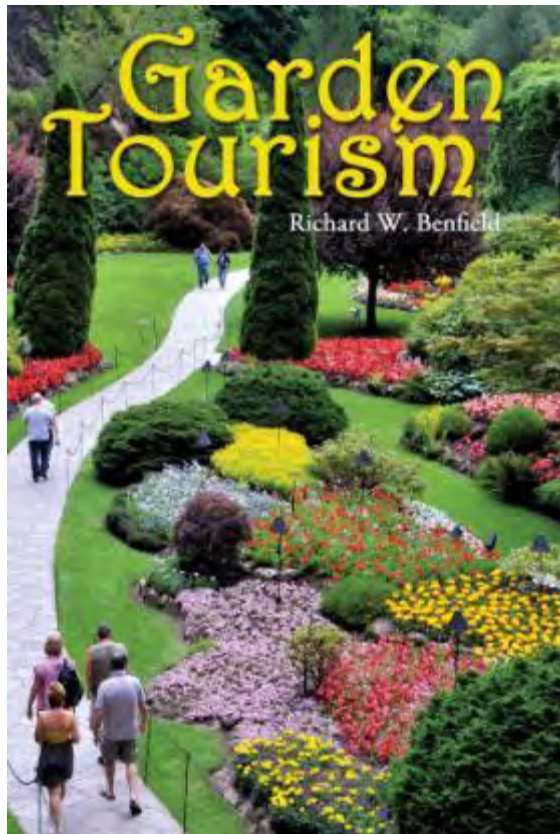


“Tourists, Twitter and the Targets;
Ten societal Trends in the coming
decade to guide
educational programs to
meet GSPC objectives in
Botanic Gardens.”



Dr Richard W. Benfield
Professor- Tourism

Central Connecticut State University

GSPC

The GSPC has 5 main objectives:

- Plant diversity is well understood, documented and recognized
- Plant diversity is urgently and effectively conserved
- Plant diversity is used in a sustainable and equitable manner
- **Education and awareness about plant diversity**, its role in sustainable livelihoods and importance to all life on Earth is promoted
- The capacities and **public engagement** necessary to implement the strategy have been developed.

- **Objective IV: Education and awareness about plant diversity, its role in sustainable livelihoods and importance to all life on earth is promoted**
- **Target 14**

The importance of plant diversity and the need for its conservation **incorporated into communication, education and public awareness programs.**

But to whom are we communicating?

A view from the market (not the supply)

10 Trends to Guide these educational programs



Today's presentation

1. Why Gardens matter
 - Not for their inherent qualities but for education
2. Gardens Today ...
 - The Consumers view NOT the gardens view
3. A new(?) Audience
 - Tourism and gardens
4. Trends in Visitor demographics that will influence visitors
5. Popular Culture and Gardens
6. 10 New (?) ways of selling your garden to the **New audiences**

Executive Summary for Gardens: Ten Paradigm shifts

1. Demographic Change
2. Economic Trends
3. Meeting the Mission but EXPAND the mission
4. Our Changing Visitors Motivations and Attitudes
5. The importance of Popular Culture and the Competitive Environment
6. The Need for and advantages of a coalition
7. Into the Twenty-First Century: No more of the same old same old - Embracing the weird and wonderful
8. Community and Community Gardens
9. The demise of the Tour Operator?
10. Changing Physical Environment

Part I. Why Gardens matter or

Where are we now?

What do we know?

- First my disclaimers:
 - I have to use “gardening” data because no one collects Garden Tourism data
 - Economic Impact (the usual metric) is lacking (who funds a bunch of old ladies spending?)
 - Governments ignore Garden Tourism
 - Why? No idea
 - not sexy? Spas and Gaming are sexy
 - Older people? Hope not

MY CLAIM

- Gardening is the Preeminent form of outdoor activity in North America today

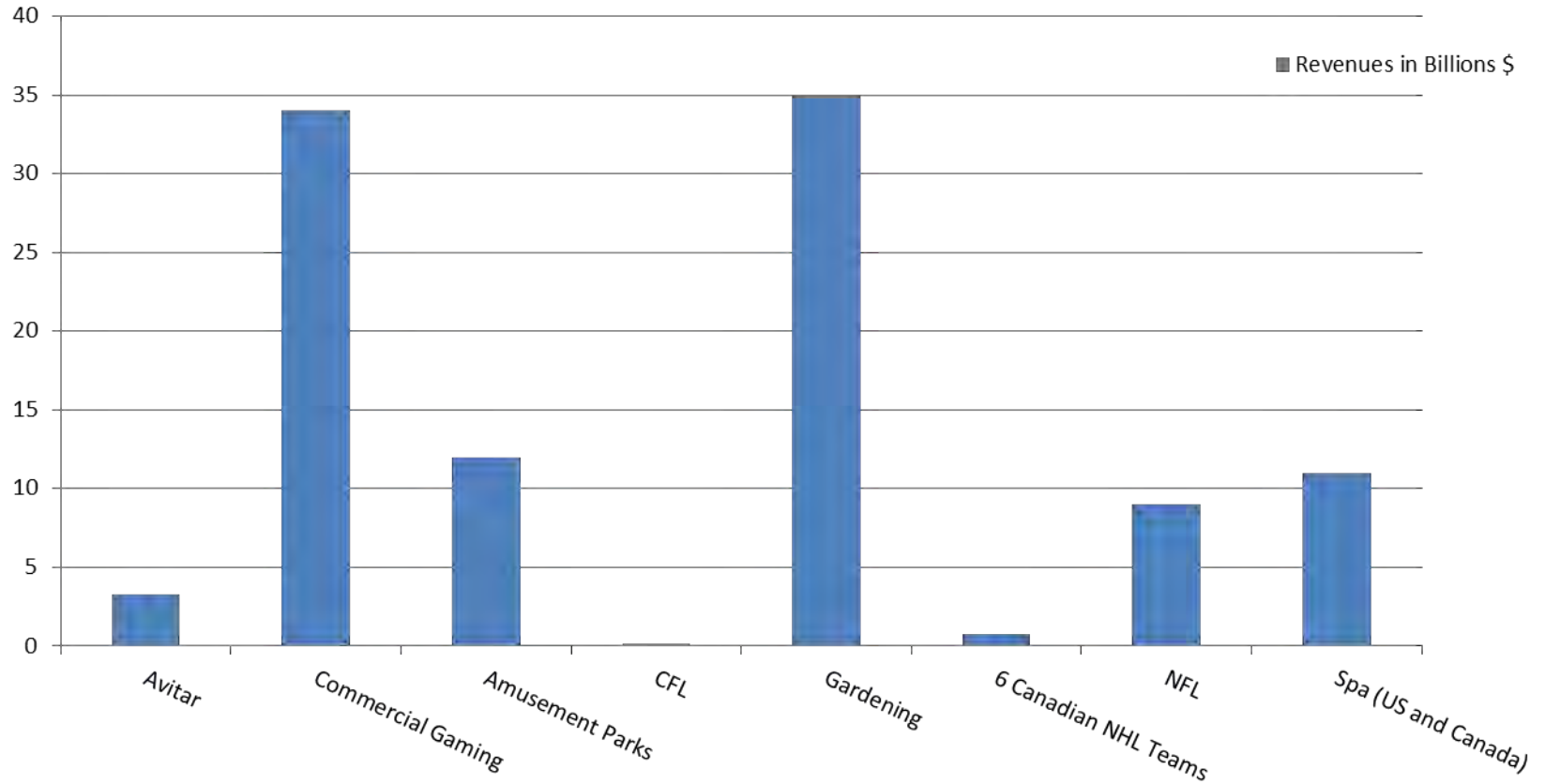
My Evidence...

- 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.
-

Lets look in more detail – 10 reasons why Gardens are important to the twenty first century The audience

1. 82 Million Gardeners and 48 million garden visitors in the US.
 - Larger than Las Vegas or Orlando
 - Larger than Disneyland and Disneyworld combined
2. More men than women garden !!!
3. Revenues larger than Amusement Parks and ...Avatar... and Gaming ... and Spas (The activity du jour)

Gardening revenues vs. Other leisure activities.

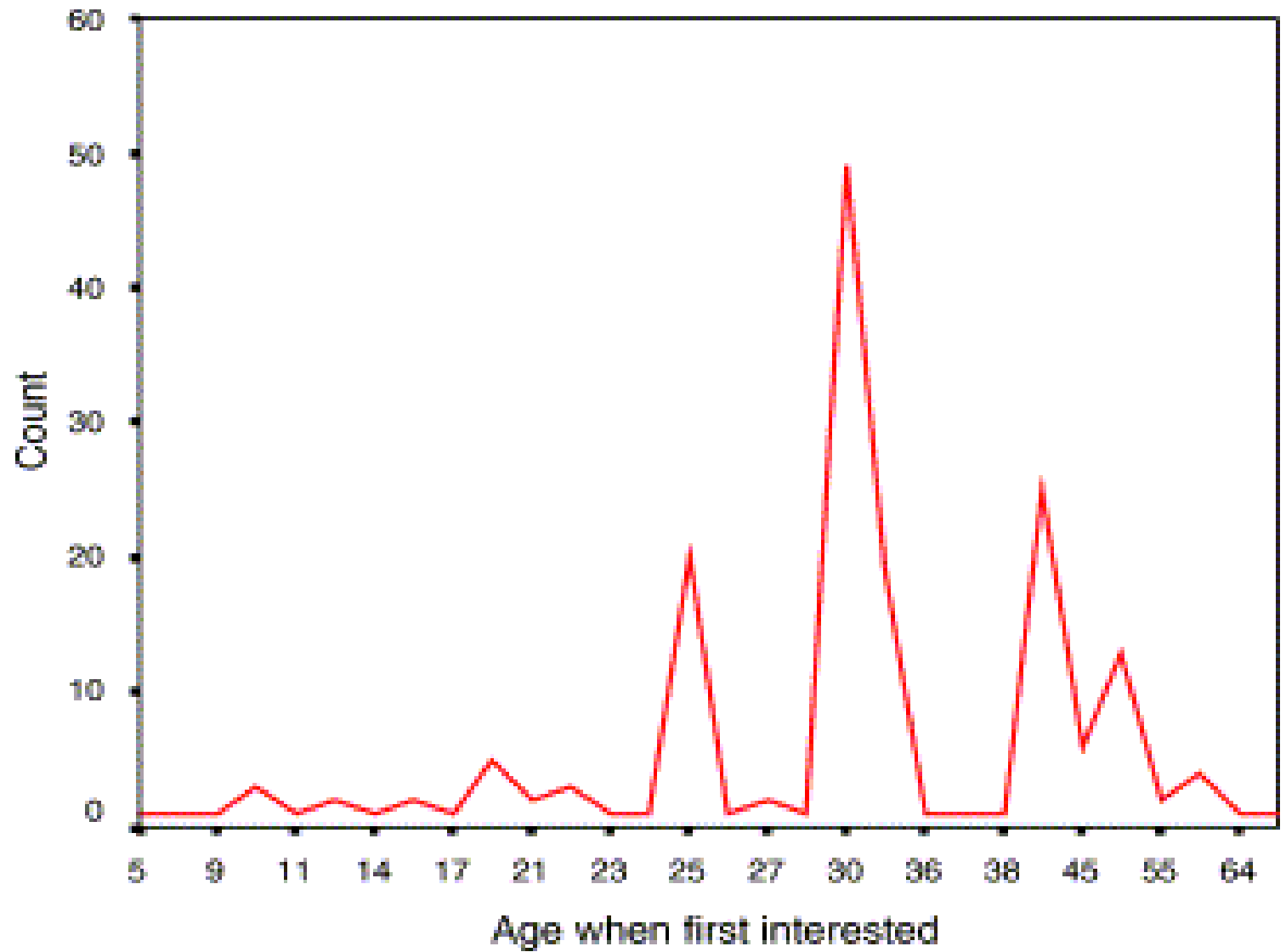


4. All age cohorts represented but start at 24 and never diminish (Compare amusement parks)
5. Part of an overall visit to a region (2 ½ hours max)
6. Strong repeat visitation and lots of relaxation/stress relief ...
...but a dangerous hobby

