



Welcome

TRAVEL



OREGON

MEET THE GLOBAL SALES TEAM

Greg Eckhart

Director of Global Sales

Primary Markets:

Australia & Asia

Thomas Moser

Global Sales Manager

Primary Markets:

North America & Receptives

Lorna Davis

Global Sales Manager

Primary Markets: Europe

Rose Naigus

Global Sales

Coordinator

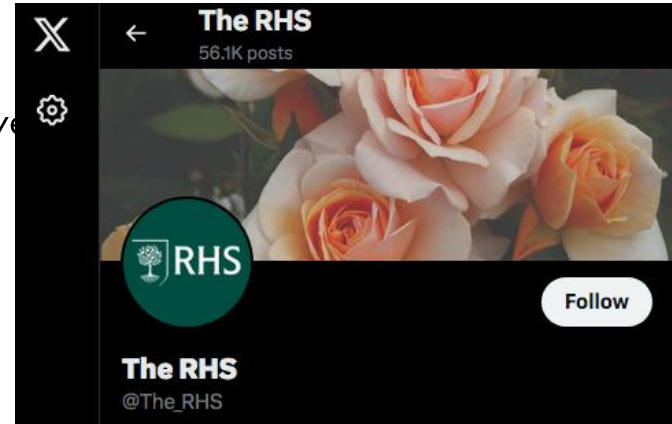
INTERNATIONAL ACTIVATIONS & BUSINESS TO BUSINESS SALES DEVELOPMENT



RHS Hampton Court Palace Garden Festival 1–7 July 2024

At the height of summer, Hampton Court Palace plays host to the world's largest annual horticultural show filled with inspiring displays, cutting-edge gardens and innovative conceptual gardens

- RHS Hampton Court attracts over 130,000 visitors every year
- Age range 35-65
- 81% are from households with high disposable income
- The RHS has 600,000 members



ROYAL HORTICULTURAL SOCIETY

The UK's largest gardening website

26m Users Annually

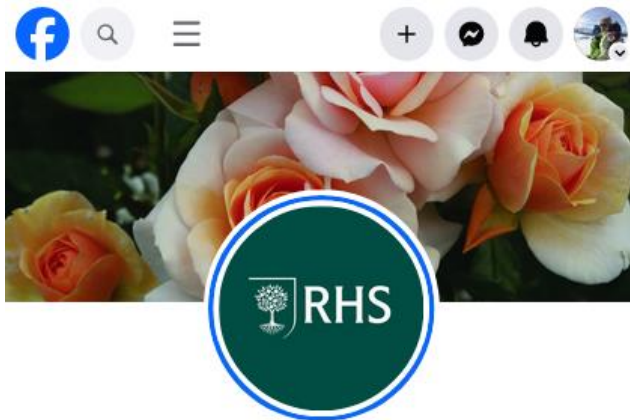
115m Page views

88% New visitors

3.15m Average session

69% Organic Search

**81% UK
Traffic**



RHS - Royal Horticultural Society

387K likes · 428K followers

- During the Show week the RHS website receives over 2.1 million page views
- RHS have 428,000 followers on Facebook, 211,000 on X and 283,000 on Instagram

Website

A dedicated page on the RHS website including links to our website



[◀ Back](#)

Oregon Garden

[Show Gardens](#)



1/5 Oregon Garden

Designed by
Sadie May Stowell

Built by
C and G Landscapes Ltd

Sponsored by
**Travel Oregon
Brand USA**

The natural beauty of the state of Oregon, including wildflower planting, natural crisp clear waterfalls and forest planting, inspires the garden.

Enormous boulders create the central water feature, which dominates the space. Stepping-stones lead through the garden and across the water, from the lush planting to a relaxing seating area.

[Next Garden](#)



**The Explore
Charleston Garden**



At a glance:

Who is this garden for?

For the public to enjoy.

Where is the garden set?

A rural setting in Oregon USA.

Who or what is the design inspiration?

The garden is inspired by the natural beauty of the state of Oregon.

The importance of wildlife planting and the support of insects is reflected in the choice of pollinating plants and flowers. The overall colour scheme is made up of burnt orange, blue and white with a tapestry of greens.

Key sustainability points

- The garden promotes regenerative travel, wildlife and insect attracting planting which contributes to the pollination of crops and vineyards.
- The garden will be recycled post show, with some items returned to suppliers, some items recycled locally and other items donated to charity.



RHS

Hampton Court Palace Garden Festival









RHS Hampton Court Palace Garden Festival Show Guide

- Distribution of 60,000
- Show Guide entry has ongoing value as visitors keep this for reference.

