

ENGLAND'S COAST

Partnership Opportunities

2025-2026



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 150,000 followers on Facebook, Instagram and Twitter in French, German, Dutch, Italian and Spanish plus English.

Our monthly consumer newsletters reach more than 14,000 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...

In 2025 we will continue to build on our "A Coast for all..." themes. 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, and food and drink, will also be used for press releases, sent to national media and to VisitBritain's European offices.

Inclusion in the [2025 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

Our Audience



50k

English speaking
social media followers

14k
Newsletter Subscribers

46%
under 45
on IG

65%
Female

77% aged 35-64
15% aged 65+

100k

INTERNATIONAL
social media followers

Our audience love:



The Coast
97%
satisfied with their
most recent visit



Eating out
78%
ate out at least once on
their last coastal holiday



walking
52%
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

82% OF UK AUDIENCE
VISIT THE COAST
AT LEAST ONCE PER YEAR



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



78%
say reducing their
carbon footprint
and making more
sustainable choices
is important to them

BOOK NOW >>

**THEY BOOK FURTHER
IN ADVANCE
THAN AVERAGE**

35% more than 3 months before travel
+ additional 31% more than a month before travel

ENGLAND'S COAST

2025 - 2026 Partnership Proposal

Core partnership £2,950 + VAT per year*

Activity includes:

- Regular social media across 6 languages ([EN](#), [IT](#), [ES](#), [DE](#), [NL](#), [FR](#) - audience **150k+**)
- A destination feature in the UK consumer newsletter (monthly newsletter - **audience 14k open rate 49%, click through rate 19.5%**)
- 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. Travel trade newsletters, tour operator liaison)
- Inclusion in national campaigns for 2025

