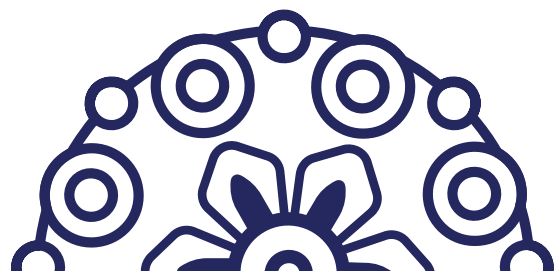




AIPH Spring Conference, 2 March 2020

Lessons Learned from Garden Tourism

- How Garden Tourism can benefit Expo and Legacy development and operation -





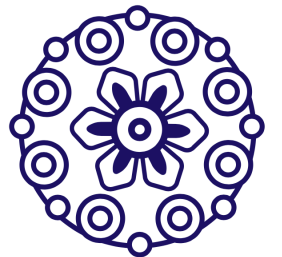
Introduction

Ibo Gülsen, managing director of IGMPR

- Specialized project development firm assisting (local) governments and private investors in the design and development of horticulture attractions and destinations.
- Imagineering *Horti* Culture
- Rooted in the Netherlands, grown in Asia, blooming the world.

Vice-Chairman of World Tulip Society

Vice-Chairman International Garden Tourism Network

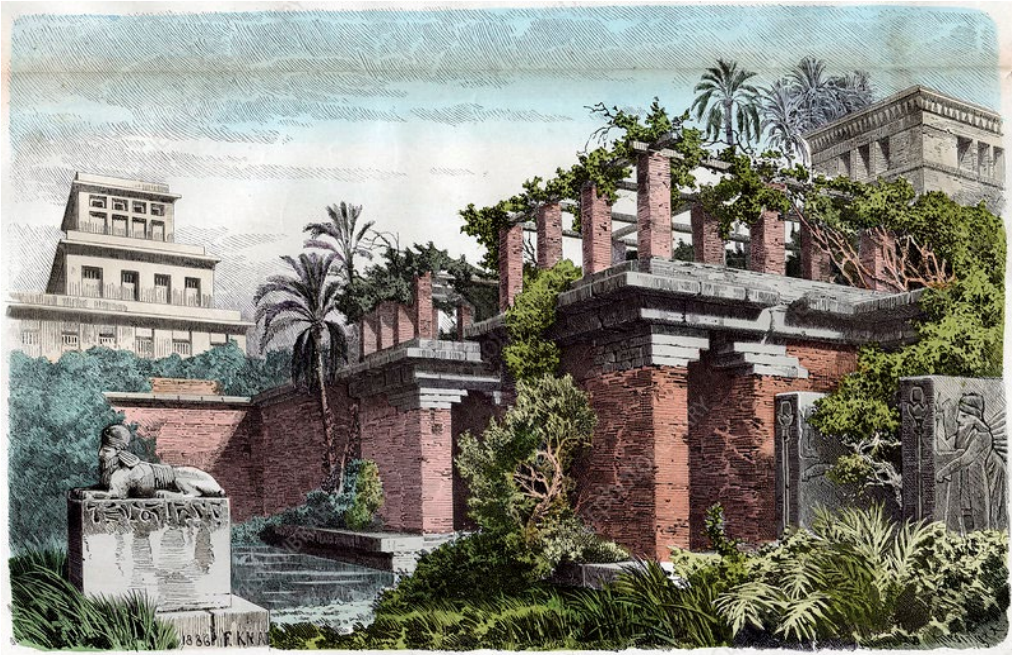
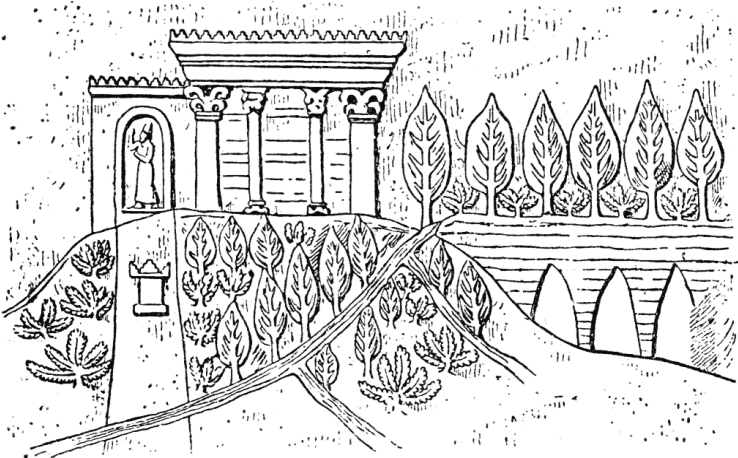


