



**VISIT
PEAK DISTRICT
& DERBYSHIRE**

Marketing Update

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Consumer spend



- Since reaching an all-time low a year ago the Deloitte Consumer Confidence Index has risen by six percentage points over the last 12 months to -14.2% in Q3 2023.
- Consumers still displaying recessionary behaviours.
- +0.4% overall increase in discretionary spend in Q3

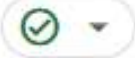
Net % of UK consumers spending more by category over the last three months

	Q3 2023	% point change QoQ	% point change YoY	% point change vs Q3 2019
Long holidays	2.6%	3.0	4.6	3.0
Short holidays	0.1%	1.8	3.2	1.2
Going to the gym or playing sport	-5.0%	1.2	2.6	-1.7
Attending live sports events	-6.3%	2.4	0.5	-2.9
Betting and gaming	-9.2%	0.8	1.2	-3.6
Eating out	-9.1%	3.9	5.7	0.3
Other leisure activities	-12.1%	1.4	2.3	-3.7
Drinking in pubs/bars	-14.9%	-1.0	-0.5	-2.0
In home leisure activity	-13.7%	2.6	3.7	-4.6
Culture and entertainment	-14.3%	2.3	5.3	-4.0
Drinking in coffee shops/sandwich shops	-16.1%	4.1	2.1	-1.5

Source: The Deloitte Consumer Tracker

Website performance



Views by Page title and screen class 

PAGE TITLE AND SCREEN ...	VIEWS
What's On in The Peak Distri...	43K
Welcome to Matlock Bath - ...	30K
Visit Peak District & Derbysh...	25K
Welcome To Bakewell Visit ...	22K
Castleton, Mam Tor & The Gr...	19K
Things To See & Do in Doved...	18K
Things To Do In The Peak Di...	18K

[View pages and screens →](#)

Most popular web content Q3 2023

- What's On
- Welcome to Matlock, Matlock Bath
- Castleton, Mam Tor walk
- Welcome to Bakewell

Most popular business pages

- Bakewell Market
- Chatsworth
- Hassop Station
- Monsal Trail Cycle Hire
- Peak Village

Top events

- Chatsworth Country Fair
- Matlock Bath Illuminations
- Shardlow inland Festival
- Derbyshire Woodland Festival
- Derby Feste



Day visit and overnight visit insights Q2 2023

- In Q2 2023, British residents took 294m Day Visits within England, up 12% vs Q2 2022. 19% of those visits were to a visitor attraction and 10% were to attend a public event.
- In Q2 2023, there were 25.1m domestic overnight trips in England up 7% on Q2 2022
- Average length of stay in England was 2.8 nights, the number of trips were up 7% on 2022, but total nights stayed was down 2%.
- Holidays trips for Q2 2023 were 9.9m up 1% on prior year.

Business insight survey



- Q2 guest numbers – 73% of businesses said numbers were down vs prior year.
- Q2 overall business performance – 62% of businesses said business was down vs. prior year
- Q3 guest numbers – 30% of businesses saw increased numbers vs. prior year
- Q3 overall business performance – 40% of businesses saw increased number vs. prior year
- 55% of businesses says numbers the same or worse than 2022.



Definitions

- Local Tourists: Tourist who reside in England and live within 15 km of the POI
- Regional Tourists: Tourist who reside in England > 15 km and <= 40 km of the POI
- Domestic Tourists: Tourist who reside in UK and > 40 km

Consumer insights Jan-May 2023

- 30.9% of visitors stay overnight with an average stay of just over 24 hours
- Local tourists stay on average 5.7 hours
-



Mobile data*

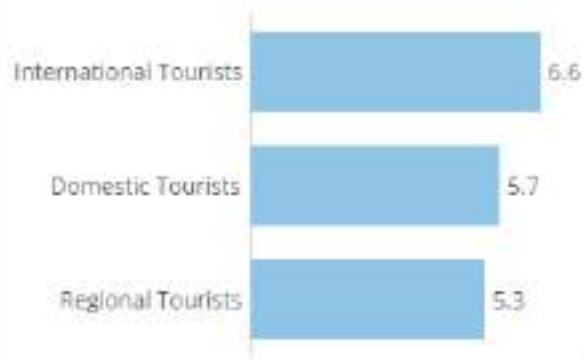


Average Length of Stay

Understand the average length of stay tourists are spending in the Place of Interest.

