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National overview and introduction to Year of the Coast 2023

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NCTA Director
January 2023

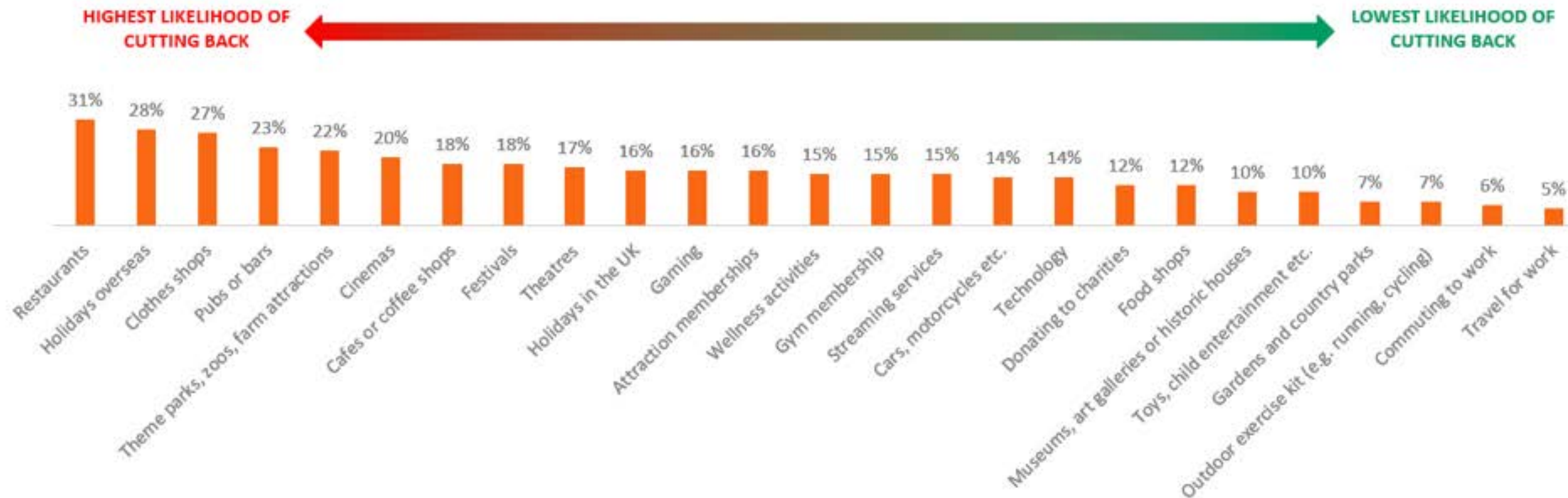
Opportunities for 2023 and beyond

<p>Unique, unmissable experiences are more important than ever</p>	<p>The wellness trend continues to gain momentum</p>
<p>Premium experiences may balance the books</p>	<p>Empty-nesters will have the most time and money</p>

An overall trend of 'cutting back' means competition will be fierce

Unique, unmissable experiences are more important than ever

Activities most likely to 'cut back on' in next 6 months (% of all who do each activity)



17 The cost-of-living crisis means some people are likely to have less disposable income in the coming months. In the context of the cost-of-living crisis, if you had to cut your disposable spending on any 5 of these, which would you choose? Base n=1,750

Opportunities for 2023 and beyond

Google trends data shows a consistent rise in searches for wellness

The hierarchy of cut backs shows people are still prioritising mental and physical health

27% of the UK population say they won't be affected or are better off as a result of the cost of living crisis

Inbound market is a key opportunity

The US market is nearing pre-pandemic levels and favour premium experiences

The wellness trend continues to gain momentum

Premium experiences may balance the books

Opportunities for 2023 and beyond



Empty-nesters will have
the most
time and money

Empty-nesters make up a third of the population and have more time and disposable income

