

We LOVE England

MEDIA KIT

08.09.2022

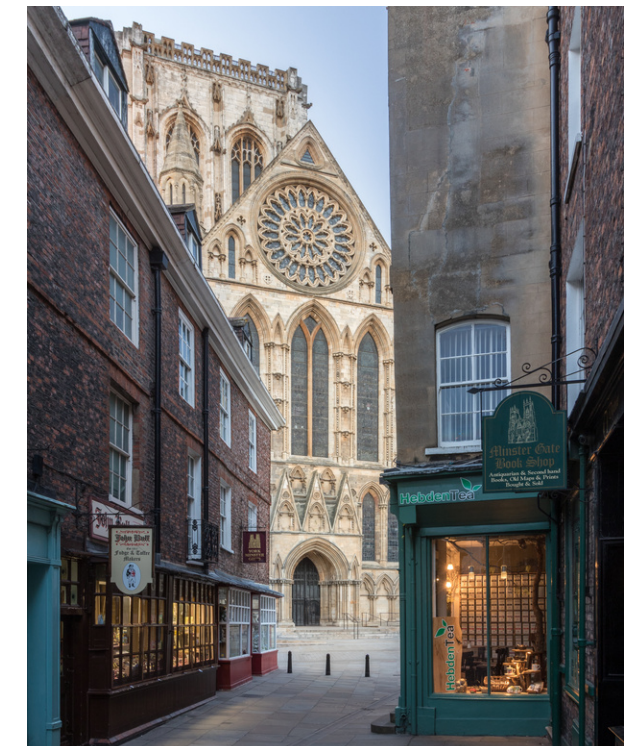


Our story

Like all great stories, ours starts with a humble beginning. We LOVE England was created in 2015 at a kitchen table in Germany by Anglophile, Simone Bach, simply to share her fondness for the country she adores through the medium of a [Facebook page](#). It has been a labour of love and has steadily grown to attract a loyal, active and highly engaged social media following of over half a million people across the globe.

As our profile and reach has grown, so has our team. We're now a work-family of five like-minded people dedicated to promoting England as a destination and taking the guesswork out of planning a holiday to England for our followers.

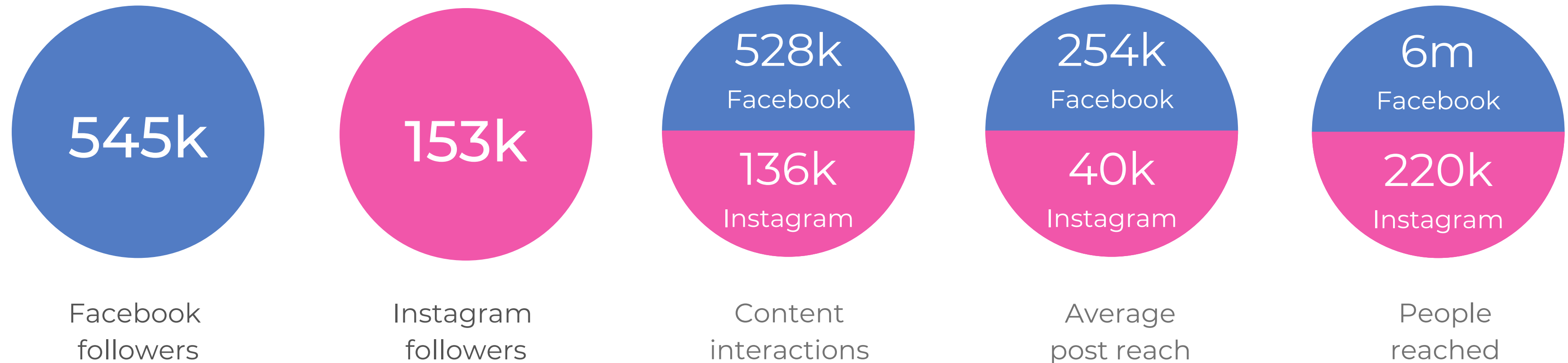
With the new We LOVE England website we've undertaken the epic task of recommending the best activities, attractions, accommodation and places to eat & drink throughout England. It's no small undertaking and we've really only just scratched the surface with the regions we've covered so far. We're constantly researching, writing and adding new regions all the time.