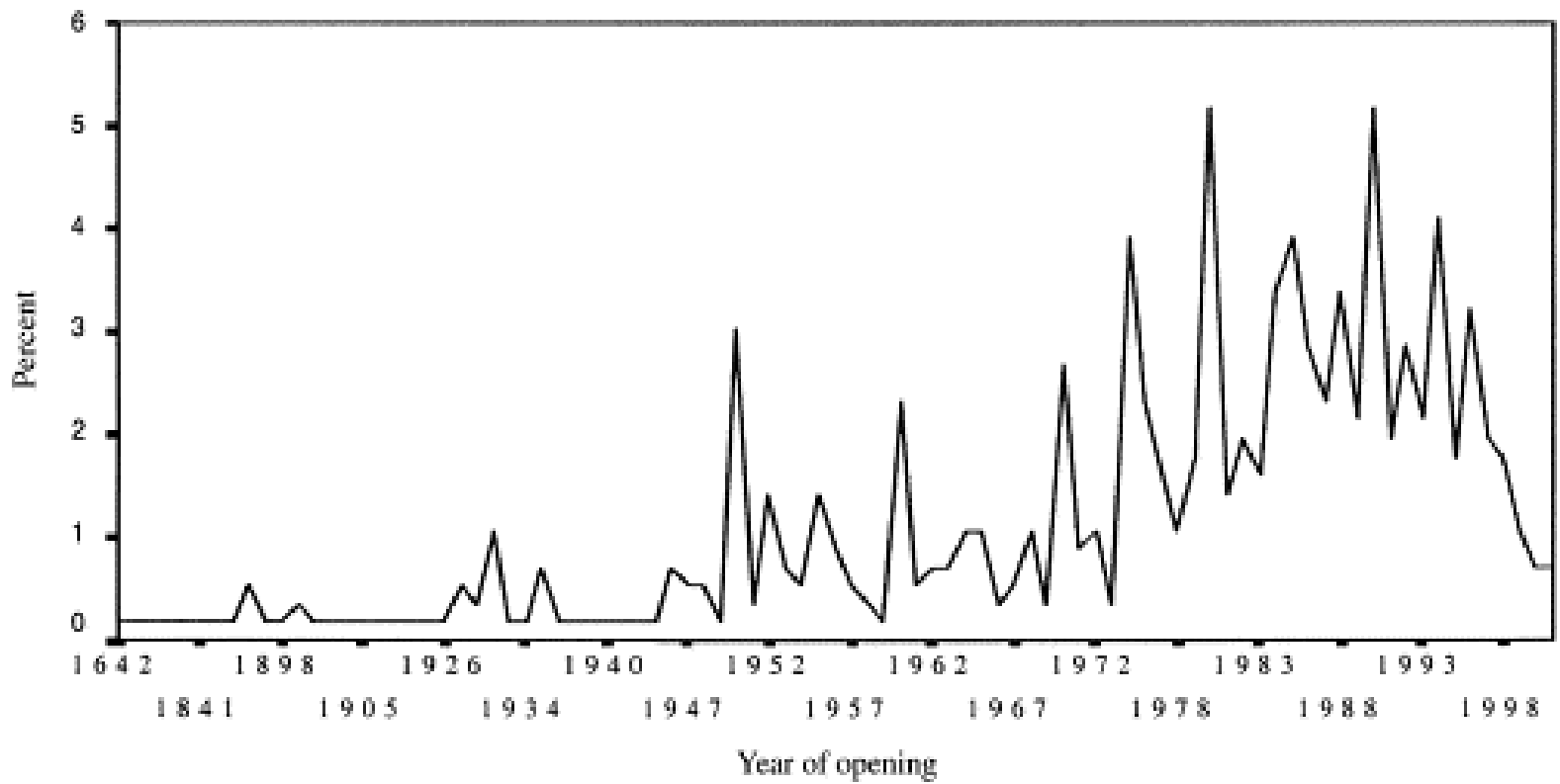
The Dangers of Gardening



By Bill Steig, The New Yorker



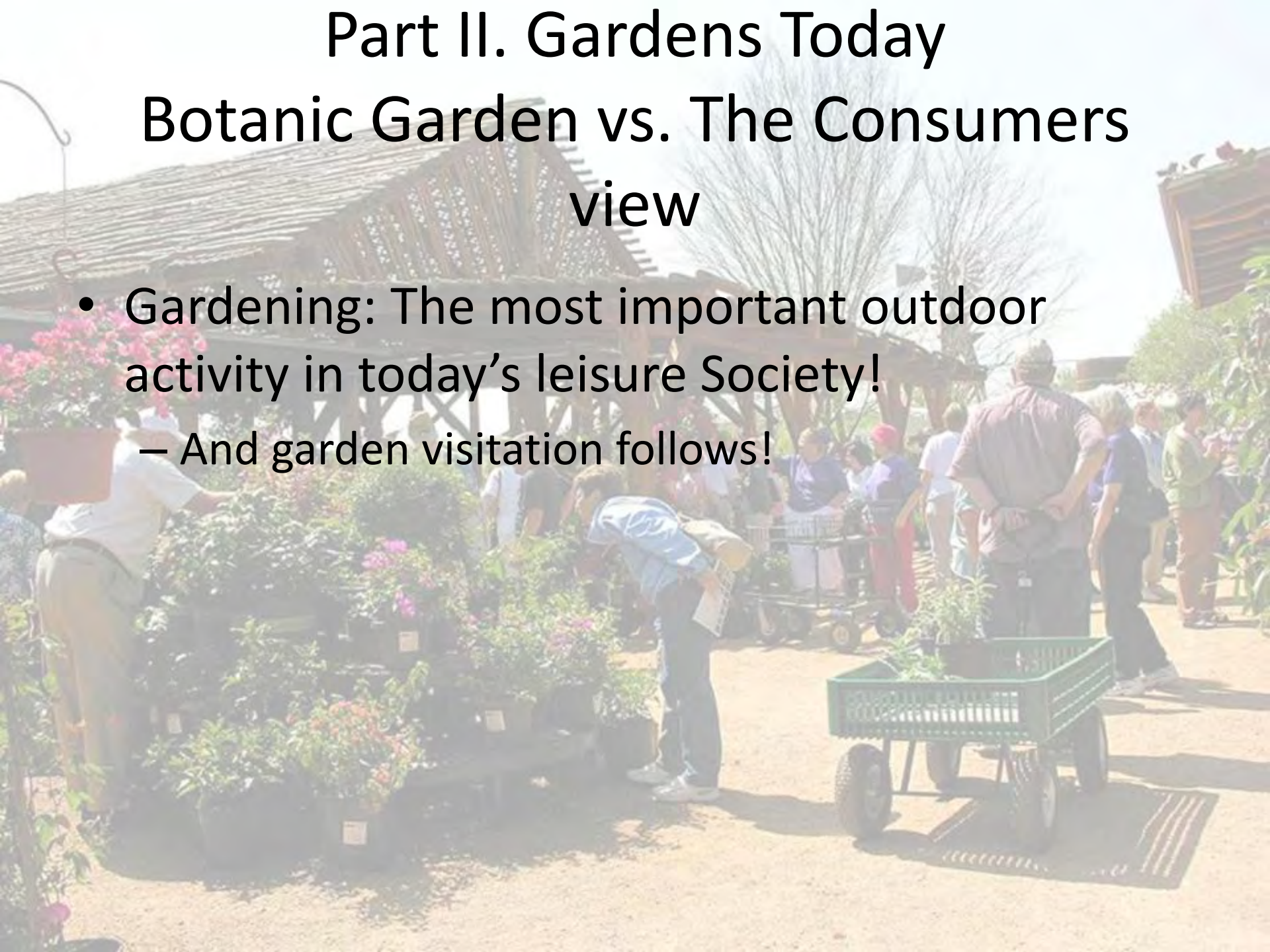
7. 46% are overnight visitors (UK and some US)
8. Seniors have 33% more disposable income than households with children
9. Strong cross-over to other forms of tourism esp.:
 - Historic
 - Dark Tourism (Graveyards)
 - Rural/Farm tourism
 - Cultural (esp. Art) Tourism
 - Shopping
10. Gardens still being built (NOT the end of product life cycle)
 - 490 Public Gardens in the USA (48 in Canada) of which ...
 - 303 Botanic Gardens
 - Some record over 1 million visitors per annum but the average is 50,000



Part II. Gardens Today

Botanic Garden vs. The Consumers view

- Gardening: The most important outdoor activity in today's leisure Society!
 - And garden visitation follows!



Part II Why Gardens Matter... The consumer view

- Tourists as VISITORS as a major group coming into the gardens in order to deliver the Educational portions of the Targets/objectives
 - What Tourists want in a garden and where education fits in
- Trends in visitor demographics (age, education level, leisure activities) that will influence garden visitors and the messages they are receptive to
 - (and I might add Psychographics)
- (Popular) culture as it exists and how these popular cultural traits (Social media, music, learning styles) must be used or at least recognized in order to address(meet?) the targets/goals.

Meeting the GSPC Mission

- The Future for garden tourism probably lies in being relevant to:
 - Society
 - Global warming and plant conservation
 - Stress relief
 - Families

Why do I say that?

The Mission of Botanic Gardens

- Education
- Sustainability
- Research

David Rae indicates that gardens lost their focus 1970-2000 stressing

- Research
- Museum display

Now a new era:

- Relevance with sustainability
- Climate change and
- **The dominant mode of contemporary life**

**BUT VISITORS ARE NEEDED TO FULFILL THIS MISSION
THUS A NEXUS OF MISSION AND VISITORS**

[Home](#) [About Us](#) [Visit](#) [Education](#) [Gardens & Natural Areas](#) [Plants & Gardening](#) [Conservation](#) [UNC Herbarium](#) [Join Us](#)

About Us

The North Carolina Botanical Garden is part of The University of North Carolina at Chapel Hill. We further the University's mission of teaching, research, and public service through our own **mission**:


"To inspire understanding, appreciation, and conservation of plants in gardens and natural areas and to advance a sustainable relationship between people and nature."

The North Carolina Botanical Garden has been a leader in native plant conservation and education in the southeastern United States for more than 30 years. In this section of our website you can learn about our history and future plans, current news, current staff, and more.

- [NEWS / PRESS ROOM](#)
- [A New Education Center](#)
- [Awards](#)
- [Botanical Garden Foundation](#)
- [The Conservation Garden](#)
- [Conservation and Sustainability at the North Carolina Botanical Garden—a handout \[PDF\]](#)
- [Facts](#)
- [Email news sign up](#)
- [History](#)

Your support is crucial to our continued success. Become part of the Botanical Garden through [volunteering](#) or becoming a [member](#).

Stay informed about the Garden by signing up for [Garden Notes](#), our email newsletter.

What's Happening



NEWS:

Please visit our [Press Room](#)

UPCOMING EVENTS

We are displaying **Robert Johnson's** exhibit—"Notebook Pages From Nature" and the botanical illustration students' exhibit, "**Up Close and Botanical**"—in the Totten Center while our new exhibit hall is being finished. Come by to see them both. [More info.](#)

Core Values

The Garden is committed to:

- Serving the public
- Displaying, interpreting, and promoting the diverse flora of the southeastern United States in a well-maintained and beautiful garden
- Being a leading center for research and education on the flora of the southeastern United States and the relationship between plants, environment, and the quality of human lives
- Reaching diverse audiences with rich experiences and opportunities for learning, contemplation, and respite
- Conserving biological diversity, using natural resources sustainably, and integrating a conservation ethic in all we do
- Incorporating a sense of place, at scales ranging from the local to the regional, in order to reflect our garden, our land, and our community
- Building a sense of community and collaboration with other horticultural and conservation organizations
- Participating in university research, teaching, and other academic programs
- Celebrating and building on the botanical legacy of the University of North Carolina at Chapel Hill
- Honoring and respecting, staff and volunteers, members, and visitors

To receive a full copy of the Garden's Strategic Plan, please contact Dr. Peter S. White via [email](#).

Last updated by Laura Cotterman on March 12, 2009 at 02:19:50 pm.

and receive periodic updates (about once a month) in the form of an abbreviated e-mail newsletter called "Garden Notes."

A Wish List

A Wish List for the new Education Center— Seeking Your Help!

There are many new spaces inside and outside of the new three-part Education Center (classroom wing, auditorium wing, and information/exhibits wing) that require furnishings and appliances. We are seeking contributions with which to purchase the following items.

Please call [Charlotte Jones-Roe](#) if you would like to help: 919-962-9458.

- Landscape plants and materials
- Deer fencing
- Irrigation system
- ~~Microscope and flat screen TV monitor for the Green Gardener reference desk~~ *Many thanks to Byron & Delores Parry!*
- Furnishings for the Children's Discovery Room
- Shelving for Children's Discovery Room storage area
- Furniture for the lobby and for the Green Gardener Room (bookshelves, tables, chairs)
- Shelves for classrooms
- Furniture for the lobby/reading room
- ~~Washer and dryer for cleaning tablecloths~~ *Thank you Barbara and Bob Wendell!*
- Electric Gator (utility vehicle)
- Electric, rechargeable leaf-blower

Mission reflects roles in society

- Education
- Sustainability
- Research

But what about other roles?

- Entertainment? Longwood and Fountain show
- Stress relief? Kaplan, Ulrich
- Romance and Culture
- Beauty? Chris Wood and an esthetic across the ages
- Shopping
- Art
- Psychological? Flower colors for Chinese/Koreans?
- Cultural reinforcement?

So why do people go to botanic gardens?

Tourist Motivations (to Gardens)

- After Joanne Connell (2004/05)

Table 11
Motivation for visiting gardens^a (per cent of visitors)

Motivation	Tranquillity	Horticultural aspects	Somewhere to go	Nice environment to visit	Be with others like me	Visit as part of a group	To get ideas for own garden
<i>Age</i>							
18–39	97.6	78.0	65.9	93.9	11.4	12.5	65.5
40–60	95.8	93.0	59.1	94.9	29.6	10.6	87.5
Over 60	93.3	93.4	58.9	96.1	46.5	27.4	88.4
<i>p</i> -value	0.192	0.000	0.162	0.615	0.000	0.000	0.000
<i>Occupational grading</i>							
AB	94.4	91.1	60.2	95.1	27.1	12.0	80.9
C1C2	95.4	90.1	62.7	89.7	37.8	19.7	89.1
DE	100	100	47.1	95.0	43.8	31.3	100
<i>p</i> -value	0.968	0.228	0.814	0.752	0.020	0.007	0.132
<i>Garden owner</i>							
	94.5	91.4	59.4	95.0	31.7	16.3	87.5
<i>p</i> -value	0.788	0.004	0.476	0.948	0.953	0.576	0.000
<i>Type of visitor</i>							
Special horticultural interest	92.4	98.1	28.5	84.0	21.5	25.5	92.1
General gardening interest	94.3	95.1	57.4	95.2	34.6	15.9	92.1
Just seeking pleasant day out	97.0	70.1	83.1	98.9	23.4	12.9	51.5
<i>p</i> -value	0.248	0.000	0.000	0.012	0.017	0.091	0.000

^aNote: Percentages indicate strongly agree and agree responses for each factor.

How do visitors describe why they are at a garden?

238

J. Connell / Tourism Management 25 (2004) 229–247

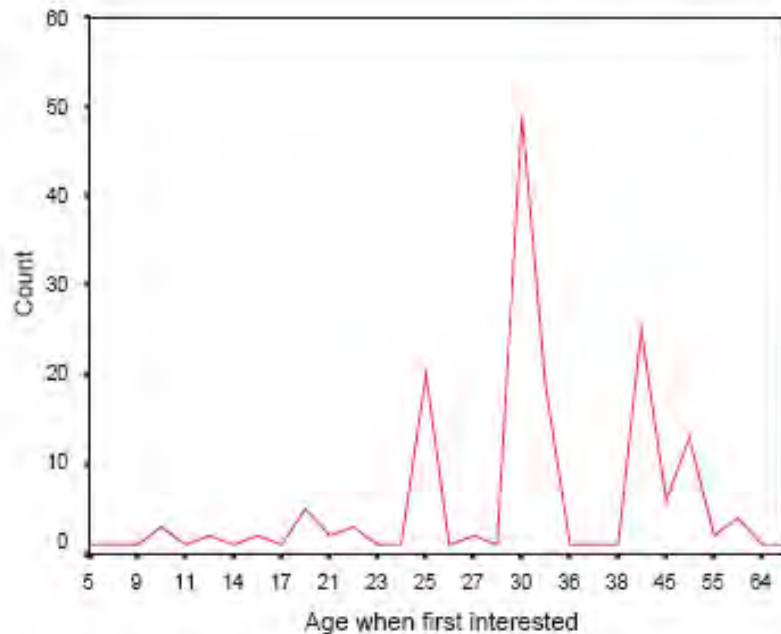


Fig. 2. Age respondent first became interested in garden visiting.

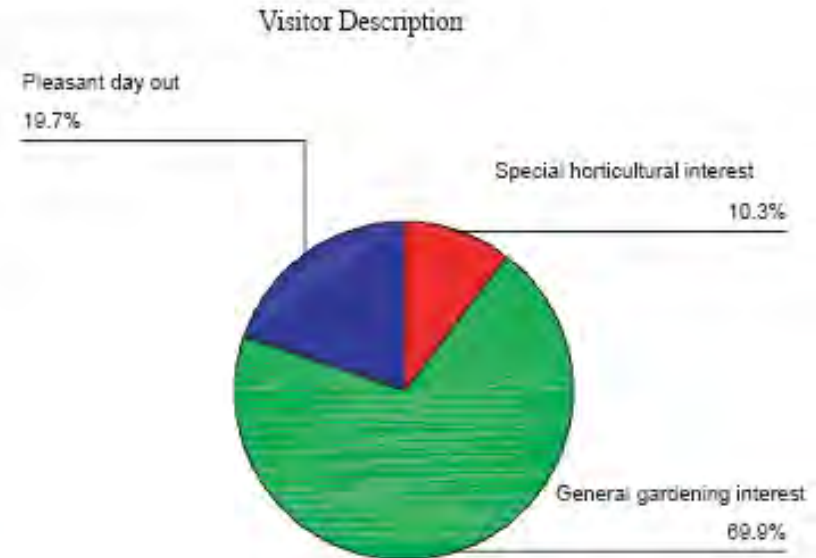


Fig. 3. Visitor description.

