

Partnership Opportunities

What is England's Coast?

England's Coast is a new 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 undertaking an international marketing and PR campaign focused on raising awareness of the English Coast to generate new bookings.

This is a cutting-edge booking platform but also a resource for the domestic market.

England's Coast brings together every element of a holiday for the first time - accommodation, attractions, places to eat and transportation in to one easy-to-use platform.

And we'd like to invite you to be part of it.

OVERVIEW



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

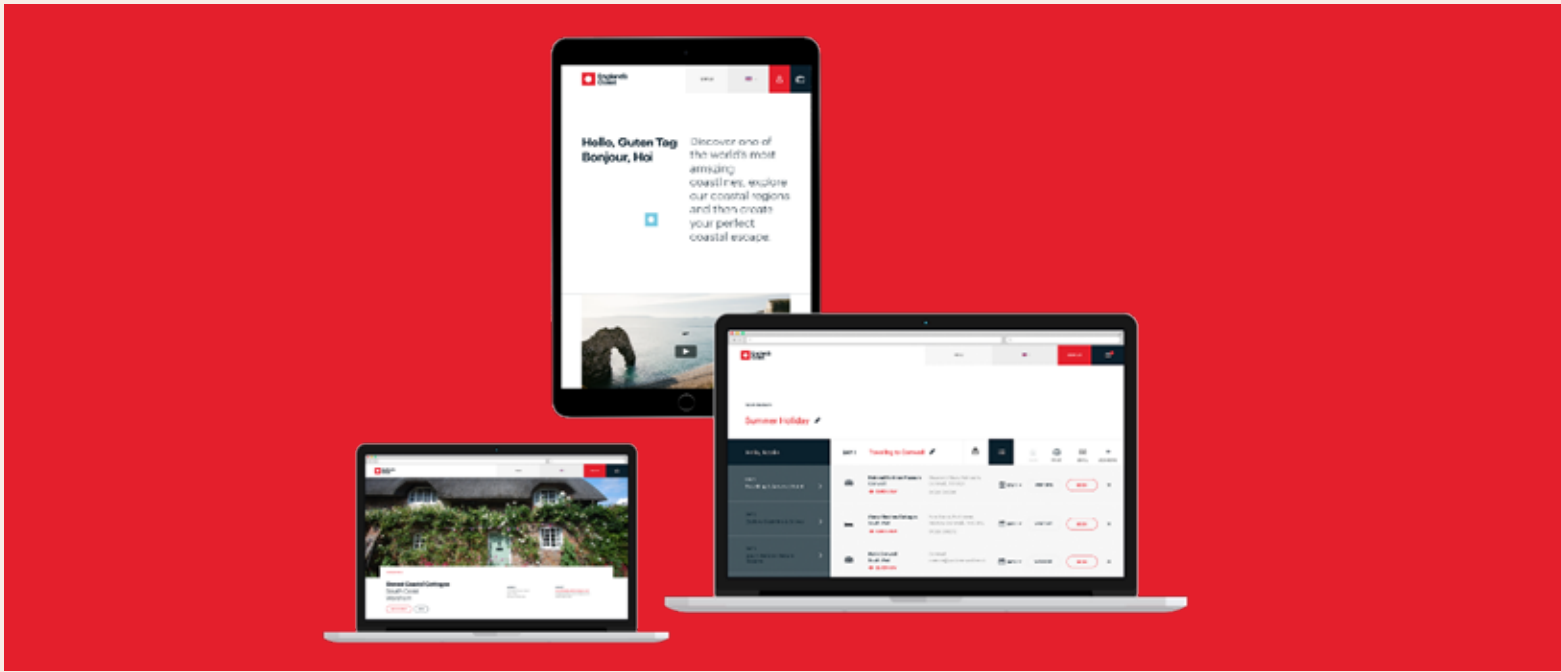
- North West - ‘explorers’ coast’
- Northumberland - ‘wild coast’
- Durham & North East - ‘reclaimed coast’
- Yorkshire - ‘heritage coast’
- East coast - ‘nature coast’
- South East - ‘cultural coast’
- South coast - ‘Jurassic coast’
- South West - ‘active coast’

England’s Coast targets consumers from Germany, the Netherlands, Spain, Italy & France and specifically:

- “Explorers” 40+ travelling without children
- Travelling in off-peak and shoulder periods

England’s Coast is also a resource for the Domestic market

This project is supported by VisitEngland and 30 destinations around the 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 over **1,400** 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:

