

England's Coast is an all-in-one marketing and booking tool which brings to life the wealth of experiences that can be enjoyed on the English coastline and enables visitors to create and book bespoke holidays.

We are launching a major **national marketing and PR campaign** to raise awareness of all there is to do on our amazing coastline to a domestic audience who might not otherwise have considered a break to the English coast.

At the same time we are running a **digital campaign promoting England's Coast to visitors in the Netherlands, Germany, France, Italy and Spain.**

We would like to invite you to be part of this unique project.

Our website showcases eight regions and holiday suggestions with around **2,000 businesses listed.**

The website content is translated into:
German, Dutch, French, Spanish and Italian.



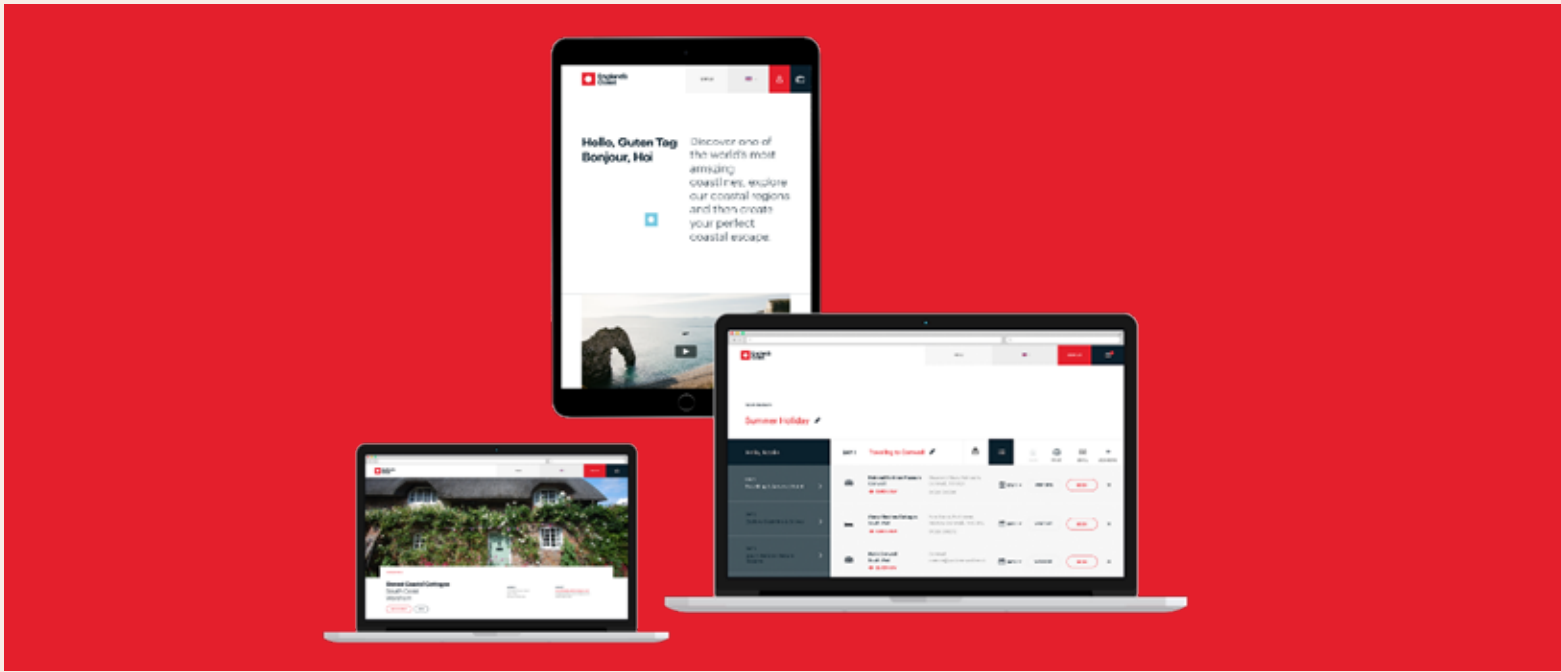
OVERVIEW



The English coastline has been divided into eight areas, each with an overarching theme and hero itinerary.

