



DISCOVER ENGLAND'S COAST

Explore 6 regions
and plan your trip
to England's Coast

6 DIFFERENT REGIONS TO EXPLORE



Lulworth Cove, South Coast

Discover a fresh holiday experience!

England's Coast is an exciting new booking and marketing tool that brings to life the wealth of holiday experiences that can be enjoyed on the English coastline, highlighted through stunning interactive videos. The videos can be used by the trade to inspire visitors to book a visit to England's Coast.

Why sell England's Coast? As an island nation, our coast has been pivotal to English culture and history, it offers dramatic landscapes, quaint fishing villages and cosmopolitan towns to inspire and engage visitors.

England's Coast is not widely featured in many international tour operator itineraries, but our research indicates that consumers would visit if they knew more about it!

With our stunning image library and video footage, and a huge range of holiday options year-round, we can help you create packages that are unique and new, ideal for visitors who have already explored the major cities and want to get off the 'beaten track'.

England's Coast is funded by VisitEngland's Discover England Fund to encourage visitors to try something different – a walk along a coastal path, fresh English seafood, to spot seals or just to uncover more of our hidden heritage.

We would like to work with you to develop exciting new product. Find out what we offer on page **18**.



Dunstanburgh Castle

NORTHUMBERLAND

The Wild Coast

This four-day tour takes in spectacular Alnwick Castle, a film location for Harry Potter films, visits to Warkworth and Bamburgh castles and the historic Holy Island with its iconic Lindisfarne Castle and Priory.



Day 1

WARKWORTH CASTLE, AMBLE AND HOWICK GARDENS

Start from Newcastle, visit the magnificent medieval castle ruins at Warkworth Castle including the nearby Hermitage, a religious building carved out of rock. Enjoy lunch in Amble with time to explore the village and lobster hatchery. Weather permitting, take a boat trip out to Coquet Island, an RSPB reserve - famous for puffins and Roseate terns. Alternatively explore the beautiful gardens and arboretum at Howick Hall and indulge in a traditional English tea at the Earl Grey tearooms. Overnight in Alnwick.

Day 2

ALNWICK

Visit Alnwick Castle, the second largest inhabited castle in England and film location for some of the Harry Potter films. Go on to nearby Alnwick Gardens with lunch up in the treetops in their unusual Treehouse restaurant. Explore the town of Alnwick in the afternoon or drive out to Craster, famous for its kippers, a local delicacy and walk along the coast to the dramatic ruins of Dunstanburgh Castle. Overnight in Alnwick.



Day 3

BAMBURGH CASTLE AND THE FARNE ISLANDS

Drive north to the harbour town of Seahouses and take a boat trip out to the Farne Islands for one of the UK's top wildlife experiences. Here you can view up to 23 different bird species, as well as a huge colony of grey seals. After lunch, stop off at Bamburgh Castle, the royal seat of the kings of Northumbria offering dramatic views over the surrounding countryside. Don't miss the Grace Darling Museum before spending the night in Bamburgh.

Day 4

THE HOLY ISLAND OF LINDISFARNE AND BERWICK UPON TWEED

Visit Holy Island, a historic and picturesque location regularly reached by a causeway only accessible at certain states of the tide. See Lindisfarne Castle and Lindisfarne Priory, the epicentre of Christianity in Anglo Saxon times. Spend some time exploring the Elizabethan walls and museums of Berwick upon Tweed before returning to Newcastle.

Travel notes



4 days, 3 nights

Arrival and departure point: Newcastle

 Daily flights from London. Direct flights from Holland, Germany and France

 Trains every half hour from central London (3hrs)

 Several coaches a day from central London (7hrs)

 Daily overnight ferry from Amsterdam

Travel Distances

Day 1
Newcastle to Alnwick
40 miles (65km)

Day 2
Round trip to Craster from Alnwick
15 miles (24km)

Day 3
Alnwick to Bamburgh
18 miles (30km)

Day 4
Bamburgh to Newcastle via Berwick upon Tweed
82 miles (132 km)



Scarborough

YORKSHIRE Heritage Coast

Explore the best of the Yorkshire Coast and North York Moors with a visit to its seabird colony, the charming fishing village of Robin Hood's Bay and a wonderful trip on the North Yorkshire Moors Railway, enjoying spectacular scenery.



