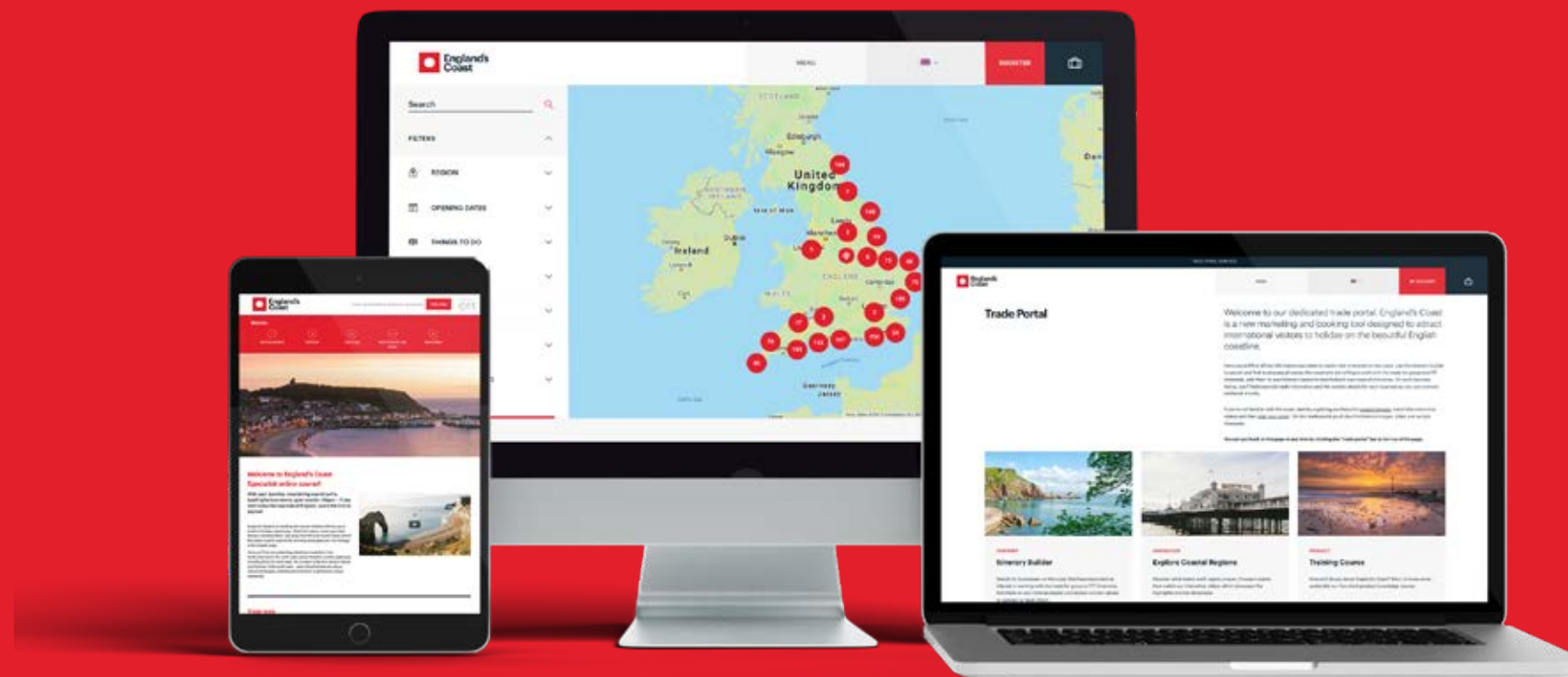
A constant stream of inspiring thematic blogs and personal local stories highlighting the very best of England's Coast.



FOLLOW US ONLINE

Twitter: [@england\\_coast](#)  
Instagram: [@englandscoast](#)  
Website: [englandscoast.com](#)  
Facebook: [facebook.com/englandscoast](#)

(We also have Facebook pages in other languages, simply add: FR, DE, IT, ES or NL. e.g /englandscoastNL)



## Working with international travel trade

Our dedicated Trade Sales Executive is working with tour operators and ground handlers to create new itineraries to the coast. We have created a dedicated trade sales brochure featuring hero itineraries as well as an online trade portal featuring:

- Interactive itinerary builder - listing businesses willing to work with trade
- Access to images and video
- Product knowledge training - [englandscostspecialist.com](https://englandscostspecialist.com)

To find out more go to:  
[englandscost.com/en/trade-portal/register](https://englandscost.com/en/trade-portal/register)

## WHAT ELSE DO WE DO?



### Research

We have completed in-depth research on domestic opportunities for growth from international visitors from the Netherlands, Germany and France. The research includes information about their interests, preferred marketing channels and travel patterns.

