

**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.



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

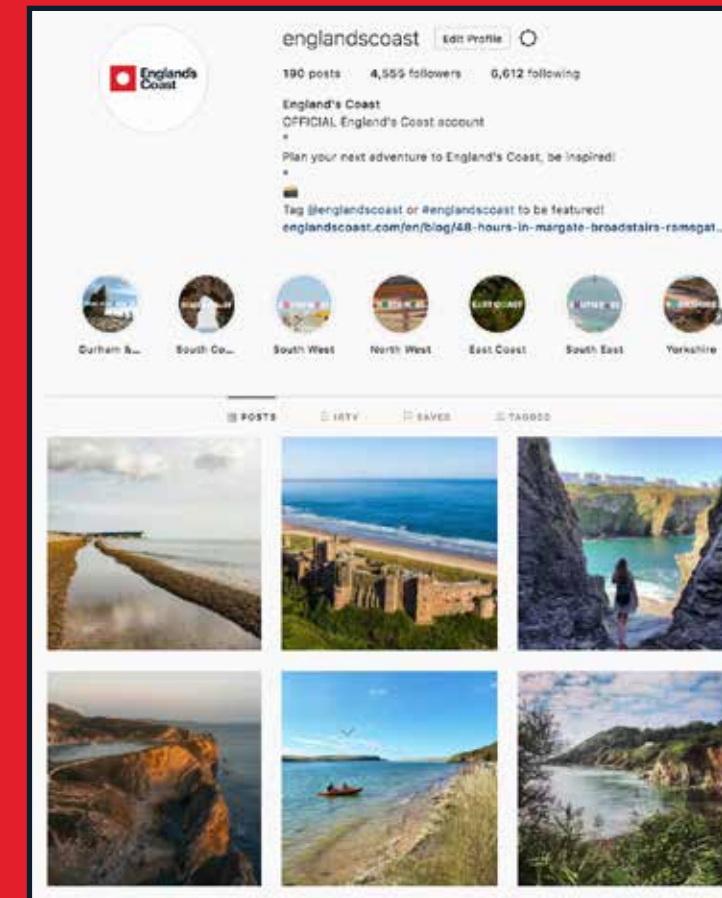
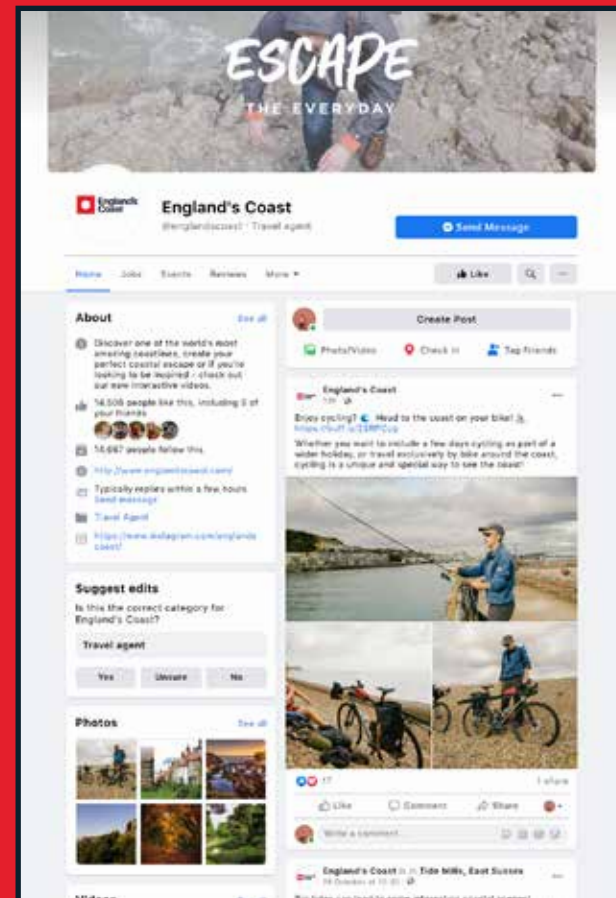
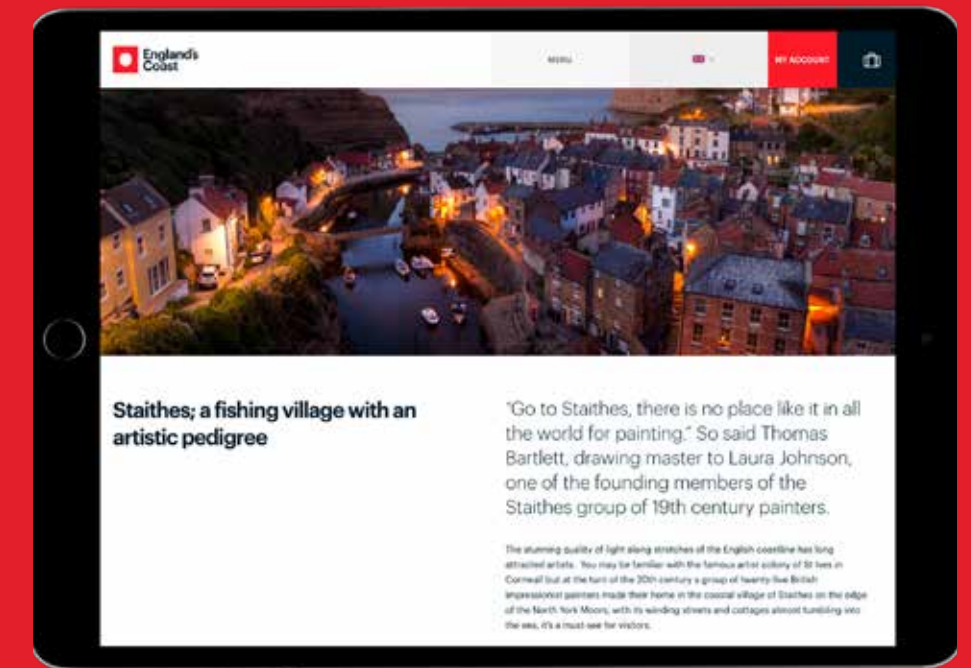
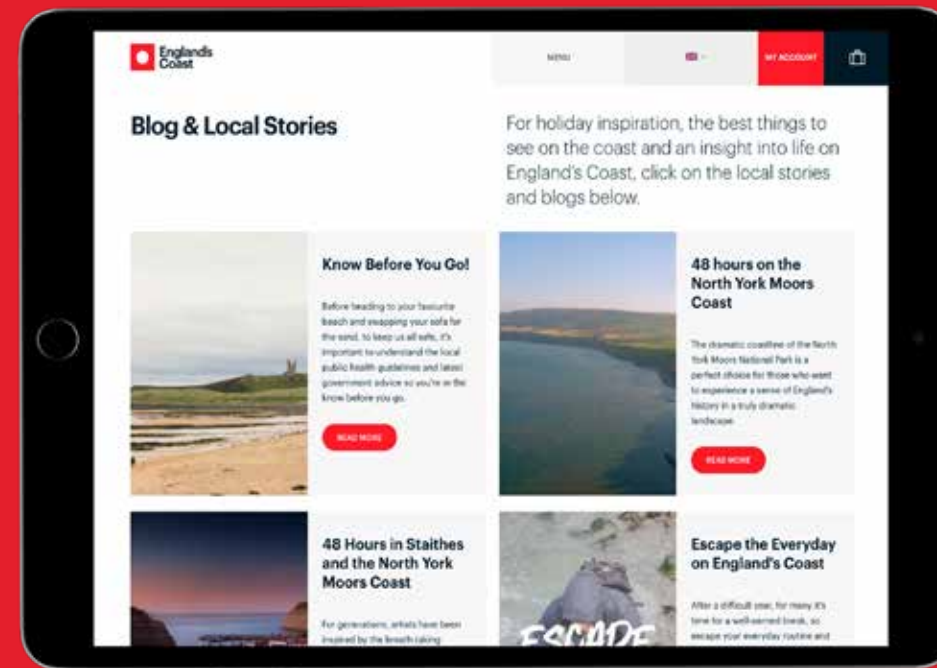
- North West - 'Explorers' coast'
- Northumberland - 'Wild coast'
- Durham & North East - 'Reclaimed coast'
- Yorkshire - 'Heritage coast'
- East coast - 'Nature coast'
- South East - 'Cultural coast'
- South coast - 'Jurassic coast'
- South West - 'Active coast'

