

FOR IMMEDIATE RELEASE

VISIT HALL 10, STAND D014

## Vakantiebeurs, 2020 – England's Coast – new holiday booking tool!

The entire English coastline is featured on a new holiday booking tool, [englandscoast.com](https://englandscoast.com) allowing Dutch visitors to book hotels, campsites, water sports, pubs and much more to create their perfect coastal adventure – just a short hop across the Channel.

“England’s coastline stretches more than 4,500km (around 2,800 miles) and is one of the most spectacular in the world,” says Samantha Richardson, Director of the National Coastal Academy which delivers the England Coast project.

“It boasts miles of sandy beaches, bustling harbour towns, clifftop castles and buzzing seaside resorts. And in 2021, the new England Coast Path will open up huge, new stretches to visitors, and to celebrate this, 2021 is being designated the Year of the English Coast.

“We have a wealth of new experiences. This year, [England's Creative Coast](#) will see some of the country’s leading galleries and cultural events connected for the first time across the beautiful coastline of Essex, Kent and Sussex. Seven new outdoor artworks will be installed, entitled Waterfronts and the world’s first art-based Geo Tour will be launched in the south east.

“As an island, our waters produce some of the finest seafood in the world. Our [Seafood Coast](#) brings together the best restaurants and coastal experiences on the England’s Coast platform, making it simple for seafood-lovers to create their perfect culinary trip.”

The diversity of all eight coastal regions is brought to life on [England's Coast](#) through new inspirational, interactive videos, allowing visitors to get off-the-beaten-track and discover lesser known areas, from the Durham Heritage Coast on the north west, the stunning North York Moors in Yorkshire to the royal residences, stately homes and seaside resorts on the south and south east coasts.

Latest news:

- 2021 - The Year of the English Coast
- 2020 - England's Creative Coast
- The Seafood Coast

## YEAR OF THE ENGLISH COAST 2021

In 2021, the entire English coastline will become accessible to visitors when the new England Coast Path is launched. At 2,800 miles it will be the world's longest sign-posted walking route and to celebrate, 2021 is to be designated the Year of the English Coast.

The Path will give access to hidden-away beaches, cliff-tops and coastal habitats for the first time, perfect for walkers and nature-lovers. The Year of the English Coast will also feature a packed programme of events around the coastline. The Year is backed by coastal community groups, environmental agencies and national tourism bodies.

[See separate press release]



### Explore England's Creative Coast

Some of the UK's leading arts venues, cultural events and festivals will be connected for the first time across the South East Coast in 2020. Seven new artworks entitled *Waterfronts* will join up the coastline, created by leading contemporary artists Andreas Angelidakis, Mariana Castillo Deball, Holly Hendry, Jasleen Kaur, Katrina Palmer, Pilar Quinteros and Michael and the world's first art-based GeoTour will be launched across the Essex, Kent and East Sussex coastlines.

For inspiration, visit England's [Creative Coast](#) for cultural itineraries across the South East. For example, indulge in a weekend of culture in East Sussex - see contemporary art at [Towner Eastbourne](#), then hire a bike and cycle to Bexhill-on-Sea to experience the variety of a festival on one building, the iconic Modernist De La Warr Pavilion, before exploring 1066 country and the cosmopolitan coastal feel of Hastings, steeped in history and home to Hastings Contemporary gallery of modern and contemporary art, just steps from the sea!

See more itineraries and videos at [englandscreativecoast.com](http://englandscreativecoast.com)



## **Dine in style on the Seafood Coast!**

The seas around England produce some of the finest seafood in the world, chefs are brimming with passion, transforming their local produce into imaginative dishes. England's [Seafood Coast](#) brings together the best restaurants and coastal experiences around the coast to enable seafood-lovers to enjoy world-class restaurants and coastal experiences.

Taste fresh fish straight off the boat and onto the plate. Each region offers a different speciality, try the popular English breakfast delicacy of smoked kippers in Yorkshire and Northumberland, tuck into world-famous Cromer Crab in Norfolk and indulge in succulent oysters in Mersea Island, Essex, grown here since Roman times.

More than 45 species of fish and shellfish are caught in the waters off Brixham, Devon, which features the oldest fish market in the country, an industry worth more than £30 million annually.

Take a seafood tour round the coast, tracking fishing villages and ports and try langoustines, diver-caught scallops and halibut in the north, queen scallops in the north west, haddock and crab from the North Sea and turbot, brill, sea bass, crab and oysters in Devon and the south west.

Ends/

**Come and discover more about England's Coast and to discuss a press visit by meeting us on Stand C014 in Hall 10**

For more media information, please contact Sheron Crossman, National Coastal Tourism Academy Marketing & Communications, [Sheron.crossman@coastaltourismacademy.co.uk](mailto:Sheron.crossman@coastaltourismacademy.co.uk)

## Notes to editors

The England's Coast project is being run by the National Coastal Tourism Academy whose partners include P&O Ferries, City Cruises, Yorkshire Coast, Scarborough, North York Moors National Park, Hull & East Riding of Yorkshire, Thanet, Dover/White Cliffs Country, Creative Coast, Brighton, West Sussex, Gosport, Portsmouth, Isle of Wight, Bournemouth/Christchurch/Poole, Teignbridge District Council, Kingsbridge, Hinkley Tourism Action Partnership – Somerset and Exmoor National Park, Lancashire/Greater Liverpool/Cumbria.

England's Coast is funded by VisitEngland's 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](http://www.visitbritain.org) or [www.visitbritain.com](http://www.visitbritain.com) and [www.visitengland.com](http://www.visitengland.com)