



GOURMET
GARDEN
TRAILS

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

Be part of
Gourmet Garden Trails

An exciting tourism product is available to join in your region, promoting experiences in England's outstanding and wide ranging gardens, food and drink offering to domestic and 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.

www.gourmetgardentrails.com

Gourmet Garden Trails (GGT) is a tourism product that allows the Travel Trade and Fully Independent Travellers (FITs), to gain inspiration, browse and plan their own bespoke gardens & gourmet themed itineraries. Taking in experiences such as cookery courses, winery and brewery tours, to visits of English gardens, topped off by the finest accommodation. It gives visitors a real taste of England at their fingertips.



How does it work?

Visitors are able to use Gourmet Garden Trails to:

- Browse unique and unheard of experiences, accommodation, activities and more
- Get inspiration from holidays and overnight stays to day trips
- Plan itineraries

The Gourmet Garden Trails of England will take visitors off the beaten path and be a gateway to the colours and flavours of rural England.

Due to Covid-19, there has been an increased interest in local produce and outdoor spaces - from wine and fruit & vegetables to gardens and landscapes. GGT is the perfect product to build on the popularity of staycations in 2021 and help people reconnect with each other, the landscapes and the food it produces.

Gourmet Garden Trails (GGT) is led by Go To Places and incorporates regional partners; Essex, Hertfordshire, Kent, East Sussex and West Sussex, and more widely Cheshire and the Peak District and Derbyshire. Our partners in the project are the Royal Horticultural Society (RHS), the leading garden charity and organisation in the UK, and Produced in Kent, a trade organisation dedicated to local food and drink in the Garden of 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 product which stretches across the popular gourmet, garden and outdoor travel market
- Being part of a national VisitEngland campaign to reignite the visitor economy in 2021 - Escape the Everyday. This campaign by the national tourist board is the biggest of its kind in 2021, and will bring together tourism businesses across the country
- No costs to be featured
- Work alongside influential garden, and food and drink partners such as the Royal Horticultural Society (RHS) and Produced in Kent
- Free business listing on [gourmetgardentrails.com](https://www.gourmetgardentrails.com)
- Free listing on the GGT Trade Hub, which is accessed by travel trade across the world to sell GGT product
- Enhanced exposure through Gourmet Garden Trails marketing activity:
 - Benefit from the promotion of Gourmet Garden Trails
 - Opportunities to be featured in new visual marketing content
 - A chance to be included in inspirational itineraries, featuring your business
 - Representation to the travel trade
 - The opportunity to be included in press visits and trade familiarisation trips
- Increased traffic with referrals direct to your website
- Increase market reach through optional integration with TXGB
- Additional high value, international visitors, with a focus on bringing tourists all year round
- Working with other businesses in your area and building relationships with both local, county and countrywide businesses
- The growing demand for experiential and localised tourism products

DID YOU KNOW?

Post-COVID, one of the top types of activity domestic and international trade buyers request are private guided tours of outdoor spaces (ie. vineyards and gardens)

Who can take part?

We are currently seeking outstanding garden, gourmet or unique accommodation experiences in the following destinations; Essex, Hertfordshire, Kent, East Sussex and West Sussex, as well as Cheshire and the Peak District more widely. Gourmet Garden Trails is all about the experiences on offer around the gardens or gourmet theme, ranging from unique wine tastings and behind the scenes brewery tours to foraging, and head gardener-lead tours to food festivals.

Your business should fit into one of the following categories:

- Your product should (but is not essential) have an experience - something totally unique to you, or offers a special experience on top of your typical offering
- 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 should 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
- 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

How do I take part?

It is currently free for your business to sign up to Gourmet Garden Trails. If you wish to sign up to TXGB to make your product bookable, commission rates may apply.

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.



Get involved

Kent and Hertfordshire: Josh Carter - info@gourmetgardentrails.com

Essex: Catherine Harrison - catherine.harrison3@essex.gov.uk

East Sussex: hello@sussexmodern.org.uk

West Sussex: Jennette Baxter - Jennette.Baxter@westsussex.gov.uk

TXGB

Get your product bookable on GourmetGardenTrails.com by signing up to TXGB, VisitEngland's booking platform and selecting Gourmet Garden Trails as a distributor. By joining TXGB you'll have a heightened presence on online booking sites and you'll be able to see all of your bookings in one place. Find out more here: www.txgb.co.uk.

Escape the Everyday

VisitEngland, the tourism partner for the GREAT Campaign, launched in September 2020 a UK-wide domestic marketing campaign, Escape the Everyday. The campaign aims to support the UK tourism industry to recovery by encouraging consumers to explore, discover and treat themselves on a UK short break as and when COVID-19 related restrictions allow. As part of ETE, Gourmet Garden Trails secured funds to deliver this thematic, regional strand of the campaign.



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.



Supported by
Escape the Everyday (VisitEngland)



Supported by **The South East Local Enterprise Partnership (SELEP)**



Partners in GGT

