

# MARKETING PEAK DISTRICT & DERBYSHIRE

**News release**

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## **PEAK DISTRICT AND DERBYSHIRE NOMINATED IN BRITISH TRAVEL AWARDS**

Supporters of the Peak District and Derbyshire can now back its quest to be recognised as the best UK holiday destination in the prestigious annual British Travel Awards.

Voting is now open in all categories of the 2018 competition – billed as the largest and most influential poll of consumer opinion on the performance of leisure, travel and tourism providers.

The Peak District and Derbyshire ([www.visitpeakdistrict.com](http://www.visitpeakdistrict.com)) has been nominated in the Best Holiday Region or County category, facing competition from other key destinations such as Cornwall, Cumbria & The Lake District, North Yorkshire and the Yorkshire Dales.

“Being part of the British Travel Awards is very exciting for us as a further step in our mission to make the area’s mark as a world-class destination,” said Jo Dilley, Managing Director of Marketing Peak District & Derbyshire, the area’s official tourist board.

“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.

“I hope as many people as possible will support our efforts to see it recognised as the best place to take a holiday in the UK by taking a few moments to cast their vote online.”

BTA chief executive Lorraine Barnes Burton said: “The British Travel Awards give consumers the opportunity to reward travel and tourism enterprises for outstanding performance in service delivery and product offering.

“Voting is now open and nominated companies have until the end of September to lobby their happy customers for votes – good luck to Marketing Peak District & Derbyshire.”

Voting in the competition is quick and easy at <https://www.britishtravelawards.com/btaform.php?nomLink=324>.

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 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.

Votes will be accepted until midnight on Sunday September 30. Results will be announced at a special Gala Awards Night at Battersea Evolution, London on Wednesday November 28.

Ends.

For further details, contact Janette Sykes, PR Manager, Marketing Peak District & Derbyshire, on 7792 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). Follow the British Travel Awards on Twitter @BritTravAwrds #votebta18.

### **Notes to Editors**

An accompanying high-resolution image for print and digital media is attached. Caption: Vote for spectacular views likes this across the Hope Valley and support the Peak District and Derbyshire in the British Travel Awards.

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/>.

The British Travel Awards is the largest awards programme in the UK created to reward the best companies in travel. The British Travel Awards are easily the most recognisable of all travel industry accolades amongst consumer and industry professionals alike with categories spanning all types of holiday experience - transport, destination, cruise, customer service, holiday extras, and accommodation. The British Travel Awards symbol is the benchmark for excellence when it comes to finding out who really is the best in the business.

The British Travel Awards are funded by the registration fees and patronage of sponsors who have identified the ROI from increased brand visibility and sales opportunities as the consumer and trade audience grows exponentially year-on-year.

Follow the British Travel Awards on Twitter [@BritTravAwrds](https://twitter.com/BritTravAwrds) and join the [LinkedIn](#) group to receive regular updates.

