



Get inspired:
englandscoast.com

Attracting International Visitors to England's Coast

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@samcrichardson

National Coastal Tourism Academy

About us

Leading organisation on Coastal Tourism – understand coastal issues, opportunities for growth and how to overcome challenges that are exaggerated on the coast

- ✓ Supporting industry
- ✓ Bridging gaps in coastal tourism research
- ✓ Sharing lessons learnt and best practice
- ✓ Development projects to make change happen
- ✓ Vision, leadership and advocacy for coast

Leading on England's Coast project inspiring International Visitors to explore our stunning coastline see www.englishcoast.com

Job creation

Economic Growth

Best practice

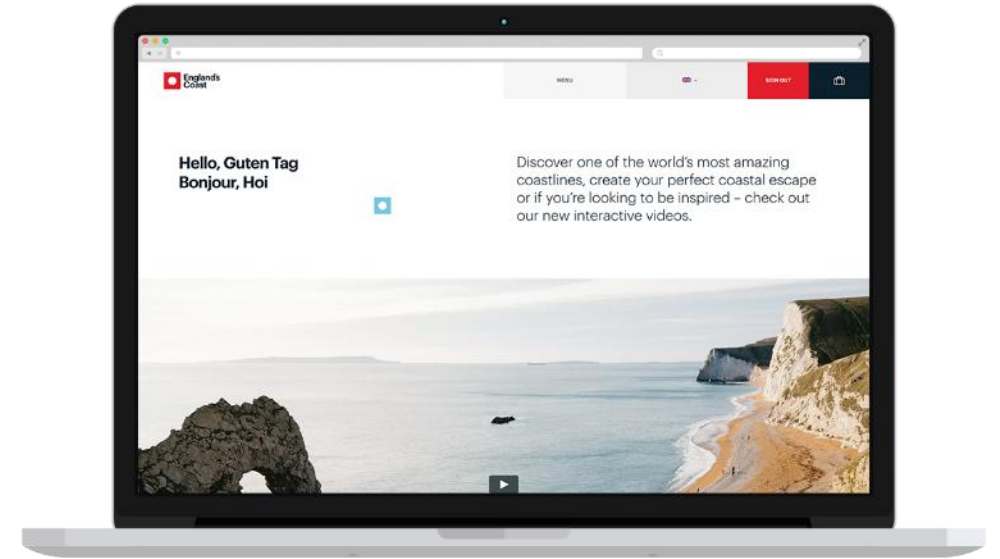
Resource Hub

What is England's Coast?

England's Coast brings to life the wealth of experiences that can be enjoyed on the English coastline and enables visitors to create and book bespoke holidays.

An international marketing and PR campaign is focused on raising awareness of the English Coast and generating bookings. This cutting edge booking tool, is also a resource for the domestic market.

England's Coast includes every element of a holiday - accommodation, attractions, places to eat and transportation on one easy to use platform.





England's Coast

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Large scale Discover England Fund project

Initially six areas of the coast and each area given thematic identity for trade e.g. Northumberland 'wild coast' or East 'nature coast'
Now expanded to cover whole coastline.

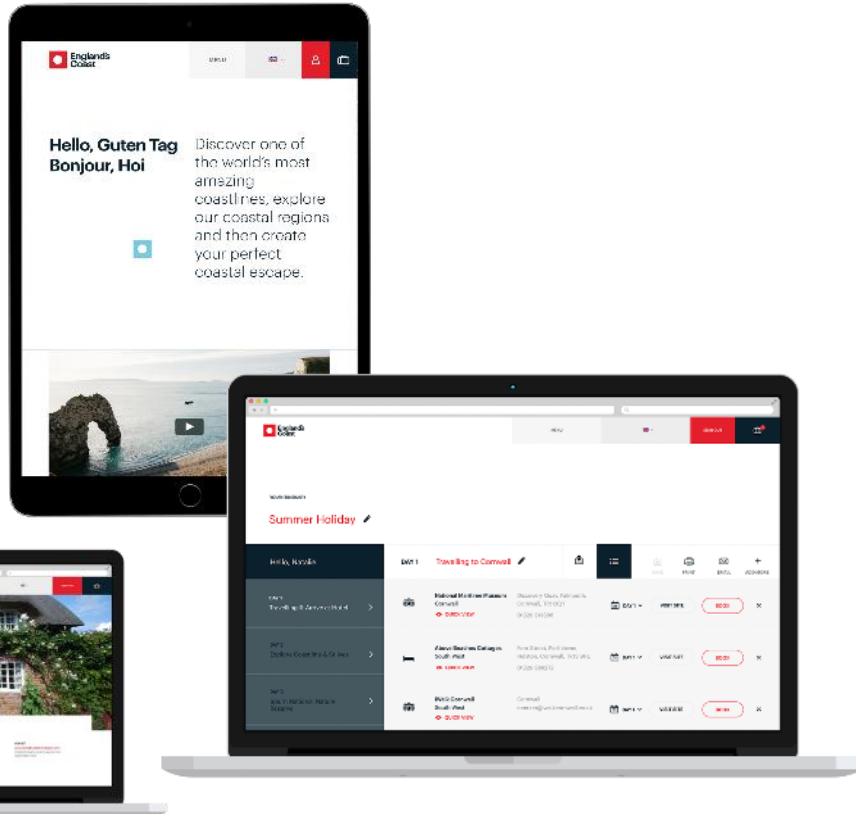
Focussed on **Germany, the Netherlands, France, Spain and Italy**

