

News release

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POTENTIAL BOOST IN OVERSEAS VISITORS AS PEAK TOURIST BOARD WELCOMES NEW PATRONS

Overseas visitor numbers look set to receive a welcome boost in the Peak District and Derbyshire thanks to the official tourist board's new partnership with Birmingham Airport.

Marketing Peak District & Derbyshire has welcomed the Airport as one of its three latest Patrons – an elite band of business supporters backing its ongoing quest to promote the area as a world class visitor destination.

News of the promising new relationships was revealed at Chatsworth – the tourist board's founding Patron – during the popular annual Chatsworth Country Fair (September 1 to 3), when two further Patrons, The World of Wedgwood and The Bakewell Bakery, were also announced.

"We are delighted to welcome these three new businesses to join us and support our work by becoming Patrons," said Jo Dilley, the tourist's board's Director.

"Their endorsement and involvement is much appreciated in our continuing efforts to bring in more staying visitors, create more jobs and benefit the local and regional economy.

"By working in partnership with Birmingham Airport, we'll be hoping to maximise the Peak District and Derbyshire's long-term potential to attract more tourists from all over the world.

"One of our main priorities will be to attract more visitors from the USA on new direct flights to and from New York and Boston to Birmingham, scheduled to start in May 2018.

"We're also looking forward to forging closer links with The World of Wedgwood, one of the Midlands' leading tourist attractions, and The Bakewell Bakery, makers of one of the area's most unique delicacies, the Bakewell Pudding – both of which welcome visitors from across the UK and overseas."

Flights from Birmingham link the city with 140 direct destinations and a further 340 connections all over the world – in Europe, the Middle East, the Far East, North America and the Caribbean.

Birmingham Airport, The World of Wedgwood and The Bakewell Bakery join existing Patrons Chatsworth; Hope Cement – A Breedon Group Company; Losehill House Hotel & Spa, Hope; No 6 The Square Tea Rooms & Accommodation, Buxton; The Pinelogs Group/Pinelodge Holidays; The Camping and Caravanning Club; The Heights of Abraham; Thornbridge Hall and Brewery and C W Sellors Fine Jewellery.

Ends.

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

Note to Editors

An accompanying high-resolution image is attached for print and digital media. Caption: Time for tea....The Duke of Devonshire (centre) welcomes three new Patrons now supporting the work of official tourist board Marketing Peak District & Derbyshire at Chatsworth County Fair. Also pictured (left to right) are: Jo Lloyd, Birmingham Airport; Jemma and Nick Beagrie, The Bakewell Bakery (back row); Jo Dilley, Marketing Peak District & Derbyshire (front row); Claire Binns and Julie Chevin, The World of Wedgwood; Andrew and Vanessa Pugh, The Heights of Abraham.

The Peak District and Derbyshire's visitor economy currently supports 27,000 jobs and is worth £1.9 billion a year.

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 further information about Marketing Peak District & Derbyshire's newest Patrons, visit <https://www.birminghamairport.co.uk/>, <https://www.worldofwedgwood.com/> and <https://www.thebakewellbakery.co.uk/>.