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

## SOCIAL MEDIA

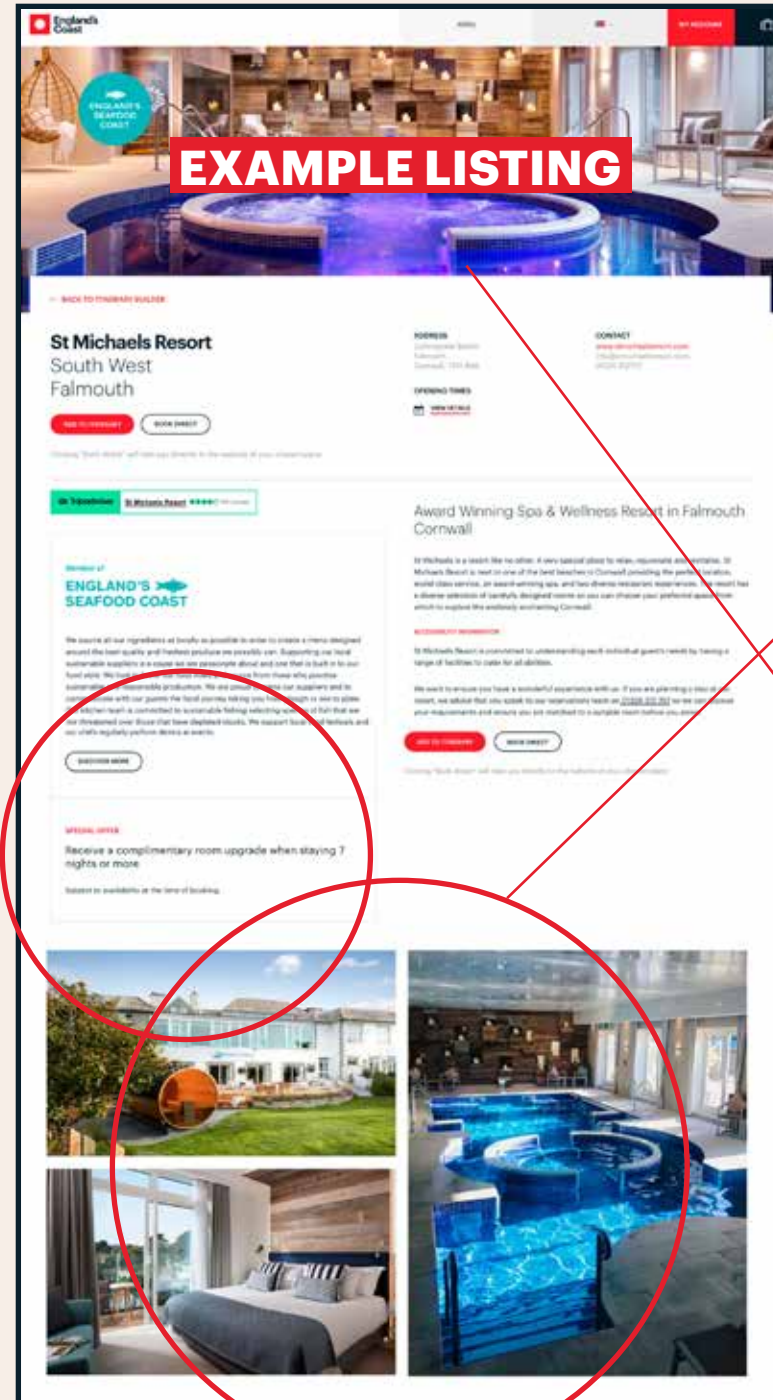
Over 56k followers across social media channels in 6 languages, 21k UK followers.

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!