IGMPR
Imagineering *Horti* Culture

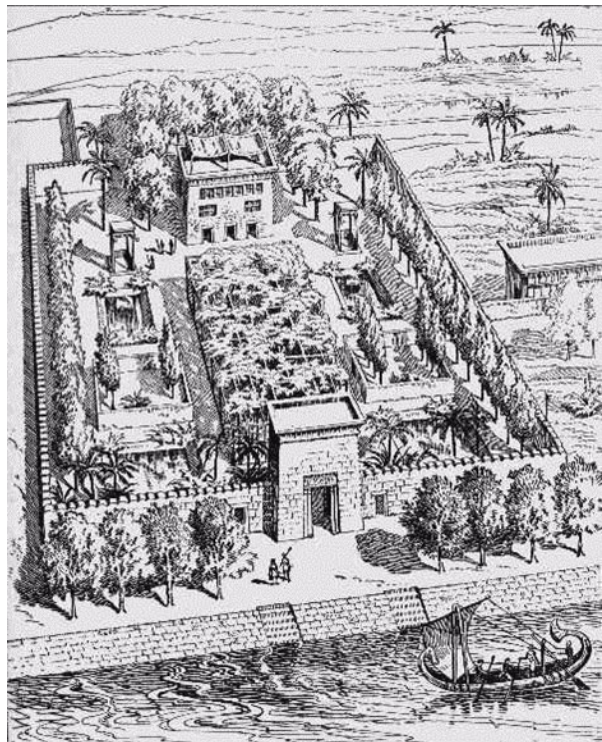
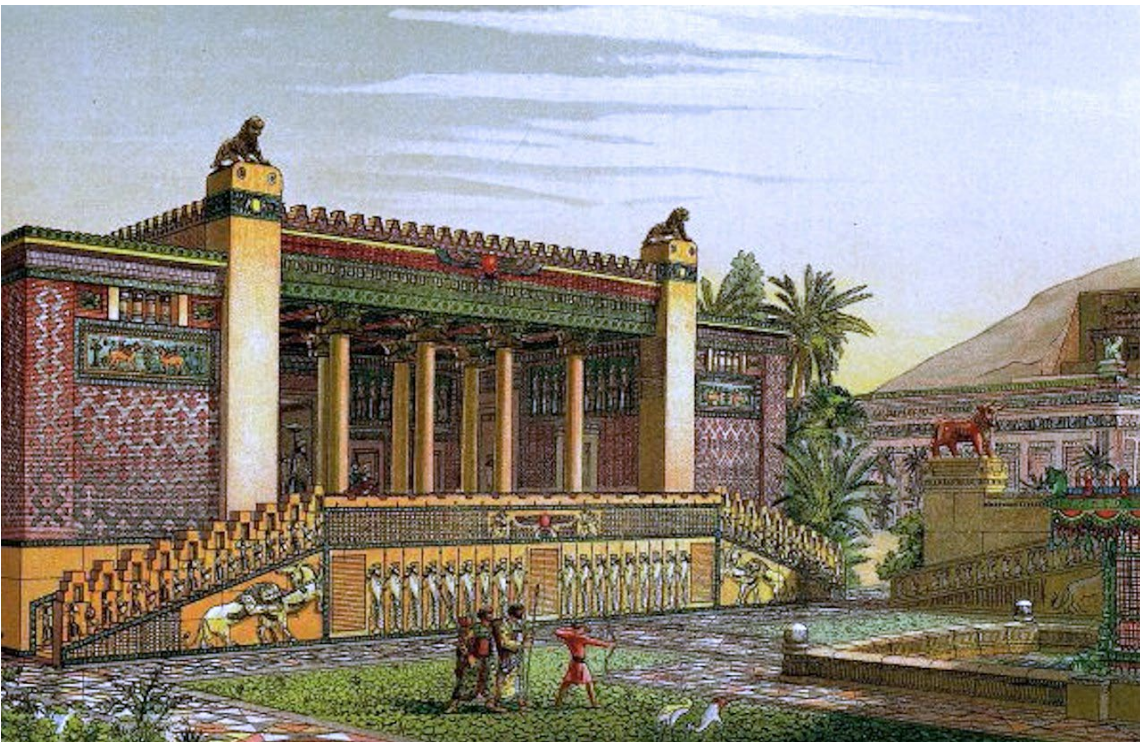
Gardens

