

DERBY – GREAT PLACE, GREAT BASE

With everything from great meals, to great deals...

...anyone looking for a short-break destination that's not only a great place, but also a great base need look no further than Derby.

Simply type the words "great place, great base" into a web search these days, and the answer couldn't be any clearer: "Visit Derby"!

The UK's most central city has undergone a complete transformation in recent years, thanks to more than £2.2 billion worth of regeneration, and is now a great place for a cultural break - as well as a great base to explore the world famous Peak District and other nearby attractions.

Better news still for anyone looking for some great value for money deals on accommodation in 2014, VisitDerby has teamed-up with some of its leading city centre hotels to create the £20.14p per-person-per-night special offer.

Deals on show will vary throughout the year, but by way of an example, the boutique Cathedral Quarter Hotel is currently showing a Junior Double Room offer at £20.14pppn, through to the end of the year, based on two people sharing, and subject to availability.

Similar offers are currently available at Jurys Inn Derby, Ramada Encore, Holiday Inn Riverlights, Hampton by Hilton and Derby Conference Centre. Full details can be found at <http://www.visitderby.co.uk/whats-on/2014-hotel-offers/>.

Derby itself made it into the recent 'Best Places To Live In Britain' round-up in *The Sunday Times*.

"Honoured by *Lonely Planet* as the best place in the world to drink real ale," it began, "Derby has an abundance of ale houses, pubs, inns and microbreweries to satisfy a taste for cask-conditioned beer. If you've a thirst for something a little different, the city's historic Cathedral Quarter is a foodie haven, with lots of specialist stores and markets and selling local produce. Streets here are largely pedestrianized, and there are art galleries and museums as well as shops."

So: a great place - with lashings of ale, and lots of good food. What more could you want?

How about a great base to use as a springboard for discovering the Derbyshire Dales, the world famous Peak District, Chatsworth House, Hardwick Hall and Alton Towers? Full details of all of the nearby attractions, which can be accessed by car, or public transport, are now listed on the VisitDerby website at <http://www.visitderby.co.uk/discover/great-base/>.

And for anyone in need of further persuasion, the home page of the website (www.visitderby.co.uk) highlights five main reasons to visit Derby, including: Joseph Wright of Derby; the best ale houses in England; The Cathedral Quarter; the world of Westfield; and awesome festivals!

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