



Garden Tourism
PNWER Conference
Whistler, BC
July 2014

Introduction

When you think of BC, you probably think of mountains, shorelines, forests, and wildlife. It's true, BC is famous for our natural landscapes and outdoor adventures. It's also true that you can easily get all of that, and more, in BC's gardens.

Gardens are where nature and human creativity combine. In our gardens, we help nature come alive for you. We connect you to roots, plants, petals, history, and culture. We also connect you to late-night exploding fireworks, wine tastings, a friendly game of Petanque and new ways of learning about your natural world – all with a beautiful backdrop.

In BC's gardens you can experience fragile chocolate lilies, Garry Oak forests, Italian fountains, Mediterranean plants, high desert chaparral, or the serenity of a silent Zen garden. You can also experience jazz concerts, yoga, outdoor art and folksy cafes that serve herbs fresh from the garden all year long. Really, there's more to BC's gardens than you think.



What is Garden Tourism?

- Defined by the World Tourism Organization as “the activities of persons travelling to and staying places outside their usual environment for the purpose of undertaking garden-related activities.” Travel in which the destination is a park, garden, flower-themed festival or a series of gardens – whether public or private.
- More people visit gardens in the USA than go to Disneyland and Disneyworld combined. Although garden tourism is one of the fastest growing tourism activities it is often not understood and poorly promoted.
- Gardening is the #1 outdoor activity in North America today
- Gardening has the highest revenue of any tourism activity
- 11.5% of North American tour operators have dedicated garden tours



A little about Garden Tourists...

- ¼ billion garden visits globally each year
- 82 million gardeners and 48 million garden visitors in the US
- All age cohorts represented but start at 24 and never diminish (compare that to amusement parks)
- Visit gardens to be outdoors, for the beauty, stress relief, family time and as a place to socialize. Strong repeat visitation.
- Garden visitors spend an average of 2.5 hours visiting individual gardens
- A garden tourist is also a tourist interested in food, heritage and the culture of an area. Strong cross-over to other forms of tourism



Economic Impact

- March 23rd the Vancouver Canucks played the Buffalo Sabres—16,000 people attended. That same day 30,000 people visited the Philadelphia Flower Show. No one came to Rogers Arena the next day—29,000 came to the Flower Show.
- 46% of those who visit gardens are overnight visitors, so...
- 48 million x \$10 (average spend) = \$480 million and approx. 22 million room nights
- Morton Arboretum (Illinois) has a staff of 135 full time, 90 part time and 1000 seasonal.
- Garden tourism is growing tourism sector globally



So what are the next steps.....

- In British Columbia, garden tourism has become a fully recognized sector by Destination BC.
- Includes the creation of a multi-year Garden Tourism marketing plan along with the development and promotion of market-ready product and experiences
- Undertaking the formation and promotion of market-ready product and experiences.
- Estimated total revenue for the garden tourism sector in BC is \$300 million annually with an estimated 10,000 full time and seasonal employees in the sector.
- In BC alone, there are approximately 100 gardens that are active in marketing their experiences to visitors.
- Great opportunity for 2-Nation vacation with exceptional garden experiences and product inventory in: Oregon, Washington, Idaho, Montana, Alberta, Saskatchewan, Yukon, NWT and Alaska



VANCOUVER ISLAND GARDEN ROUTE

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). Vancouver Island is easily accessible by air and vehicle and passenger ferry from mainland B.C. Car rentals are widely available and the Island Highway System makes driving easy and enjoyable. For more information on transportation, go to www.VancouverIslandGardenTrail.com.

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CANADA'S GARDEN ROUTE

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2012 Feature Gardens on Canada's Garden Route
Jardins vedettes de la Route des jardins du Canada 2012

1 Butchart Gardens Les Jardins Butchart	16 Parkwood National Historic Site Parkwood lieu historique national
2 Milner Gardens & Woodland, Vancouver Island University Milner Gardens & Woodland, Vancouver Island University	17 Ottawa Central Experimental Farm Ferme expérimentale centrale
3 VanDusen Botanical Garden Jardin botanique VanDusen	18 The Mackenzie King Estate La domaine Mackenzie-King
4 Devonian Gardens, The City of Calgary Parks Jardins Devonian, Parcs de la ville de Calgary	19 Montreal Botanical Garden Jardin botanique de Montréal
5 Central Memorial Park Parc Central Memorial	20 Daniel A. Séguin Garden Jardin Daniel A. Séguin
6 Reader Rock Garden Jardin de rocailles Reader	21 Domaine Joly-De Lotbinière Domaine Joly-De Lotbinière
7 Devonian Botanic Garden Jardin botanique Devonian	22 Roger-Van den Hende Botanical Garden Le Jardin botanique Roger-Van den Hende
8 Government House Edwardian Gardens Jardins éduardiens de Government House	23 Reford Gardens Les jardins de Métis
9 The Gardens at Assiniboine Park Les jardins du Parc Assiniboine	24 New Brunswick Botanical Garden Jardin botanique du Nouveau-Brunswick
10 The Odette Sculpture Park Le Parc de sculptures Odette	25 Kingsbrae Garden Jardin Kingsbrae
11 Niagara Parks Botanical Gardens Jardin botanique de la Commission des parcs du Niagara	26 Annapolis Royal Historic Gardens Jardins historiques d'Annapolis Royal
12 Royal Botanical Gardens Jardins botaniques royaux	27 Memorial University of Newfoundland Botanical Garden Jardin botanique de l'Université Memorial
13 Toronto Botanical Garden Jardin botanique de Toronto	

VIA Rail Canada presents/présente
CANADA'S GARDEN ROUTE
LA ROUTE DES JARDINS DU CANADA

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