



News release

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Winners of 2024 Peak District, Derbyshire & Derby Tourism Awards revealed

The winners of the 2024 Peak District, Derbyshire & Derby Tourism Awards were announced at a special awards ceremony at the Museum of Making in Derby last night (Thursday 7th March).

Some of the area's finest visitor attractions, experiences, pubs, restaurants and accommodation providers were amongst those recognised at the awards, designed to showcase excellence and outstanding achievement across the area's tourism and hospitality sector.

Organised by Visit Peak District & Derbyshire in collaboration with Visit Derby as the region's official Local Visitor Economy Partnership (LVEP), this year's awards celebrated the success and resilience of tourism businesses whilst highlighting the sector's valuable contribution to the local economy.

The awards were hotly contested, and finalists progressed through shortlisting, mystery shopping and a rigorous judging process by an independent panel of experts to arrive at last night's ceremony.

Finalists, guests and partners enjoyed a drinks reception sponsored by White Peak Distillery followed by a three-course formal dinner in the historic surroundings of the Museum of Making, which is widely regarded as the site of the world's first factory, at the heart of the UNESCO Derwent Valley Mills World Heritage Site.

Host Andy Miller compered the event as Gold, Silver and Bronze award winners were revealed in 14 awards categories celebrating the best of tourism in the local area.

Gold winners were each presented with a luxury handcrafted award, designed and made by Derbyshire-based C W Sellors Fine Jewellery & Luxury Watches, whilst Silver and Bronze winners each received a certificate identifying them as one of the best tourism businesses in the area.

In a further boost, Gold winners in each of the 12 core categories will now progress onto the national VisitEngland Awards for Excellence 2024, which represent the

highest accolades in English tourism.

Jo Dilley, Managing Director of Visit Peak District & Derbyshire, said: *“The Peak District, Derbyshire & Derby Tourism Awards are a celebration of all that’s great about our tourism industry locally, and recognise its vital importance to the local economy as well as the dedication of those who work in this important sector.*

“Tourism is worth £2.59 billion to the Peak District and Derbyshire, supporting thousands of jobs, and a strong, sustainable visitor economy is vital for the future success of our communities. The quality and diversity of our tourism offer is inspiring, and it has been an immense privilege to bring together such a wide range of tourism-related businesses to pay tribute to their hard work. It’s only fitting that many of our winners could now go on to represent the area nationally at this year’s VisitEngland Awards for Excellence. Congratulations everyone!”

Full list of finalists and winners at the 2024 Peak District, Derbyshire & Derby Tourism Awards:

Accessible and Inclusive Tourism Award

- **GOLD:** Hoe Grange Holidays, Brassington
- Silver: Matlock Farm Park, Matlock
- Bronze: LEVEL Centre, Rowsley

B&B and Guest House of the Year

- **GOLD:** Sheldon House, Monyash
- Silver: Underleigh House B&B, Hope
- Bronze: The Coach House, Derby

Camping, Glamping and Holiday Park of the Year

- **GOLD:** Darwin Forest Lodges, Matlock
- Silver: Rivendale Lodge Retreat, Ashbourne
- Bronze: Longnor Wood Holiday Park, Longnor, nr Buxton

Ethical, Responsible and Sustainable Tourism Award

- **GOLD:** Hoe Grange Holidays, Brassington
- Silver: Manor House Farm Cottages, Bakewell
- Bronze: Pure Outdoor, Bamford

Experience of the Year

- **GOLD:** Pure Outdoor, Bamford
- Silver: Great British Car Journey, Ambergate
- Bronze: Pub Tours Ltd

Hotel of the Year – sponsored by Christie & Co

- **GOLD:** Wildhive Callow Hall, Ashbourne
- Silver: Peak Edge Hotel, Chesterfield
- Bronze: The Maynard, Grindleford

New Tourism Business of the Year

- **GOLD:** Muse Escapes Ltd, Buxton
- Silver: Pub Tours Ltd
- Bronze: The Bull I' Th' Thorn, nr Buxton

Pub of the Year

- **GOLD:** The Prince of Wales, Baslow
- Silver: The Blind Bull, Little Hucklow
- Bronze: The George, Hathersage

Self Catering Accommodation of the Year

- **GOLD:** Waterside Barn, Bradbourne
- Silver: Stainsborough Hall Ltd, Carsington
- Bronze: Hoe Grange Holidays, Brassington

Taste of the Peak District, Derbyshire & Derby Award

- **GOLD:** Fischer's Baslow Hall, Baslow
- Silver: The Pattenmakers, Duffield
- Bronze: The Maynard, Grindleford

Team of the Year

- **GOLD:** The George, Hathersage
- Silver: Matlock Farm Park, Matlock
- Bronze: Muse Escapes, Buxton

Tourism Young Achiever

- **GOLD:** Steph Taylor, Atlantik Inns
- Silver: Helena Smith Parucker, The Museum of Making
- Bronze: Emma West, Longbow Bars and Restaurants

Unsung Hero

- **GOLD:** Alan Hobson, Beagrie Leisure Services Ltd
- Silver: Jane Redfern, Wildhive Callow Hall
- Bronze: Adrian Gagea, Longbow Bars and Restaurants

Visitor Attraction of the Year – sponsored by Destination Core

- **GOLD:** The Children's Country House at Sudbury, Sudbury
- Silver: Matlock Farm Park, Matlock
- Bronze: The Museum of Making, Derby

Visit Peak District, Derbyshire & Derby are grateful to the sponsors of the 2024 Peak District, Derbyshire & Derby Tourism Awards: Christie & Co, Destination Core, C W Sellors Fine Jewellery & Luxury Watches, White Peak Distillery and Sounds Commercial.

For more details on the Peak District, Derbyshire & Derby Tourism Awards please visit: www.visitpeakdistrict.com/industry/events/category/tourism-awards.

Join the conversation on social media using **#PDDDTourismAwards**.

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Notes to editors

High resolution image attached: Gold winners at the 2024 Peak District, Derbyshire & Derby Tourism Awards.

Further high-resolution images of the awards night are available on request.

About Visit Peak District & Derbyshire

Visit 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.

Visit Peak District & Derbyshire is the lead partner of the Visit Peak District, Derbyshire and Derby Local Visitor Economy Partnership (LVEP), in collaboration with Visit Derby. The LVEP is the strategic lead for the local visitor economy, working closely with national tourist body VisitEngland on a set of shared priorities to deliver sustainable and inclusive visitor economy growth.

For more information visit www.visitpeakdistrict.com/industry

Inspiration on things to do and where to stay in the Peak District and Derbyshire is available at www.visitpeakdistrict.com

About Visit Derby

Visit Derby's mission is to develop and improve as a sustainable, competitive visitor destination based on a growing reputation for providing a quality experience across all aspects of the visitor journey.

For the latest industry information see www.visitderby.co.uk/derby-tourism-industry

For inspiration about what to see and do in Derby and where to stay see www.visitderby.co.uk