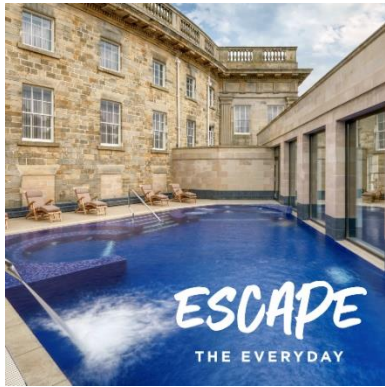


MARKETING HIGH PEAK – MARKETING PEAK DISTRICT & DERBYSHIRE

Time to recovery July 2020

Several High Peak businesses featured in our Good to Go welcome back [video](#). We also had a support local page which highlighted all businesses that were offering delivery and take away services during lockdown promoted via social channels and e-newsletters. The landing page received over 5k page views.

Escape the Everyday – May – July 2021



In May 2021 we delivered a 3 month digital campaign in conjunction with Visit Britain's national 'Escape the Everyday' campaign – it featured a number of bookable experiences across The Peak District & Derbyshire. We featured the spa experience at Buxton Crescent Hotel, jewellery making at Treak Cliff Cavern, spa breaks at Losehill House Hotel and Live for the Hills Walking Tours.

Overall the campaign delivered 42,441 unique page views to the campaign [landing page](#) and over 5k page views of the High Peak experiences. Overall 500 experiences were booked and 182 over night stays (up 80% yoy). Treak Cliff was the best sold High Peak experiences with 74 bookings.

English Tourism Week 22-31 May

We focussed on all things cycling and featured cycle special offers across the High Peak with a dedicated [landing page](#) and social throughout the week, as well as a dedicated e-newsletter sent to our 30k consumer database.

The social campaign reached over 130k people with over 15k engagements. The newsletter had a great open rate of 29% with 5,800 clicks through to the web page.

Time to Discover somewhere new – recovery & dispersal plans summer 2021

- Hidden Gems Blog included Chee Dale, Millennium Walkway &
- Rural Retreats blog included Peak View Shepherd Huts, Glossop
- 10 Peaceful Walks blog included Peak Forest Canal to Whaley Bridge & le Frith
- Car Free

These blogs have received 21,281 unique pages views to date.



Discover Buxton Tram

Eccles Pike to Chapel en

Whats on blogs 2021

- Summer blog included Treak Cliff Cavern, Pooles Cavern & Buxton Country park
- Christmas blog included Santa at Pooles Cavern, Buxton Christmas Bazaar

These blogs have received 5,880 unique page views to date



Goyt Valley/Whaley Bridge campaign

- Dedicated web pages [here](#) which highlights the towns and villages as well as the History & Heritage of the area with walks and cycle routes drawn from existing High Peak BC collateral.
- The leaflet hasn't gone to print yet and will be distributed across Derbyshire and Greater Manchester with the visitor map in Spring 2022. Final copy is [here](#)
- We created a visitor video [here](#)

- We have been running a social campaign since the summer – schedule is [here](#) and we also hosted a Halal food blogger in New Mills and the surrounding area – she accessed it by train – her Instagram reel is [here](#)

The web page to date has had 2,238 unique page views and all the social posts have been well received – the latest post about Chapel en-le-Frith reached over 25k people.

Make Memories Autumn campaign

This campaign runs until 5th December 2021 and features a High Peak landing page [here](#). As well as featuring on our shop local pages [here](#)

Results to date: over 13k page views of the landing page, High Peak page over 2k views. Shop Local pages had had almost 4k views with 518 entries into our prize draw.

VisitBritain India: Unbox Britain trip

In October 2021 we worked with VisitBritain India on their ‘Unbox Britain’ travelogue series to promote the Peak District & Derbyshire ahead of the 2022 Commonwealth Games in Birmingham. The travelogue showcased the area (including the High Peak) as an easy-to-reach destination. Filming included an overnight stay and spa treatments at Buxton Crescent Hotel, general shots of Buxton town and a guided walk along Stanage Edge.

The video will be promoted ahead of the Commonwealth Games via the Reliance Jio on-demand service which has 410M+ users.

