

We LOVE England

PARTNERSHIPS





Why partner with us?

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 550,000 people across the globe.**

As we've grown, our Facebook following has frequently asked for advice on planning trips, recommendations on where to stay, what to see and do. We've been listening, and with the We LOVE England website, we are giving them exactly that.

Everything on the site - from accommodation listings, to content and imagery - is carefully curated and hand-picked by our small, passionate and highly motivated team. By bringing on board ambassadors to showcase truly unique photography and articles, we are enhancing that user experience.

For our audience, we're providing destination guides that are written with real knowledge, honesty and heart. Our recommendations for places to see, stay and eat at are carefully chosen so those who follow them can enjoy a genuinely wonderful experience.

For our promotional partners, we're offering bespoke campaigns, flexible pricing, and an understanding approach as we all bounce back from the pandemic. Our experienced team will work with you to help promote your business to our half a million-strong audience.

As the tourism industry emerges from the impact of Covid-19, our mission is two-fold: to play our part in restoring England as a destination again and to empower our partners to feel confident about the future.

By partnering with We LOVE England, you can:

- Significantly raise the profile of your business to a brand new audience of over half a million people, driving your sales and growth.
- Put your offering in front of a highly engaged audience within your chosen markets.
- Launch your business in new markets including the United States, Europe and beyond.
- Feel confident that who you've partnered with is engaged and supportive. We'll keep in touch with you as much or as little as you like.

Let's do this together. Get in touch





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



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 discuss partnering with We LOVE England in more detail, 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.