

Caribbean Tourism Organization

Developing Botanic
Gardens (and others) as
Natural Heritage (and
stand-alone Tourism
Attractions)



**JOIN THE
CARIBBEAN TOURISM ORGANIZATION
FOR OUR UPCOMING WEBINAR**

*Developing Botanic Gardens as
Natural Heritage Tourist Attractions*

PRESENTERS

Dr. Richard Benfield
Professor of Geography
Central Connecticut State University &
Author of *Garden Tourism*

Mr. Brian Vogt
Chief Executive Officer
Denver Botanic Gardens

DATE & TIME

January 26, 2021
11:00 am - 12:15 pm (AST)

CLICK TO
REGISTER!

CARIBBEAN




Today's presentation

- Why Gardens? (3 mins)
- Where do we find ourselves today (COVID, Cruises and Caribbean)? (5 mins)
- Gardens General (7 mins)
- 6 trends that (will) affect Gardens esp. in the Caribbean (5 mins)
- Caribbean initiatives (5 mins)
- A Strategy of HOW to move forward (5 mins)

For a copy go to:

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



First, the good news for us all
today

MY CLAIM

- Gardening is the Preeminent form of outdoor activity in North America today and
- Garden Tourism may be the most popular tourism activity in the world (1 billion)

My Evidence...

- Gardening is the # 1 outdoor activity in North America today
- Gardening has the highest revenue of any tourism activity
- More tourists visit gardens than Disneyland and Disneyworld combined OR Orlando and Vegas.
- 29 million people cruised in 2018 (Brian got 1.4 million in his garden alone!)

And in the Caribbean ...

- Some of the most historic St Vincent
- Some of the most important for plants Dominica, Monserrat
- Some of the most important for cruise lines Barbados, Jamaica
- Some of the most important for birdlife St Vincent
 - And by the way there are 29 million birders in the USA and my best friend in England flew to St Lucia JUST to see birds!)
- Some of the most important to an Islands tourism product Barbados



Why is it so valuable to nations/tourist economies?

1. 90 Million Gardeners (80% of households) and 120 million visitors in the US.
 - Larger than Las Vegas or Orlando
 - Larger than Disneyland and Disneyworld combined
 - And really beats the pants off cruises
2. More men than women garden !!! (Women decide/men ratify)
3. Revenues larger than Amusement Parks and ...Avatar... and Gaming
4. All age cohorts represented but start at 24 and never diminish
5. Part of an overall tourist visit to a region (2 ½ hours max)
6. Strong repeat visitation
7. It is year-round and week round (not like cruises)



THE MOST IMPORTANT SLIDE OF THE DAY !!!!!

It really governs everything you should do

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

Brewster sightseeing and Tours Banff NP.

- Greyline (daily) tours
- 75% of all tickets sold were sold on the day of tour and decision made from a hotel POP



Where do we stand?

Or as I call it

- Covid,
- Cruises and
- Caribbean.



2020 Sets Record for Worst Performance by US Hotels

Total US, YTD December 2020



		% Change
Room Supply		-3.6%
Room Demand		-35.7%
Occupancy	44.0%	-33.3%
ADR	\$103	-21.3%
RevPAR	\$45	-47.5%
Room Revenue		-49.4%



Source: STR. 2021 © CoStar Realty Information.



[Choose a country]

Countries in the map view

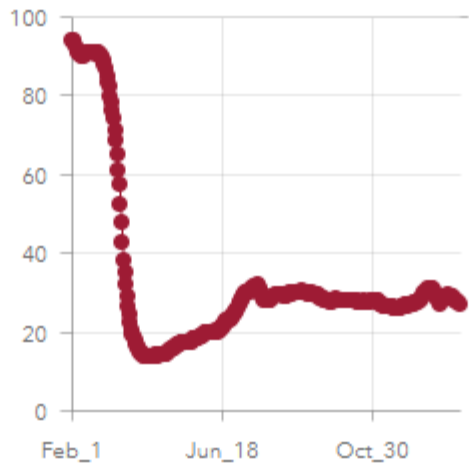
- 20.13 in Spain
- 21.69 in Portugal
- 24.41 in Canada
- 24.61 in Morocco
- 28.37 in Panama
- 28.96 in Colombia
- 30.12 in Barbados
- 30.67 in Honduras
- 30.93 in Guatemala
- 31.6 in Jamaica
- 32.02 in Trinidad and Tobago
- 32.12 in United States
- 35.13 in Costa Rica
- 37.01 in Nicaragua
- 37.77 in Dominican Republic
- 39 in Mexico
- 40.96 in El Salvador