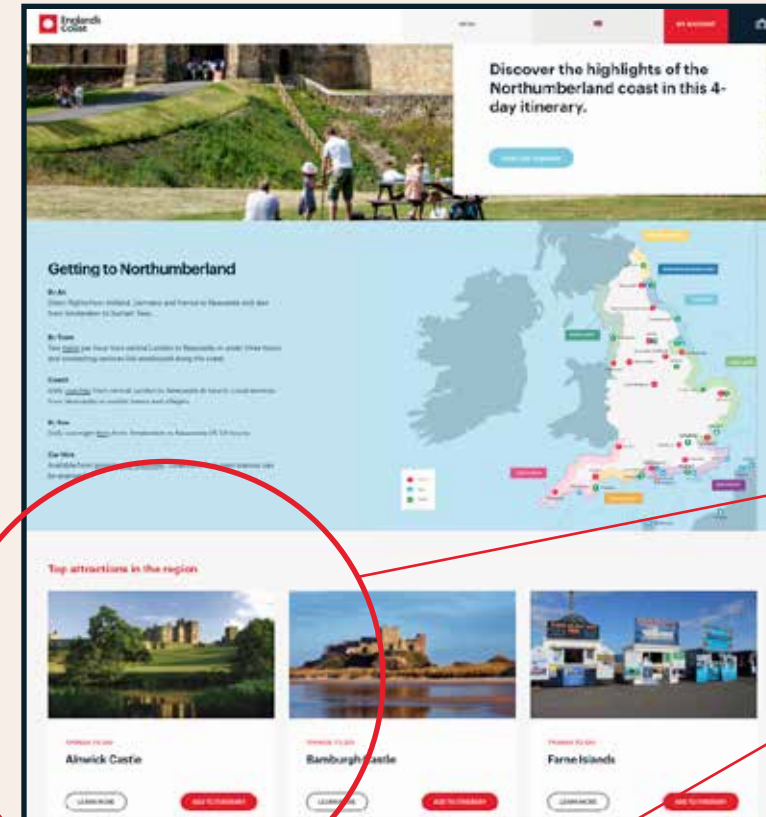


### Enhanced Listing

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.

**£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.



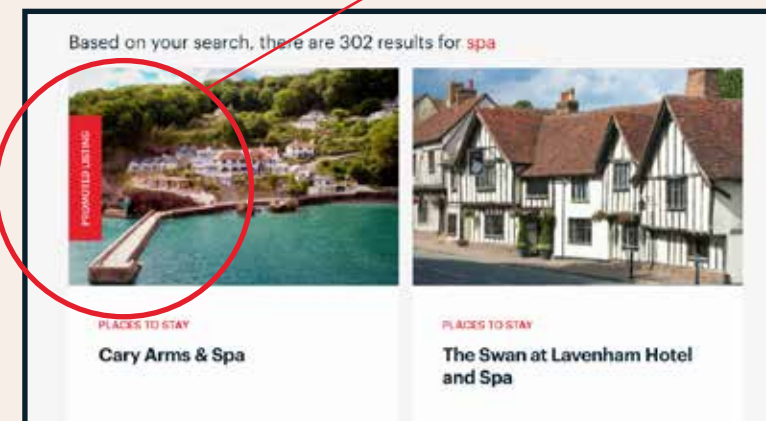
### Premium Listing

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**



# 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](mailto:sheron.Crossman@coastaltourismacademy.co.uk)

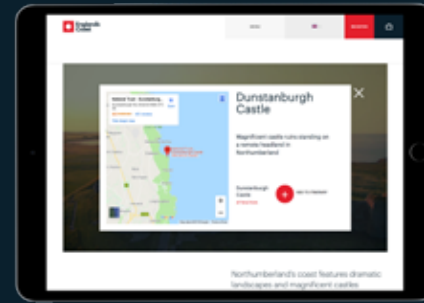
## FOLLOW US ONLINE

Twitter: [@england\\_coast](https://twitter.com/england_coast)  
Instagram: [@englandscost](https://www.instagram.com/englandscost)  
Website: [englishcoast.com](https://www.englishcoast.com)  
[Facebook.com/englandscost](https://www.facebook.com/englandscost)

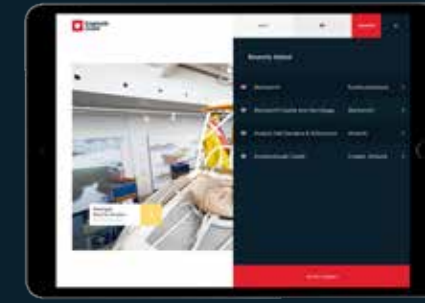
(We also have Facebook pages in other languages, simply add: FR, DE, IT, ES or NL. e.g /englandscostNL)



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'

## 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)

