

## English Coast presented in travel-sized bites!

### *Six coastal regions market themselves together*

For the first time six regions of the English coastline are presenting themselves as England's Coast to the German travel industry at the ITB in Berlin.

England's Coast is funded by VisitEngland's Discover England Fund and delivered by the National Coastal Tourism Academy (NCTA). The project aims to encourage German and Dutch tour operators to extend their offer to six coastal regions of England. Research indicates that German and Dutch tourists show great interest in the coast, but this is not widely reflected in tour operator programmes.

The England's Coast project incorporates:

1. Northumberland, The Wild Coast: including Berwick-upon-Tweed and the Holy Island of Lindisfarne
2. Yorkshire, Heritage Coast: including Scarborough and the North York Moors National Park
3. East Coast, Natural Coast: from Hull to Harwich
4. South East, Cultural Coast: around Eastbourne, Newhaven and Brighton
5. South Coast, The Jurassic Coast: featuring Bournemouth, Durdle Door and Lulworth Cove
6. South West, South Devon & Cornwall: including coastal resorts like Torquay to Teignmouth

Operators will be supported in building new itineraries for group and individual tours. A dedicated trade portal will allow access to a database of coastal businesses who want to work with the trade, online training courses, new itineraries plus video and image material. These resources can be used for promotion and in-house training.

Ends/

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