



# ENGLAND'S COAST Partnership Opportunities 2024-2025



VisitEngland<sup>™</sup>  
**Awards for  
Excellence  
2023**

*Winner*

Outstanding Contribution to Tourism Award  
England's Coast

# ENGLAND'S COAST

Partner with us!



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

With inspirational video and content, consumers and trade can book directly with more than 2,300 coastal businesses listed on England's Coast.

Our social media channels see consistent growth, with more than 140,000 followers on Facebook, Instagram and Twitter in French, German, Dutch, Italian and Spanish plus English.

Our monthly consumer newsletters reach more than 10,000 readers in the UK, Netherlands and Germany with a growing audience.

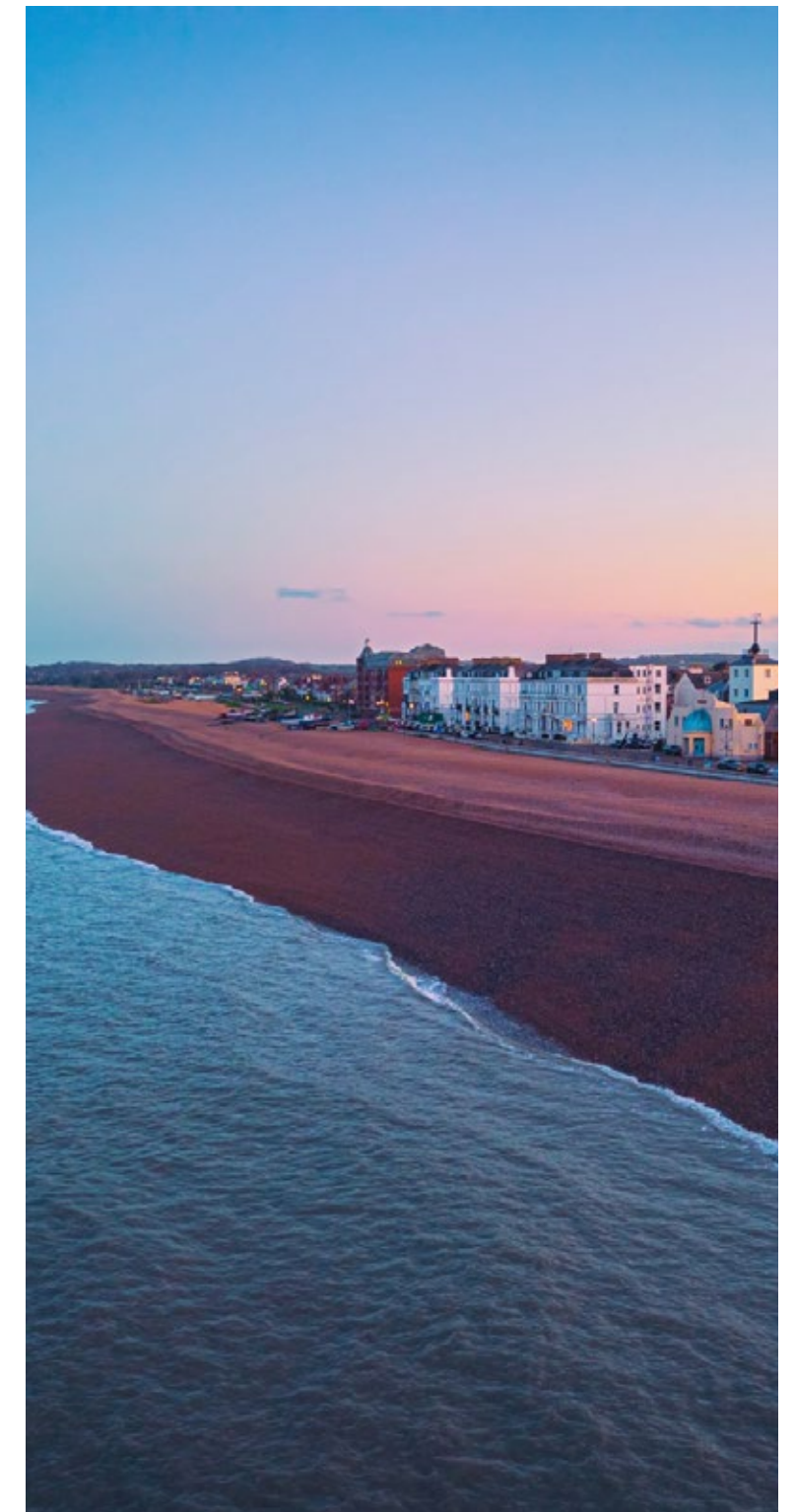
England's Coast is a not-for-profit organisation supporting the visitor economy on the coast.