Average Length of Stay by Tourist Segment

5.7 Hours

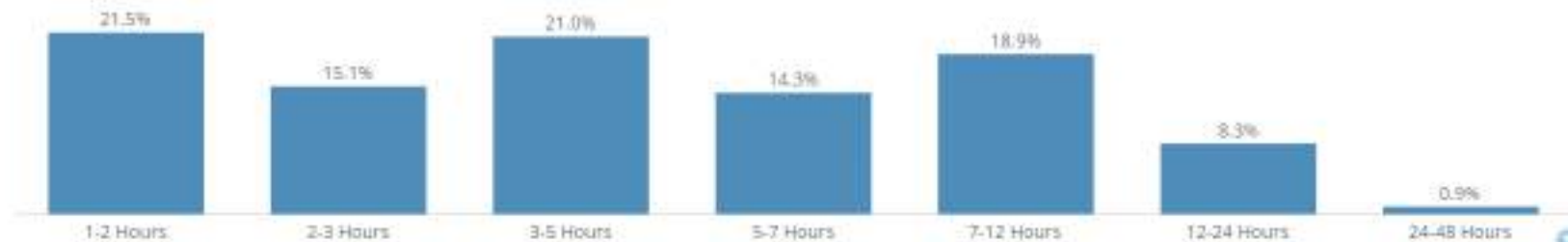


Average Length of Stay Trend

5.7 Hours



Average Length of Stay Breakdown



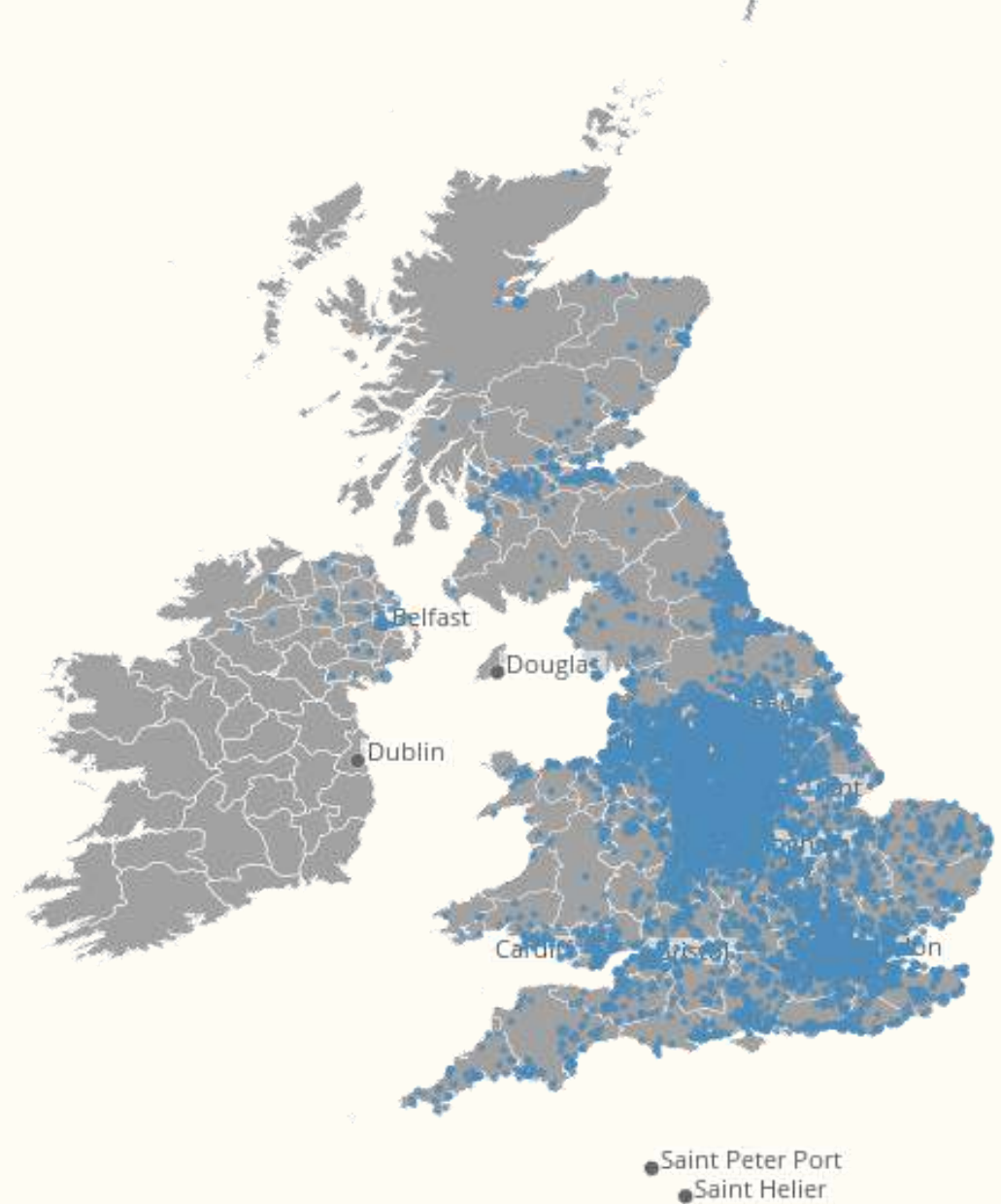
* Data still in process of sense checking, we may be over reporting overnight visitors a little

