

'All on England's Coast' Toolkit

VisitEngland Coastal Campaign 2026/27

Autumn 2026

Championing England's Coast for autumn 2026 & beyond

Campaign overview

All on England's Coast: Inspiring domestic visitors to book short breaks across England's coastal destinations this autumn and spring. Following the success of our 'All on the North West Coast' pilot campaign, launched in February 2026, the activity is now being scaled nationally to inspire domestic visitors to explore England's coastline. Paid marketing will begin in autumn 2026 as part of a wider coastal focus. Our new national, coastal marketing campaign drives domestic demand for England's coastal destinations with paid marketing starting in autumn 2026.

When?

We're kicking off the campaign with a soft launch to press and industry on **23 September** followed by the hard launch across owned and paid channels from **28 September until 1 November**. Creating a national drumbeat for the autumn shoulder season and building up to the spring shoulder season.

Join us

Be part of a national conversation: Join a campaign designed to celebrate England's coast and encourage destinations, businesses and visitors to get involved.

Amplification through VisitEngland channels: Use the campaign to connect your destination with VisitEngland's highly engaged audience of domestic travel intenders.

Tap into local pride: Give residents, businesses and partners a reason to champion what makes your stretch of coastline special – and help inspire visits across England.

A multi-channel media plan will reach audiences at scale

From 28 September, VisitEngland will launch a significant burst of consumer marketing across paid, owned and earned channels

Paid

A national paid media campaign will build desire for coastal breaks and drive autumn consideration across **paid social, programmatic display** and **video, online video, radio** and **podcasts**.

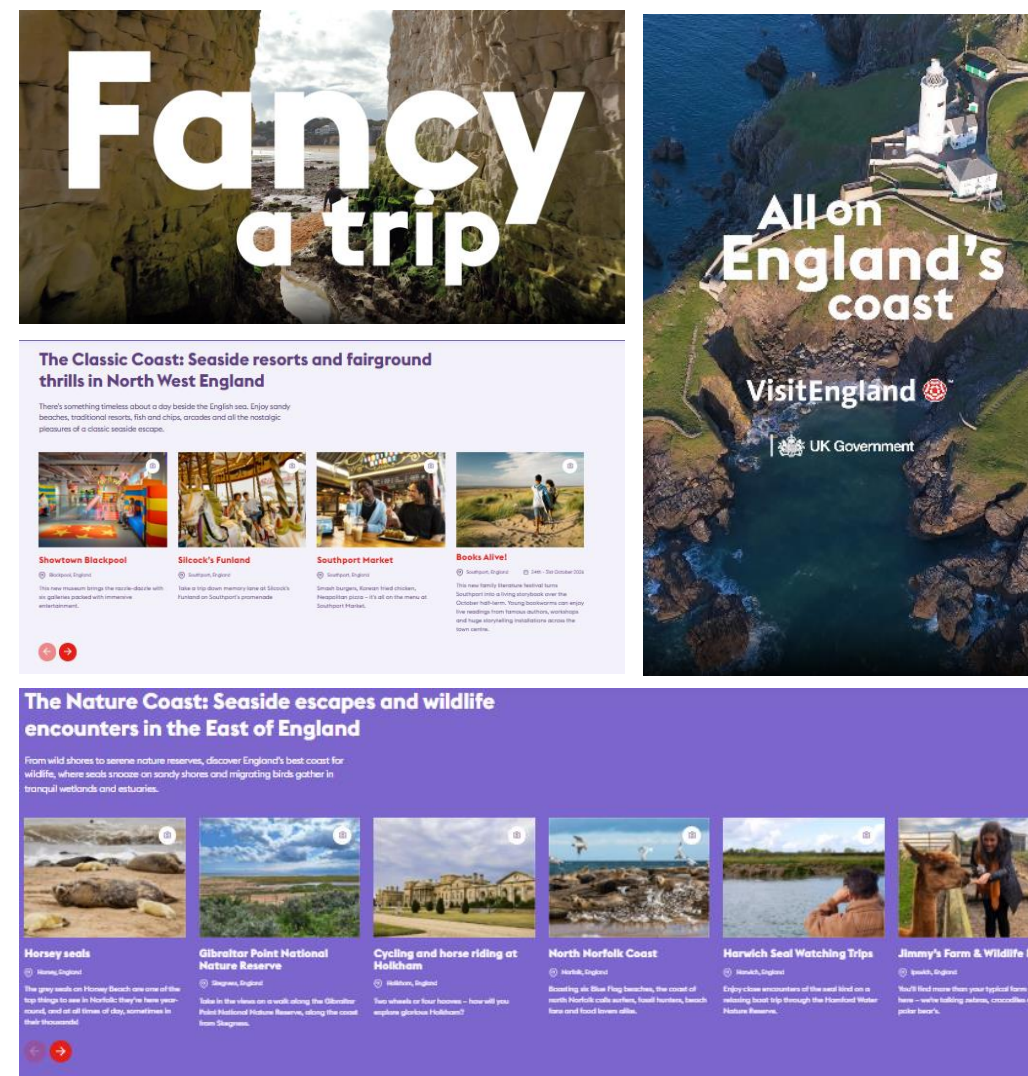
Owned

VisitEngland's owned channels will amplify the campaign from launch. Our **dedicated coast campaign hub on visitengland.com** will feature destination inspiration, itineraries and video, supported by campaign and coastal content across social throughout the launch period.