- Couples 40+ travelling without children
- Off-peak and shoulder periods

Also a resource for domestic visitor

Consumer and Trade focus

Consumer site and itinerary builder



Fully responsive site www.englishcoast.com

Showcasing regions and holiday ideas, over 1,800 businesses listed

Content **translated** into:

- German
- Dutch
- French
- Spanish
- Italian

New **Highlights of the Coast** video, **regional** videos and six **holiday type** videos



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Highlights video & South West

<https://englandscoast.com/en>

<https://englandscoast.com/en/explore-regions/south-west>

Market Opportunity

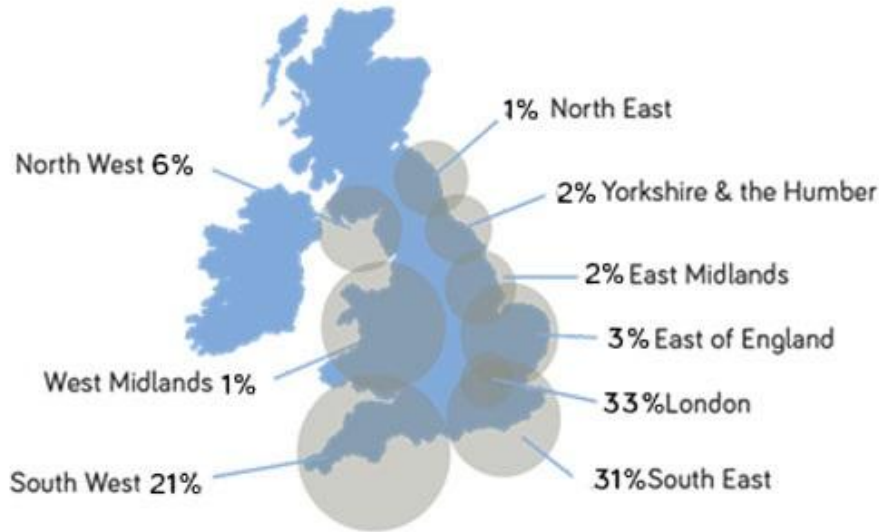
International Visitors

Region of visit and key source markets

13% visit the English coast at some point during their stay in UK

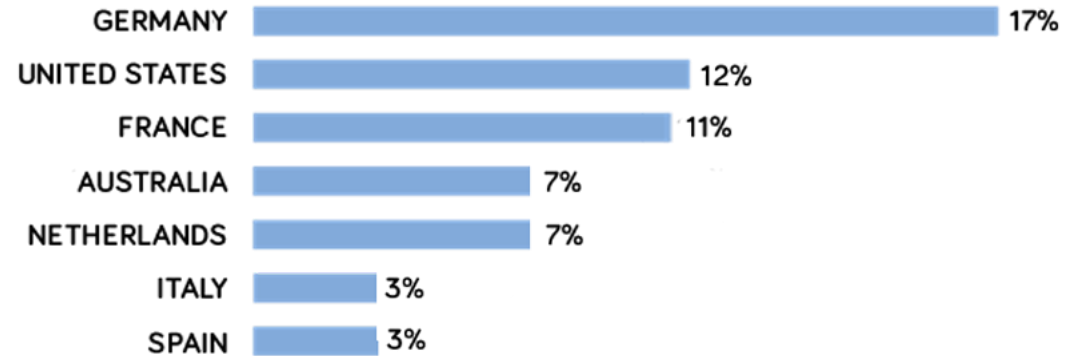
88% are on break of 4+ nights (non coastal visitors = 55% on 4+ night break)

Breakdown of total England coastal visitors by region (%)



Source: IPS 2016 Total coastal visits divided by total overall visits to England coast

PROPORTION OF ALL VISITORS TO THE COAST, RANKED BY MARKET 2016



SOURCE: IPS 2016

England's Coast – ‘Appeal’

% ‘appealing’