## A COAST FOR ALL...

Throughout the year we will run a rolling programme of national activity, building on the Year of the Coast legacy. Partners can be featured in a series of digital campaigns, driving visits for spring, autumn and winter, each one with a [landing page](#) giving compelling reasons to visit. [Download the toolkit here.](#)

Thematic blogs focusing on the region's USPs such as nature, outdoor pursuits, food and drink, will also be used for press releases, sent to national media and to VisitBritain's European offices.

Inclusion in the [2024 Events calendar](#) means your events reach consumers, journalists and international visitors in one glance, a 'what's happening on the coast' promotion.



# ENGLAND'S COAST

## 2024 - 2025 Partnership Proposal

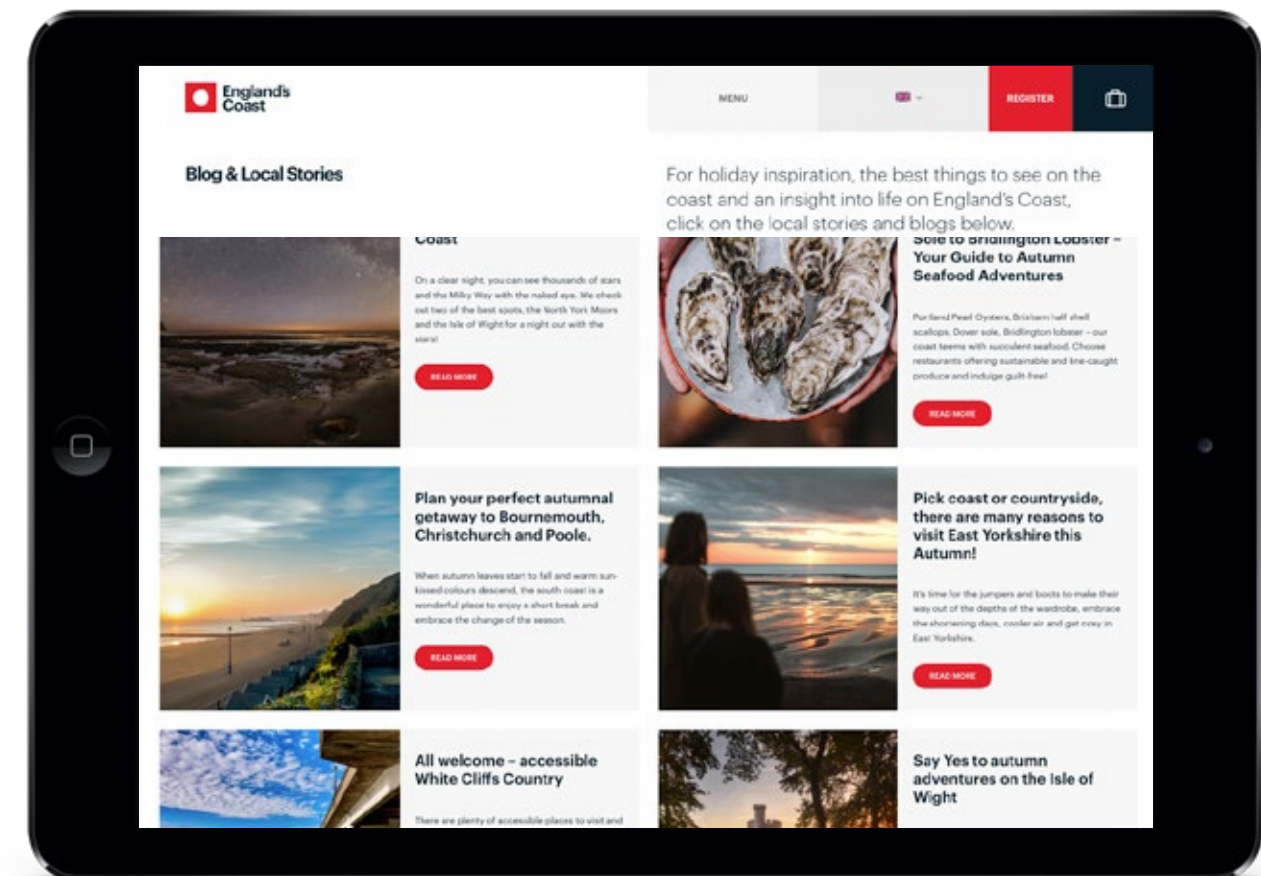
**Core partnership £2,750 + VAT per year\***

