

BOOSTING YOUR BUSINESS FROM

INTERNATIONAL VISITORS



The **England's Coast** project brings to life the wealth of experiences that can be enjoyed on the English Coast for international visitors. It focuses on those travelling from Holland, Germany and France in the shoulder season.

Follow us online

Twitter: @england_coast
Instagram: @englandscost
Website: englandscost.com



ABOUT ENGLAND'S COAST

The project will improve awareness of six distinct parts of England's Coast.

Using new interactive video technology it aims to inspire and raise awareness of the natural beauty, variety of landscapes, history, culture and wildlife on England's Coast.

Visitors and the travel trade can create their own itineraries from the products featured on the site and book direct with accommodation providers, attractions and activities.

England's Coast will be promoted in target markets through:

- Consumer and trade PR and marketing campaigns
- Attending key travel shows (inc. Vakantiebeurs & ITB Berlin)
- Working with tour operators to develop new packages
- Hosting a number of trade and press familiarisation trips



Why International Visitors?

This project is funded by the Discover England Fund and focuses on increasing international visitors to the regions of England. At present only 13% of holiday visitors go to the coast, yet our research shows that international visitors are interested, they are simply unaware of what the coast can offer and how to visit.

UNDERSTANDING OUR KEY MARKETS

“Germany, Holland and France account for 9.36 million¹ visitors a year, and they are also three of the biggest markets currently visiting the English coast.”

NCTA research suggests that these three markets have potential for additional growth. They are highly likely to visit the UK more than once and those that have not visited the coast said that this was due to lack of awareness or because there is so much to do elsewhere in the UK.

Type of Coastal Experience:

Rural Coast and **Small Harbour Towns** were the most appealing aspects of the product and should feature in marketing and visitor information.

The most popular interests whilst on holiday were:

- Enjoying the coastal scenery
- Visiting castles / stately homes
- Coastal Walks

Knowledge of coastal areas is low among all markets. Those that have visited enjoyed their experience and would recommend it to friends and relatives.

Travel websites are the most influential channel but personal recommendations, travel articles and guidebooks are also important.

The full reports on each market are available for free on the NCTA Resource Hub:

coastaltourismacademy.co.uk/resource-hub



WORKING WITH THE TRAVEL TRADE

Although the England's Coast site will be marketed to consumers directly, travel agents and tour operators are still an important channel in our target markets. Did you know - one third of Germans still use travel agents?

The coast is not currently featured in many international tour operator itineraries and the trade tell us this is because they need help knowing what the key highlights are in each area and support finding businesses who will work with the trade.

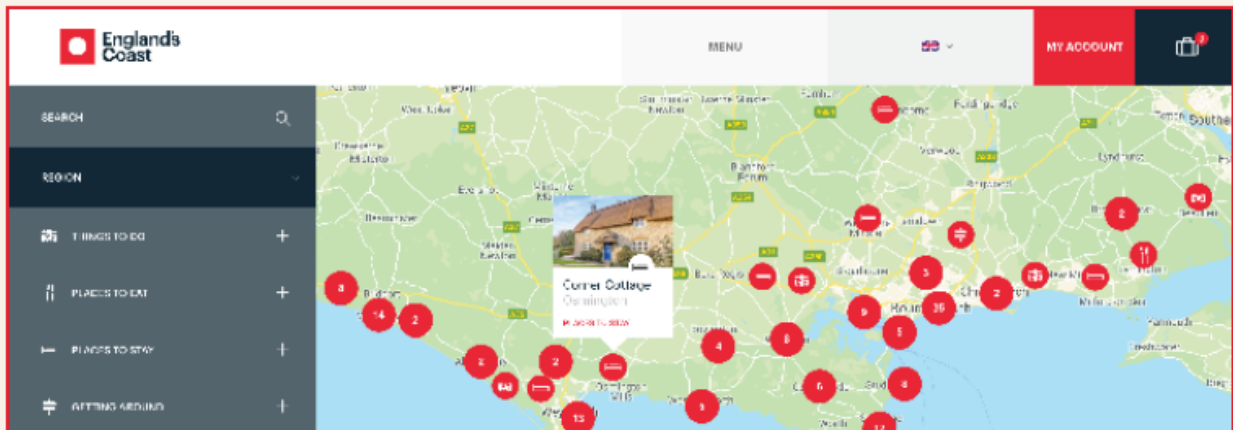
They are looking for accommodation providers, attractions and activity operators who are prepared to accept a booking from an agent and ideally to offer them a special rate or commission. Although each operator is different, they are typically looking for a net rate of 10-20% below the retail rate.

THE BENEFITS:

- Guaranteed regular business without additional marketing spend
- Opportunities to boost out of season business
- Promotion through agents in host countries
- Often cheaper than commission demanded by OTAs

If you would like more information about working with the trade or are interested in hosting press or trade familiarisation trips, please contact Elaine Snow:
elaine.snow@coastaltourismacademy.co.uk

¹International Passenger Survey 2016



GET INVOLVED!

If you're an accommodation provider or place to eat within 5 miles of the coast or an attraction, activity or local transport provider within 15 miles of the coast, visit: englandscost.com/create-listing

Please note - accommodation providers must have the ability to book online (either directly or via a third party)

JOIN FOR FREE

Simply visit the link and complete your details - you will need to upload a good photograph and don't forget to complete the trade section!



Become an England's Coast Ambassador!

This **free** course will help your staff improve their customer service and understand the needs of international visitors.

It takes less than an hour to complete and can be done in stages if needed.

After an introduction to England's Coast, the first compulsory module covers international visitors to the coast and how to attract and satisfy them.

Participants then select from one of nine county modules to learn more about the attractions on offer in your local area.

Once you've completed a county module, you receive a certificate confirming your status as an 'England's Coast Ambassador'.

Sign up today at: englandscostambassador.co.uk