English seaside resorts/other coastal destinations



London

85%

91%

87%



Other major English cities

73%

74%

75%



English historic towns

89%

89%

81%



English rural retreats/other countryside destinations

79%

71%

63%

Knowledge of coastal areas is poor

% any knowledge

North West Coast



North East Coast



South West Coast



East Coast



South Coast



South East Coast

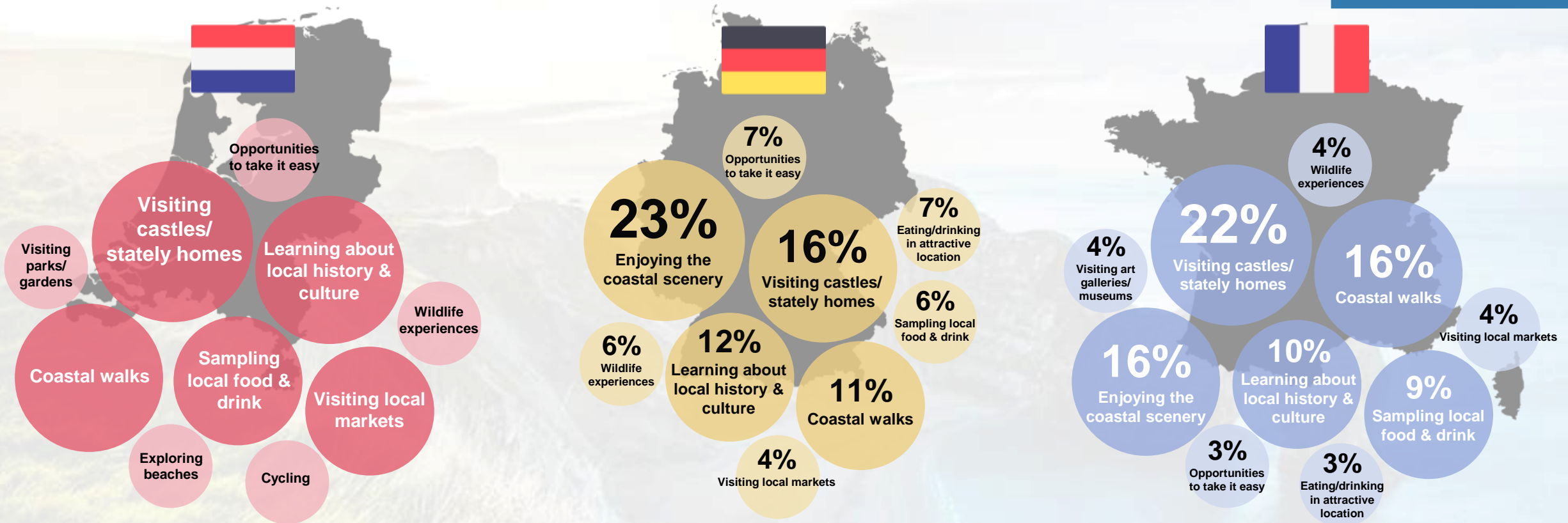


Primary & secondary attributes encouraging coastal holidays

%

Attributes considered **most important** in encouraging a visit to the English coast.

Primary attributes are larger, secondary attributes are smaller.



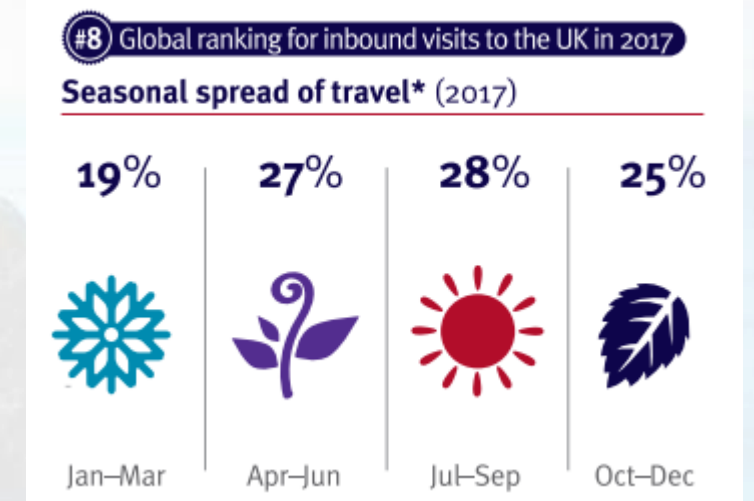
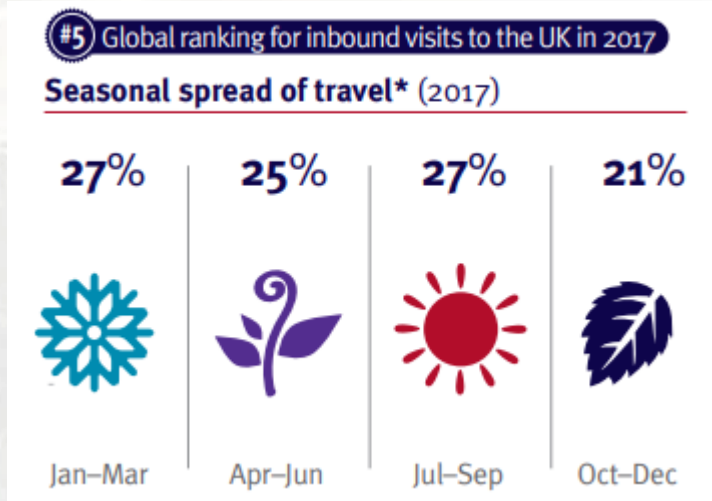
Emerging markets – Spain & Italy

