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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.

Simply, Gourmet Garden Trails is about showcasing the best experiences for a visitor that enjoys food, drink and gardens.

Not only does GGT encompass and sell the finest gourmet and gardens product to the domestic and international markets, but it also enables the travel trade and fully independent travellers to get inspiration, and plan and book itineraries. GGT encompasses everything from accommodation, courses, winery and brewery tours, to visits of English gardens.

**Frequently Asked Questions**

1. **What are the benefits of being involved?**

We have a document which can be sent across to you outlining the benefits of being involved in the Gourmet Garden Trails (GGT) product, but please see a brief version of this below.

* + Becoming part of a national and worldwide travel revival campaign with VisitEngland – Escape the Everyday
  + Enhanced exposure throughout the Gourmet Garden Trails product, for instance:
    - Featured as a business on the GGT website
    - Through GGT, the opportunity to be included in a domestic marketing campaigns
    - Featured in the GGT Trade Hub – putting your product at the forefront of the international travel trade market
  + Referrals to your website page
  + A chance to be included in curated, inspirational itineraries
  + Exposure in the food and drink and gardens markets, both domestic and international
  + Increase market reach through optional integration with TXGB

1. **Who can be involved?**

We have outlined our criteria for the Gourmet Garden Trails product in the *Introduction Document*, so please take a read of that section and consider if you feel your product fits nicely. We are on the lookout for exciting gourmet and garden themed experiences. However, it effectively can involve any business which is either a garden or similar product or is food/ food related! This can be anything from a restaurant to a brewery tour to a formal, kept garden to foraging.

1. **Which destinations are covered in Gourmet Garden Trails?**

Essex, Hertfordshire, Kent, East Sussex and West Sussex, and more widely Cheshire and the Peak District and Derbyshire.

1. **How will this support recovery?**

The tourism industry has been incredibly hard by the pandemic, however with international travel limited, there will be a demand for domestic tourism where people can stay local and in the open spaces in gardens, vineyards and so on – a key aspect of GGT. Data from VisitEngland tells us that the most likely destinations to benefit from early visits will be those with wide open spaces, beautiful landscapes, local produce and engaging and innovative experiences. Garden Trails will engage high value domestic visitors looking for compelling, high-quality experiences and is therefore an ideal tool to drive visits to the hard-hit coastal and rural areas as well as extend the 2020 season beyond the end of the summer/autumn and into winter/spring.

1. **How do I get involved?**

To be involved in Gourmet Garden Trails, simply contact your local DMO at the below email address and we’ll arrange for the suitable sign up forms to be sent across.

**Kent & Hertfordshire:**

Josh Carter – [info@gourmetgardentrails.com](mailto:info@gourmetgardentrails.com)

**Essex:**

Catherine Harrison - [catherine.harrison3@essex.gov.uk](mailto:catherine.harrison3@essex.gov.uk)

**East Sussex:**

[hello@sussexmodern.org.uk](mailto:hello@sussexmodern.org.uk)

**West Sussex:**

Jennette Baxter - [Jennette.Baxter@westsussex.gov.uk](mailto:Jennette.Baxter@westsussex.gov.uk)

1. **Is there a fee?**

It is currently free for your business to sign up to Gourmet Garden Trails. 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.

If you wish to sign up to TXGB, commission fees may apply.

1. **How does the booking process work?**

We will be sharing your contact information with the travel trade and distribution partners who will may make contact on an individual basis, to make booking enquiries. We are also encouraging businesses to become a part of VisitEngland/ VisitBritain new booking platform – TXGB. When signing up to GGT, please consider also getting involved so your product will be bookable on our website (commission rates may apply via TXGB).

1. **What happens if I have a special event happening, can I input different opening hours for one off occasions?**

Of course! When you are selecting the opening availability of your attraction, or other business, you can select which dates you would like to open, which dates to close and your various opening times through the year.

1. **Is there a deadline to signing up to Gourmet Garden Trails?**

There is currently no set deadline for the GGT product, however the Escape the Everyday campaign will be taking place over Spring and Summer 2021. The sooner you sign up, the more benefits and promotion you will be able to take advantage of.

1. **What is the legacy of Gourmet Garden Trails?**

Gourmet Garden Trails aims to become a longstanding English tourism product. Not only is it targeting the growing and ever popular gardens and gourmet market, but with backing from VisitEngland and prominent partners, Gourmet Garden Trails is becoming a staple product.

1. **What if restrictions are reintroduced?**

If England is put into another lockdown in the future in 2021, the delivery of the project will move to when businesses and the wider tourism industry re-opens.

1. **Who are Go To Places?**

Go To Places is a Destination Management Company which delivers Visit Kent & Visit Herts. We provide destination management services across the UK, offering expert advice, outstanding marketing campaigns, robust research and funding know-how to make places thrive. More information can be found at [www.gotoplaces.co.uk](http://www.gotoplaces.co.uk)

1. **What is Escape the Everyday (ETE)?**

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 and when they are ready to travel.

As part of this, Go To Places received funding to promote the Gourmet Garden Trails product. The prominent portion of Escape the Everyday for GGT will be for photography and asset creation – showing how the experiences on GGT are Covid-19 safe, which will in turn be used in the nationwide campaign.

Find out more here: [www.visitbritain.com/gb/en/escape-everyday](http://www.visitbritain.com/gb/en/escape-everyday)

1. **What is ‘We’re Good to Go’?**

The “We’re Good To Go” industry standard mark is a self-assessment scheme by VisitEngland to give visitors to tourist sites confidence in and show that the businesses have processes in place surrounding coronavirus and are following Government COVID-19 guidance on cleanliness and social distancing. Find out more here: [www.visitbritain.org/business-advice/were-good-go-industry-standard](http://www.visitbritain.org/business-advice/were-good-go-industry-standard)