Motivations for Garden Visiting indicates that three components explain 65% of the variation in the data. The three dimensions of garden visitor motivation are:

- **Social (28%)**

- Enjoying the company of others (family, group)

- **Horticultural (21%)**

- related to their own garden

- **Setting (16%)**

- Sensual emersion, peace, tranquility

- **NOTE: NOT EDUCATIONAL!**

Tourist Motivations (to Gardens) after Ballantyne *et al*

Table 4
Conservation interests and commitment by site (measured on a 7-point scale)

	Botanic gardens	Whale watching	Turtle hatching	Aquarium	Marine Park
I am interested in learning about environmental issues	4.41	4.85	5.01	4.86	5.10
I often think about whether my actions harm the natural world	4.74	4.66	4.93	4.83	5.13
I actively search for information about environmental conservation	2.77	3.39	3.61	3.46	3.70

Table 5
Personal goal subscales by site

	MU	AG	WC	AQ	HS	NP	MP	EC	BG
Enjoyment	4.28	4.33	4.80	4.41	4.60	4.23	4.82	4.37	4.42
Learning and discovery	4.69	4.46	4.31	4.24	4.38	3.89	3.98	4.21	3.23
Restoration	3.08	3.29	3.94	3.86	3.85	4.10	3.87	3.74	3.94
Social contact	1.99	2.04	3.03	2.73	3.44	3.12	2.79	2.37	2.47
Self-fulfillment	2.56	2.73	2.42	2.46	2.33	3.27			2.04
Learning about plants/gardens									2.51
Enjoyment of plants/gardens									4.74

Note: MU = museum; AG = art gallery; WC = wildlife centre; AQ = aquarium; HS = heritage site; NP = national park; MP = marine park; EC = ecotourism experience; BG = botanic gardens.

Blank cells were not measured.

Items were rated on a 7-point scale from 0 = 'not important' to 6 = 'extremely important'.

Findings from Mt Coot-tha Bot. Garden Brisbane, Aust.

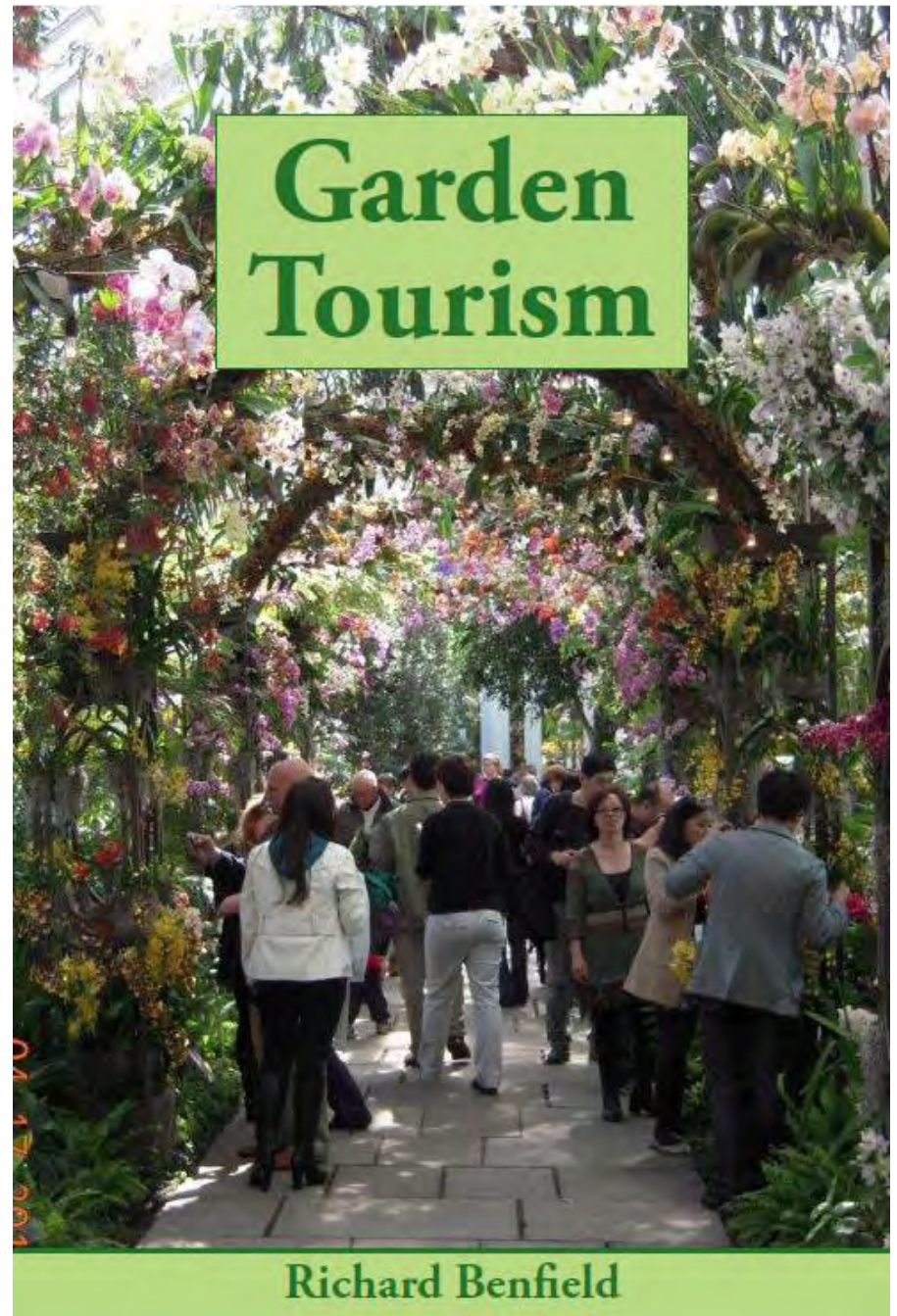
2.3. Implications for the design and development of interpretation in botanic gardens

The major findings from this research were:

- Botanic gardens visitors reported having a relatively low level of interest in and commitment to conservation issues.
- The most important reasons given for visiting the Botanic Gardens were to enjoy oneself; to admire the garden's scenery; to spend quality time with family or friends; and to enjoy being outdoors/in nature.
- Botanic gardens visitors were similar to National Park visitors in that they rated Restoration as more important and Learning and Discovery as less important as motivations for visiting. Frequent visitors in particular were more likely to be motivated by restorative factors.

3. Tourism and Gardens

- The world's largest Industry
- Arguably recession/
budget-proof.



Garden Tourism: The Industry View

- 38% of all tour operators have dedicated garden tours and 66% of exit surveys say:

“gardens” prompted them to go on that tour

- ¼ billion garden visits worldwide yearly (See following for International (Garden Tourism))

- Economic Impact

??????????

What do tourist's want? And how does it affect gardens (General findings)

- **Why do people go on vacation (general findings)**
 - # 1 Stress relief
 - #2 Family time
- **Females are the strongest motivators on all travel decisions**
- **Water an essential element in leisure (Ulrich)**
- **Participation in activities increasing =active tourism**
- **Higher education (28%-33%) correlates with higher participation in Leisure**
- **Domestic tourism growing/International bearish forecast**

Tourism In the World

Inbound tourism 1990-2011*



Tourism in the world today

	International Tourist Arrivals (million)							Market share (%)	Change (%)		Average annual growth (%)
	1990	1995	2000	2005	2009	2010	2011*	2011*	10/09	11*/10	'05-'11*
World	435	528	674	799	883	940	983	100	6.4	4.6	3.5
Advanced economies ¹	296	334	417	455	475	499	523	53.2	4.9	4.9	2.4
Emerging economies ¹	139	193	256	344	408	441	460	46.8	8.2	4.3	5.0
By UNWTO regions:											
Europe	261.5	304.0	385.0	440.7	461.7	474.8	504.0	51.3	2.8	6.2	2.3
Northern Europe	28.6	35.8	43.4	56.1	56.0	56.1	59.3	6.0	0.2	5.6	0.9
Western Europe	108.6	112.2	139.7	141.7	148.5	153.8	159.0	16.2	3.6	3.4	1.9
Central/Eastern Europe	33.9	58.1	69.3	90.4	92.6	95.7	103.5	10.5	3.3	8.1	2.3
Southern/Mediter. Eu.	90.3	98.0	132.6	152.5	164.5	169.1	182.2	18.5	2.8	7.7	3.0
- of which EU-27	230.1	265.9	323.7	352.4	356.8	364.9	385.0	39.2	2.3	5.5	1.5
Asia and the Pacific	55.8	82.0	110.1	153.6	181.1	204.4	217.0	22.1	12.9	6.1	5.9
North-East Asia	26.4	41.3	58.3	85.9	98.0	111.5	115.8	11.8	13.8	3.8	5.1
South-East Asia	21.2	28.4	36.1	48.5	62.1	69.9	77.2	7.8	12.5	10.4	8.0
Oceania	5.2	8.1	9.6	11.0	10.9	11.6	11.7	1.2	6.1	0.9	1.0
South Asia	3.1	4.2	6.1	8.1	10.1	11.5	12.4	1.3	13.6	8.0	7.2
Americas	92.8	109.0	128.2	133.3	141.7	150.7	156.6	15.9	6.4	3.9	2.7
North America	71.7	80.7	91.5	89.9	93.0	99.2	101.7	10.3	6.6	2.5	2.1
Caribbean	11.4	14.0	17.1	18.8	19.6	20.0	20.8	2.1	2.2	3.9	1.7
Central America	1.9	2.6	4.3	6.3	7.6	7.9	8.3	0.8	3.9	4.8	4.7
South America	7.7	11.7	15.3	18.3	21.4	23.6	25.8	2.6	10.0	9.4	5.8

...and the USA and Mexico are #2 and # 10 respectively

International Tourist Arrivals						
Rank	Series ¹	Million		Change (%)		
		2010	2011*	10/09	11*/10	
1	France	TF	77.1	79.5	0.5	3.0
2	United States	TF	59.8	62.3	8.8	4.2
3	China	TF	55.7	57.6	9.4	3.4
4	Spain	TF	52.7	56.7	1.0	7.6
5	Italy	TF	43.6	46.1	0.9	5.7
6	Turkey	TF	27.0	29.3	5.9	8.7
7	United Kingdom	TF	28.3	29.2	0.4	3.2
8	Germany	TCE	26.9	28.4	10.9	5.5
9	Malaysia	TF	24.6	24.7	3.9	0.6
10	Mexico	TF	23.3	23.4	4.2	0.5

Source: World Tourism Organization (UNWTO) ©

(%) = percentage derived from series in US\$ instead of local currency

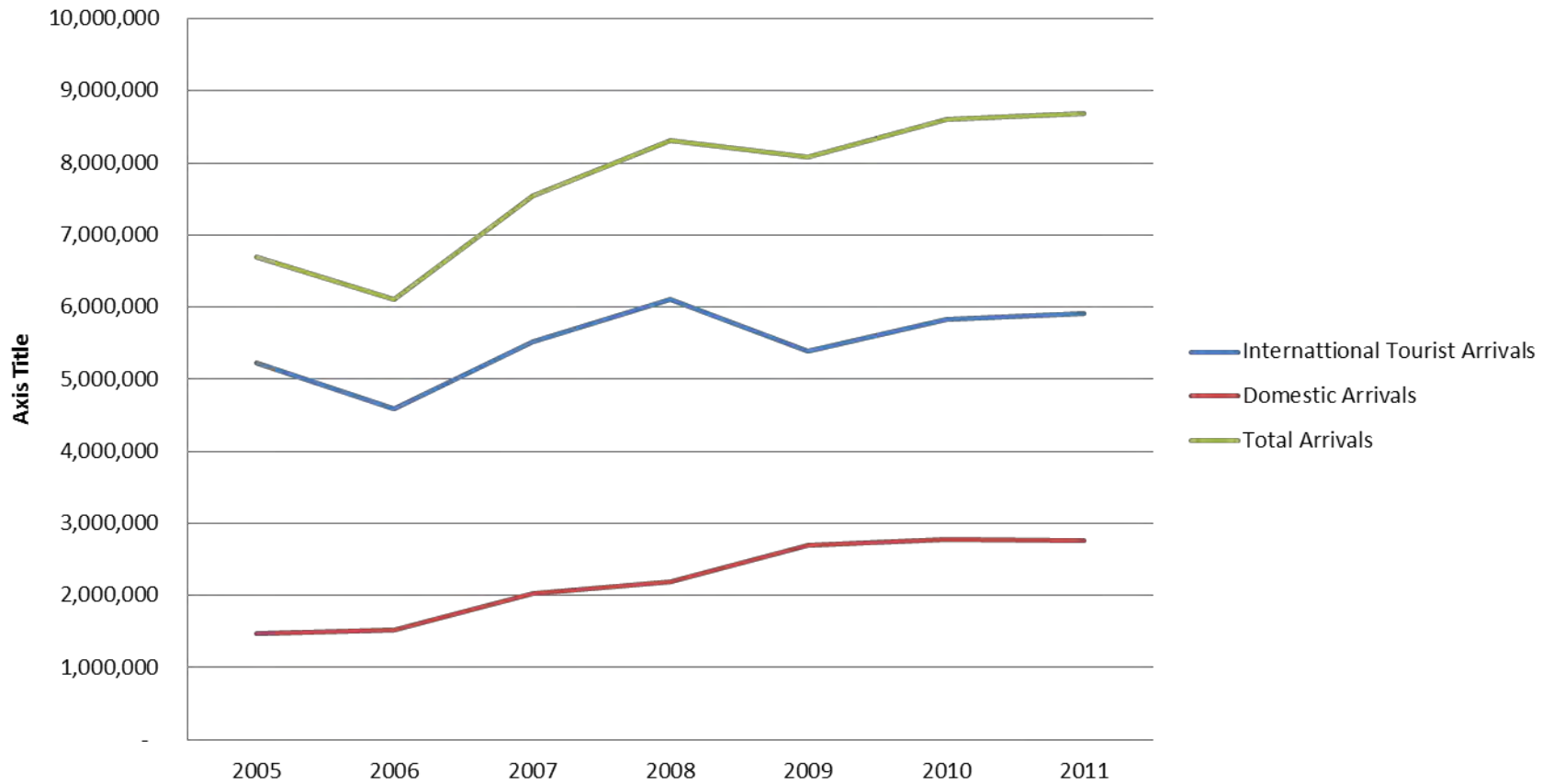
The America's

Destinations	Series ¹	International Tourist Arrivals					International Tourism Receipts				
		(1000)			Change (%)		Share (%)	(US\$ million)			Share (%)
		2009	2010	2011*	10/09	11*/10	2011*	2009	2010	2011*	2011*
Americas		141,697	150,707	156,600	6.4	3.9	100	166,097	180,700	199,082	100
North America		93,042	99,183	101,704	6.6	2.5	64.9	119,436	131,207	145,084	72.9
Canada	TF	15,737	16,097	15,976	2.3	-0.8	10.2	13,733	15,711	16,936	8.5
Mexico	TF	22,346	23,290	23,403	4.2	0.5	14.9	11,513	11,992	11,869	6.0
United States	TF	54,958	59,796	62,325	8.8	4.2	39.8	94,191	103,505	116,279	58.4
Caribbean		19,590	20,024	20,811	2.2	3.9	13.3	22,183	22,735	23,901	12.0
Anguilla	TF	58	62	66	7.1	6.1	0.0	89	96	105	0.1
Antigua, Barb	TF	234	230	241	-1.9	5.0	0.2	293	298	313	0.2
Aruba	TF	813	825	871	1.5	5.7	0.6	1,218	1,245	1,352	0.7
Bahamas	TF	1,327	1,370	1,344	3.3	-1.9	0.9	2,014	2,147
Barbados	TF	519	532	568	2.6	6.7	0.4	1,068	1,034	974	0.5
Bermuda	TF	236	232	236	-1.5	1.6	0.2	366	442	466	0.2
Bonaire	TF	67	106
Br. Virgin Is	TF	309	330	338	7.0	2.2	0.2	369	389
Cayman Islands	TF	272	288	309	6.0	7.2	0.2	535	385
Cuba	TF	2,405	2,507	2,688	4.2	7.2	1.7	2,051	2,187
Curaçao	TF	367	342	390	-6.9	14.2	0.2	361	385	453	0.2
Dominica	TF	75	77	73	2.1	-4.1	0.0	84	89	80	0.0
Dominican Rp	TF	3,992	4,125	4,306	3.3	4.4	2.7	4,049	4,209	4,353	2.2