IPS 2016 showed significant growth in coastal visits from these markets

Overall 4.19 million visits to UK per year

- Going to the pub
- Cultural attractions
- Looking for something new

Easy and low cost transport links



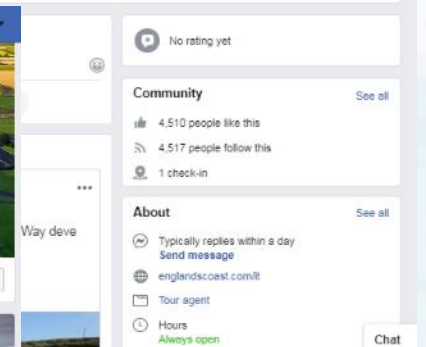
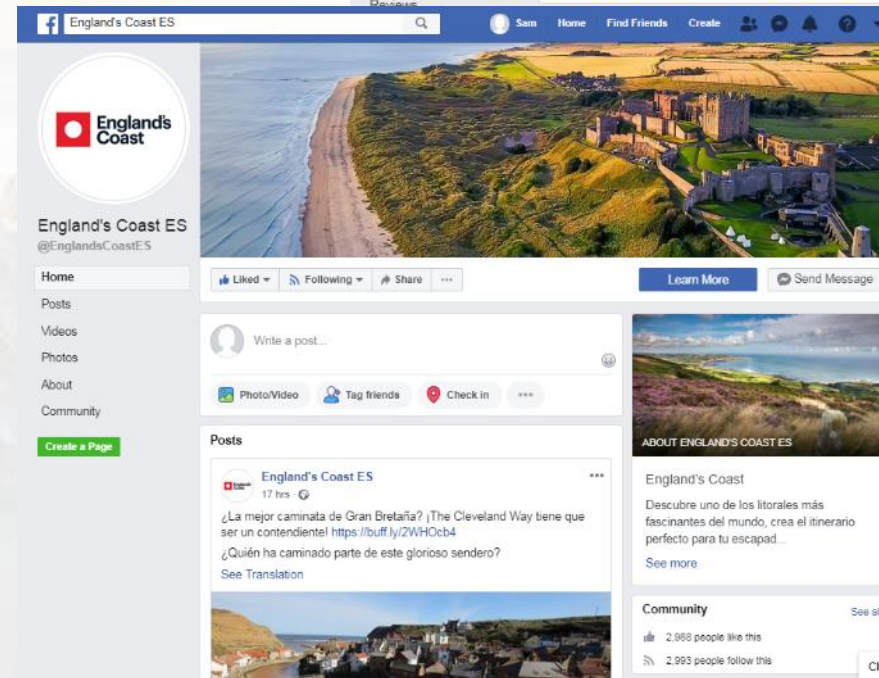
Emerging markets – Spain & Italy

Full consumer site translated into Spanish & Italian

Hero brochure available in all languages

Less negative media coverage with regards to Brexit

Strong uptake on social media and faster growth of followers – launch in January
4.5k Italy, 3k Spain



Research

In-market research complete for Germany, France and Holland

- Detailed reports with clear routes to market available for each market
 - Summary report for all three markets produced
- Overall summary of all International Visitors to UK

Available to download from

www.coastaltourismacademy.co.uk/resource-hub

Social media used

Top 3



bdrc national coastal tourism academy Base: All - Holland (1,501); Germany (1,336); France (1,390) (NOTE: Whatsapp has been excluded)

12

Consumer activity

2019-20 ITB Consumer activity

- PR monthly thematic releases to **Germany, Netherlands, France, Spain and Italy**
- Press visits
- **Social Media** in all six languages
- Monthly e-newsletters to subscribers
- Consumer Shows – Vakantiebeurs
- Trade shows – Explore GB, WTM, ITB Berlin plus targeted trade activity in France, Spain and Italy
- **Digital campaigns**

630 media received the press release about England's Coast



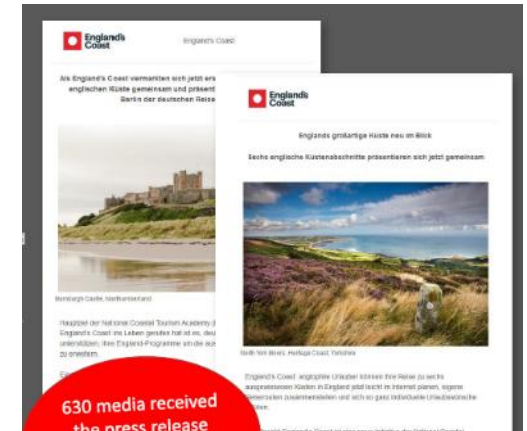
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PR activity

TOTAL Advertising Equivalent Value to date €22 million +

PR activity in Netherlands and Germany

- 9 media visits from Netherlands including 3 Op Reis TV
- 9 media visits from Germany including NDR TV (twice)
- Attended TravMedia IMM Germany
- Send monthly thematic releases
- 3 German visits in progress / planning



Social Media

Social media in Germany, Netherlands, France, Italy, Spain and UK

- 26k+ followers across Facebook channels [EN](#), [DE](#), [NL](#), [FR](#), [ES](#) and [IT](#)
- 3.7k followers on [Instagram](#) and 1.2k on [Twitter](#)

Click through to website:

- Average 2.84 pages per session, session duration 3 min 29 seconds



Instagram



England's Coast
1 November · 🌐

An attractive town & a safe haven for visiting yachtsmen & those looking for a little bit of luxury. <https://buff.ly/2Zeji8K>

England's Coast
16 October · 🌐

Get active on the coast! The South West is perfect for outdoor pursuits - <http://bit.ly/2l6XVwf>
The best activities to try in Devon and Cornwall! 🌊 🏖️ 🚣 🦞 🍷

England's Coast
9 October · 🌐

Discover great seafood all around the coast! <http://bit.ly/2ATsoNa> 🐟 🍷 🌊 🏖️ 🚣 🦞 🍷

The seas around England produce some of the finest seafood in the world, and our chefs are brimming with passion, transforming their local produce into fantastic dishes. We've brought together the best restaurants and coastal experiences to make it easy for you to enjoy some of world's top fish and shellfish. What will you try first?

