



A ROOM WITH A VIEW: WAKE UP ON THE DOORSTEP OF NATURAL BEAUTY WITH MINI, VISITENGLAND AND VISIT WALES

- MINI partners with VisitEngland and Visit Wales to offer unique experiences in a MINI Countryman this summer
- Guests will win a stay in a rooftop tent in locations that are normally off limits to members of the public and wake up alongside areas of outstanding natural beauty. Watch the launch film here: <https://youtu.be/AHgExlIGms8>
- Locations include: Durdle Door on the Jurassic Coast in Dorset; Cheddar Gorge in Somerset; Snowdonia in Wales
- MINI launched the competition in response to new OnePoll research revealing 83% of Brits would like to make more effort to visit iconic views and locations within the UK and the reason we most like UK coastal areas is for the views
- This research also demonstrates how domestic tourism has been on the rise, with nearly half of all Brits going on a last minute 'staycation' within the UK in the last year

MINI has teamed up with VisitEngland and Visit Wales to offer money-can't-buy overnight stays in a specially equipped MINI Countryman.

MINI's biggest car will be equipped with a special rooftop tent to provide an exclusive 'Room with a view' in areas of outstanding natural beauty that are normally off limits to the public.

Members of the public are being given the chance to stay in one of three of the UK's beautiful locations: Durdle Door on the world famous Jurassic Coast in Dorset; the stunning Cheddar Gorge with a backdrop of dramatic cliffs in Somerset, and the majestic glacial mountain range of Snowdonia in Wales.

MINI has launched the experiences in response to a rise in domestic tourism: new research commissioned by MINI from OnePoll shows nearly half of us are more likely to go on a spontaneous break in the UK than we have been in the past decade.

According to VisitEngland, Brits took 44.7 million domestic holidays in England (trips of at least one night) in 2016, up 2% on 2015 and the strongest performance since 2013. From January to April this year (2017) Brits also took a record 11.4 million holiday trips in England.

Further findings from OnePoll reveal just under half of Brits (48%) prefer a 'staycation' as they feel the UK has so much to offer. In particular, nearly three in five of us (57%) state that views and scenery is the reason given for visiting the

coast, while 43% find holidays at home far less stressful than going abroad and 37% say a key benefit is being able to drive to their preferred UK holiday spot.

In a staycation like no other, guests will get to experience the wonders of the UK, by entering a ballot to win a 'money can't buy' experience; sleeping in a specially designed luxury roof tent by AUTOHOME, atop the MINI Countryman in a site specifically chosen for them. Guests will be fully immersed in nature and its surroundings – sleeping in comfort under the star-lit skies, and waking up to a breathtakingly beautiful sunrise.

The MINI Countryman vehicles will also allow guests to explore further. Bespoke itineraries will be created for each site including fun-filled local activities such as coasteering, caving, abseiling and visiting attractions nearby. Guests will also be able to enjoy local produce through campfire dining.

The locations on offer include: sleeping atop a cliff looking down on the stunning beach and vista of Durdle Door in the world famous World Heritage Site, the Jurassic Coast in Dorset; a stay by the majestic, carved, glacial mountains of Snowdonia, where you could have breakfast looking over the stunning Ffynnon Llugwy lake, or a visit to the truly epic, Lord of the Rings style vista of Cheddar Gorge in the Mendip Hills in Somerset. Lucky winners will be able to tell their friends that they woke up in one of the greatest natural wonders in Britain.

To be in with your chance of winning a free night on www.mini.co.uk/roomwithaview simply go online and enter your details. There are limited spaces and the winner will be picked through a prize draw. Information of each site, suggested itineraries and more information on other camping experiences can be found online on this site.

So, it's time to pick your adventure, travel down the path less trodden, and explore just how much England and Wales have to offer.

Ends

NOTES TO EDITORS:

*The research was commissioned in July 2017 by MINI and carried out by One Poll on 2,000 UK adults

Top 10 things Brits like most about coastal locations in the UK

- The views: 56.60%
- Fish and chips: 53.25%
- The tradition of a trip to the sea: 43.75%
- Nature and wildlife: 37.65%
- Exploring little shops and businesses nearby: 35.20%
- Rock pools: 31.45%
- Ice cream vans: 28.20%
- Amusement arcades: 23.10%
- The remoteness: 21.80%
- Swimming: 14%

