



WORK WITH US.

ENGLAND'S COAST PARTNERSHIP OPPORTUNITIES

26/27



LET'S WORK TOGETHER

WE OFFER OPTIONS FOR BOTH DESTINATIONS AND BUSINESSES

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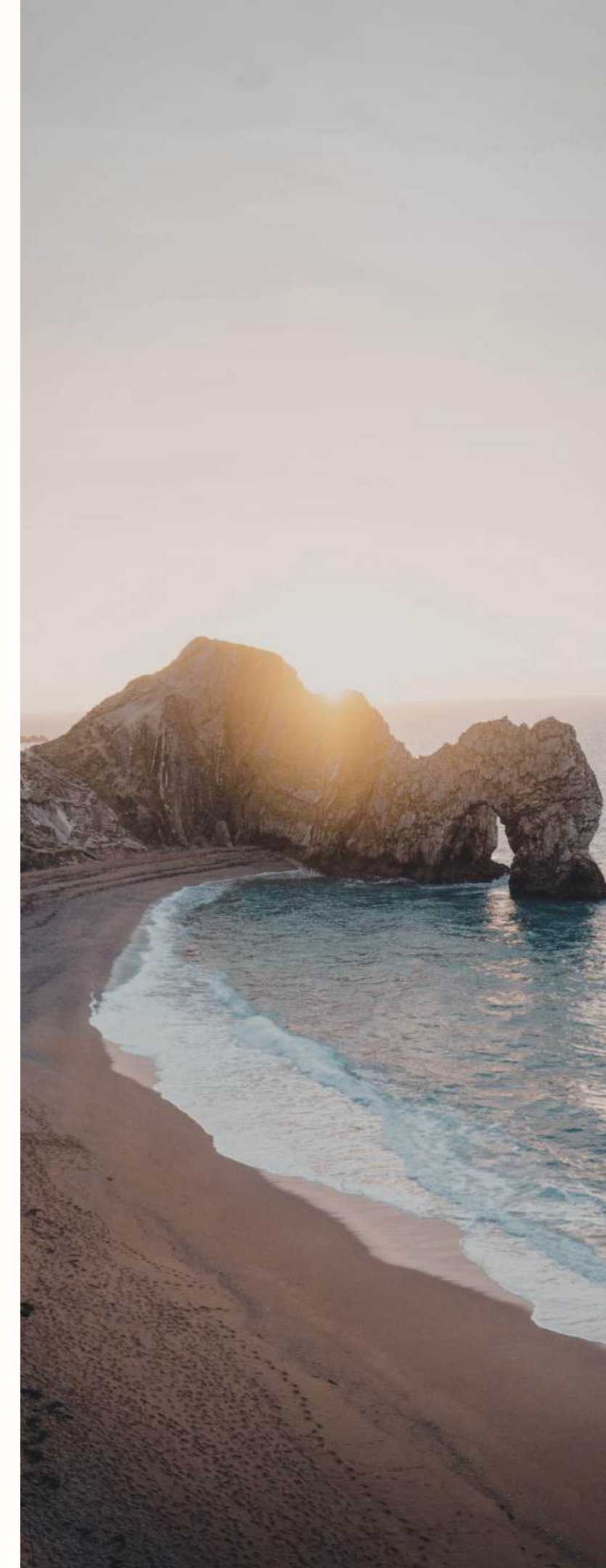
Join us at Vakantiebeurs 2027

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WHY ENGLAND'S COAST?

WHO WE ARE AND HOW WE CAN HELP



England's Coast is a one-stop-shop for domestic and international visitors to create their perfect holiday on the coast.

We provide a single, trusted gateway for both domestic and international audiences to plan and book coastal breaks, connecting visitors directly with more than 2,300 businesses listed on the England's Coast website.

Through high-quality inspirational content and targeted distribution, we help destinations cut through in a competitive marketplace and convert interest into real visitor spend.

Our multilingual social media channels continue to grow, with a combined audience of 150,000+ across Facebook and Instagram in English, French, German, Dutch, Italian and Spanish.

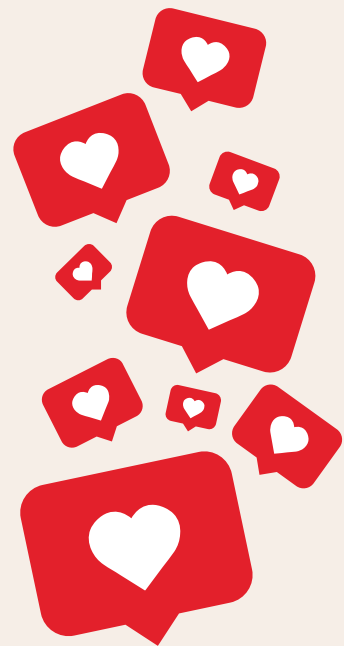
Our monthly consumer newsletters reach 14,500+ engaged subscribers across the UK, Netherlands and Germany, with a steadily growing audience

As a not-for-profit Community Interest Company, England's Coast exists solely to support and grow the coastal visitor economy, ensuring partner investment is focused on delivering measurable impact.



OUR AUDIENCE

UNIQUE, ENGAGED & GROWING



55k

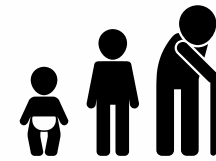
English speaking
social media followers



Newsletter Subscribers



65%
Female



77% aged 35-64
15% aged 65+



43%
under 45
on IG



100k

INTERNATIONAL
social media followers

Our audience love:



The Coast

97%

satisfied with their
most recent visit



Eating out

77%

ate out at least once on
their last coastal holiday



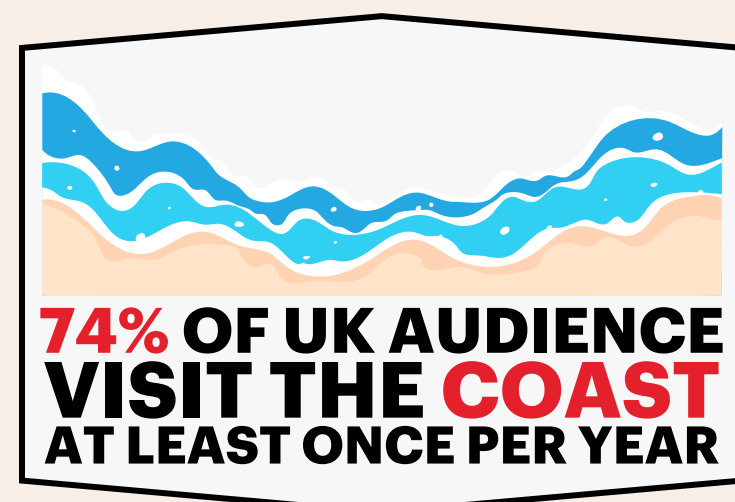
walking

53%

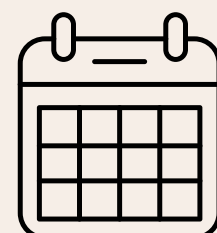
walked the coast path on
their last coastal holiday

TOP CITIES

LONDON, BIRMINGHAM,
MANCHESTER, BERLIN, HAMBURG,
MUNICH, AMSTERDAM,
ROTTERDAM, PARIS, MADRID,
BARCELONA, VALENCIA, ROME,
NAPLES, MILAN



74% OF UK AUDIENCE
VISIT THE COAST
AT LEAST ONCE PER YEAR



They travel year round and
care about the **environment**



66%

say reducing their
carbon footprint
and making more
sustainable choices
is important to them

BOOK NOW >>

THEY BOOK FURTHER
IN ADVANCE
THAN AVERAGE

31% more than 3 months before travel
+ additional 34% more than a month before travel

THE COAST IS CALLING

GET INVOLVED

2026 sees the launch of The Coast is Calling... Our new campaign encouraging visitors to book a trip to the coast all year round.

