FOR IMMEDIATE RELEASE

**New online training for England's coast**

***Travel agents can win a fam trip to England's Coast!***

The exciting tourism initiative England's Coast, which promotes six coastal regions collectively, has now created a bespoke online training programme for the travel industry.

It features a module on each region – Northumberland, Yorkshire, the east, south east, south and south west coasts – and includes an inspiring short film, lots of information on how to get there, local resorts and beaches, tourist attractions and beautiful local natural features. It ends with a short multiple-choice test with a few questions.

“England’s Coast Specialist is packed with information on all there is to see and do on this spectacular coastline,” explains Elaine Snow, England’s Coast Trade Sales Executive.

“We are specifically targeting this course at the travel trade because our research has shown there is a strong match between European consumers and the English coastal product.

“The videos really bring each region to life; each module is short and fun and can be completed in stages. Best of all, when all the modules are successfully passed, agents will be entered into a prize draw to win a fam trip to the beautiful English Riviera in Devon!”

In addition to discovering what agents can offer their clients, there’s the chance to see the Devon coast for themselves by winning a trip for two people to the popular English Riviera; the prize includes flights and two nights B&B in a double room. Also included are tickets to a top local attraction for use during their stay.

To enter the competition and discover more about online training visit [www.englandscoastspecialist.com](http://www.englandscoastspecialist.com).

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