



Hoseasons partners with Channel 4 to celebrate the Best of British

Hoseasons will underline its commitment to the promotion of UK holidays with the launch of a new series in partnership with Channel 4 later this spring.

In its first Branded Entertainment campaign, the self-catering staycation specialist has agreed to partly fund *Best of British By the Sea* (working title) – an original five-part series for More 4 that will see Britain’s best-loved foodies, Ainsley Harriott and Grace Dent, explore some of the best seaside holiday destinations – and dishes that the British Isles have to offer.

South Devon, the Isle of Wight, Carmarthenshire, Aberdeenshire and Norwich and Great Yarmouth all feature during the series with Grace and Ainsley staying at a different Hoseasons accommodation each episode while cooking for each other; exploring local areas and experiencing hidden culinary hotspots.

Paul Evans, Vice President of Portfolio at Awaze – the parent company of Hoseasons - says: “We are delighted to be working with Grace, Ainsley, Blink Films and Channel 4 on what we know is going to be a really feel-good series. The staycation has never been more popular and it’s great to be doing our bit to help showcase some of the amazing places that are out there to be discovered and experienced along our fantastic shores.”

As well as enabling Hoseasons to showcase the quality and range of its luxury lodge, cottage, park and boating portfolio, the deal will also see the brand featured extensively across the show’s advertising, both on air and across digital channels – something the company hopes will help to ‘sell’ the joys of the self-catering staycation to a wider audience.

News of Hoseasons’ involvement in the show, comes at a time when direct bookings for the brand are up 11% compared to where they were at the same point in 2019 – a clear sign the staycation is here to stay, despite the easing of foreign travel restrictions in the wake of Covid.

Secondary sponsorship for the Norwich and Great Yarmouth, Isle of Wight, Carmarthenshire, and Aberdeenshire episodes of the show is being provided by their respective tourist boards, county and borough councils and associated funding projects.

Dan Chambers, Creative Director Blink Films says: “There are so many great treats to be found around the British coast. After watching this series, you just won’t want to holiday anywhere else!”

The series has been commissioned for Channel 4 by Deborah Dunnett with Katherine Marlow, C4’s Branded Entertainment Controller. Martha Swales is the Series Producer, and Will Knott and Dan Chambers are Executive Producers for Blink Films. The series is being distributed by Beyond Rights.

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For more information about Hoseasons visit www.hoseasons.co.uk

Notes to editors:

Hoseasons is one of the UK's leading self-catering accommodation specialists, with more than 40,000 places to stay in coastal and countryside settings throughout Britain. From lodges and parks, to boats, cottages and apartments, the brand offers the widest available range of self-catering holidays in the UK. Hoseasons accommodates more than two million holidaymakers and more than 100,000 pets every year and is part of Awaze - Europe's leading managed vacation rentals and holiday resorts business. For additional information visit www.hoseasons.co.uk

For further media information please contact Mark Sowersby at the Hoseasons Press Office on 07879 623 654, or marks@thissrl.co.uk