More likely to travel off-peak, living well for longer, like UK breaks

Most insulated from the cost of living crisis – only 8% worse off



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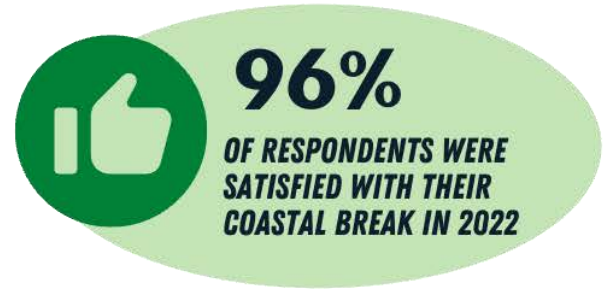
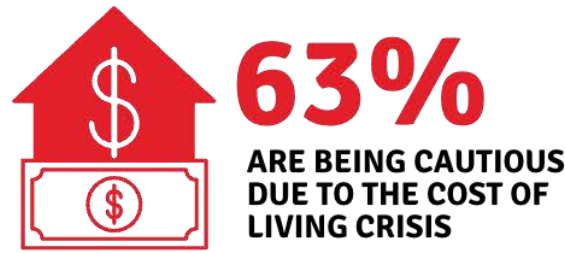
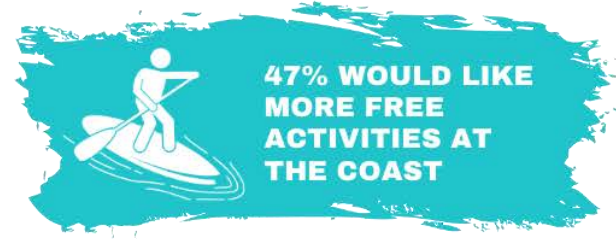
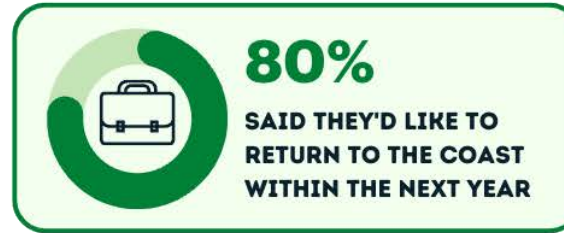
England's Coast Consumer survey

November 2022

Image © [www_simplifycoastal.co.uk](http://wwwSimplyCoastal.co.uk)

Key findings

This consumer survey was conducted between October and November 2022 to measure satisfaction from visits during 2022 and to gauge travel habits on England's Coast.



About their visit

Who they travelled with and motivations

Who was with you on this holiday?

72% of visits were undertaken with a partner/spouse
16% with children (under the age of 18) & 13% with children (18+)
15% with friends
7% with parents or grandparents
8% not travelling with anyone else

10% of travellers had dogs with them on their visit

The main motivation for visits were:

- 1) Relaxation 51%
- 2) Quality time with friends or family 39%
- 3) To sightsee or explore 36%