For optional add-ons please see subsequent pages

*Minimum commitment one year

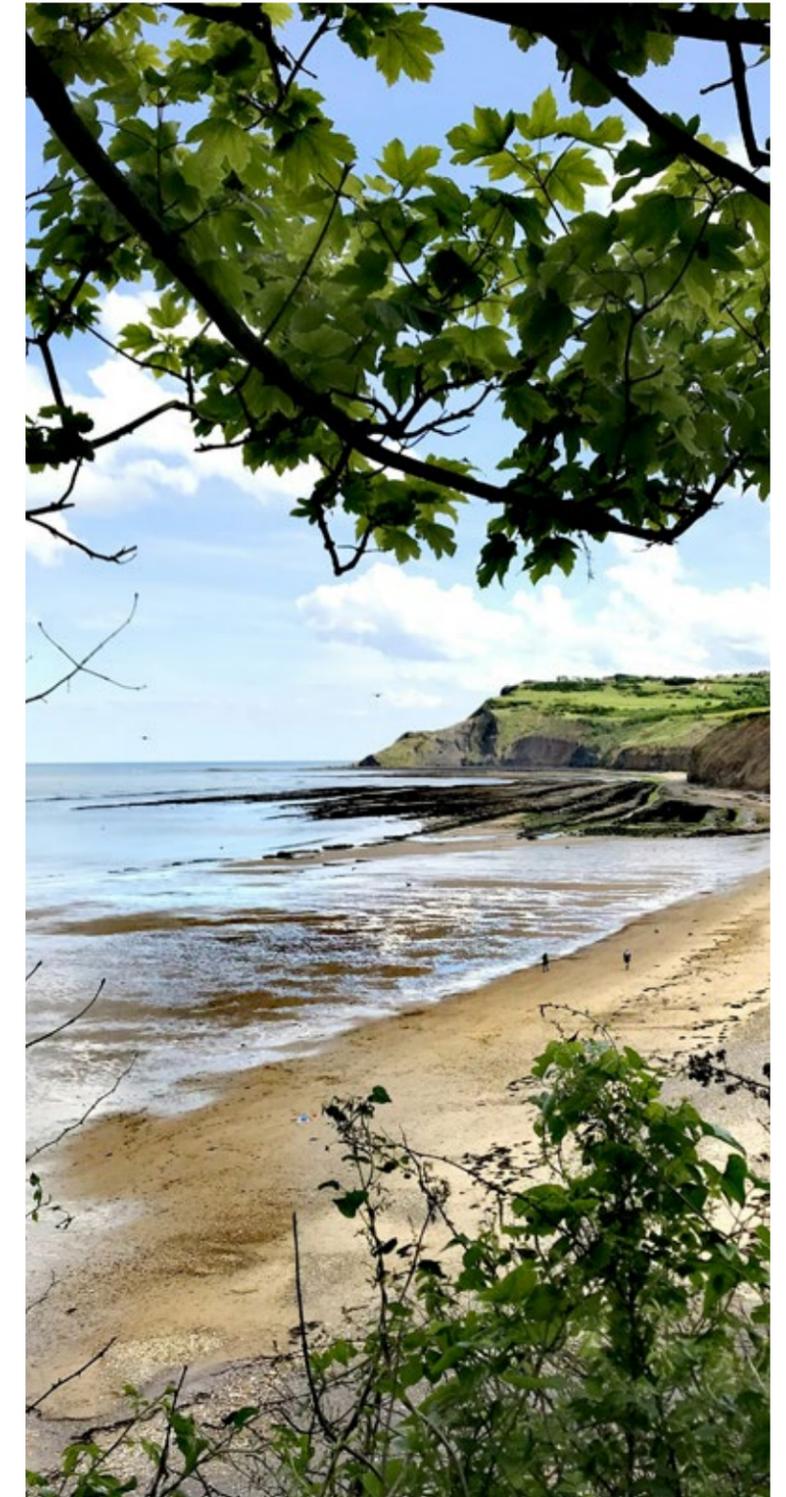
New for 2025

We will create dedicated newsletters for our Dutch and German subscribers - these will be published twice per year and be professionally translated.

As an add-on partners can be featured in a newsletter, including a new translated blog and boosted social post in that market

Add-on cost £815+VAT per newsletter per feature which includes boosted post and all professional translation.

If we already have a suitable blog translated that can be featured, the cost is £325+VAT



ENGLAND'S COAST

Add-on activity, digital campaigns

Domestic digital campaign £3,250 + VAT

6 week campaign running across England digital channels. Suggested timings Summer (April-May 25) Autumn (live Sept-Oct 25), Winter (live Oct-Nov 25), Spring (live Jan-Feb 26), or Summer (live Feb-Mar 26)