- North West - 'Explorers' coast'
- Northumberland - 'Wild coast'
- Durham & North East - 'Reclaimed coast'
- Yorkshire - 'Heritage coast'
- East coast - 'Nature coast'
- South East - 'Cultural coast'
- South coast - 'Jurassic coast'
- South West - 'Active coast'

Our primary target audience is couples and individuals aged 40+ travelling without children from all markets, encouraging visits in the shoulder and off-peak period. In the domestic market we also provide content targetted at families and millennials to support the recovery of the sector.



CONSUMER WEBSITE AND ITINERARY BUILDER

England’s Coast is a consumer website and itinerary builder, a marketing and booking tool, all-in-one.

The itinerary builder allows visitors to create their ideal holiday, choosing where to stay, what to eat and do.

It showcases eight regions and holiday suggestions with more than **2,000** businesses listed (increasing daily)

The website content is translated into:
German, Dutch, French, Spanish and Italian.



BESPOKE INTERACTIVE VIDEOS

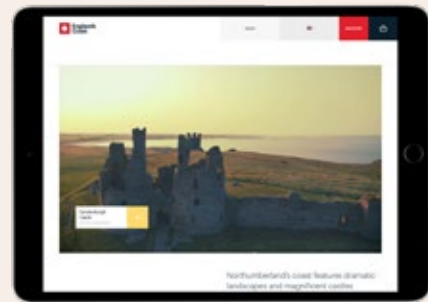
To inspire new holidaymakers we feature:

- New **“Highlights of the Coast”** video
- Eight new regional videos with interactive **“Add to Itinerary”** functionality
- Six **“holiday types”** videos (e.g. Self drive, camping, walking, cycling, public transport, packaged holidays)

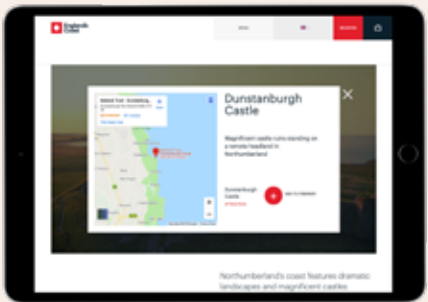
What are interactive videos?

Simply watch the video and click the interactive tag to be taken to further information on the location, then click ‘add to itinerary’.

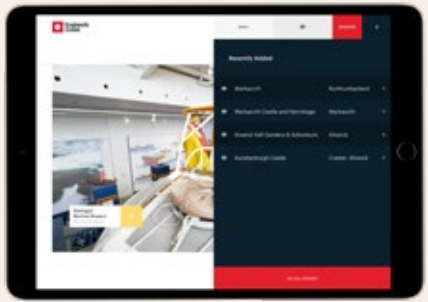
We save the chosen items in an itinerary basket which can then be sorted into days, printed out or emailed to a friend.