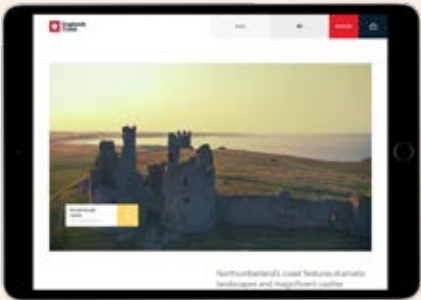
- New **“Highlights of the Coast”** video
- Eight new regional videos with interactive **“Add to Itinerary”** functionality
- Six **“holiday types”** videos (e.g. Self drive, camping, walking, cycling, public transport, packaged holidays)



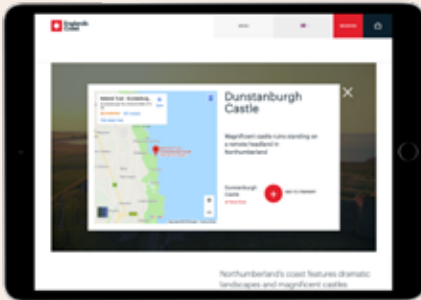
What are interactive videos?

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

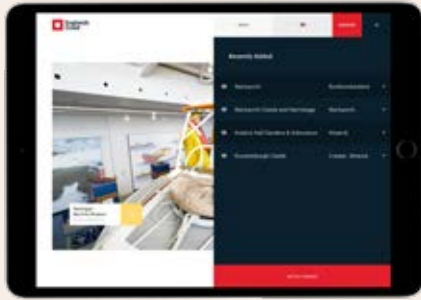
We save the chosen items in an itinerary basket which can then be sorted into days, printed out or emailed to a friend.



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’

WHAT ELSE DO WE DO?



Research

We have completed in-depth research on domestic opportunities for growth and international visitors from the Netherlands, Germany and France. The research includes information about their interests, preferred marketing channels and travel patterns.

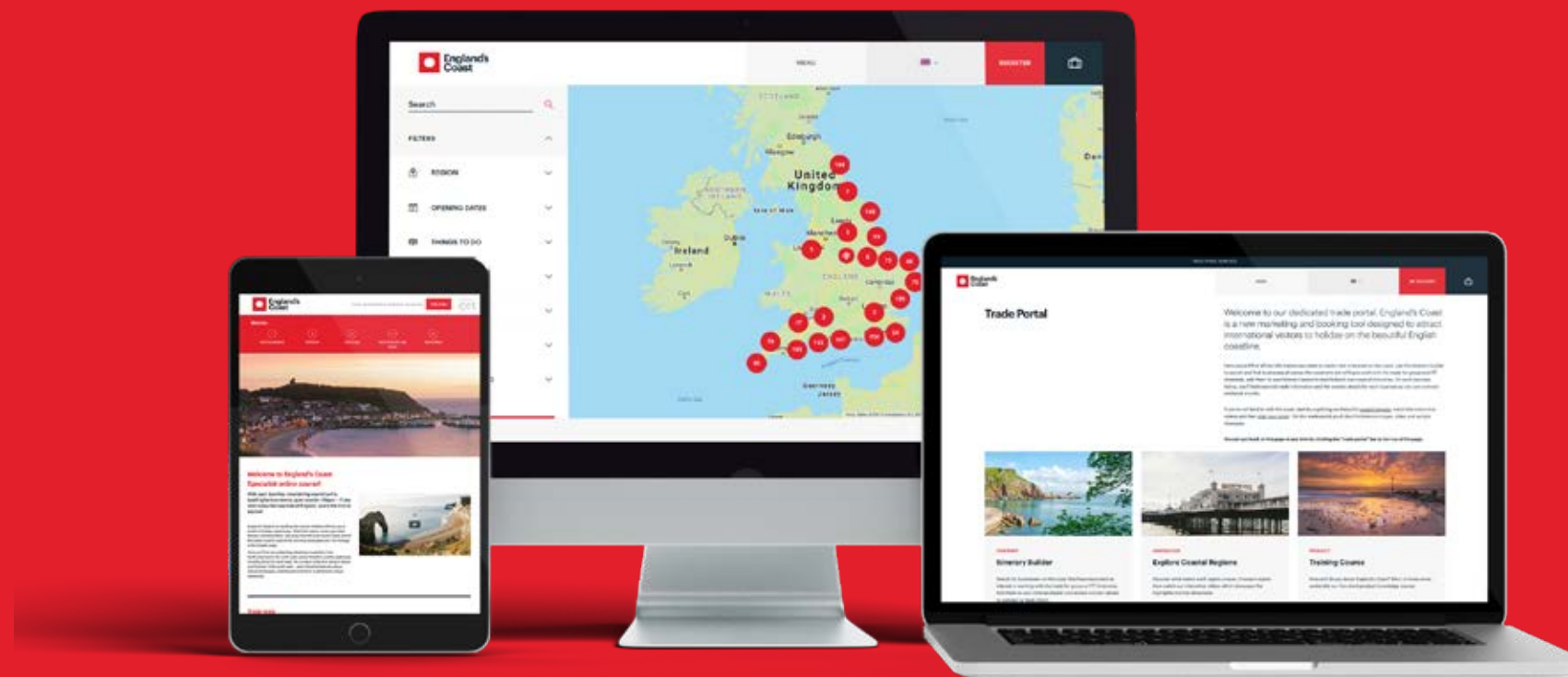
Summary and details reports are available to download from:
coastaltourismacademy.co.uk/resource-hub

