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 **Discover a new holiday booking tool for England’s Coast!**

A new holiday booking tool has been launched to attract more Dutch visitors to the coast of England, englandscoast.com, providing a world of new experiences to adventure-seekers at the click of a button.

England’s coastline stretches more than 3,200km (more than 2,000 miles) and is one of the most spectacular in the world. It features outstanding coastal and cycling paths and when completed in 2020, this coastal path will be the longest managed and way-marked route in the world!

The new booking tool features more than 1,200 coastal businesses and experiences – hotels, B&Bs, pubs, restaurants, attraction providers and much more – allowing walkers and cyclists to plan their perfect route!

“We know that one of the biggest reasons Dutch visitors don’t visit the coast is lack of knowledge,” says Samantha Richardson, Academy Director of the NCTA.

“We’re committed to introducing our neighbours to the huge diversity the English coast offers, from historic fishing ports to beautiful nature reserves, cliff-top cycling tracks and walking paths.”

With miles of sandy beaches, bustling harbour towns, clifftop castles and buzzing seaside resorts, the English coast offers enormous variety. As an island nation, there’s a rich cultural history yet many international visitors miss out on a coastal visit when they travel to England. Englandscoast.com now simplifies booking a trip.

Visitors can book a few days exploring the north-west, encountering castles and historic villages or spot seals and wildlife on an east coast break. And there’s plenty of scope, from an easy two-mile walk to an ambitious 630-mile adventure when the Path is fully complete.

Walkers can hike across beaches, dunes, clifftops and seaside towns and villages the length and breadth of the coast.  Cyclists are offered the freedom to go on- or off-road, the National Cycle Network covers large parts of the coastline along well-signed routes and dedicated paths.

The new tool is funded by VisitEngland, the national tourist board, and delivered by the National Coastal Tourism Academy.

Visitors to the stand also have the chance to win a two-night break with P&O Ferries to the luxurious Braithwaite Estate which sits beside the stunning Cleveland Way walk on the Yorkshire Coast.

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The England’s Coast project is being run by the National Coastal Tourism Academy whose partners include P&O Ferries, Green Traveller, Visit Northumberland, Yorkshire Coast, Scarborough, North York Moors National Park, East Riding of Yorkshire, English Riviera, Teignbridge District Council, Kingsbridge and South Devon, Visit Cornwall, Visit Brighton, Eastbourne, Dorset County Council, Visit East Anglia, Suffolk Coast, Visit Hull and East Yorkshire, Visit North Norfolk, East Lindsey District Council, Bournemouth Borough Council.

 About the Discover England Fund

* In November 2015, the Government announced a £40 million Discover England Fund; an unprecedented opportunity for English tourism. The Fund aims to deliver world-class bookable tourism products joined up across geographies and/or themes; including integrated transport solutions to provide an end-to-end customer experience.
* The Fund supports the growth of one of England’s most successful export industries, inbound tourism. Tourism is an industry that delivers jobs and economic growth across the English regions – contributing some £106bn each year to the economy and supporting 2.6 million jobs.
* The Fund supported a number of pilot projects in year one (2016/17) that tested product development approaches. In years two and three, 2017-19, the fund will support:
	+ A number of large-scale collaborative projects to be delivered over the two year period 2017-2019 that will create a step-change in bookable English tourism product for international consumers,
	+ A smaller funding pot for new one year pilot projects (in year two), and
	+ Continuation funding for existing year one projects that demonstrated early learnings (in year two).

About VisitBritain/VisitEngland

* VisitBritain/VisitEngland is the national tourism agency – a non-departmental public body funded by the Department for Culture, Media & Sport (DCMS)

Working with a wide range of partners in both the UK and overseas, our mission is to grow the volume and value of inbound tourism across the nations and regions of Britain and to develop world-class English tourism product to support our growth aspirations. For further information and to access the latest in-depth market intelligence and statistics visit [www.visitbritain.org](http://www.visitbritain.org) or [www.visitbritain.com](http://www.visitbritain.com) and [www.visitengland.com](http://www.visitengland.com)