Mobile data



Common evening and weekend locations

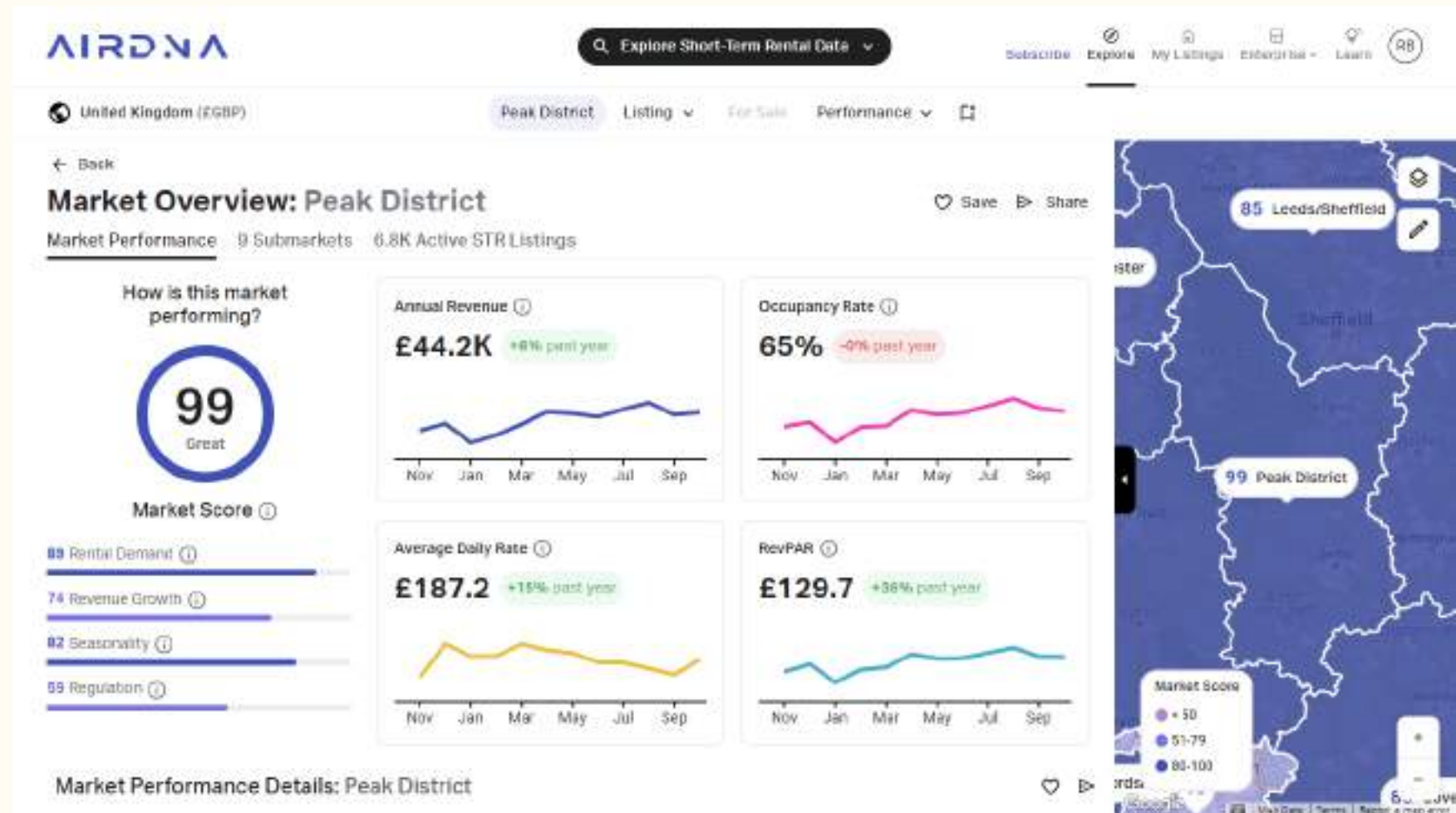
- 58% of visitors have travelled less than 80km from home
- 15.9% from Derbyshire
- 14.9% from Greater Manchester
- 5.9% from Staffordshire
- 4.4% from Sheffield area
- 3.8% from Nottinghamshire



