

## **Discovery around the corner: The Dutch know virtually nothing about the English coast!**

### **Interactive videos (re)introduce the Dutch to the English coast**

**Press release, BOURNEMOUTH, UK - The Dutch are positive about a holiday to their English neighbors. Most popular are big cities such as London, followed by the more rural regions. It is remarkable that the large variety of beautiful coastal areas is chosen less often as a destination.**

Research by the National Coastal Tourism Academy (NCTA) shows that Dutch people do not know very much about the English coastal areas. More than one third do not know anything about the north and northwest coast and 13% know nothing about any English coastal region at all.

All the more reason for tourism agencies and organizations on the English coast to join hands and make the Dutch acquaint themselves with these regions. Recently the NCTA launched a new way to book with interactive films where viewers can choose destinations directly from the image.

Of all English holiday destinations London still attracts the most travelers. More than a half of people who visited England in the past five years say they have stayed there. Some 94% of travelers between the ages of 18 and 34 choose big cities such as London. Travelers over the age of 50 often indicate that they have also visited more rural areas. But the English coast is still the least chosen destination. When asked why they did not visit the coast, the Dutch often responded that considering the large amount of attractions and activities in England, they didn't think of the coast as a destination.

### **Video as a guide**

Many visitors first visit London or other famous cities. The research shows that one of the biggest reasons why the coast is not chosen as a destination is the lack of knowledge and information about what can be seen and done there.

Samantha Richardson, Academy Director of the NCTA: "Together with more than 700 companies and destinations in the coastal areas, we are committed to introducing the Netherlands to the enormous diversity that the English coast has to offer. From historic fishing ports to rugged clifftops and beautiful nature reserves. We're offering a new way of booking. On the new booking platform of [englandscoast.com](http://englandscoast.com), travelers get a taste of the most diverse coastal destinations and highlights of six regions through the interactive videos. Viewers can pause the video, find out more information and add destinations to their own itinerary. "

## **Port cities and castles**

Of all coastal areas, the southern regions are still the best known and, when requested, are most often mentioned as the most likely coastal destination. Just slightly more often by people over 55 than the younger people. The latter also mentions the East Coast somewhat more often. However, all ages agree that, of all coastal destination historic port towns are the most attractive (70%). In the eastern coastal areas, the stately buildings and castles are also found attractive.

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## **Note for editors - not for publication**

For more information about the new booking platform, visit [www.englishcoast.com](http://www.englishcoast.com).

To arrange a press trip and more information, contact Sheron Crossman, NCTA Marketing & Communications Manager, [Sheron.crossman@coastaltourismacademy.co.uk](mailto:Sheron.crossman@coastaltourismacademy.co.uk) or tel: +44 (0) 1202 451805.