



EST. *The* 75AD
**EXPLORER'S
ROAD**

EXPERIENCE ENGLAND'S HISTORY
AND CULTURE UP CLOSE



Alnwick Castle and landscape designed by Capability Brown - © Alnwick Castle

INTRODUCTION

Run a tourism business close to the A1 with ambitions to grow your international profile in Germany?

The Explorer's Road is an exciting new international tourism product – a 300-mile self-drive / fly-drive touring route stretching from Hertfordshire to Northumberland which roughly follows the A1 and is easily accessed via air and ferry ports.

It features characterful market towns bypassed by the A1 and therefore off the beaten track and largely unknown to international visitors. It presents icons of English culture such as a pint in the pub, afternoon tea, local stories and traditions. And it highlights gardens, stately homes, castles, collections and gorgeous countryside. A few better-known historic cities provide a geographic anchor.

We are looking for campaign partners, up to 8 ambitious tourism businesses along the route already working in international markets. They will have a lead role in promotion to the travel trade and will be promoted extensively by commercial partners in 2019.



WHY GERMANY?

Touring is a familiar German holiday choice. The Explorer's Road presents an English version that aims to satisfy the German fascination with English people and culture. It offers relaxation and the opportunity to unwind alongside in-depth exploration to independent visitors who are higher spenders and have more flexibility to travel year-round and vary the duration of their trip.

The challenge is that most Germans don't recognise this part of England or why it's worth taking a holiday here. The Explorer's Road aims to change that, and we're looking for ambitious partners to be part of the route's travel trade and consumer awareness-raising and persuasion activities.

German consumers and travel trade told us...

*"We just don't know this area ...
... It's interesting but we just don't know it"*

*"What I love about this is that it is off the beaten track ...
...I will meet real English people it won't be touristy"*

*"There seems so much to do I could easily be spending
two weeks doing this, taking my time really exploring"*

*"I have never heard of anything like this before, it is
really new and different"*

*"This idea of an old, historic route could be a great sales
tool, I can really see some good visual material for
customers"*

*"I like this unseen England...
...it feels authentic"*



The Tyne Bridges kayak tour in Newcastle

IS THIS FOR YOU?

This opportunity is for go-getting businesses seeking a higher profile in a growth market.

To be eligible your business must answer yes to the following...

- Be located within 30 miles of the A1;
- Deliver an 'experience' (think sight-doing, not sight-seeing);
- Deliver an experience which is recognisably 'English';
- Have systems in place to accept international bookings both direct, and via the travel distribution network (on and offline);
- Understand the travel distribution system and have relevant rate structures in place;
- Want to feature in tactical advertising campaigns through commercial partners;
- Willing to commit time and effort to participating in the project activities;
- Willing to support any PR and marketing campaigns;
- Willing to support the evaluation process.
- Be open and available to book for a minimum of six months, ideally 9 months+ per year;

...If not there is a different package of intensive business support tailored for you.



Rutland Belle © Discover Rutland

WHAT'S INVOLVED?

We aim to secure at least 2 travel trade partners and a German media partner to raise awareness of the new route, to generate and drive bookings. Being a campaign partner of The Explorer's Road gains your business visibility at e.g. World Travel Market and ITB Berlin, exposure at sales missions and in consumer promotion via these trade and media partners – worth a total value in excess of £5,000.

WHERE'S THE CATCH?

There isn't one. The Government and VisitEngland through the Discover England Fund have committed £1M to develop The Explorer's Road as a new product to attract more international tourists. Few businesses along the route currently work with the international travel trade and an intensive programme of support is being delivered over the next five months to increase future capacity. Route awareness-raising activity has to take place in parallel to this and World Travel Market is fast approaching.

WHAT'S THE COST?

A maximum of 8 businesses that meet the above criteria will be accepted as campaign partners for The Explorer's Road. The cost is **£1,500 +VAT** for a package of benefits valued at over **£5,000**. You would also be invited to support a press or travel trade visit where possible.

If gaining trade and media promotion for your business in Germany excites you, please don't delay. Register your interest by **1 October 2018** with

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ROUTE NARRATIVE

For two thousand years the English have travelled a highway which connects north to south, and links castles to cathedrals, creating a multi-stop touring route through the historic and cultural heart of the nation. The Explorer's Road is your invitation to uncover somewhere different and unknown, treading in the footsteps of past pioneers to experience the stories, the food, and the sights and sounds found off the beaten track.

Take your own time to wander the historic streets of ancient market towns, enjoy the famed English countryside and uncover the hidden layers and landmarks known only to local people. Relax in a cosy pub and swap tales with fellow travellers knowing that around every bend is a friendly face, a welcoming inn, or a special vista ready to reward the curious explorer.

EXAMPLE ITINERARIES

HOUSES OF HISTORY

Every era of English history builds new monuments to wealth, architecture and status, be it castles that once defended the realm, or the stately homes that have come to define it. Travel a route that paints a vivid and awe-inspiring picture of English history, society and time, with an intriguing secret hidden behind every door.

CULTURE AND CURIOSITIES

The English take afternoon tea and amass vast collections of everything from clocks to horseshoes. They made Robin Hood and Dick Turpin folk heroes. And they invented Earl Grey tea. Often shaped by these eccentric ancestors, The Explorer's Road is a chance to uncover the quirks and peculiarities which have sculpted England's cultural landscape.

EAT, DRINK AND BE MERRY

Tour England's culinary landscape, from centuries-old inns serving flagons of dark ale, to the artisan cheeses, gins and baked goods of small-scale local producers, and the outstanding young chefs redefining modern British cuisine. Discover a country with a kitchen culture as deep, varied and delicious as any gastronomic nation on earth.

FROM ROSE TO RADISH

The English love to garden and to share their green-fingered creativity and passion. From the intriguing stories of eccentric owners to the impressive landscapes of grand estates cultivated by world famous horticulturalists, Rose to Radish is packed with botanical secrets to uncover and beautiful scenes to explore.



TO BE PART OF THE EXPLORER'S ROAD PLEASE CONTACT

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