

# MARKETING PEAK DISTRICT & DERBYSHIRE

**News release**

**8 March 2018**

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## **NEW £1 MILLION DRIVE TO ATTRACT MORE EUROPEAN STAYING VISITORS TO THE PEAK AND DERBYSHIRE**

European visitors – especially from Germany – will be the main target of a £1 million investment to bring more staying tourists to the Peak District, Derbyshire and the East of England.

Official tourist board Marketing Peak District & Derbyshire has welcomed confirmation that it is to share in a substantial pot of money from the Government-backed Discover England Fund – creating the new 300 miles long East of England Touring Route between London and Northumberland.

“This is great news,” said Jo Dilley, Managing Director, Marketing Peak District & Derbyshire. “Our marketing and PR strategy is geared towards encouraging staying visitors from both the UK and overseas to visit the Peak District and Derbyshire and bring more money into both the local and regional economy.

“We’re now looking forward to working with our colleagues in the East Midlands and further afield to create itineraries and bookable products for both individuals and groups that will give tourists an authentic and enjoyable taste of England, discovering both well-known attractions and hidden gems wherever they travel.”

New itineraries will be developed to bring together attractions, accommodation, activities and places to eat to create a route that is culturally rich and quintessentially English. Germany has been chosen as the target market because touring is a familiar and well-loved holiday choice and the country has good travel connections with Eastern England.

The emphasis will be on helping businesses operate in the international market and make them bookable by both independent travellers and tour operators and travel agents who are influential with German consumers.

The East of England Touring Route project is being led by destination management and marketing organisation NewcastleGateshead initiative (NGI), working with other destinations organisations and local councils along the route, including colleagues at Visit Lincoln and Visit Nottinghamshire in the East Midlands.

Sarah Stewart, Chief Executive of NGI, said: “We are delighted to secure this funding and to be working closely with partners on this exciting project. The touring route will bring economic benefits to the region, and is a great opportunity for businesses to attract international visitors.

“We know that Eastern England has so much to offer and we look forward to creating a route that showcases our history and countryside, our market towns and cities, and shines a light on a wonderful part of the country.”

The East of England Touring Route is one of a number of successful projects to receive funding from the UK Government’s £40 million Discover England Fund. The Fund is administered by VisitEngland and aims to ensure that England stays competitive in the rapidly growing global tourism industry, by offering world-class English tourism products to the right customers at the right time. The Fund is a central government funded programme, supported by match funding by partners in the public and private sectors.

Ends.

For further details, please contact Janette Sykes, PR Manager, Marketing Peak District & Derbyshire, at [janette.sykes@marketingpdd.com](mailto:janette.sykes@marketingpdd.com), or on 07792 924839.

#### **Note to Editors**

A high-resolution image is attached for both print and digital media. Caption: A stunning view across Ladybower Reservoir showing the gritstone edges, moorland and scenery of the Peak District and Derbyshire, which will form part of the East of England Touring Route.

The Peak District and Derbyshire’s visitor economy currently supports almost 28,000 jobs and is worth £2 billion a year.

Marketing Peak District & Derbyshire’s mission is to develop and grow a successful and sustainable tourism economy, working closely with a wide range of partners to make the Peak District and Derbyshire the destination of choice – regionally, nationally and globally.

#### **The East of England Touring Route partnership**

Destination organisations and local authority partners

Make it York

Newark and Sherwood District Council

Northumberland Tourism

Rutland County Council & Discover Rutland

South Kesteven District Council

Tees Valley Combined Authority

Visit County Durham

Marketing Peak District & Derbyshire

Visit Herts

Visit Leeds

Visit Lincoln  
Visit Nottinghamshire.

### **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 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.