Partners can be featured in a series of digital campaigns driving visits in the spring, autumn and winter.

Partner Opportunities Include:

- Be featured in seasonal digital campaigns driving awareness and bookings in the spring, autumn and winter.
- Thematic blogs will focus on coastal USPs and reasons to visit in 2026 will be shared across all channels.
- All content is repurposed for press releases, VisitBritain promotion, and England's Coast consumer channels — extending your reach without additional effort.
- Partners can also download the free toolkit and use the campaign themselves supporting this national initiative.

The coast is calling...



DOWNLOAD THE TOOLKIT AND ASSETS HERE.

Anchor your presence on England's Coast and reach thousands of visitors across digital and print channels

PARTNERSHIP & CAMPAIGN OPPORTUNITIES



CORE PARTNERSHIP

2026/2027 £2,950 + VAT PER YEAR

Our core partnership provides year-round exposure to domestic and European audiences through owned, earned and trade channels.

- **Multi-language social media**
 - Regular promotion across six languages (EN, IT, ES, DE, NL, FR)
 - Total audience: 150,000+

- **Featured in UK consumer newsletter**
 - Monthly newsletter
 - Audience: 14,500
 - Open rate: 49% | CTR: 19%

- **Travel blog feature**
 - Published on England's Coast website
 - Promoted across social channels
 - Repurposed into media releases
 - Distributed to London and European Visitor Bureau offices

- **International travel trade engagement**

Ongoing promotion via:

 - Travel trade newsletters
 - Tour operator liaison
 - Industry relationships

- **Inclusion in national campaigns for 26/27**

- **Press releases**

Our press releases follow the themes of our blog posts for maximum exposure. Partners are encouraged to send news specific to our monthly themed releases



DOMESTIC DIGITAL

2026/2027 CAMPAIGN £3,250 + VAT

A six-week, multi-channel digital campaign designed to drive high-quality traffic, raise destination awareness and convert trip planners at key decision-making moments.

- **Dedicated landing page on the England's Coast website**
A tailored page on the England's Coast website designed to inspire and convert visitors, with direct links to your priority partners and content.
- **Premium homepage visibility**
Feature box placement on the England's Coast homepage during the campaign period.

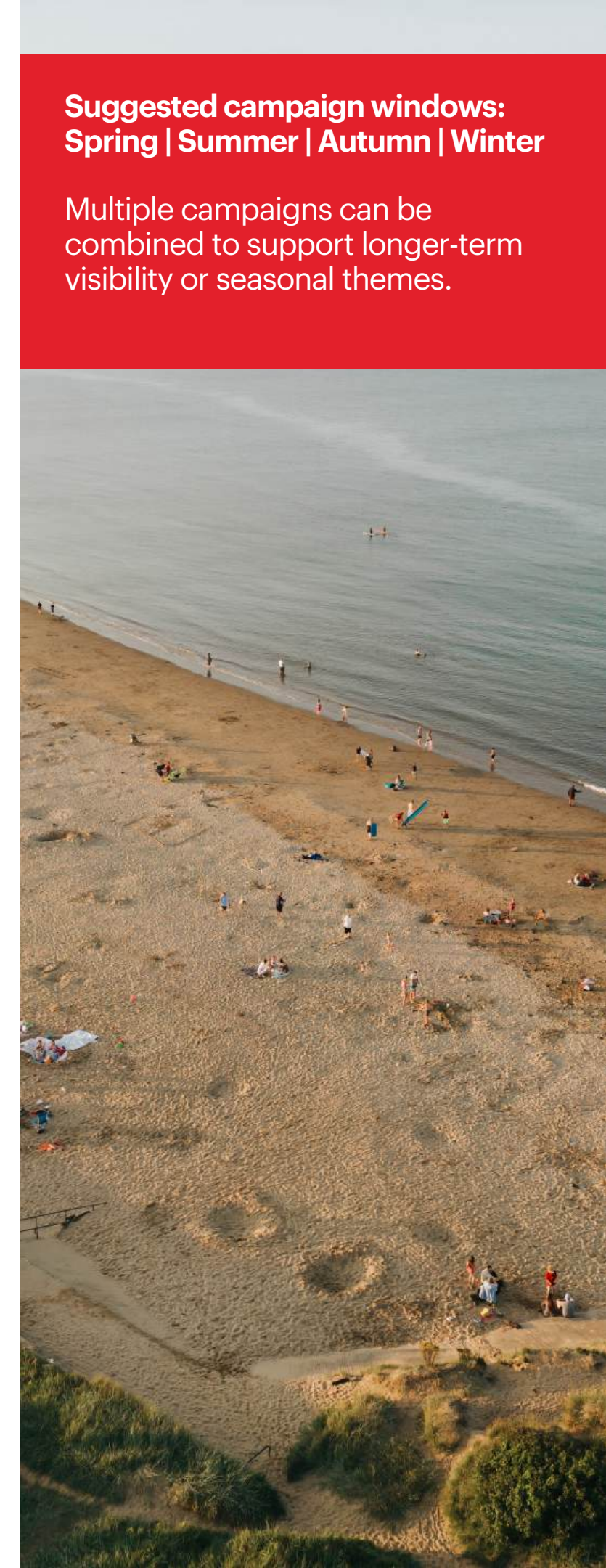
- **Targeted Google advertising**
Driving high-intent users directly to your campaign landing page.
- **Campaign optimisation and management + post-campaign evaluation report**
Clear reporting on reach, traffic and engagement to demonstrate campaign impact.

- **Paid and organic social media campaign**
Strategic activity across Facebook and Instagram using a mix of high-performing formats, including:
 - Carousel and single-image ads
 - Short-form video and Reels
 - Dynamic placements and promoted posts
 - Inspirational organic posts

**Suggested campaign windows:
Spring | Summer | Autumn | Winter**

Multiple campaigns can be combined to support longer-term visibility or seasonal themes.

SPRING SUMMER : 4,215,922 TOTAL IMPRESSIONS | 177,320 TOTAL CAMPAIGN CLICKS



EUROPEAN DIGITAL

2026/2027 CAMPAIGN £4,650 + VAT PER MARKET

A 6 week, multi-channel campaign designed to raise awareness and drive high-quality traffic from your chosen European market(s) to your destination. Perfect for targeting Dutch, German or other European audiences actively planning UK coastal breaks.

■ **Dedicated language-specific landing page**

A tailored page on the England's Coast website in your chosen market, designed to inspire visitors and convert interest into bookings.

■ **Premium homepage visibility**

Visibility on the England's Coast homepage tailored for the selected market during the campaign period.

■ **Targeted Google advertising**

Driving high-intent users directly to your campaign landing page.

■ **Post-campaign evaluation report**

Clear reporting on reach, traffic and engagement to demonstrate campaign impact.

■ **Professional translation**

All campaign copy is translated to the target language to maximise engagement and clarity.

