



Colne Estuary near Brightonsea © Natural England

The England Coast Path and your business

Natural England is creating a new National Trail around the whole English coast – the England Coast Path www.gov.uk/englandcoastpath

Once completed, at over 2700 miles long, it will be the longest coastal walking route in the world.

You can promote your business to walkers and people who enjoy exploring the coast on the National Trails website.

Spending power of leisure walkers:

Up to date research shows that people made 29.2m walking trips on English coastal paths in 2017 – that's an extra £351m spent in local economies by leisure walkers (within 10 miles of the path).

Tonia's café, Seaham

"there's a noticeable increase in trade...more people visiting from a wider area, even overseas!"

MarGins walking & glamping business, Norfolk

"it's raised the profile of the area...I wouldn't have a business without it."

Coast dog friendly café, Somerset

"an opportunity to provide an extra service...although it's early days, the feedback has been brilliant".

www.gov.uk/englandcoastpath



Use the National Trails website to promote your business

Walkers use the maps on the National Trails website (www.nationaltrail.co.uk/england-coast-path/plan) to help plan a walk on the England Coast Path.

The England Coast Path is opening in stages. As each stretch of this new National Trail is opened it will be promoted on the National Trails website - www.nationaltrail.co.uk

The National Trails website has over 2 million visitors per year, all of them people looking for information on where to walk, what else there is to do, and where they can stay or find something to eat.

If your town or village is near an open section of the England Coast Path or coastal National Trail, this is a great opportunity to promote your business, local events, places of interest and services - and to inspire people to spend more time in your area.

Businesses and service providers can add information to the National Trails website: www.nationaltrail.co.uk/england-coast-path-ne/add-data

It's free and easy to add:

- shops
- cafes
- pubs
- restaurants
- accommodation
- events
- attractions
- dog friendly and other facilities
- viewpoints

Step by step help to promote your business

Create an account first, using an email address and password, and you are all set. Your information will not be shared with anyone outside the National Trails family, and you won't be hassled with lots of unwanted emails.

The England Coast Path is new - and a great story we're telling through the National Trails social media - don't miss out on all of this free publicity, add your business to the website today. Follow us on Twitter ([nationaltrails](https://twitter.com/nationaltrails)) and Facebook ([thenationaltrails](https://www.facebook.com/thenationaltrails)) to share your news.



If you want to know more please contact nationaltrails@walk.co.uk

Anyone can add information to the website. Content is moderated, so it may be several hours before you see your content live on the website. If the moderator feels the content is not relevant to National Trail visitors or is of insufficient quality or detail they may choose not to publish.

