

Cheshire's Gardens of Distinction

Home of England's Finest Gardens



Cheshire's Gardens of Distinction

Background

- ✚ Cheshire's Gardens of Distinction (CGoD) project celebrates the richness and diversity of Cheshire's horticultural heritage and green spaces.
- ✚ Delivered by Marketing Cheshire and building on the success of Cheshire's Year of Gardens '08 the Cheshire's Gardens of Distinction project continued to achieve significant impact for the regional tourism industry from local, national and international markets.
- ✚ Through funding from the European Regional Development Fund (ERDF) the project worked with over 30 gardens under the banner of 'Cheshire's Gardens of Distinction' to actively promote the group as the Home of England's Finest Gardens.



Marketing strategy

- ✚ Cheshire's Gardens, Different Every Day
- ✚ The Gardens of Distinction are marketed within the 'garden +' concept via four themes which highlight the related garden, events and special offers:
 - Flora & Fauna
 - Food & Drink
 - Arts & Culture
 - Kids & Family

<http://www.cheshiresgardens.com/>



Cheshire's gardens
Different every day

Flower fairies
and princes
go free*

Image courtesy of Gillymen Photography.
gillymenphotography.co.uk



Cheshire's gardens
Different every day

Today, I will...



...in Cheshire's Gardens

Make your Autumn more colourful, go online and
download your 2 for 1 voucher* & free activity pack:

visitcheshire.com/gardens



Scan this QR code with your smart
phone to fall in love with our offers!

Cheshire's Gardens of Distinction - Impacts

Programme Impacts

- ✚ Attracted over 366,000 additional visitors
 - 208,000 day visitors
 - 158,000 overnight visitors
- ✚ Generated £22million visitor spend



- ✚ Media campaigns had a reach of over 25 million
- ✚ Over £2.5 million PR generated
- ✚ Campaign website generated over 52,000 unique visitors
- ✚ Generated 15,000 database
- ✚ Gardens of Distinction awarded Best in Show and Gold medals at the RHS Flowers Shows at Tatton Park
- ✚ Award winning TV presenter & garden designer Chris Beardshaw endorsed the campaign
- ✚ Created a legacy post ERDF funding

Headline Visitor Research Findings

Visitor Characteristics

- ✚ Typically ABC1s and ethnically white British
- ✚ Most commonly local visitors
- ✚ Likely to be previous garden visitors - overall 93% of visitors had visited a garden in the last three years.

Trip Characteristics

- ✚ Visitors were virtually all car borne (95%)
- ✚ The Garden was typically key in a visitor's decision to make the trip or break – 65% of visitors from outside Cheshire and Warrington cited it as the sole reason.
- ✚ Nearly three quarters (72%) of visitors who lived outside of Cheshire and Warrington were definitely planning to re-visit Cheshire in the next two years.



Spend Characteristics

- ✚ Day visitors typically spent:
 - 2011/12 - £19
 - 2010/11 - £21
 - 2009/10 - £20
- ✚ Overnight visitors typically spent:
 - 2011/12 - £278
 - 2010/11 - £197
 - 2009/10 - £116

Contact details

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