



News release

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TWO NEW PATRONS PLEDGE SUPPORT TO PROMOTE PEAK TOURISM

Overseas visitors can look forward to making the most of East Midlands Airport as a southern gateway to the Peak District and Derbyshire thanks to its new partnership with the area's official tourist board.

Marketing Peak District & Derbyshire has welcomed the Airport as one of its two latest Patrons – an elite band of business supporters backing its ongoing mission to promote the leading destination to a global audience.

News of Marketing Peak District & Derbyshire's latest key partnerships was revealed at Chatsworth – the tourist board's founding Patron in 2012 – during the popular annual Chatsworth Country Fair (August 31 – September 2), when another new Patron, Stainsborough Hall, near Wirksworth, was also announced.

"It's a great pleasure to welcome both regional businesses to join us and support our work by becoming Patrons," said Jo Dilley, the tourist board's Managing Director.

"We really appreciate the fact they have pledged their commitment to our continuing campaigns to attract more staying visitors, create more jobs and generate more spending in the local and regional economy.

"Partnering with East Midlands Airport is part of our wider strategy to work with a network of regional airports, including Birmingham and Manchester, to market the Peak District and Derbyshire as a leading and easily accessible UK destination for visitors from all over the world.

"We're also looking forward to forging closer links with Stainsborough Hall, offering beautifully-situated self-catering accommodation and a wine tasting room on the shores of Carsington Water, as an excellent example of the quality experience that tourists can enjoy when they stay here."

Heidi Barlow, Head of Marketing at East Midlands Airport, said: "We're really excited to partner with Marketing Peak District & Derbyshire and look forward to working

together to encourage more international visitors so that they can explore the wealth of great attractions on offer.

“As the Peak District and Derbyshire’s local airport, we’re able to connect one of the UK’s favourite tourism hot-spots with more than 80 destinations, supporting jobs and businesses across the area.”

Joanne and Tim Basford, owners, Stainsborough Hall, said: “We are delighted to be working with Marketing Peak District & Derbyshire and we hope that by adding our perspective as one of the many holiday cottage business owners in this region that we can help to drive business for everyone.

“Moreover, we are excited to bring our professional and personal experiences as expats living around the world for the past 20 years back to the county where our families have lived for generations as part of the ongoing initiative to drive global awareness of the area as a tourist destination.”

East Midlands Airport and Stainsborough Hall join existing Patrons Birmingham Airport; Chatsworth; Hope Cement – A Breedon Group Company; Losehill House Hotel & Spa, Hope; Matlock Farm Park; No 6 The Square Tea Rooms and Accommodation, Buxton; Peak Venues; The Pinelogs Group/Pinelodge Holidays; The Bakewell Bakery; 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 for print and digital media is attached. Caption: The Duke and Duchess of Devonshire (right and third right) welcome Marketing Peak District & Derbyshire’s latest Patrons at Chatsworth Country Fair. Also pictured (left to right) are: Tim and Joanne Basford of Stainsborough Hall; Jo Dilley, Marketing Peak District & Derbyshire; Councillor Barry Lewis, Leader, Derbyshire County Council and Heidi Barlow, East Midlands Airport.

The Peak District and Derbyshire welcomes 40.45 million visitors a year. Its visitor economy currently supports more than 28,600 jobs and is worth £2.15 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. <http://www.marketingpeakdistrictandderbyshire.com/>

For more information about Marketing Peak District & Derbyshire’s newest Patrons, visit <https://www.eastmidlandsairport.com/> and <http://www.stainsboroughhall.com/>.

For further details of how to become a Patron of Marketing Peak District & Derbyshire, contact Grace Tomlinson, Commercial Manager on 01246 212924 or at grace.tomlinson@marketingpdd.com.

For East Midlands Airport-related PR enquiries, please contact Ioan Reed-Aspley, Press Office Manager, 0845 108 8542, ioan.reed-aspley@eastmidlandsairport.com.

East Midlands Airport (EMA) is owned and operated by MAG (Manchester Airports Group). It is the region's gateway to mainland Europe, the US and Mexico serving just under 5 million passengers annually. The airport handles over 360,000 tonnes of cargo a year and, over the last 12 months, has facilitated almost £10bn of trade with non-EU countries. Latin America, Asia, North America and the Middle East are some of the biggest regions for exports.