Summary and detailed reports are available to download from:  
[coastaltourismacademy.co.uk/resource-hub](https://coastaltourismacademy.co.uk/resource-hub)

### Business Support

We offer business support focussed on understanding international visitors, working with the travel trade and improving the visitor experience via a series of workshops and online training.

**England's Coast Ambassador** is a free online training programme written for all staff who engage with visitors on the coast. It takes less than an hour to complete and covers international welcome and product knowledge modules.

Become an Ambassador via:  
[englandscostambassador.co.uk](https://englandscostambassador.co.uk)

ADVERTISING OPTIONS

Promote Your Business to International Travellers!

Be included in our main consumer 2020 brochure, distributed at major international travel events, at P&O Ferries’ Rotterdam and Zeebrugge terminals and to international media.

Vakantiebeurs, a major travel show in the Netherlands, attracts more than 100,000 visitors over five days while thousands of Dutch, German and French travellers pour through P&O’s terminals every month.

The brochure is translated into multiple languages so it’s the perfect opportunity to promote your business internationally.



¼ page advertorial

Page space:  
210mm x 74.5mm

Image size:  
55.5mm x 58mm

500 characters approx.

£250 + VAT



½ page advertorial

Page space:  
210mm x 148.5mm

3 x images

650 characters approx.

Promoted listing on  
England’s Coast website

£500 + VAT



Full page display advert

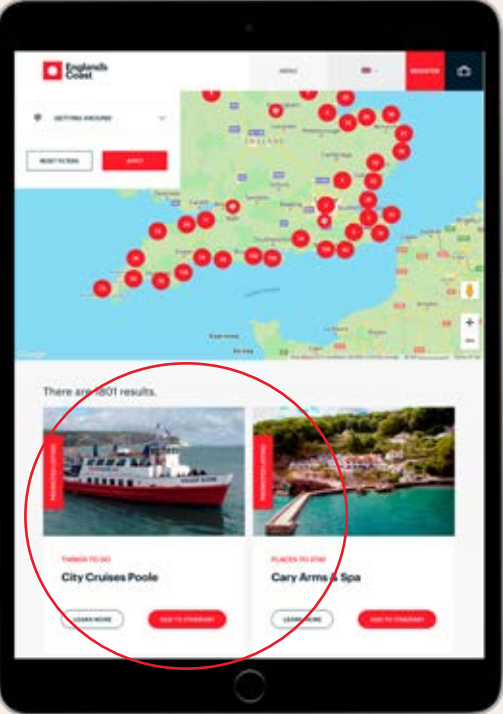
Page space:  
210mm x 297mm

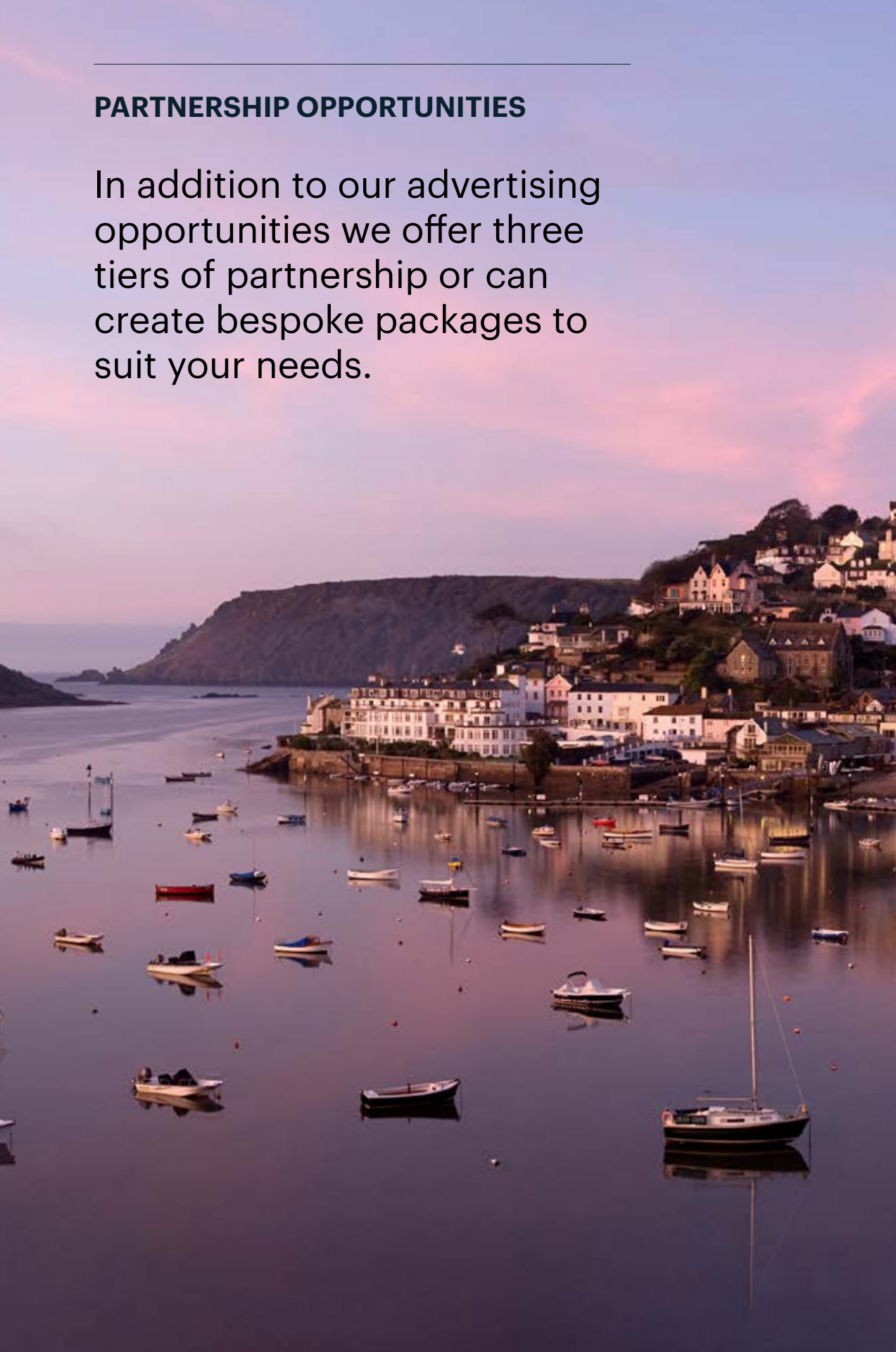
Up to 3x images

Up to 1400 characters  
approx.

Promoted listing on  
England’s Coast website

£1,000 + VAT





PARTNERSHIP OPPORTUNITIES

In addition to our advertising opportunities we offer three tiers of partnership or can create bespoke packages to suit your needs.

	Supporter	Partner	Title Partner
Logo on “About Us” page			
Logo and text on “About Us” page			
Logo in footer			
Logo at end of highlights video on homepage			
Logo box and small text at bottom of home page			
