



GOURMET GARDEN TRAILS



explore. eat. drink. stay.

OVERVIEW

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.





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TARGET AUDIENCE

Markets:

- Germany & Netherlands

Personas:

- Cultural Adventures
- Outdoor Enthusiasts
- Mature Experience Seekers

Age range between 25-65 across the three groups. These visitors are independently minded travellers happy to explore a foreign country on their own terms.



PROJECT PARTNERS

Delivery Partners:

- Marketing Cheshire
- Marketing Peak District & Derbyshire
- Visit Herts
- Visit Essex
- Visit Kent
- VisitEngland & Visit Britain

Investors:

- Camping & Caravanning Club
- EuroTunnel
- Herts & South East LEP's
- P&O Ferries
- Southeastern





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CONTENT

Hero:

- [Hero Video](#)

Hub:

- Regional Videos - [Kent](#)
- [Local Ambassador videos](#)
- Editorial for core trails & itinerary
- Photography

Hygiene:

- Short form social content (inc videos)
- Editorial for consumer brochures; web editorial





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ONBOARDING

- Priority list
- Onboarding Document
- Initial Contact through destinations
- Follow up calls
- FAQ's

What are we asking for in return?

- Complete onboarding form
- Photography
- Content





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ONBOARDING

Why should you take part?

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

- Be a part of an exciting, new, product which stretches across the popular gourmet, garden outdoor travel market
- Attract high value, international visitors, with a focus on bringing tourists all year round
- Work alongside partners such as Camping & Caravanning Club, Eurotunnel, P&O Ferries and (Southeastern) Rail for non-Kent
- It's FREE!





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ONBOARDING

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.

A promotional graphic for Gourmet Garden Trails. It features a dark green header with the logo. Below, a dark grey box contains the text "explore. eat. drink. stay." and "Be part of Gourmet Garden Trails 2018". To the right is a photo of a sandwich and a drink. At the bottom, a paragraph describes the new tourism product launching in late 2018.



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

**Be part of
Gourmet Garden
Trails 2018**

A brand new tourism product will be launching toward the end of 2018 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.



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GourmetGardenTrails.com

A B2C platform providing inspirational content and a selection of itineraries, curated by destination experts

Key features:

- Inspirational content
- Destination landing pages
- 'Attraction' listings
- Curated itineraries
- Itinerary builder
- Bookable





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TRADE SHOWS

- WTM 5-7 Nov 2018
- Vakantiebeurs 10-13 Jan 2019
- ITB Berlin 6-10 March 2019

Over 15 distributors awaiting content, inc:

- Abbey Ireland & UK
- AC Tours
- House of Britain
- e-Voyages
- Booking.com
- Select Travel Ltd
- Best of Tours...





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GO TO PLACES

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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Supported by



**EXPERIENCE
PEAK DISTRICT
& DERBYSHIRE**



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