Global COVID19tourism Index

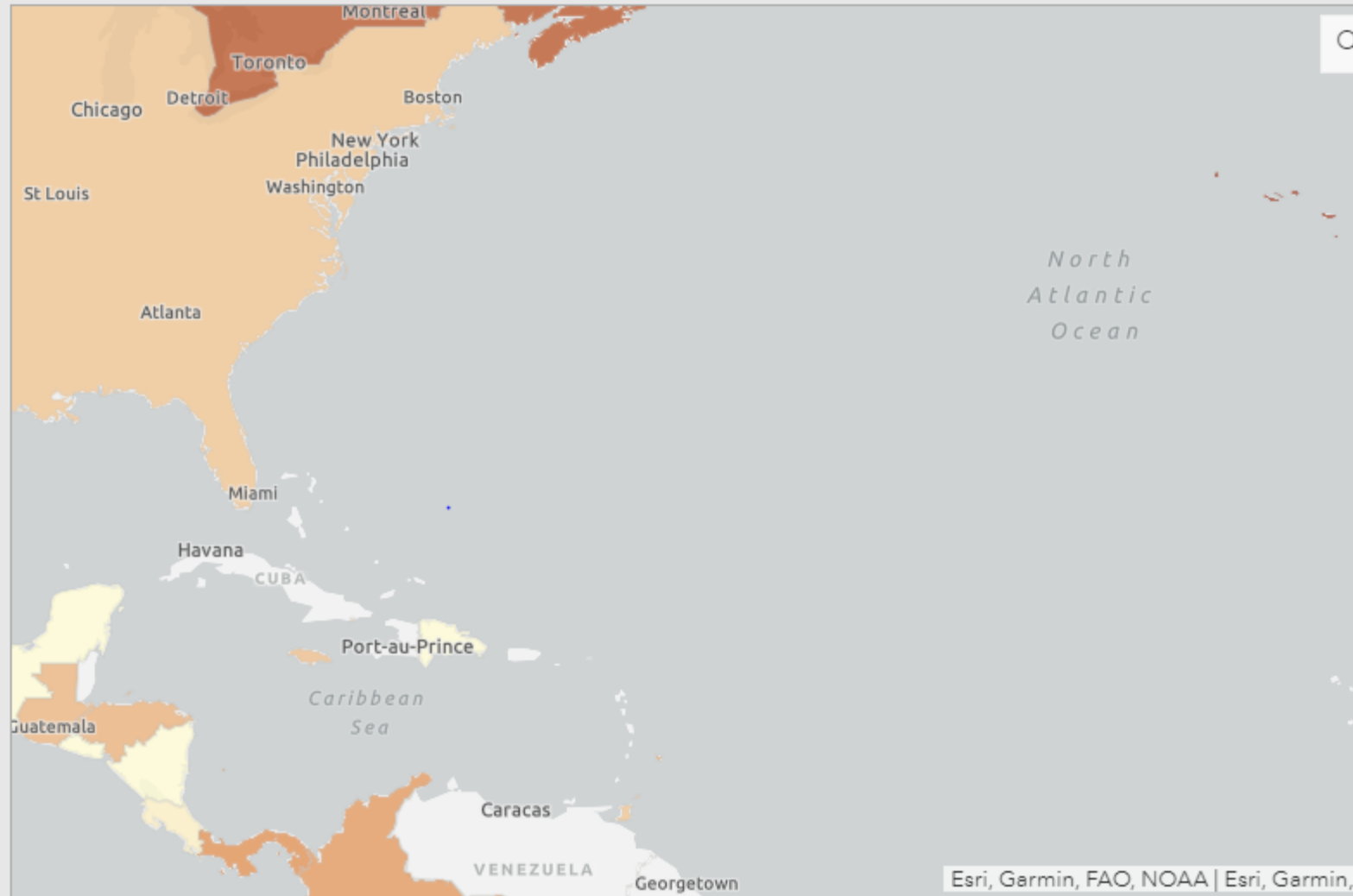
✈️ 27.06

Latest Data: January 16, 2021
Site Manual: [\[Download\]](#)

Overall Index Sub-Index

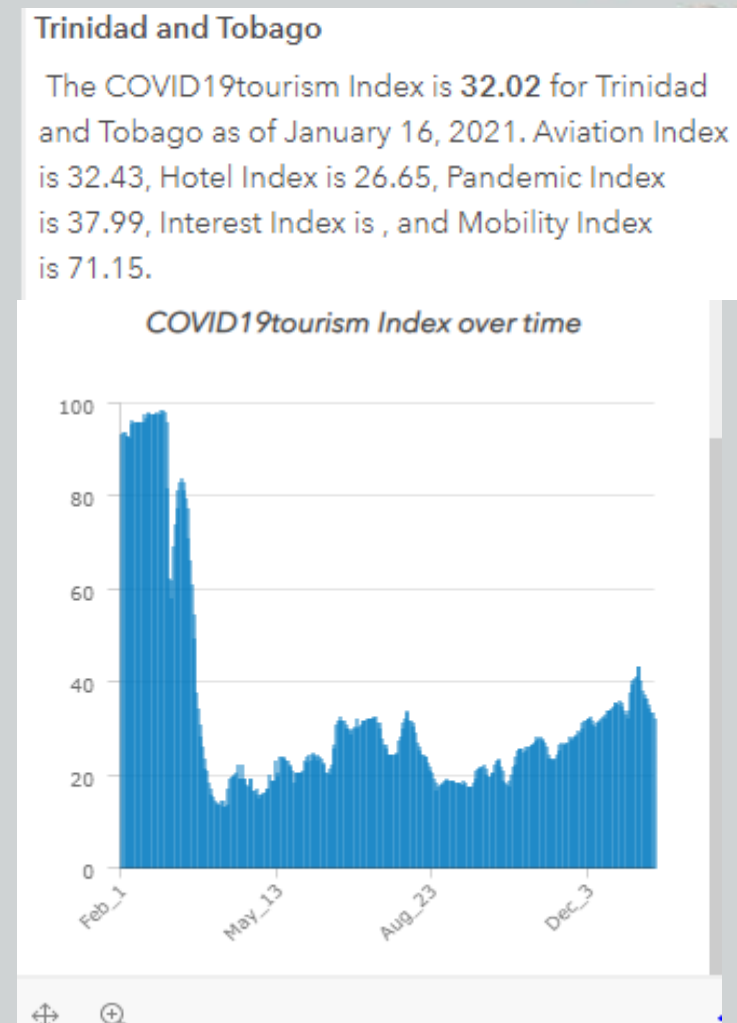
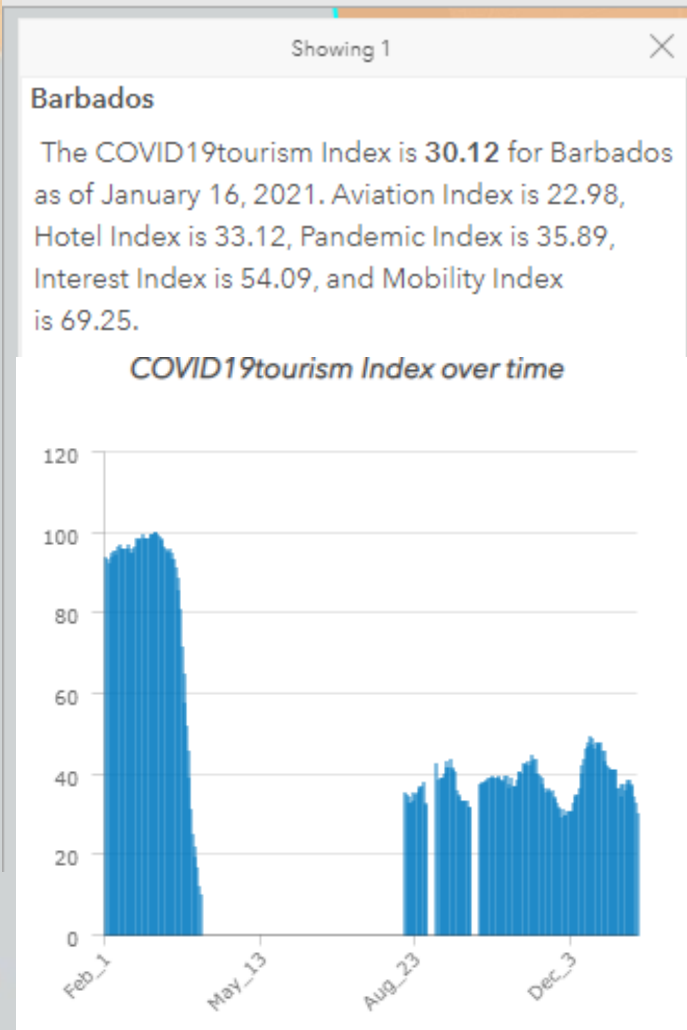
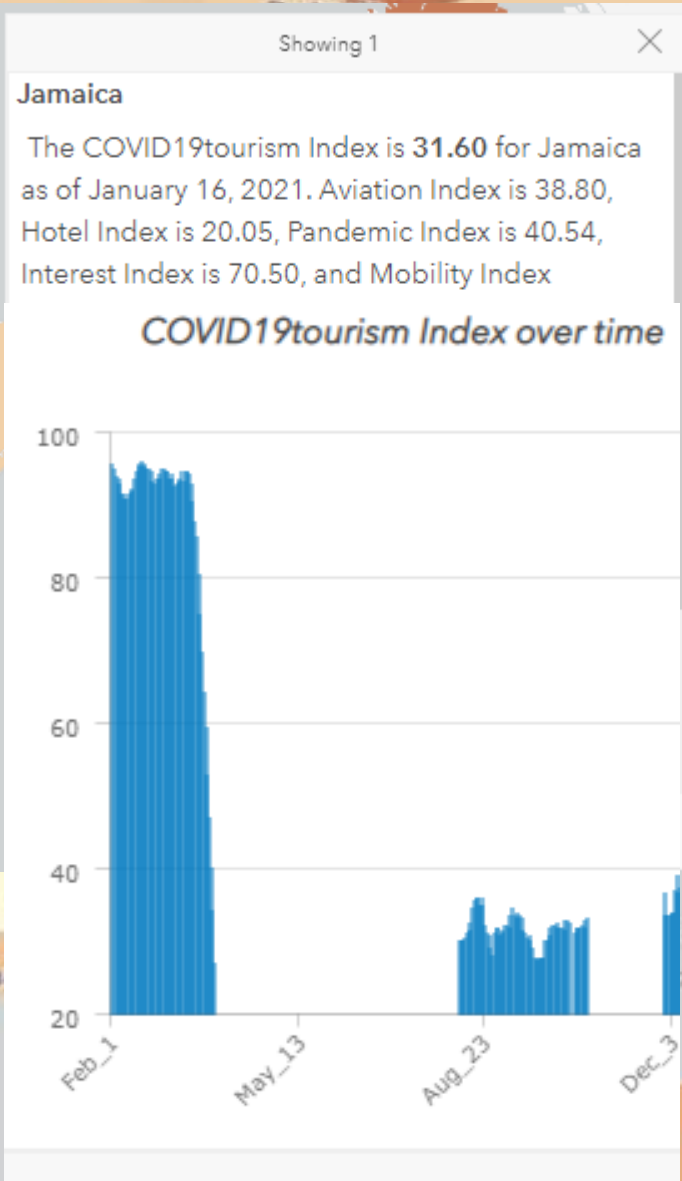


