

FOR IMMEDIATE RELEASE

England's Coast – new travel tool for international visitors!

England offers one of the most spectacular coastlines in the world and it's now become easier to book than ever for Dutch, French and German visitors!

England's Coast, englandscoast.com, is a new booking platform designed to help visitors plan their perfect holiday. Funded by VisitEngland's Discover England Fund, it offers interactive videos highlighting the breadth of choice of activities and scenic beauty around this coastline.

The digital tool offers visitors the chance to escape busy tourist routes to discover stately homes and gardens, magnificent castles, wonderful nature reserves and hundreds of miles of peaceful coastal paths and cycle tracks.

"We're targeting England's Coast specifically at our Dutch, French and German neighbours as our research shows that this market is the ideal match," says Samantha Richardson, Academy Director.

"On our itinerary builder we feature more than 900 hundred coastal businesses and experiences, allowing anyone who's searching for a new experience to create their ideal break at the click of a button. They could choose to stay in a typical English pub, a chic hotel or caravan park, enjoy fish and chips on the beach or indulge in a gourmet seafood platter.

"And because we feature different regions, including Northumberland in the north west, the east and south coast, Devon and Cornwall - this is the perfect one-stop shop for anyone seeking a seaside escape.

"Understandably, many visitors travel to London or the well known cities first, and may know very little about the what's on offer on the coastline. The new film footage provides a perfect introduction, acting as a guide around the coast, drawing attention to popular resorts, fishing harbours, pebbled coves, art galleries, museums, nature, wildlife and lots more," adds Ms Richardson.

Access to England's coast couldn't be easier, with fast ferry, train connections and flights to many of England's regional hubs from Germany, France and The Netherlands.

For latest news, images, videos and resources, visit England's Coast Media Centre - <https://englandscoast.com/en/media-centre>

Notes to editors: If you'd like to experience England's Coast for yourself on a press trip, please contact Sheron Crossman, Marketing and Communications Manager, sheron.crossman@coastaltourismacademy.co.uk or tel: +44 (0)1202 962565.

The England's Coast project is being run by the National Coastal Tourism Academy whose partners include P&O Ferries, Green Traveller, YHA, Visit Northumberland, Yorkshire Coast, Scarborough, North York Moors National Park, East Riding of Yorkshire, English Riviera, Teignbridge District Council, Kingsbridge and South Devon, Visit Cornwall, Visit Brighton, Eastbourne, Dorset County Council, Visit East Anglia, Suffolk Coast, Visit Hull and East Yorkshire, Visit North Norfolk, East Lindsey District Council, Bournemouth Borough Council and Bournemouth University.

About the Discover England Fund

- In November 2015, the Government announced a £40 million Discover England Fund; an unprecedented opportunity for English tourism. The Fund aims to deliver world-class bookable tourism products joined up across geographies and/or themes; including integrated transport solutions to provide an end-to-end customer experience.
- The Fund supports the growth of one of England's most successful export industries, inbound tourism. Tourism is an industry that delivers jobs and economic growth across the English regions – contributing some £106bn each year to the economy and supporting 2.6 million jobs.
- The Fund supported a number of pilot projects in year one (2016/17) that tested product development approaches. In years two and three, 2017-19, the fund will support:
 - A number of large-scale collaborative projects to be delivered over the two year period 2017-2019 that will create a step-change in bookable English tourism product for international consumers,
 - A smaller funding pot for new one year pilot projects (in year two), and
 - Continuation funding for existing year one projects that demonstrated early learnings (in year two).

About VisitBritain/VisitEngland

- VisitBritain/VisitEngland is the national tourism agency – a non-departmental public body funded by the Department for Culture, Media & Sport (DCMS)
- Working with a wide range of partners in both the UK and overseas, our mission is to grow the volume and value of inbound tourism across the nations and regions of Britain and to develop world-class English tourism product to support our growth aspirations. For further information and to access the latest in-depth market intelligence and statistics visit www.visitbritain.org or www.visitbritain.com and www.visitengland.com for consumer information.