■ **Paid and organic social media campaign**

Strategic activity across Facebook and Instagram using a mix of high-performing formats, including:

- Carousel and single-image ads
- Short-form video and Reels
- Dynamic placements and promoted posts
- Inspirational organic posts

Suggested campaign windows:
Spring | Summer | Autumn | Winter

Multiple campaigns can be combined to extend reach, cover different seasons or highlight thematic messaging.

EU CAMPAIGN : 2,402,396 TOTAL IMPRESSIONS | 68,040 TOTAL CAMPAIGN CLICKS



THEMED DIGITAL CAMPAIGN

2026/2027 CAMPAIGN £1,500 + VAT

Join one of our 6-week themed digital campaigns designed to inspire visitors and drive traffic to the coast while sharing exposure with other like-minded partners.

- **Landing page on the England's Coast website**
Featuring up to three partners with direct links to your destination's content.
- **Targeted Google advertising**
Driving targeted traffic to your campaign landing page.
- **Paid and organic social media promotion**
Across Facebook and Instagram, using high-performing ad formats:
 - Carousel and single-image ads
 - Partner Reels and short-form video
 - Promoted posts
- **Themed homepage feature box**
Dedicated placement linking to your landing page to maximise visibility.
- **Post-campaign evaluation report**
Clear reporting on reach, engagement, and traffic for all participating partners.

Important notes

- Shared campaign: Minimum of three partners required
- Dedicated option available: See Domestic Digital Campaign slide for fully tailored campaigns on your own theme(s)

Campaign windows for 2026

Feb-Mar: Spring-Summer focus
May-June: Walking & outdoor
Aug-Sept: Autumn-Winter focus



CAMPAIGN RESULTS



UK AUTUMN WINTER CAMPAIGN

4,031,987 TOTAL IMPRESSIONS
141,389 TOTAL CAMPAIGN CLICKS



UK SPRING SUMMER CAMPAIGN

4,215,922 TOTAL IMPRESSIONS
177,320 TOTAL CAMPAIGN CLICKS



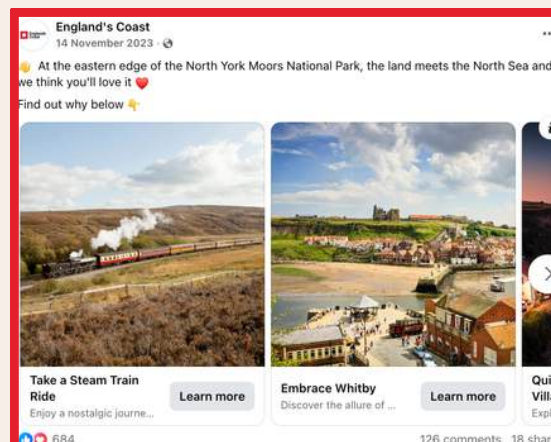
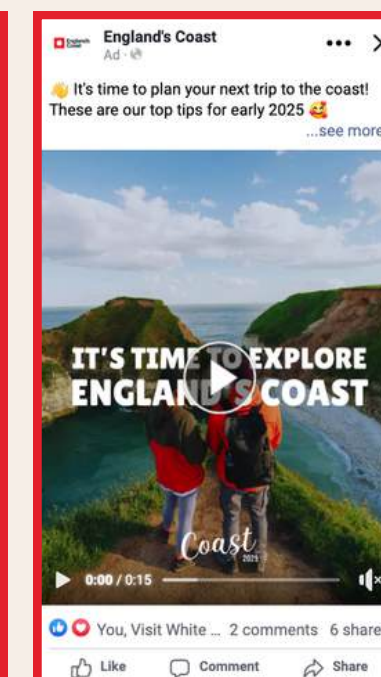
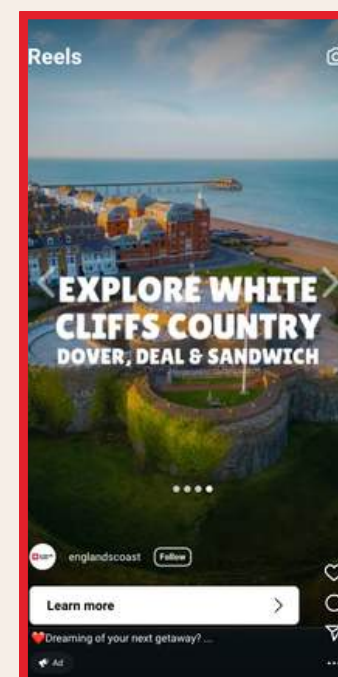
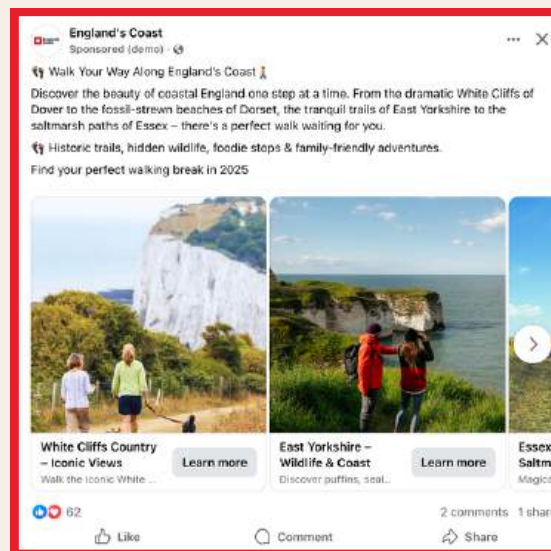
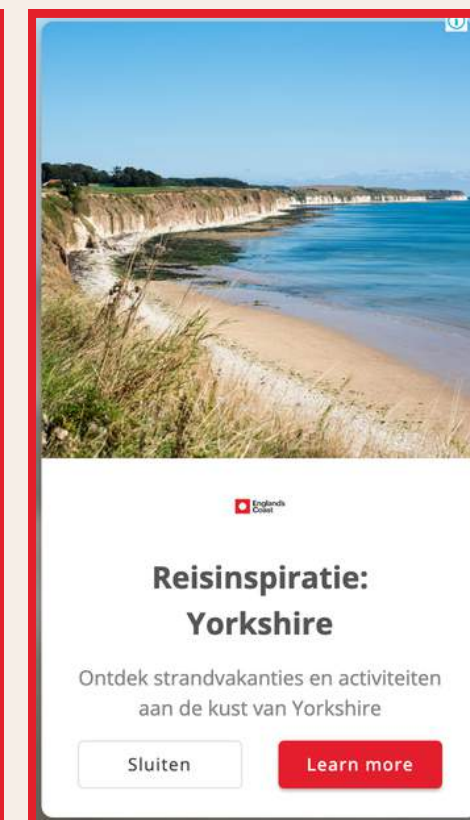
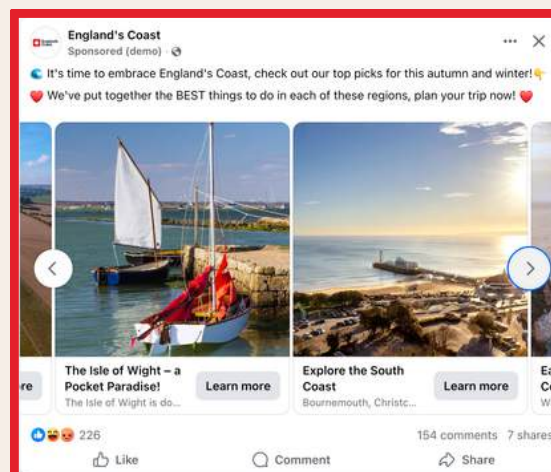
UK WALKING THEMED CAMPAIGN

1,171,092 TOTAL IMPRESSIONS
30,338 TOTAL CAMPAIGN CLICKS



EU CAMPAIGN

2,402,396 TOTAL IMPRESSIONS
68,040 TOTAL CAMPAIGN CLICKS



Enhance your campaign with social and newsletter activations to increase visibility and engagement

EXTEND YOUR IMPACT



EUROPEAN AUDIENCE NEWSLETTER SPOTLIGHT

£815 +VAT *

FEATURE YOUR DESTINATION TO ENGAGED EUROPEAN TRAVELERS



Following the successful launch of our Dutch and German newsletters, England's Coast now delivers curated, translated email campaigns at least twice per year to these priority inbound markets.