A (very) brief history

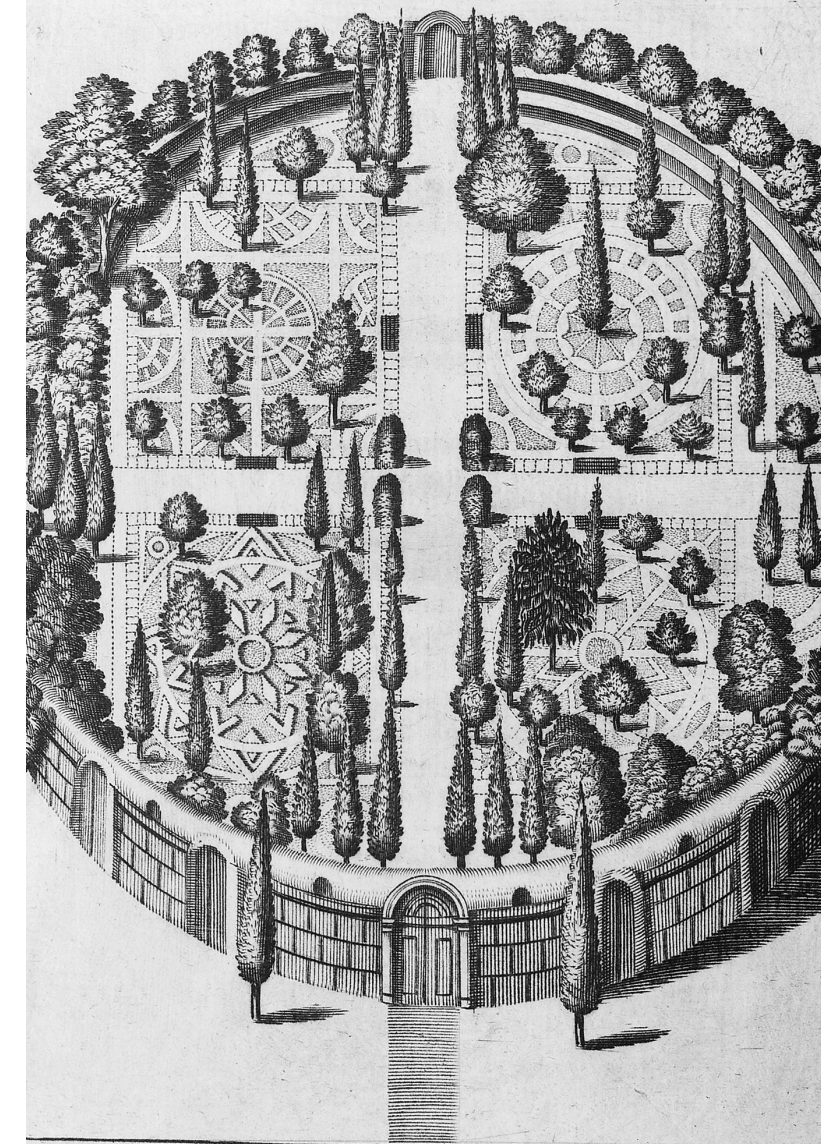




