

## Derby Tourism

Assembly Rooms, Market Place, Derby DE1 3AH  
t: 01332 255766 e: [tourism.marketing@derby.gov.uk](mailto:tourism.marketing@derby.gov.uk)  
[www.visitderby.co.uk](http://www.visitderby.co.uk)

### **A chance to “Discover Derby” on a value-for-money city break**

Derby - named not so very long ago alongside Goa, the Italian Dolomites and the Asturias in Spain by *Lonely Planet* magazine as one of the world's ten “must see attractions” – is now giving a new generation of visitors the opportunity to discover its appeal.

Derby may not be able to compete with the likes of Alta Badia as far as natural beauty is concerned but, according to the magazine, it does have an outstanding range of real ales, beers and pubs which make it one of the places which their readers should now put at the top of their “must see” places to visit.

And what it also now has is a whole range of brand new “Discover Derby” value-for-money breaks – all available online at: [www.visitderby.co.uk/discoverderby](http://www.visitderby.co.uk/discoverderby)

To make things even more appealing, the special hotel deals are being backed-up by some golden discount vouchers to top attractions close to the city.

The vouchers are only valid for “Discover Derby weekend breakers” for the duration of the offer - from September 2<sup>nd</sup> to November 6<sup>th</sup>.

Under the scheme, city centre hotel rooms can be booked for as little as £21.25 per person per night (based on 2 people sharing). A special welcome pack will include the golden discount vouchers to top attractions including Chatsworth, Alton Towers Resort, three National Trust properties, CONKERS, Drayton Manor Park and Royal Crown Derby.

But it's also possible to decide in advance which attractions to visit during a Discover Derby break, and the website is now showing several package deals featuring Chatsworth, Alton Towers Resort, Heights of Abraham and Crich Tramway Village.

But the city as a whole has enjoyed a complete transformation in recent years – with more than £2.2-billion having been spent on its regeneration.

Compact, and easy to get around, it's also been named by the Good Pub Guide as the best place in Britain to enjoy a ‘Perfect pub crawl!’ It even lays claim to being the most haunted city in the UK too.

Full details can be found at [www.visitderby.co.uk](http://www.visitderby.co.uk).

[Ends]

For further information, please contact:

Maggie Tillson  
Michelle Booth

[Maggie.Tillson@derby.gov.uk](mailto:Maggie.Tillson@derby.gov.uk)  
[Michelle.Booth@derby.gov.uk](mailto:Michelle.Booth@derby.gov.uk)

Telephone: 01332-256201  
Telephone: 01332-256201