Day 1 AGNES HALL AND GARDENS, BRIDLINGTON AND FLAMBOROUGH HEAD

From Hull, head north stopping at Burton Agnes Hall, filled with beautiful historic treasures and award winning Gardens. Have lunch in Bridlington while enjoying the variety of boats in the ancient fishing harbour. Then head on to the dramatic cliffs at Flamborough Head and view the huge seabird colonies at nearby RSPB Bempton Cliffs. Overnight in Scarborough.

Day 2 SCARBOROUGH

Spend the day exploring Scarborough with a visit to the spectacular cliff top Castle and the Rotunda Museum to find out more about the area's unique geology. Options for the rest of the day include a Sea Boat ride, surf or paddleboard lesson or for the less energetic a visit to Scarborough's Sealife Sanctuary. Overnight in Scarborough where there are numerous evening entertainment options.

Day 3 VIA ROBIN HOOD'S BAY TO WHITBY

Visit the ancient fishing village of Robin Hood's Bay on the edge of the North York Moors with colourful houses winding higgledy-piggledy down to its ancient harbour. Visit the Old Coastguard Station or walk along the Cleveland Way to Ravenscar, a scenic spot rich in industrial history. Drive on to Whitby and visit the Captain Cook Memorial Museum. Overnight in Whitby.

Day 4 WHITBY

Visit Whitby Abbey, the inspiration for Count Dracula stories, for spectacular views from the gothic ruins and explore its history at Mansion Visitor Centre. Then take a round trip on the heritage North Yorkshire Moors Railway and steam through the heart of the beautiful North York Moors National Park. Whitby is famous for its fantastic fish and chips so make sure you try this classic British dish either from a traditional takeaway or one of the town's excellent seafood restaurants. Overnight in Whitby.

Day 5 STAITHES

Explore the quaint fishing village of Staithes, the artists' capital of Yorkshire and home of Captain Cook and Staithes Heritage Centre. Follow the Painted Illusion trail and wander through the art galleries and studios. Enjoy a leisurely local lunch and then head back to Hull with optional stops at Beverley Minster or Sewerby Hall.

Travel notes



5 days, 4 nights

Arrival and departure point: Hull



Direct flights from Holland, Germany and France to Leeds



Two trains an hour from London (2hrs45)



Three coaches daily from London to Hull (6hrs30)



Daily overnight ferry from Rotterdam to Hull

Travel Distances

Day 1
Hull to Scarborough
46 miles (74km)

Day 2
In Scarborough

Day 3
Scarborough to Whitby
22 miles (35km)

Day 4
In Whitby, plus train journey

Day 5
Whitby to Hull via Staithes
86 miles (140km)



The Broads National Park

EAST COAST Natural coast

Soak up the natural beauty of the East Coast viewing rare birds and seal pups, the magnificent Holkham Hall and a boat trip on the relaxing Norfolk Broads.



Day 1 EAST LINCOLNSHIRE

From Hull head south to Donna Nook Nature Reserve, ideal for viewing both birdlife and in November and December seal pups. Alternatively spend time in the attractive market town of Louth, capital of the Lincolnshire Wolds. Head out to the coast near Mablethorpe to see 'Jabba' and other unusual beach huts known as the thing Beauties along with the 'Structures on the Edge' including the Cloud Bar at Anderby Creek. Continue on to Gibraltar Point National Nature Reserve where the variety of habitats provide homes to a wealth of birdlife. Overnight in King's Lynn or Hunstanton.

Day 2 NORFOLK COAST

The wild unspoilt coastline of North Norfolk, an Area of Outstanding Natural Beauty, is the focus for the day. First of all visit the Holkham Hall with its magnificent Deer Park, exhibition and nature reserve. After lunch in Wells-next-the-Sea, take a boat trip from Morston to see the largest seal colony in England at Blakeney Point or view wildlife from the comfort of the fabulous visitor centre at Cley Marshes. Overnight in Cromer or Great Yarmouth.

Day 3 THE BROADS NATIONAL PARK AND THE SUFFOLK COAST

Start the day by exploring the inland waterways of the Broads National Park - Britain's largest protected wetland and a wildlife haven. The best way to explore the Broads is by boat and there are a number of operators offering a variety of options from day boats and canoes to passenger cruisers. Spend some time in the pretty coastal town of Southwold en route to the cultural centre of Snape Maltings. Overnight in nearby Aldeburgh.

