

MARKETING PEAK DISTRICT & DERBYSHIRE

News release

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BOOK NOW FOR PEAK'S PREMIER TOURISM CONFERENCE

Current and future trends and opportunities in tourism – including the latest digital developments, accommodation potential and business support – will come under the spotlight at Marketing Peak District & Derbyshire's 2017 Annual Tourism Conference and Exhibition.

Keynote speaker Ben Foster, Managing Director of Sheffield-based The SEO Works, will offer delegates a masterclass in digital strategies aimed at maximising their online performance at this year's event, which will be held at the Pavilion Gardens, Buxton, on Thursday October 19.

Other confirmed speakers include Councillor Barry Lewis, Leader, Derbyshire County Council and Sarah Fowler, Chief Executive of the Peak District National Park Authority.

Andrew Keeling, Director, Hotel Solutions - who completed a major study of hotel and visitor accommodation development potential for the D2N2 Local Enterprise Partnership in 2016 – will highlight its key findings for the Peak District and Derbyshire.

Members of the tourist board's team will outline achievements in 2017 and preview marketing campaigns and strategies in 2018. Delegates will also be updated on the wide range of support workshops currently available to tourism-related businesses thanks to the European Regional Development Fund (ERDF) supported 'Growing and Developing the Visitor Economy' project.

"Our 2017 Annual Tourism Conference and Exhibition offers the perfect opportunity for tourism-focused businesses to keep up to date with the very latest trends and opportunities in the industry, including digital developments that could boost both their performance and profits," said Jo Dilley, the tourist board's Managing Director.

"It's the ideal forum to learn more about what we and some of our public and private sector partners have been doing and will be doing over the coming year to grow the tourist sector for the benefit of both the local and regional economy.

“There’s also the possibility for businesses to book their own exhibition stands to introduce themselves to, or bring delegates up to speed with, what they are planning in 2018.

“Tickets are now available, so I would encourage anyone who is keen to come along as a delegate, exhibitor – or both – to get in touch as soon as possible to book their place at the area’s leading annual tourism business to business networking event.”

The conference and exhibition are supported by the ERDF and sponsored by High Peak Borough Council.

Businesses keen to attend are invited to book now by calling the Marketing Peak District & Derbyshire team on 01246 212924. Full details can also be found at <http://www.marketingpeakdistrictandderbyshire.com/annual-tourism-conference-2017.aspx>.

Ends.

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

Note to Editors

Accompanying digital images of Ben Foster, Councillor Barry Lewis, Sarah Fowler and Andrew Keeling are attached.

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.

Funding for the conference is part of an approved business support programme receiving up to £1.49 million of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government is the Managing Authority for European Regional Development Fund. Established by the European Union, European Regional Development Fund funds help local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>



For further details about The SEO Works, visit <https://www.seoworks.co.uk/>

For more information about Hotel Solutions, visit <http://www.hotelsolutions.org.uk/>.

