



**International  
Garden Tourism  
Network**

International Conference  
October 23 – 25  
Seoul, South Korea



# Tourists in the Garden

By Dr Richard W. Benfield, Department of Geography  
Central Connecticut State University, New Britain, Ct 06109

# Today's presentation

- What is Tourism/what who is a tourist? (3 mins)
- Ten Trends you can take to the bank (7 mins)
- Tourism today (#3 of Trends)
- Psychographics at Royal Botanic Garden, Kew (5 mins)

A **New Way** of looking at (your?) visitors.

**For a copy go to:**

<http://web.ccsu.edu/faculty/benfield/default.htm>

## What is a Tourist?

- What is Tourism?

*"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."* *Nothing about O/N, Purpose/distance/min Time*

## There are two types of Tourist:

- International
- Domestic
  - In the USA 95 % domestic and  
5% International

The only “commonality” is WHERE (Not who or when ....we will look at “Why” = motivation briefly

- The following shows what happens when people think leisure
  - WHERE is #1

# Sequence of Visitor Decisions

*A Travel Industry Association of America study shows that the destination is the first decision made across all types of leisure travelers.*

## Order of Decisions Made when Planning a Trip

1. Destination
2. Duration
3. Budget
4. Mode of Transportation
5. Accommodations
6. Activities

***In addition, the destination is the first consideration for all sub-types: entertainment, family-centered, recreation, and combined with a business trip. But the ranking of the other elements change.***

### Entertainment

1. Destination
2. Duration
3. Accommodations
4. Budget
5. Activities
6. Mode of Transportation

### Family-Centered Trips

1. Destination
2. Duration
3. Mode of Transportation
4. Budget
5. Accommodations
6. Activities

### Recreation

1. Destination
2. Activities
3. Duration
4. Budget
5. Accommodations
6. Mode of Transportation

### Combined Business/Leisure

1. Destination
2. Duration
3. Mode of Transportation
4. Budget
5. Activities
6. Accommodations

## Or the mantra

- “If you don’t know where you are going, any road will take you there”

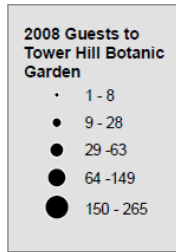
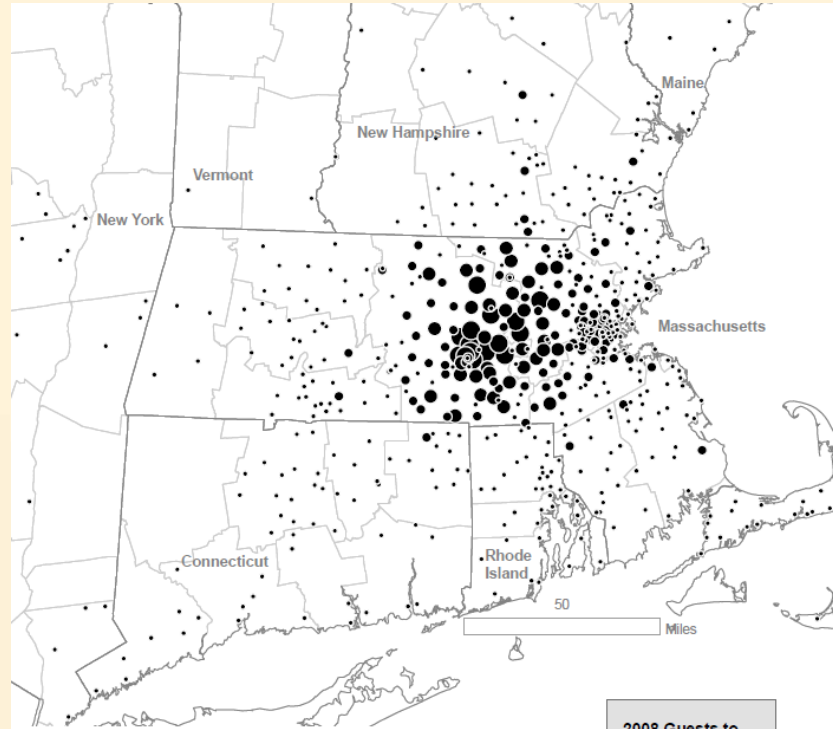


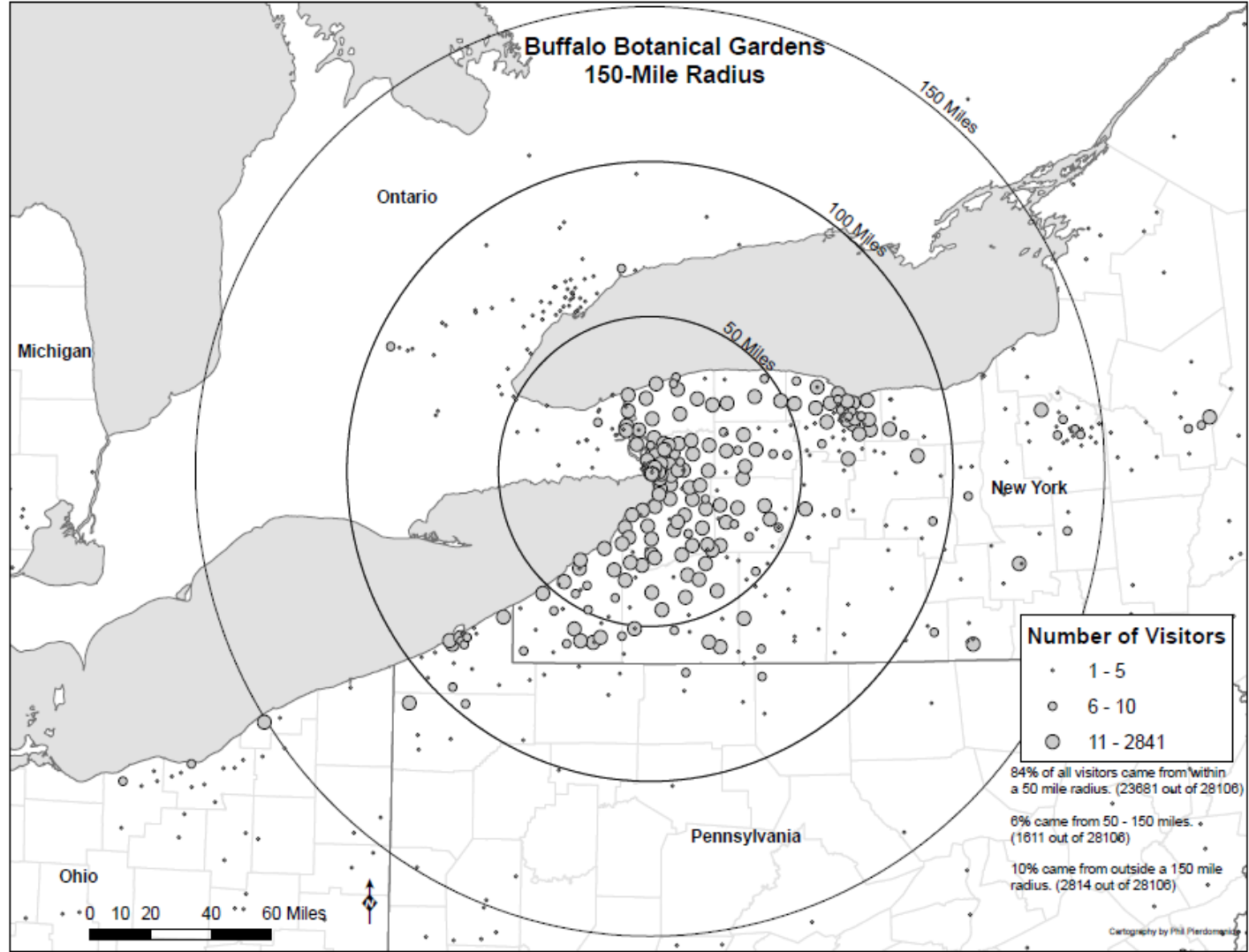
Or for gardens ...

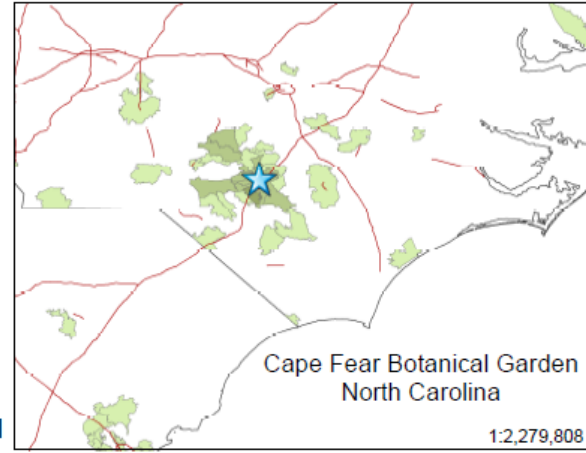
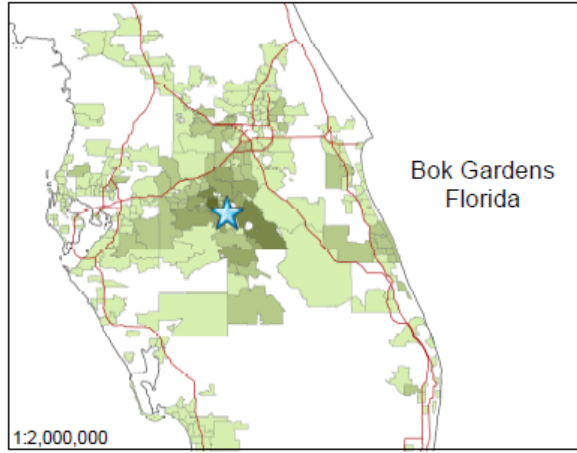
- “If you don’t know where your guests are coming from, any old plant or program will do”

...and the simplest thing is zipcodes:

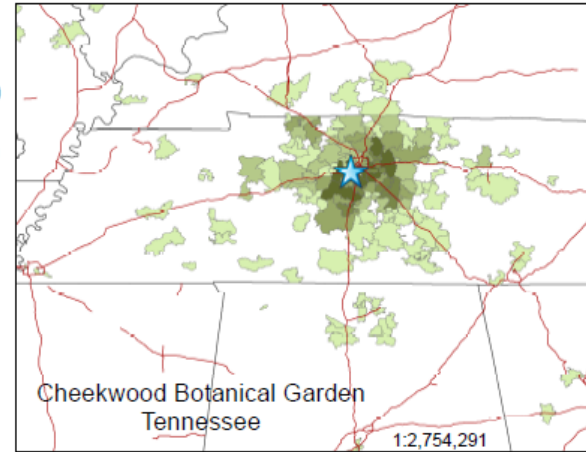
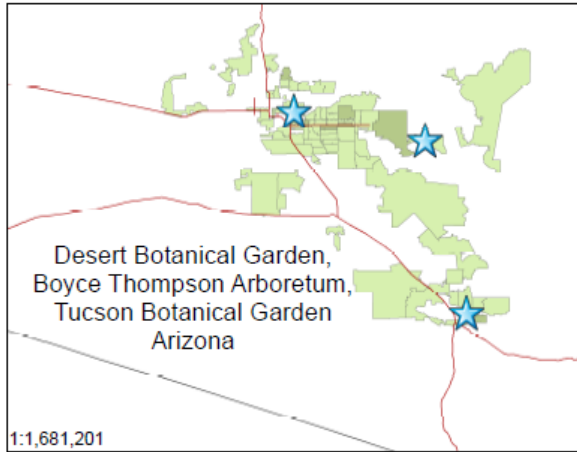
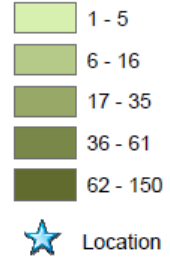








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Downloaded  
Coupons**



# The Ten Trends over the last Two years for Gardens

1. Millennials...and Millennial garden (ing/visiting)
2. Gardening Participation
3. More Tourists and
4. The rise of China
5. Tourists to UK
6. Changing Demographics esp. households
7. Social Media
8. Fighting back by Magazines
9. Gardens and the Link to other tourist activities
10. The rise of the Regional Garden Tourism Networks and finally a World Garden Tourism Network

# 1. Millennials

- 18-34 YOA We call them the Cheapest Generation
- 28% fewer driving licenses issued 1998-2008
- Gentrification (moving into urban areas not suburbs)
- Cash poor (student debt (average \$ 28,000))
- House sales up/lot size lower
- 34 % grow own produce
- Are we worshipping a false god? And will they come to Jesus? Lessons from Art museums

# McDonald's Has a Millennial Problem

Country's Biggest Fast Feeder Doesn't Rank in Top 10 Fave Restaurants Among This Huge and Influential Demo

By [Maureen Morrison](#) Published on March 25, 2013 21

McDonald's may be the country's No. 1 fast-food chain and one of its most-beloved brands, but when it comes to millennials, the Golden Arches says it doesn't even rank among the demographic's top 10 restaurant chains.

It's enough of a concern that McDonald's is launching its biggest product of the year, McWrap, to court a huge and influential cohort that values choice and customization. According to NPD Group, there are 59 million people ages 23 to 36 in the U.S. -- the range it defines as millennials.



McDonald's McWrap

McDonald's isn't the only major marketer trying to reach millennials. Everyone from Coke and Gatorade to brewers and media companies are struggling to understand this group. There's even confusion about just who millennials are in terms of age range (restaurant consultant Technomic counts them as 19-to-34-year-olds; McDonald's, in an internal memo obtained by Advertising Age, classifies them as ages

18 to 32). Size estimates for this demographic group range anywhere from 59 million to 80 million.

But on one thing most marketers agree: "They're 80 million [people] but they're influencing the next 80 million, both younger and older," said Gary Stibel, CEO at New England Consulting Group.

1.3 SEPTEMBER 2012

## The Cheapest Generation

Why Millennials aren't buying cars or houses, and what that means for the economy

DEREK THOMPSON AND JORDAN WEISSMANN | AUG 22 2012, 9:20 PM ET



IN 2009, FORD brought its new supermini, the Fiesta, over from Europe in a brave attempt to attract the attention of young Americans. It passed out 100 of the cars to influential bloggers for a free six-month test-drive, with just one condition: document your experience online, whether you love the Fiesta or hate it.

Young bloggers loved the car. Young drivers? Not so much. After a brief burst of excitement, in which Ford sold more than 90,000 units over 18 months, Fiesta sales plummeted. As of April 2012, they were down 30 percent from 2011.

Don't blame Ford. The company is trying to solve a puzzle that's bewildering every automaker in America: How do you sell cars to Millennials (aka Generation Y)? The fact is, today's young people simply don't drive like their predecessors did. In 2010, adults between the ages of 21 and 34 bought just 27 percent of all new vehicles sold in America, down from the peak of 38 percent in 1985. Miles driven are down, too. Even the proportion of teenagers with a license fell, by 28 percent, between 1998 and 2008.