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 2024 campaigns

 **8,309,444**
Total Impressions

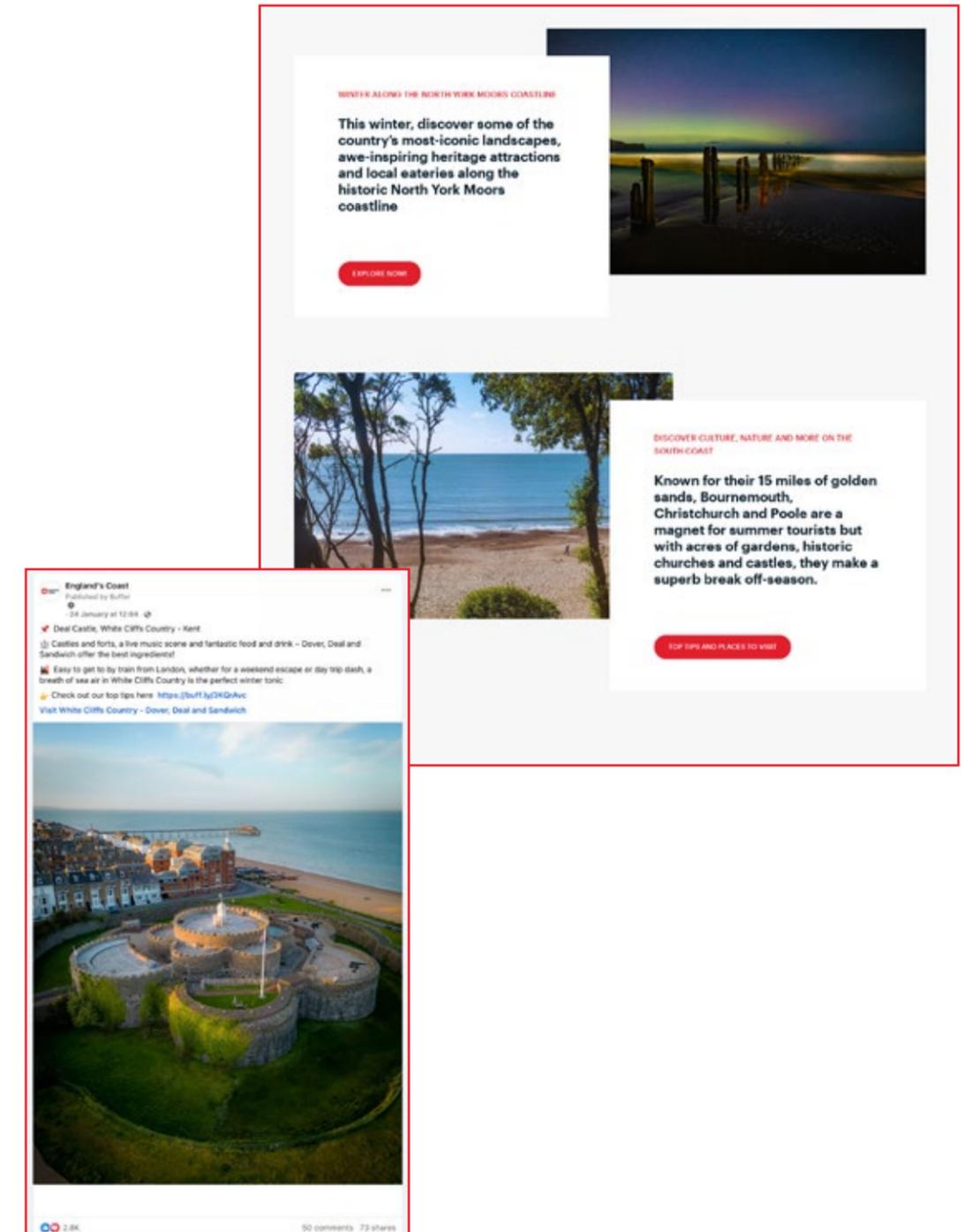
 **327,728**
Total campaign clicks

New for 2025

**Boosted social media add-on
£1,500+VAT**

Extend the impact of your domestic digital campaign with three months of boosted social posts:

One post per week boosted on social media for 12 weeks
£1,500+VAT



ENGLAND'S COAST

Add-on activity, digital campaigns

European digital campaign £4,650+VAT

4-6 week campaign running across England digital channels. Suggested timings Summer (April-May 25) Autumn (live Sept-Oct 25), Winter (live Oct-Nov 25), Spring (live Jan-Feb 26), or Summer (live Feb-Mar 26)
Activity includes:

- Dedicated landing page on England's Coast website for one 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

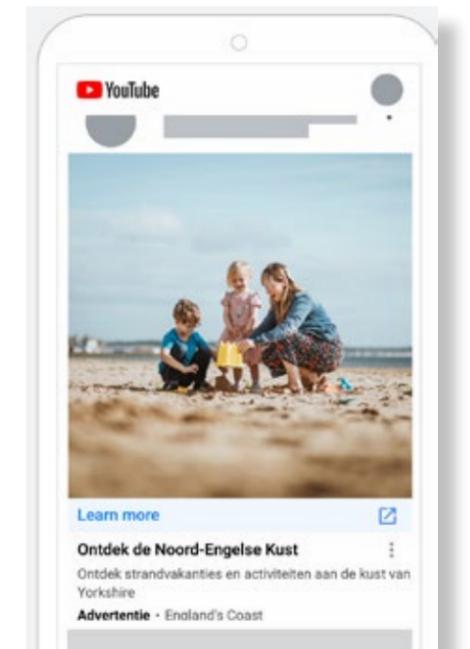
 **72,193**
Total campaign clicks
43k DE | 29k NL

New for 2025

Boosted social media add-on
£1,750+VAT

Extend the impact of your European digital campaign with three months of boosted social posts in the same country the campaign ran in:

One post per week professionally translated and boosted on social media for 12 weeks. £1,750+VAT



ENGLAND'S COAST

Themed Digital Campaigns

New for 2025!

6 week walking themed campaign running across England digital channels in April-May 25 (and potentially Aug-Sept 25)*

Activity includes:

- Walking landing page on England's Coast website featuring up to three partners
- Facebook and Instagram paid and organic activity – carousel ads, dedicated partner reel, promoted posts
- Google advertising – traffic directed to dedicated walking landing page
- Walking feature box on England's Coast homepage linking to the landing page
- Full evaluation report for walking campaign

Domestic walking themed digital campaign £1500+VAT

Note: This is a shared campaign that requires at least three partners to go ahead. If you would like a dedicated walking campaign see p5 for Domestic digital campaigns which can be tailored to any theme(s) you wish to promote.



