

GOURMET GARDEN TRAILS

PROJECT ACHIEVEMENTS

2017-2020



Key project achievements

Thank you

Welcome to this Gourmet Garden Trails update on the key project achievements that have been realised over the project's life so far.

Thank you for being a part of the Gourmet Garden Trails adventure to this point and we look forward to updating you in the near future about the next steps we are taking to ensure a sustainable and long term gardens, food and drink and everything else in between product.

Project Assets

- 165 businesses form the Gourmet Garden Trails product, spread across 5 counties and ranging from Bakewell Pudding experiences in the Peak District, Vineyard tours in Kent & Essex and England's oldest pub in Hertfordshire
- 15 itineraries throughout the 5 project counties (3 per county)
- A vast library of imagery and video content has been created:
 - A 'Hero' video – summarising GGT and all the counties involved
 - A 'Hub' video per county – exhibiting what is on offer through each county
 - An 'Ambassador' video per county – where a local GGT producer or owner of a business shows the viewers around their hidden gems
 - Both summer and autumnal image bank covering all aspects of the product offering in GGT – food and drink, gardens and experiences
- Over 60 businesses have undertaken Taking England to the World Training which took place in all 5 counties. GTP/ GGT had direct input into the Kent and Hertfordshire workshops, of which the latter included Essex businesses
- A stunning website, which features all of the above content and promotes businesses nationally and internationally: **www.gourmetgardentrails.com**



Key project achievements

Distribution

Gourmet Garden Trails developed a 'Travel Trade Hub' - a digital platform containing all the information the wider travel trade would need to access and promote Gourmet Garden Trails product, include a total product listing. This received widespread approval including being accessed by over 150 Trade contacts. One of our main partners, AC Group, supports the significance of the Trade Hub:

"I just wanted to tell you how impressed I am by the Trade Hub that has been created for the GGT/Gourmet Garden Trails campaign. I am in a position to compare the resources which the Hub provides with the resources provided by other similar projects, and I can tell you that it is outstanding."

Travel Trade

- 115 travel agents have been trained to sell GGT products; 66 have passed our Online Travel Trade Training and a further 12 have started but not yet finished the training; 25 Hotels & More agents were trained at sessions attended by GGT team
- A sales mission with 11 operators in collaboration with B2ME and Abbey UK was also held to train them on the GGT product
- Attended ITB Berlin, Vakantiebeurs and other trade shows throughout the past 3 years
- GGT hosted a total of 10 educational trips across all destinations, far exceeding the target of 5. Some of these were run in partnership with operators such as House of Britain, Garden Tours and other resellers. Many businesses across the 5 counties were involved and received enhanced exposure in the likes of international travel magazines, food blogs and social media advertising.
- Gourmet Garden Trails product is currently on sale through the following 7 resellers:
 - House of Britain
 - TUI Wolters
 - Garden Tours
 - AC Tours
 - Hotels & More (TPG)
 - JacTravel
 - Tours International

Gourmet Garden Trails at Vakantiebeurs and WTM London



Key project achievements

Gourmet Garden Trails sales

With most B2C marketing from resellers not taking place until the end of 2019 and with the coronavirus pandemic, we did not expect to see sales so early on in the sales cycle. However, GGT product has already received 129 confirmed sales (as of start of 2020).

- This includes a booking of 48 through Garden Tours on a Hertfordshire and 'Taste of Kent' tour featuring exclusively GGT product.
- 73 through House of Britain – 103 visitors against an ARV of £450 per person
- 5 through Hotels & More
- 3 through TUI Wolters

Gourmet Garden Trails has become a Distributor on the TXGB booking platform and has undertaken all necessary work to take sales through the GourmetGardenTrails.com website.

The future of Gourmet Garden Trails

To continue to grow the popular Gourmet Garden Trails brand, we are proactively bidding into various national and regional funding pots, and are in discussion with other destinations to bring more regions and products onboard. We will update you as and when on the success of these developments.

If you have any businesses who you feel would be a good fit for Gourmet Garden Trails, put them in touch with us at info@gourmetgardentrails.com.

Make sure to update your details

Please make sure to review your business listings on the Gourmet Garden Trails website, and let us know if any details have changed since submitting your application originally.