1. Click the location tag



2. See further information on the location, then click ‘Add to Itinerary’

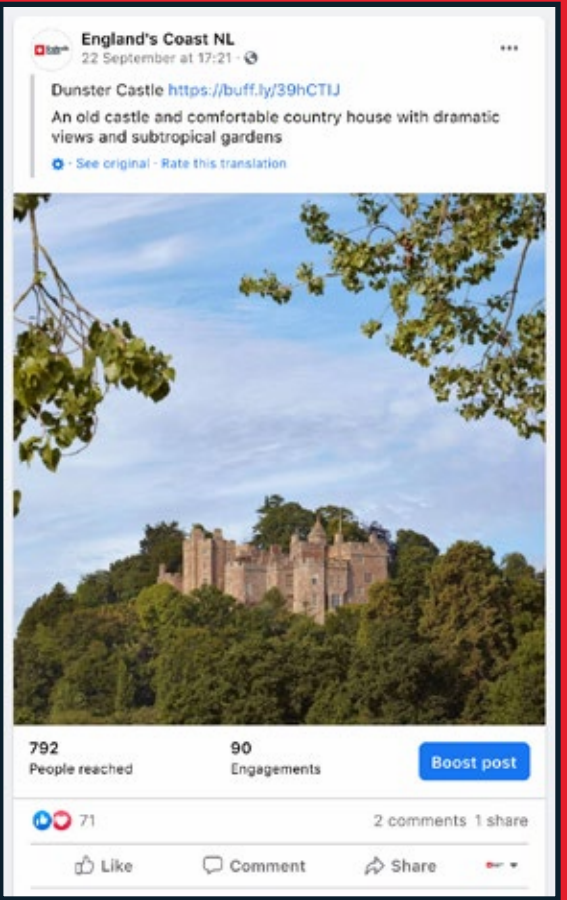
