

MARKETING PEAK DISTRICT & DERBYSHIRE

News release

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PEAK TOURIST BOARD TO LEAD £1.2 MILLION INTERNATIONAL WALKING TRAILS CAMPAIGN

Marketing Peak District & Derbyshire is to spearhead a new national campaign worth more than £1.2 million to promote the challenging, yet comfortable experience offered by England's great walking trails to key overseas markets.

The official tourist board has secured £1 million from VisitEngland's £40 million Discover England Fund – matched by £200,000 from the private sector – to sell the magic of seven long-distance walking trails, cosy pubs, locally-brewed beers, fine local food and welcoming accommodation providers.

Discover England's Great Walking Trails will develop the international appeal of the Pennine Way, South West Coast Path, North Downs Way, Hadrian's Wall, Norfolk Coast Path, Cleveland Way and Cotswold Way for potential visitors from Germany, The Netherlands, France and the USA by:

- Creating walking tour itineraries for each trail, with a selection of three- to 14-day options
- Putting together a programme of trade and travel show visits, PR and media familiarisation visits
- Developing relationships with the travel trade and tour operators to stimulate group bookings in target markets
- Increasing the number of visits from the target markets by two per cent each year to 2024
- Raising the profile and improving England's image in the target markets, including the variety and quality of the country's food and drink

It will build on the success of a pilot project led by the South West Coast Path Association during year one of the Discover England Fund initiative, which created bookable walking breaks along the 630 miles long coastal trail through Dorset, Devon and Cornwall for the German and Dutch markets.

"We are delighted to have won this bid from the Discover England Fund to lead a campaign to develop world class walking holidays in England for a wider audience," said Jo Dilley, the tourist board's Managing Director.

“It’s a really exciting opportunity to bring in overseas visitors who enjoy challenging walking and want to experience the real English countryside, but like to eat well, sample quality local beers and stay in comfort at the end of the day.

“It’s also sure to appeal to keen walkers from across the UK who want to visit, stay in and explore some of England’s loveliest destinations.

“We’re now looking forward to working with all our public and private sector partners to raise the profile of all seven routes, both internationally and nationally.”

Sally Balcombe, Chief Executive, VisitEngland, said: “The quality of submissions to our Discover England Fund reflects the innovation in product development thriving across the country’s tourism landscape.

“The successful projects will boost international and domestic growth, creating a step-change in the industry and spreading the economic benefits of tourism across England.

“This project will package walking trails up with cosy pubs and accommodation, creating itineraries that will show off England’s hospitality along with its outstanding rural and coastal beauty.”

Marketing Peak District & Derbyshire will work in close partnership with other tourist boards, the South West Coast Path Association, Local Enterprise Partnerships, councils, transport providers, the National Trust, National Parks, the British Beer and Pub Association, Stay in a Pub/Cask Marque, The Camping and Caravanning Club and other businesses to deliver the project from now until March 2019.

Ends.

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

Notes to Editors

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.

For more information about the South West Coast Path, visit <https://www.southwestcoastpath.org.uk/>.

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 delivers 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 valuable export industries, inbound tourism. Tourism is an industry that delivers jobs and economic growth across the English

regions. The Fund supported 20 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 Digital, 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 or www.visitbritain.com and www.visitengland.com for consumer information.