DESIGNER
Sadie May Stowell
smcorporateevents.co.uk

SPONSORS
Travel Oregon
traveloregon.com
Brand USA
thebrandusa.com

CONTRACTOR
C&G Landscapes
@candglandscapes

TRAVEL OREGON

Oregon Garden

DESIGNED BY: SADIE MAY STOWELL



This space showcases the character and beauty of the state of Oregon in a small-scale garden setting. Large boulders create a craggy backdrop to the garden, while the clever

positioning of trees and shrubs gives the appearance of a green hillside, all of which are recognisable features of Oregon's beautiful, rugged landscapes. The garden's sponsor, Travel Oregon, promotes regenerative tourism, in which tourists can contribute to regenerating ancient forests through the planting of trees. This is reflected in the trees used within the space, which not only create character but are also planted at different ages and stages of growth, to highlight regenerative travel

MANAGED BEAUTY

Pinus sylvestris (Scots pine) trees are planted at varying heights and ages, to reflect tree planting initiatives and the benefits of regenerative travel



STATELY VIGNETTE

Oregon is twice the size of England and its vast, diverse landscapes, including forest glades and wild meadows, are represented here

SPRING WATER

From a crystal-clear cascade, water flows over giant boulders into a miniature lake, a typical feature of the Pacific Northwest state's topography

BUG BEARERS

Pollinator-supporting plants evoke Oregon's rich biodiversity, as well as the importance of pollination for the state's crops and vineyards

and environmental sustainability.

Pathways create a sinuous journey through the garden, and a natural water feature and ambient cascade complete the design. Throughout the space, planting – in a scheme majoring on burnt orange, blue, white and a tapestry of greens – is designed to attract insects and wildlife and create a relaxed, natural atmosphere.

ON THE MAP: 604

Key plants



Pinus sylvestris
(Scots pine)



Ammi majus AGM
(false bishop's weed)



Sanguisorba
'Tanna' (burnet)



Geranium pratense (meadow cranesbill)



Hampton Court Palace Garden Festival



Designed by
Sadie May Stowell

Built by
C and G Landscapes Ltd

Sponsored by
**Travel Oregon
Brand USA**

Key plants in the Oregon Garden

The planting focuses on pollinating plants and flowers. The overall colour scheme is burnt orange, blue and white with a tapestry of greens.

Ammi majus



Dainty white flowerheads that look like lacework are born in summer and seem to hover in a frothy haze above the finely cut, green foliage. The flowers are often used by florists to add a ethereal, romantic feel to bouquets, and they can last up to 10 days after being cut. This annual also looks a delight in the garden, and has quite an architectural feel. Once the flowers have faded and the seeds have ripened, they will attract finches to the garden.

[Find out more >](#)

Ratibida pinnata

An upright, stout-stemmed, branching perennial to 1.2m tall, with rough-textured, deeply divided, pinnate leaves. From summer to autumn it bears long-stemmed, daisy-like flower heads to 12cm across, with bright yellow, drooping ray florets around a prominent red-brown cone.



© Frank Mayfield

[Find out more >](#)

Sanguisorba officinalis 'Tanna'



Small, plum-coloured, button-like flowers with wiry, upright stems, seem to hover above the neat mounds of blue-green, pinnate foliage. This cultivar is more tolerant of drier conditions, so is particularly well-suited to mixed or herbaceous borders.

[Find out more >](#)

Geranium pratense

Clump-forming perennial about 60-90cm tall, with hairy stems and deeply-lobed mid-green foliage. The saucer-shaped, white, blue or violet flowers are 4.5cm across and appear in early to mid-summer.



[Find out more >](#)

Get involved

The Royal Horticultural Society is the UK's leading gardening charity. We aim to enrich everyone's life through plants, and make the UK a greener and more beautiful place.

Media

As the official broadcast partner, the BBC featured RHS Hampton Court on BBC 2 Gardeners' World. The one hour special in 2024 had 2.2 million viewers. The Oregon Garden appeared twice briefly in episode.