North America		93,042	99,183	101,704	6.6	2.5	64.9	119,436	131,207	145,084	72.9
Canada	TF	15,737	16,097	15,976	2.3	-0.8	10.2	13,733	15,711	16,936	8.5
Mexico	TF	22,346	23,290	23,403	4.2	0.5	14.9	11,513	11,992	11,869	6.0
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Caribbean		19,590	20,024	20,811	2.2	3.9	13.3	22,183	22,735	23,901	12.0

Mexican Tourism

Number of Tourist Arrivals Quintana Roo 2005-11



Llegadas Internacionales a hoteles de destinos en México

Destino	2009	2010	2011	Var % 11/10
Riviera Maya	2,199,370	2,766,814	2,947,878	6.5%
Cancún	2,343,677	2,284,982	2,245,645	-1.7%
México DF	1,952,483	1,830,557	2,073,594	13.3%
Los Cabos	937,930	803,669	900,921	12.1%
Playacar	443,760	491,491	553,040	12.5%
Playa del Carmen	440,108	458,855	536,844	17.0%
Cabo San Lucas	427,874	471,536	516,595	9.6%
Puerto Vallarta	422,256	431,181	379,660	-11.9%
Mazatlán	311,687	422,782	378,624	-10.4%
Cozumel	394,398	388,490	315,223	-18.9%
Akumal	229,147	283,096	289,695	2.3%
Nuevo Vallarta	261,368	300,010	234,788	-21.7%

Fuente: DATATUR

Demography

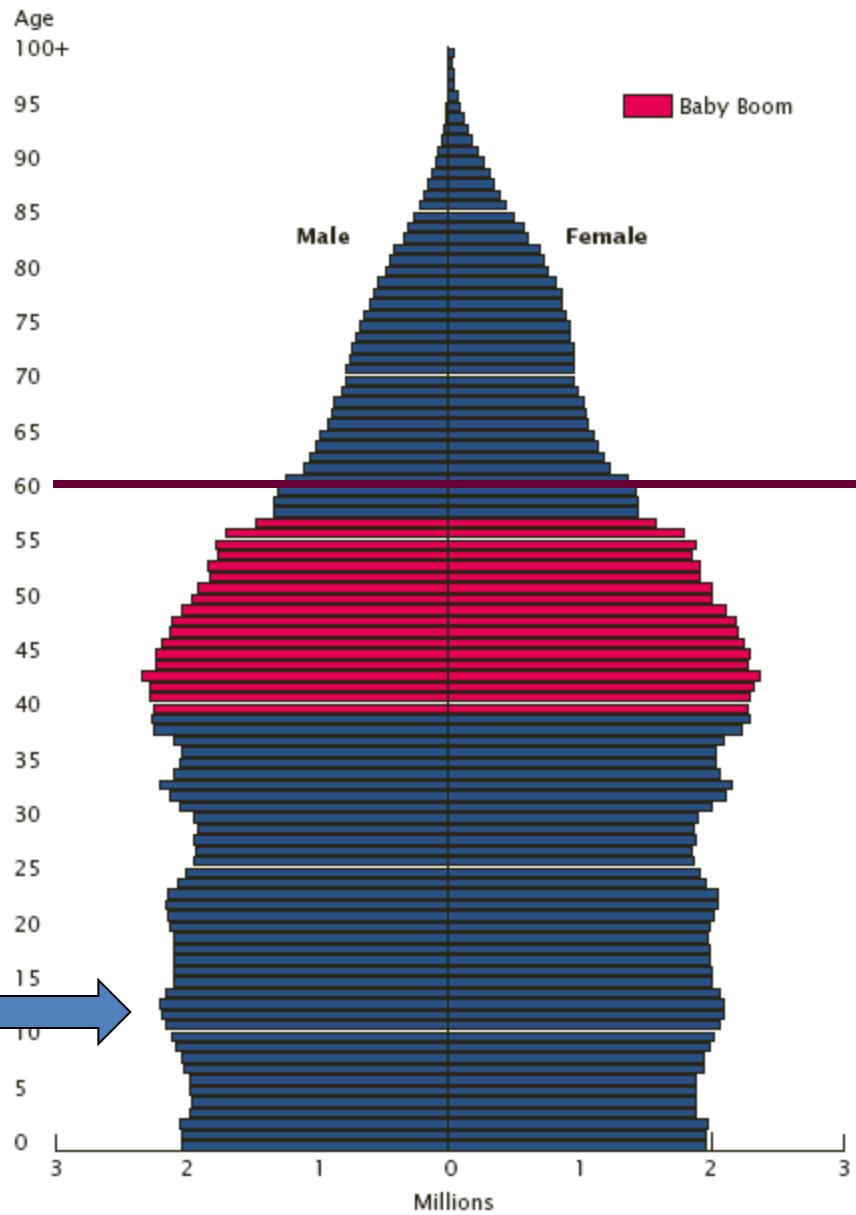
- “Demography explains 2/3 of everything”



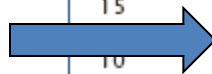
Part III. Today's audiences. Trends that will influence Visitors

- Young Families are biologically illiterate:
 - My daughter (23) has no idea what a perennial is
- Social Media driven
- Getting older:
 - Median Age USA 35 → 39
 - Increasingly Challenged
 - Sight
 - Mobility
- Central/South Americans getting younger

Figure 1-1.
Population by Age and Sex: 2003



Harry Potter

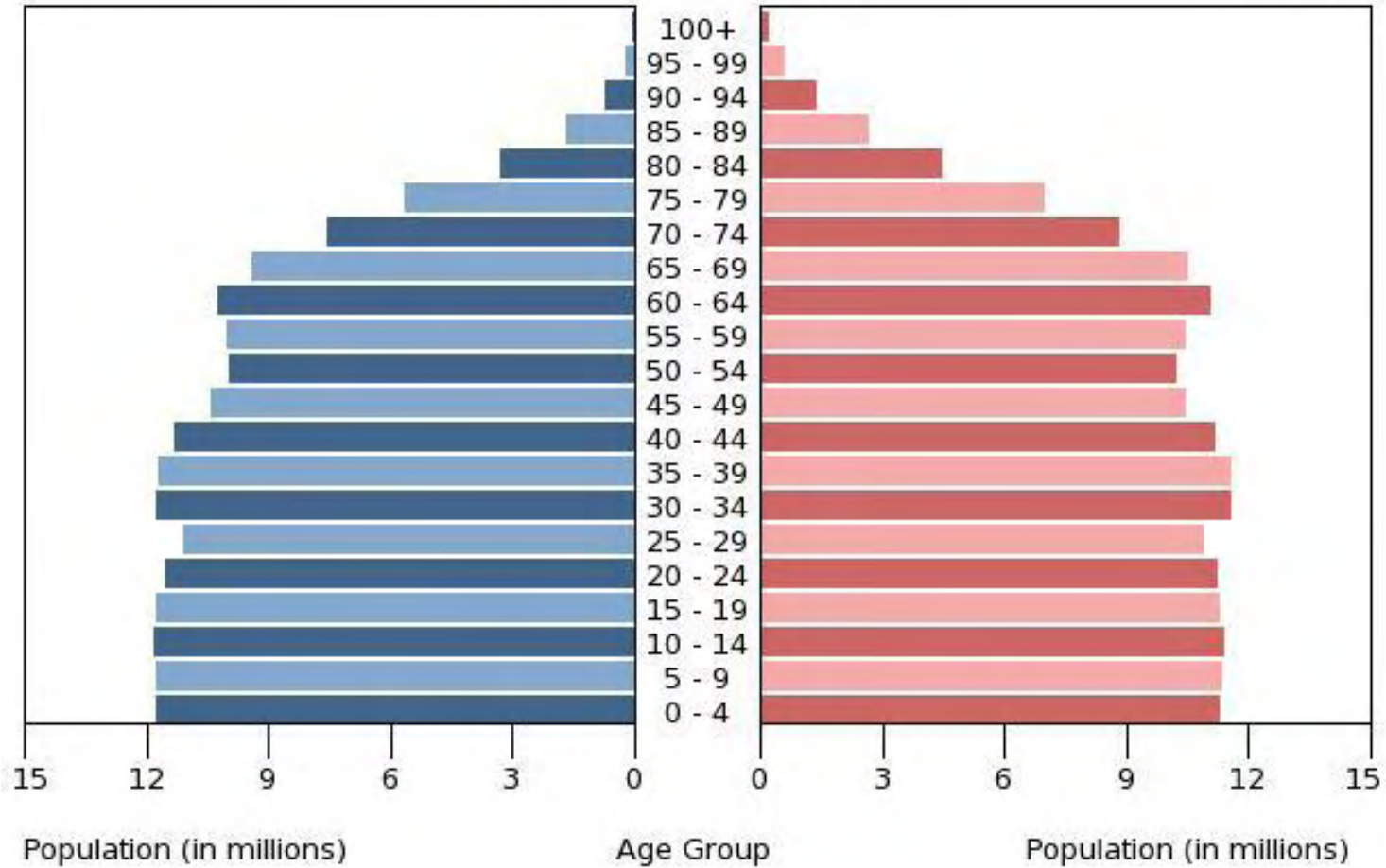


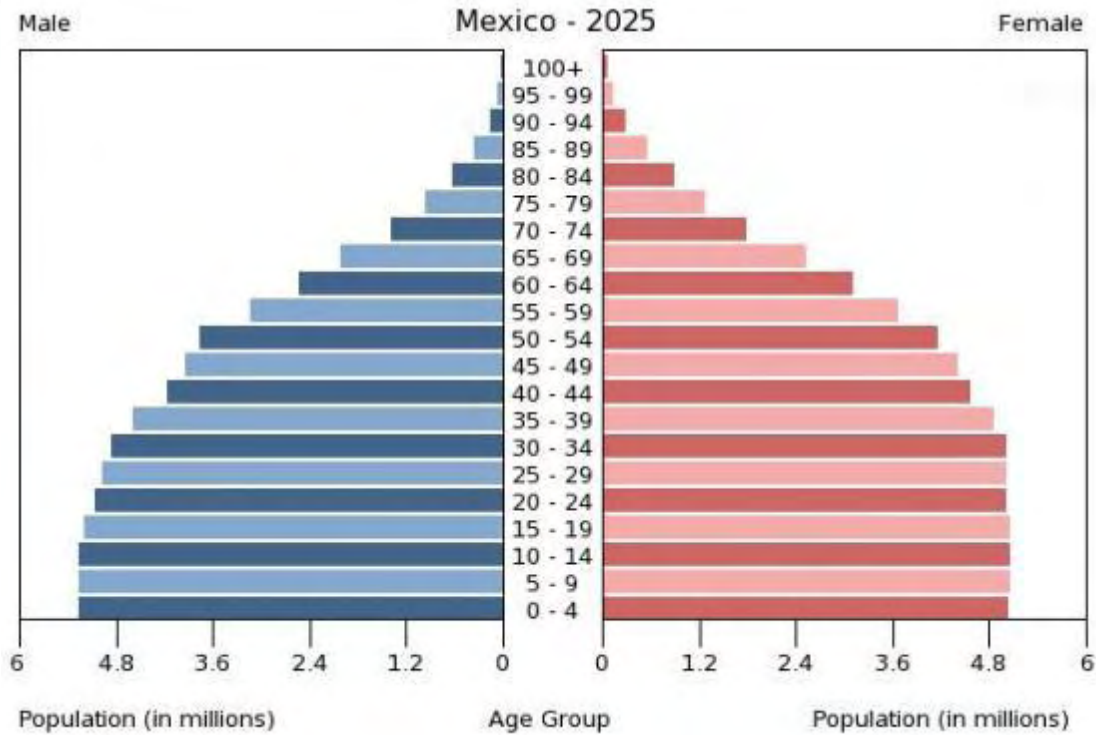
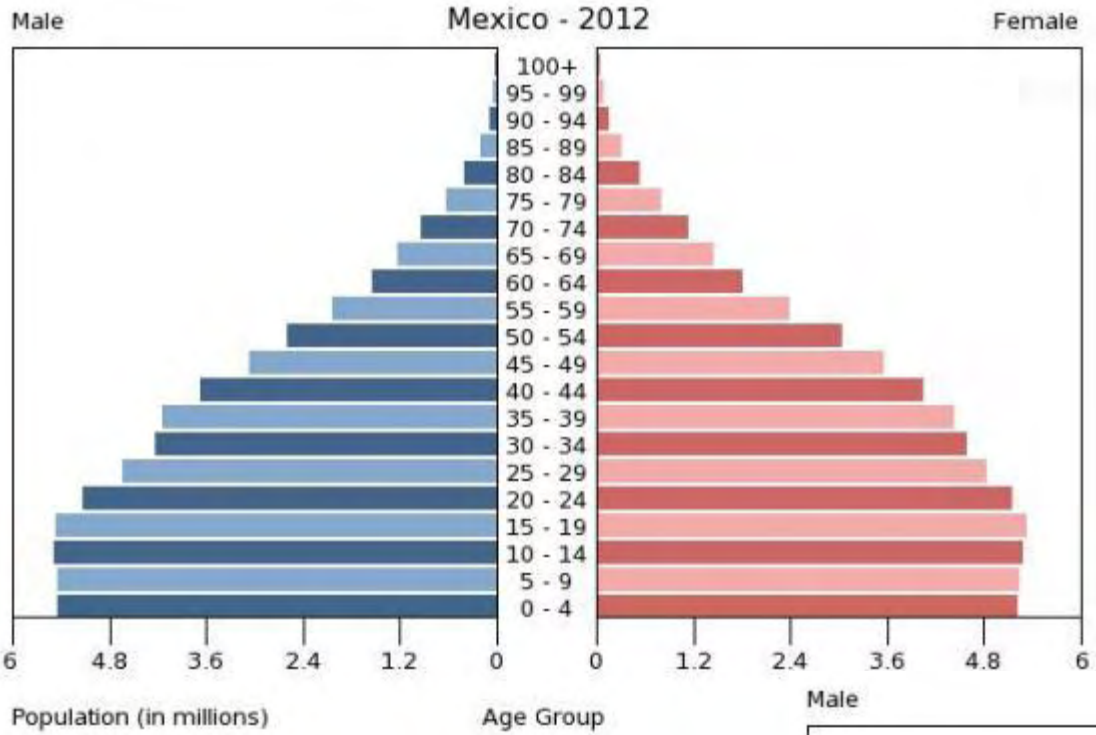
Note: The reference population for these data is the resident population.
Source: U.S. Census Bureau, 2004a. For full citation, see references at end of chapter.