Earned

A **consumer press release** will launch on 22 September, featuring all five coastal clusters and seasonal story angles, followed by **targeted pitching** and **press trip opportunities** with national travel and lifestyle media.

By activating together, we can create a bigger national moment for England's coast.



Please note the screenshots show work in progress content.

Five coasts, five distinctive stories

The five audience-facing propositions are a geographic, thematic way to talk about the coastline, with each area offering a distinct reason to visit during the shoulder seasons.

South East

Sussex, Hampshire,
Isle of Wight, (Kent)



The Creative Coast

A South East coastal break where English wine, seafood, white cliffs, galleries, castles and sea-view wellbeing come together for a short break that feels like a treat.

Hero stories:

- Wine and seafood by the coast
- Creative towns and white-cliff wellbeing

East

Essex, Suffolk, Norfolk,
(Lincolnshire)



The Nature Coast

A quieter coast full of wildlife, marshes, estuaries, piers, beach huts and characterful seaside towns, with plenty to discover beyond the obvious.

Hero stories:

- Wildlife, estuaries and waterways
- Seaside towns with character

South West

Devon, Dorset, Somerset,
North Somerset, (Cornwall)



The Outdoor Coast

A scenic coastal break built around dramatic coast paths, fossil beaches, hidden coves, outdoor living, wellness, gardens, cider, local specialities and culture.

Hero stories:

- Coastal icons and outdoor living
- Seasonal flavours, gardens and culture

North East & Yorkshire

Northumberland, County
Durham, Tees Valley, Yorkshire
coast, Hull, North Tyneside,
South Tyneside and Sunderland



The Historic Coast

A coast where history feels close and dramatic, from castles, abbeys and maritime cities to fishing heritage, big coastal walks and wild sea views.

Hero stories:

- Coastal history and maritime heritage
- Wild walks, fishing villages and local seafood

North West

Lancashire, Southport, Wirral,
Cumbria coast



The Classic Coast

A familiar seaside coast with more reasons to stay over outside summer, from classic seaside fun and after-dark moments to food markets, kayaking, bay views and quieter shores & coastal routes.

Hero stories:

- Seaside after dark
- Classic seaside days out
- Quiet shores and coastal routes

Inviting visitors to see what we are proud of on England's coast

We want England's coast to feel welcoming, authentic and proudly local, whilst encouraging people to explore beyond the obvious and discover the character of different coastal regions. Our creative assets bring the five coastal clusters to life through inspiring visuals and invitational messaging with clear location pins. There is a suite of digital display and social asset for each cluster - Please see examples below:



How to get involved

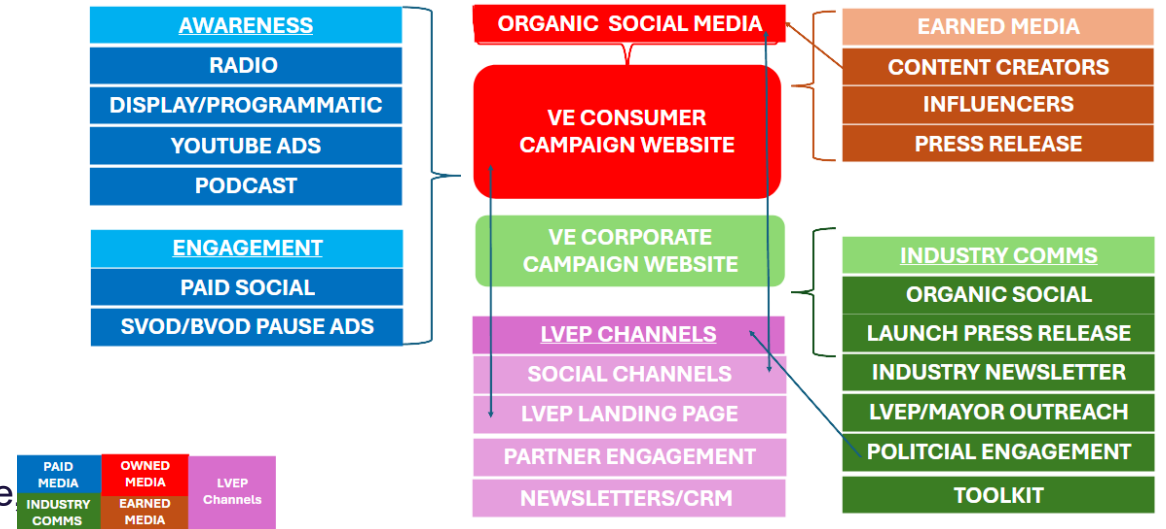
Campaign approach

From Wednesday **23 September**, we invite you to take part in our press launch celebrating England's coast as a year-round destination. Share content that highlights what makes your local stretch of coastline distinctive and encourages people to visit this autumn. Consider this an invitation to present the coast from your perspective, using short image and video content to bring the area to life.