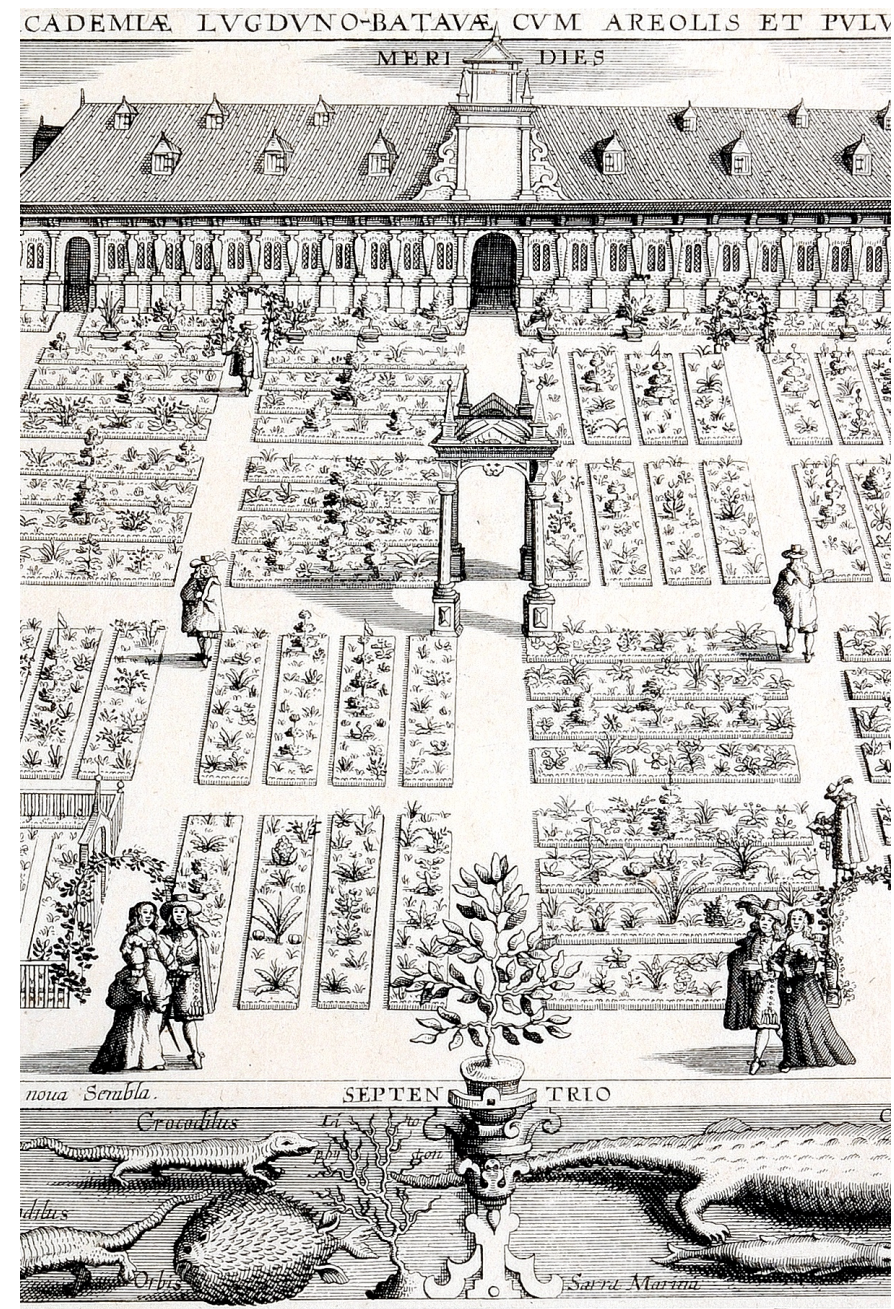
Die Kanen und hängenden Gärten in Ostgypten.