Of note, 24% just booked a break and didn't mind which location they visited

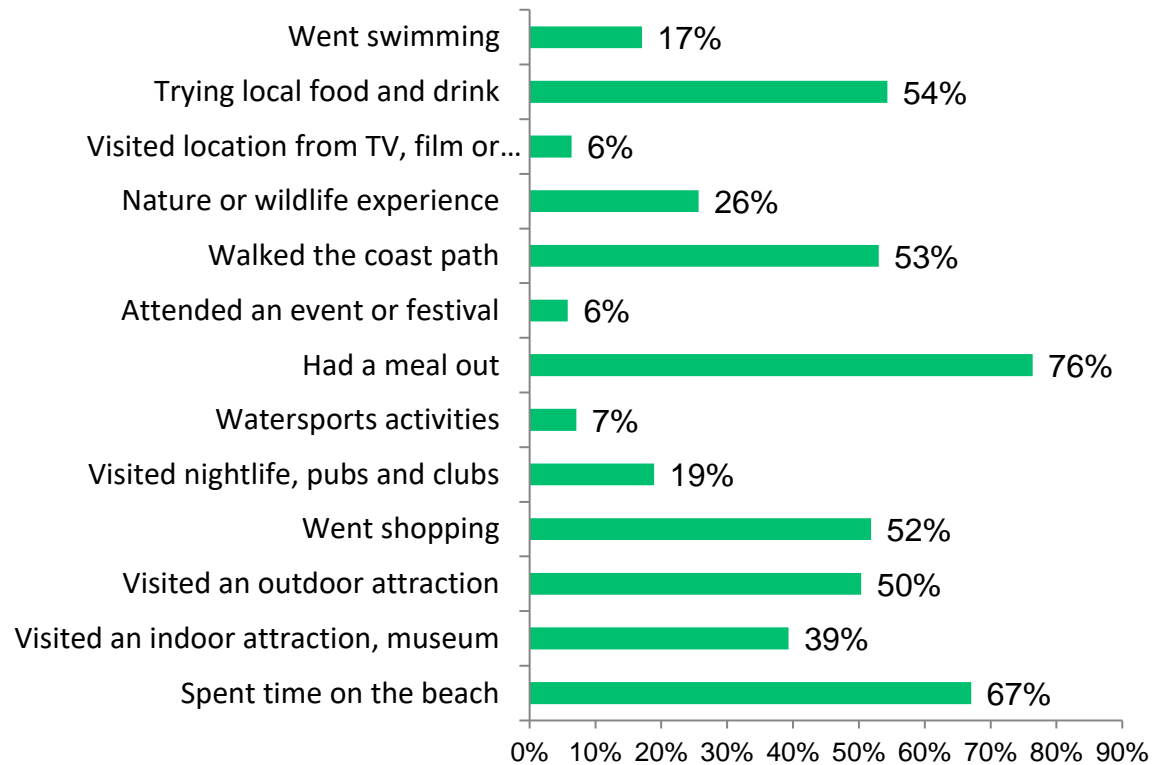


Image Cocklawburn beach © Cycle England

Activities undertaken and Satisfaction

About their visit

What type of activities did you (and your group) undertake during your holiday?



96% were satisfied with their visit

88% thought it was good or excellent value for money

58% said it was better than their expectation only 3.9% said it was worse than their expectations

Future considerations

What new products or experiences would you like to see available on a coastal holiday?

Almost two thirds of visitors would like to see more places open in the winter months (62%), half of visitors would like more locally sourced food and drink (53%).

47% would like more free activities

A quarter of respondents would like more dog-friendly places, events, accessible and sustainable experiences.

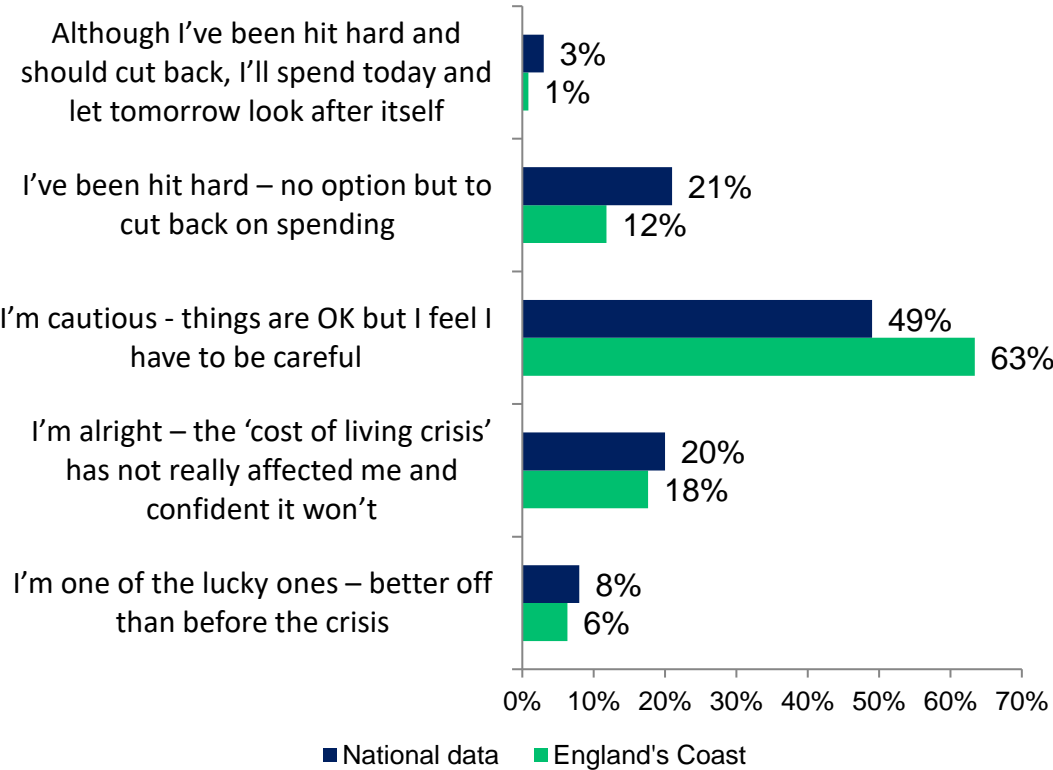
89% of visitors would consider a break to the coast in the winter months (between November and April)



Cost of living situation

Impact

Which ONE of the following would best describe your situation concerning the 'cost of living crisis'?



The majority of respondents (63%) said that they are being cautious “things are OK but I feel I have to be careful”

The England's Coast respondents that have been hard hit by the economic situation is significantly lower than the national sample*.

When considering how respondents might change their holiday choices as a result of the cost of living situation the top answers were **“Spend less eating out”** and **“Look for more free things to do” (34%)** - these both also feature in the top 3 responses on the VisitEngland survey.