#SeafoodWeek England's Seafood Coast Visit Devon The English Riviera Visit-Dorset Love Bournemouth Visit Essex Visit Suffolk Coast & Countryside VisitNorfolk Discover Yorkshire Coast Visit Northumberland

YOUTUBE.COM
Get active on the coast - The best and Cornwall!

8 shares

ENGLAND'S SEAFOOD COAST
In partnership with ENGLAND'S COAST

150

8 shares

England's Coast
23 October at 16:27 · 🌐

Plan your next adventure on England's Coast - <http://bit.ly/2YVxKkq> 🌊

Be ready for:

- 🏡 Quaint villages
- 🏰 Historic castles
- 🌄 Rolling countryside
- 🌊 Stunning seaside

Discover Yorkshire Coast Robin Hoods Bay // Bamburgh Castle Visit Northumberland // South Downs National Park Visit Sussex // Woolacombe North Devon

England's Coast
Tour agent

Send Message

1,499 People reached 199 Engagements

Boost Post

86 2 comments 10 shares

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Travel Trade

England's Coast – Trade activity



Dedicated Trade Sales Executive, Elaine Snow

Hero itineraries for each region, published in itinerary brochure available both in hard copy and online

Attendance at key trade shows - Explore GB, WTM, Vakantiebeurs, ITB Berlin and targeted activity in France, Spain and Italy

Dedicated [trade portal](#) on website

- Itinerary builder – see all businesses willing to work with the trade and sample itineraries
- Product knowledge course for travel trade www.englandscoastspecialist.com

Trade Portal

The screenshot shows the Trade Portal homepage. On the left, there is a search bar and a sidebar with filters: REGION, OPENING DATES, THINGS TO DO, PLACES TO EAT, PLACES TO STAY, SEAFOOD COAST, GETTING AROUND, and GROUP BOOKINGS. The main area features a map of the United Kingdom with red circular markers indicating various locations. Below the map, there are search results for 'The 25 Boutique B&B South West Torquay'. The results include a 'BACK TO ITINERARY BUILDER' button, a title, a description, and a 'VIEW THIS PROPERTY' button. There is also a 'TRADE CONTRACT DETAILS' section with checkboxes for 'ADD TO MY ITINERARY BASKET' and 'PRINT CONTRACT DETAILS FOR GROUPS'. A quote from TripAdvisor is visible: 'The Best B&B in the World! (TripAdvisor Travellers Choice 2019)'.

The screenshot shows the top navigation bar of the Trade Portal. It includes the Englands Coast logo, a 'MENU' button, a language selection dropdown, and a 'MY ACCOUNT' button with a shopping cart icon.

Trade Portal

Welcome to our dedicated trade portal. England's Coast is a new marketing and booking tool designed to attract international visitors to holiday on the beautiful English coastline.

Here you will find all the information you need to create new itineraries on the coast. Use the itinerary builder to search and find businesses all across the coast who are willing to work with the trade for group and FIT itineraries, add them to your itinerary basket to start to build your coastal itineraries. On each business listing, you'll find essential trade information and the contact details for each business so you can contract and book directly.

If you're not familiar with the coast, start by exploring our beautiful [coastal regions](#), watch the interactive videos and then [plan your route](#). On this trade portal you'll also find links to images, video and sample itineraries.

You can get back to this page at any time by clicking the "trade portal" bar at the top of the page.



INSPIRATION

Explore Coastal Regions

Discover what makes each region unique, choose a region then watch our interactive videos which showcase the highlights and top attractions.



PRODUCT

Training Course

How well do you know England's Coast? Want to know more, undertake our free short product knowledge course.



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Product on sale!

Through international travel trade

- TUI Wolters Reisen – “[Magical Coasts](#)” self-drive tour – **290 pax bookings for 2019** (best selling tour in England), now on sale for 2020. New “[Northern Coast and National Parks](#)” on sale for 2020
- [House of Britain](#) – 24 coastal itineraries on sale for 2020 - **125 pax bookings in 2019.**
- Behringer Touristik – B2B sales received for 2019 and continuation of product confirmed for 2020
- Wikinger Touristik – Yorkshire and Northumberland tours on sale 2020
- One World Travel – Wholesale South Coast itinerary on sale for 2020
- Intermedes France – Selection of Coastal itineraries
- Hotels & More & JAC travel – itineraries on sale as a result of FAM trips

Voor reizen naar Groot-Brittannië & Ierland

Vind de perfecte reis

Autoreisen ENGLAND

Zauberhafte Küsten

Von der rauen Jurassic Coast bis zu malerischen Sandbuchten – der Mix aus Küstenlandschaften und englischer Kultur macht Ihre Reise zu einem unvergesslichen Erlebnis.