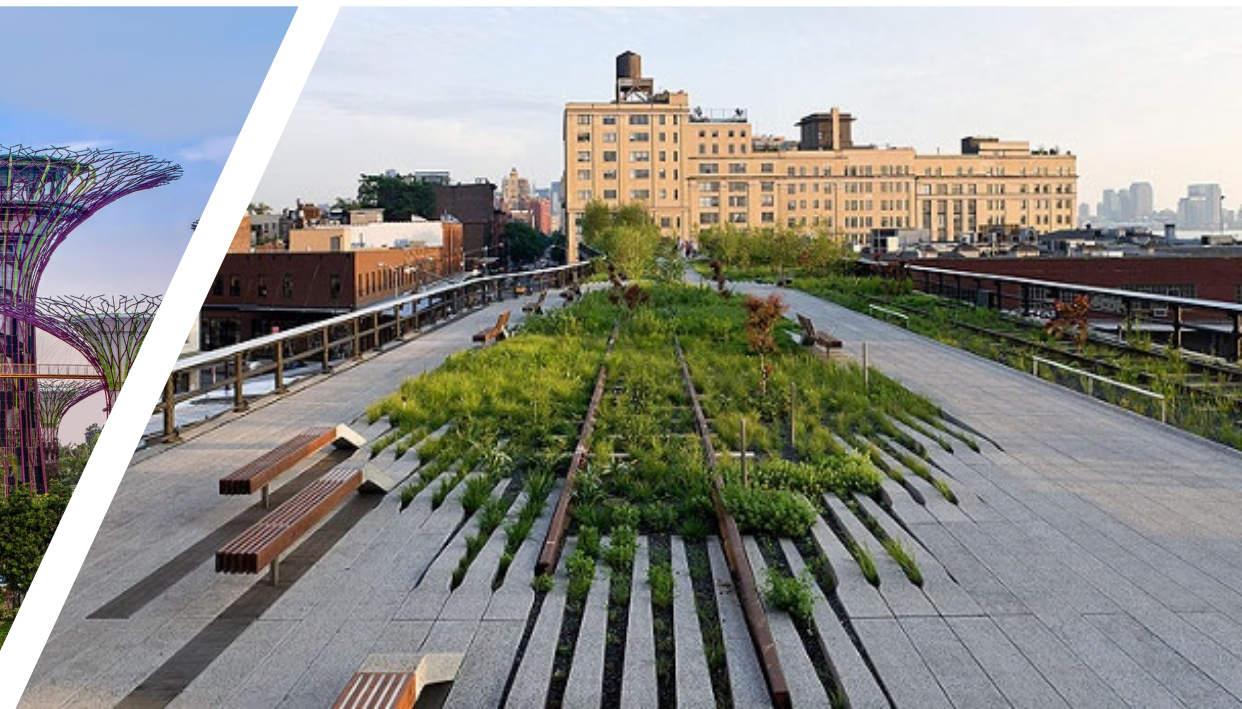


VIRIDARIUM GYMNASII PATAVINI MEDIC
Jo. Georg.