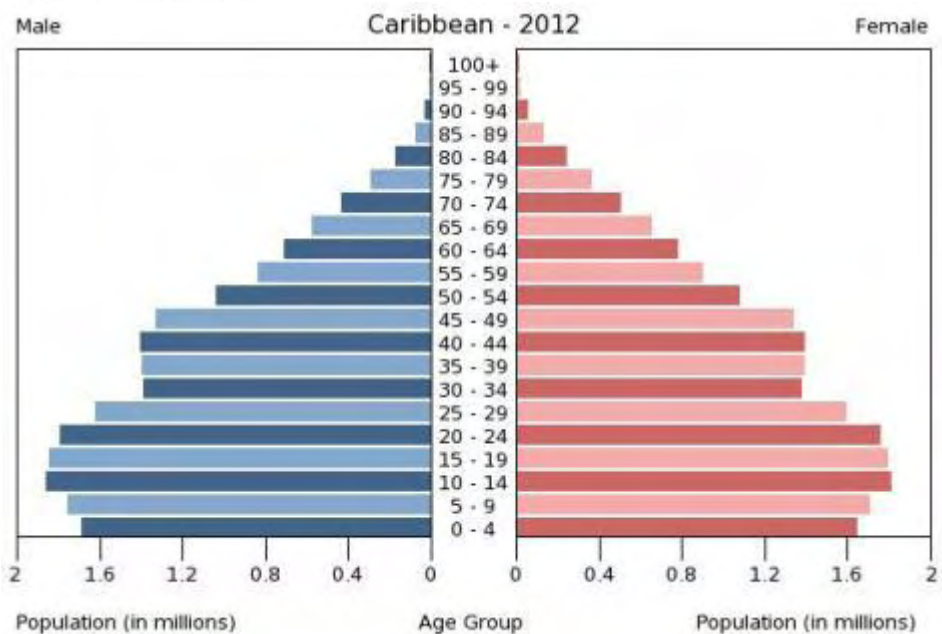
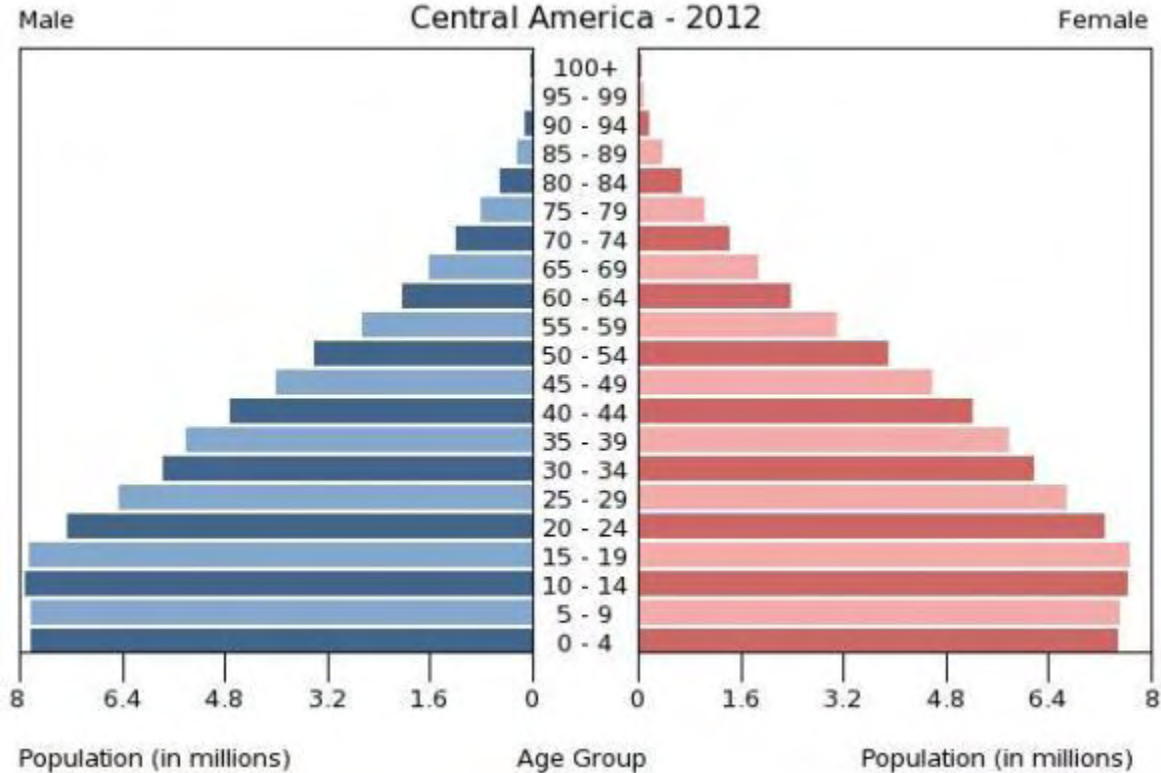
Male

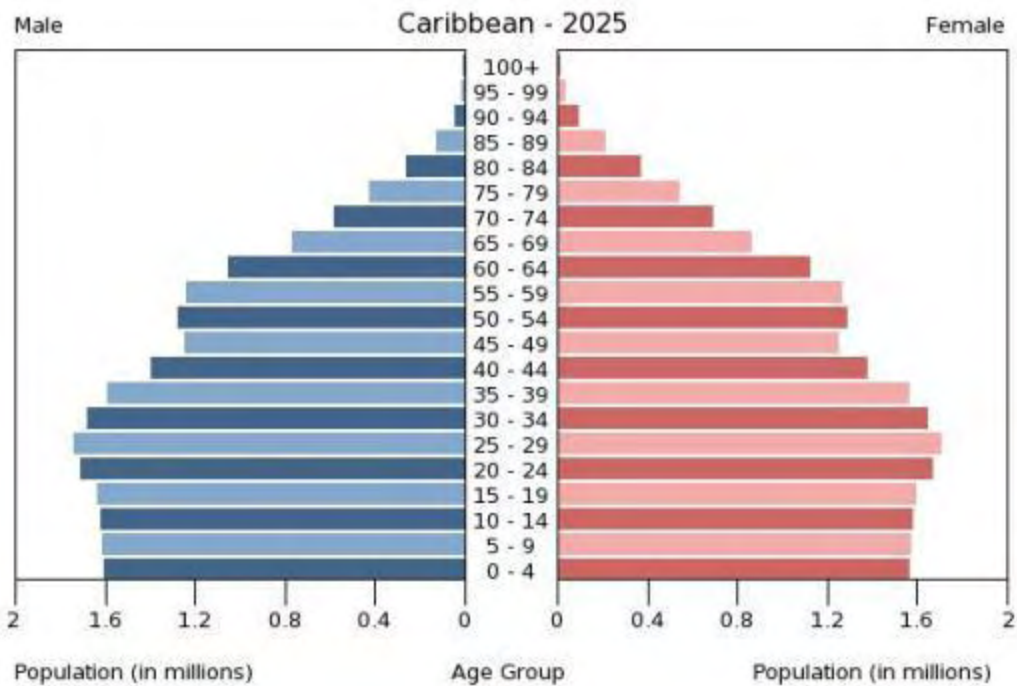
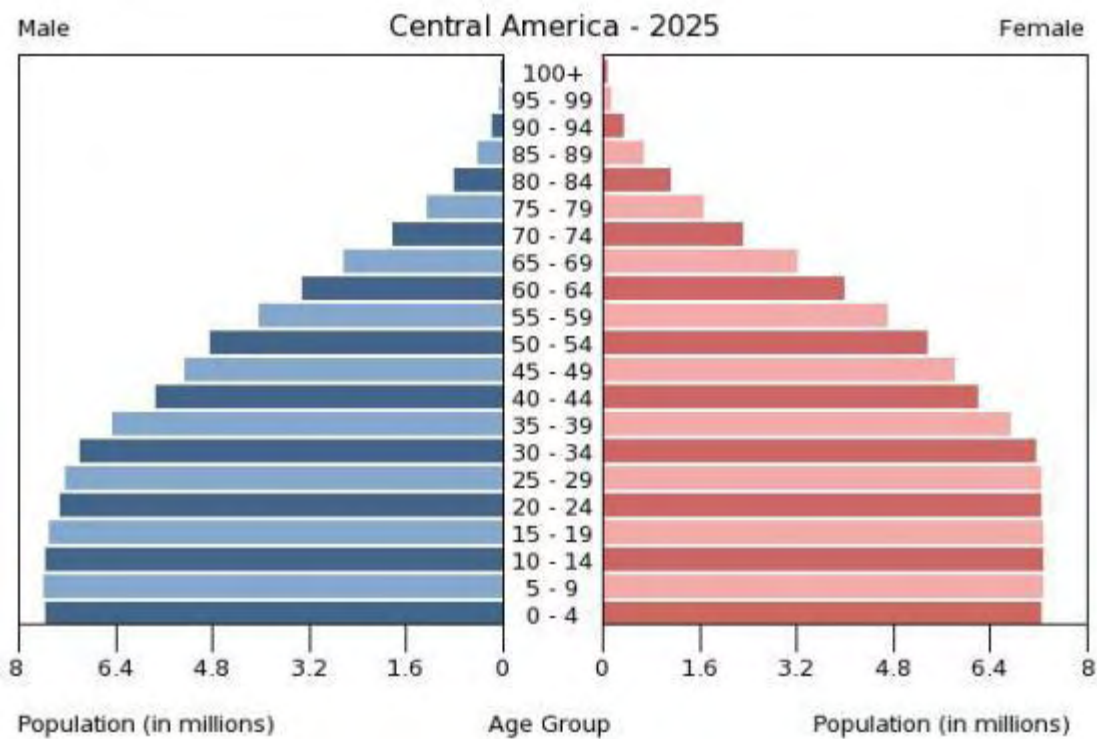
United States - 2025

Female









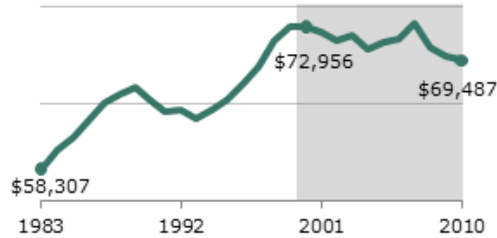
The Relevance of Incomes

- Seniors have done well but
- Our “new” market (18-39) has lost ground;
thus for gardens
 - Price
 - Value
 - Interest

A Decade of Decline

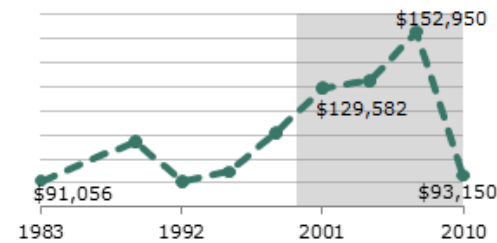
Middle-Tier Median Household Income Falls ...

Incomes are scaled to reflect a three-person household (in 2011 dollars)



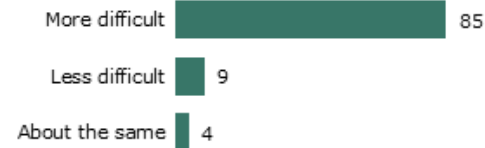
... Median Net Worth Plummets ...

in 2011 dollars



... and the Middle Class Says its Lifestyle is Harder to Maintain

% of middle-class who say it is ... for middle class to maintain standard of living today than 10 years ago

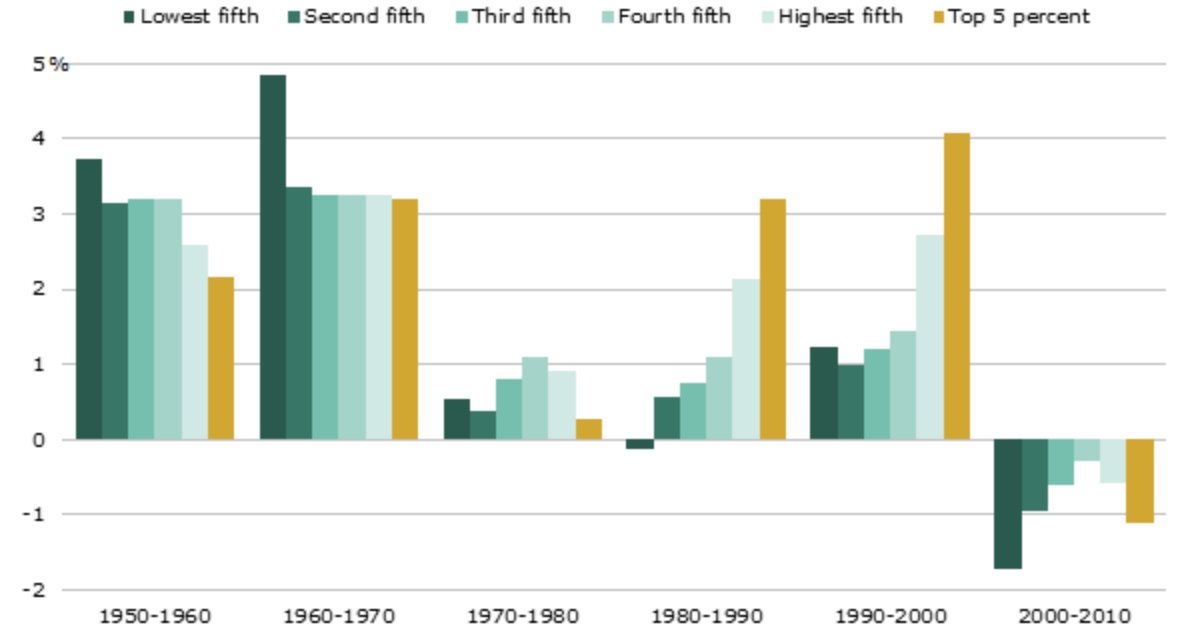


Notes: Income and wealth trends based on households with household-size adjusted incomes 67% to 200% of the national median. Attitudes chart based on respondents who say they are middle class, n=1,287. "About the same" is a volunteered category. "Don't know/Refused" not shown.

Source: Pew Research tabulations of the Current Population Survey, Annual Social and Economic Supplements, 1984-2011, and Survey of Consumer Finances, 1983-2010; Pew Research survey, July 16-26, 2012

PEW RESEARCH CENTER

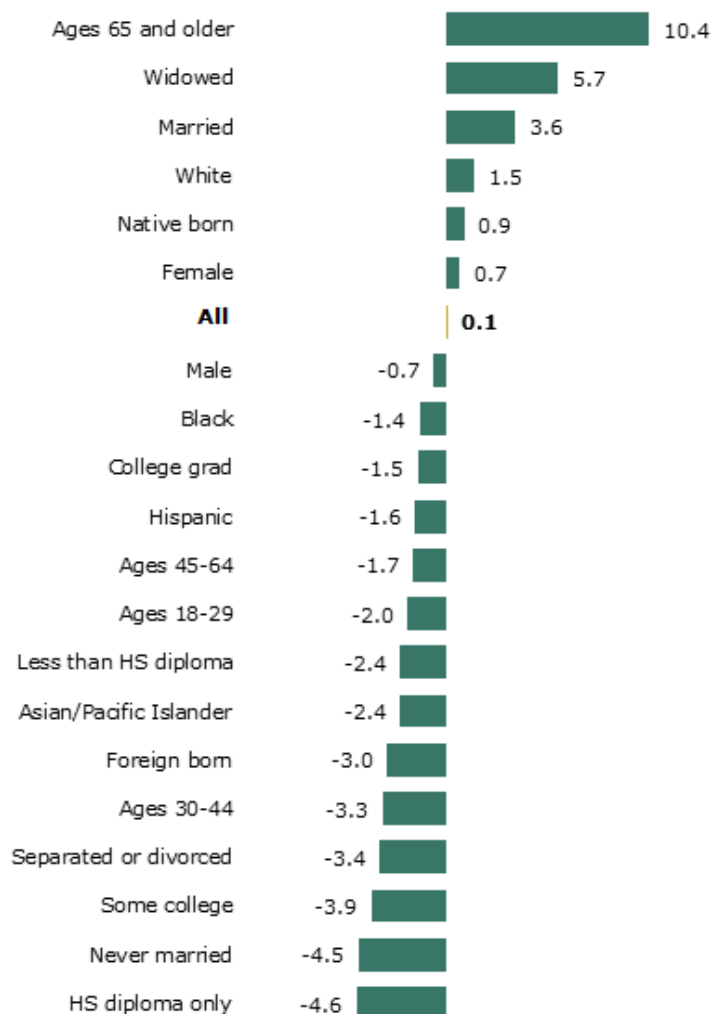
Average Annual Change in Mean Family Income, 1950-2010, by Quintile and for the Top 5 Percent



Source: U.S. Census Bureau, Historical Income Tables, Table F-3 for 1966 to 2010, and derived from Tables F-2 and F-7 for 1950 to 1965. Downloaded from <http://www.census.gov/hhes/www/income/data/historical/families/> on July 11, 2012

PEW RESEARCH CENTER

Winners and Losers, 2001-2011: Change in Income Status for Assorted Adult Groups



Notes: The data shown are the change since 2001 in a group's percentage in the upper-income category minus the change since 2001 in a group's percentage in the lower-income category. Hispanics are of any race. Whites, blacks and Asians and Pacific Islanders are non-Hispanic, single-race-only groups. "Married" includes "married, spouse present," but not "married, spouse absent."