HOME » GARDENING

## Why young people find gardening cooler than the movies

Weeding and digging are perfect ways to disconnect from a life spent in front of screens, says the 27-year-old who won a gold medal at the 2014 Chelsea Flower Show



Green retreat. Hugo Bugg has been gardening since he was five. Photo: Heathcliff O'Malley/The Telegraph



By **Olivia Goldhill**  
7:03AM BST 19 Aug 2014

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The Chelsea Flower Show is hardly teeming with teenagers – at 27, Hugo Bugg was the youngest gold-medal winner there for two decades. Yet Bugg wasn't surprised to hear that young people have sprouted such a

love of gardening – with a survey of 25- to 35-year-olds revealing that it is more popular than the cinema. Indeed, for the champion, the news that

twenty-somethings are turning their fingers green makes a lot of sense.

The lives of many young people, he says, are dominated by technology, and gardening provides a perfect way to "escape our digitally driven daily routines".

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For overworked and stressed-out 25-year-olds, Bugg thinks, gardening has become cool because it's a chance to rest their eyes from the artificial. "People look out of the window and see the sun shining, and they just want to put away their screens and be with nature. Gardening is the best way I know to go back to your roots and relax. Weeding and pruning takes your mind off other stresses and when you're working in the garden, getting your hands dirty, you can enter into your own private bubble."

"Of course, there could be an element of fashion in the young gardening trend. I have noticed the Slow Food movement – connecting what we eat with the environment – becoming more popular. Young people seem to be more interested in owning beehives or sowing wild meadow flowers, and the focus on growing your own vegetables has made gardening more fashionable."

"This year, at the Chelsea Flower Show, I was aiming for the gold medal and was over the moon when I actually won. The world of competitive garden designing used to be so exclusive and it was difficult for new gardeners to come on to the scene, but the Royal Horticultural Society has opened up opportunities to the younger generation. As that happens, more young visitors have started going to shows."

### Related Articles

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In a popularity contest between Glastonbury and the Chelsea Flower Show, the music festival, it seems, lead among the young, but that's because many twentysomethings don't know what they're missing – seeing garden shows in real life is nothing short of inspirational.

"I was ahead of the curve in the fashion for gardening, as I got hooked when I was just five years old and would help my parents rake their large, overgrown garden every weekend. I kept it up all the way through secondary school and studied garden design at Falmouth University. Some of my friends didn't really understand what I was doing and thought my university course was a bit strange, but since I've graduated and started working, I've noticed that they take what I do more seriously, and most of them have a garden, or even a few flower boxes."

Few twentysomethings have a massive, luxurious garden, but as increasing numbers of young people have become interested in gardening, there are more ways to maximise space. You can create rooftop and city gardens to bring a little bit of greenery to everyone – and that applies even to underpaid and cramped 25-year-olds on a budget.

There's no downside for young people putting away their smartphones and picking up a shovel. Gardening is good for you physically and mentally, and it's the best way to relax.

Telegraph Gardenshop»



In pics: Shed of the Year winners 2014



Great American gardens



Can gardening heal us?



Gardens of Frank Lloyd Wright

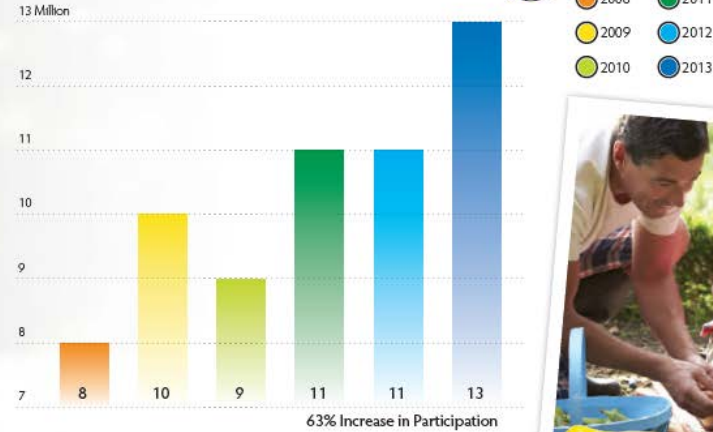


How to plant summer containers

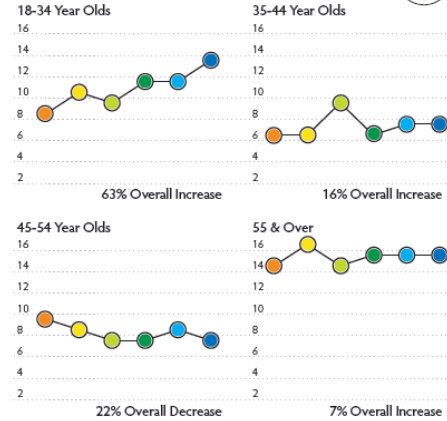
The big news for food gardening in the last five years is that the Millennials (18-34 year olds) have arrived. In 2008 there were 8 million Millennial food gardeners and in 2013 there were 13 million, an increase of 63%. In 2008 Millennials spent a total of \$632 million on food gardening, and in 2013 they spent a total of \$1.192 billion, an increase of 89%. In 2013 there were about the same number of participating 18 to 34 year old men (6 million) as women (7 million) compared to 3.2 million 18-34 year old men and 4.8 million 18-34 year old women in 2008.

Along with the rise in participation among Millennials, more households in urban areas and those with children began food gardening over the past five years. Urban area participation rose 29% from 7 million in 2008 to 9 million in 2013 and households with children grew from 12 million in 2008 to 15 million in 2013 – an increase of 25%. In addition to these encouraging statistics, 38% more households with incomes under \$35,000 were food gardening in 2013 as compared with 2008 findings.

### Food Garden Participation Among Millennials 2008 – 2013



### Food Gardening Across the Generations 2008 – 2013



### AGE

The largest increase in the number of food gardeners by age from 2008 to 2013 were households aged 18-34. Most food gardeners

**THE LARGEST INCREASE IN THE NUMBER OF FOOD GARDENERS BY AGE FROM 2008 TO 2013 WERE HOUSEHOLDS AGE 18-34**

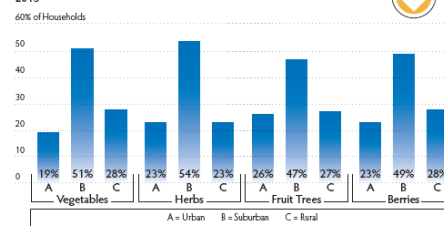
ranked by age group in 2013 were 55 years of age and older, representing 36% of all food gardening households or 15 million in 2013. That's up 7% from 14 million in 2008. 31% of all food gardening households or 13 million in 2013 were 18-34 years of age, up 63% from 8 million in 2008. 17% of all food gardening households or 7 million in 2013 were 35-44 years of age, up 16% from 6 million in 2008. And 17% of all food gardening households or 7 million were 45-54 years of age, down 22% from 9 million in 2008.

### FOOD GARDENING LOCATIONS

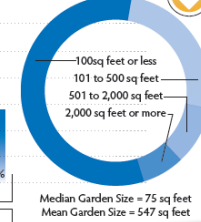
From 2008 to 2013 the number of home gardens increased by 4 million, the number of community gardens increased by 2 million, and the number of gardens at the home of a friend, neighbor, or relative stayed the same at 2 million. Of the 42 million food gardens nationwide in 2013, 37 million gardened at home, 2 million gardened at the home of a friend, neighbor, or relative, and 3 million food gardeners in a community garden. When comparing this data to 2008, we see a rise in all locations when in 2008 there were 36 million food gardens; 33 million of which were at home, 2 million at the home of a friend, neighbor, or relative, and 1 million in a community garden.

**FROM 2008 TO 2013 THE NUMBER OF HOME GARDENS INCREASED BY 4 MILLION, THE NUMBER OF COMMUNITY GARDENS INCREASED BY 2 MILLION AND THE NUMBER OF GARDENS AT RELATIVES HOMES STAYED THE SAME AT 2 MILLION.**

### Garden Types by Location 2013



### Garden Size 2013





## 2. Gardening Participation

- Gardening participation went up 20% in 2015, a rise after all time low in 2014 (and it had been declining since 2006) attributable to boomers AND millennials.
- Spending on Gardening was \$ 401 per person. Up from \$ 317 previous year.
- Compare \$ 649.50 spending on fast food esp. Pizza (1 in 6 guys eat it daily) but Canada beats the US on “countries that love to eat”

### 11. Canada -- \$5,076 per person in 2012

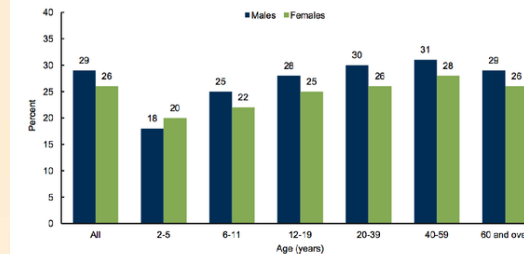
Spending on food at home: \$2679

Spending on restaurant meals: \$1465

Spending on tobacco and alcohol: \$932

Fun fact: Canadians spend by far the most at bakeries of any country, with an average of \$257.70 per person in 2012.

- **Pizza-eaters get between a quarter and a third of their daily energy from pizza.** Although 40- and 50-somethings aren't the most avid pizza eaters, they get the highest share of calories from them on the days when they do order or make a pie.



Percentage of daily energy intake contributed by pizza among consumers of pizza (USDA)

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## News From GardenResearch.com

### Spending on Lawns and Gardens Jumps, Led by Millennials and Boomers

The U.S. is a nation full of gardeners – and they're spending more money on their lawns and gardens than in recent years. Lawn and garden spending reached a reported \$36.1 billion dollars in 2015 according to recently released results of the annual *National Gardening Survey*, bouncing back from a five-year low in 2014.

"Participation in gardening did not decline much during the economic downturn," says industry analyst Bruce Butterfield, who adds, "people have been participating in gardening all along but they weren't spending as much in recent years." The average amount spent on the back yard or balcony nationwide in 2015 was \$401 per household, up from a low of \$317 in 2014.

"The \$36 billion dollar question is if lawn and garden sales will stay at this level in the future," says Butterfield, who heads the National Gardening Market Research Company and oversees the survey each year. "These results are encouraging. Not only did DIY gardening have 6 million more customers, they spent more, too," adds Butterfield.

An estimated 90 million households participated in do-it-yourself lawn and gardening activities last year – in and outdoors. That's about 75-percent of all U.S. households. According to the survey, the highest spending was among baby boomers, married households, those with annual incomes of over \$75,000 and college graduates – but the most important market force was 18-34 year olds. Five million of the six million 'new' gardening households were Millennials.

## Tourism Today II (#3)

# III The Basics of Tourism – the bigger wider (Tourism) world

## International tourism in 2014 - key trends and outlook

- International tourist arrivals (overnight visitors) increased by 4.3% in 2014, reaching a total 1133 million after topping the 1 billion mark in 2012.
- The Americas recorded the strongest growth with an 8% increase in international arrivals, followed by Asia and the Pacific and the Middle East (both +5%). In Europe arrivals grew by 3%, while in Africa they were up by 2%.
- International tourism receipts reached US\$ 1246 billion worldwide in 2014, up from US\$ 1107 billion in 2013, corresponding to an increase of 3.7% in real terms (taking into account exchange rate fluctuations and inflation).
- France, the United States, Spain and China continue to top the rankings by both international arrivals and receipts. Mexico re-entered the Top 10 by arrivals at position 10. By receipts, China and the United Kingdom both moved up two places, to 3 and 7 respectively.
- China, the world's top tourism source market, has continued its exceptional pace of growth, increasing expenditure abroad by 27% in 2014 to reach a total of US\$ 166 billion.
- Forecasts prepared by UNWTO in January 2015 point to a 3% to 4% growth in international tourist arrivals in 2015 – in line with the *Tourism Towards 2030* long-term forecast of 3.3% a year.
- By UNWTO region, prospects for 2015 are strongest for Asia and the Pacific and the Americas (both +4% to +6%), followed by Europe (+3% to +4%), the Middle East (+2% to +5%) and Africa (+3% to +5%).

## World Tourism key figures

9% of GDP- direct, indirect and induced impact

1 in 11 jobs

US\$ 1.5 trillion in exports

6% of the world's exports

from 25 million international tourists in 1950

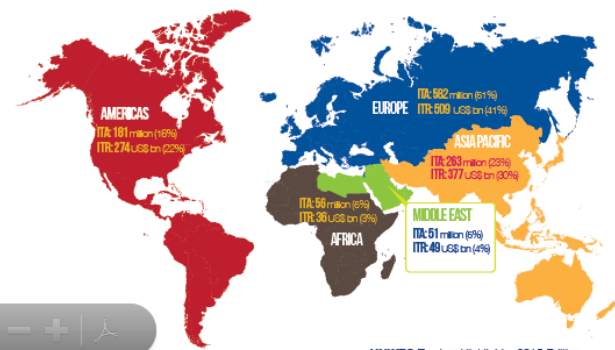
to 1133 million in 2014

5 to 6 billion domestic tourists

1.8 billion international tourists forecast for 2030

## INTERNATIONAL TOURISM 2014

International tourist arrivals (ITA): 1133 million  
International tourism receipts (ITR): US\$ 1246 billion



### 3. More Tourism and Tourists

International Tourist Arrivals						
Rank	Series <sup>1</sup>	Million		Change (%)		
		2013	2014*	13/12	14*/13	
1	France	TF	83.6	83.7	2.0	0.1
2	United States	TF	70.0	74.8	5.0	6.8
3	Spain	TF	60.7	65.0	5.6	7.1
4	China	TF	55.7	55.6	-3.5	-0.1
5	Italy	TF	47.7	48.6	2.9	1.8
6	Turkey	TF	37.8	39.8	5.9	5.3
7	Germany	TCE	31.5	33.0	3.7	4.6
8	United Kingdom	TF	31.1	32.6	6.1	5.0
9	Russian Federation	TF	28.4	29.8	10.2	5.3
10	Mexico	TF	24.2	29.1	3.2	20.5

Source: World Tourism Organization (UNWTO) ©

<sup>1</sup> See note on page 9

International Tourism Receipts							
Rank		US\$				Local currencies	
		Billion	Change (%)	13/12	14*/13	13/12	14*/13
1	United States	172.9	177.2	7.0	2.5	7.0	2.5
2	Spain	62.6	65.2	7.6	4.2	4.1	4.2
3	China	51.7	56.9	3.3	10.2	1.4	9.2
4	France	56.7	55.4	5.6	-2.3	2.1	-2.3
5	Macao (China)	51.8	50.8	18.1	-1.9	18.1	-1.9
6	Italy	43.9	45.5	6.6	3.7	3.1	3.7
7	United Kingdom	41.0	45.3	12.1	10.3	13.2	4.8
8	Germany	41.3	43.3	8.2	5.0	4.7	4.9
9	Thailand	41.8	38.4	23.4	-8.0	22.1	-2.7
10	Hong Kong (China)	38.9	38.4	17.7	-1.4	17.7	-1.5

(Data as collected by UNWTO May 2016)

### Tourist expenditures

Rank		International Tourism Expenditure (US\$ billion)		Local currencies change (%)		Market share (%)	Population (million)	Expenditure per capita (US\$)
		2012	2013*	12/11	13*/12			
1	China	102.0	128.6	37.3	23.8	11.1	1,361	94
2	United States	83.5	86.2	6.7	3.3	7.4	316	273
3	Germany	81.3	85.9	2.5	2.3	7.4	81	1,063
4	Russian Federation	42.8	53.5	36.5	28.9	4.6	143	374
5	United Kingdom	51.3	52.6	2.1	3.5	4.5	64	821
6	France	39.1	42.4	-5.8	4.9	3.7	64	665
7	Canada	35.0	35.2	6.2	3.2	3.0	35	1,002
8	Australia	28.0	28.4	2.1	8.8	2.4	23	1,223
9	Italy	26.4	27.0	-0.3	-1.0	2.3	60	452
10	Brazil	22.2	25.1	4.6	12.9	2.2	198	127

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO May 2014)

## Canada and North America

Destinations	Series <sup>1</sup>	International Tourist Arrivals							International Tourism Receipts					
		(1000)				Change (%)			Share (%)	(US\$ million)				Share (%)
		2010	2012	2013	2014*	12/11	13/12	14*/13	2014*	2010	2012	2013	2014*	2014*
<b>Americas</b>		<b>150,105</b>	<b>162,528</b>	<b>167,520</b>	<b>180,965</b>	<b>4.5</b>	<b>3.1</b>	<b>8.0</b>	<b>100</b>	<b>215,022</b>	<b>249,358</b>	<b>264,165</b>	<b>273,996</b>	<b>100</b>
North America		99,520	106,404	110,205	120,376	4.1	3.6	9.2	66.5	164,831	191,777	204,506	210,943	77.0
Canada	TF	16,219	16,344	16,059	16,528	2.0	-1.7	2.9	9.1	15,829	17,407	17,656	17,445	6.4
Mexico	TF	23,290	23,403	24,151	29,091	0.0	3.2	20.5	16.1	11,992	12,739	13,949	16,258	5.9
United States	TF	60,010	66,657	69,995	74,757	6.1	5.0	6.8	41.3	137,010	161,631	172,901	177,240	64.7

Growth of almost 7% p.a.  
!!!

