

TRADE BLOG

The England's Coast & TUI Wolter's FAM trip – June 2019



The Jurassic Coast on the South Coast is a UNESCO World Heritage Site featuring the jaw-dropping landmarks of the Durdle Door and Lulworth Cove. Having worked with TUI Wolters to include this stunning coast on its Zuberhafte Kusten, or Magical Coasts tour, we invited five agents and staff from TUI to experience this amazing seascape first-hand.

Our German guests took the easy two-hour National Express coach from Heathrow before checking into The Riviera Hotel, Bournemouth, situated just a short walk from Bournemouth's seven-mile sandy beach. We headed to Urban Beach for a superb dinner, this cool beach-front restaurant specialises in using local seasonal ingredients and offers outstanding views east to the Isle of Wight and west to the Purbeck Hills.

No trip to the Jurassic Coast is complete without some understanding its 157 million-year history. We checked in with the experts at the Etches Collection, a treasure trove of fossils found in the Kimmeridge clay by lifelong collector Dr Steve Etches. His passion was contagious as he explained how the area was submerged in

seawater millions of years ago when ammonites, plesiosaur and squid lived underwater. This Collection is a must-see for any dinosaur enthusiast!

Next morning, we sped off under a sparkling sun to take in the iconic sights of Lulworth Cove and Durdle Door, just an hour from Bournemouth. We strolled through the honeypot village of West Lulworth, a great stop for delicious local ice-cream with its café's, souvenir shops and holiday retreats. The waters here are a magnet for water sports fan - the cove was filled with kayaks, paddleboards, sailing yachts and jet skis. Often overlooked is Stair Hole, formed through rock erosion creating a small arch and gap where waves lash through, definitely a great photo opportunity.



Featured in thousands of brochures, we then visited **Durdle Door**, a magnificent natural arch rising out of the sea and the venue for an iconic group shot. The sea sparkled, the beach glistened – worth every step of the climb back up!

Making our way past thatched-cottage villages, and gentle farmland, we reached **Abbotsbury Swannery** within 40 minutes. This is the only managed herd of mute swans in the UK with more than 800 on site attracted by the fleet lagoon and the sea – who knew swans could drink both fresh and seawater? Set against the tranquil blue waters and lush pastureland, this magical place is a perfect day out, our tour brought to life by ranger Steve. To top it all, we had to try a quintessential Dorset cream tea at the on-site café!

For a final spot of reflection, we headed to the viewpoint on the **Isle of Portland** at the **Heights Hotel** providing full length views of the 18-mile Chesil Beach, it links the Isle of Portland to Abbotsbury, its shingle beach has been the inspiration for books and films.

We made a final stop at the majestic red-and-white **Portland Bill Lighthouse** for sweeping Dorset sea views and visitor centre before returning back to Bournemouth.

Nothing beats seeing a destination first-hand and within just two days we discovered some of the Jurassic Coast's spectacular history, water sports and attractions while enjoying Bournemouth as a base. If clients are wanting to explore more, Bournemouth also makes the ideal destination for visiting sites such as Stonehenge, Poole, Christchurch and the South West.

You can find out more about the South Coast here.



If you are creating a new itinerary on the English Coast and would be interested in a fam trip, contact:

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