Ongoing social support

We regularly feature the High Peak across our social channels this recent post reached over 32k people

Visit Peak District & Derbyshire
4 Crocker · 🌐

The beautiful town of Buxton is a photographer's paradise 📷 Here are 5 things you need to know about this historic spa town 🌿 🌊

- 1 The Romans called the town Aquae Arnemetiae, which means 'spa of the Goddess of the Grove', because of its healing waters 🌊
- 2 Buxton is the joint highest market town in England (1,100ft above sea level) 📍
- 3 The town is home to the country's oldest hotel, Old Hall Hotel Buxton, where Mary Queen of Scots was once held 🏰
- 4 In a Grade I listed Georgian building, built to rival the Crescent in Bath, the luxury Ensana Buxton Crescent Hotel is the only place in the UK where you can bathe in natural, unfiltered thermal spring water 🌊
- 5 The town is known for its amazing architecture and highlights include Buxton Opera House, the Devonshire Dome and St Ann's Well - where you can sample the town's famous water straight from the spring! 🌊

Is Buxton on YOUR must-visit list? 📌
👉 Plan your break at visitpeakdistrict.com
👉 IG! [thekidsareplaying](https://www.instagram.com/thekidsareplaying)

32,922 People Reached		
571 Reactions, comments & shares (🗨)		
404 Like	262 On post	142 On shares
49 Love	27 On post	22 On shares
5 Haha	1 On post	4 On shares
3 Wow	0 On post	3 On shares
42 Comments	9 On Post	33 On Shares
69 Shares	69 On Post	0 On Shares
566 Post Clicks		
149 Photo views	8 Link clicks (🗨)	409 Other Clicks (🗨)
NEGATIVE FEEDBACK		
12 Hide post	0 Hide all posts	
0 Report as spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts

Visit Peak District & Derbyshire
9 September · 🌐

Just enjoying the paw-some views at Solomon's Temple above Buxton 🐾
📷 We love to see photos of your four-legged friends exploring the Peak District & Derbyshire 🌄
Share your favourites with us! 📌
👉 Plan your break at visitpeakdistrict.com... See more

Get more likes, comments and shares	
When you boost this post, you'll show it to more people.	
9,135 People reached	285 Engagements
Boost post	
June Webster, Chris Burley and 115 others · 13 Comments 17 shares	
Like	Comment
Share	

PRESS COVERAGE

July '20	Mail Online	4.5 million daily visitors (24.9 million monthly visitors)	Jake Wallis-Simons	Family staycation piece in partnership with YHA, featuring Treak Cliff Cavern. Coverage here
August '20	Cycling UK	70,000 per month (UK's biggest selling cycling publication)	Trevor Ward	Big Ride feature (6 pages) including Grindleford Buxton and the Yorkshire Bridge Inn, Bamford.
September '20	Best of British Magazine	30000 print circulation (UK's biggest selling nostalgia magazine - 46% of readers spend their main holiday in UK)	Simon Stabler	Showcasing cultural, heritage and family friendly attractions in the Peak District & Derbyshire to inspire a autumn/winter staycations. Including Poole's Cavern, Buxton
October '20	Wanderlust	30000 print circulation	Graeme Green	Pocket Guide 'British Break' article on how to spend a 3-day staycation in the Peak District National Park. Featuring Buxton Crescent and Treak Cliff Cavern.
October '20	VisitEngland Escape the Everyday social media influencer/ambassador trip		Sophie Morgan	Curated and hosted an Accessible trip to promote VisitEngland's Escape the Everyday campaign, featured on VisitEngland's digital and social channels. Featuring Ladybower Fisheries, Buxton Crescent and Parsley Hay Cycle Hire. Coverage here
April '21	The Telegraph	317,817 print circulation; 100 million monthly web visitors	Emma Cooke	First-time camper trip, appealing to Millennials and new campers. Featuring Upper Hurst Farm, Buxton. Coverage here
April '21	The Telegraph	317,817 print circulation; 100 million monthly web visitors	Sophie Campbell	Buxton town feature for round-up of best British spa towns. Featured: Buxton Opera House, Buxton Festival, Discover Buxton Tram Tours & Buxton Crescent. Coverage here
June '21	The Telegraph	317,817 print circulation; 100 million monthly web visitors	Claire Irvin	Family staycation piece on things to do in and around Buxton including walking, cycling and Buxton Crescent.
June '21	The Family Holiday Guide	10,000 monthly unique users	Victoria	Family staycation piece featuring Poole's Cavern and Buxton Crescent.
June '21	US Travel + Leisure Magazine (trip on behalf of VisitBritain)	2.8 million views per month and print magazine circulation of over 1 million	Nina Caplan	Luxury and cultural travel piece targeted at US audience featuring Live for the Hills guided tour of area, Poole's Cavern, Buxton Crescent and Treak Cliff Cavern.
July '21	Bradt Guide to Slow Family Travel UK		Holly Tuppen	Sustainable, slow-travel tourism for Peak District chapter. Featuring Beechenhill Farm Campsite near Buxton & Poole's Cavern
August '21	Fabulous magazine (The Sun's Sunday supplement)		Ellie O'Mahoney	Family trip to the Peak District featuring Yorkshire Bridge Inn and Treak Cliff Cavern.