## International tourism in 2014 - key trends and outlook

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- Forecasts prepared by UNWTO in January 2015 point to a 3% to 4% growth in international tourist arrivals in 2015 – in line with the *Tourism Towards 2030* long-term forecast of 3.3% a year.
- By UNWTO region, prospects for 2015 are strongest for Asia and the Pacific and the Americas (both +4% to +5%), followed by Europe (+3% to +4%), the Middle East (+2% to +5%) and Africa (+3% to +5%).

## 4. And the rise of China

### China Outbound Tourism in 2013

Ask Questions

Font Size: 

In 2013, China's outbound tourism market grew rapidly. Its status as world's largest outbound tourism market and outbound tourism spender has been further consolidated. In the year, 98.19 million Chinese traveled abroad. That's an increase of 18% compared to the year 2012, with the outbound expenditure reaching \$128.7 billion USD, an increase of 26.8% on last year.

The reasons for this rapid growth are numerous and include the steadily developing economy, a growing demand in tourism, appreciation of Chinese currency, welcoming visa policies of foreign countries/regions, and the increased numbers of international flights.

The image of the Chinese tourist has changed a lot over the years, from hoards of people dashing about taking photos and frantically shopping to slowly enjoying their surroundings and leisurely sightseeing. They are also spending more money on accommodation, food and entertainment. Although still popular, the sightseeing and shopping tours are being replaced with holidays that focus on rest and relaxation.

Many people prefer to organize their own holiday instead of using tour companies. Between January and September of 2013, almost 4 million Chinese visited Thailand; 3 million of them went there on their own, and roughly 80% of mainland Chinese visited Hong Kong by themselves. By booking flights, hotels and other self-serviced products online, the number of visitors traveling independently surpassed those who utilized organized tours to become the main force of China's outbound tourism market.

Nearly 5 million people traveled from mainland China to Thailand via tour operators and travel agencies in 2013 (85% more than in 2012). This staggering increase could be down to the film "Lost in Thailand".

#### Outbound Tourism by Travel Agencies

In 2013, travel agencies helped 33,557,091 people to travel overseas. Among them, 27,916,701 went to nearby Asian countries, accounting for 83.19%; 3,613,509 visited Europe, making up 10.77%; 751,783 traveled to America, constituting 2.24%; 838,572 left for Oceania and 281,716 for Africa.

#### Predication for 2014

Increased income combined with the opportunities to travel abroad, mean that outbound tourism is set to rise to about 114 million in 2014 with a total expenditure of 140 billion USD.

#### Top 20 Outbound Destinations by Travel Agencies in 2013

Destinations	Number of Chinese Mainland Tourists
Hong Kong	6,752,781
Thailand	4,997,216
South Korea	3,440,969
Macau	3,132,728
Taiwan	2,815,741
Singapore	1,563,044
Malaysia	1,476,636
Japan	889,847
Vietnam	682,053
France	648,376
United States	560,055
Indonesia	539,853
Italy	514,540
Australia	479,557
Switzerland	464,238
Germany	409,232
Russia	346,500
New Zealand	288,097
Philippines	277,680
United Kingdom	242,275



## Los Angeles Top International Feeder Markets

Overseas Markets	2012 Preliminary	% Change over 2011
China (excluding Hong Kong)	459,000	35.5%
Australia	387,000	-3.1%
UK	318,000	-11.8%
Japan	289,000	0.1%
France	273,000	-19.2%
South Korea	233,000	-1.4%
Germany	224,000	-0.8%
Brazil	114,000	6.9%
<b>Total Overseas</b>	<b>3,659,000</b>	<b>0.2%</b>
<i>Mexico Total Visitors</i>	<i>1,651,000</i>	<i>2.6%</i>
<i>Canada</i>	<i>700,000</i>	<i>3.7%</i>
<b>Total International</b>	<b>6,010,000</b>	<b>1.2%</b>

*Source: U.S. Department of Commerce, OTTI, Survey of International Air Travelers; CIC Research*

## TOURISM 2012

### Highlights of the Year

#### Visitation

- In 2012 Los Angeles achieved a record high with nearly **41.4 million** overnight and day visitors, an increase of 2.5% over the previous year.
- Of those total visitors, approximately 27.9 million were overnight, up 3.3% from last year.
- Domestic Overnight visitation to Los Angeles increased by 3.9%, as a record breaking 21.9 million domestic visitors came to Los Angeles last year.
- International visitation increased by 1.2% in 2012, as over 6.0 million foreign residents came into Los Angeles last year, an all-time high.

#### Direct Estimated Visitor Spend

- Direct visitor spending totaled **\$16.5 billion** in 2012, a 6.9% increase over 2011, also a record high.
- Spending by domestic day and overnight visitors totaled nearly \$11.1 billion, while spending by international visitors exceeded \$5.4 billion.

#### International Market Trends

- Mexico, Canada, China, Australia, and the UK were Los Angeles' top five visitor generating markets in 2012.
- China has now become the #1 overseas market for visitation to Los Angeles experiencing the fastest growth of any market with 56% more visitors over 2011.

## 5. Tourists and Great Britain

# Some New Findings (last month!...2011 data) from Visit Britain

- International Tourists (six million)
  - Demand/desire for Garden visiting by overseas visitors is # 3 in popularity only exceeded by “Going to the Pub”\* and “Shopping”
  - 31 % of all overseas visitors will see a garden
  - Desire to see garden exceeds desire to see museums, art galleries and even historic sites
  - Median age = 39 !!!!

\* **Thought for this conference: Should we be serving beers to our very warm and thirsty (UK) visitors?**



## 6. The end of the family

- Classical Families now in the minority (19%)
- More diversity of household type
  - Single males
  - Single females
  - Non-traditional
    - Do gardens do “Dad’s day out”?
    - Cater to Gay/Lesbian Households?
    - Valentine’s Day?
    - Singles day?

### Changing Household Composition in America 1970-2000

I showed APGA this in 2012 but it was 2000 data ... now finally 2012 data

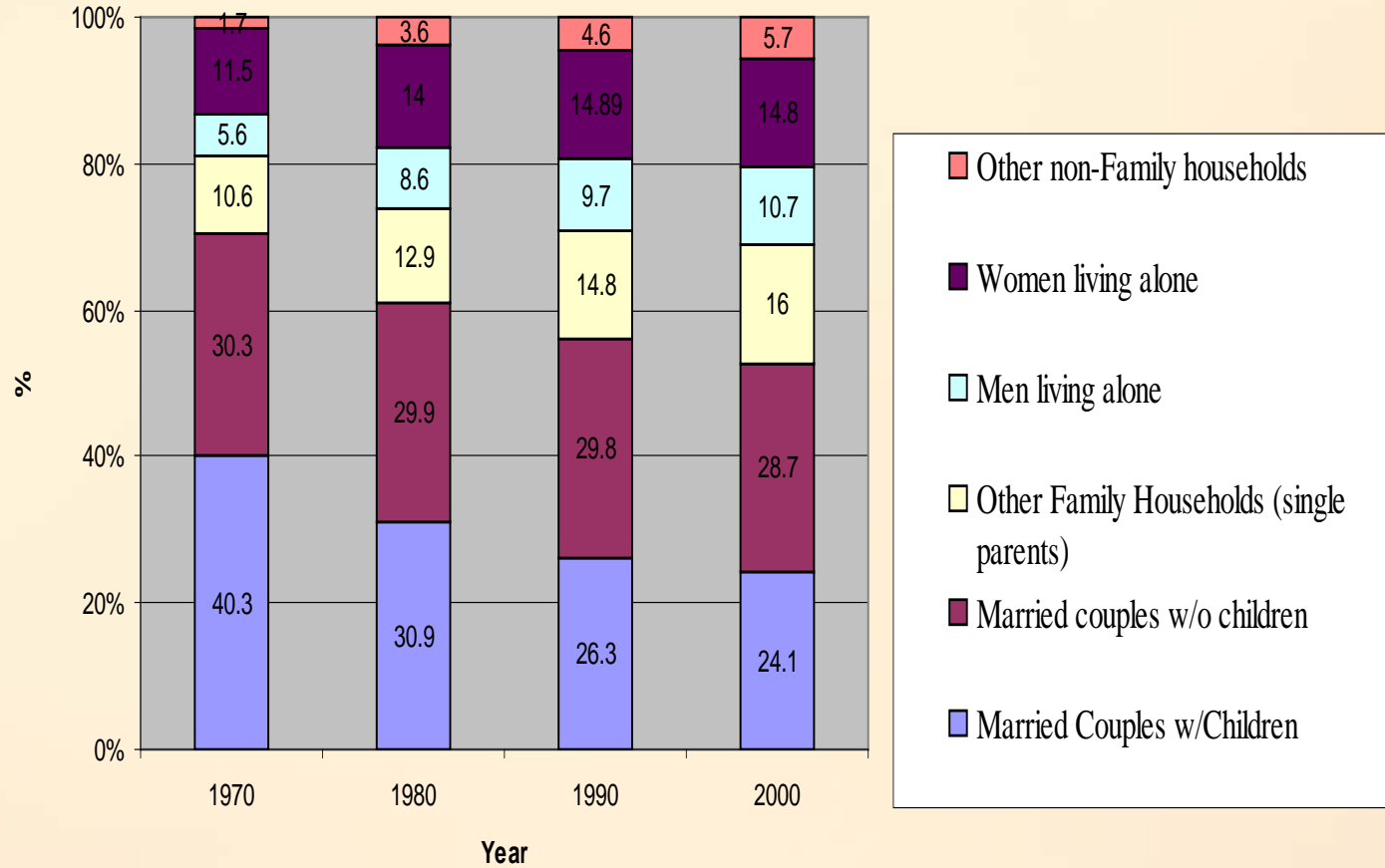
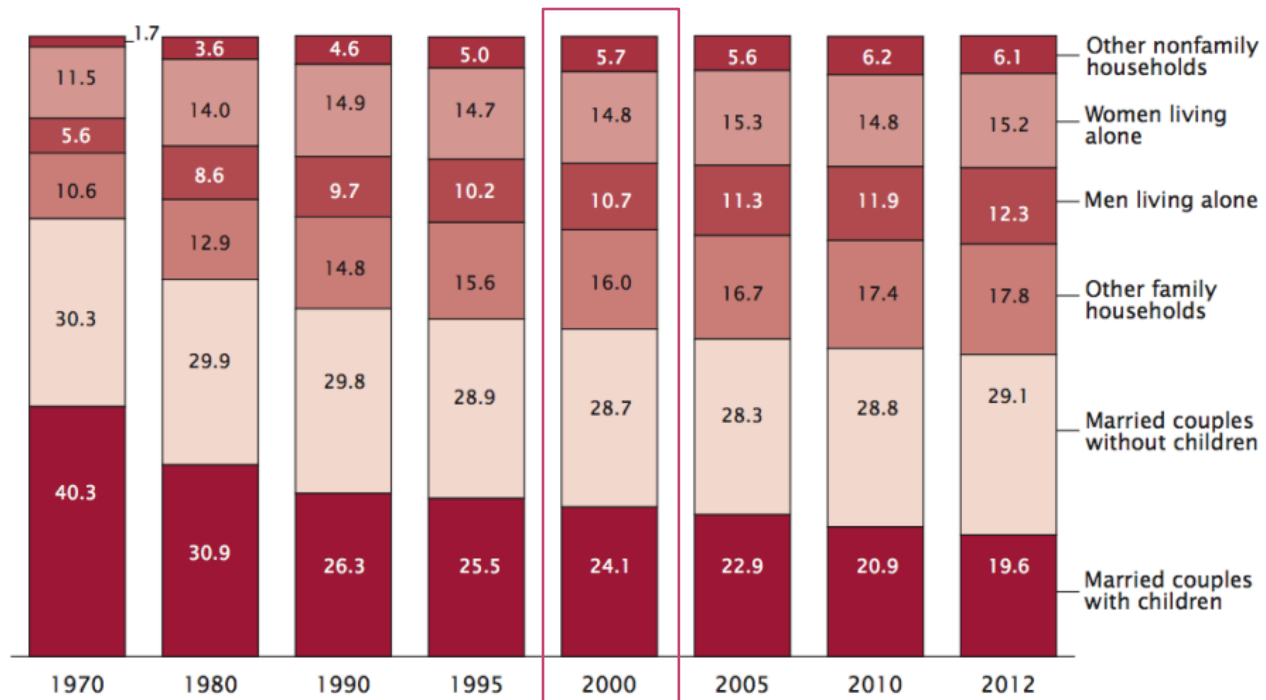


Figure 1.  
**Households by Type, 1970 to 2012: CPS**  
(In percent)



Source: U.S. Census Bureau, Current Population Survey, Annual Social and Economic Supplement, selected years, 1970 to 2012.

## 7. Social Media

Social media lends itself well to garden tourism and vice versa: Why?