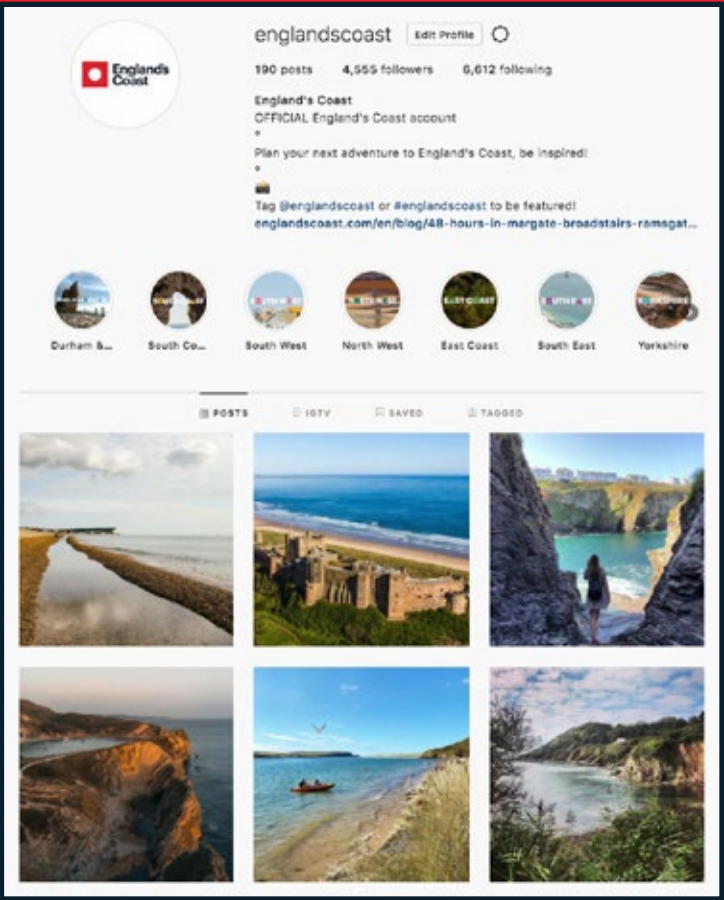
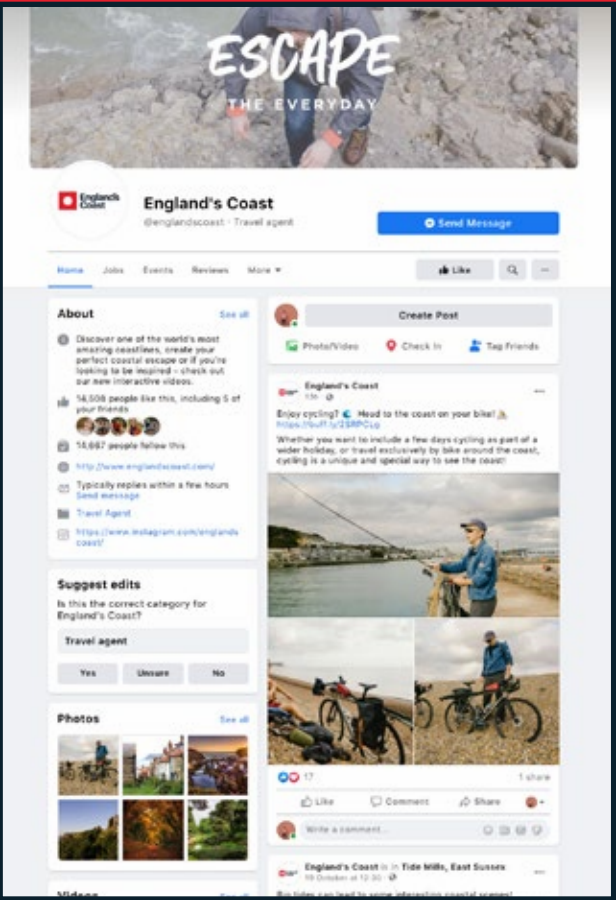
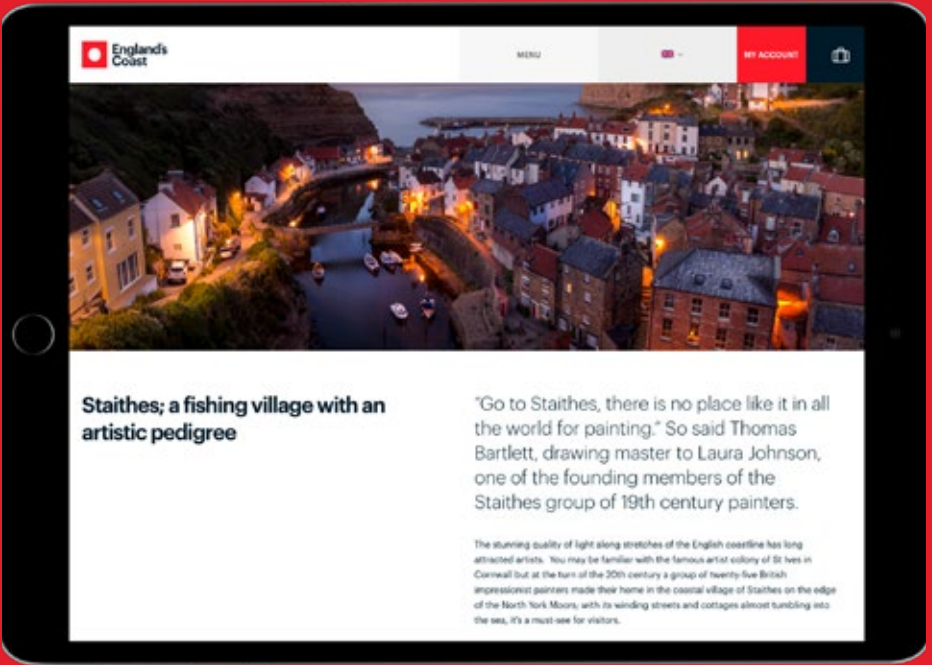
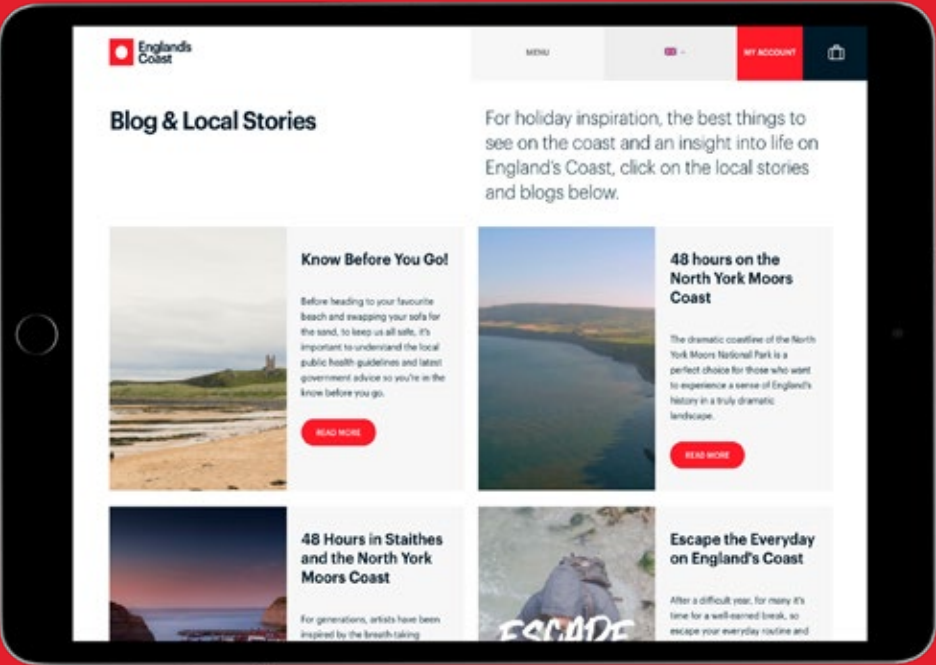