- Cost-effective way to raise awareness among European visitors actively planning UK travel
- Shared with other premium partners, offering highly targeted exposure

Partner feature includes

- One Dutch or German newsletter placement
- Newly translated destination blog
- Boosted social post in the target market
- Professional translation

Cost: £815 + VAT per newsletter feature

***Reduced cost: £325 + VAT**

If suitable translated content already exists on England's Coast



COMBINED AVG. OPEN RATE: 42.73% | COMBINED AVG CLICK RATE: 3.7%

DESTINATION SPOTLIGHT EMAIL

£695+ VAT

A CURATED, EDITORIAL FEATURE DELIVERED TO OUR ENGAGED COASTAL AUDIENCE

A dedicated email crafted by England's Coast to showcase a single destination in a trustworthy, inspirational, editorial style. Designed to feel like storytelling, not an ad, and delivered to our highly engaged subscribers.

Key features

- Fully written by England's Coast, in a trustworthy, editorial tone
- Inspirational, high-quality visuals and strong storytelling
- Co-branded with partner, clear but soft attribution
- Option to include a competition



Benefits for partners

- Direct access to a highly engaged, coastal-focused audience
- Boost awareness and traffic without looking like an ad
- Traffic to bespoke landing page or blog
- High-margin, measurable exposure
- Long-term value: content assets for reuse on your channels

Destination Spotlight emails are sent just once per quarter, keeping content fresh, engaging, and highly visible to our audience.

Add competition & Data Capture £300 + VAT

ENGAGED UK AUDIENCE - 14.5K SUBSCRIBERS, 40-50% OPEN RATE

BOOSTED SOCIAL MEDIA

UK £1,500 | EU £1,750 + VAT*

**EXTEND THE REACH AND IMPACT OF
YOUR DIGITAL CAMPAIGN**



Maximise visibility and engagement with three months of targeted boosted posts on Facebook and Instagram, choosing from a UK audience or one European market. This is an ideal way to continue destination awareness after a digital campaign.

Key features

- 1 post per week boosted for 12 weeks
- Reach new and retargeted audiences interested in coastal breaks
- Amplify campaign content for sustained awareness
- Optimised for engagement and click-through to your landing page

Benefits for partners

- Maintains momentum after your main six-week campaign
- Drives traffic to your landing page
- Enhances ROI on your core campaign spend

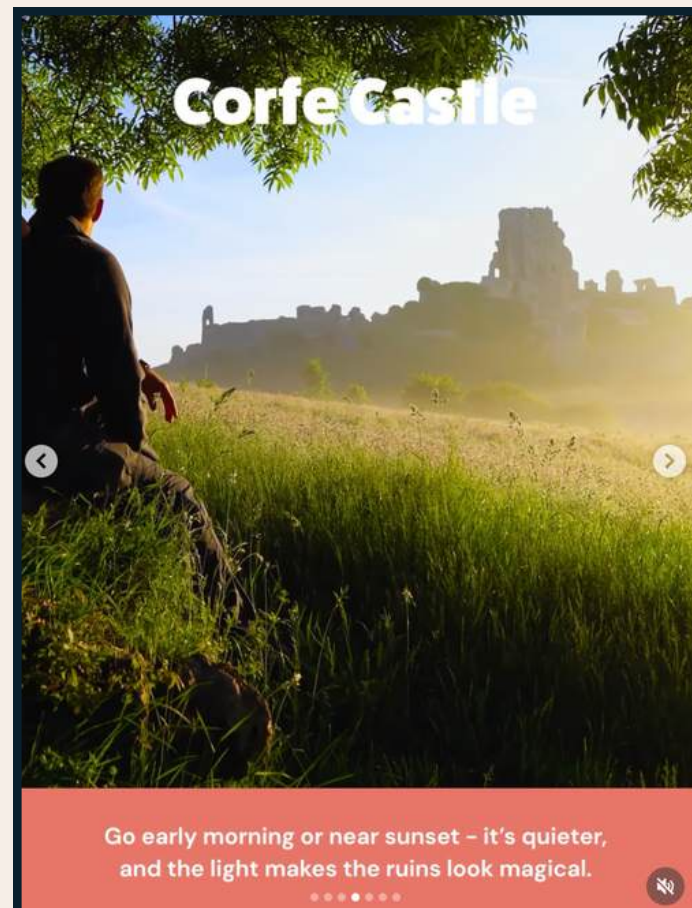
* Cost per EU Audience

BOOSTED SOCIAL MEDIA IS AN ADD-ON TO A DIGITAL CAMPAIGN, FOR STANDALONE PRICING PLEASE CONTACT US

COLLABORATIVE INSTAGRAM CONTENT

£300 + VAT

**CREATE AUTHENTIC, HIGH-
ENGAGEMENT CONTENT
WITH ENGLAND'S COAST**



Showcase your destination with curated reels, stories, and carousel posts, designed to drive awareness and engagement across social and web channels.

Edit & Amplify Existing / Supplied Content

Cost: £300 + VAT

- We take your supplied assets (or use our archival content) and turn them into:
 - 1 Instagram Reel
 - 1 carousel post
 - 3-4 Stories
- Optimised for Instagram engagement and click-through to your website or listing / landing page
- Includes partner tagging and optional blog integration

Benefits:

- Quick, cost-effective way to refresh content
- Multi-channel exposure without needing a shoot
- Content assets for reuse on partner channels



Full Filming / Photography Trip

Cost: £1,750 – £2,250 + VAT (depending on scope)

- Includes everything in Option 1 plus a full content creation day:
 - Filming/photography trip to your destination
 - 1-2 Reels + 4-6 Stories
 - 15-20 high-quality images
- Featured blog on England's Coast website
- Partner assets delivered for reuse on your social channels

Benefits:

- Fresh, bespoke content designed for maximum engagement
- Multi-channel coverage: Instagram + website + optional newsletter
- Co-branding builds trust and amplifies reach

National press and media visits to raise your profile with high-value audiences

BUILD AWARENESS THROUGH TRUSTED MEDIA



EARNED MEDIA & BRAND EXPOSURE

REACH NEW AUDIENCES THROUGH NATIONAL MEDIA COVERAGE

■ Domestic Media Visit £1,650 + VAT

A 2nt domestic media visit by Tier 1 newspaper or magazine journalist, which includes sourcing, liaison and planning for 2nt media visit, copy of coverage and AVE.

Excludes - cost of accommodation, food and entrances (to be covered by partner).

Benefits for partners:

- Earned media coverage in trusted consumer channels
- Boost destination profile in key domestic and European markets
- Flexible, bespoke packages tailored to your needs

■ Media Visits and PR support

We can arrange media visits from domestic and European markets or provide PR support. Please contact us to discuss your needs and receive a bespoke quote.