Over Time By Geography



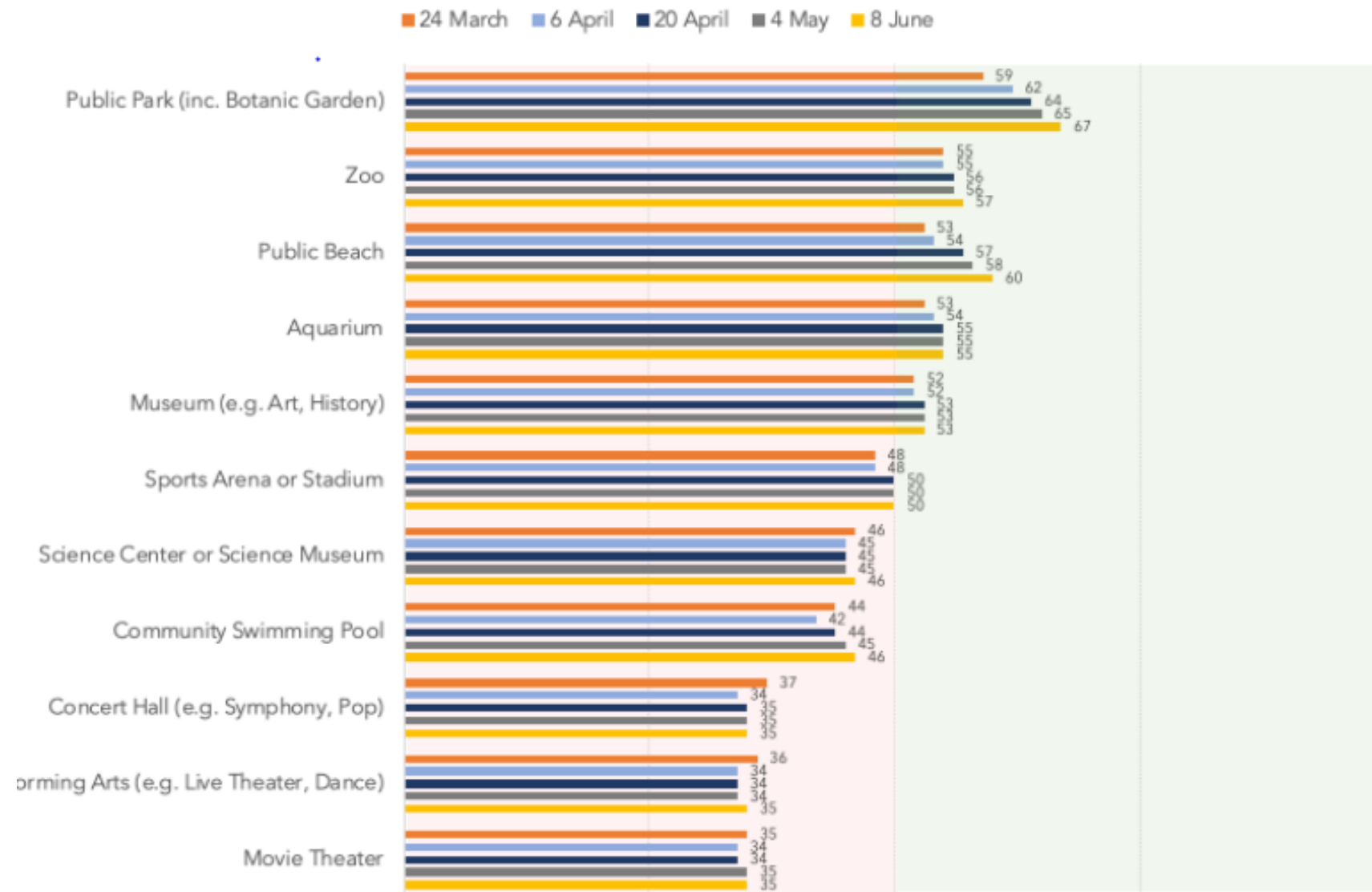
Esri, Garmin, FAO, NOAA | Esri, Garmin,

Overall Index Aviation Index Hotel Index Pandemic Index Interest Index Mobility Index About the Index



