



## NEW FOR 2019: The English National Park Experience Collection

Living England's Extraordinary Outdoors

The English National Parks offer some of England's most extraordinary outdoor living landscapes and to celebrate its rich culture, a brand new project is launching in 2019: **The English National Park Experience Collection (ENPEC)**.

Supported by VisitEngland's Discover England Fund, the new collection is made up of over 70 new immersive visitor experiences across nine of England's National Parks. Carefully curated by local experts and designed for international visitors, the collection offers truly authentic and memorable experiences to capture the distinctive countryside.

Immersing into some of the UK's most unique living landscapes and timeless rural life, visitors will journey through history, culture and countryside to see England in a new light. Living, breathing and becoming part of the Park's special way of life via bookable experiences.

Designed to harness the growing demand for experiential tourism, the bookable experiences will partner with accommodation, creating tailor made easy to book options for the trade. From travel agents, tour operators, wholesales or guides, there is something in the mix for most buyers' upcoming schedules or brochures.

### Living England's National Parks

England's National Parks are treasured for their tranquillity, traditions, heritage and unique natural habitats. Geographically dotted around England, the Parks provide free access to England's open countryside. Protecting the most beloved landscapes and harbouring the most precious wildlife, they are a deep part of the fabric of England's national identity. Making up 10% of England's total land with an abundance of native wildlife-rich habitats. Visitors will leave feeling alive, inspired and refreshed.



There are nine English National Parks involved in the collection (*Broads, Dartmoor, Exmoor, Lake District, North York Moors, Northumberland, Peak District, South Downs and Yorkshire Dales*) with each park offering a selection of experiences from active outdoors to foodie heavens.

**Highlights include:**

**Broads National Park**

A watery wonderland, the Broads is Britain's largest protected wetland.

**Broads by Kayak Experience:** view the beauty of the Broads in a unique way. Enjoy the wonderful wildlife from the water and be immersed in the stunning beauty of the area of Heigham Sound & Hickling Broad – one of the jewels in the crown of the National Park.  
*4 hour experience, a max of 8 people, £45 pp.*

**Dartmoor National Park**

A land of mist and mystery – steeped in folklore and a place of great literary inspiration.

**Hound of the Baskervilles Experience:** follow in the footsteps of the great writer, Sir Arthur Conan Doyle, and discover the real story behind *The Hound of the Baskervilles*. Find out about the various people, locations, myths and legends that inspired this most famous of detective stories.

*8.5 hour experience, for 4-6 people, £135 for groups of 4-6 people.*

**Lake District National Park**

A UNESCO World Heritage Site and a National Park of epic proportions, The Lake District is home to Scafell Pike – England's highest mountain – and Wastwater, its deepest lake.

**Spice Trail experience:** A guided tour of some of the finest culinary highlights in the region, guaranteed to tantalise tastebuds.

*7 hour experience, for 3 - 32 people, starting from £125 for larger groups.*

**Peak District National Park**

Britain's original National Park, the Peak District is a land of countryside revolution, stately homes, plateaus and valleys, right in the heart of England.

**Climbing Through History Experience:** The history of the Peak District National Park is etched in the unique gritstone crags that line the valley edges. This world-famous rock, besides being an integral part of the area's industrial heritage. Climb, scramble and abseil under the expert guidance of a local instructor. Suitable for all abilities to discover a different view of the Peak District.

*8 hour experience, for 4-32 people, £85 pp.*

**The full list of experiences will be available on the new English National Park Experience Collection website following the launch: <https://www.nationalparkexperiences.co.uk/>**

The UK version will be live on 1st February and the German translated website will launch on 31st March.

**ENDS**

For further information or images, please contact Rosa Pedley at Wild West Comms on 01872 243 560: **E:** [rosa.pedley@wildwestcomms.co.uk](mailto:rosa.pedley@wildwestcomms.co.uk)

## Notes to Editor:

### About the Discover England Fund

- In November 2015, the Government announced a £40 million Discover England Fund; an unprecedented opportunity for English tourism. The Fund aims to deliver world-class bookable tourism products joined up across geographies and/or themes; including integrated transport solutions to provide an end-to-end customer experience.
- The Fund supports the growth of one of England's most successful export industries, inbound tourism. Tourism is an industry that delivers jobs and economic growth across the English regions – contributing some £106bn each year to the economy and supporting 2.6 million jobs.
- The Fund supported a number of pilot projects in year one (2016/17) that tested product development approaches. In years two and three, 2017-19, the fund will support:
  - A number of large-scale collaborative projects to be delivered over the two year period 2017-2019 that will create a step-change in bookable English tourism product for international consumers,
  - A smaller funding pot for new one year pilot projects (in year two), and
  - Continuation funding for existing year one projects that demonstrated early learnings (in year two).

### About VisitBritain/VisitEngland

- VisitBritain/VisitEngland is the national tourism agency – a non-departmental public body funded by the Department for Digital, Culture, Media & Sport (DCMS)
- Working with a wide range of partners in both the UK and overseas, our mission is to grow the volume and value of inbound tourism across the nations and regions of Britain and to develop world-class English tourism product to support our growth aspirations. For further information and to access the latest in-depth market intelligence and statistics visit [www.visitbritain.org](http://www.visitbritain.org) or [www.visitbritain.com](http://www.visitbritain.com) and [www.visitengland.com](http://www.visitengland.com) for consumer information.

Interviews and quotes available from Sarah Fowler (Chief Executive, Peak District National Park Authority. Please request these directly with Rosa

- Please see below an example itinerary to highlight how the new bookable experiences may feature on trade programmes:

#### EXAMPLE ITINERARY

Day One	
	<b>Travel to the Peak District National Park &amp; local hotel</b>
	<b>Enjoy a delicious dinner at a local restaurant with group</b>
	<b>Overnight stay</b>

## Day Two

**AM**

### **The Blue John Stone Experience**

An underground adventure to discover Blue John Stone, a rare, semi-precious mineral found at only one location in the world – in the caves of Castleton, Derbyshire in the Peak District. Work with Treak Cliff Cavern family and staff to get really hands-on with this unique stone. Discover its history before producing three items to take away; an item of silver jewellery, a window hanger/ decoration, and a polished slice or chunk (which can be found by searching in the mines).

Highlights:

- Learn about the geological formation of caves within the Peak District National Park
- Meet the family who own and care for the mine
- Prospect for Blue John Stone in the underground cave system then
- Shape and polish three of your own creations with expert tuition

**PM**

### **Climbing Through History Experience**

The history of the Peak District National Park is etched in the unique gritstone crags that line the valley edges. This world-famous rock, besides being an integral part of the area's industrial heritage, has formed the favoured vertical playground for generations of climbers and scramblers. Follow in their footsteps by climbing, scrambling and abseiling under the expert guidance of a local instructor. Suitable for all abilities to discover a different view of the Peak District.

**Highlights**

- Try climbing, abseiling and scrambling for the first time or develop existing skills with local experts
- Enjoy spectacular views of the Peak District National Park
- Learn about the history and geology, flora and fauna of this unique area

**Travel Home**