- a) **It doesn't require a huge investment** and a lot of gardens don't have a lot of marketing dollars and those that do have already been ear-marked,
- b) **Gardens are visual and social media is all about the visual**, which is why Tumblr and Instagram are the fastest growing social platforms and Instagram has the highest rate of engagement,
- c) **social media are about telling a story** (or it should be) through the use of great content – **and gardens are replete with stories**, deep stories, varied stories – and anyone can use a smartphone to take a photo or video and edit it right within the phone or the social platform and publish it, and
- d) with social, **gardens can 'brand listen'** using free social media tools like Hoot suite, and follow hashtags **to 'hear' what the public is saying about their garden**, or not saying about their garden – and then join in! One garden is even using social media (obliquely) to decide on which photos to put into the calendars that will be sold in their gift shop – an important profit center



Join APGA



2015 Conference  
Save the date:  
June 22-26, 2015

Facebook icon: Become a Fan  
Twitter icon: Follow APGA

2015 APGA CONFERENCE

SAVE THE DATE:  
June 22-26, 2015



TO GROW OUR COMMUNITIES

MINNEAPOLIS & ST. PAUL



## Social Media in Public Gardens

[print this page](#)

### Member Highlight: The Morton Arboretum

Interview with Sarah Clark, Public Relations Specialist



**APGA:** How are you engaging your visitors via social media and could you please elaborate on what channels you currently use?

We currently use [Facebook](#), [Twitter](#), [Pinterest](#), [YouTube](#), and [LinkedIn](#). One new way we are working to engage visitors is by incorporating social media into our interpretation opportunities. New exhibit panels and campaigns have featured hashtags and encouraged visitors to post pictures to our channels. On our channels themselves, we push out user-generated content, which encourages more people to post and interact. We try to use user-generated content for one-third of our Facebook posts.

**APGA:** What are your strategies for success?

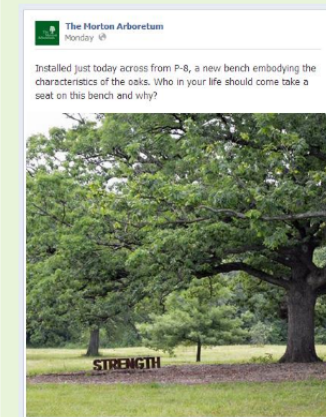
Post consistently. Pay attention to what people are responding to, and use that knowledge when planning future posts. Be conversational and invite participation.

**APGA:** What do you consider a 'win' in social media? Can you provide a specific example?

A 'win' for us means a post has generated a high level of interactivity – shares, likes, comments, etc. Recently, we posted an image of a new bench installed in our Oaks Collection to our Facebook page. The bench rests on large metal letters that spell the word 'strength.' This word embodies a key characteristic of oak trees. This is the first bench of its kind and we hope to install more across our collections.

Instead of simply posting the image and stating that this is a new endeavor, I attempted to personalize the post by asking, who in your life should come take a seat on this bench and why?

Overnight, the responses poured in. People shared stories of personal hurdles and the strength it took to overcome those, and the people who lent them strength along the way. Quickly, this became a top performing post in the Arboretum's social media history. Why? Because people on social media sites respond strongly to posts and images that allow them the opportunity to self-identify. They want to share their stories – and this post allowed them to do so.



But ... the research still needs to be done on “Do people go to (a) gardens once they have seen it on (social) media?”

Initial survey research suggests that:

- It is (just) another medium
- 2%-3% use SM as their first source of info
- Bloggers may be different (Garden Rant)

**Casey:** please, please get the data for us from National gardening survey



## UNUSUALLY CLEVER PEOPLE Who ARE You People? The Answer!

Thanks to all 300 of you who took part in our GardenRant Readers Survey. In case you were wondering who you are, we have an answer:

**You are 40-49 years old.** That's just about 1/3 of you. Another third of you are 40 under (and we know you're not lying about your age!) So the idea that gardeners are 50+? Not so much on GardenRant. Only about a third of you are 50+.

**You are female.** Are you ever! 80% of GR readers are women. Which is interesting, because I KNOW more than 20% of our regular commenters are men.

**(some of) You are slackers.** Over a third of you read GR at work. We should install a "boss button" that pops up a spreadsheet in case the boss walks by.

**You're sociable.** Just over 60% of you read garden blogs "to meet like-minded people." 10% are looking for story ideas. Half of you are looking for concrete information. Most of you are looking for entertainment & inspiration. One person commented that he/she reads garden blogs because of "boredom." Glad we could help.

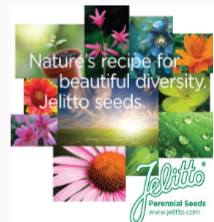
**You don't necessarily blog.** About 37% of you have blogs.

**You have a suburban/medium garden—under 1 acre.** That's 60 percent of you. About 12-15% have a larger garden, and the same percentage have a condo, townhouse, or other postage-stamp garden. (We forgot to include community gardens, and several of you reminded us of that.)

**You're not lawn-obsessed.** 58 percent of you have lawns. You're into just about everything else, and even the smaller numbers are impressive: 18 percent have meadow/prairie and 27 percent have water/pond gardens. 68 percent grow natives, 80 percent grow edibles, and about 75 percent do containers.

**You're spending some money.** 45 percent of you will drop \$100 at the garden center "two or three times a year." About 5 percent of you will drop that kind of cash every weekend, and 25 percent will spend that kind of money "once every month or two." In the comments, some of you said that you are spending

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### VOICES



**Susan Harris**  
**MY Trip to the Philly Flower Show**



**Elizabeth Licata**  
**They have gardens in Canada, too!**



**Allen Bush**  
**Whitewashed Tree Trunks: The Ugly Story**



**Thomas Christopher**  
**Poor Man's Fertilizer**



**Evelyn Hadden**  
**The Power of Naming**



**Ivette Soler**  
**The Road To Hell Is Paved With Chosen And Indifferently Chosen Plants**



**Michele Owens**



**Amy Stewart**

ON SABBATICAL



**Wendy Kiang-Spray**  
**The Annual Buying (and subsequent killing) of the Air Plant and Plumeria Stick**

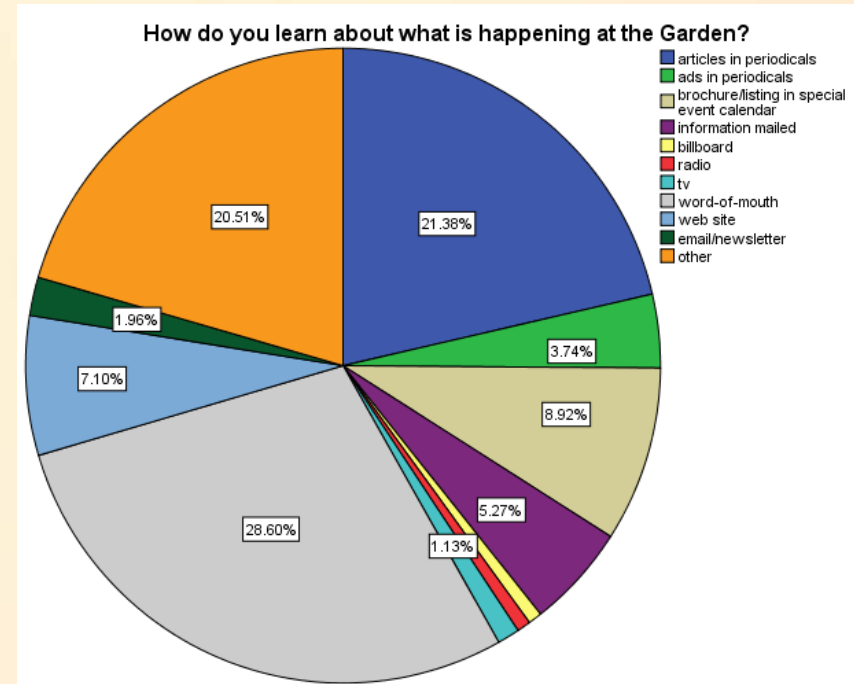
GUEST RANT

## Gardening Blogs: The ultimate rank

#	Blog Title	📧	👥	📧	📧	📧	📧	📧	📧	📧	📧	📧
1st	GardenRant	1,171	124,211	156,240	16	6	📧	100	👤	🌐		
2nd	Cold Climate Gardening	1,896	235,509	583,685	8	5	📧	98.01	👤	🌐		
3rd	Veggie Gardening Tips	14,932	97,394	678,600	16	3	📧	97.9	👤	🌐		
4th	Backyard Gardening Blog	1,660	50,667	235,319	13	4	📧	97.64	👤	🌐		
5th	Busy-at-Home	2,240	28,585	207,177	32	3	📧	97.35	👤	🌐		
6th	Studio 'g'	n/a	177,702	451,371	10	4	📧	96.5	👤	🌐		
7th	Gardening Gone Wild	n/a	212,129	379,199	14	5	📧	96.26	👤	🌐		
8th	Plants are the Strangest People	n/a	n/a	1,123,706	13	4	📧	95.81	👤	🌐		
9th	Digging	n/a	n/a	n/a	13	5	📧	95.75	👤	🌐		
10th	Dirt By Amy Stewart	n/a	n/a	n/a	2	5	📧	95.58	👤	🌐		
11th	Growing with Plants	863	341,758	965,838	6	4	📧	95.22	👤	🌐		
12th	Garden Therapy	n/a	n/a	279,749	17	4	📧	95.08	👤	🌐		
13th	Zanthan Gardens	n/a	n/a	n/a	1	4	📧	94.85	👤	🌐		
14th	The Garden of Eaden	n/a	n/a	282,505	12	4	📧	94.82	👤	🌐		
15th	You Grow Girl: The Dirt	n/a	n/a	n/a	40	6	📧	94.79	👤	🌐		
16th	Your Small Kitchen Garden	n/a	509,020	1,385,331	6	4	📧	94.78	👤	🌐		
17th	spoiled pretty	n/a	n/a	1,790,869	9	4	📧	94.73	👤	🌐		
18th	Geekgardener's weblog	n/a	n/a	448,675	5	3	📧	94.69	👤	🌐		
19th	JHGH	n/a	n/a	28,024	37	4	📧	94.67	👤	🌐		
20th	Ewa in the Garden	355	n/a	1,886,258	9	4	📧	94.65	👤	🌐		

## 7(b). Last time we asked: Where do they get their information?

- Magazines
  - (Better Homes and Gardens is # 4 most read magazine in USA) 700,000
- Brochures
- Word of Mouth  
(Read: Garden clubs)



# In Changing News Landscape, Even Television is Vulnerable

*Trends in News Consumption: 1991-2012*

## Overview

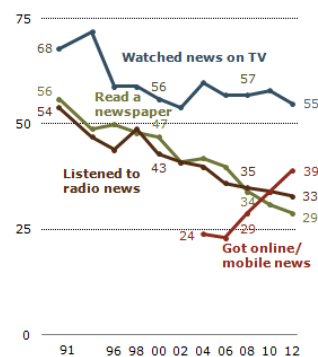
The transformation of the nation's news landscape has already taken a heavy toll on print news sources, particularly print newspapers. But there are now signs that television news – which so far has held onto its audience through the rise of the internet – also is increasingly vulnerable, as it may be losing its hold on the next generation of news consumers.

Online and digital news consumption, meanwhile, continues to increase, with many more people now getting news on cell phones, tablets or other mobile platforms. And perhaps the most dramatic change in the news environment has been the rise of social networking sites. The percentage of Americans saying they saw news or news headlines on a social networking site yesterday has doubled – from 9% to 19% – since 2010. Among adults younger than age 30, as many saw news on a social networking site the previous day (33%) as saw any television news (34%), with just 13% having read a newspaper either in print or digital form.

These are among the principal findings of the Pew Research Center's biennial news consumption survey, which has tracked patterns in news use for nearly two decades. The latest survey was conducted May 9-June 3, 2012, among 3,003 adults. For more on the growth of mobile technology, see the Pew Research Center's Project for Excellence in Journalism report: *"The Explosion in Mobile Audiences and a Close Look at what it Means for News,"* released Oct. 1, 2012.

### Digital News Surpasses Newspapers, Radio

Where did you get news yesterday?



PEW RESEARCH CENTER 2012 News Consumption Survey.

In the new survey, only 29% say they read a newspaper yesterday, with just 23% reading a print newspaper. Over the past decade, the percentage reading a print newspaper has fallen by 18 points (from 41% to 23%). Somewhat more (38%) say they regularly read a daily newspaper, although this percentage also has declined, from 54% in 2004. Figures for newspaper readership may not include some people who read newspaper content on sites that aggregate news content, such as Google News or Yahoo News.

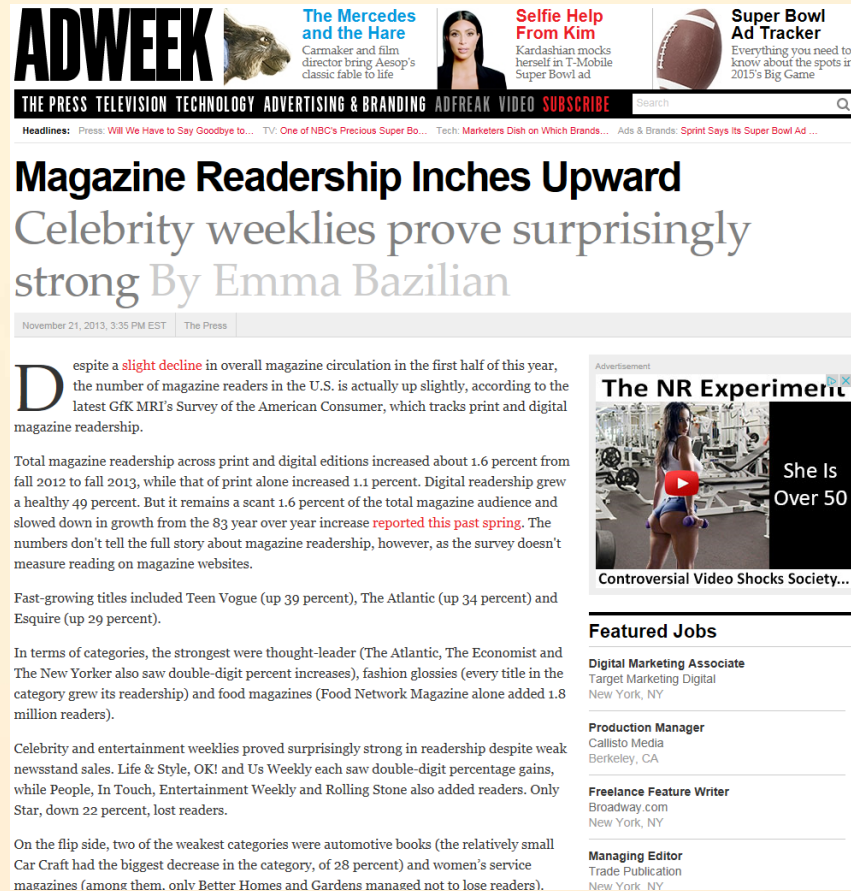
Over the past decade, there have been smaller declines in the percentages of Americans reading a magazine or book in print (six points and four points, respectively) than for newspapers.


### Fewer Reading, Writing on Paper

% who did this yesterday...	2002 %	2006 %	2012 %	02-12 Change
Read a print newspaper	41	38	23	-18
Read a print magazine	23	24	17	-6
Read a book in print	34	38	30	-4
Wrote or received a personal letter	--	20	12	--

PEW RESEARCH CENTER 2012 News Consumption Survey. Q9, Q11, Q28, Q30, Q37.