3. Locations added to the itinerary are stored in the ‘Itinerary Basket’

SOCIAL MEDIA

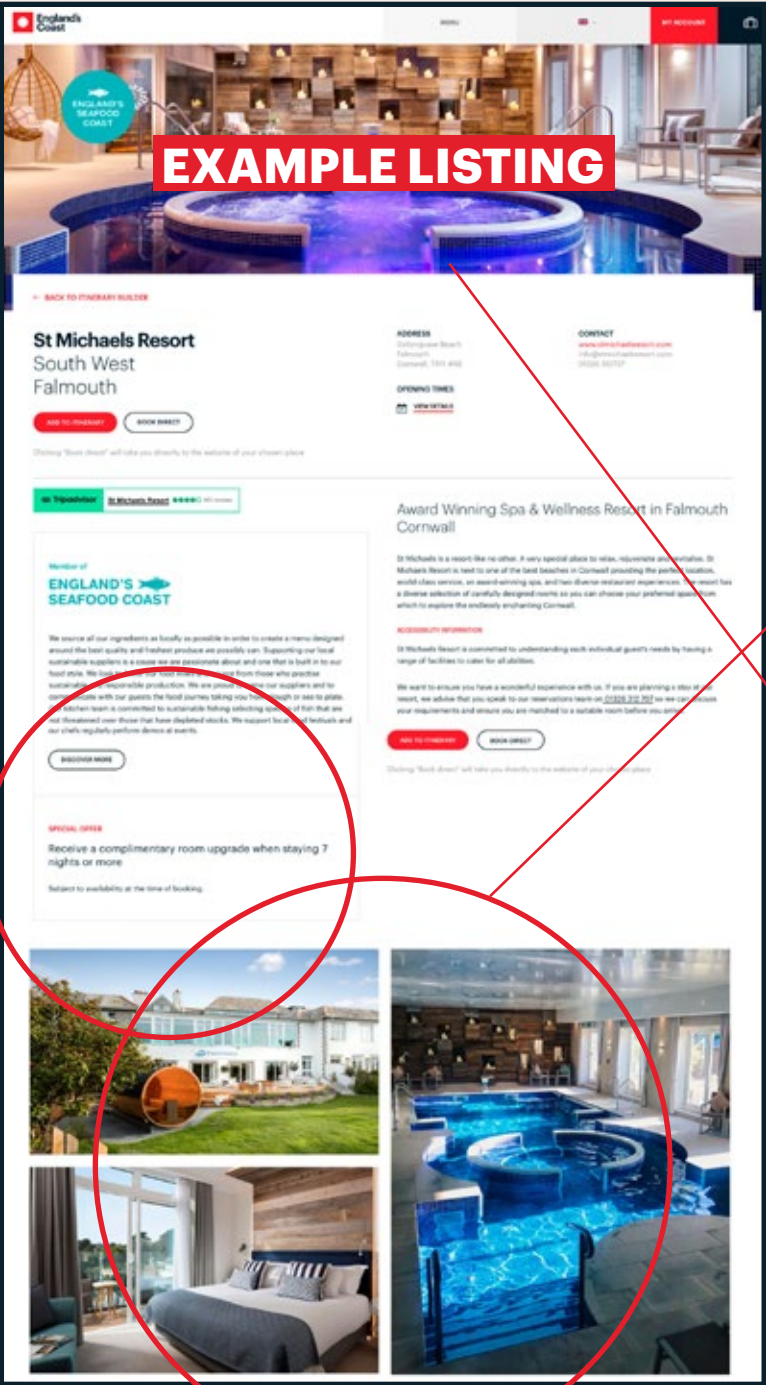
Over 56k followers across social media channels in 6 languages, 21k UK followers.

We feature a constant stream of inspiring blogs and local stories highlighting the wonderful characters and beauty of England’s Coast, shared across social media platforms.



BUSINESS PARTNERSHIP OPPORTUNITIES

Choose your partnership level!