Top 20 Views in the UK

- Scottish Highlands: 37.70%
- Snowdonia, Wales: 32.90%
- The White Cliffs of Dover, Kent: 30.65%
- Edinburgh Castle, Edinburgh: 27.60%
- Cheddar Gorge, Somerset: 27.45%
- St Ives Bay, Cornwall: 25.90%
- Loch Ness, Scotland: 25.75%
- Stonehenge, Wiltshire: 25.20%
- Ben Nevis, Scotland: 24.25%
- Giant's Causeway, Northern Ireland: 23.25%
- The Needles, Isle of Wight: 18.75%
- Windsor Castle, Berkshire: 18.55%
- The London Skyline from the Shard: 17.85%
- Durdle Door, Dorset: 16.65%
- Hadrian's Wall, England/ Scotland border: 16.45%
- The Angel of the North, Tyne and Wear: 12.80%
- Glastonbury Tor, Somerset: 12.20%
- Malham Cove, North Yorkshire: 9.80%
- Flamborough Head, Yorkshire: 9.65%
- Seven Sisters, Sussex: 9.55%

THE COMPETITION

About the prize draw competition:

If you are aged 25 years or over and are a UK resident, please complete the competition form hosted on www.mini.co.uk/roomwithaview by providing your title, first name, surname, postcode, email address and telephone number as well as selecting either Durdle Door from 1st – 2nd September 2017, Snowdonia from 8th – 9th September 2017 or Cheddar Gorge from 15th – 16th September 2017. By entering the competition, entrants are requesting to win the trip. No purchase necessary.

Locations:

Durdle Door, Dorset:

This iconic natural Limestone Arch is on the world famous Jurassic Coast, a World Heritage Site. Accompanied by one of the most scenic beaches in England, with excellent quality of bathing water recommended by the Marine Conservation Society, this site is perfect for people seeking a quieter and calming atmosphere combined with scenic beauty.

Snowdonia, Wales

Famous for its slate, mountainous terrain and epic landscape of glacially sculpted valleys and craggy peaks, it's home to Wales' tallest and Britain's second tallest mountain – Snowdon. According to lore, Mount Snowdon was the site where King Arthur is said to have killed a fearsome giant, Rhitta, and the lake of Llyn Llydaw is believed to be the final resting place of Excalibur, Arthur's sword, after it was thrown in the lake's waters following Arthur's death.

Cheddar Gorge, Somerset

Britain's biggest gorge with the dramatic cliffs rising 450ft to the stunning stalactite caverns. This world-famous site is an Area of Outstanding Natural Beauty, reveals many fascinating stories of UK's prehistoric ancestors, and is an international centre for caving and rock climbing.

Wild camping

Camping at the specific locations in Durdle Door, Cheddar Gorge and Snowdonia is not permitted outside the prize draw competition dates. Wild camping in non-designated areas is illegal. A list of designated off the grid camping ideas can be found on mini.co.uk/roomwithaview.

VISITBRITAIN/VISITENGLAND & VISIT WALES

About VisitBritain/VisitEngland

As the national tourism agency – a non-departmental public body funded by the Department for Digital, Culture, Media & Sport (DCMS), VisitBritain/VisitEngland plays a unique role in building England's tourism product, raising Britain's profile worldwide, increasing the volume and value of tourism exports and developing England and Britain's visitor economy. Working with a wide range of partners in both the UK and overseas, the 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. Working as a key partner on the GREAT Britain campaign – both internationally and domestically – our work boosts Britain's appeal as a tourism destination, improving its ranking in the eyes of international travellers, and increasing visitor spending in all parts of Britain.

For more information: www.visitengland.com

For consumer PR enquiries press@visitengland.org

About Visit Wales:

Visit Wales is the Welsh Government's tourism team. Visitors spend around £14 million a day whilst in Wales, amounting to around £5.1 billion a year. Visit Wales is responsible for formulating tourism policy, encouraging investment in, and improving the quality of the visitor experience in Wales. The team is also responsible for marketing Wales within the UK and internationally. The ambition of the Welsh Government's tourism strategy for Wales is to grow tourism earnings in Wales by 10% by 2020.

MINI

MINI Countryman

The new MINI Countryman is the biggest and most versatile model to be launched in the brand's 57-year history. With its larger external dimensions, and increases in space throughout the cabin and luggage area, it offers occupants even greater comfort and a genuinely premium ambience. Useful new features such as electric tailgate control with touch-free opening and unique options, including a fold down picnic bench at the rear, add to the ownership experience. With a high level of standard equipment including Satellite Navigation, Bluetooth, Emergency E-call and more, pricing starts at £22,625. For more information, please see https://www.mini.co.uk/en_GB/home/range/new-mini-countryman.html

Flash Pack & MINI

Flash Pack is a group adventure start up founded by ex-photojournalist Lee Thompson and his wife and Consultant Radha Vyas. It specialises in small group adventures and experiences for like-minded solo travellers in their 30s and 40s in comfort and style, across Africa, Asia, Europe and South America. Flash Pack meticulously researches and curates itineraries, seeking out off-the-beaten-track locations far away from the crowds. This summer, Flash Pack and MINI have launched the boutique travel operator's first UK mini break for discerning road trip lovers, please see <https://flashpack.com/adventure-trips/scotland-road-trip-mini-countryman/>

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the

world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

www.bmwgroup.com

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