

ENGLAND'S COAST

Partnership Opportunities

2022-23



PARTNER WITH US!



The [National Coastal Tourism Academy](#) is the UK's only organization to focus entirely on coastal tourism. We are its voice and champion opportunities for growth and address its challenges.

We:

- Support business
- Bridge gaps in coastal tourism research
- Share lessons learnt and best practice
- Provide leadership, advocacy and vision for the coast
- Partner with 35 DMOs and over 2,000 businesses across the coast
- Work with Government, Industry and Academia to tackle key issues

The NCTA is a not for profit, self-funded organisation with no core government funding



The [England's Coast](#) project 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 2,200 coastal businesses listed on England's Coast.

Our social media channels see consistent growth, with more than 90,000 followers on Facebook, Instagram and Twitter in French, German, Dutch, Italian and Spanish plus English.

Our monthly consumer newsletters reach more than 5,700 readers in the UK, Netherlands and Germany with a growing audience.

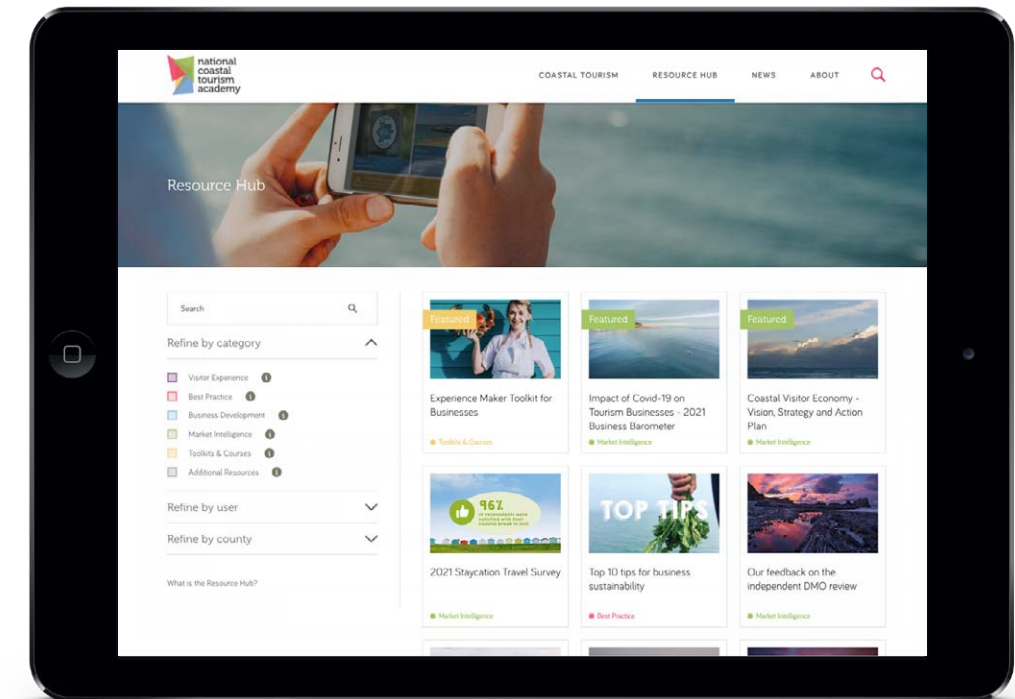
NATIONAL COASTAL TOURISM ACADEMY

Membership

The NCTA is a not-for-profit, self-funded organisation that represents the coastal visitor economy and leads its development and recovery. The NCTA receives no grant in-aid funding.

On a national level, by becoming a business member your membership would directly 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
- Quarterly business barometer research
- Annual domestic consumer survey
- [NCTA website](#) – to ensure all the research, toolkits and content remain free to SMEs and users
- Supporting coordination and set up for Year of Coast 2023



Annual contribution of £350 + VAT

Members will be recognised on the NCTA website under a new section on the [Our Partners page](#) and have use of an NCTA member logo. Businesses* would also receive an enhanced listing on www.englishcoast.com for one year.