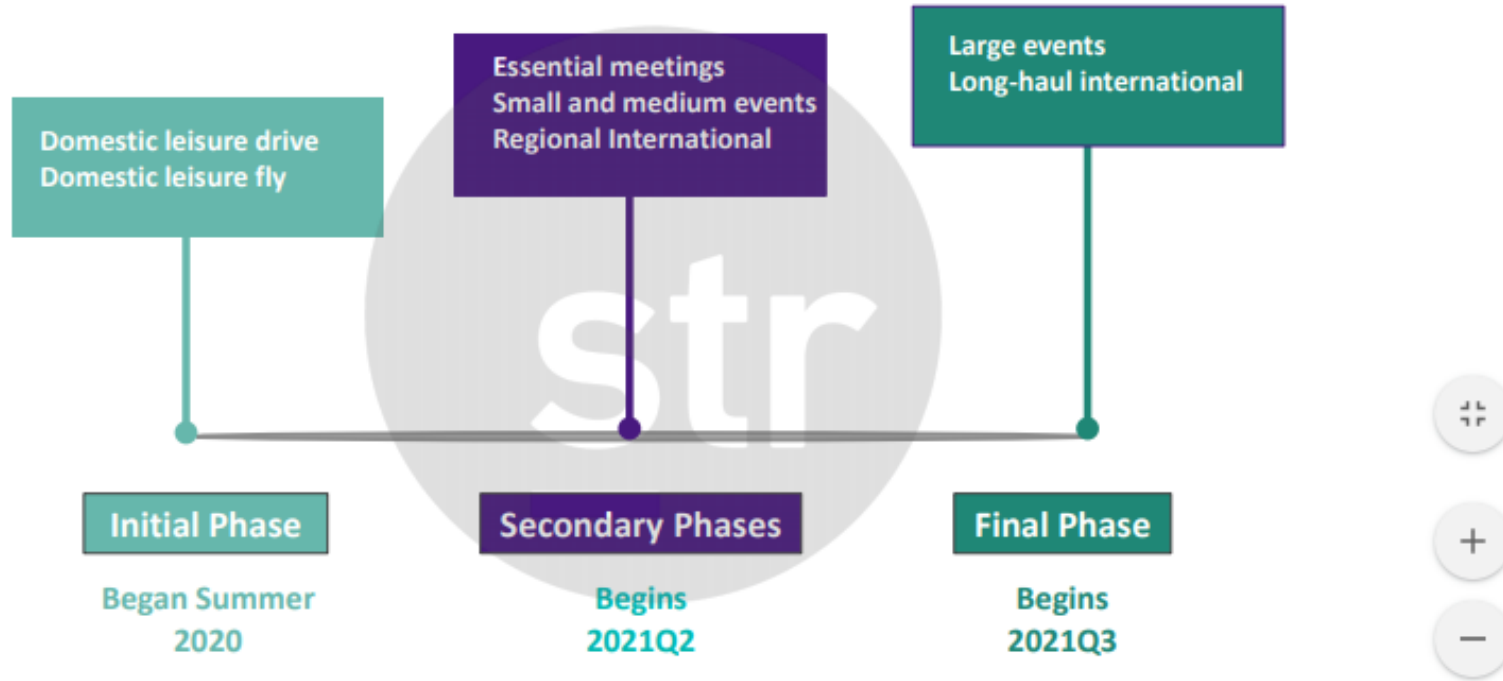
Return to Normal Activities

Shown by category of visitor-serving organization



U.S Anatomy of Travel Recovery

2020 – 2021



Gardens in Tourism; Tourists in The Garden

- I think there are three types of tourist garden:
 - Destination Garden (Montreal, Longwood, Butchart, Kew)
 - Regional Garden (Olbrich, Filoli, Berner, Lewis Ginter)
 - A regional destination garden (NYBG, Atlanta, Fairchild, Denver, Bellingrath AND Tower Hill)
- How would you classify Caribbean gardens?
- I say Regional Garden (But some segments may wish to see specifics (i.e.: birds, endemics etc.)

(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 but changing
 - 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!
 - Events becoming more important and
 - Experiences needed and
 - Health (Stress relief) I think will become more a selling point

Motivators (“Why do they come?”)

USA

UK

- 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%

This is the first time we see education!



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%

Therefore we can conclude What is the Garden Tourism Product?

- Experiences
- Activities
- Memories
 - Intangibles
- Sight, sound, touch, taste, olfactory (smell)
“The purest of all human pleasures”

Thought I had last night while writing this:

How many of your gardens provide
Caribbean spices to smell/taste?



These are the herbs and spices of the Caribbean:

- **Allspice.** Allspice is also known as **pimenta** and is actually a small berry. ...
- **Ginger.** Ginger is used in various cuisines throughout the world. ...
- **Cinnamon.** ...
- **Nutmeg.** ...
- **Cloves.** ...
- **Garlic.** ...
- **Paprika.** ...

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, or what you are selling, any old plant or program will do”

The Ten Trends over the last two years for Gardens I only have time for six today ...

1. Millennials...and Millennial garden (ing/visiting)
2. Gardening Participation
3. More segmented Tourists who demand safety and experiences
4. The rise (and Fall?) of China
5. Tourists to UK
6. Changing Demographics esp. households
7. Social Media and especially the web
8. Fighting back by Magazines
9. Gardens and the Link to other tourist activities
10. The rise of the Regional Garden Tourism Networks

1. Some New Findings (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 webinar: Should we be serving rum to our very warm and thirsty (UK) visitors?



2. Getting your message out (to the media)

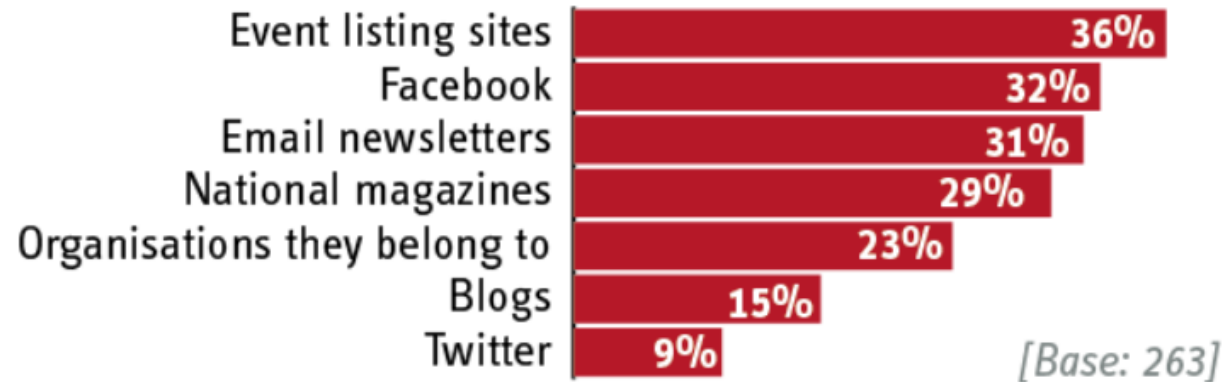
- From one large garden in the UK They segmented their visitors and found out that of the garden tourism segment ...

Channels

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**.

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](#)

Become a Fan

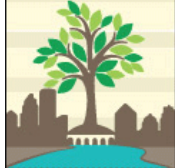
Follow APGA

2015 APGA
CONFERENCE

SAVE THE
DATE:

June 22-26,
2015

WATERING OUR ROOTS



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?

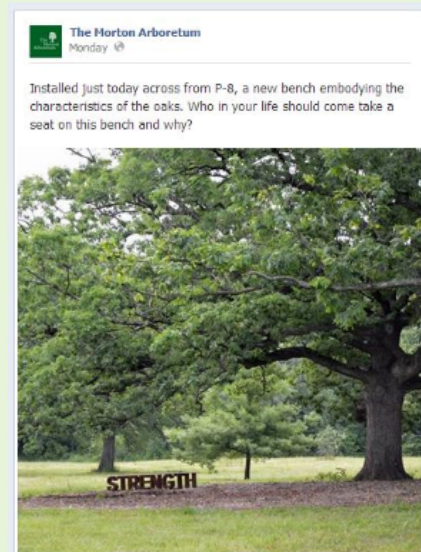
Post consistently. Pay attention to what people are responding to, and use that knowledge when planning future posts. Be conversational and invite participation.