Join the campaign

To support you with your All on England's Coast campaign activity across your own channels, we are providing creative templates aligned with the campaign's visual identity and tone of voice. We'd be excited for you to join the campaign through the following actions:

- Develop original content using the supplied static banner and video end-frame templates.
- Share it across your social channels from **23 September – 1 November**, using #AllOnTheCoast and tagging @visitenglandbiz and @VisitEngland.
- Engage with VisitEngland's campaign content.
- Do your own local press using the VisitEngland corporate press release adding your own quotes. Contact your local media and get your spokesperson doing press interviews promoting your coast.



'All on England's Coast' campaign ecosystem

Supporting campaign materials

Campaign templates

Templates for static banners and a video end frame can be downloaded from the slides that follow. Created to align with our paid campaign assets, they include key taglines, an editable call-to-action for your destination and space for your logo.

Asset library

Image and video footage to support your content production is available on our [VB/VE asset library](#). The registration is free. To find coastal material for your location, set the filter to "coast" to view relevant content when searching.

Content creation

Suggested formats: Social carousels, static banners and video content

Production guidance:

- Feature genuine experiences that feel authentic, relatable and centred on people. Consider inviting local coastal personalities - such as an ice cream shop owner or lifeguard - to create their own videos.
- Highlight local attractions, recognised icons and lesser-known places.
- Emphasise the qualities that make your coast distinctive.
- Where possible, use short-form portrait video and dynamic visuals filmed on location. Aim for 45–60 seconds to maintain attention, and use a microphone when one is available.
- For a playful touch, consider attaching the microphone to a coastal-themed object, such as an ice cream.
- Use a playful, creative approach that reflects your destination.
- Include key messaging, hashtags and image/video credits where applicable.



Static banner templates

Use the banner templates for your website or social media posts. The templates can be downloaded from VisitEngland's industry website [here](#).

The templates are available in a 4:5, 9:16 and 16:9 formats.



Fixed tagline

We have five different versions from which you can choose.

Find your
favourite spot.
We've got a few.

Add your destination

For this template, we've used Arial as font for the call-to-action copy. Insert your destination.

All on {insert destination} coast



VisitEngland

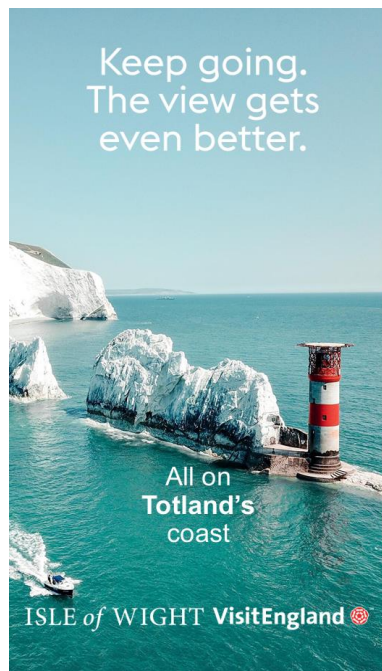
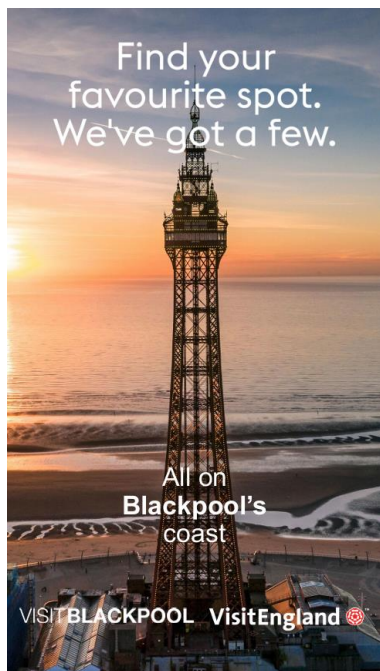
Insert your logo

Place your logo in this area. Make sure there is enough contrast between the logo and video or image background. We recommend using your white reverse logo for the best visibility.

Video end frame template

Use the end frame template at the end of your video content. The templates can be downloaded from VisitEngland's industry website [here](#).

The template is available in a 9:16 format.



Insert your logo

Place your logo in this area. Make sure there is enough contrast between the logo and video or image background. We recommend using your white reverse logo for the best visibility.

Find your favourite spot.
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Fixed tagline

We have five different versions from which you can choose.

All on
{insert destination}
coast

Add your destination

For this template, we've used Arial as font for the call-to-action copy. Insert your destination.

VisitEngland

Thank you



VisitEngland™