[Sign up to become a member](#)

** Business must be accommodation providers within 5 miles of the coast or attractions, places to eat, events within 15 miles of the coast*

ENGLAND'S COAST

Activity, media and PR

In addition to being included in national activity, we offer the following:

Domestic media visit £1,000 + VAT

Two-night media visit by UK journalist aligned to your key themes and priorities
Includes cost of accommodation, at least 2 meals, liaison on itinerary, themes
Copy of coverage and AVE post-visit

European media visit £1,750 + VAT

Three night media visit from Germany, Netherlands or France
by car/ferry aligned to your key themes and priorities
Includes ferry travel, cost of 3nts accommodation,
at least 3 meals, liaison on itinerary
Copy of coverage and AVE

Please contact us to discuss options including flights or other target countries

Domestic magazine / national paper competition £500 + VAT

(optional data capture additional £500 + VAT)

Online competition targeted at publications such as

Prima, Sunday Times, Good Housekeeping

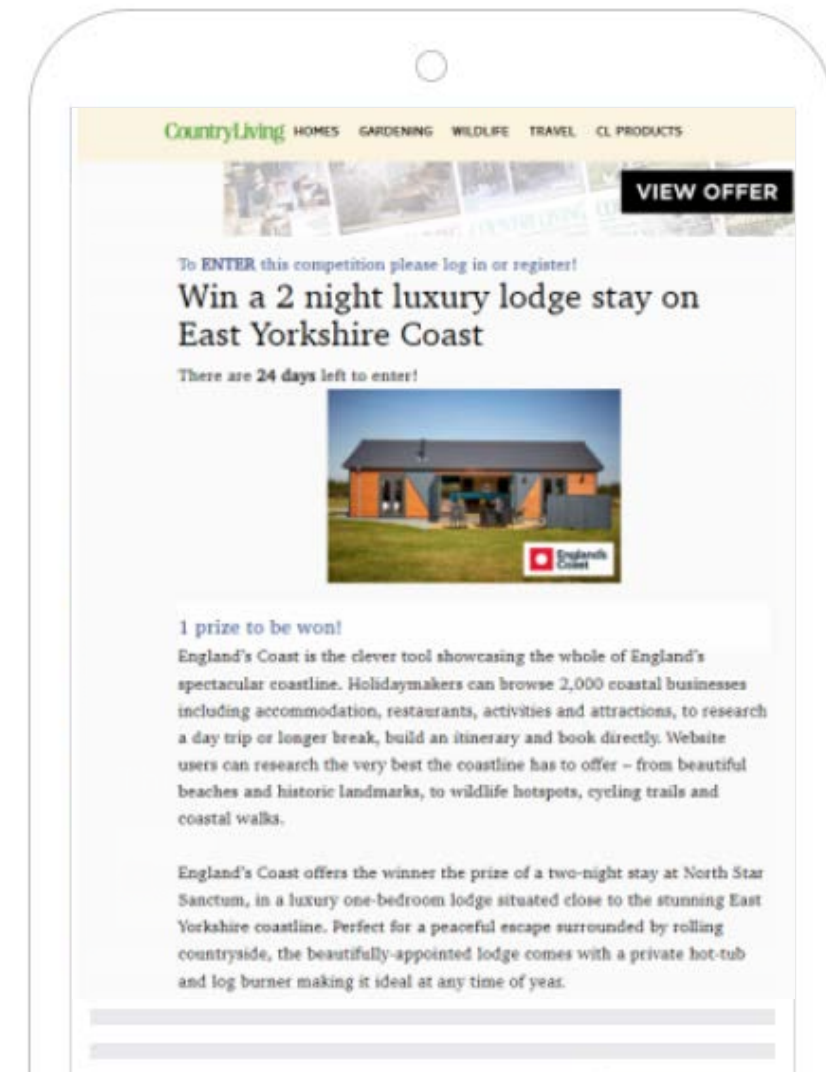
Cost includes prize to value of £250, liaison with publisher, evaluation report.