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)



HOME SHUT UP AND DIG SCIENCE SAYS CRRRITIC! TUNE IN MINISTRY OF CONTROVERSY FEED ME

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 Un Story



Thomas Christopher
Poor Man's Fertilizer



Evelyn Hadden
The Power of Naming



Ivette Soler
The Road To Hell Is Paved With Ch 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

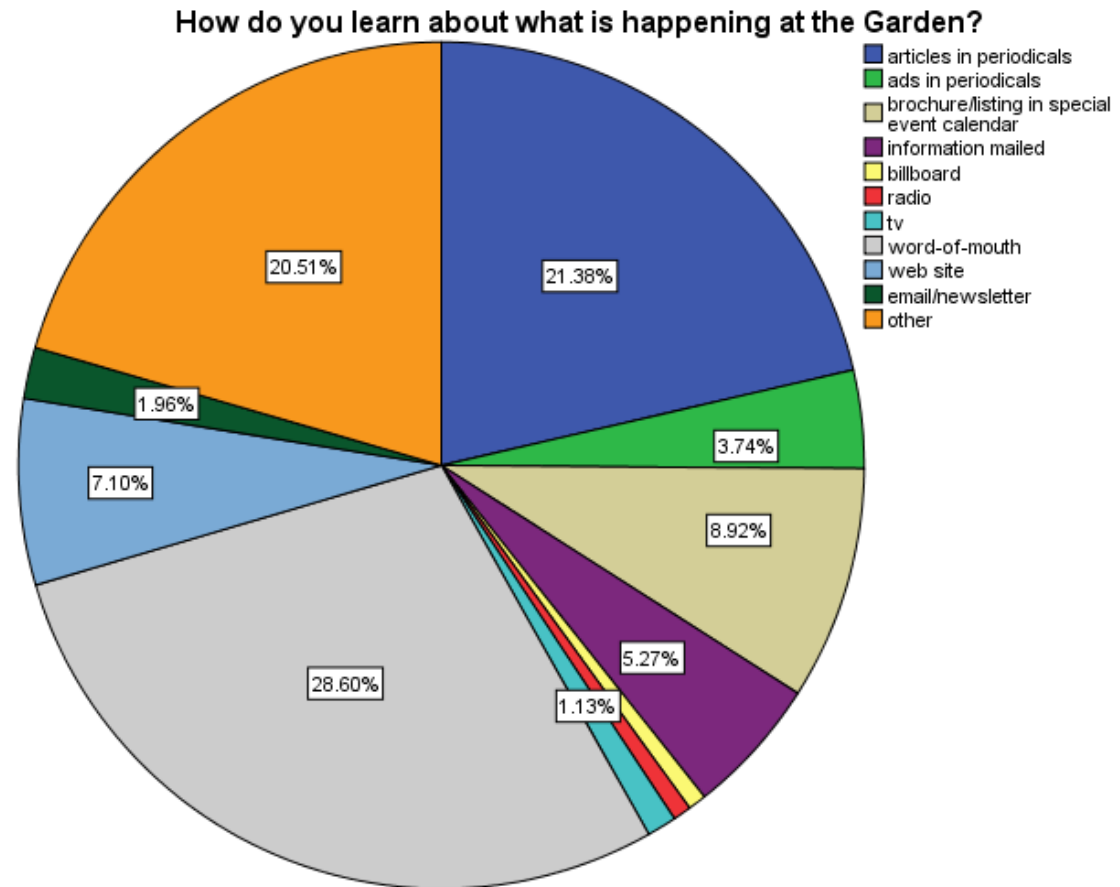
GUEST RANT

Gardening Blogs: The ultimate rank

#	Blog Title	📡	👥	🌐	📺	📄	RSS	Site Score	Badge
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	509,920	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	🗣️ 🌐

2(b). In 2011, I asked: Where do garden visitors 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

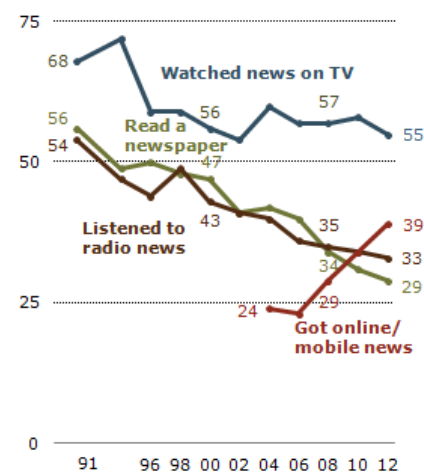
The transformation of the nation’s news landscape has already taken a heavy toll on print news sources, particularly print newspapers. But there are now signs that television news – which so far has held onto its audience through the rise of the internet – also is increasingly vulnerable, as it may be 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, Q37f.

2 (c). 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 2015'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