Activity includes:

- Regular social media across 6 languages ([EN](#), [IT](#), [ES](#), [DE](#), [NL](#), [FR](#) - audience **140k+**)
- A destination feature in the consumer newsletter (monthly newsletter - **audience 10k+ open rate 53%**)
- Inclusion in at least one travel blog (published on EC website, promoted across social media channels, converted to media releases as well as distributed to London and European VB offices)
- Ongoing international travel trade engagement (incl. Virtual Explore GB, travel trade newsletters, tour operator liaison)
- Inclusion in national campaigns for 2024

*For optional add-ons please see subsequent pages*

\*Minimum comitment one year



# ENGLAND'S COAST

## Add-on activity, digital campaigns

### Domestic digital campaign £3,000 + VAT

6 week campaign running across England digital channels. Suggested timings Summer (April-May 24) Autumn (live Sept-Oct 24), Winter (live Oct-Nov 24), Spring (live Jan-Feb 25), or Summer (live Feb-Mar 25)

#### Activity includes:

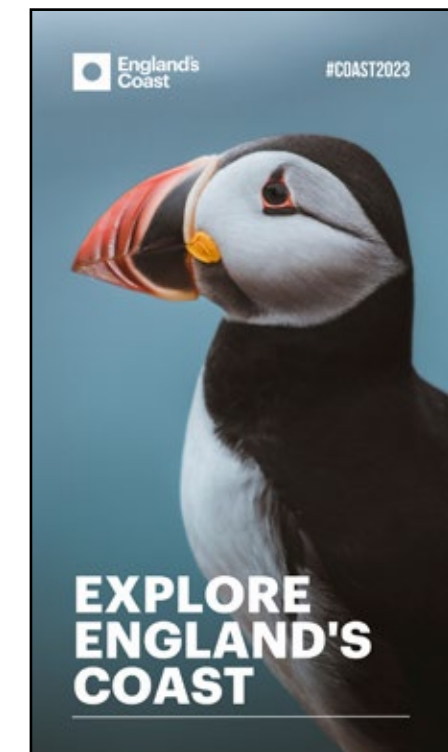
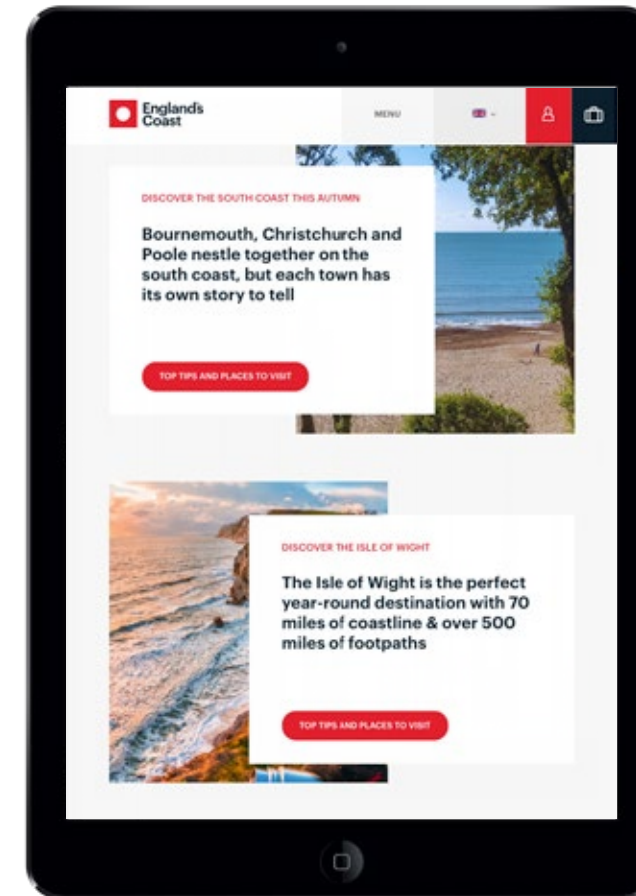
- Dedicated landing page on England's Coast website to introduce your destination
- Facebook and Instagram paid and organic activity – carousel ads, dedicated partner reel, promoted posts
- Google advertising – traffic directed to your dedicated landing page
- Feature box on [England's Coast homepage](#)
- Evaluation report