Tagged Social Media posts - 3 languages of choice	4 per year		
Tagged Social Media posts - all languages		6 per year	12 per year
Logo in consumer and trade brochure(s)			
Inclusion in Trade sales activity			
Partner logo on Travel trade training website			
Preferential supplier for trade and media visits			
Blog feature (e.g. 48 Hours In)			
Logo on footer of press releases to each market			
Access to video(s) to embed on your website			
Enhanced listing in “Plan your trip” section of website			
20% discount on advertising			
1/2 page advertorial in consumer brochure(s)			
Full page advertorial in consumer brochure(s)			
Bespoke 30 second video, dual branded for use on your websire and social media			
	£5,000 +VAT per annum	£10,000 +VAT per annum	£25,000 +VAT per annum

## BECOME A PARTNER

### Why become a partner?

- Promote your business internationally in marketing, PR and social media campaigns
- Joint activity in domestic PR and social media campaigns
- Opportunity to host international media and trade familiarisation visits to promote your business
- Access to research, images and videos to use and embed within your own website
- Promotional opportunities at international and domestic tourism events
- Promote your business through our sub-brand Seafood Coast
- This partnership offers the opportunity to contribute to sustainable economic and social benefits to coastal destinations to benefit all stakeholders.

This is a unique opportunity to be part of a leading-edge tourism project to boost visitors and open up the coast to new international markets.



## Partner with us and turn the tide!

### For more information contact:

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Director

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### FOLLOW US ONLINE

Twitter: [@england\\_coast](https://twitter.com/england_coast)

Instagram: [@englandscost](https://www.instagram.com/englandscost)

Website: [englishcoast.com](https://www.englishcoast.com)

[Facebook.com/englandscost](https://www.facebook.com/englandscost)

(We also have Facebook pages in other languages, simply add: FR, DE, IT, ES or NL. e.g /englandscostNL)