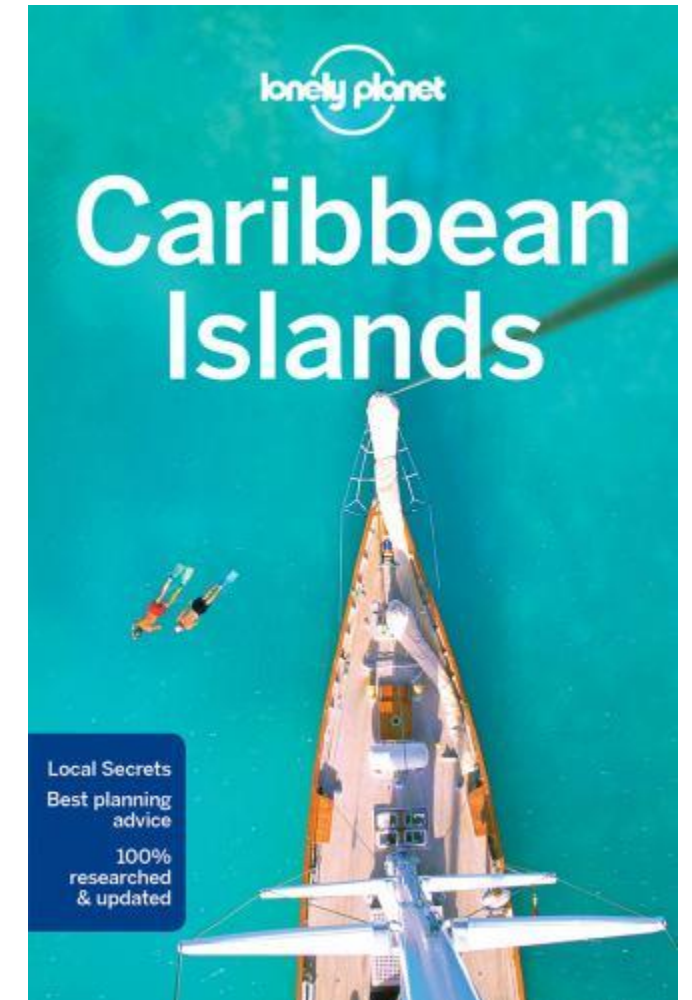
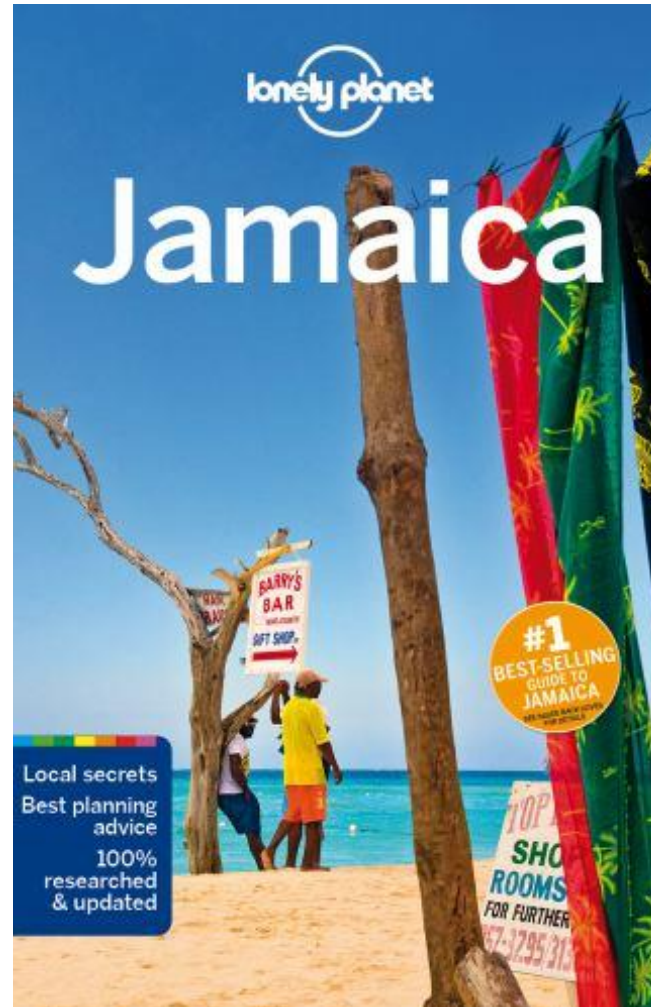
Broadway.com
New York, NY

Managing Editor

Trade Publication
New York, NY

2. (d). AND ONE WE ALWAYS MISS BECAUSE ... I DUNNO WHY

- Lonely Planet
- IT'S THE LOCAL FIT Bible



3. Gardens as Regional Brands

Location

- Kauai

And of course the Lei

- Kent
- New Jersey
- Melbourne, Australia
- Verdun/Flanders
- Ocho Rios

Brand

- “The Garden Isle”



- The Garden of England
- The Garden State
- The Garden State
- Poppies
- Jamaica’s Garden Parish (Japan!)



Welcome to

KENT

The Garden of
England

4. Gardens as Introduction to other tourist activities and vice Versa

- (because rarely do tourists come to see just one place/facility/experience (do you go to London JUST to see the Changing of the Guard?))

Garden Tourism and other tourism products

Especially:

- Food
- Wine
- Art



Gardens and Food and Wine



In Australia they
call it: The
one third/
one third/
one third
market

1. Wine Lovers
2. Rubber tire
travelers
3. **Gardens and
Wine!**

Gardens and History

- Top Ten Historic properties of the National Trust with gardens as Significant attraction

Visiting figures

Properties open at a charge with more than 50,000 visitors in 2012/13.

Property	2012/13	2011/12
★ Stourhead	356,023	399,908
Attingham Park	353,681	327,566
★ Cliveden	349,307	342,766
★ Wakehurst Place	343,225	415,507
Giant's Causeway	340,795	960 ³⁵
★ Fountains Abbey Estate	336,326	357,158
★ Waddesdon Manor	324,918	339,733
★ Polesden Lacey	289,889	297,325
Belton House	288,694	281,932
Larrybane (Carrick-a-Rede)	279,524	242,384
← Calke Abbey →	275,934	283,862
St. Michael's Mount	269,776	277,675
Anglesey Abbey	251,930	274,201
Nymans	243,868	299,667
Hardwick Hall	234,004	179,168
Kingston Lacy	230,270	236,417
Lanhydrock	217,338	221,678
Dunham Massey	214,674	223,556
Mottisfont	212,442	216,429
Sheffield Park	205,606	234,257
Cragside Estate	198,758	208,777

Note: Chatsworth House a private house gets 850,000 visitors pa

5. 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).

Where?

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



Year of the Garden

Garden Days

Canada's Garden Route

Garden Tourism
Conference

Canadian Garden
Council

News

Contact



Welcome to
Canada's
Garden Route

Photo: Courtesy of the Butchart Gardens Ltd,
Victoria, BC Canada

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
- Otlands Plantation
- River Farm