Multiple campaigns can be purchased to cover longer periods or different themes

### Previous campaign results for Spring & Summer 2023 campaigns

 **27,963,721**  
Total Impressions

 **439,650**  
Total campaign clicks



# ENGLAND'S COAST

## Add-on activity, digital campaigns

### European digital campaign £4,500+VAT

4-6 week campaign running across England digital channels. Suggested timings Summer (April-May 24) Autumn (live Sept-Oct 24), Winter (live Oct-Nov 24), Spring (live Jan-Feb 25), or Summer (live Feb-Mar 25)

Activity includes:

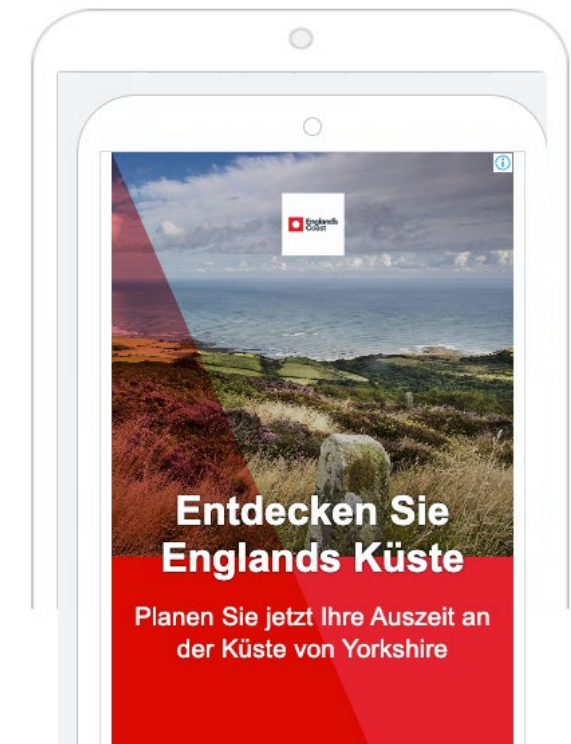
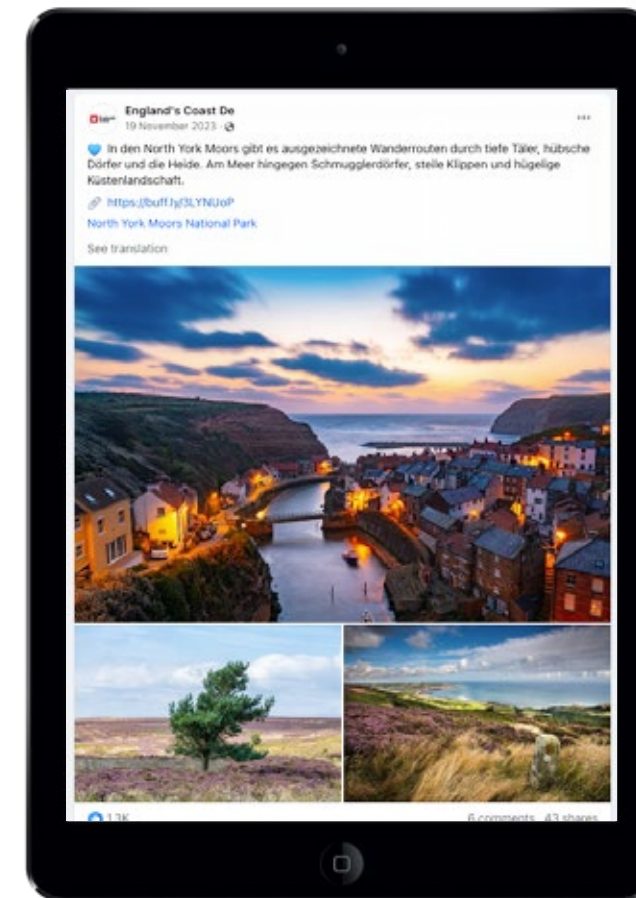
- Dedicated landing page on England's Coast website for country of choice to introduce your destination
- Facebook and Instagram paid and organic activity – carousel ads, dedicated partner reel, promoted posts
- Google advertising – traffic directed to your dedicated landing page
- Feature box on England's Coast homepage for that country
- Evaluation report
- All copy professionally translated

