

News release

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PEAK TOURISM ECONOMY STILL ON THE UP

Tourism continues to have a positive impact on the Peak District and Derbyshire – generating almost £2 billion in 2015.

New research* confirms that it remains a key cornerstone of the area's economy - still performing well despite the exacting financial climate.

The industry's economic value increased by three per cent from 2014 to 2015, while the number of full-time equivalent jobs it supported stayed steady at 27,754.

Visitor numbers rose by 2.9 per cent to reach 39.9 million, and spending by both day and staying visitors was up overall by 2.9 per cent, at £1.48 billion.

“Tough economic times mean that competition is growing even fiercer in the tourism market, so it's good to see that the Peak District and Derbyshire is still holding its own in challenging circumstances,” said Jo Dilley, Managing Director of Marketing Peak District & Derbyshire, the area's official tourist board.

“We're particularly pleased that, despite the continuing financial squeeze, visitor spending has gone up, bringing more money into the local and regional economy - good news for businesses across the area.

“We'll be aiming to build on that with a £1.49 million business support programme, financed by the European Regional Development Fund (ERDF), which will help to boost their competitiveness and create jobs.

“Working closely with council and business partners, we'll also be developing the Peak District brand and cycling market, promoting Derbyshire products and supporting market towns over the next three years.”

Around 400 businesses and their supply chains are set to benefit from the ERDF-funded project, which will run until the end of March 2019. Marketing Peak District & Derbyshire's partners are Business Peak District, Derbyshire County Council, Derbyshire Dales District Council, High Peak Borough Council and the Peak District National Park Authority.

Added Jo: “Looking forward, the latest figures from VisitBritain/VisitEngland** indicate that, nationally, the number of both overseas and domestic visitors is up, and they are spending more, so we hope the upward trend will continue to benefit the Peak District and Derbyshire in future.”

Ends.

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

Note to News Editors

*The research was compiled by Global Tourism Solutions (UK) Ltd, using the STEAM (Scarborough Tourism Economic Activity Monitor) model used by the tourism industry to measure annual economic performance. It includes Derbyshire and the city of Derby.

**VisitBritain/VisitEngland reports on year of record growth for tourism:
<https://www.visitbritain.org/visitbritainvisitenland-reports-year-record-growth-tourism>

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.

The approved business support programme is 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>



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