ENGLAND'S COAST

Media visits and PR support

Domestic magazine / national paper competition £825+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 £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).

Contact us to discuss your requirements

PR Example: Bournemouth, Christchurch & Poole 5-month campaign

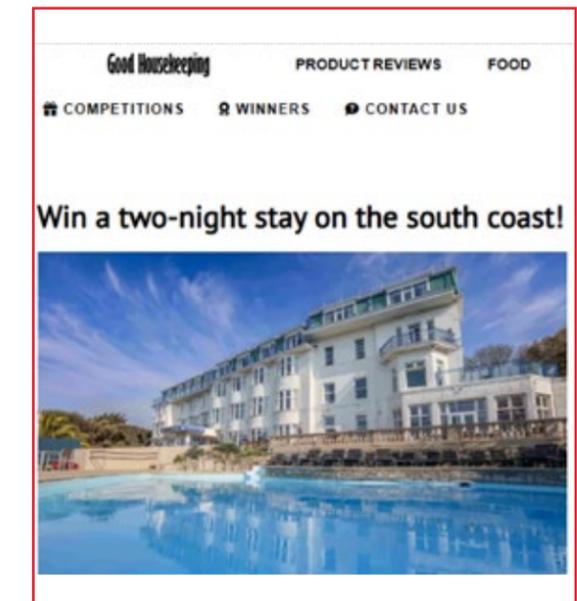
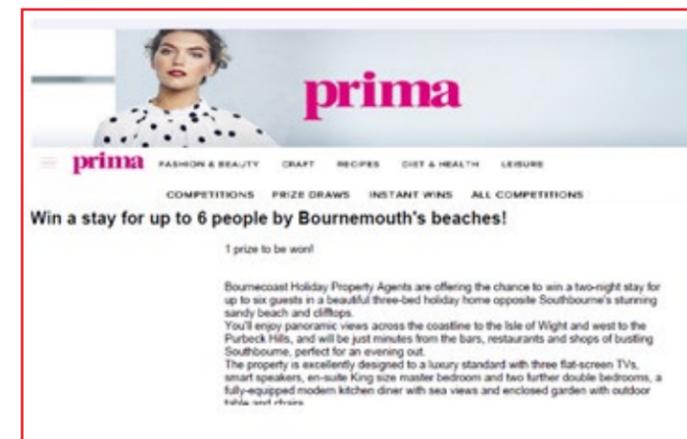
Press Trip November 2024,
The Sun AVE **£42,686**

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

Total AVE £437k

Competitions:

- Good Housekeeping – 42,218 entries
- Marie Claire – 32,811 entries
- Prima – 31,600 entries



ENGLAND'S COAST

Vakantiebeurs 2026 Opportunities

England's Coast plan to return to Vakantiebeurs again in January 2026 following two successful years at the show.

In 2026 we plan to take a brochure, printed maps featuring advertisers, and a postcard with QR code for those that prefer a digital brochure.

Feature in the A5 brochure and pin on A3 map:

Cost includes professional translation of all copy and distribution at the show:

Full page £550+VAT

Double page spread £975+VAT

Back cover £695+VAT

WHY VAKANTIEBEURS?

In 2024 **71,122** visitors attended, **8%** up on 2023.

The stand in 2025 was very well attended with serious interest for bookings to holidays on the coast.



2024 Brochure examples



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 6 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:

£395 +VAT for DMOs

£225 +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 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 14k, all fans of the coast. Competitions average more than 2k entries and nearly 900 opt-ins.

Cost: £300 + 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: £825 + 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 [The Saltwater Sauna 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

