



GOURMET
GARDEN
TRAILS

Summary Report



The GGT Product

The Gourmet Garden Trails (GGT) project inspires domestic visitors to experience each partner regions' outstanding gardens and superb local restaurants, cafes, vineyards and breweries. Visitors are able to book individual products via TXGB and explore itineraries which take in both established businesses and lesser-known hidden gems.

To kickstart the post-Covid recovery, Gourmet Garden Trails received additional funding from VisitEngland's Escape the Everyday (ETE) campaign and SELEP. GGT brought onboard new partner regions East Sussex and West Sussex, who joined current regions Cheshire, Essex, Hertfordshire, Kent and the Peak District & Derbyshire. Additionally, GGT secured support from 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 county.

The campaign is funded by two different streams – VisitEngland's Escape the Everyday (ETE) and South East Local Enterprise Partnership's (SELEP) Sector Support Fund (SSF). Campaign activity was delivered in 2 phases - Escape the Everyday in the first instance promoting all 5 regions from the end of June and July, then utilising the SSF budget as a second burst with updated messaging in September and October.

Flagship Products

A key aspect of the continuation of the GGT product in its most recent iteration has been promoting 'Flagship Products' from each county. These were given heightened digital paid promotion and a free photoshoot of their product.

Essex:

- Hedingham Castle
- RHS Garden Hyde Hall

Kent:

- Hever Castle
- Wine Tours of Kent

East Sussex:

- Rathfinny Wine Estate
- Ridgeview Wine Estate

Hertfordshire:

- Knebworth House

RHS:

- RHS Hyde Hall
- RHS Wisley

West Sussex:

- Bolney Wine Estate
- Borde Hill Garden

ESCAPE

THE EVERYDAY

Key stats

Across both Phases of paid activity, the campaign delivered...

135,950

link clicks

18,969,771

impressions
delivered

1.38%

average CTR

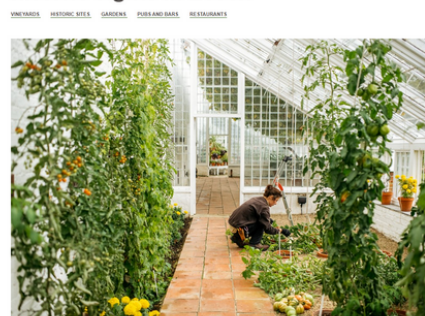
In Phase 1, the best performing itinerary page was 'Three Days of Glorious Gardens in Herfordshire'; in Phase 2 it was 'Vineyards, villages and historic sites' in Essex.

London originated the most traffic in both Phase 1 and Phase 2, followed by Croydon, Colchester, Reading and Southend-on-Sea.

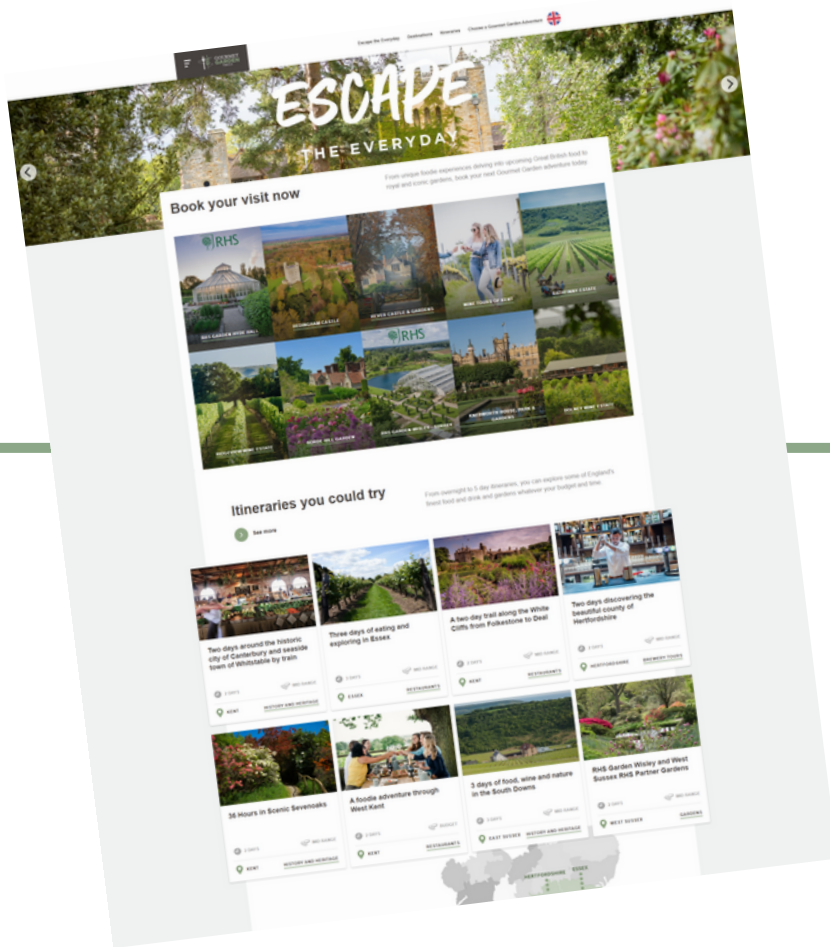
The most engaged cities/towns were Maidstone, Watford, Chelmsford, Basildon, Ipswich, Brighton, Eastbourne.