## 8. Fight back by magazines



**ADWEEK**  **The Mercedes and the Hare**  
Carmaker and film director bring Aesop's classic fable to life

**Selfie Help From Kim**  
Kardashian mocks herself in T-Mobile Super Bowl ad

**Super Bowl Ad Tracker**  
Everything you need to know about the spots in 2013's Big Game

THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADFREAK VIDEO **SUBSCRIBE** Search

Headlines: Press: [Will We Have to Say Goodbye to...](#) TV: [One of NBC's Precious Super Bo...](#) Tech: [Marketers Dish on Which Brands...](#) Ads & Brands: [Sprint Says Its Super Bowl Ad...](#)

# Magazine Readership Inches Upward

## Celebrity weeklies prove surprisingly strong

By Emma Bazilian

November 21, 2013, 3:35 PM EST | The Press

Despite a slight decline in overall magazine circulation in the first half of this year, the number of magazine readers in the U.S. is actually up slightly, according to the latest GfK MRI's Survey of the American Consumer, which tracks print and digital magazine readership.

Total magazine readership across print and digital editions increased about 1.6 percent from fall 2012 to fall 2013, while that of print alone increased 1.1 percent. Digital readership grew a healthy 49 percent. But it remains a scant 1.6 percent of the total magazine audience and slowed down in growth from the 83 year over year increase reported this past spring. The numbers don't tell the full story about magazine readership, however, as the survey doesn't measure reading on magazine websites.

Fast-growing titles included Teen Vogue (up 39 percent), The Atlantic (up 34 percent) and Esquire (up 29 percent).


In terms of categories, the strongest were thought-leader (The Atlantic, The Economist and The New Yorker also saw double-digit percent increases), fashion glossies (every title in the category grew its readership) and food magazines (Food Network Magazine alone added 1.8 million readers).

Celebrity and entertainment weeklies proved surprisingly strong in readership despite weak newsstand sales. Life & Style, OK! and Us Weekly each saw double-digit percentage gains, while People, In Touch, Entertainment Weekly and Rolling Stone also added readers. Only Star, down 22 percent, lost readers.

On the flip side, two of the weakest categories were automotive books (the relatively small Car Craft had the biggest decrease in the category, of 28 percent) and women's service magazines (among them, only Better Homes and Gardens managed not to lose readers).

Advertisement

### The NR Experiment



She Is Over 50

Controversial Video Shocks Society...

### Featured Jobs

**Digital Marketing Associate**  
Target Marketing Digital  
New York, NY

**Production Manager**  
Callisto Media  
Berkeley, CA

**Freelance Feature Writer**  
Broadway.com  
New York, NY

**Managing Editor**  
Trade Publication  
New York, NY

## 9. Garden Tourism and other tourism products

- Food
- Wine
- Art



## 10. The rise of the Regional Garden Tourism Networks

- Why?
  - 43% of all visitors have been to another garden in the previous six months
  - Majority spend less than 3 hours (Ave: 2 ½ hours) in a garden (exceptions are destination gardens)
  - How do tourists pick a vacation?

## Where?

- S. California
- Ireland
- South Africa        *The Garden Route*
- Scotland and Nursery's.
- 30 in 30
- Louis Ginter Botanic Garden, Richmond Va. and using social media
- British Columbia and Vancouver Island



# GREATER PHILADELPHIA GARDENS

Greater Philadelphia Gardens

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## Greater Philadelphia Gardens

### EVENTS

The Greater Philadelphia area is rich in public gardens, arboreta & historic houses with gardens. This site is your resource for learning about the 28 gardens, events or planning a weekend getaway.

Boston  
New York  
Philadelphia  
Washington

### Travels at Twelve: Wild Abandon and a New Frontier

Scott Arboretum of Swarthmore College  
Thu Mar 15 Noon - 1 pm  
Tickets: 0

[VIEW CALENDAR OF EVENTS](#)

### NEWS Posted 3/13/2012

## March Bank and Blue Poppies at their Peak Now!

[READ MORE NEWS](#)

### COLUMN

## Nearly 150 Witchhazels Bloom at Morris Arboretum

By Tony Aiello, Director Of Horticulture And Curator, The Morris Arboretum Of The University Of Pennsylvania

[READ MORE ENTRIES](#)

Arboretum at the Barnes Foundation

# DC Gardens

Showing off DC's Fabulous Gardens and Spreading the Word about Gardening

[Home](#) | [The Gardens](#) | [Gardens by Month](#) | [2015 Tours/Events](#) | [Learning](#) | [Deep Local Resources](#) | [About](#)

## About DC Gardens



### What is DC Gardens?

DCGardens.com is a grassroots media campaign to promote the major DC-area gardens that are open to the public, and gardening itself for DC-area residents. Targeting primarily visitors, both local and from out of town, it uses digital images collected of each garden *by month* and distributes them widely to travel, general and gardening media, both local and beyond.

By using all-digital images provided by volunteers and promoting all the gardens collectively, DC Gardens is comprehensive yet inexpensive; the origin of the project is revealed in [this blog story](#).

Because it's managed and funded *independently* from the gardens, most of them government agencies, DC Gardens can also be nimble and very, very useful.

In addition to images of the gardens by month, DC Gardens is a hub of super-useful info: [Tours and Events in 2015](#) and [Deep Resources](#) for DC-area gardeners (local gardening and conservation organizations, community gardens, gardening email groups, local gardening media, where to volunteer, buy plants, etc).

Starting in the March of 2015, DC Gardens will publish monthly e-blasts to a wide audience promoting major upcoming garden events and showing what the gardens will look like in the next month, through videos and photos.

The [DC Gardens by Month Youtube Channel](#) contains videos of DC-area gardens, made from photographs taken in them by month.

DC Gardens is on [Pinterest](#) and [Flickr](#), where photos can be downloaded and used for no charge, with proper credit. And coming soon, Instagram.

### How to Contact DC Gardens

Email: [Contact DC Gardens](#)

Who?

### Subscribe to Monthly Updates

### DC GARDENS

- American University Arboretum
- Bishop's Garden at National Cathedral
- Dumbarton Oaks
- Franciscan Monastery
- Hillwood Gardens
- Kenilworth Aquatic Gardens
- National Arboretum
- National Gallery Sculpture Garden
- Old Stone House
- Smithsonian Gardens
- Tudor Place
- U.S. Botanic Gardens

### MARYLAND GARDENS

- Brookside Gardens
- McCrillis Gardens
- Riversdale Garden
- U.Md. Arboretum and Botanical Garden

### VIRGINIA GARDENS

- Ben Lomon Old Rose Garden
- Bon Air Park/Rose Garden
- Green Springs Garden
- Meadowlark Botanical Gardens
- Mount Vernon
- Oatlands Plantation
- River Farm

## 2. Psychographic Segmentation

A better predictor of visitors AND the resultant deliverables

### **EXPERIENCES**

So a probing of

- Values, Attitudes and Lifestyles

- Is there a difference in the following two demographic examples?

Answer: There Might, just MIGHT, be difference

# Attitudes vs. behaviour & demographics?

- Behaviour tells us what people do...
- ...it can't tell us why
  - Two men
  - White, British
  - Over 60
  - Annual income +£1 million

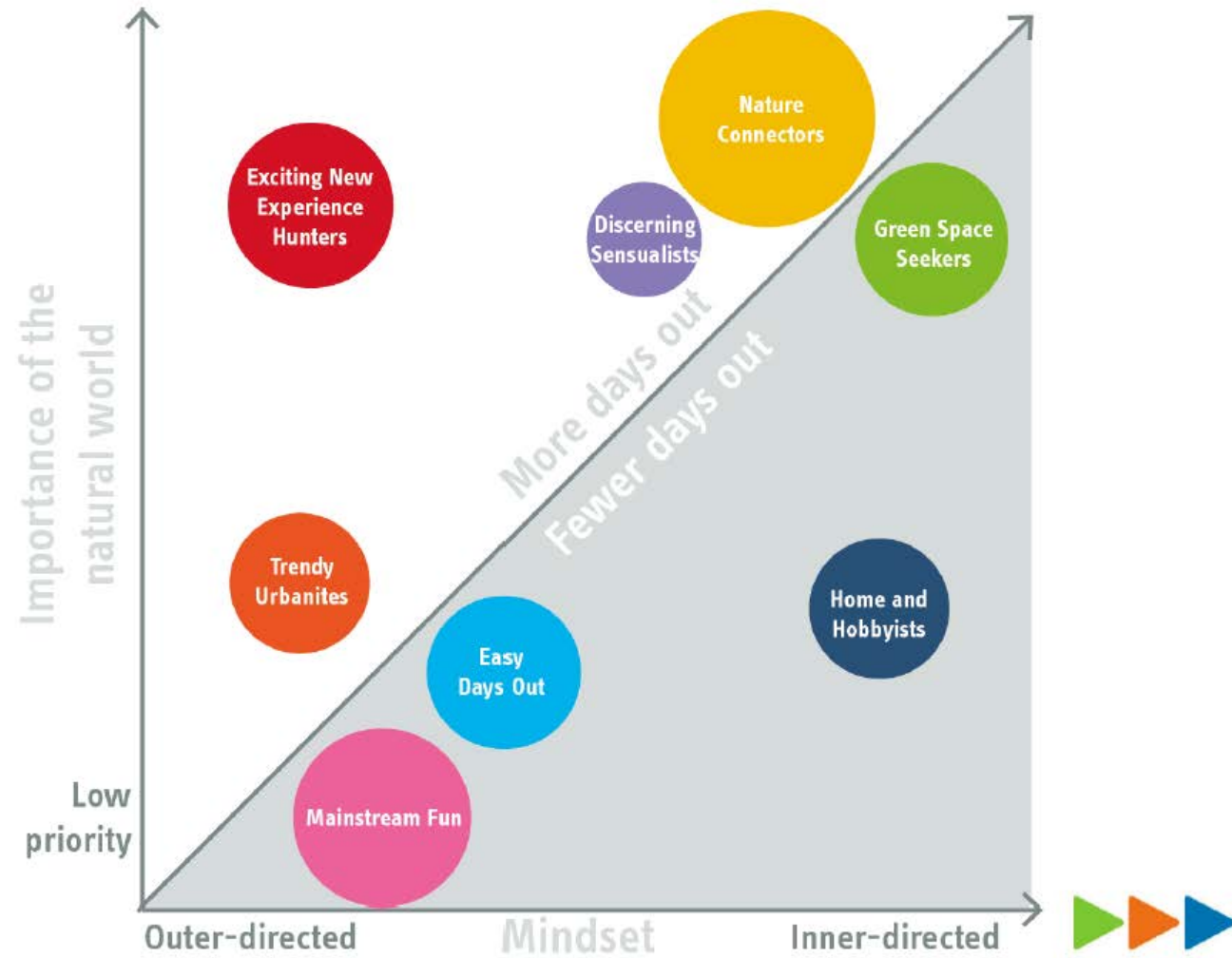


**By understanding attitudes we can predict visitors' propensity to...**

- Come more often
- Engage more deeply
- Try new things
- Spend more
- Participate
- Become advocates
- Become members
- Donate
- Volunteer

# A Kew Gardens Psychographic Study

- 2600 respondents
- Assessing Values, attitudes and Lifestyle
- Cluster Analysis
- Patterns of visitation within the cluster (Competition)





# Exciting New Experience Hunters

Distinctive

Adventurous

Self-aware

Innovative

Social



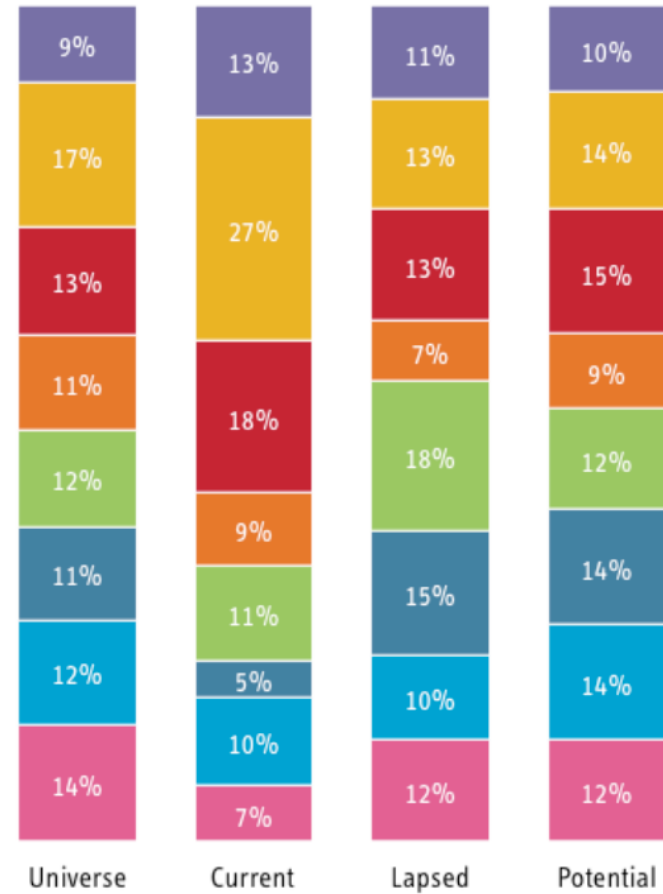
Active, adventurous and outgoing, this segment are on the lookout for new things to experience; different and interesting activities to share with friends and family

- Open-minded when it comes to the untried and untested
- Relish variety, novelty and diverse experiences
  
- They consume experiences sociably
- However it is also important there is a learning and emotional outcome
  
- Like: originality, innovation, contemporary
- Dislike: staying in, stagnating, routine

## Adults

- Almost a fifth of the current market
- The largest segment in the potential market too

**Discerning Sensualists**  
**Nature Connectors**  
**Exciting New Experience Hunters**  
**Trendy Urbanites**  
**Green Space Seekers**  
**Home & Hobbyists**  
**Easy Days Out**  
**Mainstream Fun**



## Messaging should emphasise

Kew is unique

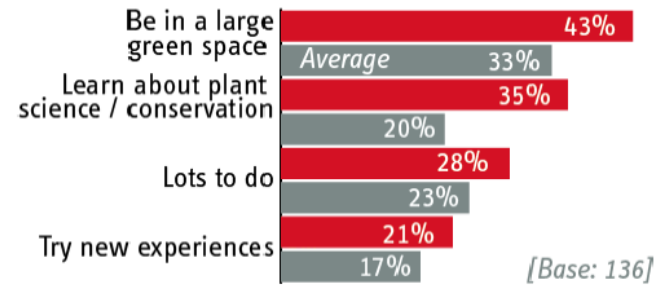
Something new to see on every visit

See conservation in action

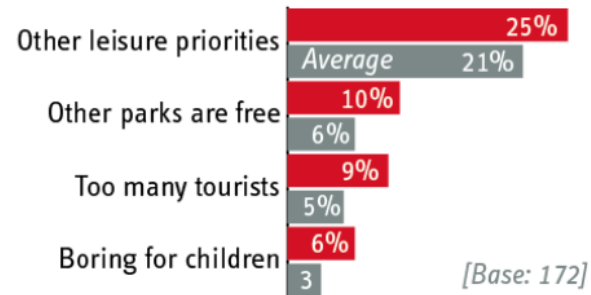
Escape the hustle and bustle

Come on an adventure at Kew!

