



November 2025 Press release

What Is the Explore the Nation Round in Miss England

During the pandemic, it's hard to believe now, but the whole world came to a standstill.

With travel restrictions in place and everyone grounded, we were all forced to slow down, rediscover our surroundings, and appreciate the places we call home.

While many events were cancelled, Miss England continued — virtually. Determined to keep the competition alive and bring some positivity amid the difficult times, Director Angie Beasley and her son Josh teamed up with international app developers Choicely to create the Miss England App.

“We were thinking of different ways we could still hold a competition despite everything that was happening — something positive for people to focus on instead of all the bad news,” says Angie.

And from that idea, a brand-new round was born: **Explore the Nation.**

With the support of The Video News Factory and its owner John Allard, contestants were invited to submit a short video — up to two minutes long — showcasing the best parts of where they live. From seaside towns and historic landmarks to hidden countryside gems, the videos gave a new appreciation for England's incredible diversity.

“We thought this might even help attract future tourism,” Angie explains. “It's a valuable way for contestants to appreciate their home and share it with others.”

Since then, Explore the Nation has become a permanent and much-loved feature of the Miss England contest — and Angie admits it's now her personal favourite round.

What Do the Judges Look For?

Judges are looking for genuine enthusiasm, effort, and creativity. Contestants are encouraged to show off their personality and presenting style while highlighting what makes their hometown or city special.

It's not just about scenic shots — it's about storytelling with, pride, and personality.

Sponsored by Coco Moola & City Sightseeing

For 2025, the Explore the Nation round is proudly sponsored by Coco Moola and City Sightseeing, two brands that perfectly align with the round's spirit of discovery and adventure.

Both brands are teaming up to give this year's winner of this round a stay with excursions at the Holiday Inn Southwark in London, celebrating their passion for travel, culture, and exploration right in the heart of the capital.

Contestants' videos can be viewed here [Explore the Nation Videos – Miss England 2025](https://www.missengland.info/miss-england-2025-explore-the-nation/)

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So next time you're thinking of travelling somewhere new, take a closer look around you.

You might just discover a hidden treasure right on your doorstep — just like our Miss England contestants do every year in Explore the Nation.

FOR EDITORS;

The Coco-Moola Story

Coco-Moola was born out of a passion for travel and a desire to make exploring London accessible to all. Travel is not just about ticking off landmarks but about immersing yourself in the local culture, history, and charm. The company journey began with a simple vision: to create an avenue where every traveller could discover the magic of London without worrying about the cost.

City Sightseeing – The world's leading open-top bus brand!

City Sightseeing was created in 1999 in Seville, Spain and this tour is still the back bone of our worldwide operations. Starting with just four tours in 2000 and initially as a joint venture between UK based Ensign Bus and newly established City Sightseeing Spain, City Sightseeing is now a well-known feature in almost 100 locations worldwide which span six of the seven continents. Our bright, cheerful and fun-filled red open top buses are sought after by tourists and visitors to some of the world's top destinations.

Miss England

The Miss England 2025 final is due to be held over 2 days 20th & 21st November at the Grand Station Wolverhampton when judges will select England's representative for the 73rd Miss World contest . The Explore the nation round is the official introduction round for all contestants who reach the semi and national final.

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For Further details please contact press@missengland.info