■ PR Example:

Bournemouth, Christchurch & Poole
5-month campaign

Press releases generated 14 pieces of coverage reaching audience of 21.5m

Total AVE £437k

CONTACT US TO DISCUSS YOUR REQUIREMENTS AND RECEIVE A CUSTOM QUOTE.



Engage with visitors and trade at Europe's leading travel show

SHOWCASE YOUR DESTINATION TO EUROPEAN VISITORS



JOIN US AT VAKANTIEBEURS 2027

SHOWCASE YOUR DESTINATION TO MOTIVATED TRAVELLERS

England's Coast will return to Vakantiebeurs 2027 in January, following three successful years at this leading international travel trade show.

Partner opportunities

In 2027 we will take a brochure, printed maps featuring advertisers and a postcard with QR code for those who prefer a digital brochure.

Full page in A5 brochure: £595 + VAT

Double-page spread: £990 + VAT

Back cover: £695 + VAT

Includes pin for your destination on our A3 map

All copy professionally translated and distributed at the show. England's Coast also run boosted social media posts during the show with direct link to download the brochure

Why participate?

Reach tens of thousands of engaged visitors actively planning coastal holidays, in 2025, 72,273 visitors attended the show.

- Connect with serious, booking-ready travellers and travel trade contacts.
- Enhance visibility alongside other top coastal destinations.
- Maximise ROI through both print and digital touchpoints.
- Even if you're attending the show as individual destinations, the brochure provides translated content that is shared via social media to download



72,273 VISITORS IN 2025 | 800+ BROCHURES, 100 MAPS, 500+ POSTCARDS DISTRIBUTED AT THE SHOW IN 2026. 350 BROCHURE DOWNLOADS ONLINE POST SHOW

VAKANTIEBEURS 2026 MEDIA

Englands Coast

Plan nu je reis englandscoast.com/nl

DE ENGELSE KUST, GENIETEN VAN MAGIE!

Duizenden ontdekkingen binnen handbereik

Instagram: @englandscoast
Facebook: englandscoastnl

BROCHURE

MARGATE, BROADSTAIRS, RAMSGATE - ISLE OF THANET

Ontdek de stadjes Margate, Broadstairs en Ramsgate, die een uitzonderlijk ervaring bieden op slechts 32 km van Dover en 75 minuten van Londen.

Het gebied bestaat 30,57 km met een schitterende kustlijn. Is spectaculaire stranden en het laagste stuk witte krijtrotsen van Groot-Brittannië.

Eik stadje biedt een andere ervaring: Margate zindert van creativiteit. Broadstairs ademt tijdloze charme uit en Ramsgate gaat pral op zijn maritieme erfgoed met de enige Koninklijke haven van het VK.

Verken fascinerende historische plekken, zoals de mysterieuze Shell Grotto, die oorlogstunnels van Ramsgate en het Dickens House Museum. Verken jezelf op unieke plekken om te eten en te drinken, zoals traditionele Britse pubs en perfecte gelegenheden voor een heerlijke 'afternoon tea'. Rust uit en overnacht in boeiende hotels, appartementen aan de kust of bijzondere vissershuisjes.

Ontdek ons iconische landschap en de historische stadjes, gemakkelijk te bereiken met de veerboot of trein naar Dover, en geniet van de fantastische lokale gerechten en dranken.

Maak een tussenstop in Dover en geniet van het prachtige uitzicht op de kust tijdens wandelingen over de kliffen, loop door de stad en ontdek een boot uit het Bronzen Tijdperk. Romeinse ruïnes, het kasteel van Dover en de geheimzinnige oorlogstunnels. Verken de Western Heights van Dover, een vesting met enorme verdedigingswerken die u niet mag missen, of Salthouse Hoe, het ongelofelijke natuurreservaat dat op rotsen is gebouwd en opgenomen is in de Kanalenruïne.

Met zijn hippe sfeer en bloeiende muziek- en eetcultuur is het stadje Deal hard op weg van de populaire kustbestemmingen van het Verenigd Koninkrijk te worden. Sleutel langs de pier en het strand, geniet van de gezellige pub en speelhallen en dineer de zeevrucht op hun best!

Ontdek dit jaar een nieuwe plek! De Engelse kust is een van de meest fascinerende kustlijnen van Europa. Of je nu graag papegaaiduikers of zeehonden ziet, over klifpaden fietst, historische kastelen verkent of kampeert onder de sterren, van Yorkshire tot Dorset, van Cumbria tot Kent, onze kust heet je van harte welkom!

JE KUNT BOEKEN OP ONZE WEBSITE. VISITTHANET.CO.UK

VOOR MEER INFORMATIE GA JE NAAR [WHITECLIFFSCOUNTRY.ORG.UK](https://whitecliffscountry.org.uk)

ONTDEK DE SCHOONHEID VAN DE ZUIDKUST VAN ENGLAND MET COASTAL CRUISES POOLE

Vanaf de haven van Poole, de grootste natuurlijke haven van Europa, kunt u genieten van ontspannende boottochten langs de haven en de Jurassic Coast, een UNESCO-werelderfgoedlocatie.

Of u nu naar Swanage, een Victoriaanse kustplaats en geniet van de sfeer van de Swanage Railway met ons populaire Seastram Adventure. Perfect voor reizigers die zoeken naar pittoreske ervaringen, frisse zeelucht en Engelse charme. Op de cruise kunt u luisteren naar commentaar van de kapitein, heeft u comfortabele zitplaatsen en voorzieningen aan boord. Verken de prachtige omgeving, het plaatselijke wildleven en de spectaculaire kliffen tijdens een onvergetelijk toertertocht langs de schitterende kust van Dorset.

Ontdek de schoonheid van de zuidkust van Engeland met Coastal Cruises Poole

WEBSITE: www.coastalcruises.co.uk

ONTDEK DORSET - DE SPEELTUIN VOOR DE NATUUR

De onvergeterlijke Jurassic Coast, een natuurlijk werelderfgoedlocatie van UNESCO, legt langs zijn dramatische kusten 185 miljoen jaar geologie bloot.

Met indrukwekkende rotformaties, een schat aan fossielen, kleurrijke vissershavens, prachtige stranden en baaien is de kust van Dorset perfect voor avonturen in de buitenlucht.

Geniet van kajakken, kust- en rotaklimmen en wildplassen aan de kust! De activiteiten van Dorset - wildlife, kajakken, wandelingen, fietstochten - zijn het hele jaar door en maken elk bezoek uniek.

Wij nodigen u uit om het prachtige Dorset te ontdekken, deep adem te halen en de rust te voelen.

Met indrukwekkende rotformaties, een schat aan fossielen, kleurrijke vissershavens, prachtige stranden en baaien is de kust van Dorset perfect voor avonturen in de buitenlucht.

Dorset is een paradijs voor wandelaars, met klimsteigers, aangepaste paden door glooiend landschap, eeuwenoude bossen, rivierdelta's en lange de rugge kustlijn. Ontdek paden die geschikt zijn voor het hele gezin, iconische bezienswaardigheden, zoals Golden Cap en Old Harry Rocks, of neem deel aan nordic walking tot fossielen met begeleiding.

ONTDEK MEER - VISIT-DORSET.COM

WEBSITE: www.visitdorset.com

Englands Coast

ONTDEK DIT JAAR EEN NIEUWE PLEK!