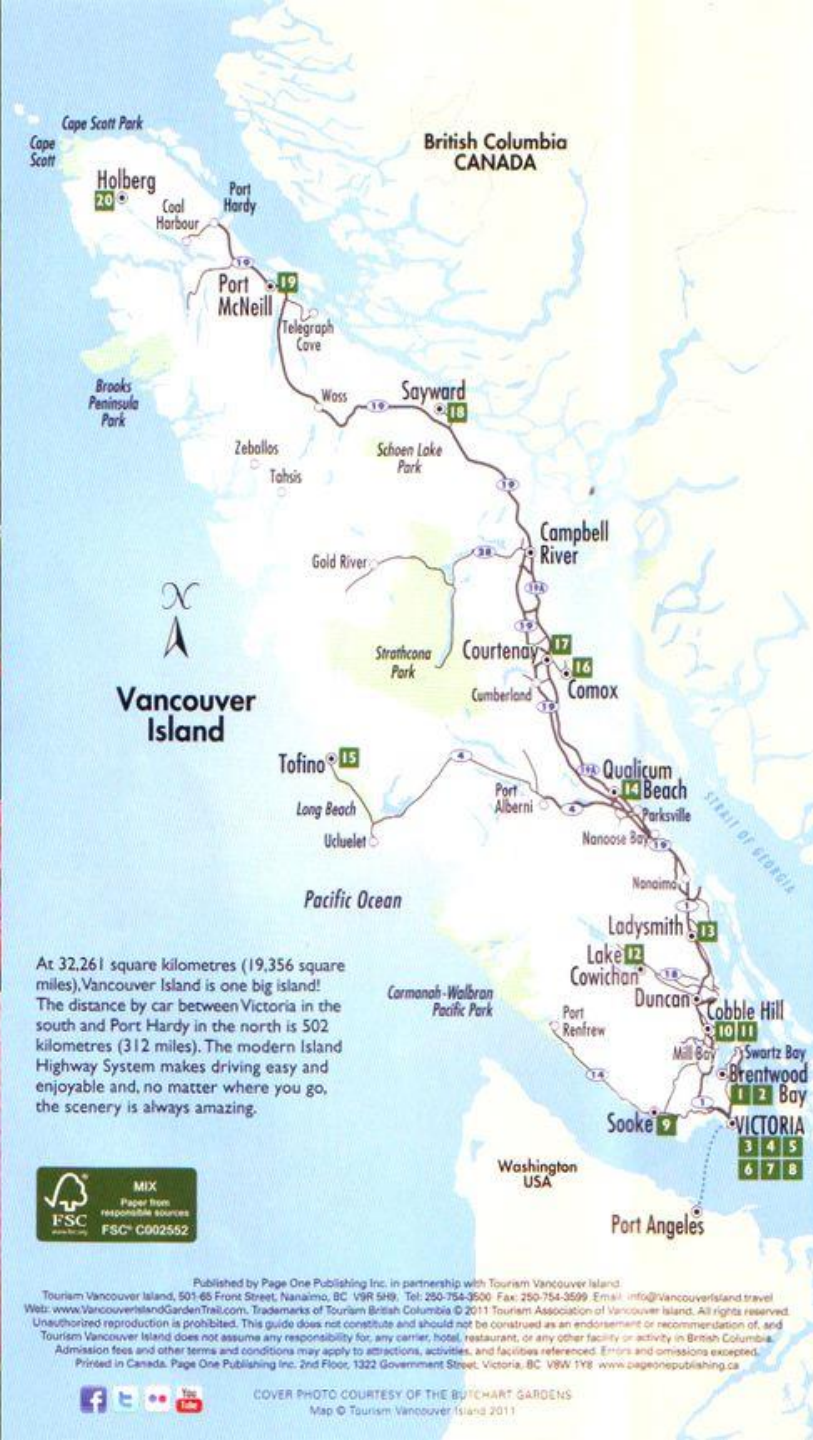
Everyone needs a little Island time.

VANCOUVER ISLAND Garden Trail

Vancouver
Island
REGION



www.VancouverIslandGardenTrail.com



At 32,261 square kilometres (19,356 square miles), Vancouver Island is one big island! The distance by car between Victoria in the south and Port Hardy in the north is 502 kilometres (312 miles). The modern Island Highway System makes driving easy and enjoyable and, no matter where you go, the scenery is always amazing.



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COVER PHOTO COURTESY OF THE BUTCHART GARDENS
 Map © Tourism Vancouver Island 2011

South Africa's Garden Route



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Houses, Castles & Gardens
of Ireland

40
1971~2011

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Fascinating Stories
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Featured Story:
Coolcarrigan, Co. Kildare



→ See all featured stories

Your adventure
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All Events
- Events
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- Events
Family & Children
- Events
Free Events
- Events
Gardening Events
- Events
Season Passes
- Events
Exhibition Events
- Events
Heritage Week

Search our Properties

County
Any

Amenities

Clear Search

Explore Our Man

6. The Importance of the website

About 194,000,000 results (0.65 seconds)

Showing results for **caribbean** tourism
Search instead for [caribbean tourism](#)

Caribbean / Popular destinations



Cuba

Havana, cigars & white-sand beaches



Jamaica

Kingston, Montego Bay, beaches &...



Havana

Old Havana, salsa music & beaches



Barbados

Beaches, Bridgetown history & rum

[More destinations in Caribbean](#)

www.onecaribbean.org

Caribbean tourism development, statistics & information ...

Caribbean destinations received an estimated 30.2 million international tourist arrivals in 2018 or 213.6 thousand fewer than the 30.4 million of 2017. The region's share of global arrivals contracted marginally and stood at 2.2% at the end of 2018 compared to 2.3% in 2017.

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You've visited this page 5 times. Last visit: 1/22/21

www.caribbeantravel.com

The Official Tourism Website of the Caribbean ...

You've always known the islands of the Caribbean for their beauty. Now know them by name. Visit each and every island of the Caribbean, all in one place.

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Caribbean

Region

The Caribbean is a region of the Americas that consists of the Caribbean Sea, its islands and the surrounding coasts. The region is southeast of the Gulf of Mexico and the North American mainland, east of Central America, and north of South America. [Wikipedia](#)

Area: 1.063 million mi²

Population: 44.42 million (2019)

Plan a trip

Things to do

3 h 49 min flight

Clubs and Teams

[View 45+ more](#)



Jamaica National Football Federation



Jamaica national football team



Cavalry AS



Trinbago Knight Riders



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Caribbean Tourism Organization



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Tourism Recovery Forum Outcome

On October 14, 2020 the CTO hosted the Caribbean Tourism Recovery Forum where data, insights, trends and models to inform the COVID-19 recovery process in the Caribbean were shared.

[More details](#) →





The Rhythm Never Stops



Search the Caribbean

DESTINATIONS

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TRAVEL LOG

HOT NEWS

EVENTS

HONEYMOON REGISTRY



map

hotels

restaurants

activities

CARIBBEAN TRAVEL UPDATE

Most of the Caribbean is open for business. Learn more about which islands were affected by hurricanes Irma and Maria.

GET UPDATE NOW



Thoughts on Regional and Local initiatives

- Regional
 - There is going to be a rapid rebound from Atlanta, Dallas and Miami
 - Is your Island/garden on their map?
 - Do you have a unique sell? The St Vincent Parrot
- Local
 - Do you have a reason they **MUST** come
 - Do you have an experience?
 - Can I find you from my Airbnb in Castries, Nassau ... ?
 - Do you have an event they would like to see (The pans)

Caribbean Gardens - Actions

- Four or is it five? considerations
 - This is a repeat ... get your local tourism board to
 - (i) Put your garden on the website and
 - (ii) differentiate your garden from
 - Natural Wonders/attractions
 - Natural heritage
 - Attraction

AND CTO, GIVE GARDENS THEIR OWN WEB PAGE !!!

- Brand
 - In Philly region - 24 gardens 24 imperatives What is your brand?
- Media
- Do you have an event I would like to see?
- Do you have local linkages (rum and ...?)



Botanical Gardens Southern California

Southern California is home to numerous gardens and arboreta. Some are dedicated exclusively to California's native plants while others display collections from around the world. Many gardens offer guided tours, plant sales, contests and weddings. Enthusiast will be amazed at these collections of exotic and native plants. Your next garden day trip starts here.

HOSPITAL REVENUE RECOVERY

WE FIND WHAT OTHERS MISS.

[Learn More>](#)

California Reimbursement Enterprises



Wrigley Gardens 38 wonderful acres of plants on Catalina Island.



San Diego Botanical Gardens a paradise of garden trails.



Santa Barbara Gardens plants and flowers in various theme areas.



Huntington Library & Gardens unique plants from around the globe.

Life in Japan

japan.kantei.go.jp

Magazine : 'We Are Tomodachi'

Government of Japan



Descanso Gardens renowned collection with seasonal displays.



