

Coastal Tourism Workshop – Summary

On 25th September 2018 the National Coastal Tourism Academy and VisitEngland hosted a coastal tourism workshop to provide an update on the “[Coastal Visitor Economy Vision](#)” and agree priorities for coastal tourism development and collaborative working for the next 5 years.

Priorities for Growth and Investment on the Coast

The top 5 priorities for growth identified were:

- Product Development
- Diversification to attract new markets
- Promotion
- Infrastructure improvements **in** destination
- Infrastructure improvements **to** destination

Attracting investment

Investment in the coast needs to be tackled at local and national level, with collaboration, vision and one strong collective voice

Product development and communication

There is a lot of great activity on the coast but its not seen, recognised or known about

Collaboration on the Coast

Participants unanimously agreed that there was a need for a collective voice for the coast.

The group felt that collective communication was needed:

- B2B (Stakeholders, Government, MPs, businesses, DMOs)
- B2C (Domestic and International marketing and PR)

Although the coast is diverse product and range of experiences the overriding theme is “on the coast” and the [England's Coast](#) website and brand provided a clear and independent call to action for any communications or activity.

“The Coast” should be ready in advance of Brexit to act collectively to whatever the outcome is.

Coast should be heard at the same level as other product types (e.g. cities)

Achieving Success on the Coast

There is a need for action and a coordinating organisation to bring together everything that is happening and ensure everyone is communicating the same message. **One collective voice.**

ALL participants were interested in collaboration at a national level and vast majority recognising need to pay for this coordination / secretariat.

Lots of interest in working together on a mix of additional including joint activity for domestic and international marketing or PR, trade activity, research, business support and lobbying

If you were unable to attend but would like to give your opinion on all these issues, please click here to complete the online survey: <https://goo.gl/forms/ZclU6ooShVf88OpL2>