Our social media channels

The We LOVE England audience is a loyal, active and highly engaged social media following of 698,000 people across the globe. Since 2015, we've built a wonderful rapport and a trusting relationship with them - something we consider and strive to nurture in everything we do.



Put your business in front of the WLE audience with our social media bundle for £550.
FREE with Silver and Gold membership packages until 1 January 2023.

**Figures are from 7 August to 7 Sept 2022*

Who is our audience?

Our highly active followers are all over the world. They follow us because they truly love all that England has to offer. For many of them, their connection to England is an emotional one which influences their buying habits and propensity to spend on products that will remind them of England and bring them that little bit closer to it. By working with us, you can target the affluent markets of the UK, US, Canada, Australia, Europe and more.









545,000 followers

- 13% aged 25-34
- 18% aged 35-44
- 22% aged 45-54
- 21% aged 55-64
- 21% aged 65+

74% women
26% men

On Facebook, the top six countries represented are:

- | | | | |
|---|---------------|---|------------|
|  | UK # 1 |  | USA # 2 |
|  | Australia # 3 |  | Italy # 4 |
|  | Germany # 5 |  | Canada # 6 |








153,000 followers

- 21% aged 25-34
- 23% aged 35-44
- 23% aged 45-54
- 16% aged 55-64
- 9% aged 65+

73% women
27% men

On Instagram, the top five countries represented are:

- | | | | |
|---|---------------|---|-----------|
|  | USA # 1 |  | UK # 2 |
|  | Germany # 3 |  | Italy # 4 |
|  | Australia # 5 | | |

*Figures are from 7 August to 7 Sept 2022

The We LOVE England website




At We LOVE England our ethos revolves around quality.

In response to requests from our audience, the We LOVE England team hand-pick a selection of all types of accommodation to be featured on the website. It's a constant work in progress, and we continue to invite businesses to become WLE members as we further develop the regions on the website.

We already have some notable partners, including The Cary Arms & Spa, No. 131 The Promenade in Cheltenham and The 25 - awarded Best B&B in the world by the Trip Advisor Travellers' Choice Award two years running.

If you would like to put your business forward for consideration, and would like to know more about our range of flexible packages designed to promote your offering across our powerful online platforms, please email us at: contact@we-love-england.com


Looking for somewhere to stay?

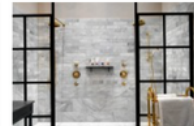





Home > No. 131 THE PROMENADE

Luxury bedroom at the No. 131 Hotel. Credit: No. 131 THE PROMENADE

NO. 131 THE PROMENADE





Visit website

131 The Promenade, Cheltenham,
Gloucestershire. GL50 1NW

01242 822 939

Visit website

Location type: Town

Premises Facilities

Bar Restaurant Free wifi
Central heating
Non-smoking establishment
Room service Night porter

Accommodation Facilities

En suite Shower TV
Central heating Linen Towels Iron
Tea & coffee Fridge

Nearby

Cheltenham Town Hall	0.2 miles
Cheltenham Racecourse	3.0 miles
Cotswolds	10.0 miles
Imperial Gardens	0.5 miles
Everyman Theatre	0.2 miles

A trio of beautiful Georgian townhouses set on the promenade in the heart of cosmopolitan Cheltenham, No. 131 is The Lucky Onion's flagship hotel and restaurant. Classic on the outside, contemporary British on the

The We LOVE England website



A good journey starts with inspiration, so alongside providing an abundance of useful information for those planning a trip, the new website also features a wealth of inspiring content to whet the appetite of the aspiring traveller.

we-love-england.com features destination guides from our in-house and external writers, stunning imagery and engaging content from our photography & article ambassadors - all to give our discerning readers the best possible experience.

10 THINGS TO DO IN BATH WITH KIDS

Parks in Bath


Bath is a city with its fair share of green lungs where you can escape when the kids need a break from the cultural and historic delights.

Parade Gardens is in the heart of Bath and sits alongside the River Avon with views of the famous Pulteney Bridge. In the summer there are concerts in the bandstand and deck chairs on the lawn. It's the perfect spot to chill out.

For somewhere with a few more kids' activities, Royal Victoria Park is a great option. There's an impressive playground, adventure golf, a skate park and duck pond.




WE LOVE ENGLAND GUIDE TO SOUTH DEVON



Torquay

Situated along the coast of South Devon, the large bay of Torbay is overlooked by the three towns of Torquay, Paignton, and Brixham. Often known as the English Riviera, Torbay is a well-loved and appealing tourist destination that has been welcoming visitors from all over the World for well over 100 years, and it really doesn't disappoint.