Fullerton Arboretum is your passport to the world of plants.



Moorten Botanical Gardens more than 3,000 desert plants.



Japanese Gardens Van Nuys a delightful garden in the city.



Sunnylands Center and Gardens estate near Palm Springs.



San Diego Lavender Fields organic lavender farm. San Diego County.



Carlsbad Flower Fields seasonal display of flowers.



Lotusland Santa Barbara the historic Montecito estate.



Living Desert Zoo & Gardens desert gardens in a natural setting.



Sherman Library and Gardens collection of flowers and plants.



Antelope Valley Poppy Reserve open all year. Poppies March - May.



Los Angeles County Arboretum gardens, hot houses with orchids.



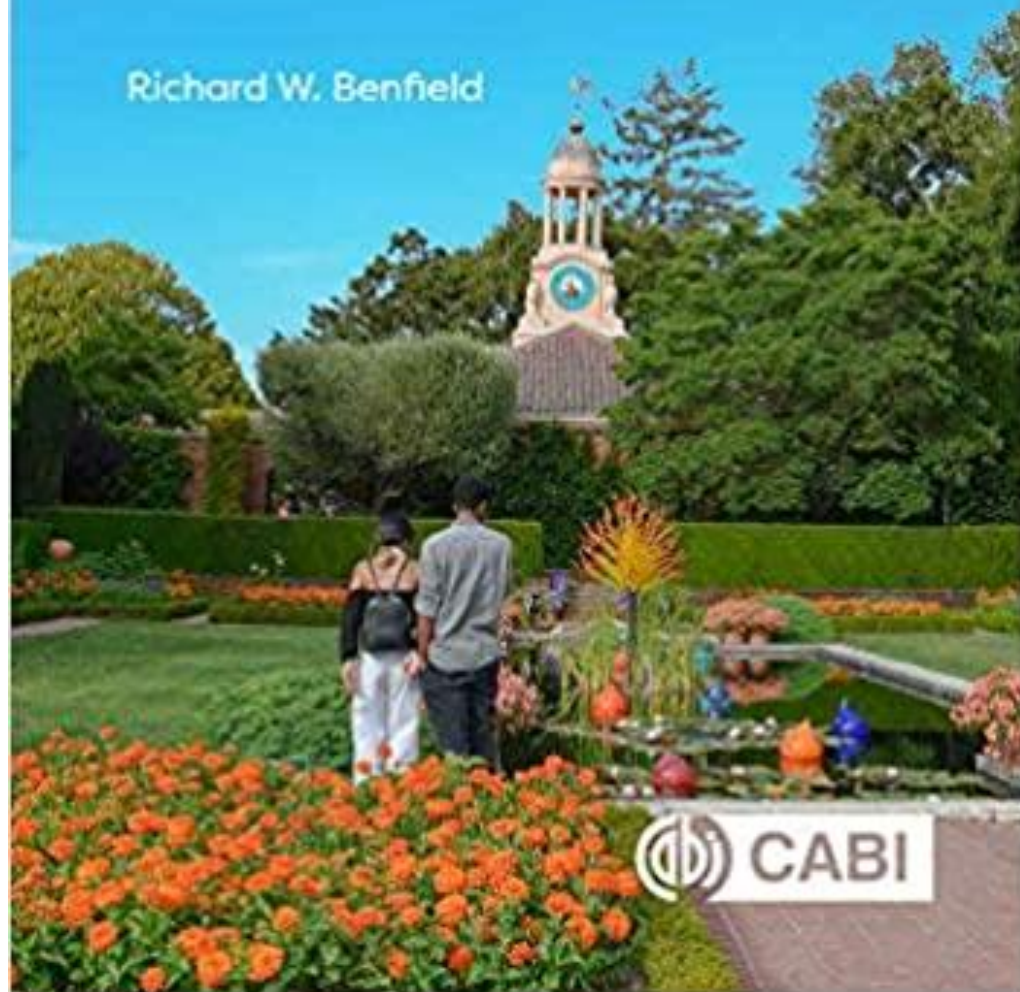
Nixon Library beautifully landscaped grounds with lady's rose garden.


- Top events in 2019 by month, Tower Hill Botanic Garden, Worcester, Ma.
 - January: closed
 - February: Healers and Killers exhibition, Apothecary In Bloom floral design show, Camellia Show, Apothecary Marketplace, and Seeds of Sorcery
 - March: Horticultural Heroes exhibit opens, Let's Get Growing seed starting programs
 - April: Hello Spring exhibition begins, George Sherwood sculpture opening, African Violet Show
 - May: Daffodil Days, Primrose Show, Daffodil Show, Rhododendron Show
 - June: Tinker Garden, Rose Show
 - July: Botanical Tattoo Weekend, Daylily Show
 - August: Caterpillar Show, Kinetic Races
 - September: Carnivorous Plants, Begonia/Gesneriad Show, Dahlia Show
 - October: Ikebana Show, Fall Fest, Halloween Dog Parade, Robots and plants exhibit
 - November: Night Lights begins
 - December: Night Lights
- Thus, in gardens one might suggest that event staging is dominated by:
 - Plants in bloom (Tulips, Daffodils, and Day Lilies) and invariably held in connection with local and regional plant societies.
 - Holiday/school vacations
 - Weddings
 - Seasonality
 - New/specialty audience recruitment



New Directions in Garden Tourism

Richard W. Benfield



 CABI

Books By Richard Benfield

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New Directions in Garden Tourism Dec 8, 2020

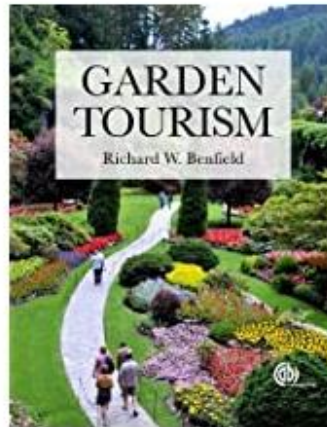
by Richard W. Benfield

\$40.00

Following on from the success of *Garden Tourism*, this book provides an update on the statistics and growth of the global phenomenon of garden visitation. It delves into new themes and contemporary trends, from art and culture to psychographic profiling of

[Read more](#)

Other Formats: [Hardcover](#) , [Paperback](#)



Garden Tourism May 9, 2013

by R.W. Benfield

★★★★☆ (2)

\$50.56

Garden visitation has been a tourism motivator for many years and can now be enjoyed in many different forms. Private garden visiting, historical garden tourism, urban gardens, and a myriad of festivals, shows and events all allow the green-fingered

[Read more](#)

Other Formats: [Paperback](#)

Conclusions

- $\frac{1}{3}$ of all visitors use the garden as a major part but NOT focus of their visit to a region
- It may be one of the first attractions visitors see (maybe a function of weather, event)
- It is one product that can be seen often in a region and is distinct from other gardens (variety and in this context is like Art Galleries)
- We are very poor at promoting gardens as a tourism attraction (WTN)

Some can teach us all about the importance
of flowers





THE END
THANK YOU