### Motivations for previous visits to Kew (attenders)



### Barriers to visiting Kew (lapsed / non attenders)



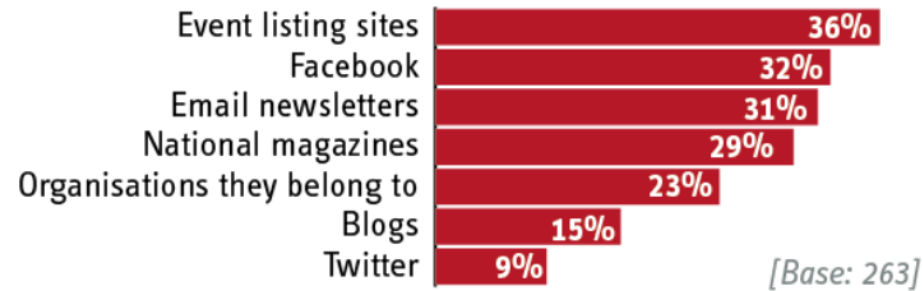
## Channels

the segment

They are highly engaged users of a variety of on- and offline media

They are sensitive to recommendation and are look for trustworthy sources of information

How this segment likes to find out about days out:



Speak to this segment via **digital streams**.

## Here you might wish to look at

- “The Experience Economy”

Pine and Gilmore 1999

- The more you fulfil a persons “experiences” through the five senses .... The more you can charge
- My own work in Semiotics

## (Non-local?) Tourists in the Garden (APGA)

- General patterns:
  - 93% come by car
  - Stay 2-3 hours
  - Part of an overall visit to region
  - 43% have visited other gardens in last 6 months
  - Older demographic and predominantly female
  - 96% overall satisfaction
  - 78% rate value for money above average .... Thought for today: **maybe gardens do not charge enough!**
  - > 66% visit the gift store, in the gardens where there is one,
  - If the garden has a café more than half of visitors do not go in!

# Motivators (“Why do they come?”)

## USA

• Enjoy Outdoor beauty	73 %	
• Butterflies and other special events	55%	
• To enjoy a day outside	49%	
• Visit Conservatory	39 %	
• Bring out of town guests	30 %	
• Learn about plants and gardening	28 %	
• Celebrate special occasions	24 %	
• Learn about rainforests	12 %	
• Attend meeting	7%	
• Take a class		4%
• Train Show	1.5%	
• Music/concerts	1.5%	
• Plant show to buy Plants	1%	

## UK

Open ended question:

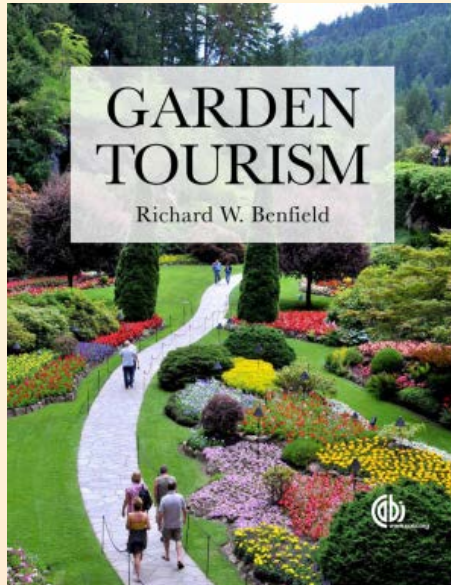
- “For Day Out” (15.1%),
- “To enjoy a garden” (14.9 %), and
- “For Interest” (13.4%)
- “For a nice cup of Tea”

Underlying motivations

- “visiting a nice environment”  
53.2%
- “visiting for tranquillity”  
51.3%

## For more on this ...

- Garden Tourism Volume 1 this afternoon
- Garden Tourism Volume 2 2018



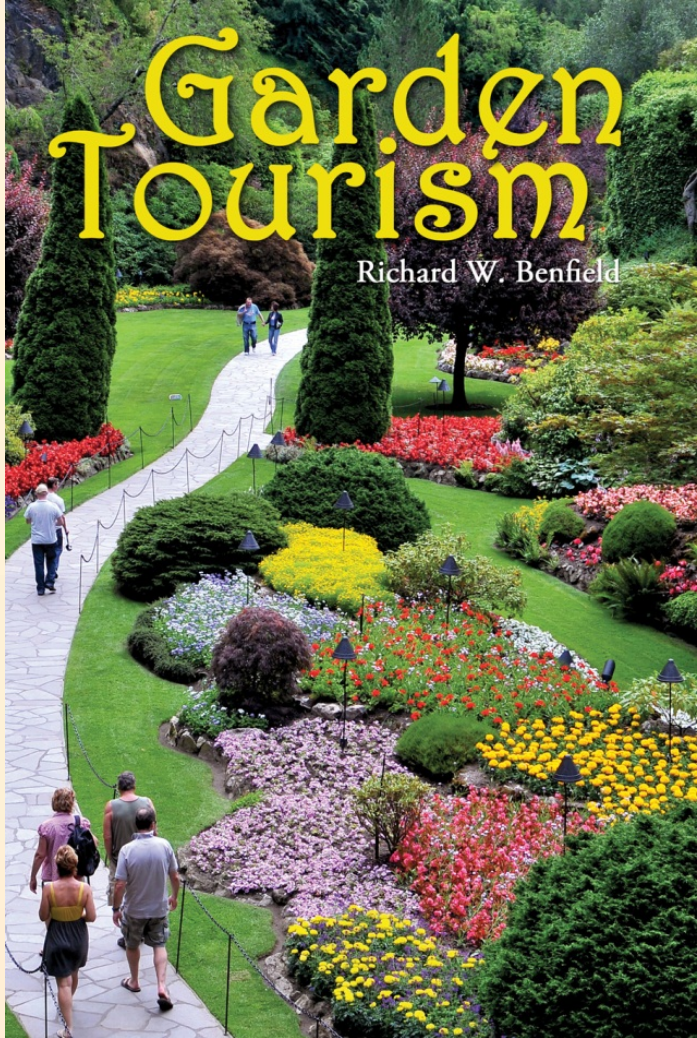


And remember ... our industry is all about sharing experiences to all demographic groups and psychographic segments thru the senses ...

- Thank You

For a copy of this presentation:  
<http://web.ccsu.edu/faculty/benfield/default.htm>







**THE END**

**THANK**

**YOU**

# The Butchart Gardens

NATIONAL HISTORIC SITE OF CANADA  
DAVE COWEN  
GENERAL MANAGER



# *Located In Beautiful British Columbia*



# Getting to Victoria – the multi-modal way



# Getting to The Gardens – many choices





# *The Butchart Gardens*



# *A Proud & Rich History*



# *Dragon Fountain*



# *Spring Prelude* – January 15– March 31



# *Historical Display -- January 15 – March 15*





# Spring





Summer





# *Summer Entertainment*



# *Firework Saturdays*



# *Eco-friendly Electric Boat Tours*



# *The Rose Carousel*





# Autumn





# *The Magic of Christmas* – Dec. 1 – Jan. 6





# Winter





# *Fabulous Food & Beverage*



# *Picnics and More*



# *The Seed & Gift Store*

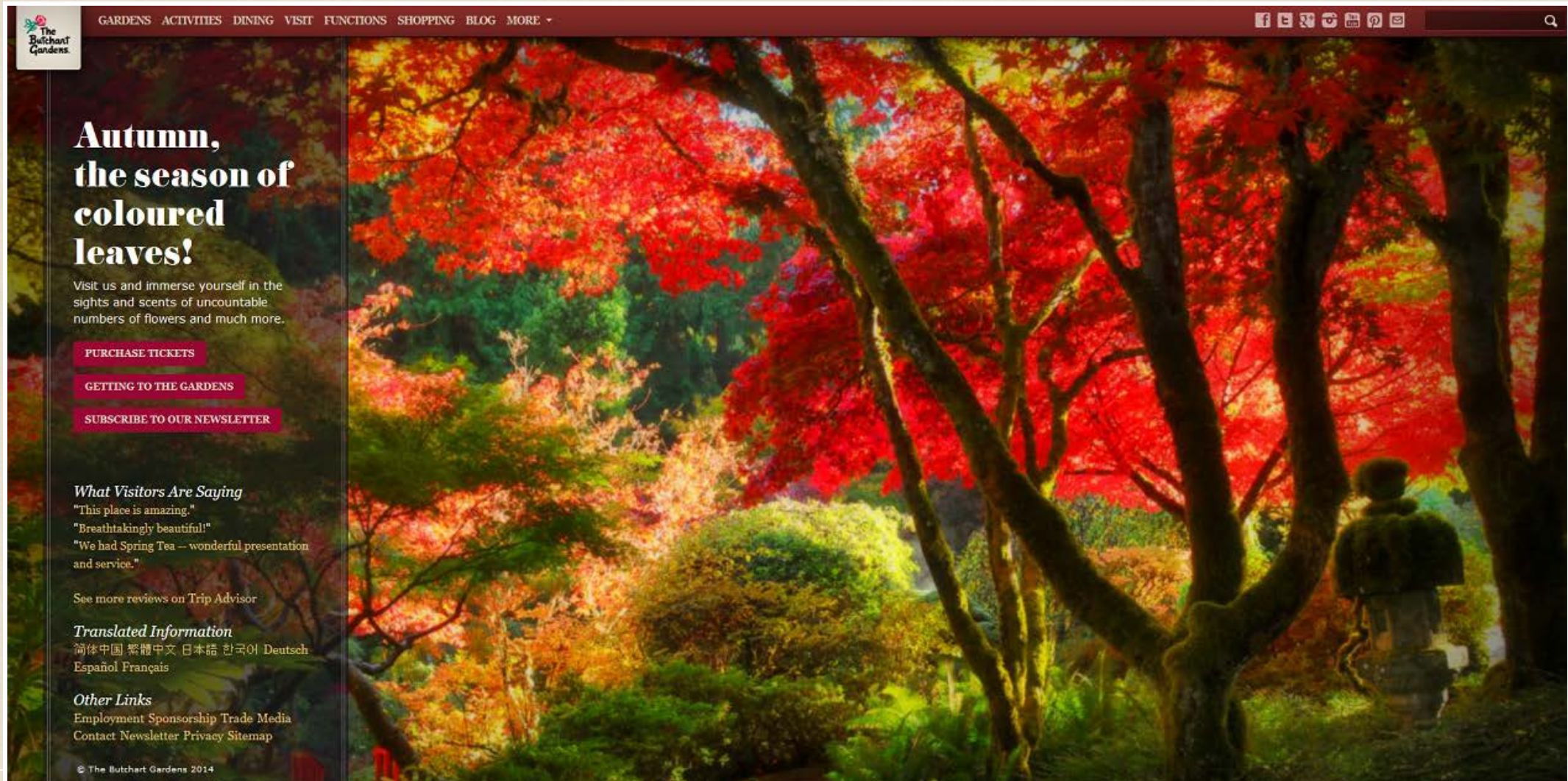


# *Group Services*



# ButchartGardens.com

## GroupRes@ButchartGardens.com



The screenshot shows the homepage of The Butchart Gardens website. The header includes navigation links: GARDENS, ACTIVITIES, DINING, VISIT, FUNCTIONS, SHOPPING, BLOG, and MORE. Social media icons for Facebook, Twitter, YouTube, Instagram, and Pinterest are also present. The main content area features a large, vibrant image of autumn trees with red and orange leaves. A person is seen walking through the trees in the background. On the left side, there is a dark overlay with white text and buttons.

**Autumn, the season of coloured leaves!**

Visit us and immerse yourself in the sights and scents of uncountable numbers of flowers and much more.

[PURCHASE TICKETS](#)

[GETTING TO THE GARDENS](#)

[SUBSCRIBE TO OUR NEWSLETTER](#)

*What Visitors Are Saying*

"This place is amazing."  
"Breathtakingly beautiful!"  
"We had Spring Tea – wonderful presentation and service."

See more reviews on Trip Advisor

*Translated Information*

简体中国 繁體中文 日本語 한국어 Deutsch Español Français

*Other Links*

Employment Sponsorship Trade Media  
Contact Newsletter Privacy Sitemap

© The Butchart Gardens 2014

# The Butchart Gardens

• OVER 100 YEARS IN BLOOM •  
NATIONAL HISTORIC SITE OF CANADA

## 관광 안내도

- 계단과 피할 줄은 길
- 응급처치
- 방문객 안내
- 식물 식별 안내
- 화장실
- 광음전화
- 식수대
- 다이닝 룸 레스토랑
- 블루 파피 레스토랑
- 커피숍
- 아이스크림(계절적)
- 꽃씨/선물 가게
- 리즈 회전목마
- بوت루 투어(계절적)



### 방문객 서비스 센터 (Visitor Centre)

방문객 서비스에는 안내, 응급처치, 보살핌 보관소, 물품 보관함, 우체통과 우표, 광음전화와 도우미가 배치된 화장실 등이 포함되어 있습니다. 유모차, 장애인 목걸이, 휠체어(충돌되는 보충금 필요)와 우산을 빌려 드립니다.

가든 안에서 공연을 즐기 해 주십시오. 던지기/받기 놀이나 소란스런 행동, 스케이트보드, 스쿠터, 롤러 블레이드 사용 또는 즉흥연주 등은 허용되지 않습니다.

**식물 식별 센터(Plant Identification Centre)**  
저희 직원들은 원예에 관한 질문에 기꺼이 도와드립니다. 개인 소유 정원사의 유아함을 유지하기 위해 대부분의 식물에 인식 표를 부착하지 않았습니다.

**꽃씨/ 선물 가게(Seed and Gift Store)**  
이 지역 여러 공예가들이 제작한 귀한 기념품과 선물을 저렴한 가격으로 판매합니다. 부차드 가든 직원들이 씨앗을 직접 포장하는 전통은 1920년대 초부터 계속되어 왔습니다.

**레스토랑**  
**다이닝 룸 레스토랑 (The Dining Room Restaurant)**  
역사적인 부차드 고택에서의 분위기 있는 식사. 연중 매일 즐길 수 있는 오후의 차. 점심과 정찬은 계절에 따라 제공됩니다.

**블루 파피 레스토랑 (The Blue Poppy Restaurant)**  
카페테리아 방식으로 운영되는 이곳에서 적당한 가격의 메뉴를 꽃으로 가득한 음식 분위기를 즐길 수 있습니다. 이용시간은 계절에 따라 다릅니다.

**커피숍 (The Coffee Shop)**  
정관 블러셔 샌드위치, 각종 빵, 전문 커피 및 아이스크림 등 간단한 간식을 할 수 있는 곳입니다. 연중무휴 오픈 합니다.

**주의 사항:**  
부차드 가든을 찾는 모든 방문객은 가든과 각종 시설 및 장비들을 이용 하실 때 각자의 안전은 스스로 책임져야 합니다. 가든을 즐기시는 동안 여러분의 안전을 위해 다음 사항을 주의해 주십시오:

- 가든을 걸으실 때 사고가 나지 않도록 주의하시고, 특히 계단 또는 돌이 깔려 있거나 그늘진 곳을 조심하십시오.
- 야간조명이 켜져 있을 때는 밝은 곳으로 다니셔야 합니다.
- 어린이와 청소년은 언제나 보호아래 있어야 합니다.
- 애완동물은 언제나 짧은 목줄을 달아서 통제 하에 있어야 합니다.
- 겨울철 눈 오는 날은 제빙 작업이 된 곳만 다니십시오.