Multiple campaigns can be purchased to cover longer periods or different themes

### Previous results for a Dutch and German focus partner campaign

 **4,240,965**  
Total Impressions  
2.4m DE | 1.8m NL

 **72,193**  
Total campaign clicks  
43k DE | 29k NL



# ENGLAND'S COAST

## Media visits and PR support

### Domestic magazine / national paper competition £750+VAT

(optional data capture additional £500+VAT)

Cost includes liaison with publisher, evaluation report.

Online competition targeted at publications such as

Prima, Sunday Times, Good Housekeeping

Competitions typically attract 10,000+ entrants,

data capture of c.1,000 email addresses

Partner to provide accommodation to value of at least £250+VAT

### 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.

**Domestic Media Visit** - a 2nt domestic media visit by Tier 1 newspaper or magazine journalist costs £1,500+VAT 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).

Contact us to discuss your requirements

**England's Coast's AVE (Advertising Value Equivalent) for contributing partners is more than £1.3 million to date**



The latest deals and destination news from deputy editor & travel expert Emma Justice



#### COAST TO COAST

From John O'Groats to Land's End via the White Cliffs of Dover, Britain's 11,073-mile coastline offers beautiful - and bracing - walks (englandscoast.com). Often overlooked, the Yorkshire Coast boasts bustling harbours, iconic chippies and heritage towns. David Hockney drew much of his inspiration from the undulating landscapes of the Yorkshire Wolds and a new 79-mile National Trail has been launched to celebrate it. The Wander art trail (visitastayorkshire.co.uk) starts on the banks of the Humber and finishes on the Flay Briggs headland, with public art installations and benches etched with site-specific poetry along the way. Stay at Highfield House (thehighfieldhouse.com; rooms from £160 a night) in Driffield, a 15-minute drive from the trail.



#### ROOM WITH A VIEW

Three luxury cabins have opened overlooking southwestern Norway's Lysefjord. The architecturally unique StarLodges (thebolderno.com; from £320 a night) have lounges with panoramic views, so you'll feel as if you're floating in the clouds above the water below. Fly to Stavanger, a 45-minute drive away, with Norwegian (norwegian.com; from £49.90pp one-way).



#### BOARDING PASS FOR ONE

According to Norwegian Cruise Line (NCL), 37% of us prefer to travel alone (see page 170 to read how liberating it can be). NCL was the first cruise line to introduce studio cabins for solo travellers and a studio lounge they can socialise in. Its new Prima-class ship Norwegian Viva launches this summer with studios from £2,200pp for a seven-day Med cruise (ncl.com).

#### WHAT I'M READING...

The Planet's Most Spiritual Places (£25, Ivy Press) by Malcolm Croft is an insightful look at places to have inspired devotion - whether cathedrals or caves - around the world and for every type of faith. A wonderful gift for Easter.