England's Coast

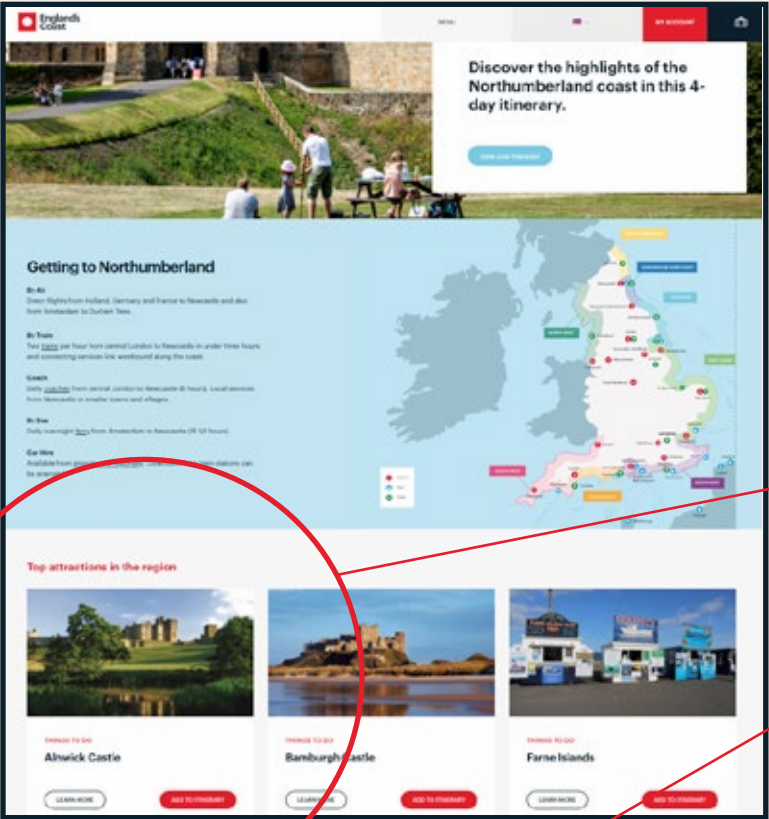
Enhanced Listing

Ensure your business gets noticed with an enhanced website listing featuring a block of images* of your choice which sits below your text and special offers. Enhanced listings are prioritised in search results.

£200+ VAT

*Block of additional images unique to this listing type. Businesses are eligible for a free listing which only includes the top banner image.

Partnership Opportunities



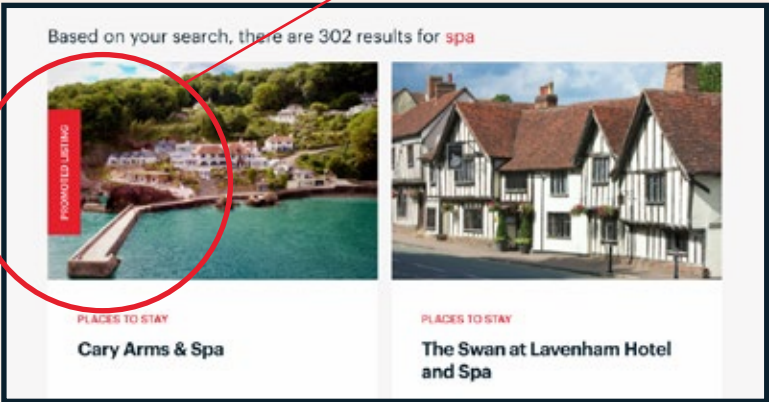
Premium Listing

In addition to the Enhanced listing you'll have:

- The opportunity to provide a competition prize
- Be listed in the Top Places to Visit on the relevant England's Coast region pages
- “Promoted Listing” banner on thumbnail and be prioritised in search results
- Dedicated posts on our social media platforms
- Included in relevant PR and Media activity and to be included in our consumer newsletter.

