



News release

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PEAK DISTRICT AND DERBYSHIRE'S £44.7 MILLION TOURISM SPENDING AND 800-PLUS JOBS BONUS

Inspirational marketing campaigns to encourage more visitors to come and stay in the Peak District and Derbyshire have proved almost eight times more effective than expected – generating more than £44.7 million in extra tourism spending and creating more than 830 jobs.

Research by national tourist board VisitEngland reveals that official tourist board Visit Peak District & Derbyshire has exceeded Government targets by a huge margin thanks to its major, multi-media marketing push 'The World Away' – costing just £600,000 over three years in a public and private sector partnership.

Government-set goals stipulated that the campaigns – which included the area's first-ever television commercial, advertising billboards, video on demand and on-line, print and social media promotion – should reap a return of investment of £5.8 million and create more than 130 jobs from 2012 to 2015.

But they proved much more appealing than anticipated – mirroring the wider success of VisitEngland's national campaign, 'Growing Tourism Locally', funded by the Government's Regional Growth Fund (RGF) – which has generated an extra £1.05 billion in tourism spend and created a record number of 19,490 jobs in the tourism sector across England over the same period.

"To say we are delighted is an understatement," said Jo Dilley, Director of Visit Peak District & Derbyshire. "The World Away' has punched well above its weight in terms of both return on investment and creating jobs, bringing concrete benefits and hopefully a lasting legacy to the local and regional economy that we can build on throughout 2016 and beyond."

Lady Cobham CBE, Chairman of VisitEngland's Advisory Board, added: "It's fantastic to see the results of the 'Growing Tourism Locally' campaign', which was aimed at driving growth by encouraging Brits to book a short break at home in one of the many wonderful destinations on offer across England. It's a brilliant result, promoting our beautiful country as a world-class holiday destination."

The Peak District and Derbyshire was one of 14 English destinations to benefit from a £19.8 million pot of money - part of a total investment of £41.6 million, including contributions from VisitEngland and the private sector - funding

campaigns to target specific audiences such as young couples, young couples with pre-school children, older couples and groups.

Ends.

For further details, contact Janette Sykes, PR Manager, Visit Peak District & Derbyshire, on 07792 924839 or at janette.sykes@visitpeakdistrict.com.

Note to News Editors

Visit Peak District & Derbyshire – the area’s official tourist board - works with VisitBritain, VisitEngland, Derbyshire County Council, all local authorities in the Peak District and Derbyshire, tourism business partners and surrounding tourism organisations that share the Peak District. It is committed to the successful and sustainable development of tourism.

About ‘Growing Tourism Locally’ – a Regional Growth Fund Tourism Investment Project

In October 2011 VisitEngland’s application to the Government’s Regional Growth Fund was approved by the Department for Business, Innovation and Skills (BIS). £19.8 million was awarded to deliver a three year partner marketing project entitled ‘Growing Tourism Locally’.

This project aims to stimulate the domestic visitor market to grow local economies through increased tourism activity by UK residents. The project enables VisitEngland to work in partnership to facilitate growth at a local level, further amplifying the second Holidays at Home are GREAT campaign that was launched in March this year.

The project ‘Growing Tourism Locally’ has the potential to create the equivalent of 9,139 full time jobs across England and is focussed on supporting areas that are currently dependent on the public sector for employment to transition to private sector-led growth and prosperity where tourism can be a key contributor.

The RGF funding is matched with private sector funding at national and local levels to create a project of £41million over 3 years to March 2015.

About Regional Growth Fund

The Government’s Regional Growth Fund is a £3.2 billion fund designed to help companies in England to grow. It supports projects and programmes committed to leveraging private investment and delivering sustainable jobs.

About VisitEngland

VisitEngland’s focus is on the development and delivery of the new Discover England fund for product development to ensure that bookable regional product is being sold in international markets. This activity will also benefit the domestic industry by building engagement and partnerships between and across regions and developing product that will be attractive to both domestic and international markets. Our work is underpinned by robust research and customer insights. You can access the latest in-depth market intelligence and statistics on www.visitengland.org/insight-statistics.

Tourism in England is worth £106 billion, and supports 2.6 million jobs

