



News release: 03/09/24

## **New festivals and events category announced for 2025 Peak District, Derbyshire & Derby Tourism Awards**

A new category shining a spotlight on the area's best festivals and events has been announced for the 2025 Peak District, Derbyshire & Derby Tourism Awards.

The public-voted 'Festival or Event of the Year' category will champion high quality events and festivals that have taken place in the Peak District, Derbyshire and Derby in the past 12 months – from country shows and music festivals to unique exhibitions and arts trails.

The Peak District, Derbyshire & Derby Tourism Awards celebrate excellence and outstanding achievement across the area's £2.5 billion tourism sector and give local organisations an opportunity to share their success stories, generate valuable publicity and reach new audiences.

The awards are organised by Visit Peak District & Derbyshire, the area's accredited Local Visitor Economy Partnership (LVEP) in collaboration with Visit Derby, and are held in partnership with the national VisitEngland Awards for Excellence.

Attractions, pubs, restaurants, hotels, B&Bs, campsites and experience providers are already competing in 14 awards categories covering different aspects of the tourism industry for the 2025 Peak District, Derbyshire & Derby Tourism Awards.

**Applications for the 'Festival or Event of the Year' category will be open from 09:00 on Friday 13th September 2024 until 23:59 on Sunday 13th October 2024.**

The shortlist will be revealed on 1<sup>st</sup> November 2024, and the public vote will be open until Sunday 1<sup>st</sup> December 2024, ahead of a glittering awards ceremony next spring.

Visit Peak District & Derbyshire has put together a number of helpful tools and guidance to ease the application process. Further details and top tips for entries can be found on the [tourism awards](#) page of the industry section of the Visit Peak District & Derbyshire website.

**Jo Dilley, Managing Director of Visit Peak District & Derbyshire, says:** "We are excited to announce this new public voted category for the 2025 Peak District, Derbyshire & Derby Tourism Awards, as we continue to allow more opportunities for

*businesses to enter and shine.*

*“Great festivals and events play a vital role in our £2.5 billion tourism industry, providing thousands of visitors with high quality experiences and memories to cherish each year. We’re spoilt for choice with so many quality local events, and if you’re an events organiser, this is your moment to shine and for your hard work to be recognised!”*

The Peak District, Derbyshire & Derby Tourism Awards are free to enter for members of Visit Peak District & Derbyshire and Visit Derby. Non-members can enter at a fee of £150 plus VAT per category.

Festivals and events must be based in Derbyshire, the city of Derby, or within the Peak District National Park boundary, and must be part of the visitor economy.

**Details of all the categories and how to apply are available at:**  
**[www.visitpeakdistrict.com/tourism-awards](http://www.visitpeakdistrict.com/tourism-awards)**

The 2025 Peak District, Derbyshire & Derby Tourism Awards are sponsored by EV charging specialists VoltShare and Derbyshire-based C W Sellors Fine Jewellery & Luxury Watches, who will be designing and handcrafting luxury bespoke awards for all Gold winners.

Businesses interested in sponsoring a category at the 2025 Peak District, Derbyshire & Derby Tourism Awards should contact Lindsay Rae at [lindsay.rae@visitpeakdistrict.com](mailto:lindsay.rae@visitpeakdistrict.com).

## **ENDS**

For press enquiries, please contact Amy Noton at 07387 141590 or [amy.noton@visitpeakdistrict.com](mailto:amy.noton@visitpeakdistrict.com).

## **Notes**

### **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.

For more information visit [www.visitpeakdistrict.com/industry](http://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](http://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](http://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](http://www.visitderby.co.uk)