£500+ VAT

Sign up now and your listing will be valid until 31 March 2022

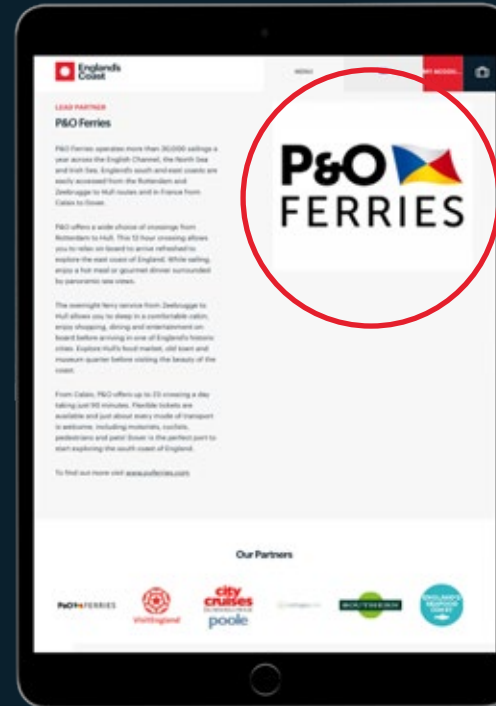


BUSINESS PARTNERSHIP OPPORTUNITIES

In addition to the Enhanced and Premium Listings, our Elite packages offer targeted marketing of your business throughout England's Coast marketing and PR activity.

England's Coast Supporter £5k + VAT

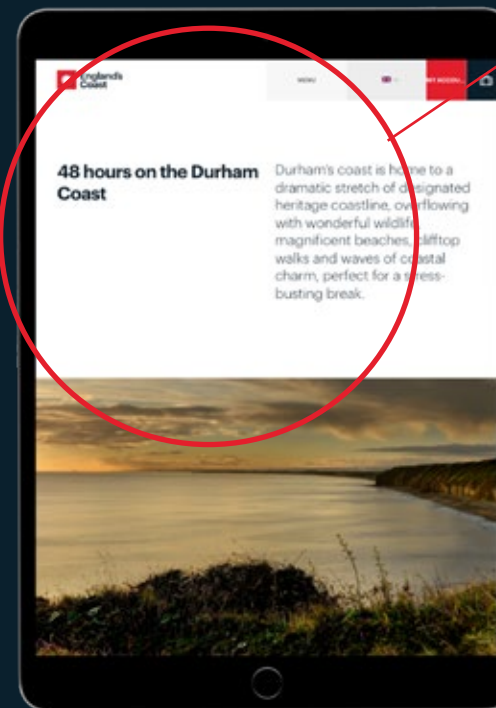
- Logo on England's Coast About Us & Partner's Page
- Up to 5 businesses listed in "enhanced listing" format
- Four tagged social media posts on England's Coast FB channels translated into three languages of your choice, French, Spanish, Italian, German or Dutch
- Logo on all England's Coast collateral
- Inclusion in international trade sales activity
- Preferential supplier for media and trade visits
- Inclusion in a thematic blog feature
- Access to embed England's Coast videos on your website and social media
- 20% discount in relevant advertising opportunities



England's Coast Partner £10k + VAT

All of the Supporter package plus:

- Large Logo on England's Coast About Us & Partner's Page
- Up to 10 businesses listed in "enhanced listings" format
- Eight tagged social media posts on England's Coast FB channels in French, Spanish, Italian, German and Dutch
- Inclusion in two blog features either themed or 48 Hours in...
- Your logo on the bottom of all press releases – 12 Domestic press releases from November 20 -March '21, and two International
- Opportunities for inclusion in advertorials
- Guaranteed media visit and editorial
- A Competition to win a break in Spring '21 to your business and inclusion in content for England's Coast Nov-Mar '21 off-season campaign in collaboration with VisitBritain