Ihr Reiseprogramm:

1. Tag London – Bath (ca. 185 km). Individuelle Anreise nach London. Weiterfahrt in die historische Stadt Bath, die bekannt ist für ihre Roman Bäder, in denen seit über 2.000 Jahren heilendes Quellwasser entspringt. Übernachtung in der Region Bath/ Bristol.
2. Tag Bath – Bournemouth (ca. 170 km). Legen Sie einen ersten Stopp im mittelalterlichen Städtchen Wells ein, um die gewaltige Kathedrale zu besichtigen. Im Exmoor Nationalpark erwarten Sie herrliche, mit Heide und Gänseblauwe hochmoosige Überwälder. Übernachtung in der Region Bournemouth/Southampton.
3. Tag Bournemouth – Lyme Regis (ca. 210 km). Besichtigen Sie die Ruine Tintagel Castle, wo sich einst die Ritter der Tafelrunde getroffen haben. Etwas außerhalb von Corfe Castle gründet Seabold Nessup die spektakuläre Klippenformation der White cliffs, deren Bucht nur bei Ebbe zugänglich ist. 2 Übernachtungen in der Region Dorset/Somerset.
4. Tag Ausflug Corfe Wall (ca. 80 km). Es lohnt ein Besuch der Kleinstadt St. Ives, die als Schauplatz für Verfilmungen der Romane von dem westlichsten Punkt Englands. Auch das spektakuläre in die Klippen gebaute Pevsnertheater Museum Theatre ist einen Besuch wert. In Margate erwarten Sie ein traditioneller Cream Tea im The Goodwin Arms Hotel mit Blick auf die Gezeiteninsel St. Michael's Mount.
5. Tag Penzance – Exeter (ca. 215 km). Je nach Zeitplanung lohnt ein Abstecher zur Lizard Halbinsel, die mit Strahlstein, Pflanzentempel und anderen Buchten ein herrliches Farbpuzzle bietet. Lohnenswert ist ein Stopp bei den Lost Gardens of Heligan mit dem viktorianischen Garten und einer Dschungelwelt in der Unterabtwald Exeter steht die beeindruckende Kathedrale, die zwischen dem 12. und 15. Jh. erbaut wurde. Übernachtung in der Region Exeter/Somerset.
6. Tag Exeter – Bournemouth (ca. 200 km). Ein Muss für die Besucher Südküsten ist die atemberaubende Jurassic Coast. Die Küstenlinie erstreckt sich über 150 km und wurde 2001 zum ersten UNESCO-Weltkulturerbe Englands ernannt. Zu den Höhepunkten zählt das Swaney Lyme Regis, welches vor allem bei Fossilensammlern beliebt ist. Begeben Sie sich auf einen Spaziergang auf dem South West Coast Path, empfohlen wird, der Sie zur Kasebank Cliff Beach und dem Golden Cap, nur 191 m die höchste Erhebung der britischen Südküste, führt. 2 Übernachtungen in der Region Bournemouth/Southampton.
7. Tag Ausflug Jurassic Coast (ca. 150 km). Unternehmen Sie heute einen Spaziergang zum beeindruckenden Durdle Door ein Felsportal aus Kalkstein, das direkt an der Jurassic Coast gelegen ist. Ebenso unverwundbar präsentieren sich die Old Harry Rocks, zwei sandsteinerne Kalkformationen ca. 10 km südlich von Bournemouth.
8. Tag Bournemouth – London (ca. 175 km). Auf Ihrem Weg zurück nach London empfehlen sich ein Halt am weltberühmten Stonehenge, Fahrt zurück nach London und individuelle Rückreise oder Verlagerung Ihres

Reise pro Person ab € 419
inkl. Flug und Mietwagen ab € 765

8 Tage/7 Nächte
abflugs London
ca. 1.385 km

IHRE VORTEILE:

- Südküstenlandschaften erleben
- Eintritt: Tintagel Castle inklusive
- Cream Tea inklusive

IHRE ERLEBNISSE:

- Jurassic Coast mit Durdle Door, Lyme Regis & Old Harry Rocks
- Land's End & Michael Theatre
- Lizard Halbinsel
- Klippenformation Redwatch Steps
- Exeter Cathedral
- Exmoor Nationalpark
- Roman Bath
- Lost Gardens of Heligan
- Stonehenge

Collaboration

ENGLAND'S SEAFOOD COAST

Initial project focused on English Riviera

- Brixham Fish Market
- More local fish in local restaurants
- Seafood FEAST event
- Seafood related activities – boat trips, coast path

Expanded in 2019 to mirror England's Coast regions

Businesses can identify their business as [Seafood Coast](#) if serve locally caught seafood on menu or visible connection to fishing heritage



Other Discover England Fund projects

Large scale projects with coastal element

- [National Parks](#)
- [Walking Trails](#)
- [Cycle England](#)

Small scale projects with coastal focus

- [Creative Coast](#)



How can you get involved?