Almost a quarter will not change their holiday choices (24%)

29% are more likely to holiday in the UK

Only 7% say they won't take a holiday



* National data taken from VisitEngland Domestic Sentiment Tracker – November 2022 wave
Available to download [here](#)

Sustainability

Importance and considerations for future visits

78% say reducing their carbon footprint or making more sustainable choices on holiday was very (27%) or somewhat (51%) important – this is a drop from last year where 86% said it was very or somewhat important

55% were willing to take more UK breaks

57% were willing to use public transport, walk or cycle once they've arrived in the destination (this is an increase of 20pts on last year's survey)

Two-thirds (66%) of respondents say they would not pay more for a holiday that is more sustainable but would prefer a more sustainable holiday at the same cost



Bookings and plans for 2023

Current plans and key factors influencing choice

What are your current plans or preferences for holidays in 2023?

44% want to take a holiday abroad in 2023

77% will consider a UK Coastal holiday in 2023

42% will take a day trip to the coast

Price remains the top factor influencing consumer choice in 2023 (68%).

32% have already booked their main holiday for 2023

UK domestic breaks remain a popular option, but consumers are considering European and global locations as well



Image castles hero © @peterdinsmore

WELCOME TO....

YEAR OF THE
Coast
2023

#COAST2023

WHY IS 2023 THE YEAR OF THE COAST?



The UK coastline ranks as one of the most exciting in the world; more than 185 million years old, and one of the most varied – rich in maritime port cities, smuggling villages, family resorts, natural beauty and unique sea life.

Year of the Coast 2023 marks:

- The heralding of the England Coast Path; on completion it will be the longest marked walking route in the world
- An opportunity for coastal communities to collaborate and visitors to explore new coastal destinations
- An opportunity to have a wider conversation, engage new audiences and raise the profile of the coast
- A season to present sustainable coastal experiences, celebratory events, and new products
- The chance to introduce a new generation to the nature, culture and heritage on the coast to ensure its sustainable future

This campaign aims to showcase the best of our incredible coast!

Coast
2023

WHAT WILL BE HAPPENING?



Tourism Initiative runs throughout the year

- Amplify and coordinate a year-long programme of events
- Walking and cycling routes and sustainable experiences promoted
- Volunteering will be a particular focus e.g. beach clean-ups
- New content e.g. local stories, travel blogs and features
- 2023 is also the Year of the Pier, the 50th Anniversary of the South West Coast Path and will see the completion of sections of the new England Coast Path National Trail.

Commercial partners are also getting behind the initiative – a few examples: Green Traveller, Saltrock clothing, Beach House Retreat

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2023

WHAT WILL BE HAPPENING?



Social, Environmental, Economic, Academic and Political opportunities

- APPG for Coastal Communities - series of roundtables and calls
- Coming soon! New research – “Levelling Up on the Coast”
- New Coastal Visitor Economy report and strategy
- Best practice guides: “Coastal Sustainability through careers and business skills”
- LGA Culture Commission – coastal roundtable (tbc)
- Seaside Heritage Network re-launching with programme of events and top 10 “bucket and spade” list of the nation’s favourite coastal experiences

YEAR OF THE COAST IS AN INITIATIVE FOR EVERYONE SO PLEASE GET INVOLVED AND HELP SPREAD THE WORD!

Coast
2023

HOW TO GET INVOLVED?

January-February	Health and wellbeing
March-April	Nature – wildlife
May-June	Local food and drink
May-June	Active and Watersports
July-August	Family fun
July-August	Seaside heritage
September	Seafood / local food and drink
September-October	Arts & culture & entertainment
October	Nature & dark skies
November-December	Christmas

Download the toolkit: [2023 Year of the Coast - toolkit](#)

Toolkit includes ideas of how to get involved e.g.:

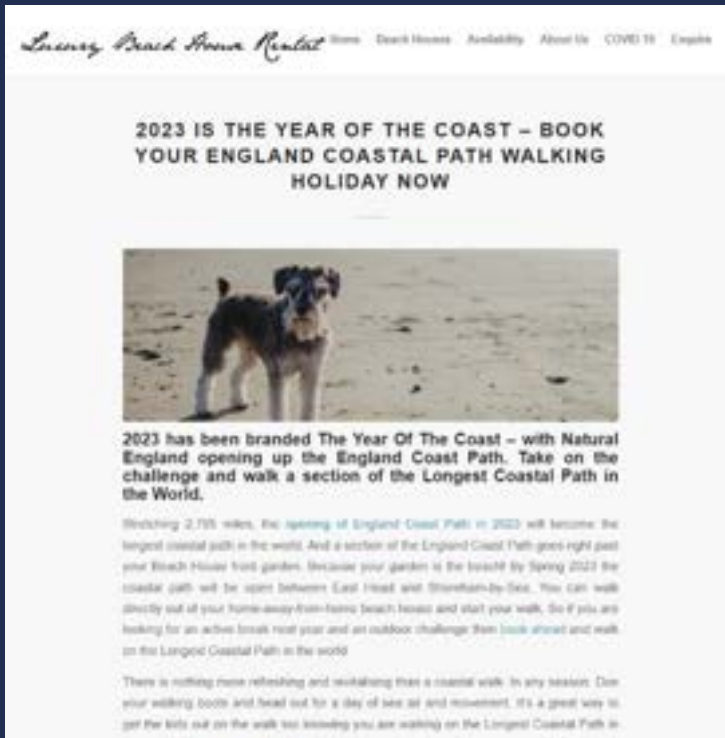
- Events, celebrations and anniversaries
- Engagement or taster sessions
- New experiences, products or openings

Send us content for our themes (see table) alongside our year-long themes:

- Walking - focus on coast path sections as they open during the year
- Events
- Accessibility
- Sustainability
- Community

Content will feed into blog articles and sample itineraries on www.yearofthecoast.com

HOW TO GET INVOLVED?

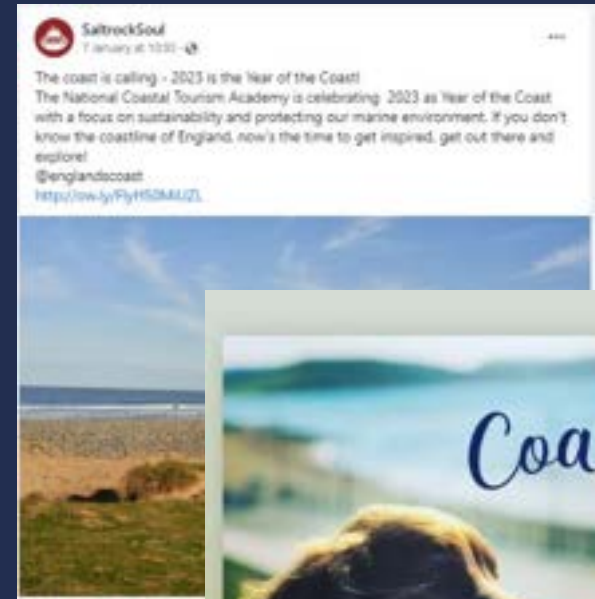


Add a page to your website

Use on social media - tag #coast23

Create new experience, event, taster sessions, special offer – tell us!

Download the toolkit for more ideas and to access the logos



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2023

WORD IS STARTING TO SPREAD...



CNN Travel: [Where to travel in 2023: The best destinations to visit | CNN Travel](#)

Telegraph: [The 20 places you must visit in 2023 \(telegraph.co.uk\)](#)

Waitrose Weekend: [England's Coastline celebrated with a year of events \(see image\)](#)

The Sun: [The best UK seaside activities for every month of the year](#)

The Mail (Cumbria): [Cumbria Tourism aiming to attract tourists from US and China | The Mail \(nwemail.co.uk\)](#)
[Cumbria's coastline Silecroft, St Bees, Whitehaven, Haverigg | The Mail \(nwemail.co.uk\)](#)

Kent online: [Gravesham tourism industry showing signs of early recovery since Covid pandemic \(kentonline.co.uk\)](#)

Yahoo: [Dates revealed when Seaham Food Festival will be held in 2023 \(yahoo.com\)](#)

Sunderland Echo: [North East foodies get an early Christmas present as Durham County Council confirms the return of Seaham Food Festival for 2023 | Sunderland Echo](#)

South Tyneside: [Stimulate the Senses at Soundpit Installation - South Tyneside Council](#)

Three things...

1. Download the Year of the Coast toolkit – start thinking how you can get involved, add your events to <https://www.visitnorthumberland.com/> and send us your content
2. Key opportunities for 2023 – free activities, year-round experiences, locally sourced food and drink, wellness, unique and unmissable experiences, make it easy for consumers to think sustainability
3. Stay in touch – with Northumberland team and England's Coast team



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For more information about the National Coastal Tourism Academy and latest research visit: www.coastaltourismacademy.co.uk

For holiday inspiration and booking visit: www.englandscoast.com
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Download the [Year of the Coast 2023 toolkit](#) and [share your activity with us](#)