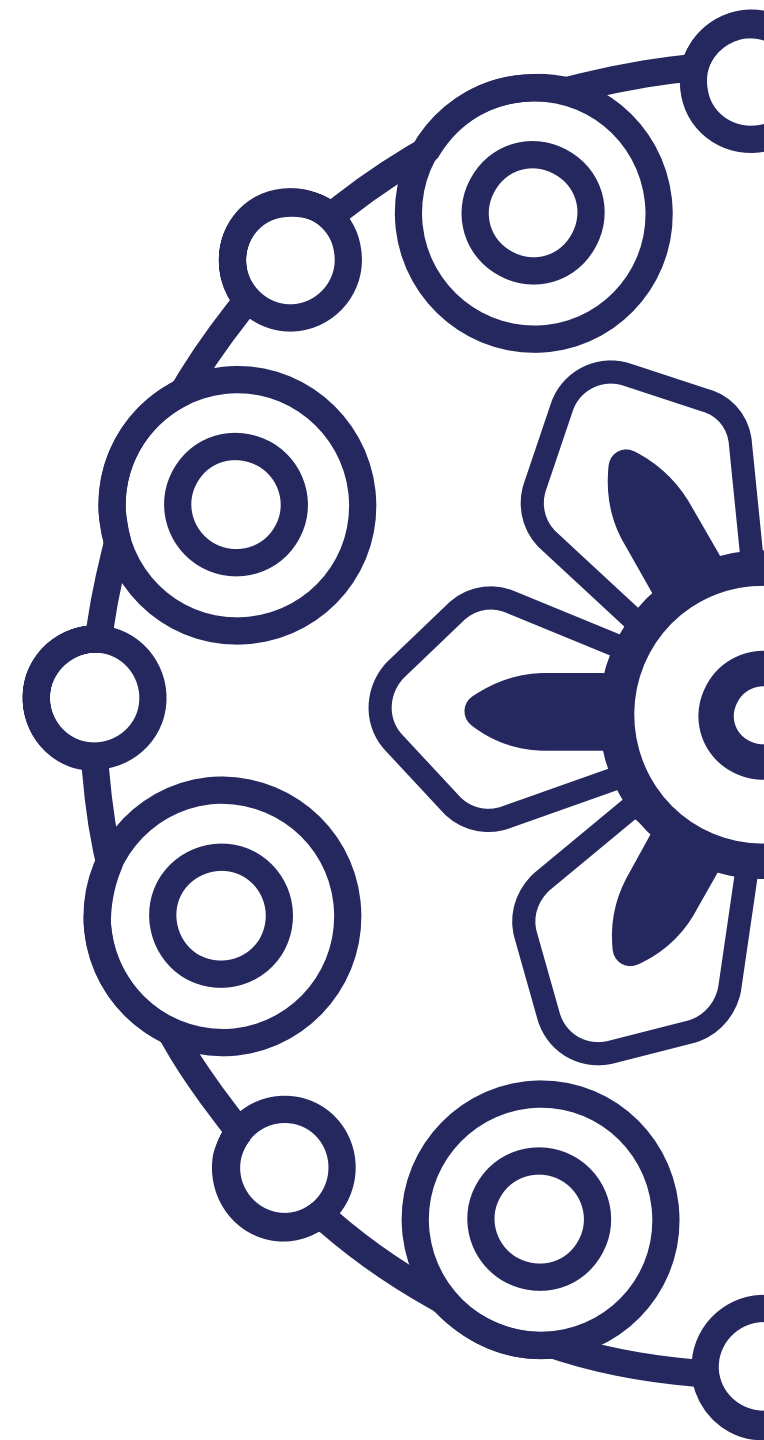






Garden Tourism

Definition and Impact



“An oasis that rejuvenates the spirit, by awakening the senses with its stunning natural beauty, and connecting the soul with nature. Where people come to feel human again. “

Mary Pat Matheson
President Atlanta Botanical
Garden



"Tourists visit or travel to botanical gardens, historical gardens and places, that offer garden experiences including garden festivals and events, for a variety of purposes including (soft) education, relaxation and inspiration. Garden tourism is an integral part of the broader travel segment called cultural tourism." Michel Gauthier, CANADIAN GARDEN TOURISM COUNCIL





"Britain's stunning gardens are a proven tourism draw which have inspired visitors for generations, admired at home and across the world for their beauty and variety and enjoyed by domestic and overseas tourists in growing numbers" VisitBritain Chief Executive Sally Balcombe



An aerial photograph of a vast garden park, likely the Flower Fields in Canby, Oregon. The foreground and middle ground are dominated by large, undulating fields of colorful tulips in shades of red, orange, yellow, and green, arranged in wavy, concentric patterns. A winding path or road cuts through the fields. In the background, a calm lake reflects the sky, and beyond that, a city skyline is visible under a hazy, sunset or sunrise sky. A small white car is parked on a road near the flower fields. A modern, curved white structure, possibly a viewing platform or part of a playground, is visible in the lower left foreground.

