

# MARKETING PEAK DISTRICT & DERBYSHIRE

**News release**

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## **PEAK SCORES SUCCESS IN PRESTIGIOUS BRITISH TRAVEL AWARDS**

Marketing Peak District & Derbyshire's quest to promote the area as a world-class destination has been given a massive boost following news that it has won bronze in the prestigious annual British Travel Awards.

The Peak District and Derbyshire ([www.visitpeakdistrict.com](http://www.visitpeakdistrict.com)) has scored third place in the Best Holiday County or Region category – beaten only by Northumberland (gold) and Cornwall (silver) – and fending off stiff competition from other key contenders, including Devon, Cumbria and the Lake District and the Yorkshire Dales.

The news was revealed at a glamorous Gala Awards ceremony in London, attended by more than 800 professionals in the travel industry, last night (Wednesday November 28).

“The British Travel Awards are billed as the largest and most influential poll of consumer opinion on the performance of leisure, travel and tourism providers, so we are delighted that the Peak District and Derbyshire has received such a fantastic accolade,” said Jo Dilley, Managing Director, Marketing Peak District & Derbyshire, the area's official tourist board.

“This is the first year we have entered, so to perform so well is brilliant news, and a great tribute to our small, but dedicated team, who all work so hard to put the area on the regional, national and international map.

“We have so much to offer, from stunning, specially-protected landscapes, exhilarating outdoor activities and brilliant attractions to rich history and heritage, quality accommodation and fine, locally-produced food and drink – so it's wonderful to be recognised and rewarded in this way. Hopefully our world-class destination will achieve even greater things in the 2019 awards.”

BTA chief executive Lorraine Barnes Burton said: “Congratulations to the Peak District and Derbyshire on winning bronze in our Best Holiday County or Region category. The British Travel Awards are the only travel industry accolade voted for

exclusively by the consumer, and they recognise all that is great about travel, as experienced by the travelling public. To win one is a true achievement.”

Derbyshire County Council Leader and Cabinet Member for Strategic Leadership, Culture and Tourism, Councillor Barry Lewis, said: “We’re thrilled to hear that the Peak District and Derbyshire has come third out of ten areas for the best UK Holiday County or Region in this year’s British Travel Awards.

“The area has so much to offer, from fabulous historic buildings to stunning beauty spots, towns and villages and much more. We’re really proud to support the tourism industry, boosting our economy and supporting thousands of jobs.

“Congratulations to Northumberland, which took the top spot, and thank you to everyone who voted for the Peak District and Derbyshire – hopefully it will encourage more people to come and visit and discover its many delights.”

Launched in 2008, the British Travel Awards are considered the benchmark for excellence when it comes to finding out who is the best in the travel industry. The British Travel Awards is an independent organisation, verified by leading global business practitioners Deloitte.

Businesses and organisations under the spotlight each year include holiday companies; travel agencies and holiday planning; cruise lines, airlines and transport; accommodation and hotel brands; holiday add-ons and UK domestic holidays and attractions.

Ends.

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

For more information about the British Travel Awards, contact Jane Richards on 07711 101493 or at [jane@britishtravelawards.com](mailto:jane@britishtravelawards.com), [www.britishtravelawards.com](http://www.britishtravelawards.com), @BritTravAwrds.

### **Note to News Editors**

An accompanying digital image and a British Travel Awards logo are attached. Image caption: Award-winning Peak District and Derbyshire is famous for its beautiful panoramic views – such as this one overlooking Edale from the Pennine Way.

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. <http://www.marketingpeakdistrictandderbyshire.com/>.