The most successful ads for CTR% in both phases were for: Knebworth House, Hever Castle, RHS Hyde Hall, Hedingham Castle and Borde Hill Garden.

Vineyards, villages and historic sights in Essex

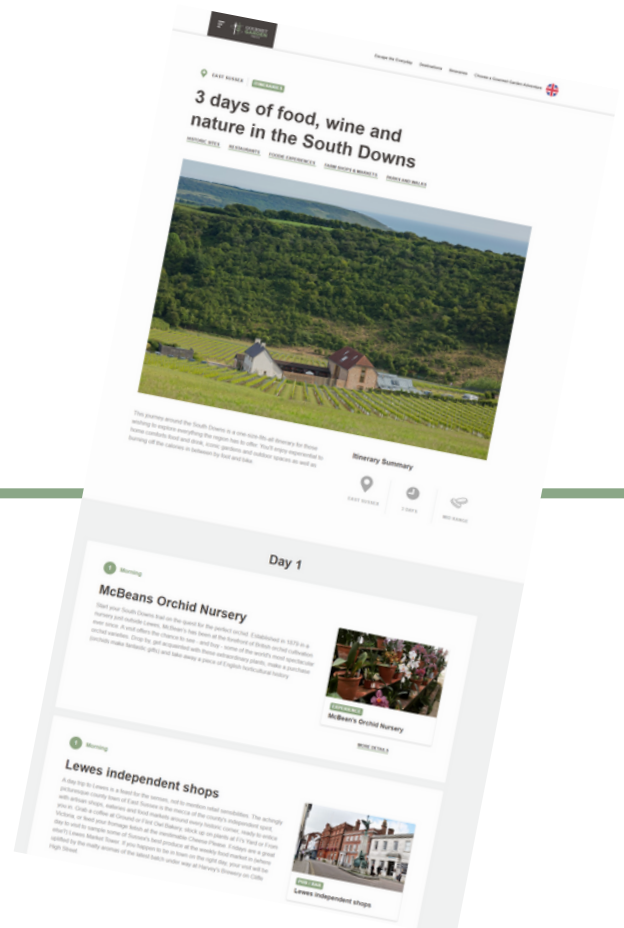


Additional Campaign Activity

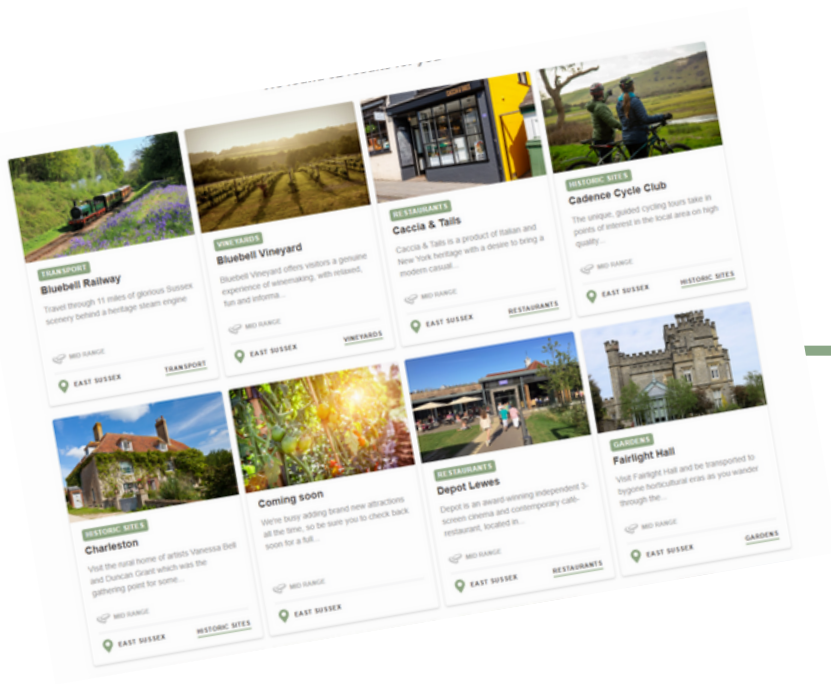


New product pages and an Escape the Everyday landing page added to the Gourmet Garden Trails website.

Brand new itineraries created for the newest partner counties - East Sussex and West Sussex.



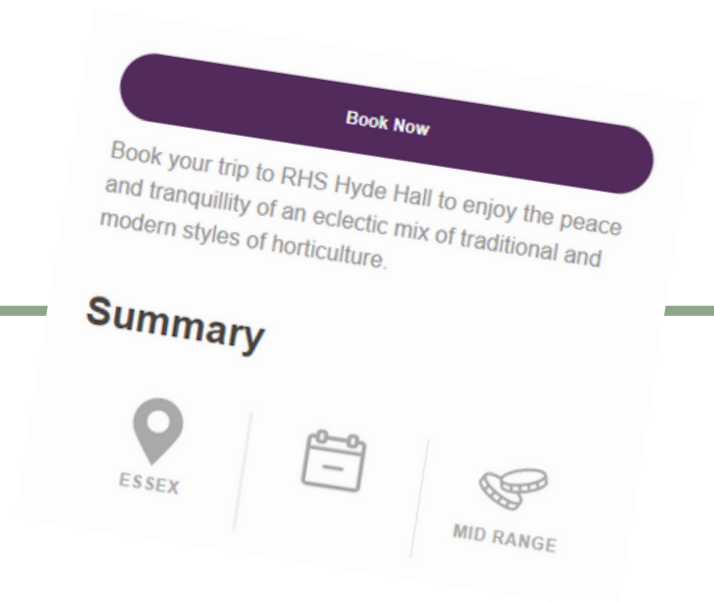
Additional Campaign Activity



32 new products in East Sussex and 15 new products in West Sussex onboarded to Gourmet Garden Trails



29 bookable products opted in to sell through Gourmet Garden Trails, including all 10 Flagship Products, which resulted in over £300 worth of bookings for the businesses involved in GGT



SSF: GGT Benefits

Agreed metric	Additional Output expected	Additional Output achieved	Comments
New Itineraries developed	8	8	
Image libraries developed	2	3	RHS, East Sussex, West Sussex
Integration with booking systems	1	1	Fully Integrated with TXGB
Businesses onboarded to TXGB	30	29	Business engagement was challenging due to pandemic
Press toolkit updates	1	1	
# Virtual Sales calls	5	5	
# Campaigns	1	1	
# Agents engaging with Trade Hub	25	20	Due to pandemic operators where harder to reach
# Domestic visitors to website	12500	92,039	
Seasonality metrics	30% within shoulder season	Not measured	Due to the impact the pandemic had on visitor numbers this metric has not been recorded as it demonstrated no true meaning



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ESCAPE

THE EVERYDAY



SOUTH EAST
LOCAL ENTERPRISE
PARTNERSHIP



VISIT HERTS



SUSSEX
MODERN

EXPERIENCE
WEST SUSSEX