Business Support

We offer business support focussed on understanding international visitors, working with the travel trade and improving the visitor experience via a series of workshops and online training.

England's Coast Ambassador is a free online training programme written for all staff who engage with visitors on the coast. It takes less than an hour to complete and covers international welcome and product knowledge.

Become an Ambassador via:
englandscostambassador.co.uk



Working with international travel trade

Our dedicated Trade Sales Executive is working with tour operators and ground handlers to create new itineraries to the coast. We have created a dedicated trade sales brochure featuring hero itineraries as well as an online trade portal featuring:

- Interactive itinerary builder - listing businesses willing to work with trade
- Access to images and video
- Product knowledge training - englandscostspecialist.com

To find out more go to:
englandscost.com/en/trade-portal/register



Promote Your Business to International Travellers!

Be included in our main consumer 2020 brochure, distributed at major international travel events, at P&O Ferries Rotterdam and Zeebrugge terminals and to international media.

Vakantiebeurs, a major travel show in the Netherlands, attracts more than 100,000 visitors over five days while thousands of Dutch, German and French travellers pour through P&O's terminals every month.

The brochure is translated into multiple languages so it's the perfect opportunity to promote your business internationally.

**¼ page colour advertorial is just £250,
½ page is £500 and full page, £1,000, all + VAT**

And, from September, you can also boost your listing on England's Coast website through enhanced search optimisation on the Plan Your Trip page.

Space is limited, so to book your advertorial or discuss your business listing contact Sheron Crossman, England's Coast Marketing & Communications Manager, Sheron.crossman@coastaltourismacademy.co.uk



BECOME A PARTNER

Why become a partner?

- Promote your business internationally in marketing, PR and social media campaigns
- Joint activity in domestic PR and social media campaigns
- Opportunity to host international media and trade familiarisation visits to promote your business
- Access to research, images and videos to use and embed within your own website
- Promotional opportunities at international and domestic tourism events
- Promote your business through our sub-brand Seafood Coast
- This partnership offers the opportunity to contribute to sustainable economic and social benefits to coastal destinations to benefit all stakeholders.

Supporting Partner £10k:

- Logo and text on website About Us page and in footer of website
- Tagged social media posts on all six language sites
- Inclusion in monthly PR releases in target markets
- Logo in all printed consumer and trade materials
- Access to stunning new coastal videos for use within your materials
- Inclusion in Trade Sales activity (via England’s Coast Trade Sales Executive)

Lead Partner £25k (max. 3 partners)

- As a supporting partner plus:
- Logo at the end of coastal highlights video on homepage of the website
 - Larger logo, text and links on website About Us page (please note this page is currently being redesigned to improve partner exposure)
 - Full display advert (or advertorial) in printed consumer brochures
 - Increased exposure in Social Media activity
 - Enhanced listing within “Plan Your Trip” listings section of the website
 - Preferential supplier for trade and media familiarisation visits
 - Partner logo on travel trade training - www.englishcoastspecialist.com
 - Creation of bespoke video dual branded for use in your marketing activity*

*not for TV broadcast, online only



This is a unique opportunity to be part of a leading-edge tourism project to boost visitors and open up the coast to new international markets.

Partner with us and turn the tide!

For more information contact:

Sheron Crossman
Marketing and Communications Manager
sheron.Crossman@coastaltourismacademy.co.uk
+44(0)1202 451805

Samantha Richardson
Director
samantha.richardson@coastaltourismacademy.co.uk
+44 (0)1202 451 952

FOLLOW US ONLINE

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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)