Source: Pew Research Center tabulations of the Current Population Survey, Annual Social and Economic Supplements, 2001-2011

POPULAR CULTURE

- The constantly changing mix of material and non-material elements involved through mass production and the mass media to an urbanized heterogeneous and non-traditional society

Popular Culture and Gardens

- Garden of Cosmic Speculation
- Mansions in Miami
- Bellagio Las Vegas

POPULAR CULTURE

Reflects

- (Recent) Events (“The Day the Music died”)
- Periods (Disco)
- Socio-Cultural (“The sixties)
- Economic (Rap and the Ghetto, the Mall)
- and/or Political events (John Stewart)

POPULAR CULTURE

Garden Tourism Traits

- Shared Behaviors, Fads and trends
- Transitory
- A Language of its own
- Is it a Religion?
- Food, Music, Clothing
- DOES IT REFLECT THE WANTS OF PEOPLE OR IS IT CREATED FOR THE MINDLESS?

POPULAR CULTURE

Tourism and SPORTS

- Public (?) Stadia and economic benefits?
- Is A Rod worth \$ 250 million?
- Is OJ a role model?
- College recruitment
- College Sports
- Professional sports

POPULAR CULTURE

The Garden Marketing view

- Niche Marketing
- Generational Marketing
- A Product
- As Nostalgia

Who is our Competition?

Attitudes

- What would encourage you to do more garden(ing) visiting?
 - If I had more time for Gardening - 35%
 - If it cost less money - 29%
 - If I had suitable space for It - 28%
 - If I knew more how to succeeded - 26%
 - If gardening were less work - 23%
 - If there were tools to make it easier - 17%
 - If I had easy resource to guide me - 16%

Our Competition

Fashion and Entertainment

- Kim Kardashian
- Music

Technology

- Facebook
- Why do we not have a garden “gek” Squad?)

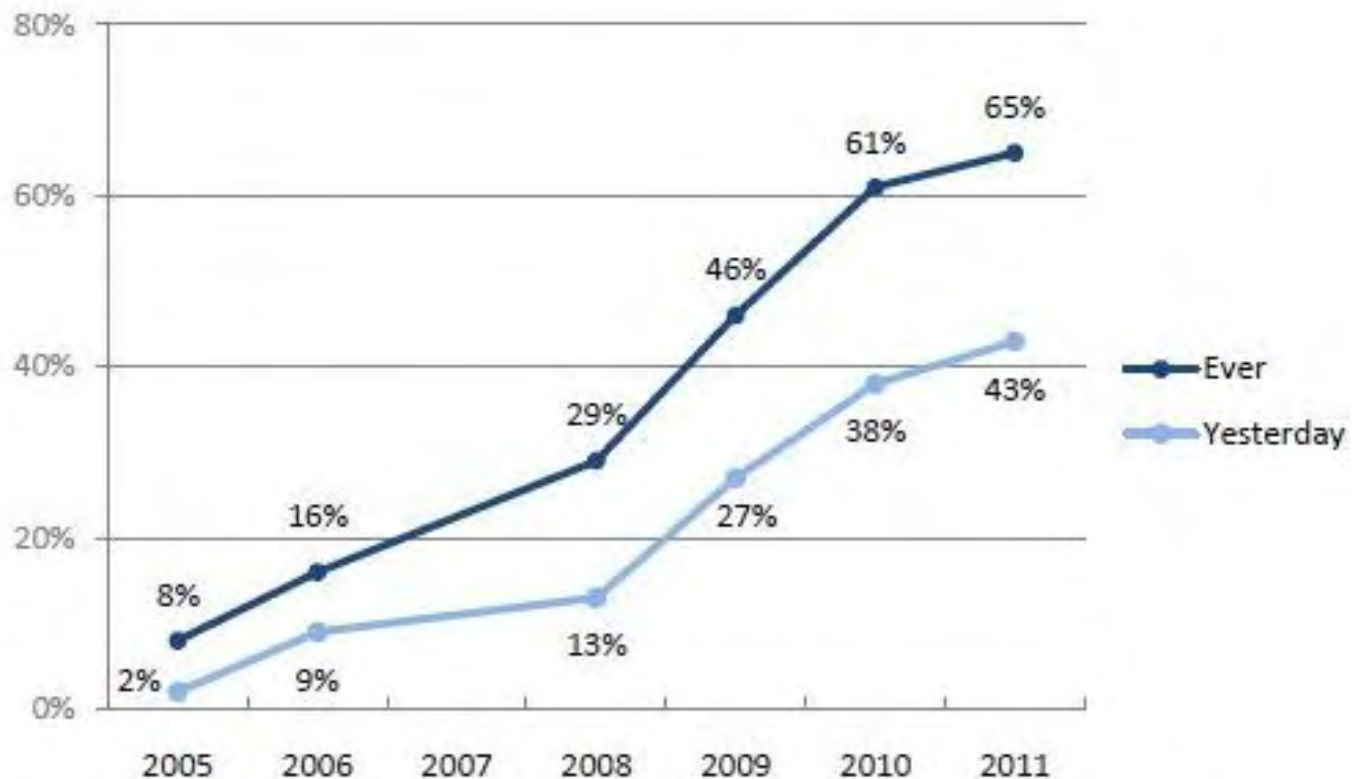
Communication

What is a perennial? Or annual? Epiphyte?

Popular Culture, Gardens and Social Media

Social networking site use by online adults, 2005-2011

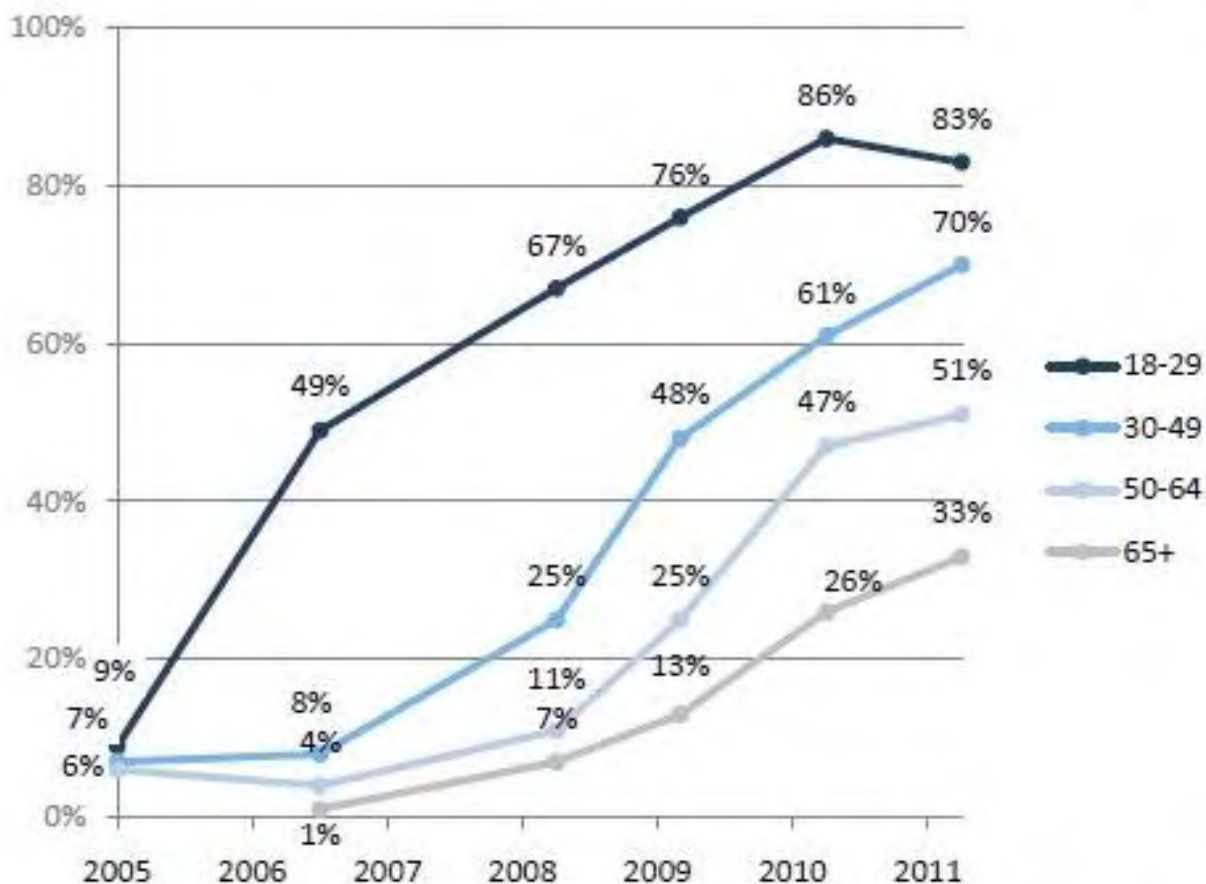
The percentage of all adult internet users who use social networking sites since 2005



Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011.

Social networking site use by age group, 2005-2011

The percentage of adult internet users in each age group who use social networking sites



Note: Total n for internet users age 65+ in 2005 was < 100, and so results for that group are not included.

Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011.

- Internet users say that **connections with family members and friends (both new and old) are a primary consideration** in their adoption of social media tools:
- Roughly two thirds of social media users say that staying in touch with current friends and family members is a major reason they use these sites
- Half say that connecting with old friends they've lost touch with is a major reason behind their use of these technologies.

Other factors play a much smaller role:

14% of users say that connecting around a shared hobby or interest (Gardening?) is a major reason they use social media

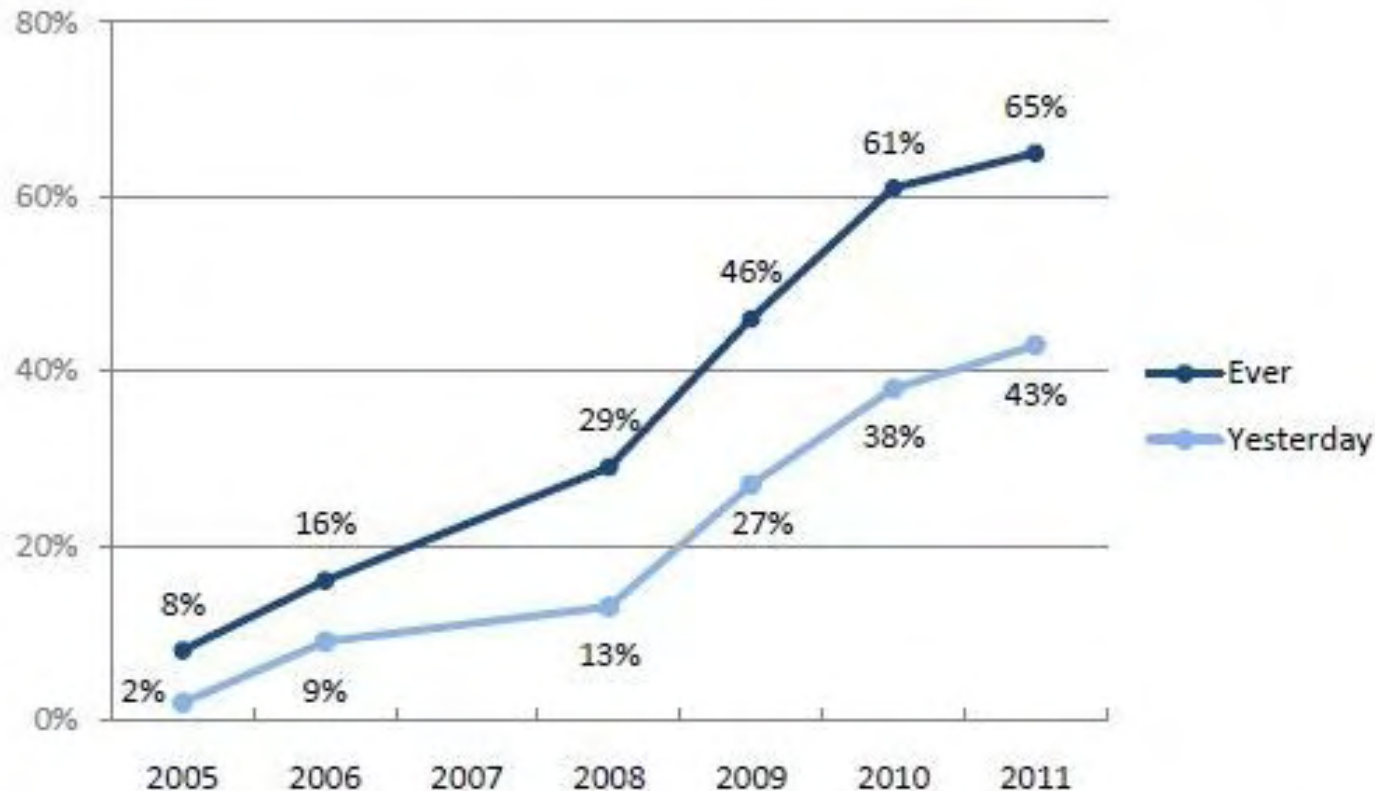
9% say that making new friends is equally important

Reading comments by public figures and **finding potential romantic partners** are cited as major factors by **just 5%** and **3%** of social media users, respectively

Social media usage - General

Social networking site use by online adults, 2005-2011

The percentage of all adult internet users who use social networking sites since 2005



Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011.

Who uses social networking sites?

% of internet users within each group who use social networking sites

All internet users	65%
Gender	
Men	60
Women	69*
Age	
18-29	83***
30-49	70**
50-64	51*
65+	33
Race/Ethnicity	
White, non-Hispanic	63
Black, non-Hispanic	69
Hispanic (English- and Spanish-speaking)	66
Household Income	
Less than \$30,000	68
\$30,000-\$49,999	70
\$50,000-\$74,999	63
\$75,000+	68
Education level	
Less than high school	68
High school grad	61
Some college	65
College+	67
Geographic location	
Urban	67
Suburban	65
Rural	61



Social networking site use by age group, 2005-2011

The percentage of adult internet users in each age group who use social networking sites



Note: Total n for internet users age 65+ in 2005 was < 100, and so results for that group are not included.

Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011.

Note: * indicates statistically significant difference between rows.

Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

Online Activities

The portions of Internet users in each age group who have used the Internet for some popular online activities.

