

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.



PARTNERSHIP OPPORTUNITIES

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.

England's Coast





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 <u>"Highlights of the Coast"</u> video
- Eight new regional videos with interactive
 <u>"Add to Itinerary"</u> functionality
- Six <u>"holiday types"</u> videos (e.g. Self drive, camping, walking, cycling, public transport, packaged holidays)





1. Click the location tag





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.



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.



England's Coast





Partnership Opportunities





England's Coast NL

22 September at 17:21 - 3

Staithes; a fishing village with an artistic pedigree

"Go to Staithes, there is no place like it in all the world for painting." So said Thomas Bartlett, drawing master to Laura Johnson, one of the founding members of the Staithes group of 19th century painters.

The sturning quality of light along stretches of the English coastline has long attracted artists. You may be familiar with the famous artist colony of St lives in Commail but at the turn of the 30th century a group of twenty-five British impressionist painters made their home in the cosstal village of Stathes on the edge of the North York Moore, with its winding streets and cottages almost tumbling into the sea, it's a must-see for visitors.



englandscoast.com

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BUSINESS PARTNERSHIP OPPORTUNITIES

Choose your partnership level!

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nights or more feature to weldeling at the time of booking.	
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.



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:

- Page

- Hours in...
- and two International

- VisitBritain

Large Logo on England's Coast About Us & Partner's

• 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

• Your logo on the bottom of all press releases – 12 Domestic press releases from November 20 -March '21,

• 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

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 In partnership with P&O FERRIES			
England's Co 14 October at			
Looking for the perfect coastal cottage to escape to this October half term? https://buff.ly/2GZv7ei			
Check out the link above for beautiful cottages less than 5 miles from the coast 3 (that's perfect walking distance)			
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Partnership Opportunities		

Title Partner £25k + VAT

- region
- Coast hero video
- direct link to your site
- consumer material
- languages

• All your business locations featured as enhanced listings, and one premium listing per England's Coast

• Your logo featured at the end of our Highlights of the

• Your logo and text on the England's Coast and the National Coastal Tourism Academy's home page with a

• Your logo in the footer of the England's Coast website

• Your logo and content included on all relevant printed

• Twelve tagged social media posts per year in all five

• 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:

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FOLLOW US ONLINE

Twitter: <u>@england_coast</u> Instagram: <u>@englandscoast</u> Website: <u>englandscoast.com</u> <u>Facebook.com/englandscoast</u>

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