[See more](#)



Dartmouth


A historic and elegant town with deep water port, Dartmouth has more stories to tell than most, thanks largely to its seafaring tradition and naval connections. Situated on what is arguably England's prettiest river, the River Dart, Dartmouth has served as one of the country's principal ports for many centuries, and these days it serves as a fabulous place to visit.

[See more](#)

“We plunged into river valleys and shady woods, and gasped at the drama of the gorge below”




WLE RECOMMENDATIONS IN YORKSHIRE



Accommodation

There is so much to see and do in Yorkshire, you'll need a good bed to fall into at the end of the day. Thankfully, you'll find a whole host of accommodation to suit your taste and budget from grand country house hotels and boutique B&Bs, to home-from-home holiday cottages and splendid campsites... [see more](#)



Things to do

Whether you're an outdoor type or an indoor type – or a bit of both – you will not be left longing when it comes to culture, history, nature, fresh air or astounding views, such is the vast array of things to see and do in Yorkshire. Exploring Yorkshire's diverse landscape tops the list for many... [see more](#)



Food and drink

When visiting Yorkshire, we recommend you bring your appetite. Famous for more than just the eponymous Yorkshire pudding, the county's outstanding local produce and artisanal goods have made Yorkshire a notable point on England's food map. Yorkshire tea has a most restorative quality and there ... [see more](#)

Why partner with us?



By partnering with We LOVE England, you can proactively drive economic growth in your region and raise the profile of England as a destination to both visitors from home and overseas.

Gain exposure to a whole new global audience of over half a million highly engaged followers on social media.

Choose from three membership tiers, priced according to the size of your business.

See how your membership is working for you through regular reporting.

WLE's powerful marketing channels are *the* place to elevate the profile of your business and build awareness.



Small business membership packages

Tier 1 - Small		
Hotel / Bed & Breakfast Accommodation	1 – 6	Rooms
Campsite Only		
Campsites / Caravan Parks / Holiday Parks	1 – 6	Pitches
Self-Catering / Cottages	1 – 2	Properties
Food and Drink	0 – 30	Covers
Leisure / Attractions	Up to 25,000	Visitors

Prices are per listing per tier.

Businesses owning or representing multiple sites - price on application.

TIER 1 - SMALL	Bronze	Silver	Gold
Membership cost	£180.00	£295.00	£500.00
We Love England business page	X	X	X
Priority search	3rd	2nd	1st
Description	X	X	X
Number of images	5	10	25
Travel directions, facilities	X	X	X
Visit website button	X	X	X
Pinterest listing	X	X	X
Entry in featured carousel		X	X
TripAdvisor reviews		X	X
What's nearby		X	X
Showcase your video			X

Additional listing (per page)

If you require an additional listing to promote other areas of your business - for example, a restaurant or additional accommodation.

25% discount on Membership package

All prices subject to VAT where applicable.



Medium business membership packages

Tier 2 - Medium		
Hotel / Bed & Breakfast Accommodation	7 – 30	Rooms
Campsites / Caravan Parks / Holiday Parks	7 – 30	Pitches
Self-Catering / Cottages	3 – 6	Properties
Food and Drink	31 – 60	Covers
Leisure / Attractions	25,000 – 100,000	Visitors

Prices are per listing per tier.

Businesses owning or representing multiple sites - price on application.

TIER 2 - MEDIUM	Bronze	Silver	Gold
Membership cost	£280.00	£425.00	£675.00
We Love England business page	X	X	X
Priority search	3rd	2nd	1st
Description	X	X	X
Number of images	5	10	25
Travel directions, facilities	X	X	X
Visit website button	X	X	X
Pinterest listing	X	X	X
Entry in featured carousel		X	X
TripAdvisor reviews		X	X
What's nearby		X	X
Showcase your video			X

Additional listing (per page)

If you require an additional listing to promote other areas of your business - for example, a restaurant or additional accommodation.

25% discount on Membership package

All prices subject to VAT where applicable.



Large business membership packages

Tier 3 - Large		
Hotel / Bed & Breakfast Accommodation	Over 30	Rooms
Campsites / Caravan Parks / Holiday Parks	Over 30	Pitches
Self-Catering / Cottages	Over 6	Properties
Food and Drink	Over 60	Covers
Leisure / Attractions	Over 100,000	Visitors

Prices are per listing per tier.