AirDNA data



- Almost 5k available listings
- Occupancy rate of 65% from a low of 47% in Jan to a high of 79% in Aug
- 78% booked for 1 or 2 nights with an average daily rate of £187 pn



United Kingdom (£GBP)

Peak District Listing For Sale Performance

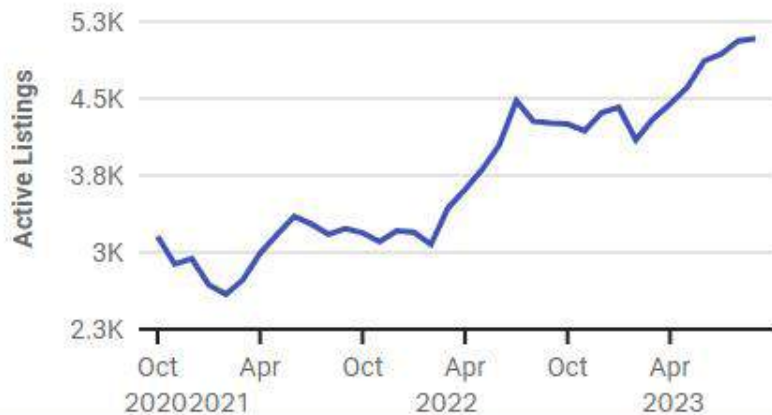
Market Performance Details: Peak District

Listings Occupancy Revenue Rates RevPAR

5,195



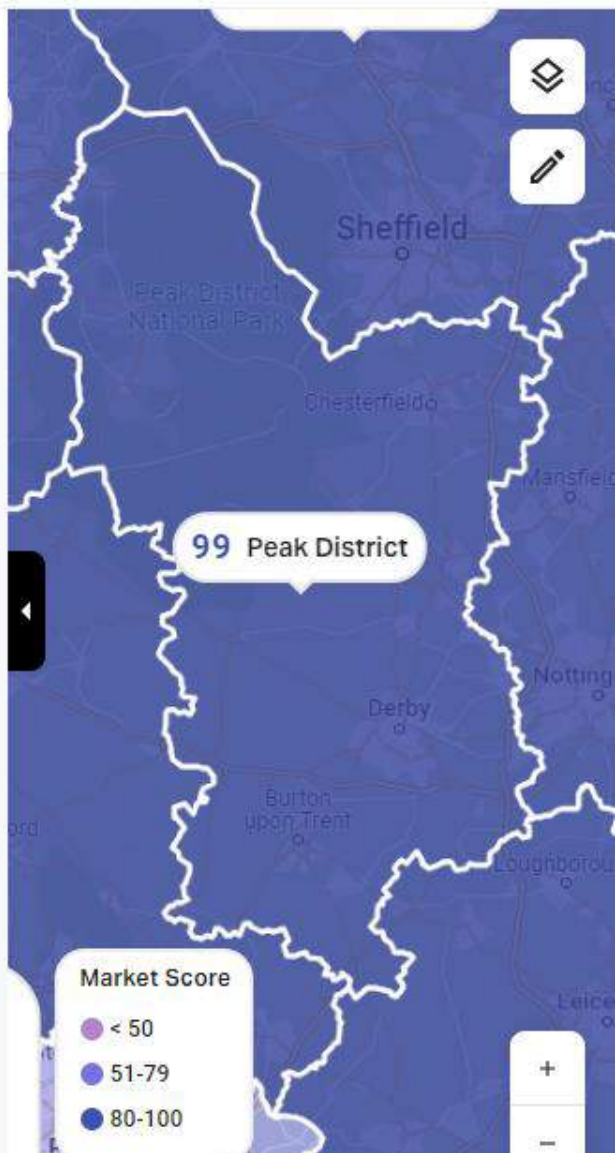
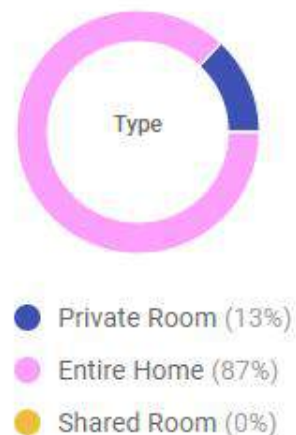
Rental growth in the last 3 years



Listings by annual availability



Listings by rental type



Listings by Cancellation Policy

Sustainable



Accessible

[PLAY](#)



Press & PR



2K, Tumeller/Cajpaberi/istock/19 februari 2023

Resor



Helande vatten bland höga toppar i England

I Derbyshire hittas kurorten Buxton som romarna lade grunden till år 80 f Kr. Bland spahotell och mineralbad väntar även vandringsvägar, fina pubar och historiska hem. Perfekt för en aktiv wellnesshelg.