Day 4 ALDEBURGH AND ESSEX COASTAL TOWNS

View the four meter high steel structure, Scallop on the Beach in Aldeburgh before driving south into Essex. Stop off at the significant archaeological site of Sutton Hoo, or Flatford Mill, the inspiration for Constable's paintings where there is an exhibition of his life. Spend some time in Walton on the Naze visiting the nature reserve, going fossil hunting or visiting the unusual art gallery located in the Naze Tower. End your day in Harwich exploring the Redoubt Fortress and some of the sites connected to the 400th anniversary of the Pilgrims sailing to America on the Mayflower.



Travel notes



4 days, 3 nights

Linear route, Hull to Harwich



Direct flights from Holland, Germany and France to East Midlands airport near Derby



Regular trains to Harwich (1hrs30)and Hull (2hrs45) from London



Several National express coaches a day to Hull (7hrs)



Daily overnight ferry from Hook of Holland to Harwich and from Rotterdam to Hull

Travel Distances

Day 1
Hull to King's Lynn
126 miles (200 km)

Day 2
King's Lynn to Cromer
52 miles (83km)

Day 3
Cromer to Aldeburgh
73 miles (117 km)

Day 4
Aldeburgh to Harwich
50 miles (80 km)



Brighton Royal Pavilion

SOUTH EAST Cultural Coast

This four-day tour of the South East takes you to the vibrant city of Brighton, the rural beauty of the South Downs National Park and the chance to visit the galleries of elegant Eastbourne.



Day 1 HIGHLIGHTS OF BRIGHTON

Start the day with an amazing view of the city from the British Airways i360, the world's tallest moving observation tower and go on to Brighton Palace Pier, a traditional seaside icon. Venture up through The Lanes exploring the many independent shops before visiting the exotic Royal Pavilion which was once a royal residence. Overnight in Brighton enjoying the variety of night life available including restaurants, bars, concert and theatre venues.

Day 2 HISTORIC LEWES

Drive through the beautiful South Downs National Park to the historic town of Lewes. Enjoy stunning panoramic views from the Norman Lewes Castle and explore the local collections in the adjacent Barbican House. Enjoy lunch at the Tudor Tea Garden before visiting Anne of Cleves House. Overnight in Brighton



Day 3 EASTBOURNE HIGHLIGHTS

Spend the day in Eastbourne exploring its historic and cultural highlights. Start the day with a tour of the Towner Gallery, a world renowned collection of contemporary and historic art housed in a new building. Take a leisurely lunch on the seafront and then visit the Redoubt Fortress, one of only 3 surviving Napoleonic fortresses. You should also have time to explore the pier, visit other smaller art galleries such as the Henry Paddon or do some shopping. Overnight in Eastbourne

Day 4 BEACHY HEAD AND THE SOUTH DOWNS

Visit dramatic Beachy Head, the highest chalk sea cliff in Britain. Take a gentle stroll along the cliff top and view the striking red and white lighthouse. Return to Gatwick/London via the South Downs National Park stopping at the South Downs Heritage Centre and the spectacular viewpoint of Ditchling Beacon.

Travel notes



4 days, 3 nights

Arrival and departure point: Brighton



Daily flights from Holland, France and Germany to Gatwick (1hr15 drive to Brighton)



Several trains an hour to Brighton from London (1hr30)



Regular coaches from central London (3hrs)



Ferry from Dieppe to Newhaven, 30 mins drive from Brighton. 3 hour drive from Calais to Dover ferry link

Travel Distances

Day 1
In Brighton

Day 2
Brighton to Lewes and return
18 miles (28 km)

Day 3
Brighton to Eastbourne
24 miles (39km)

Day 4
Eastbourne to South Downs National Park
62 miles (100km)



Old Harry Rocks

SOUTH COAST

The Jurassic Coast

This highlights tour of the stunning Jurassic Coast includes visits to the lively resort of Bournemouth and historic Poole, the iconic landmarks of Lulworth Cove and Durdle Door and stops at the pretty towns of Lyme Regis and Sidmouth.

Day 1

BOURNEMOUTH AND POOLE

Spend the morning in Bournemouth visiting the Russell-Cotes Art Gallery and Museum or the Oceanarium, home to a fantastic collection of fish and sea-life. Lunch in one of the upmarket restaurants or quirky cafes in Bournemouth before heading to Poole Quay. Take a boat trip around beautiful Poole Harbour with a visit to Brownsea Island, a wildlife haven and the birthplace of the scouting movement. Overnight in Bournemouth or Poole.