#### HOLIDAY SOUNDS

Dreaming of sunshine? Jo Whitley will take you to the Caribbean on Virgin Atlantic's new audio series, Sandscapes, available for free on Spotify. Each Sandscape will transport you (virtually) to one of the world's most picturesque locations, with sounds of waves and wildlife. Want to go for real? Virgin Atlantic (virginatlantic.com) is offering a new twice-weekly route to Turks and Caicos from 15 November, from £589pp return.



### Press Coverage



# NATIONAL COORDINATION, ADVOCACY AND INSIGHT

**Membership scheme** to support the national advocacy, insight and coordination.

Your contribution would support:

- National advocacy and engagement - including regular calls with DCMS, VB/VE, Ministerial and MP engagement, liaison with national organisations and stakeholders raising issues that impact on the Coastal Visitor Economy
- Submitting evidence to Government Inquiries and All Party Parliamentary Groups
- Business barometer research
- Annual domestic consumer survey
- Online Resource – to ensure all the research, toolkits and content remain free to SMEs and users
- *For DMOs – coordination of DMO meetings x 7 per year*

We are a not-for-profit, self-funded organisation that exists to represent the coastal visitor economy and lead the development and recovery of the visitor economy. We rely on partner contributions and receive no grant-in-aid funding.



**Annual contribution of:**

**£375** +VAT for DMOs

**£200** +VAT for businesses

Members will be recognised on the website on Our Partners page and have use of a member logo

Businesses\* would also receive an enhanced listing on [englandscoast.com](https://englandscoast.com) for one year

**Sign-up to become a member**

# ENGLAND'S COAST

## Business Promotion Opportunities

**England's Coast Newsletter Competitions:** feature your business in our monthly consumer newsletter, readership is more than 10k, all fans of the coast. Competitions average more than 2k entries and nearly 900 opt-ins.

**Cost: £250 + VAT** excluding value of the prize, design and proof signed off by you

**National Newspaper competition:** with national titles such as The Times, Telegraph, I Newspaper, lifestyle titles like Good Housekeeping, Country Living, Ideal Home. Typical entries are 15-20k and data capture 1000 – 1500

**Cost: £750 + VAT. Option to add on data capture for additional £500 + VAT\***

**England's Coast blogs:** inclusion in a blog for your area woven into the editorial text, see [City Cruises example](#) with a link to your listing. Blogs are promoted in England's Coast consumer newsletters, National Coastal Tourism Academy B2B and Trade newsletters as well as being distributed to VisitBritain's European press offices for promotion.

**Cost: £250 + VAT**

**Enhanced Listings:** Ensure your business stands out with an enhanced listing on our website. With more than 2,300 listings, your business will appear first in a search under the region and subject. The viewer clicks and books direct with you.

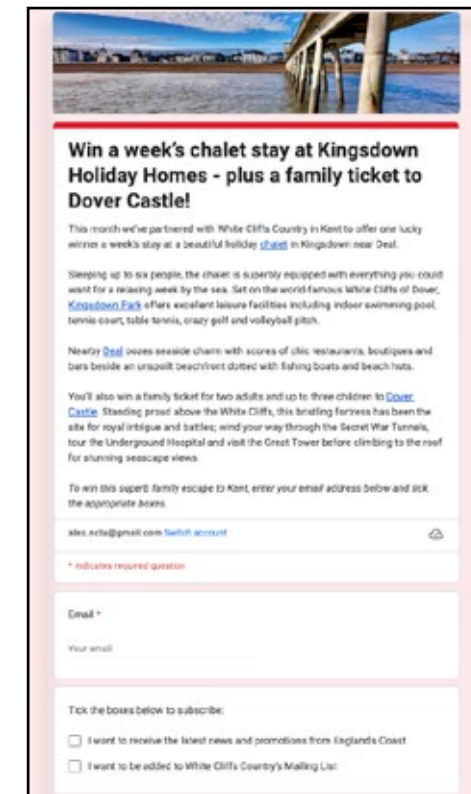
**Cost £200 + VAT**

**Boosted social media post** - social media post on one of England's Coast social media channels, your business tagged and post boosted to key audiences.