Business Listing

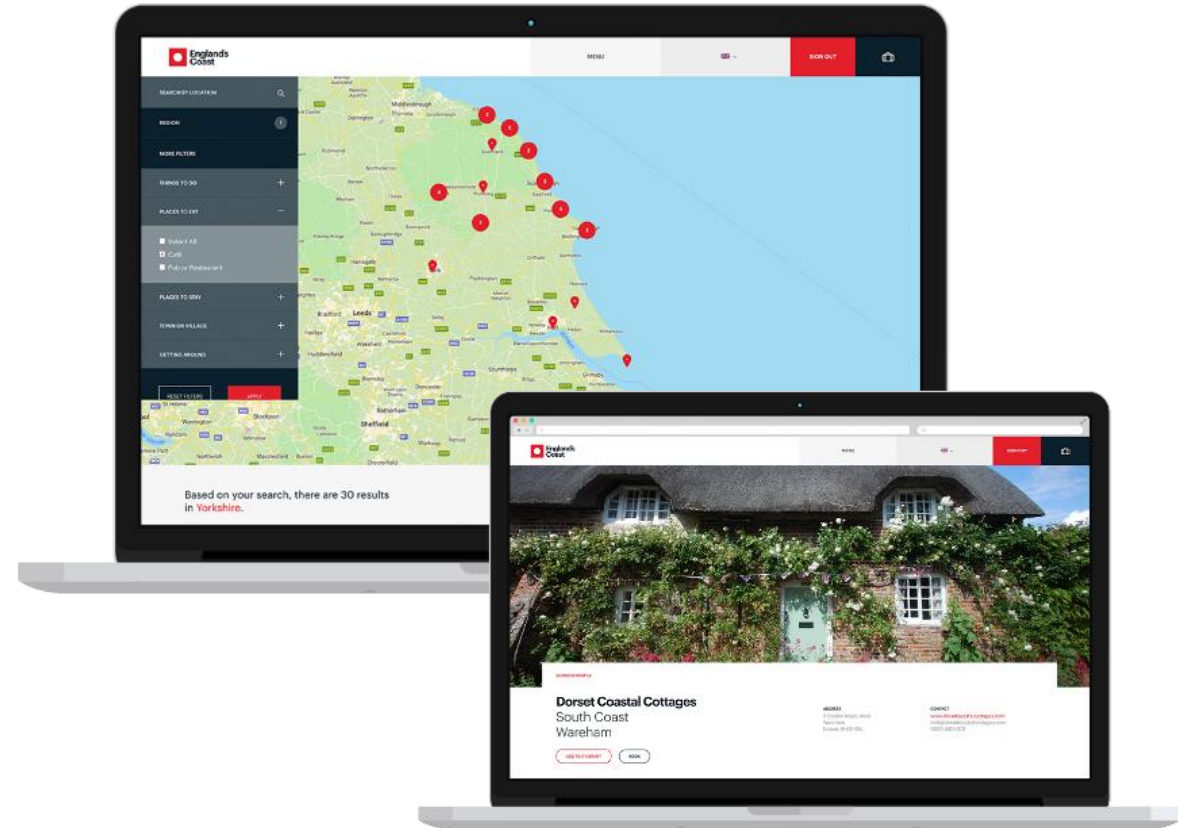
Over 1,800 business engaged in the project to date...

Free to add your listing via:

www.englishscoast.com/create-listing

What do you need:

- Landscape photo and description
- option to add special offer
- identify if you take groups or trade bookings
- South West region
- Seafood Coast