Key characteristics of Garden Tourism

- There are 100+ garden destinations around the world, that consistently attract between 1 to 2 million visitors per year.
- They charge admission fees to visitors
- Mixed reach of local, national and international audiences
- Average time spent by visitors in the garden: half a day
- Size typically ranges from 10-30 hectare
- Mixed ownership and operation models

Examples of Garden Tourist destinations	Number of visitors (x million)
Gardens by the Bay, Singapore	3,6
Kew Gardens, UK	1,8
Wisley, UK	1,1
Eden Project, UK	1,0
Keukenhof, Netherlands *	1,4
Trautmannsdorf, Italy**	0,5
Dafeng Holland Flowers, China	2
Atlanta Botanical, USA	0,6
Longwood Gardens, USA	1,6
Dubai Miracle Garden, UAE**	1,5
Mainau Island, Germany	1,2
New York Botanical Garden, USA	1,2
Butchart Gardens, Canada	1,0
National Kandawgyi Garden, Myanmar	0,9
<u>* 2 month operation</u>	
<u>** 8 month operation</u>	



Economic Impact of Garden Tourism

Direct spending:

- Admission fees, Food & Beverage, Retail, Parking
- Typical range: USD 20- USD 30 per visitor

Indirect spending:

- Transport, accommodation, Food & Beverage, Retail
- Leveraged with other tourist attractions and destinations
- 25%-50% contribution of average daily international tourist spending
- Obviously, regional and national tourists have different spending amount and allocation

Indirect benefits:

- Destination Branding and improved quality of life = Increased real estate and land value
- Increased horticulture awareness = increased spending on horticulture products



The value of garden tourism

4. In 2018 there were 37.9 million overseas visitors who came to the UK.² Almost one third of all visits to the UK include a trip to a garden or park, and there have been annual increases in garden day trips in England every year since 2014.³ A 2018 study by Oxford Economics⁴ found that garden tourism generates £2.9 billion of UK GDP, employs 32,000 people, and that international tourists spent an estimated £2.2 billion visiting the UK's parks and gardens in 2017. The report also estimates that garden tourism generated an additional £1.2 billion for related industries like hotels and restaurants. Since we took evidence for our inquiry, the Government has announced a new Tourism Data Hub to better understand the movements and motivations of visitors to the UK.⁵

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THE BRITISH COLUMBIA EFFECT

Science has proven that time in nature can make us happier, more creative, and less stressed. We call that the British Columbia Effect.

[SHARE](#)