De Engelse kust is een van de meest fascinerende kustlijnen van Europa. Of je nu graag papegaaiduikers of zeehonden ziet, over klifpaden fietst, historische kastelen verkent of kampeert onder de sterren, van Yorkshire tot Dorset, van Cumbria tot Kent, onze kust heet je van harte welkom!

- 1 Visit Isle of Thanet
- 2 White Cliffs Country, Kent
- 3 Visit Isle of Wight
- 4 Visit Southampton
- 5 Marsham Court Hotel | Coastal Cruises
- 6 Visit Dorset
- 7 The Saltwater Sauna
- 8 Visit Lancashire
- 9 Visit Tees Valley
- 10 North York Moors National Park
- 11 Visit Lincolnshire
- 12 Visit North Yorkshire
- 13
- 14
- 15
- 16

Legend: Air port, Port, Town

Plan nu je reis englandscoast.com/nl

A3 MAP

OUR STAND

Englands Coast

Ga naar englandscoast.com en plan je volgende avontuur

Ramsgate Harbour, South East

Scarborough, Yorkshire

Durdle Door, South Coast

Anderby Creek, East Coast

Win een luxe verblijf van twee nachten op het prachtige Isle of Thanet in Kent!

SCAN DE QR-CODE EN MELD U AAN OM TE WINNEN!

Twee overnachtingen met ontbijt en één diner in het San Clu Hotel, Ramsgate.

Plan nu je reis englandscoast.com/nl

800+ BROCHURES, 100 MAPS, 500+ POSTCARDS DISTRIBUTED AT THE SHOW IN 2026. 350 BROCHURE DOWNLOADS ONLINE POST SHOW

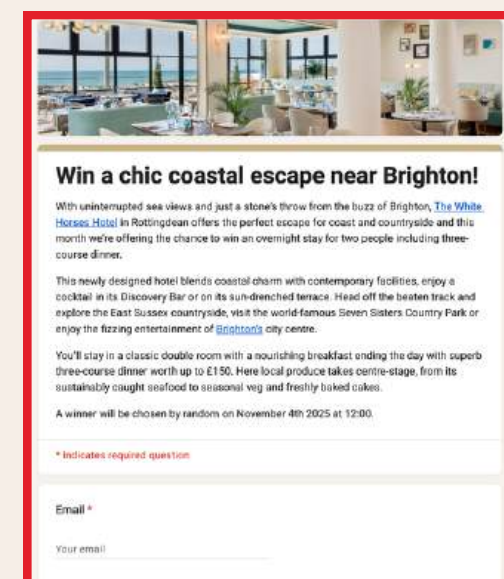
Cost-effective ways for partners to gain visibility and engagement

COMPETITIONS & PARTNER ENGAGEMENT



COMPETITIONS & DATA CAPTURE

RAISE AWARENESS OF YOUR DESTINATION AND CAPTURE VALUABLE LEADS



- 🔴 **England's Coast Newsletter Competitions**
Feature your business in our monthly consumer newsletter (14,500+ engaged readers)

Competition average 4,500+ entries and ~2,000 opt-ins

Text draft approved by you

Benefits for partners:

Build awareness and grow your own marketing list with highly engaged coastal fans

Cost: £300 + VAT (excluding supplied prize)
Data capture included

- 🔴 **Domestic Magazine / National Paper Competition**
Featured in leading publications such as The Times, Marie Claire, Woman's Weekly

Typical entrants: 10,000+
Optional data capture: ~1,000 opt-ins

Partners provide accommodation valued at minimum of £250 + VAT
Cost includes liaison with publisher and full evaluation report

Benefits for partners:

- National coverage in trusted consumer channels
- Direct engagement with high-value audiences
- Opportunity to capture valuable opt-in leads

Cost: £825 + VAT (optional data capture: £500 + VAT)



PROMOTED ENGLAND'S COAST WEBSITE LISTING

£225 +VAT

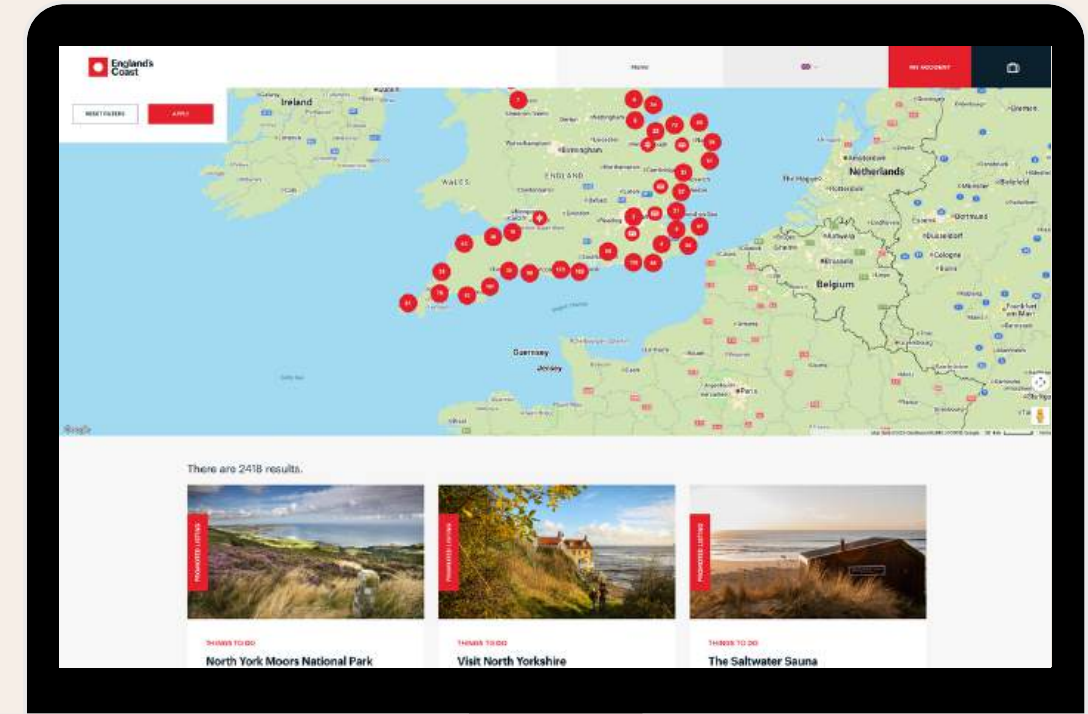
BOOST YOUR BUSINESS LISTING TO THE TOP OF OUR SEARCH RESULTS

Appear first in search results by region and category among 2,300+ listings on the England's Coast interactive map.