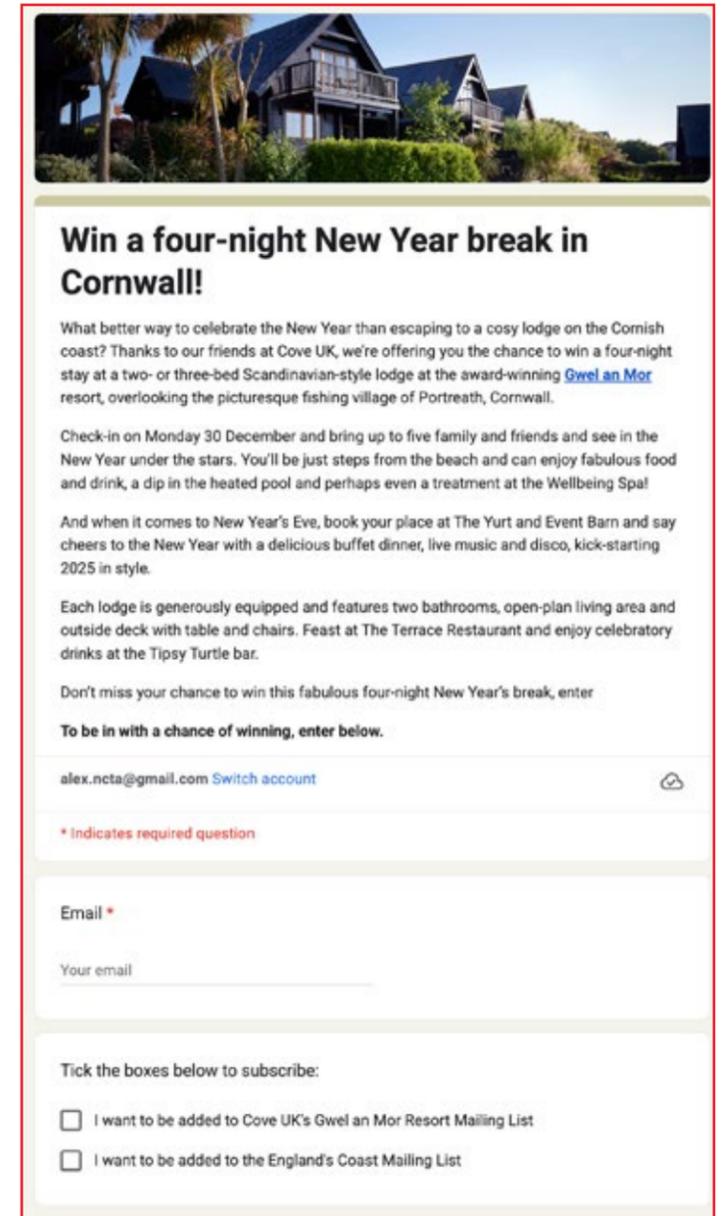
Enhanced Listings: Ensure your business stands out with an enhanced listing on our website. With more than 2,300 listings, your business will appear first in a search under the region and subject. The viewer clicks and books direct with you.

Cost £225 + 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.

Costs start at £175+VAT for UK audience and from £225+VAT per boosted post for International channels

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



The screenshot shows an email newsletter with a header image of a lodge. The main text reads: "Win a four-night New Year break in Cornwall! What better way to celebrate the New Year than escaping to a cosy lodge on the Cornish coast? Thanks to our friends at Cove UK, we're offering you the chance to win a four-night stay at a two- or three-bed Scandinavian-style lodge at the award-winning [Gwel an Mor](#) resort, overlooking the picturesque fishing village of Portreath, Cornwall. Check-in on Monday 30 December and bring up to five family and friends and see in the New Year under the stars. You'll be just steps from the beach and can enjoy fabulous food and drink, a dip in the heated pool and perhaps even a treatment at the Wellbeing Spa! And when it comes to New Year's Eve, book your place at The Yurt and Event Barn and say cheers to the New Year with a delicious buffet dinner, live music and disco, kick-starting 2025 in style. Each lodge is generously equipped and features two bathrooms, open-plan living area and outside deck with table and chairs. Feast at The Terrace Restaurant and enjoy celebratory drinks at the Topsy Turtle bar. Don't miss your chance to win this fabulous four-night New Year's break, enter [here](#). To be in with a chance of winning, enter below." Below the text is a form with a text input field containing "alex.ncta@gmail.com" and a "Switch account" link. A red asterisk indicates a required question. The form has an "Email" label and a "Your email" input field. At the bottom, there are two checkboxes: "I want to be added to Cove UK's Gwel an Mor Resort Mailing List" and "I want to be added to the England's Coast Mailing List".

England's Coast Newsletter Competition



VisitEngland™

**Awards for
Excellence
2023**

Winner

Outstanding Contribution to Tourism Award
England's Coast



**Work with us in
2025 - 2026!**

**Become an England's Coast
partner!**

**For more information,
please contact:**

Samantha Richardson MBE

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

**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

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

FOLLOW US ONLINE

Twitter: **[@england_coast](https://twitter.com/england_coast)**

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

Website: **englandscoast.com**

[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)