Literature



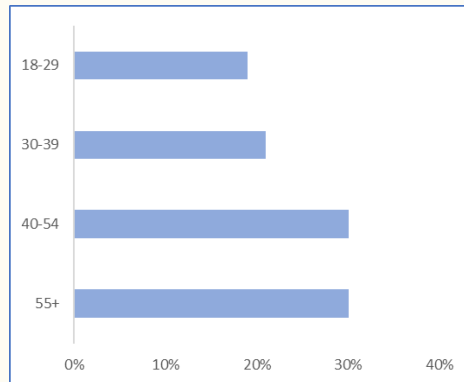
Digital



Digital



5m impressions delivered, resulting in over 50k site wide conversions

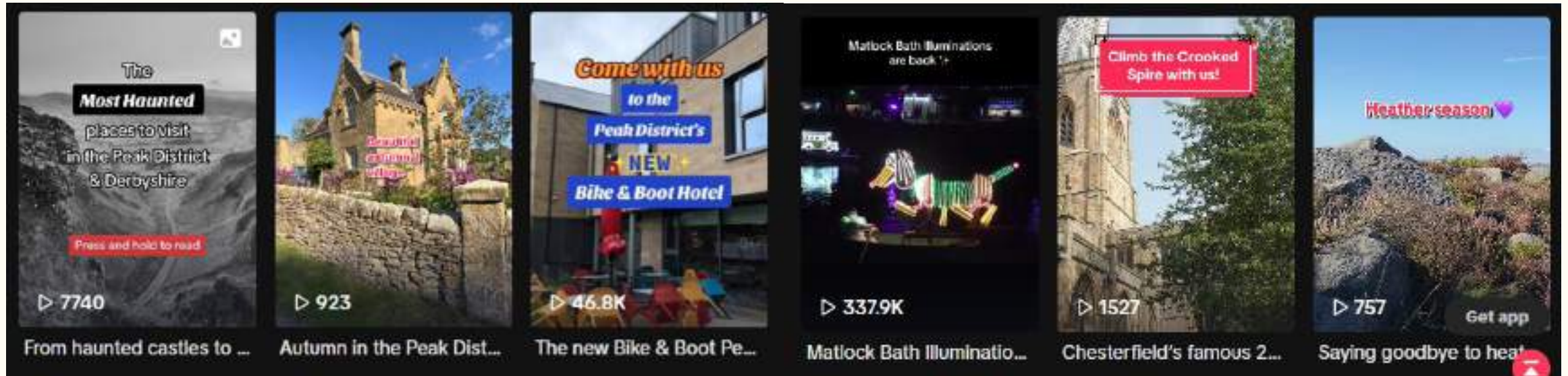


Visitors to the website are 1.27x more likely to be aged 35-39



Visitors to the website are 1.65x more likely to visit sites in the food & drink category

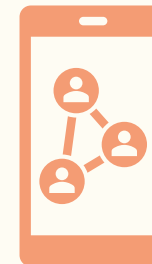
Video shorts



Facebook and Instagram this year has reached almost 7.5m people, video content 4x more engagement than static posts



Our TikTok channel continues to grow and is a key decision driver for many younger consumers



TikTok has a European community of over 100m, drives awareness not clicks

Looking forward to 2024



Key considerations



- Role of social media
- Sustainable is tie breaker not key driver - create content to offer the consumer sustainable choices
- Google trends - what are people searching for
- Understand our customer, customer surveys, mobile data, AirDNA data and quizzes
- Uncertain economic outlook - work harder to encourage visitors as more options than ever



A great destination



Everything outdoor



Everything history



Plans for 2024



High Peak walking & cycling



Everyone is welcome



Something for everyone



SHELL OIL

Working together



Taking Derbyshire and The Peak District to the World



VISIT
PEAK DISTRICT
& DERBYSHIRE

**VISIT
PEAK DISTRICT
& DERBYSHIRE**

Thank you

To find out more about our brand,
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