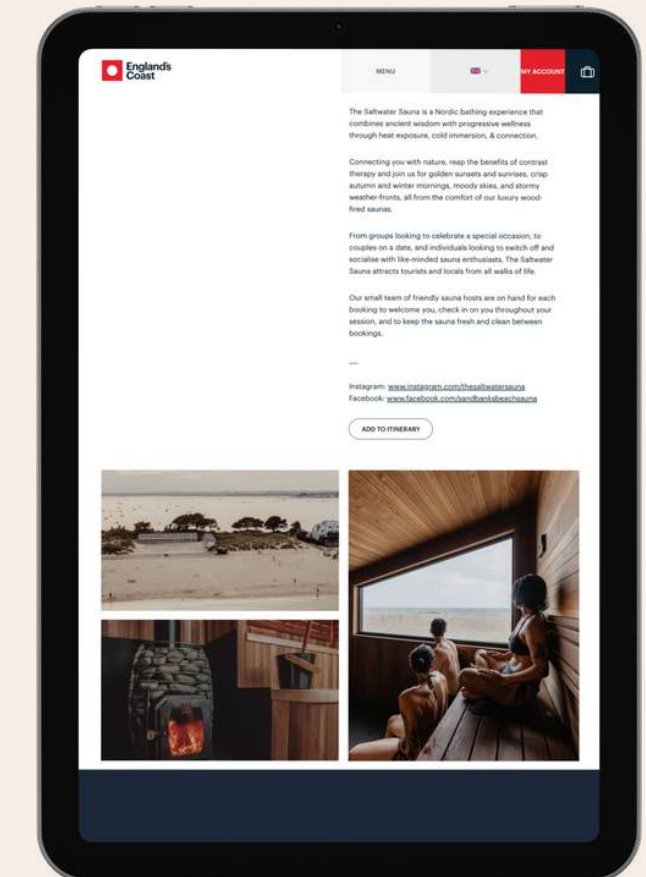
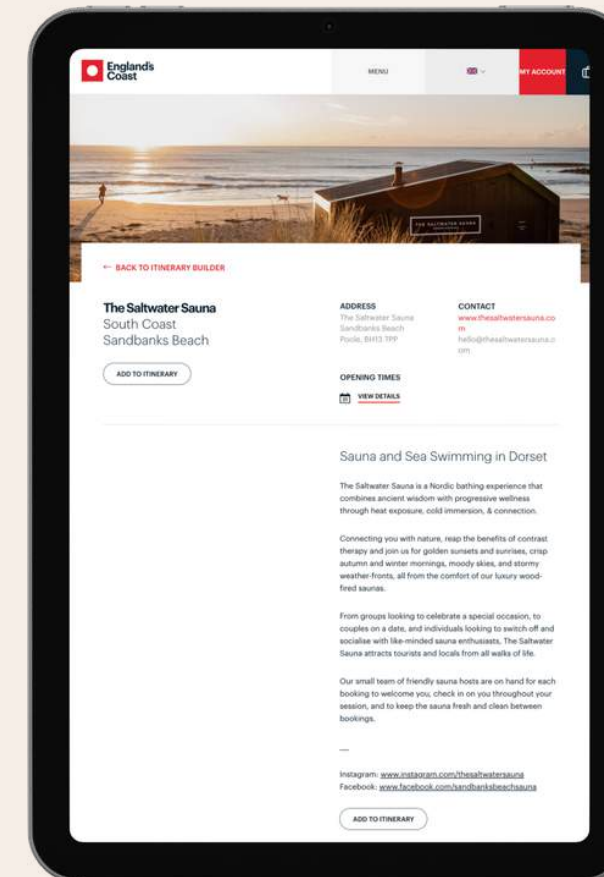
- Promoted listing tag (appear first in search results)
- Additional media, bring your listing to life with an additional 3 photographs

Benefit:

- Stand out and increase exposure, users can book directly through your website



(Promoted listing tag)



(Additional Imagery)

Combine or bundle opportunities: For tailored packages or multiple promotions, please contact us to discuss a complete Business Partnership Package.

A FEATURE ENGLAND'S COAST BLOG

£300 +VAT

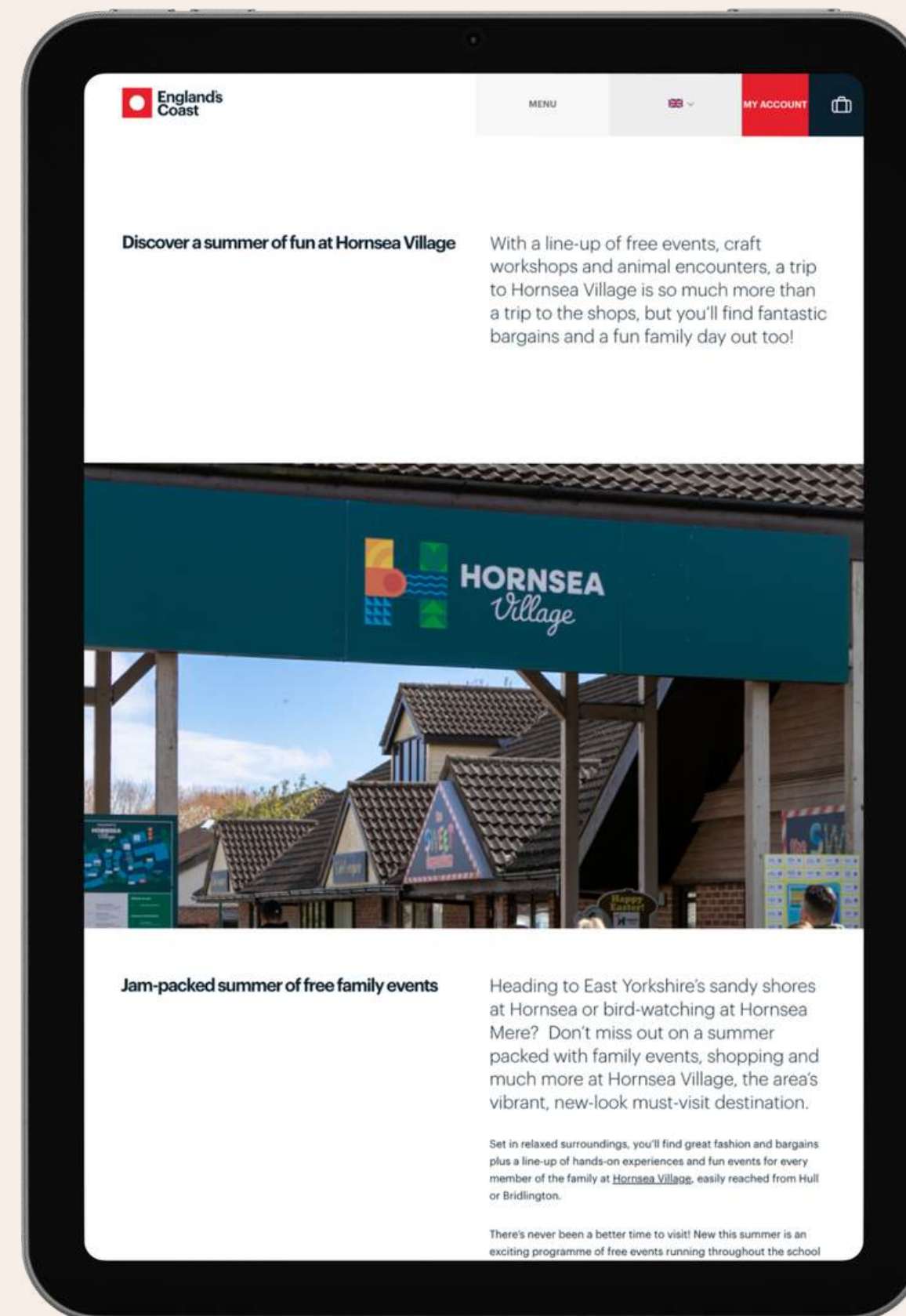
Inclusion in a bespoke editorial style [blog post](#), highlighting your destination or business to our website users.

- Promoted via consumer newsletters
- Shared with VisitBritain European offices
- Posts on England's Coast social media channels.

Benefit:

- Show your business to a new audience

Optional extra - boost the social media posts for additional £50+VAT



Combine or bundle opportunities: For tailored packages or multiple promotions, please contact us to discuss a complete Business Partnership Package.