Day 2

CORFE CASTLE AND THE PURBECKS

Take the chain ferry from Poole to the picturesque Isle of Purbeck. Walk out to 'Old Harry' for spectacular views at the start of the Jurassic Coast. Go on to Corfe Castle to view the dramatic Norman castle ruins before lunch in one of the village pubs. Next stops are the world famous landmarks of Lulworth Cove and Durdle Door. Enjoy a Dorset cream tea in Lulworth or stop in Wareham for a leisurely drink by the river on your way back to the hotel. Overnight in Wareham or Corfe Castle.

Day 3

DORCHESTER AND WEYMOUTH

Enjoy the pretty Dorset countryside en route to Dorchester to visit the Dorset County Museum, full of information about the Jurassic coast. Have lunch in Dorchester or at a pub or beach-side café on the way to Weymouth where we recommend a trip on the Jurassic Skyline offering panoramic views

of the Jurassic Coast. Drive out to Portland Bill to view the lighthouse and enjoy a coastal walk on the South West Coast Path. Dine in one of the eateries specialising in fresh seafood in picturesque Weymouth harbour. Overnight in Weymouth.

Day 4

ABBOTSBURY, LYME REGIS AND CHARMOUTH

Drive along the dramatic coast road stopping to photograph the magnificent views of Chesil Beach. Stop at Abbotsbury Swannery or for the more adventurous walk up to Golden Cap, the highest point on the Jurassic Coast, offering spectacular views. Continue to Lyme Regis for an afternoon exploring this delightful harbour town, take a boat trip out along the coastline or try fossil hunting in nearby Charmouth. Overnight in the elegant coastal town of Sidmouth.

Day 5

RED ROCKS OF SIDMOUTH AND LADRAM BAY

This part of the Jurassic coast is well known for its dramatic red rocks viewed both in Sidmouth and at Ladram Bay. After some free time in Sidmouth, take a boat trip from Exmouth to view the coast at its best. Visit the Geoneedle at Orcombe Point marking the western end of the Jurassic Coast or visit the beautiful Bicton Gardens on the way back to Bournemouth.

Travel notes



5 days, 4 nights

Arrival and departure point Bournemouth



Flights from Holland, Germany & France to Southampton. Regular trains from Southampton to Bournemouth (40 mins)



Trains every 30min from London to Bournemouth (2hrs)



Several coaches a day from London to Bournemouth (3hrs)



Daily ferries to Poole and Portsmouth from Cherbourg, France

Travel Distances

Day 1
Around Bournemouth and Poole
12 miles (18 km)

Day 2
Bournemouth to Wareham
34 miles (54 km)

Day 3
Wareham to Weymouth
40 miles (63km)

Day 4
Weymouth to Sidmouth
44 miles (70km)

Day 5
Sidmouth to Bournemouth
97 miles (156 km)



Salcombe

SOUTH WEST

South Devon & Cornwall highlights

During this idyllic six day tour you'll visit the impressive Powderham Castle, the world famous Eden Project, The Tate St. Ives art gallery and can discover the legend of King Arthur at Tintagel Castle.



Day 1

TEIGNMOUTH AND TORBAY

Starting from Exeter, cycle along the Exeter Canal and or drive to Powderham Castle, the home of the Courtenay family for more than 600 years. Take a scenic coastal drive stopping at Dawlish for lunch and then spend the afternoon in Teignmouth where you could try paddle-boarding if you are feeling adventurous! Alternatively go on to Torbay where you can explore Brixham harbour taking in a tour of the fish market or visit Kent's Cavern. Overnight in Torquay.

Day 2

KINGSBRIDGE, DARTMOUTH AND SALCOMBE

Driving through some of the most beautiful Devonshire scenery, visit Dartmouth Castle, a historic fortress with stunning views along the estuary. Have lunch in one of Salcombe's restaurants specialising in fresh fish with sea views. Then go on to the National Trusts' Overbecks Gardens – a hidden paradise of subtropical gardens and quirky collections perhaps including a Devonshire cream tea. Overnight in Kingsbridge or Salcombe.