Competitions typically attract 10,000+ entrants

Data capture of c.1,000 email addresses

Inclusion in Press releases, media shorts, pitches

England Coast's AVE (Advertising Value Equivalent) for contributing partners was worth more than £1m for 2021



ENGLAND’S COAST

Add-on activity, digital campaigns

In addition, domestic digital activity £1,000 + VAT

- Bespoke blog on your business and surrounding region
- Blog feature in England’s Coast newsletter
- Blog feature on England’s Coast website home page and regional page for one month
- Four promoted social media posts featuring your business to our Facebook page

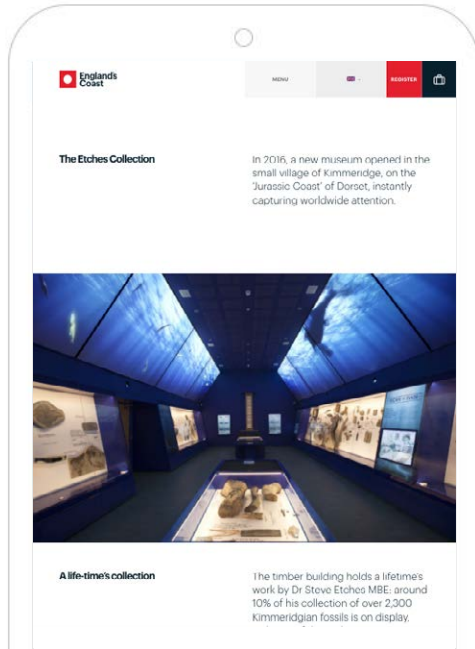
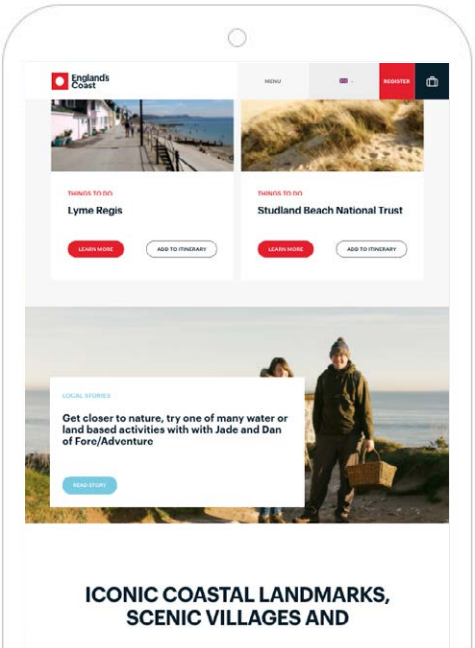
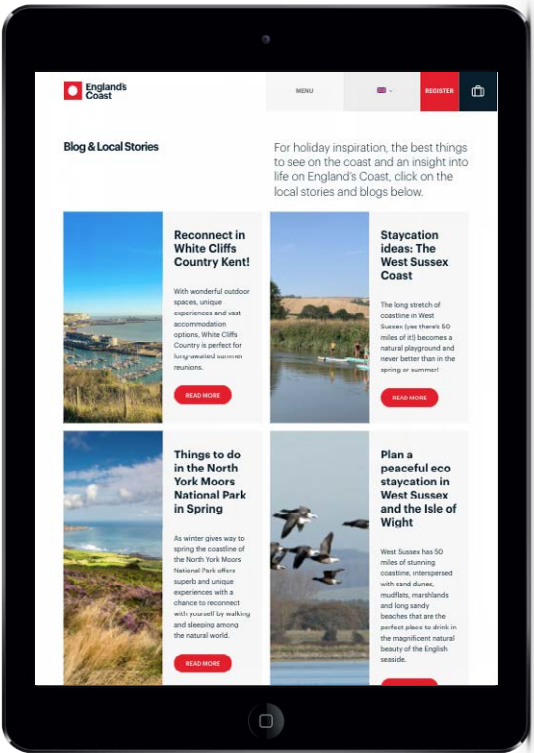
European digital activity from £1,500 + VAT

- As above focussing on one European country, including professional translation of content and promoted to relevant Facebook channel.

To become a member, simply fill in this Membership form and we’ll do the rest!

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Work with us in 2022-23!

Raise your business' profile and become a member of the NCTA and partner with England's Coast to shape the future of coastal tourism.

**For more information,
please contact:**

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FOLLOW US ONLINE

Twitter: **[@england_coast](#)**
Instagram: **[@englandscost](#)**
Website: **englandscost.com**
Facebook: **[Facebook.com/englandscost](https://www.facebook.com/englandscost)**

(We also have Facebook pages in other languages, simply add: FR, DE, IT, ES or NL. e.g /englandscostNL)

The NCTA also offers consultancy services specialising in Destination strategies, Product-market fit review, resident and stakeholder engagement or research projects.

Contact us for more details