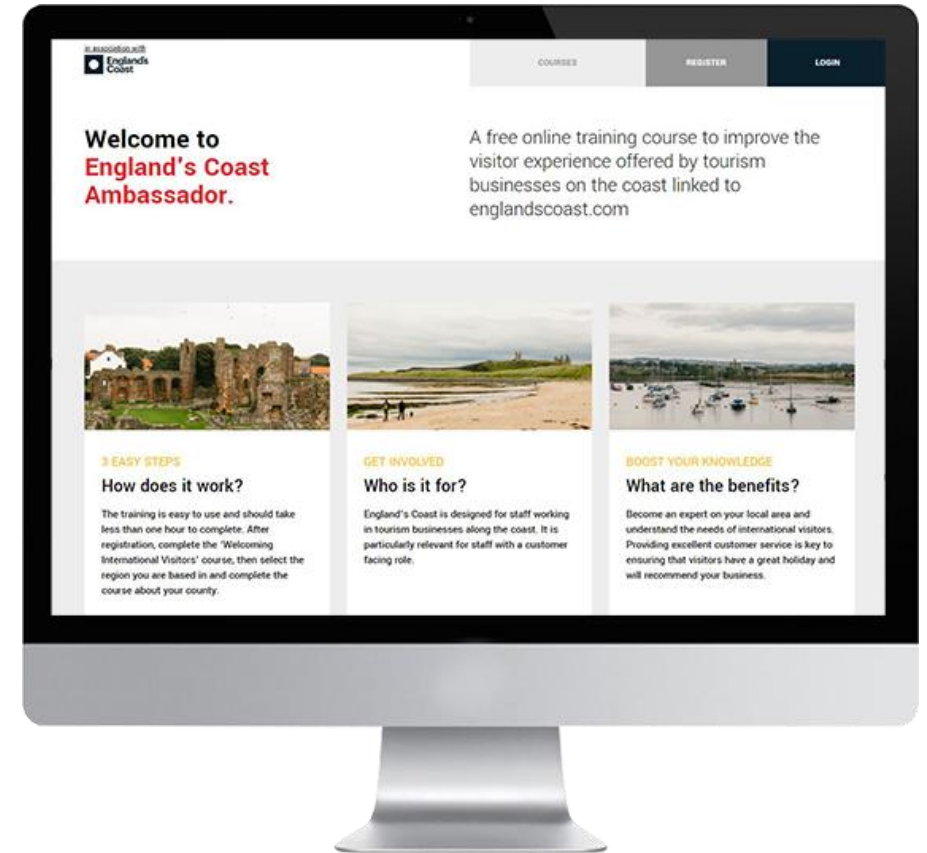
Business Support

Online training programme for front line staff - England's Coast Ambassador – takes less than an hour to complete

Course content

- Introduction to England's Coast
- International visitor welcome
- Product knowledge – module for each destination – *South Devon under South West Region*

Available FREE on www.englishcoastambassador.co.uk



How to engage...

1. Add a listing

www.englishscoast.com/create-listing

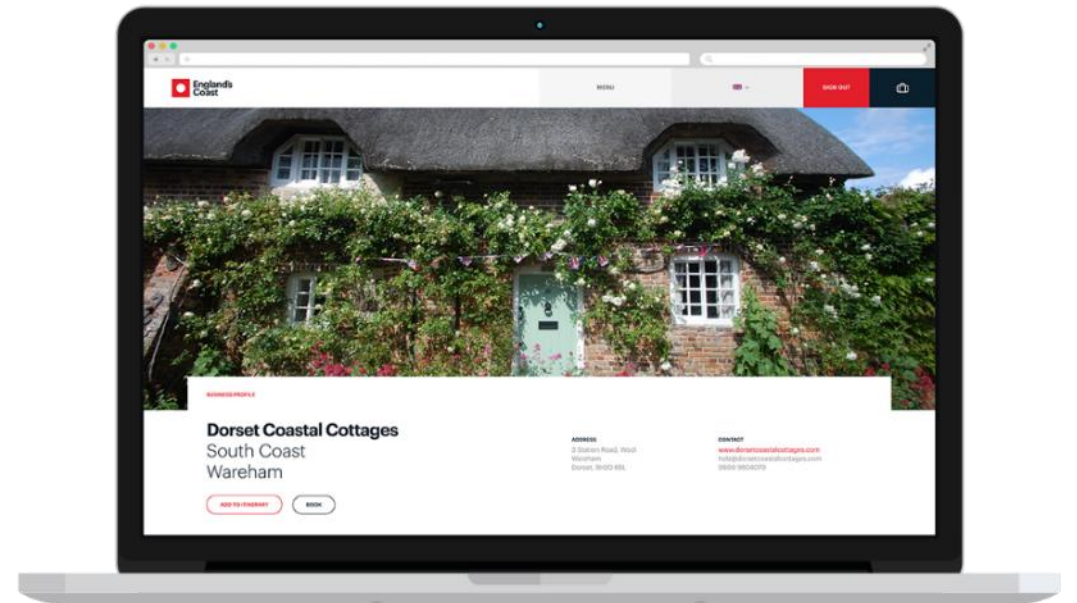
2. Complete the trade questions and trade contact details if you want your listing to be shown on the trade portal

3. Tick Seafood Coast box if meet criteria 

3. Encourage your staff to complete Ambassador training

www.englishscoastambassador.co.uk

4. Engage with us on social media @england_coast



Year of Coast 2021

YEAR OF THE ENGLISH COAST 2021

#EnglishCoast2021

Background

The entire English coast is about to be accessible for the first time through the designation of permanent public right of way - the new **England Coast Path** National Trail.

This will help physically connect coastal communities along its length.

To celebrate this achievement, a group of key coastal stakeholders have come together to mark 2021 as the **Year of the English Coast**.

We wish to invite communities, stakeholders and government to join with us to:

- Celebrate our coast
- Raise awareness
- Deliver real change for the benefit of coastal communities and the environment



YEAR OF THE ENGLISH COAST 2021

#EnglishCoast2021

How to get involved?



NCTA have begun mapping / collating list of events that happen every year to identify base product and gaps

Still gathering information on key events or anniversaries e.g.:

- 150th Anniversary of Bank Holiday Act
- Ramsgate Royal Harbour 200th Anniversary

Examples of organisations creating or adapting events:

- National Piers Society – Year of Pier events
- Blackpool – Year of Coast events

How can you get involved?

- Anniversaries or key events happening in 2021? What is your annual programme of visitor events?
- What activities or events could you adapt or develop to help build the programme for 2021?

Send details to:

samantha.richardson@coastaltourismacademy.co.uk



**England's
Coast**

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For more information contact:

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