



Colne Estuary near
Brightlingsea.

Promoting your business to England Coast Path users

Natural England is creating a new National Trail around the whole English coast - the England Coast Path.

National Trails are long distance footpaths and bridleways in England and Wales for everyone to use.

If your business is near a National Trail, the National Trails website is a great opportunity for free and easy promotion. Anyone can add shops, cafes, pubs, restaurants, accommodation, events, attractions, viewpoints and other facilities to the website map.

- **Walkers and people who enjoy exploring the coast use the National Trails website to plan their visits. See www.nationaltrail.co.uk**
- **You can promote your business, service, event or place of interest for free on the National Trails website, inspire people to spend more time in your area and benefit from the economic impact of visitors. See: <https://www.nationaltrail.co.uk/add-your-business>**



National Trails, marked by the acorn symbol, pass through spectacular scenery, support local tourism and offer a range of routes from short circular walks to long distance challenges. The **England Coast Path** is opening in stages, with 99% of the English coast currently being worked on or already open (keep up to date at www.gov.uk/englandcoastpath). Once completed (approx. 2700 miles) it will be the longest managed coastal walking route in the world.

The National Trails website has over 1 million visitors per year, people looking for walks, activities and where to stay or eat. You can add your details at any time – even before your local England Coast Path stretch is open!

Coastal Tourism in England generated £13.7bn tourism spend, 21m overnight domestic visits, 169m day visits and supported 210,000 tourism related jobs (pre-covid) (National Coastal Tourism Academy, 2019).



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There are 15 other National Trails as well as the England Coast Path!