Businesses owning or representing multiple sites - price on application.

TIER 3 - LARGE	Bronze	Silver	Gold
Membership cost	£350.00	£575.00	£850.00
We Love England business page	X	X	X
Priority search	3rd	2nd	1st
Description	X	X	X
Number of images	5	10	25
Travel directions, facilities	X	X	X
Visit website button	X	X	X
Pinterest listing	X	X	X
Entry in featured carousel		X	X
TripAdvisor reviews		X	X
What's nearby		X	X
Showcase your video			X

Additional listing (per page)

If you require an additional listing to promote other areas of your business - for example, a restaurant or additional accommodation.

25% discount on Membership package

All prices subject to VAT where applicable.



Additional extras

Additional Extras	Price
Social Media – Facebook Post	
<ul style="list-style-type: none">1 post on Facebook4 images with link	£450
Social Media – Instagram Post	
<ul style="list-style-type: none">1 post on InstagramInstagram – 4 images with story	£175
Social Media Bundle	
<ul style="list-style-type: none">Facebook post – 4 images with link – and storyInstagram – 4 images – and story FREE with Silver & Gold membership package until 1 January 2023*	£550
Social Media – Competition	
<ul style="list-style-type: none">1 Week competitionFacebook – Posted and pinned to top of pageInstagram – Competition to be publicised via a single image post on Instagram feed, link in bio for 1 week + 3 stories with link back to competition. Subject to availability.	£650
Article feature	
<ul style="list-style-type: none">Feature in The Best Of article	Price on application

* For members, Facebook post links go to member listing on the WLE website.

GOLD Members	Receive a 15% discount off Additional Extras
SILVER Members	Receive a 10% discount off Additional Extras
BRONZE Members	Receive a 5% discount off Additional Extras

Prices as at 8 Sept 2022



All prices subject to VAT where applicable.

Meet the team



For a long time, Simone ran the social media channels with great love, but she reached a point where she wanted to bring in more expertise in order for We LOVE England to bloom from a Facebook page to a successful business - without losing sight of what had become important for both her and the We LOVE England following. Now, we're a work family of five like-minded people whose expertise lies in marketing, software development, business management and the tourism industry. Meet the friendly folk behind We LOVE England...



SIMONE BACH

I fell in love with England the first time I went to London in the 80s, when I was a teenager. Back in the day, England for me was the land where so many of my music heroes came from. These days I appreciate other things like the cosy pubs, historical buildings, stunning landscapes and the British people with their mix of humour, politeness and quirkiness!

Next destination?

Cumbria and Northumberland.



JOHN DOWNER

Originally born in Wales, my family relocated to South Devon when I was 9, and it's been amazing growing up surrounded by all the incredible beauty the south west of England has to offer. Having worked for over 30 years as an operations manager, I started my own business at the start of 2017 providing coaching and mentoring support to small businesses.

Next destination?

Cornwall.



ALEX GRAEME

I've been a tour guide since 2013 when I created Unique Devon Tours. Winning the Top UK Guide award at the Wanderlust World Guide of the Year Awards in 2018 has been a highlight. Being a guide and a photographer combines perfectly with being a part of We LOVE England, since I thrive in the world of tourism, and fully understand the appeal of this amazing country.

Next destination?

The Isles of Scilly.



JAMES HOOPER

Before retraining as a software developer I worked in various sales, marketing, retail and educational roles within the leisure, hospitality and travel industries. I've been lucky to have travelled extensively in the UK and worldwide and I lived and worked in Turkey and Mexico. However, I have always returned to the Devon village I first made my home over 30 years ago.

Next destination?

The Lake District.



KAT WHITE

Half Dane, half Brit, my love for travel started at an early age. Since then, I lived in Australia and New Zealand for seven years before returning to Devon, where family life by the sea was a call too great to resist. My 18 years in marketing - particularly in the travel and tourism sector - have enabled me to explore some wonderfully remote parts of the UK.

Next destination?

The Yorkshire Dales and coast.

Get in touch



If you would like to find out more about our flexible Membership packages, or if you have another enquiry, we would love to hear from you.

Please drop us a line at contact@we-love-england.com and we'll respond as soon as we can.