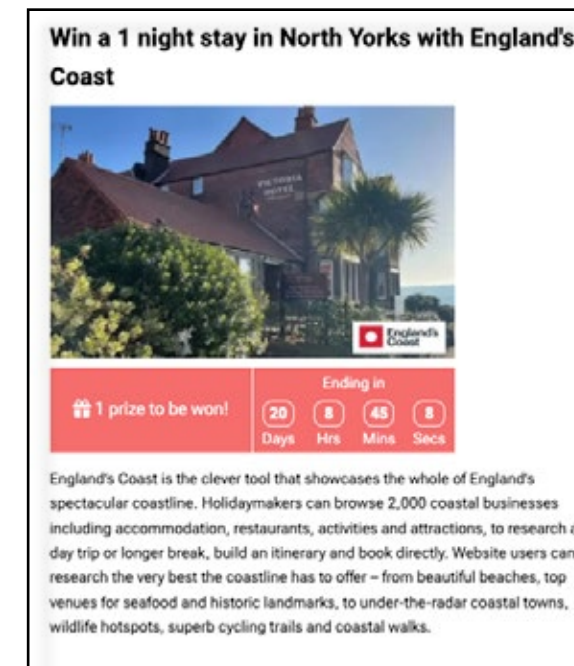
**Cost from £150+VAT depending on channel and market (UK, DE, NL, FR, IT or ES)**

For additional opportunities or to discuss a complete Business Partnership Package, please [contact us](#).

\* Data capture cost set by each publication



England's Coast Newsletter Competition



National Newspaper Competition



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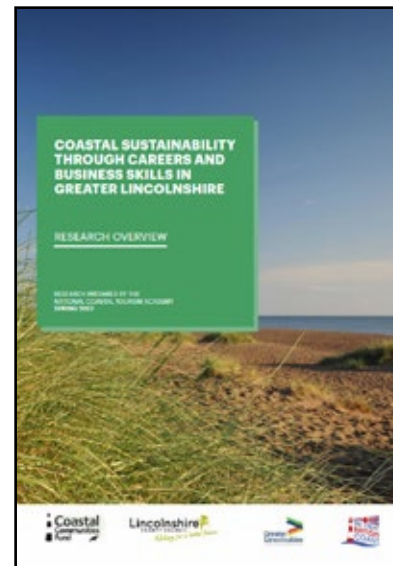
## Other services

### Our team has expertise covering:

- Strategy including Destination Management Plans, service redesign
- Business and action plans
- Consumer Surveys ([example](#))
- Advocacy strategy
- Funding applications and support, bid writing
- Project management and delivery (capital and revenue)
- Research, data analysis and evaluation
- Best practice and case studies
- Product and experience development
- Content creation (e.g. travel blogs, media releases, itineraries)
- Stakeholder, DMO, local authority, academic, industry and resident engagement
- Presentations, workshops, webinars and toolkits
- Skills programme creation and delivery
- Event management
- Travel trade and exhibitions
- Marketing campaigns (digital and offline)
- PR and media relations
- Digital media content creation for social media (photography, videography and editing for social channels)
- Graphic design, branding creation and development
- Photography & Videography
- Website management, analysis and user journey

**Please get in touch to find out more and discuss a project with us!**

### Examples of our work:



Lincolnshire Skills Research Project



Towards 2030 Prospectus



Best Practice Case Studies



Report for Heart of South West LEP



Brand and Toolkit Creation: Year of the Coast 2023



Graphic Design: BCP Tourism Strategy 2023 - 2027



## Work with us in 2024 - 2025!

Become an England's Coast  
partner!

For more information,  
please contact:

**Samantha Richardson MBE**

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coastaltourismacademy.co.uk](mailto:samantha.richardson@coastaltourismacademy.co.uk)

### FOLLOW US ONLINE

Twitter: [@england\\_coast](https://twitter.com/england_coast)

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

Website: [englandsc coast.com](https://www.englandsc coast.com)

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

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

**The team also offers consultancy services specialising in  
Destination strategies, Product-market fit review, resident  
and stakeholder engagement or research projects.**

Contact us for more details