Day 3

EDEN PROJECT

Spend the day at the Eden Project, a world famous dramatic global garden housed in tropical biomes and the largest indoor rainforest in the world. Overnight in St Ives.

Day 4

ST IVES

Enjoy the morning in pretty St Ives visiting the internationally renowned Tate St Ives and the Barbara Hepworth Museum and Sculpture Garden. There are several beaches, small art galleries and interesting gift shops to explore in the afternoon and a variety of cafes or drive to Land's End or St Michael's Mount (tide permitting). Overnight in St Ives

Day 5

NORTH CORNISH COAST AND PADSTOW

Drive along the spectacular North Cornwall coast stopping at Newquay to watch surfers in action and at the National Trust's Bedruthan Steps for a coastal walk. Lunch in Padstow then spend the afternoon exploring this delightful fishing town famous for its celebrity chef Rick Stein. Or take a boat trip across the estuary to Rock and walk along the beautiful coastal path. Overnight in Padstow.

Day 6

TINTAGEL CASTLE

Explore the history, myths and stunning scenery of Tintagel Castle, linked with the legend of King Arthur. Drive across the Dartmoor National Park back to Exeter.

Travel notes



6 days, 5 nights

Arrival and departure point:
Exeter



Daily flights to Exeter from Holland and France and from Germany with a stopover



Two trains an hour from London (3hrs)



Several coaches a day from central London (4hrs30)



Ferry from Roscoff to Plymouth, 1hr drive from Exeter

Travel Distances

Day 1
Exeter to Torquay
29 miles (46 km)

Day 2
Torquay to Salcombe
32 miles (51 km)

Day 3
Salcombe to St Ives
108 miles (175 km)

Day 4
St Ives to Land's End and return
36 miles (58km)

Day 5
St Ives to Padstow
47 miles (75km)

Day 6
Padstow to Exeter
85 miles (136km)



Tour Operators and Travel Agents, let's work together!

England's Coast is funded by VisitEngland's Discover England Fund and brings to life the wealth of experiences that can be enjoyed on the English coastline through stunning interactive videos. It features six highlight itineraries, one for each coastal region, which can be customised by the trade or consumers.

What we offer

Free of charge

- Dedicated Travel Trade Executive who can help you plan and create itineraries for your customers.
- Direct access to England's Coast's dedicated online trade portal, featuring:
 - Travel trade itinerary builder which will feature businesses on the coast who are willing to work with the trade and those that will offer commissionable or group rates. This will allow you to identify product and build itineraries tailored to your target market
 - Detailed hero itineraries for each coastal region for group and FIT customers, with detailed information on group facilities, driving times, accommodation and meal options
 - Access to the free online England's Coast product knowledge training course written especially for travel trade to help improve knowledge for your sales and product teams
- Information about trade educational visits and how to register
- Images, short videos and material for you to use in your promotions
- Your coastal products featured on the consumer part of [englishscotland.com](https://www.englishscotland.com) where users can click through to you to book holidays direct.
- Promotion of your product within England's Coast literature at relevant exhibitions and travel shows
- We can also offer short product knowledge workshops for your in-house staff on England's Coast

What we request from you

- To identify a product/market fit for your business to promote the England's Coast product to Dutch, German or French visitors
- To create bookable, tailored itineraries featuring the English coast to be promoted within existing marketing plans
- To provide a dedicated trackable link to your coastal product that can be booked by trade or consumers that we can use on the England's Coast website to enable users to book your product
- To track and provide us with details of booking volumes for your coastal product in England
- To encourage your staff to complete the online product knowledge training course for travel trade
- To engage with England's Coast on social media channels

Optional extras (at cost)

- Ability to participate with us at European travel shows, stand share or distribution of your branded materials
- Bespoke interactive video to be hosted on your website, social media or other channels which directly links to your bookable product
- Joint marketing or PR activity (cash match required)

Get in touch

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You can never be more than 120 kilometres from the sea in England, embrace the coast!

Visit our website to uncover the highlights of each region in 6 inspirational & interactive videos.

If you like what you see, add it to your itinerary and we'll save it for later. Simple.

englandscoast.com

Media Enquiries

The coast of England is one of the most fascinating and varied in the world and offers a wealth of outstanding experiences for nature and art-lovers, water sports fans, ramblers, cyclists – you name it! We would love you to experience it for yourself and share it with the world!

To find out more and arrange a press trip, please contact
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