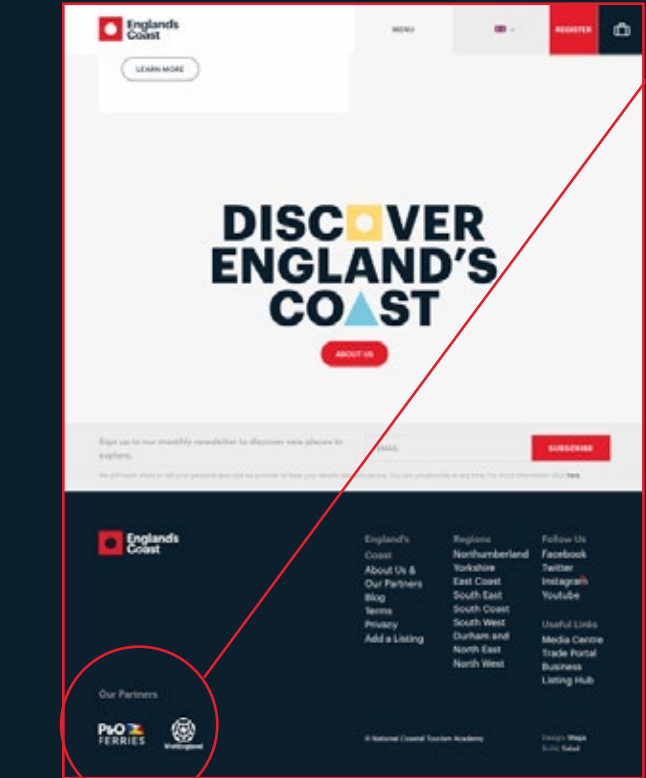
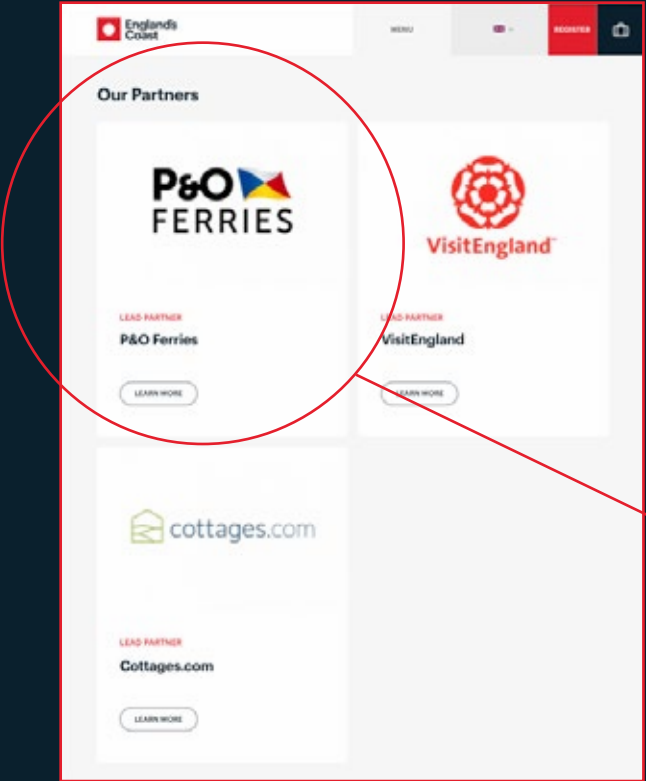


BUSINESS PARTNERSHIP OPPORTUNITIES

As a top-level Title Partner, you will receive all the benefits of the Supporter and Partner packages plus:



England's Coast



Partnership Opportunities

Title Partner £25k + VAT

- All your business locations featured as enhanced listings, and one premium listing per England's Coast region
- Your logo featured at the end of our Highlights of the Coast hero video
- Your logo and text on the England's Coast and the National Coastal Tourism Academy's home page with a direct link to your site
- Your logo in the footer of the England's Coast website
- Your logo and content included on all relevant printed consumer material
- Twelve tagged social media posts per year in all five languages
- Priority ranking for all media and trade activity in addition to guaranteed media visit and editorial
- Preferential advertorial opportunities
- A bespoke 30-second video, dual branded for use on your social media and website



Partner with us and turn the tide!

This is an exciting opportunity to be part of a major government-backed promotion of our coastline to British consumers. Join us and help turn the tide for coastal tourism.

For further details on these packages and to discuss your individual requirements, please contact:

Sheron Crossman
Marketing and Communications Manager
sheron.Crossman@coastaltourismacademy.co.uk

FOLLOW US ONLINE

Twitter: [@england_coast](https://twitter.com/england_coast)
Instagram: [@englandscost](https://www.instagram.com/englandscost)
Website: englandscost.com
Facebook.com/englandscost

(We also have Facebook pages in other languages, simply add: FR, DE, IT, ES or NL. e.g /englandscostNL)

Partnership Opportunities

englandscost.com

