

England's Coast appoints Travel PR

Travel PR is delighted to announce that it is now representing England's Coast on its five-month campaign to promote the wealth of options that our coastline provides both to staycationers and day-trippers.

[Englandscoast.com](https://www.englishcoast.com) is a ground-breaking marketing and booking tool showcasing the whole of England's spectacular coastline. The website enables holidaymakers to research ideas, build their ideal coastal break into an itinerary, and book each element directly.



Bamburgh Castle, Northumberland



Poole Harbour, Dorset



Birling Gap, East Sussex

With nearly 2,000 coastal businesses to browse, and more being added every day – including hotels, B&Bs, self-catering properties, activity and attraction operators, transport companies, pubs, restaurants, producers, and much more – holidaymakers have a huge choice from which to build their personal tailor-made itinerary. Visitors to the website can research the very best that the coastline has to offer – from beautiful beaches, top venues for seafood and historic landmarks, to under-the-radar coastal towns, wildlife hotspots, superb cycling trails (including local bicycle hire points), and bracing, energising coastal walks.

“We have one of the world’s most fascinating coastlines, rich in cultural heritage and natural beauty but most parts are largely unexplored by British visitors,” says Samantha Richardson, National Coastal Tourism Academy Director, which delivers the Discover England-funded England’s Coast project.

“The coastline’s diversity makes it ideal for ramblers, cyclists and water sports fans but equally for visitors wanting a gentle stroll enjoying stunning views in the winter sun. England’s Coast is a one-stop shop for inspiration and planning the perfect break close to home.”

Providing stimulating options for coastal day trips, short breaks and staycations for holidaymakers around the UK, the whole of England’s Coast is featured via eight easily navigable regions. Each features the ‘must-see’ attractions and unique characteristics of that particular stretch:

- Northumberland – Wild Coast
- Durham and the North East – Reclaimed Coast
- Yorkshire – Heritage Coast
- East Coast – Natural Coast
- South East – Cultural Coast
- South Coast – Jurassic Coast
- South West – Active Coast
- North West – Explorer’s Coast

There are many lesser-known gems to explore in peaceful and under-visited parts of the coastline – from the dramatic and wildlife-rich Durham Coast, the UNESCO biosphere on the Isle of Wight, crumbling castle ruins and traditional fishing villages of Northumberland and Yorkshire, to the adrenaline-packed water sports of the South, including Gosport and Poole, as well as fascinating lighthouses and harbour towns of Devon and the National Parks of Exmoor, South Downs and North York Moors. Through England’s Coast’s partners, holidaymakers can also discover the contemporary art and cultural highlights of Kent, East Sussex and Essex on the [Creative Coast](#), and the world-class seafood producers and restaurants of the [Seafood Coast](#).

England's Coast invites us all to explore the wealth of options that our under-appreciated coastal regions offer, enabling holidaymakers to dream about and plan trips for a time when it is safe to travel within the confines of national and local restrictions.

Ends / 1 December 2020

Press: For further information, high-res images or to **discuss a commissioned press trip**, please contact Lizzie Cooper or Jackie Franklin at [Travel PR](mailto:TravelPR) on 020 8891 4440 or l.cooper@travelpr.co.uk / j.franklin@travelpr.co.uk.

For more information on England's Coast visit www.englishcoast.com/en or contact Sheron Crossman, National Coastal Tourism Academy Marketing & Communications: Sheron.crossman@coastaltourismacademy.co.uk.

England's Coast advises visitors to adhere to local travel restrictions and regional tiers, which can be found on the Gov UK website: <https://www.gov.uk/guidance/full-list-of-local-restriction-tiers-by-area>.

Notes to editors: The England's Coast project is delivered by the National Coastal Tourism Academy whose partners include: The Yorkshire Coast, Visit Scarborough, The North York Moors National Park Authority, Visit East Yorkshire, Visit Lancashire, Visit Cumbria, This is Durham, Visit Northumberland, Visit Essex, Visit Thanet, Dover/White Cliffs Country, Creative Coast Kent, Visit Brighton, Experience West Sussex, Visit Portsmouth, Discover Gosport, Visit Isle of Wight, Coast with the Most -Bournemouth/Christchurch/Poole, Somerset and Exmoor National Park – The Hinkley Tourism Action Partnership, P&O Ferries, Hornblower City Cruises Poole.

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 supported:

- 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).

In Year four (2019/20) an extended period was granted for delivery of the large-scale projects to ensure delivery and/or amplification.

In year five (2020/21) additional funding allocated by HM Treasury includes grant funding to existing projects, marketing and distribution activity led by VisitBritain/VisitEngland and evaluation and research.