



# GOURMET GARDEN TRAILS

**TRAVEL TRADE GUIDE**

Paycocke's House and Garden

Visitors to England can experience some of the country's finest food and spectacular gardens on a Gourmet Garden Trail through the beautiful regions of **Kent, Essex, Hertfordshire, Cheshire** and the **Peak District & Derbyshire**.

With experiences ranging from coastal foraging courses and trails through England's most renowned vineyards, to fine dining and head gardener tours, there's plenty of ways to discover England's countryside and gastronomic delights.

As each region has its own unique offering and must-see sights, you'll be able to offer your customers a wide selection of products, from discovering the castles and seafood of the coast to wandering the rugged beauty and manicured gardens of the countryside.

After a long day of exploring, relax in accommodation ranging from luxury spa hotels to cosy country pubs, of course offering a sensational spread of local food and drink to round off the day.

We are currently looking at other prospective regions in England to offer their very own Gourmet Garden Trails, uncovering even more unique experiences for gardens and food and drink to the trade.



explore.  
eat.  
drink.  
stay.







## HOW CAN THE TRADE WORK WITH GGT

Gourmet Garden Trails can easily be picked up by the trade and will be a very welcome addition to your product offering.

To get involved:

- Sign up to the Trade Hub and find fresh new product for your English tours. We've got everything - from suggested itineraries, contact information, images, trade rate details and much more
- Complete online training and familiarise yourself and your team with the product
- We can help promote your itineraries via our B2C website alongside other marketing opportunities

Contact us and we'd be happy to provide further information on each of the products as well as helping to tailor product, curate itineraries and other partnership benefits.

Our new consumer facing website will be launched in early 2019, (with a brand-new distribution platform in partnership with VisitEngland & VisitBritain) available later in summer 2019, which will be accessible for the trade to enhance their GGT experience. More details of this will follow.

### TRAINING

By getting involved with the Gourmet Garden Trails of England, you will have access to exclusive product training for your entire team. In association with Online Travel Training, we have developed an academy where you can learn more about the product, the regions it's available in, plus the best accommodation, gardens, events and practical details including how to get around. There's a short quiz at the end of each module to test your product knowledge too!

Please find the Training at:

[www.gourmetgardentrails-academy.com](http://www.gourmetgardentrails-academy.com)

### TRADE HUB

Take a look at our brand new, dedicated resource hub exclusively for the travel trade. Access and download inspirational itineraries, hi-res photography, videos and a product database with trade relevant information and contact details for each business. The Hub is constantly updated with new products so make sure to keep checking back.

Simply sign up to the Trade Hub for free at: [hub.gourmetgardentrails.com](http://hub.gourmetgardentrails.com)



Penshurst Place



Audley End House



For more information on how to get involved with Gourmet Garden Trails, please contact **Alanna Kite**  
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