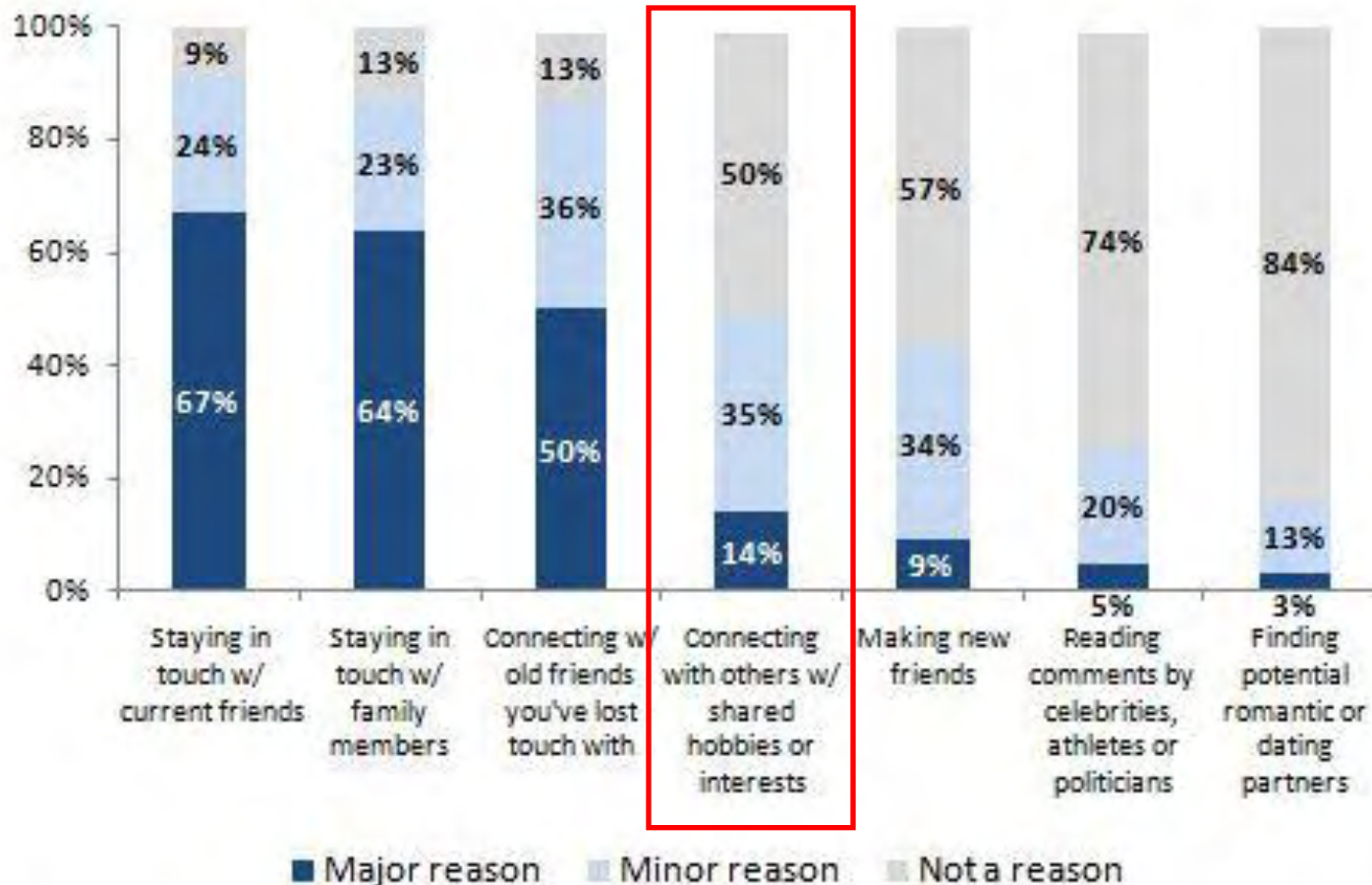
	18-64	65+	All users
Uniform popularity			
Send or read e-mail	91%	94%	91%
Look for health or medical information	66	66	66
Go to Web sites that provide information or support for a specific medical condition or personal situation	54	53	54
Get financial information	44	41	44
Play a game	40	35	39
Look for religious or spiritual information	29	26	29
Buy or sell stocks, bonds, or mutual funds	12	15	13
Make a phone call online	11	9	11
More popular among wired seniors			
Research your family's history or genealogy	23	36	24
More popular among younger users			
Use a search engine to find information	90	82	90
Research a product or service before buying it	79	66	78
Look for information on a hobby or interest	77	52	76
Check the weather	76	60	75
Get news	71	59	71
Surf the Web for fun	68	54	67
Look for information from a government Web site	66	60	66
Buy a product	67	47	66
Buy or make a reservation for travel	58	41	57
Look for political news or information	47	37	46
Check sports scores or information	44	34	43
Download other files such as games, videos, or pictures	43	30	42
Send instant messages	40	28	39
Bank online	25	20	34
Participate in an online auction	24	9	24

Source: Pew Internet & American Life Project Surveys 2003-4. Margin of error based on full sample of Internet users is $\pm 3\%$. Margin of error based on wired seniors is $\pm 5\%$.

Hobbies: As with the general population, the second most popular online activity among seniors is seeking out information on hobbies. However, the gap that pervades most activities between seniors and the general population starts here. **Fifty-eight percent of wired seniors have searched the Web for information about their pastime, and 12% do so on a typical day.** By comparison, 76% of all Internet users have done this, and 18% do so on a typical day. Interest in online hobby information is roughly equal between senior men (59%) and senior women (56%). Wired seniors with three or more years of online experience are more likely to seek out hobby information than the newest initiates (69% vs. 41%). Thirty-seven percent of wired seniors say the Internet has improved the way they pursue their hobbies, compared to 51% of all Internet users who say that.

Motivations for using social networking sites

Based on adults who use social networking sites such as Facebook, MySpace, LinkedIn and/or Twitter



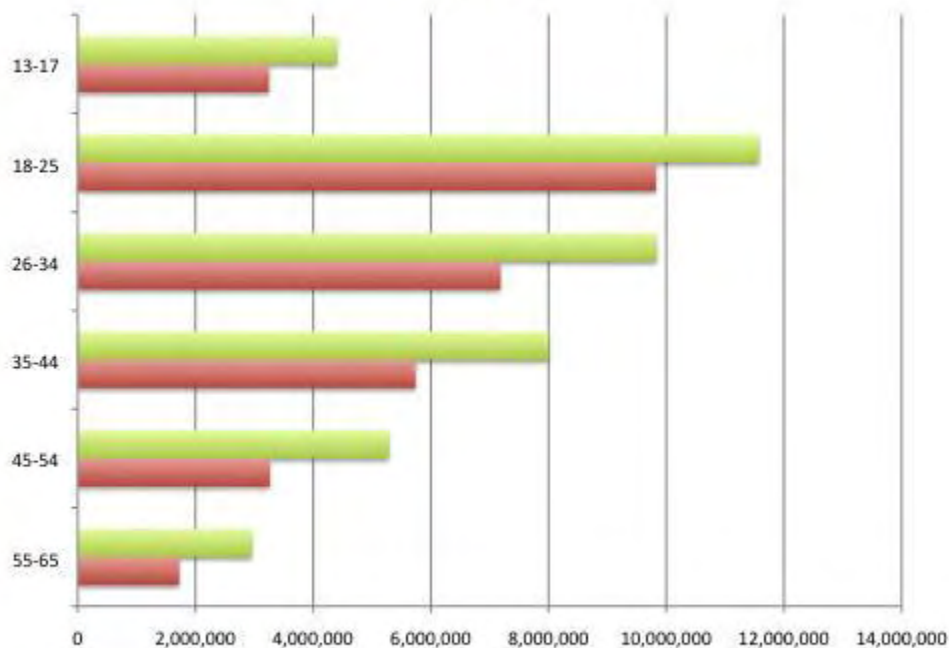
Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey; n=2,277 adults ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish. Margin of error is +/-3 percentage points for SNS users (n=1,015)

Finding potential dating partners is at most a minor element of the social media experience

US Facebook Users By Age and Gender

InsideFacebook.com, 8/4/09

FEMALE MALE



	55-65	45-54	35-44	26-34	18-25	13-17
FEMALE	2,958,740	5,288,200	7,998,260	9,832,760	11,574,080	4,404,400
MALE	1,724,240	3,267,760	5,737,460	7,183,520	9,825,320	3,248,360

Reasons that US Social Network Users Joined a Social Network, by Generation, May 2009 (% of respondents in each group)

	Gener- ation Z	Gener- ation Y	Gener- ation X	Baby boom- ers	WWII gener- ation	Total
Keeping in touch with friends	93%	82%	71%	62%	57%	75%
For fun	91%	61%	51%	38%	30%	55%
Keeping in touch with family	27%	40%	40%	47%	51%	41%
Was invited to use the site by someone I know	22%	22%	30%	46%	60%	30%
Keeping in touch with classmates	39%	40%	27%	12%	10%	30%
Keeping in touch with business network	-	3%	6%	12%	2%	5%
Job searching	-	3%	4%	10%	1%	4%
Business development/sales	-	1%	6%	4%	4%	3%
Recruiting/searching for information on new hires	-	1%	1%	0%	0%	1%
Other	6%	3%	5%	3%	5%	4%

Note: n=1,000

Source: Anderson Analytics, "Social Network Service (SNS) A&U Profiler," provided to eMarketer, July 13, 2009

105477

www.eMarketer.com

Twitter Usage

Twitter usage over time

% of internet users who use Twitter



Source: Pew Research Center's Internet & American Life Project Winter 2012 Tracking Survey, January 20-February 19, 2012. N=2,253 adults age 18 and older, including 901 cell phone interviews. Interviews conducted in English and Spanish. Margin of error is +/-2.7 percentage points for internet users (n=1,729).

Twitter adoption by age, 2010-2012

% of internet users in each group who use Twitter

	November 2010	May 2011	February 2012
All adults	8%	13%	15%
18-24	16	18	31
25-34	9	19	17
35-44	8	14	16
45-54	7	9	9
55-64	4	8	9
65+	4	6	4

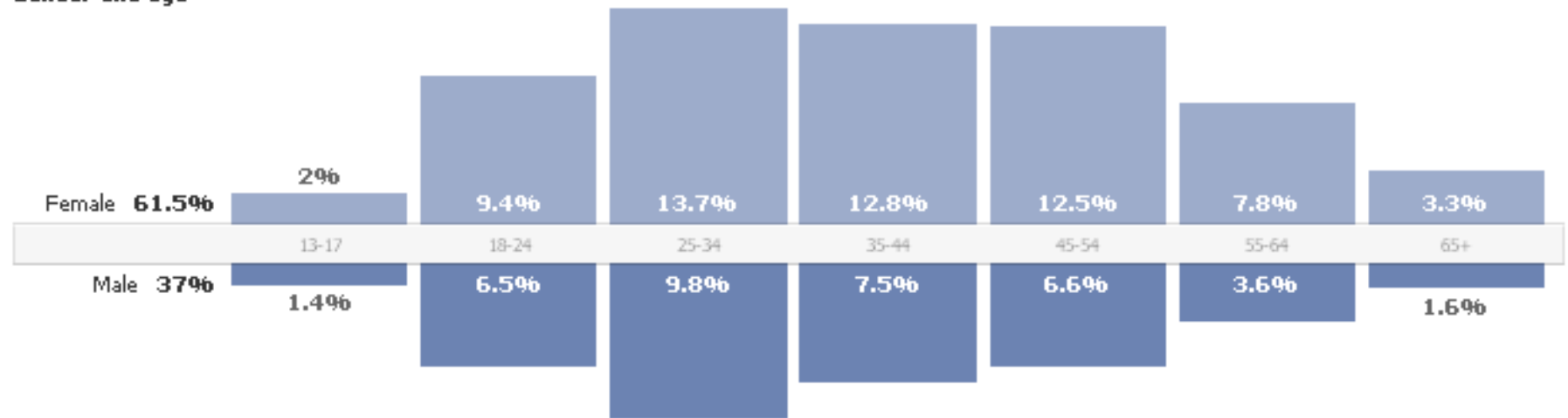
Sources: Pew Research Center's Internet & American Life Project tracking surveys. 2012 data based on January 20-February 19, 2012 Tracking Survey. N=2,253 adults age 18 and older, including 901 cell phone interviews, margin of error is +/-2.7 percentage points based on internet users (n=1729).

An Example from a Garden

Results from a N. American Garden with 6300 “Likes” on their Facebook Page

Who You Reached (Demographics and Location)

Gender and age?



Countries?

8,393 United States of America
3,996 Canada
1,043 Taiwan
811 Philippines
522 Japan
448 United Kingdom
384 Mexico

Towns/cities?

1,016 Victoria, British Columbia
602 Vancouver, British Columbia
403 Tokyo, Tokyo
376 Taipei, Taipei
335 Toronto, Ontario
265 Seattle, Washington
250 Los Angeles, California

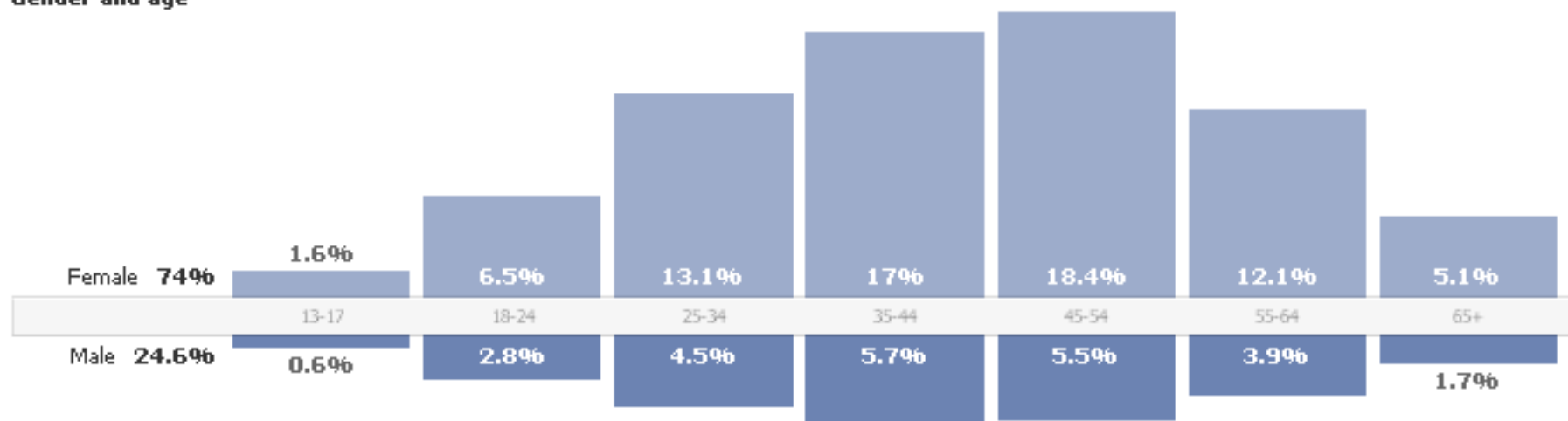
Languages?

13,771 English (US)
1,496 English (UK)
1,037 Traditional Chinese (Taiwan)
535 Japanese
483 Spanish
194 German
169 Portuguese (Brazil)

People Who Like Your Page (Demographics and Location)

[See Likes](#)

Gender and age [?]



Countries [?]

3,049 United States of America

1,805 Canada

120 Mexico

100 Philippines

90 Brazil

80 Australia

70 United Kingdom

[More -](#)

Towns/cities [?]

