



Experience England's history and culture up close.

What is it?

New 300 mile touring route roughly following the A1 from entry points north of London to Newcastle, with a Northumberland loop.

Showcase for some of England's off the beaten track tourism products to international markets in a targeted campaign.

Market focus Germany Explorers and Culture Buffs – self drive and fly drive visitors aged 25 – 55 who are looking for something experiential, quintessentially English and opportunities to meet real English people.



Why is it being developed?

- Typically German tourists bypass large parts of England - their focus is the South of England's honey pots or Scotland.
- VisitEngland's Discover England Fund is to do just that... Discover England by:
 - Building capacity along the route – improve bookability and raise profile.
 - Showcasing businesses unknown (and therefore unseen) by international markets via tactical campaigns and themed itineraries featuring named businesses to book and visit.
- Legacy of project way beyond its 1 year development timescale.
- Designed to appeal to sophisticated, independent tourists wanting something unspoilt and authentic, not mass tourism.



Who is involved?

- A partnership of 14 destination partners
- 18 market towns and heritage/main cities
- Funding to support 120 business participants



Supported by VisitEngland through
the Discover England Fund



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.



Types of experiences

Accommodation – Coaching Inns, country house hotels, B&Bs

Places to eat & drink – a pint in the pub serving good quality food, afternoon tea, locally baked/made goods

Places to see – historic properties, places of culture, English gardens

Places to get out and about – walks in the country, the great outdoors, cruises on rivers, meandering streets

Key is the experience offered and a strong 'story' rooted in Englishness.



Participation Criteria & Product Audit

- Proximity of business to the route - within 30 minutes drive of the A1
- Fulfils the market requirement for authenticity and the idea of Englishness
- Be open at least 6 months of the year
- Be willing to commit to attract new markets



Reaching Businesses On Route

- Delivery Team
- Via DMO communications
- Word of mouth
- Business collaboration
- Constant communication – verbal reach very important to differentiate the project.



Bringing Experiences to Life

- Lucky to have a plethora of highly sophisticated experiences, restaurants, accommodation and attractions
- Global connectivity to shine light on these
- Case by case basis – differing needs requiring bespoke solutions, intense one to one support
- True product development





Northumbria Classic Cars



Carriages Café Newark



Stamford Heritage Trails

Tourism Solutions

- Able to offer a generic support package tailored to different needs via selected partnerships
- Able to promote free attractions
- Able to make free attractions bookable – thinking outside of box
- Able to enable smaller attractions to take international payments
- Able to connect smaller accommodation providers to travel trade



Bringing The Route To Life

- Travel trade uptake
- Beyond anticipated markets
- Global markets connected to small businesses
- Shining spotlight and unearthing businesses
- Providing a platform for new business collaboration
- Legacy
- Blue print for tourism development globally



Find out more TheExplorersRoad.com



Questions



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