



**GOURMET
GARDEN**
TRAILS

**explore.
eat.
drink.
stay.**

**Be part of
Gourmet Garden
Trails 2019**

A brand new tourism product will be launching early 2019 in your region, promoting England's outstanding and wide ranging gardens, food and drink offering to international visitors – and we're looking for the best local gourmet and garden businesses to take part.



GO TO PLACES

Find out more about Gourmet Garden Trails, including how to sign up for free, inside.

Gourmet Garden Trails (GGT) is a new tourism product that will allow the Travel Trade and Fully Independent Travellers (FITs), from Germany and The Netherlands, to gain inspiration, browse and plan their own bespoke gardens & gourmet themed itineraries. Taking in everything from accommodation, cookery courses, winery and brewery tours, to visits of English gardens, it will give them a real taste of England at their fingertips.



How does it work?

Potential visitors will be able to use Gourmet Garden Trails to:

- Get inspiration
- Plan itineraries
- Browse accommodation, activities and more

Visitors will be able to plan every aspect of their trip, from arrival via P&O Ferries or Eurotunnel into England, through to entry to attractions, events, restaurants and accommodation to book in the nearby area.

The Gourmet Garden Trails of England will take you off the beaten path and be your gateway to the colours and flavours of rural England. Immerse yourself and your senses in the local highlights as you explore a region of countryside through its gardens and food & drink.

Gourmet Garden Trails is led by Go To Places and incorporates five regional partners; Cheshire, Essex, Hertfordshire, Kent and the Peak District and Derbyshire. It builds on the Gardens & Gourmet visitor pass pilot project which launched in 2017, and is funded through VisitEngland's Discover England Fund (DEF), a £40 million initiative to develop world class products to attract international visitors to explore different regions of England, outside of London.

DID YOU KNOW?

At least half of visitors from Germany and The Netherlands consider a visit to a horticultural or garden themed attraction when visiting England





Why should you take part?

If your business becomes part of the **Gourmet Garden Trails** project, you will benefit from:

- Being part of an exciting, new, product which stretches across the popular gourmet, garden and outdoor travel market
- No costs to be featured
- Work alongside partners such as Camping & Caravanning Club, Eurotunnel, P&O Ferries and Southeastern through this product
- Free business listing on the GGT website when it is launched in early 2019
- Enhanced exposure through Gourmet Garden Trails marketing activity:
 - Benefit from the promotion of Gourmet Garden Trails through our transport partners' channels
 - Opportunities to be featured in new visual marketing content - which you will be able to use on your own channels
 - A chance to be included in inspirational itineraries, featuring your business
 - Represented at travel trade shows in the Dutch & German markets
 - The opportunity to be included in press visits and trade familiarisation trips
- Increased traffic with referrals direct to your website
- Additional high value, international visitors, with a focus on bringing tourists all year round
- Becoming part of a nationwide and worldwide travel scheme with VisitEngland – the Discover England Fund
- The opportunity to highlight your own deals, events and offers as part of your inclusion in the project
- Working with other businesses in your area and building relationships with both local, county and countrywide businesses
- Business listings translated into Dutch & German
- The growing demand for experiential and localised tourism products

DID YOU KNOW?

Over 90% of Dutch and German visitors would prefer to stay in small hotels and inns

Who can take part?

Any business that offers an outstanding garden, gourmet or unique accommodation experience in one of our partner destinations can get involved – Cheshire, Essex, Hertfordshire, Kent and the Peak District & Derbyshire. Gourmet Garden Trails will also highlight unique experiences and events that come under the gardens or gourmet theme, ranging from brewery tours to foraging, and open gardens to food festivals.

Your business should fit into one of the following categories:

- Gardens can be a 'must see' on the international visitor list, or a spectacular lesser known / restricted access garden, such as 'open gardens'
- Gardens can include open spaces that may be free to visit but offer the international visitor something outstanding or unique to the area
- Gourmet businesses include outstanding local restaurants, pubs, cafes, food and drink producers & resellers (e.g. vineyards, brewers, ice-cream makers and farm shops)
- Restaurants must be either star-rated or on a recognisable list e.g. Conde Nast best restaurants, and ideally use local produce. Michelin starred restaurants can be included for the higher end category
- Accommodation can be included as a gourmet product if they have a unique/ outstanding / star-rated restaurant or recognised offering such as the 'Kent Breakfast'
- Food and drink experience businesses (e.g. foraging, tours) should be unique in their offering or one of the leading providers
- Products can include one off events related to the theme, such as food and drink festivals
- Offer a commitment to supply required information and feedback on bookings
- Located within the specified project areas
- Priority will be given on a first come, first served basis to certain businesses who fit the above criteria and that have experience in working with the travel trade

How do I take part?

It is currently free for your business to sign up to Gourmet Garden Trails as all fees are being covered by the Discover England Fund. To ensure you take full advantage of this opportunity and maximise your benefits we recommend that you sign up to the project as soon as possible. To get involved or find out more, please contact your local destination partner on the details below.



Visit Kent & Visit Herts (Go To Places):

Steve Law - Programme Lead - Discover England Fund -
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Josh Carter - Project Executive -
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Visit Essex:

Carol Jolly - carol.jolly@essex.gov.uk

Marketing Peak District & Derbyshire:

Danielle Sorsby - danielle.sorsby@marketingpdd.com

DID YOU KNOW?

The second most popular activity for German visitors is going to the pub



GO TO PLACES

Email info@gourmetgardentrails.com

Web www.gourmetgardentrails.com

The project is led by Go To Places, with destination partners Visit Kent, Visit Herts, Visit Essex, Marketing Cheshire and Marketing Peak District & Derbyshire.

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