유한회사 부차드 가든 The Butchart Gardens Ltd.

**연락처:**  
전화 250-652-5256 (일반) 866-652-4422 (수신자 부담)  
250-652-8222 (다이닝 룸) 250-652-4422 (사무실)  
팩스 250-652-7751 (사무실) 250-652-3883 (모텔 광학 서비스)  
email@butchartgardens.com www.butchartgardens.com

우편 주소:



# *Tourism Marketing Facts*

1. 3.3 billion global air travelers
2. We are adjacent to the large US market and 34% of Canadian visitors land first at a US airport
3. Up 800 million since 2009
4. Canada's visitation was around 17 million in 2013 (a few percent)

# UNDER THE MICROSCOPE: who came to Canada in 2012?

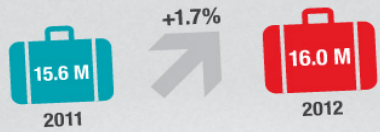
The data is derived from the Canadian Tourism Commission (CTC)'s *Tourism Snapshot: 2012 Year-in-review*.

**DOWNLOAD THE FULL REPORT BELOW**

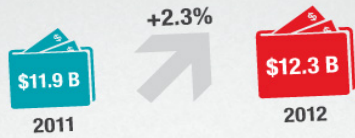


The Canadian Tourism Commission examines travellers who come to our country. Who were they, what made them come and what did they do after they arrived?

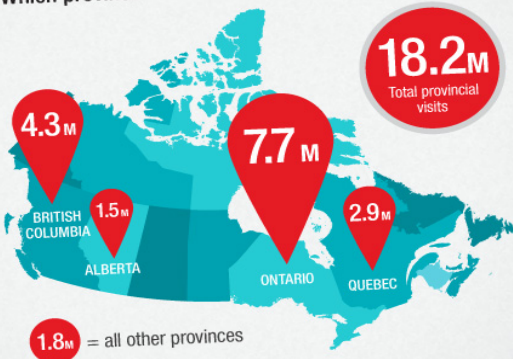
## Total number of international visitors



## Spending by overnight international visitors



## Which provinces & territories had the most visitors?



## Overnight trips to Canada from international markets\* by the numbers

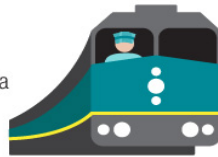


### Party time

Canadian festivals and fairs received 1.7 million international visitors, up 20.6% on 2011.



Travellers come to Canada via air, land and sea.



### Age before beauty?

Youth had its fling in 2012, with 2.4 million international visitors to Canada aged 24 or under, a 12.6% year-on-year rise.



### High rollers

US business travellers spent \$1.5 billion during their Canadian trips in 2012.

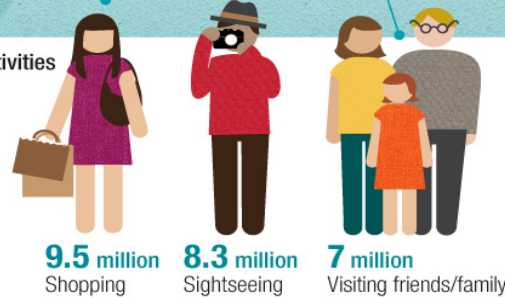


### Business or pleasure?

Pleasure was top of the agenda for travellers coming to Canada in 2012, notching 7.7 million trips.



### The top three activities for international visitors in 2012:



### Walk on the wild side

Chinese travellers took a serious shine to Canada's zoos, aquariums and botanical gardens, making 59.9% more visits than in 2011.



Infographic designed by the Canadian Tourism Commission @ctcctt

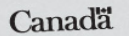
The CTC offers data, market intelligence, industry analysis and e-business initiatives to support Canada's tourism industry.

Sources of information for the *Tourism Snapshot: 2012 Year-in-review*:

- International Travel Survey (ITS)
- The International Travel Account
- Volume of International Travellers
- National Tourism Indicators (2013, Q1)



CANADA BOARDING PASS





# PNWER VALUE OF TOURISM

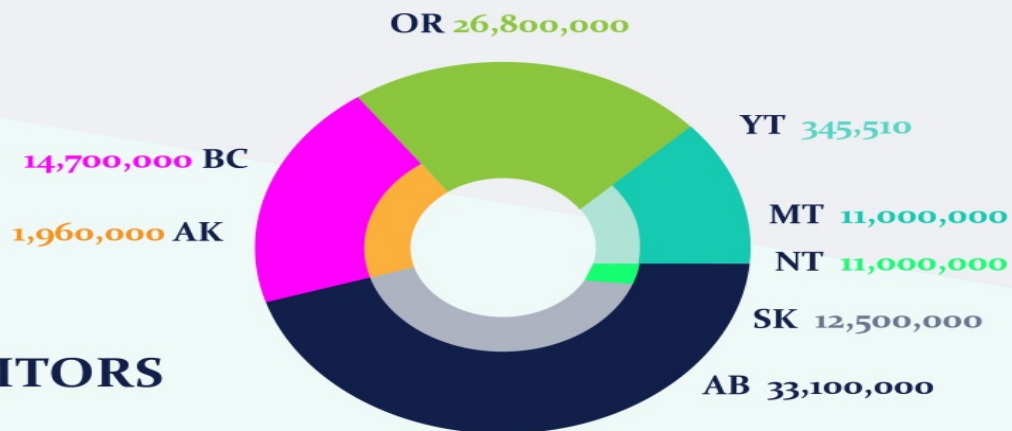
## TOURISM EMPLOYMENT



## TOURISM REVENUE



## TOTAL VISITORS

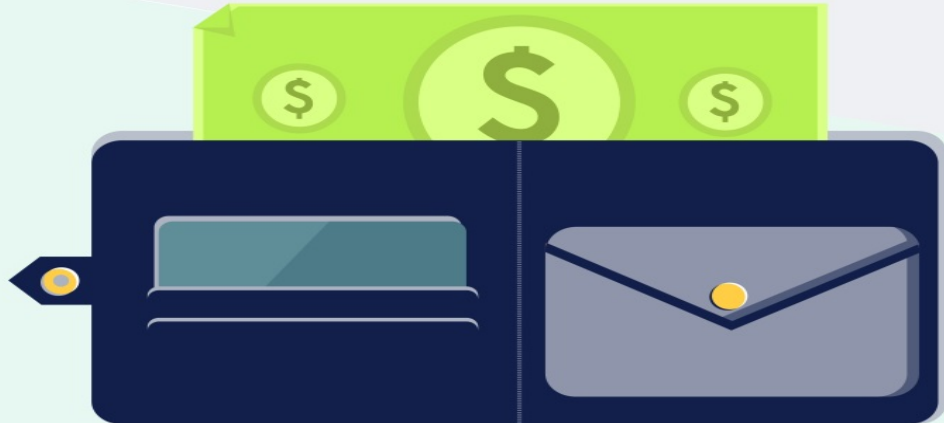


# PNWER VALUE OF TOURISM



**TOURISM EMPLOYMENT**

**\$55,032,500,000**



**TOURISM REVENUE**



**100,497,320**

**VISITOR VOLUME**





# *Regional Tourism Initiatives*

1. Advocate for Pre-Clearance Pilot
2. Advocate for Synchronized Visas
3. Advocate for Tariff Flexibility for Ferry Operators
4. Accelerate Marketing Collaboration
5. Support Regional Product Awareness
6. Develop Integrated Ferry Pass
7. Improve intermodal transportation (Air-Rail-Ferry-Cruise)
8. Support Regional Tourism Committee Covering NW North America

# *Victoria*— an Amazing Alaska Cruise Port



# *Cruise Line Members*





Feature Gardens on Canada's Garden Route  
 Jardins vedettes de la Route des jardins du Canada

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>1 The Butchart Gardens<br/>Les Jardins Butchart</li> <li>2 The Gardens at the Horticulture Centre of the Pacific<br/>Les jardins du Centre horticole du Pacifique</li> <li>3 Royal Roads University and Hatley Park<br/>L'Université Royal Roads et le parc Hatley</li> <li>4 Milner Gardens &amp; Woodland<br/>Milner Gardens &amp; Woodland</li> <li>5 UBC Botanical Garden<br/>Jardin botanique de l'Université de la Colombie-Britannique</li> <li>6 Dr. Sun Yat-Sen Classical Chinese Garden<br/>Le jardin Chinois classique Dr. Sun Yat-Sen</li> <li>7 VanDusen Botanical Garden<br/>Jardin botanique VanDusen</li> <li>8 Devonian Botanic Garden<br/>Jardin botanique Devonian</li> <li>9 Government House Edwardian Gardens<br/>Jardins édouardiens de Government House</li> <li>10 The Gardens at Assiniboine Park<br/>Les jardins du Parc Assiniboine</li> <li>11 Windsor Sculpture Park<br/>Parc de sculptures Windsor</li> <li>12 Niagara Parks Botanical Gardens<br/>Jardins botaniques de la Commission de la Parcs du Niagara</li> <li>13 Whistling Gardens Botanical Gardens<br/>Jardins botaniques Whistling Gardens</li> <li>14 Royal Botanical Gardens<br/>Jardins botaniques royaux</li> <li>15 Toronto Botanical Garden<br/>Jardin botanique de Toronto</li> <li>16 Parkwood National Historic Site<br/>Parkwood lieu historique national</li> </ul> | <ul style="list-style-type: none"> <li>17 Commissioners Park<br/>Parc des Commissaires</li> <li>18 Ottawa Central Experimental Farm<br/>Ferme expérimentale centrale d'Ottawa</li> <li>19 Rideau Hall<br/>Rideau Hall</li> <li>20 Mackenzie King Estate<br/>Domaine Mackenzie-King</li> <li>21 Montreal Botanical Garden, a Space for Life<br/>Jardin botanique de Montréal, Espace pour la vie</li> <li>22 Daniel A. Séguin Garden<br/>Jardin Daniel A. Séguin</li> <li>23 Domaine Joly-De Lotbinière<br/>Domaine Joly-De Lotbinière</li> <li>24 Roger-Van den Hende Botanical Garden<br/>Le Jardin botanique Roger-Van den Hende</li> <li>25 Joan of Arc Garden<br/>Jardin Jeanne D'Arc</li> <li>26 La Seigneurie de l'île d'Orléans<br/>La Seigneurie de l'île d'Orléans</li> <li>27 Reford Gardens<br/>Jardins de Métis</li> <li>28 New Brunswick Botanical Garden<br/>Jardin botanique du Nouveau-Brunswick</li> <li>29 Kingsbrae Garden<br/>Jardin Kingsbrae</li> <li>30 Annapolis Royal Historic Gardens<br/>Jardins historiques d'Annapolis Royal</li> <li>31 Halifax Public Gardens<br/>Jardins publics d'Halifax</li> <li>32 Memorial University of Newfoundland Botanical Garden<br/>Jardin botanique de l'Université Memorial de Terre-Neuve</li> </ul> |
|--|---|

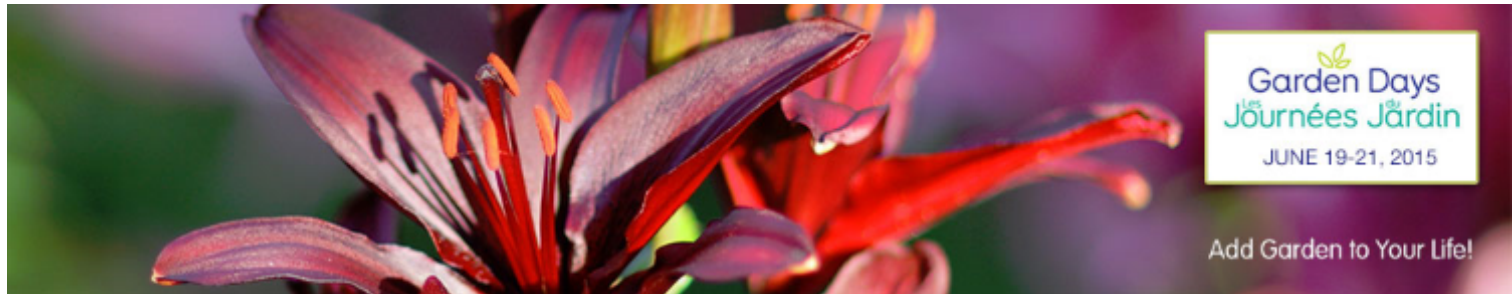


Organized by:



With the support of:





Activities



Your City's Official Garden Day



Garden Street Contest

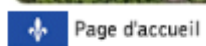


Register your Activity



News

Search Activities by City



## Garden Days Les Journées Jardin

Canada's Celebration of Gardens  
June 19 to 21, 2015

**THANK YOU CANADA!**

**Garden Days 2015** was a resounding success.

Across the country, public gardens, garden centres, horticultural clubs & associations, church groups and even private gardens held well-attended and fun activities for all ages to mark this annual celebration of gardens and gardening.

We extend hearty congratulations to Sharon Marvin and Ildi Connor of **Elmwood Avenue in Beaverton, Ontario**, winners of the 'Canada's Garden Street' contest celebrating the contribution that public and/or private gardens have made to the quality of life on individual streets and neighbourhoods. Generously, Sharon and Ildi have opted to use the prize of \$1000 worth of Mark's Choice Lawn and Garden products from Home Hardware to further beautify all the gardens on their street.

**Garden Days 2016 will take place from June 17 to 19.**

We invite you to start planning your 2016 activities now and register them at any time.



*"As a third generation Canadian gardener it has long been evident to me that the activity of gardening holds within it the intrinsic values of good health, wellness and a more socially elevated way of life for everyone who participates in it.*

*While the physical activity of gardening makes for better living, the mere presence of gardens enhances Canadian lives everywhere. Our public and private gardens have long been among the country's great assets and now, finally, they are being celebrated in a meaningful and purposeful way during Garden Days. I am privileged to be the national spokesperson for this annual event."*

Mark Cullen  
National spokesperson



• OVER 100 YEARS IN BLOOM •  
NATIONAL HISTORIC SITE OF CANADA





# *Gardens British Columbia*

## BC's New Garden Tourism Development Strategy

Milner Gardens	The Gardens at HCP
The Butchart Gardens	Dr. Sun Yat-Sen Gardens
Communities in Bloom	UBC Botanical Garden
Minter Gardens	Van Dusen Botanical Gardens
The Gardens at Royal Roads	Victoria Butterfly Gardens

**gardens**  
BRITISH COLUMBIA

SUPER, NATURAL BRITISH COLUMBIA  
CANADA



# gardens

BRITISH COLUMBIA

From the delicate cherry blossoms and daffodils of early spring to the magnificent rhododendrons in April and May, vibrant summer perennials to the rich colours of autumn, and the tropical wonders of indoor gardens to enjoy year-round, British Columbia is an incomparable destination for garden lovers. Even the winter months hold a special magic as evergreen shrubs

## Follow the Garden Trail

and trees take centre stage, making the region a horticultural paradise. With a wide range of garden experiences including botanical gardens, a butterfly and tropical wildlife sanctuary, cultural gardens and a National Historic Site of Canada, the gardens featured in this guide range in size from perfect gems of less than an acre to grand estates and everything in between.





