

FOR IMMEDIATE RELEASE

VISIT HALL 10 STAND C014

New holiday booking tool for England's Coast!

A new holiday booking tool has been launched to attract more Dutch visitors to the coast of England, englandscost.com. Come and discover more about this magical coastline, meet our partner Seafood Coast and see the new platform in action on Stand C014 in Hall 10.

England's coastline stretches more than 3,200km (more than 2,000 miles) and is one of the most spectacular in the world. It features miles of sandy beaches, bustling harbour towns, clifftop castles and buzzing seaside resorts.

As an island nation, the coastline has a rich cultural heritage yet many international visitors miss out a visit to the coast when they travel to England. Englandscost.com now simplifies booking a trip.

Englandscost.com features interactive video across six coastal regions to inspire viewers, and offers more than one thousand hotels, pubs, activity providers and coastal experiences to enable visitors to create their perfect seaside break online.

The new tool is funded by VisitEngland, the national tourist board, and delivered by the National Coastal Tourism Academy whose research shows that the Dutch know very little about English coastal areas with 13 per cent not knowing any coastal region at all!

"We know that one of the biggest reasons Dutch visitors don't visit the coast is lack of knowledge," says Samantha Richardson, Academy Director of the NCTA.

"We're committed to introducing our neighbours to the huge diversity the English coast offers, from historic fishing ports to beautiful nature reserves, cliff-top cycling tracks and walking paths."

Visitors to the stand can also win one of two breaks to England's Coast. Sail across to Hull with P&O, stop overnight at the stylish Kings Head Inn, the perfect base for exploring the Yorkshire Coast then Live like a King or Queen for two nights at Bamburgh Castle, one of the finest castles in the land!

Or if they'd rather explore the South Coast, they can enter our competition to board a P&O ferry to Dover and drive along to Eastbourne. Stay for two nights at the four-star Hydro Hotel, enjoy its pool and sea views and discover this charming town's boutique shops and galleries.

We look forward to seeing you in Hall 10 Stand C014!

Ends/

Notes to editors: Samantha Richardson will be available for interview on Stand C014, Hall 10. If you would like to request a press trip, please contact

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The England's Coast project is being run by the National Coastal Tourism Academy whose partners include P&O Ferries, Green Traveller, Visit Northumberland, Yorkshire Coast, Scarborough, North York Moors National Park, East Riding of Yorkshire, English Riviera, Teignbridge District Council, Kingsbridge and South Devon, Visit Cornwall, Visit Brighton, Eastbourne, Dorset County Council, Visit East Anglia, Suffolk Coast, Visit Hull and East Yorkshire, Visit North Norfolk, East Lindsey District Council, Bournemouth Borough Council.

About the Discover England Fund

- In November 2015, the Government announced a £40 million Discover England Fund; an unprecedented opportunity for English tourism. The Fund aims to deliver world-class bookable tourism products joined up across geographies and/or themes; including integrated transport solutions to provide an end-to-end customer experience.
- The Fund supports the growth of one of England's most successful export industries, inbound tourism. Tourism is an industry that delivers jobs and economic growth across the English regions – contributing some £106bn each year to the economy and supporting 2.6 million jobs.
- The Fund supported a number of pilot projects in year one (2016/17) that tested product development approaches. In years two and three, 2017-19, the fund will support:
 - A number of large-scale collaborative projects to be delivered over the two year period 2017-2019 that will create a step-change in bookable English tourism product for international consumers,
 - A smaller funding pot for new one year pilot projects (in year two), and
 - Continuation funding for existing year one projects that demonstrated early learnings (in year two).

About VisitBritain/VisitEngland

- VisitBritain/VisitEngland is the national tourism agency – a non-departmental public body funded by the Department for Culture, Media & Sport (DCMS)

Working with a wide range of partners in both the UK and overseas, our mission is to grow the volume and value of inbound tourism across the nations and regions of Britain and to develop world-class English tourism product to support our growth aspirations. For further information and to access the latest in-depth market intelligence and statistics visit www.visitbritain.org or www.visitbritain.com and www.visitengland.com