674 Victoria, British Columbia

199 Vancouver, British Columbia

131 Seattle, Washington

70 Los Angeles, California

63 Calgary, Alberta

57 Portland, Oregon

54 Nanaimo, British Columbia

[More -](#)

Languages [?]

4,962 English (US)

589 English (UK)

135 Spanish

79 Portuguese (Brazil)

58 Italian

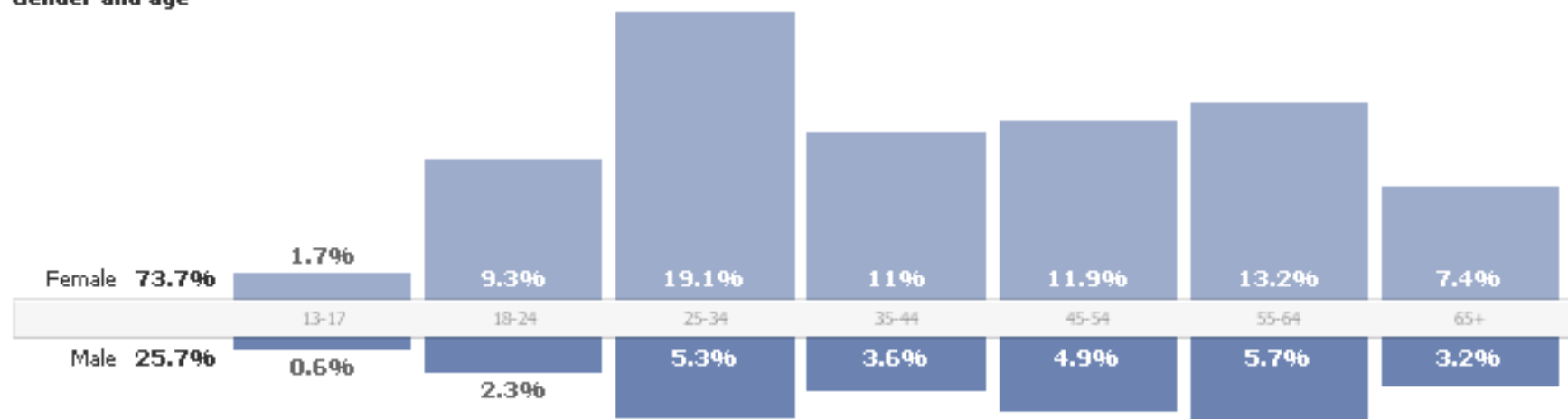
52 Japanese

50 French (France)

[More -](#)

Who Is Talking About Your Page (Demographics and Location)

Gender and age [?]



Countries [?]

- 201 United States of America
- 127 Canada
- 19 Japan
- 17 Taiwan
- 9 Mexico
- 9 Brazil
- 9 United Kingdom

[More ▾](#)

Towns/cities [?]

- 33 Victoria, British Columbia
- 20 Vancouver, British Columbia
- 12 Taipei, Taipei
- 10 Seattle, Washington
- 10 Tokyo, Tokyo
- 8 Los Angeles, California
- 7 Calgary, Alberta

[More ▾](#)

Languages [?]

- 335 English (US)
- 40 English (UK)
- 19 Japanese
- 18 Traditional Chinese (Taiwan)
- 11 Spanish
- 11 Portuguese (Brazil)
- 4 French (France)

[More ▾](#)

Ten New(?) Ideas for getting Tourists into the Garden

- Acquire a **GARDEN BRAND**
 - We have Logo's/Slogans:
 - Idea 1. Our First Challenge
 - “Mighty like a Rose”
 - We have symbols: *Strelitzia*
- But no unifying identifiable brand unlike ‘Adventure’ or ‘Historic legacy’.

Nelson Mandela at Kirstenbosch

Mandela honours Kirstenbosch

Nelson Mandela planted this Pepper-bark Tree (*Warburgia salutaris*) on his visit to Kirstenbosch on 21 August 1996.

The Pepper-bark Tree is a famous medicinal tree in South Africa. Just as this tree has brought healing to the people of South Africa, so too has Nelson Mandela brought healing to our nation.



Kirstenbosch honours Mandela

This is our prized yellow strelitzia named in honour of President Mandela.

It is an unusual golden yellow colour form of the normally orange species, and it took us nearly 20 years of selecting and careful cross-pollinating to develop.

"I am happiest when I am in the wild because I can listen ... as the poet says 'In the still air music lies unheard, in the rough mountains, beauty's height unseen'. I always feel the force of that sentiment when I am in this environment. And I am very happy that you have done me the honour of being associated with this remarkable place." President Nelson Mandela at Kirstenbosch, 21 August 1996.

Idea 2. Maybe an exhibition of Twenty First Century Gardens as Art?



Idea 3. Tourism and Music

- Nashville and Country Music- Grand Ole Opry
- Jazz: New Orleans- Preservation Hall ?
- Symphony
- RAP.

Idea 4. The importance of a coalition

- Tourists rarely come to a garden JUST to see a garden, but usually as part of another trip with options.

Idea 5. Into the Twenty-First Century: The Weird and Wonderful

Idea 6. Gardens as Art ... as a Tourist Attraction

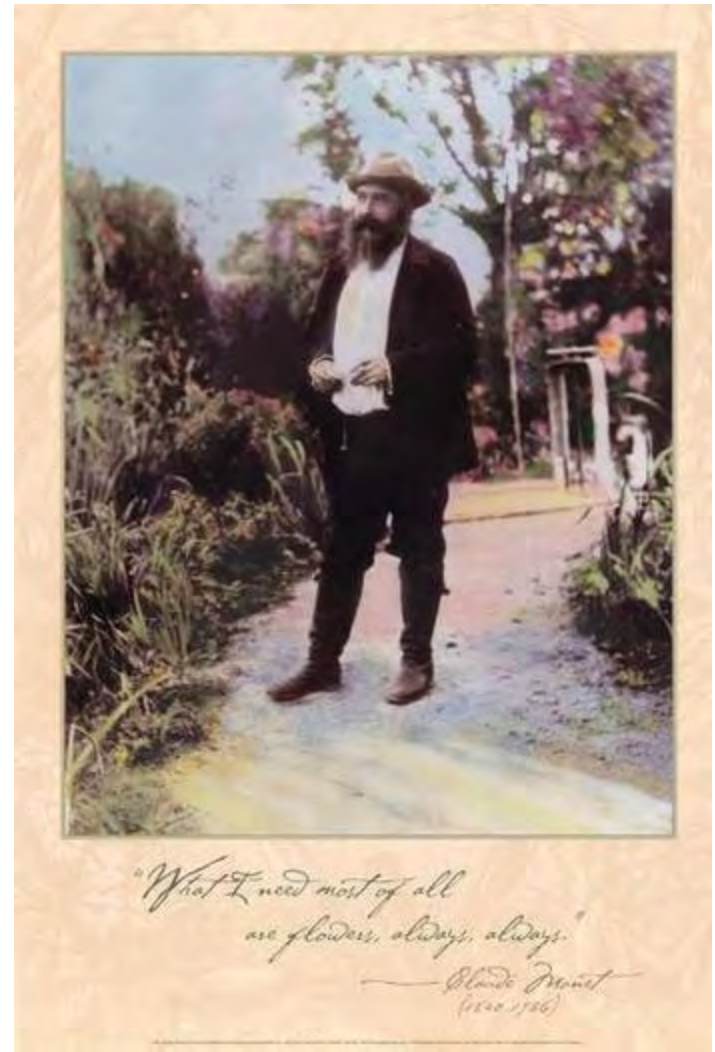
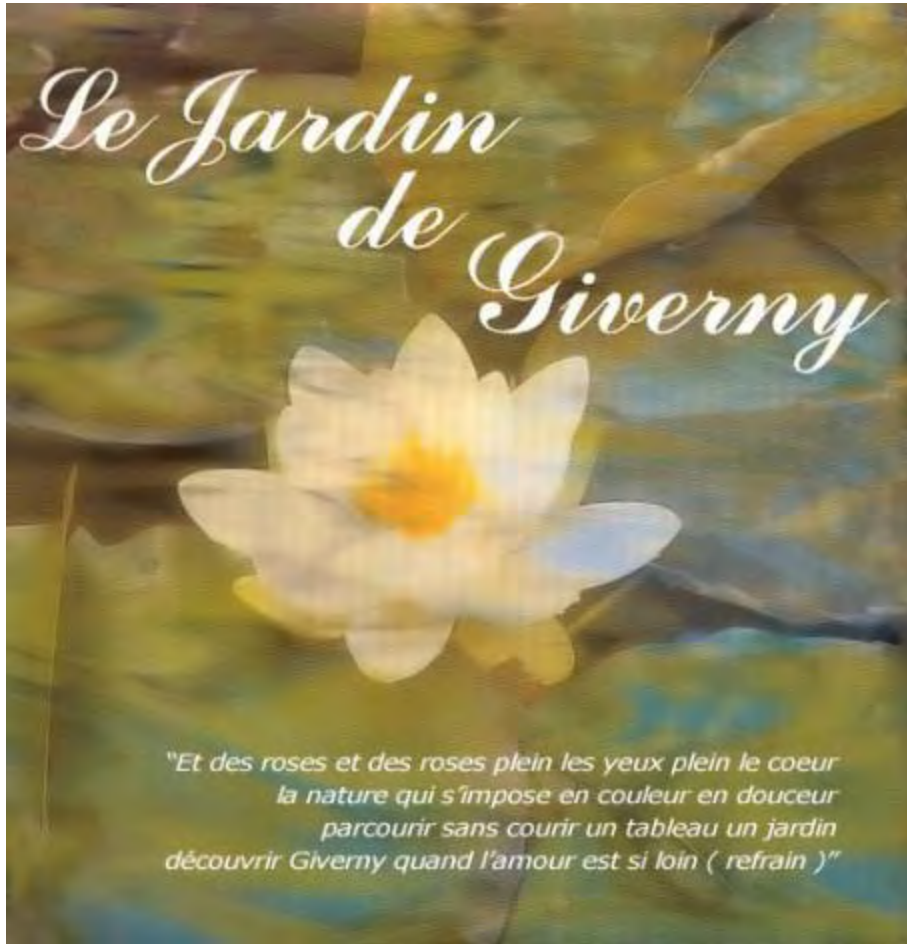
The Artist in the Garden

1. Renaissance artists
2. The Garden used as a focus or Place
 1. For Painters
 2. Authors
 3. Singers
 4. Poets
3. Modern Art

Islamic Art

- Essentially the inability to represent Human forms in the Koran so strong geometric design.
- Perhaps the most famous and beautiful
 - Generalife in Alhambra, Grenada
- But relatively unknown tucked away in the inner city Center of Marraketch...

The world's most famous garden and its artist?





A Garden partners with a Gallery: Van Gogh up close



The Modern Artist in the Garden



Chihuly's glass shatters botanical garden record

By DAVID SIMPSON
dsimpson@ajc.com

The Dale Chihuly exhibit at the Atlanta Botanical Garden ended its eight-month run Friday, drawing the last of an estimated 360,000 visitors with an economic impact of \$50 million or more.

The collection of colored glass outdrew orchids, Christmas light shows, rare noxious-smelling plants and everything else the garden has ever exhibited, pulling in 7,500 on some days to easily double the old single-day record.

Why?

The effect seemed to grow on last-day visitors on an unseasonably warm New Year's Eve. They passed elongated yellow glass tubes, elongated red glass tubes and elongated blue and white glass tubes in a Medusa-head tangle before reaching a giant "tower" of intertwined red and yellow where fifth-grader Casey Dreyfuss was lining up her parents, Lauren and Gary, for a photo.

"It's better than I expected," said Casey, who studied Chihuly's work as part of a class project at Northwood Elementary School in Roswell. She was pleasantly surprised to find that Chihuly likes to think big.

He also thinks in bold colors and shapes. While some pieces looked right at home nestled with tropical plants, there were others like the two-story tower of shiny pods that could have been birthday balloons.

Before that roofscraper stood men guessing what it must weigh. The engineering seemed to fascinate the male of the species, including Dave Rogers of Decatur, who looked at the blue and white entanglement of glass and marveled, "I just don't know how that happened."

His wife, Darlene, was taking photos.



ROCK ARRIVO / Staff

Clay Walker snaps Chihuly's exotic glass pods at the Atlanta Botanical Garden. The exhibit proved popular to the end.

"I just love glass art," she said. "I think it's a different medium. I think it's wonderful. I love the colors."

The garden's executive director Mary Pat Matheson said it wasn't unusual for some visitors to see the exhibit four or five times, and "someone told me she [saw it] 13 times."

She said surveys found 30 percent of the visitors came from more than 50 miles away, adding to the Atlanta Convention and Visitors Bureau estimate that the Atlanta area gained \$50 million to \$60 million from the show.

Now the intricate glass pieces will be painstakingly packed in custom-shaped foam to be shipped to their next stop, England's world-famous Kew Gardens.

Leaders of the Botanical Garden, meanwhile, will work hard to hang onto new fans

drawn by the exhibit. The garden's paid membership jumped from 12,000 to 18,000 this year.

"I don't say that we're going to top Chihuly," Matheson said. But she promised that "Orchid Days" in February will be among the best orchid shows the garden has produced. May will bring "Locomotion in the Garden," in which nine miniature trains will move through organic scenes of Georgia.

One prominent reminder of Chihuly will remain. Real estate executive David Tufts bought one of the large chandeliers for the garden in memory of his late partner, Jeff Lewis. The gift, valued at \$250,000, includes adding a small pool and seating area under the chandelier and an endowment for maintaining the space.



Gardens and Literature



*I wandered lonely as a Cloud
That floats on high o'er Vales and Hills,
When all at once I saw a crowd,
A host of golden Daffodils
Beside the Lake, beneath the trees
Fluttering and dancing in the breeze.*

These are the most famous lines of poetry in the English language, written here at Dove Cottage in 1804 by William Wordsworth. He shared the cottage with his sister, Dorothy, and later also with his wife, Mary. While on one of their many Lakeland walks on 15 April 1804, William and Dorothy were captivated by the daffodils they saw near Ullswater. Dorothy recorded the scene in her *Grassnow Journal*, also written at the cottage, and William later based his poem on Dorothy's description.

Many of the greatest figures of the Romantic age, including Samuel Taylor Coleridge and Sir Walter Scott, stayed as guests of the Wordsworths. The cottage later became the home of Thomas de Quincey, who recalled his life here in his best-selling book, *Confessions of an English Opium-Eater*.

To see how one of the world's greatest writers and his family lived, visit Dove Cottage, including the beautiful natural garden where Wordsworth composed the daffodils poem (and many other great works) and the room upstairs where it was first written down. Tickets (available from the shop) include a guided tour of the cottage as well as entrance to 'The finest literary museum in the world'. In addition to its special exhibitions, the Wordsworth Museum displays the manuscripts of some of William's most important poems and Dorothy's *Grassnow Journal*, including her descriptions of the daffodils near Ullswater. It also houses one of the nation's outstanding collections of art, including pictures by John Constable, J.M.W. Turner, Thomas Gainsborough, Joseph Wright of Derby and Edward Lear.

**DOVE COTTAGE
AND THE
WORDSWORTH MUSEUM**

The Museum of Dove Cottage is currently in the process of being redeveloped.

Idea 7. The Blockbuster in the Garden

The Titan Arum in flower



Idea 8. Gardens as Entertainment and Spectacle



Idea 9. Gardens and Museums



Idea 10. Gardens and Community

- Build a conservatory
- Birds, cemeteries and parks
- Community rooftop gardens
- Green roofs
- Restaurants.