BOOSTED SOCIAL MEDIA POST

FROM £175+VAT FOR UK, £225+VAT FOR EU POST

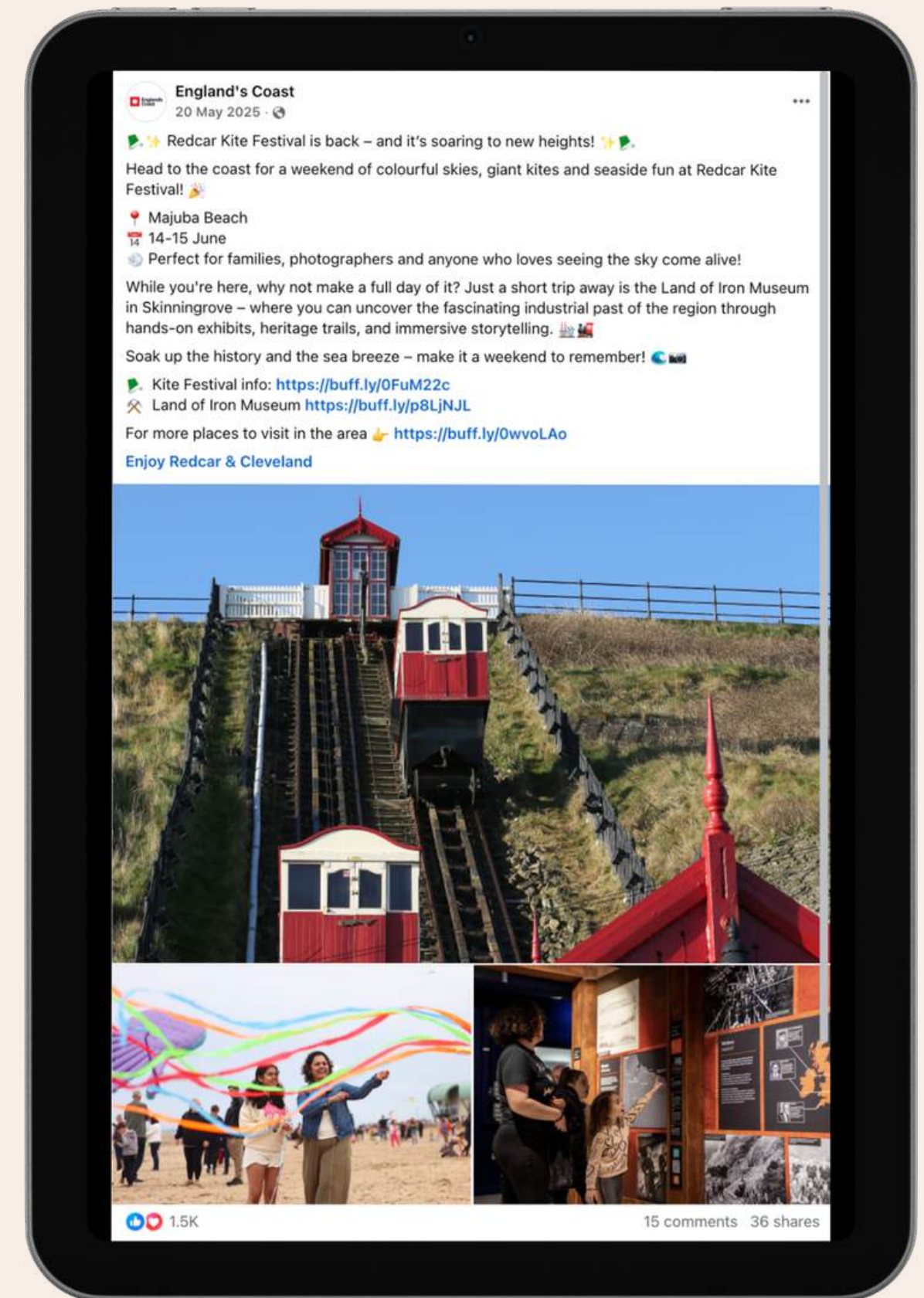
**SPOTLIGHT AN EVENT,
PROMOTE A NEW OFFER, OR
REACH A WIDER AUDIENCE**

This cost-effective option puts your content in front of highly targeted coastal visitors. A curated boosted post on an England's Coast social channel. Choose either our UK or one of our European markets.

Ideal for driving awareness and traffic to your website or listing.

Benefit:

Maximise social reach and engagement with target visitors



Combine or bundle opportunities: For tailored packages or multiple promotions, please contact us to discuss a complete Business Partnership Package.

SUPPORT THE COAST TOGETHER

SUPPORT NATIONAL ADVOCACY & COASTAL VISITOR ECONOMY DEVELOPMENT

By becoming a member, you help England's Coast deliver the research, advocacy and coordination that benefits coastal destinations and businesses nationwide.

■ National advocacy & engagement

Regular liaison with DCMS, VisitBritain, Ministers, MPs and national organisations to raise issues affecting the coastal visitor economy

■ Evidence submission & policy input

Contributing to Government Inquiries and All-Party Parliamentary Groups

■ Online business insights & research

Business Barometer research | Annual domestic consumer survey | Online Resource Hub keeping research, toolkits and content free for SMEs and all users

■ DMO support

Six coordinated DMO meetings per year
Sharing market intelligence and coastal destination insights

Partner benefits

- Recognition on the Our Partners page on England's Coast website
- Use of the official member logo
- Enhanced listing on englandscoast.com for one year (for business members)
- Demonstrate commitment to coastal tourism growth and advocacy

England's Coast is delivered by the National Coastal Tourism Academy. We are a not-for-profit organisation that exists to represent and lead the development of the coastal visitor economy.

We rely on partner contributions and receive no grant-in-aid funding

Join us in championing England's coast.

MEMBERSHIP DMO: £395 + VAT / YEAR. | BUSINESSES: £225 + VAT / YEAR



BESPOKE SERVICES

CONTACT US

SPECIALIST EXPERTISE TO SUPPORT DESTINATIONS, DMOs AND COASTAL BUSINESSES



Beyond campaigns and partnerships, England's Coast offers tailored consultancy and delivery support. With extensive national, regional and local experience, our team can help you shape strategy, strengthen your offer and deliver impactful projects.

Our Expertise Includes:

Strategy & Planning

- Destination Management Plans
- Service redesign
- Business and action plans

Research & Insight

- Consumer surveys
- Business Barometer research
- Data analysis, reporting and evaluation
- Best practice development and case studies

Project Delivery & Development

- Capital and revenue project management
- Product and experience development
- Stakeholder and resident engagement
- DMO, local authority and academic collaboration

Marketing & Communications

- Digital and offline marketing campaigns on your channels
- PR and media relations
- Travel trade engagement and exhibitions
- Content creation (blogs, itineraries, press releases)
- Social media photography, videography and editing
- Graphic design and brand development

If you have a specific challenge or opportunity, we can create a bespoke package tailored to your needs.



FOLLOW US ONLINE

Instagram: [@englandscoast](https://www.instagram.com/englandscoast)

Website: englandscoast.com

Facebook: [facebook.com/englandscoast](https://www.facebook.com/englandscoast)

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

ENGLAND'S COAST COMMUNITY INTEREST COMPANY

Company number: 15456845

Registered in England and Wales

Registered office address:

Midland House, 2 Poole Road, Bournemouth,
BH2 5QY, England