## The Butchart Gardens

**The Butchart Gardens, National Historic Site of Canada is a 55 acre privately owned display garden. Open every day of the year.**

Spectacular Spring bursts forth with over 300,000 flowering bulbs and countless shrubs. The Rose Garden graces the summer while the perennial borders start their stunning show in late summer. Japanese maples turn to russet, gold, and red in the fall.

Highlights in July and August include evening entertainment, night illuminations, and Saturday fireworks. The Magic of Christmas features carolers, a festive brass band and an outdoor ice skating rink. Spring Prelude marks the beautiful transition from winter to spring.

The Rose Carousel with 30 hand carved animals is sure to delight adults and children alike.

800 Benvenuto Avenue, Brentwood Bay, BC  
Toll Free 1 (866) 652-4422 | Phone (250) 652-5256  
butchartgardens.com  
Open daily, including holidays



INFO



## Milner Gardens & Woodland

**Vancouver Island University's Milner Gardens & Woodland is a magical seaside retreat once reserved for royalty.**

Surrounded by old-growth forest and the Georgia Strait, this one-of-a-kind woodland estate rejuvenates the soul with its gardens and magnificent coastal views. Enjoy the charming Camellia tea room after strolling the grounds and contemplate the history of the Gardens or fantasize about having them all to yourself.

2179 West Island Highway, Qualicum Beach, BC  
Phone (250) 752-6153  
viu.ca/milnergardens  
See website for season hours.



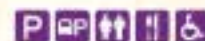
INFO

## Tofino Botanical Garden

**Canada's westernmost, wettest and wildest garden!**

A sign at the entrance informs visitors that the gardens are regularly visited by bears, wolves and cougars. Humans are also welcome, so be brave and come for a visit! The gardens are described as whimsical, magical and inspiring. There are kitchen gardens, chicken pens, forest boardwalks and amazing views out to Clayoquot Sound. An amazing collection of sculpture, regular music programs and activities for children and learners of all ages. TBG is everything a garden should be. Truly a place to set your heart free.

1084 Pacific Rim Hwy, Tofino, BC  
Phone (250) 725-1220  
tbrf.org | Open daily from 9am till dusk



INFO



## Victoria Butterfly Gardens

**Welcome to the Jungle!**

Victoria Butterfly Gardens offers you an opportunity to experience a tropical jungle without going to the tropics. Caribbean flamingos walk through the streams and ponds among the beautifully coloured koi, goldfish, Australian whistling tree ducks and red-eared slider turtles.

In our climate controlled environment, (26 Celsius and 80% humidity), wander through lush jungles of plants native to tropical rainforest environments and see poison dart frogs, geckos, tortoises, over 30 different varieties of tropical birds and thousands upon thousands of free flying tropical butterflies.

We are located just 5 minutes from the 'world famous' Butchart Gardens.

1461 Benvenuto Avenue, Brentwood Bay, BC  
Toll Free 1 (877) 722-0272 | Phone (250) 652-3822  
butterflygardens.com  
See website for daily hours of operation.

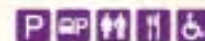


## The Gardens at HCP

**One of Canada's top garden treasures.**

With nine acres of demonstration gardens to enjoy, you'll find plenty of inspiration and examples for your own garden. A further 100 acres of conservation park is home to endangered plant species and a host of native bird species. HCP is also home to Pacific Horticulture College, founded in 1987 to provide professional education. Ongoing weekly programs provide community education on a wide range of gardening related topics. The new **Cavelier Pavilion** provides a gorgeous setting for small weddings and other events - the perfect place to share and mingle with friends, family or colleagues.

505 Quwyie Rd, Victoria, BC  
Phone (250) 479-6152  
hcp.ca | Open 9-5 daily



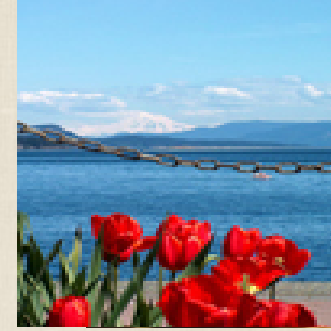
Vancouver Island Gardens

UNITED STATES OF AMERICA

# *Destination Marketing Collaboration*

- Greater Victoria Visitors & Convention Bureau (Tourism Victoria)
- Official not-for-profit destination marketing organization
- Works in partnership with over 700 business members and municipalities in Greater Victoria and surrounding communities in B.C., Canada

TOURISM  
VICTORIA



# *Victoria* – Full of Life – The City of Gardens



- Most temperate climate in Canada
- Vancouver Island has been rated #1 Island destination in North America by Conde Naste Magazine for the past 7 years
- WestJet has named Victoria as their #1 Destination in Canada
- 7 of Canada's top 20 hotels are in Victoria
- Popular cruise ship destination; over 200 ships per year
- Mountains, oceans, nature, castles, gardens, wineries, and the oldest Chinatown in Canada

# *Influence*

## Destination Management Plan



# Tourism Update

- The potential market has grown **28%** in two years

REFERS TO  
PEOPLE WHO...

Visited Victoria in  
past 2 years or  
would visit in  
next 2 years

Would spent at  
least \$250 per  
adult

In 2013, the  
market size is **~2.74M**

In 2011, the  
market size was **~2.14M**

Potential market for Victoria increased by 28% over  
the past two years.



# *The Destination*

- We are an enviable tourism destination, honoured worldwide



TRAVELERS'  
CHOICE®  
2013

#7 Best Destination in Canada



#2 Top Island –  
Continental U.S./Canada

Condé Nast  
**Traveler**

- #1 Top Islands in Canada
- #3 Top 5 Cities in Canada
- #14 Friendliest City in the World
- #16 Top 25 Islands in the World
- #17 Top 25 Cities in the World

**amazon.ca™**

#1 Most Romantic City in Canada



# Contact Information

[www.butchartgardens.com](http://www.butchartgardens.com)

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Information About Events, Weddings,  
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# New Perspectives on Garden Tourism: Building a Sustainable Visitor Base

Collaborating with Major International Events  
Panorama @ RBG

Duncan Ross – Royal Botanical Gardens



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# Big Events = Big Opportunities

Major international events have been used by destinations and governments to increase regional tourism visitation and expenditures. These events provide an opportunity for tourism, cultural, natural and recreational attractions to collaborate and be part of something big.

- Sporting events - Olympic Games, COPA America, Regional Games
- Political gatherings – G7 or G20 meetings – Paris Climate Change conference.
- Iconic Annual Events – Film Festivals, Arts Festivals, Cultural Events



# 2015 Toronto Pan Am Parapan Am Games

In 2015 Toronto, in partnership with 15 neighboring municipalities, the Province of Ontario and the Canadian government hosted the 2015 Pan Am Parapan Am Games on the traditional lands of the Mississauga's of the New Credit First Nation.

All levels of Government viewed the games as an opportunity to build new public infrastructure, increase community engagement and increase economic activity leading to the event and during the event through tourist visitation.



# Scope of the 2015 Games

- 250,000 visitors
- 4,000 national and international media representatives
- International officials and dignitaries from 41 nations across the Americas and Caribbean
- Families, supporters and sport fans from across Canada, across the continent, and beyond
- Millions of TV viewers across the hemisphere (200M + viewer watched opening ceremonies for 2011 Pan Am Games)



15 Municipalities

51 Sports

60+ Disciplines

10,000 Athletes,  
Coaches  
& Officials

20,000 Volunteers

41 Countries

40+ Venues



# TORONTO 2015 Games Footprint



# A Public Garden with a Sporting Event?

Where is the common ground between a Botanical Garden and this massive sporting event?



Invade\_60E\_Rev.mp4

The Province of Ontario provided RBG with \$200,000 to create a unique Pan-American themed event for the duration of the Games.





# Panorama

@RBG



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## Vision for Panorama @ RBG

The vision for Panorama @ RBG is to be a unique and authentic festival which celebrates the nature, culture and heritage of the Americas and the Caribbean regions, while promoting healthy active living and environmental awareness.

We will present visitors with lots of information and cover many topics. We will tell stories about the America's regions through plants, natural landscapes, food, environmental art and music performed in nature.



# Goals for Panorama @ RBG

1. Visitors and residents will become more aware of, and interested in participating in the 2015 Pan/Parapan games
2. Increase visitor attendance numbers by 103% over July 2014 attendance numbers
3. Enhance experiences by incorporating nature and the Canadian outdoors via Panorama @ RBG – a perfect match to RBG's mandate to bring people, plants and nature together.
4. Panorama @ RBG will become the brand name for RBG's future July, summer festival and thus will be an important Pan Am Games legacy for the Province of Ontario



# Re-imagined Existing Gardens



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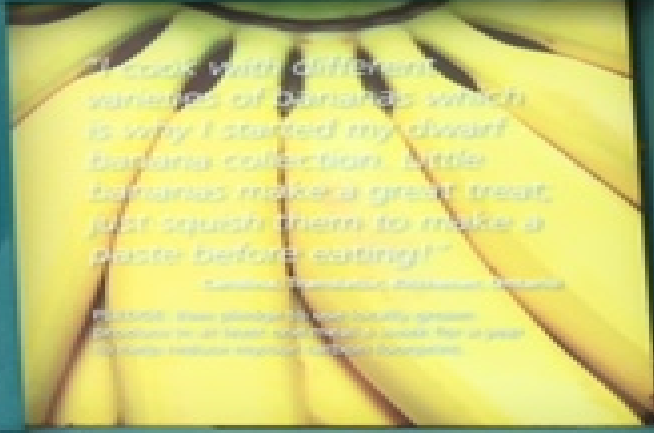




# South American Harvest

## Carolina's story

"I was born and raised in Colombia, so my garden reflects ingredients that are staples in my culture. If you look closely you will see different types of tomatoes, potatoes, and beans, creating a rainbow of colour as they ripen! Blueberry tomatoes are dark blue but turn red when ready to pick, and they're perfect for sautéing. My potatoes, although underground, are bright purple or dark blue once the dirt is washed off. I often use bright green lima beans to add colour and protein to my soups."



*"I cook with different varieties of bananas which is why I started my dwarf banana collection. Little bananas make a great treat, just squish them to make a paste before eating!"*

—Carolina, Miami, Florida

Photo: Steve Delaney, Food Quality Institute  
Bananas in all their colors take a year to fully ripen inside the fruit skins.



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# Culinary Programs



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# Music and Arts Program



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# Earth Art



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# Programs

- Ethnobotany of the Pan-american Region Courses
- Adventure Challenge Course
- Pond-Am Games



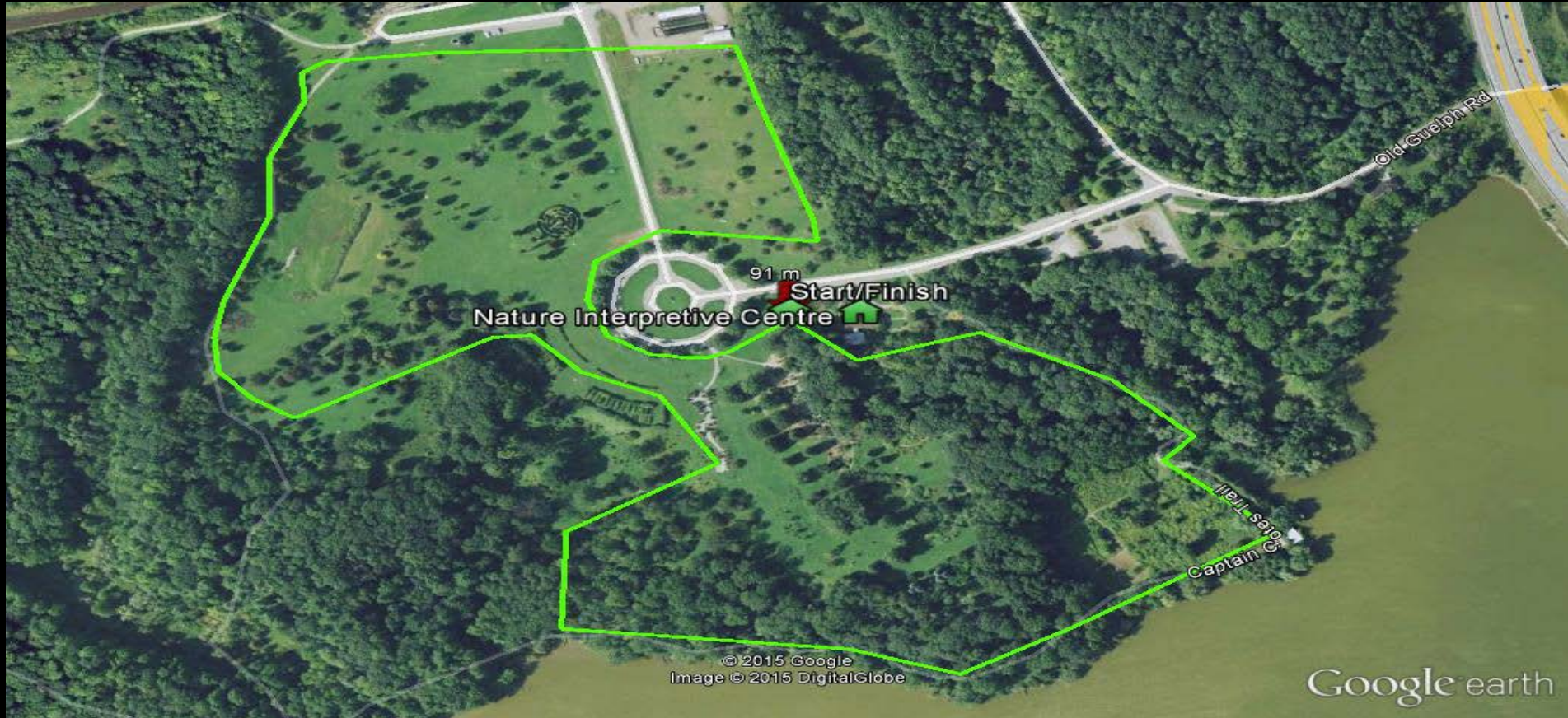


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# Course Route



# Ontario Celebration Zone in Toronto



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# Torch Relay Visit

Great Opportunity to launch celebration and advance promotion.



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# Outcomes

1. Achieved 84% of our revenue target.
2. July attendance increased over 2014 but anticipated target was not achieved.
3. 95% Visitor satisfaction.
4. Legacy infrastructure obtained – Adventure Challenge Course and mobile stage and the Panorama event brand.



# Lessons Learned

1. Great opportunity to engage the entire organization.
2. You can engage new audiences with innovative programming.
3. You need to cooperate with regional partners.
4. Local residents can be scared off by big events.
5. The Garden experience can be included in any tourism, sport or cultural event.



# For more information

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