Over 400 press attend the event, from journalists and photographers to producers and bloggers. Plus over 40 celebrities often attend Press Day.





iPLAYER

Menu



Gardeners' World

2024: Episode 16

In a special programme, Gardeners' World comes from the RHS Hampton Court Palace Garden Festival. [More](#) ▼

🕒 59 mins 7:55pm 4 Jul 2024 Available for 11 months ⓘ



Media Event – 1st July

Hosted 21 media in conjunction with
Charleston South Carolina serving
Oregon wine





Trade Event – 4th July

Hosted 12 key tour operators &
British Airways serving Oregon
wine, pizza and cupcakes



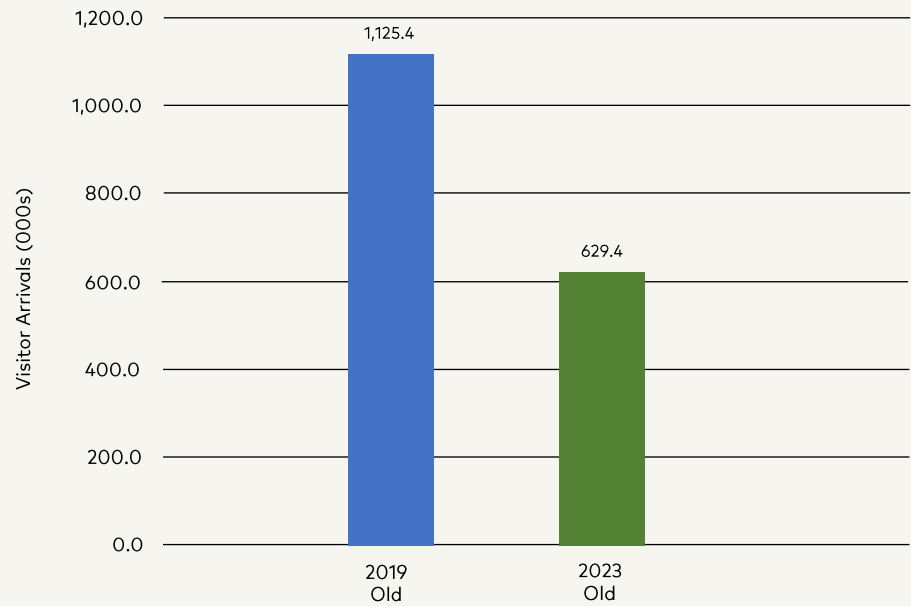


GLOBAL SALES ACTIVATIONS



OREGON'S ADJUSTED RECOVERY DATA (2023 vs. 2019)

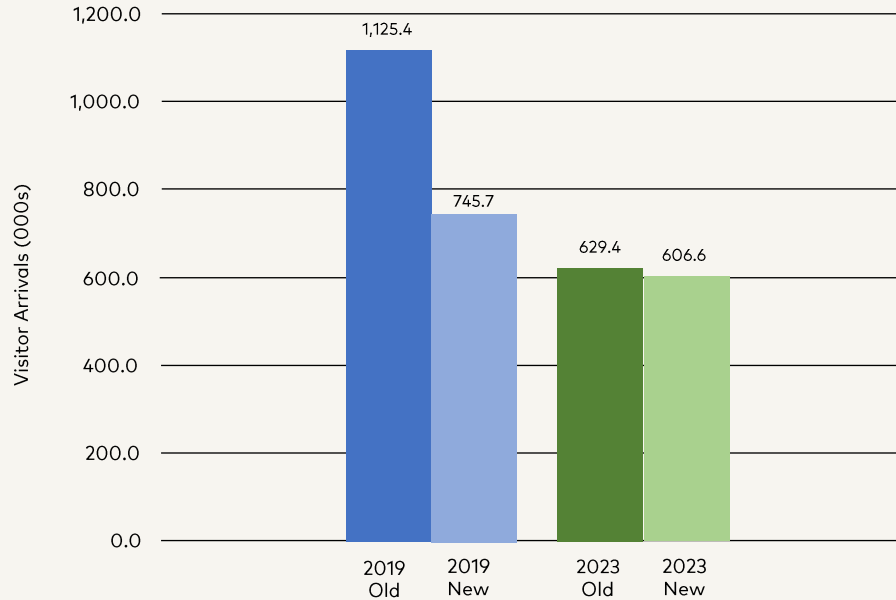
VISITOR ARRIVALS



- 2023 vs. 2019 Previously reported down by over 44.1%

OREGON'S ADJUSTED RECOVERY DATA (2023 vs. 2019)

VISITOR ARRIVALS



- 2019 estimate adjusted down by 380K arrivals
- '23 vs. '19 actually, only down 18.7%

OREGON'S ADJUSTED RECOVERY DATA (2023 vs. 2019)

VISITOR ARRIVALS

	2023 vs. 2019 (% Change)	
	Old	New
Oregon	-44.1%	-18.7%
Competitive Set	-32.9%	-13.7%
- Washington	-57.6%	-10.2%
- Nevada	-18.3%	-18.2%
- Idaho	-16.5%	10.6%
- Colorado	6.2%	-5.0%
United States	-18.1%	-16.3%