

# We LOVE England

MEDIA KIT



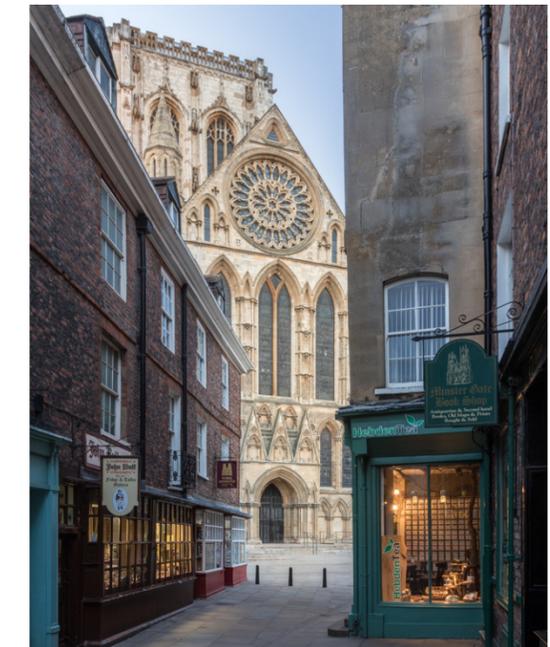


# Our story

Like all great stories, ours starts with a humble beginning. We LOVE England was created six years ago 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.

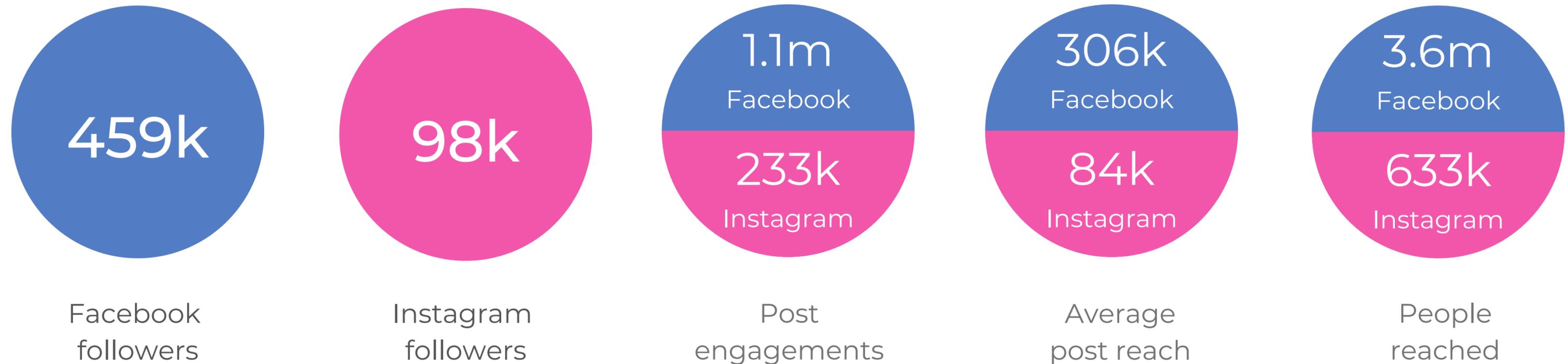
With the new We LOVE England website we've undertaken the epic task of recommending the best activities, attractions, accommodation and places to eat & drink throughout England. It's no small undertaking and we've really only just scratched the surface with the regions we've covered so far. We're constantly 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 557,000 people across the globe. Throughout the last six years, we've built a wonderful rapport and a trusting relationship with them - something we consider and strive to nurture in everything we do.



*\*Figures are from 11 February to 10 March, 2021*

# 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.



459,000 followers

10% aged 25-34  
 18% aged 35-44  
 22% aged 45-54  
 20% aged 55-64  
 21% aged 65+

74% women  
 25% men

On Facebook, the top six countries represented are:



UK # 1



USA # 2



Australia # 3



Italy # 4



Germany # 5



Canada # 6



98,000 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 six countries represented are:



USA # 1



UK # 2



Germany # 3



Italy # 4



Australia # 5



Canada # 6

# The We LOVE England website



At We LOVE England our ethos revolves around quality.

In response to requests from our audience, We LOVE England are busy curating a hand-picked list of all types of accommodation for each region we cover. We will be inviting businesses to appear on the website over the coming weeks and months

We already have some notable partners including 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](mailto:contact@we-love-england.com)



# 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



Torbay

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 m... [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 469,000+ 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.



# 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 MARSLUND

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](mailto:contact@we-love-england.com) and we'll respond as soon as we can.