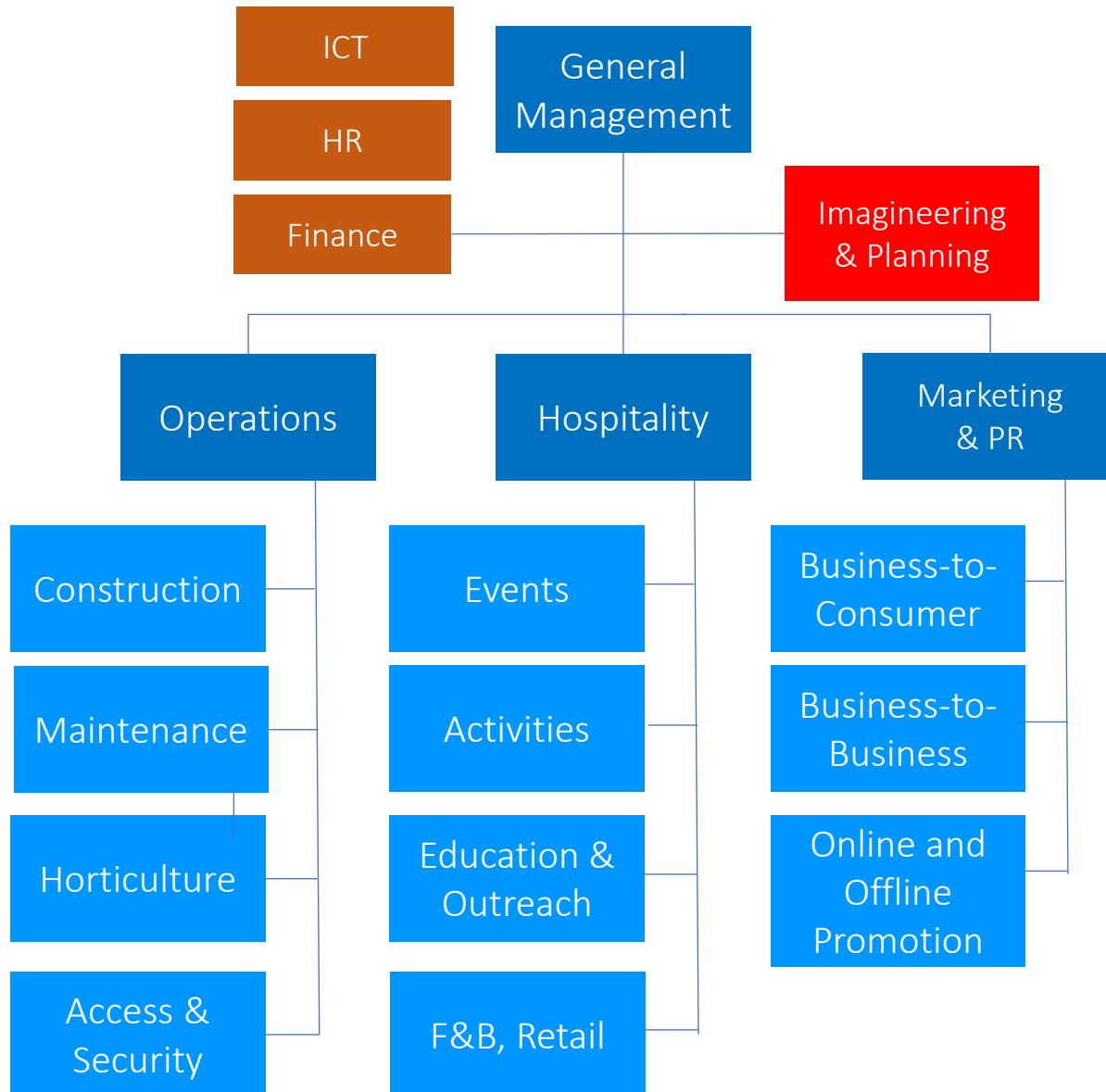
\$300 million

Estimated BC garden tourism sector total revenue



Lessons Learned from Garden Tourism

- Size does not matter, quality does:
 - You don't need a very large footprint to attract and accommodate large visitor numbers
 - Quality of attraction points and time spent, determine the attraction value of any destination, whether it is a Garden or Expo
- Garden Tourism can offer additional synergies between Expo and Legacy planning, in economic impact, investment and attraction value
 - Turning an Expo into a Garden Tourist destination can be efficiently achieved, but requires more attention in the design and planning stage
- Expo can be a driver to connect other regional/national garden tourism destinations into one tourist promotion programme (see examples from UK, British Columbia-Canada)
- Horticulture industry is interested to support continuing operations.
 - Many different companies and industries are involved in the support and curation of horticulture in gardens (e.g. bulb growers in Keukenhof)
- Organization model of Garden Tourism Operations can be applied to expo's as well, consisting of Imagineering, Marketing, Operations, Activities & Events and F&B/Retail services



Organization Model

- Key organization disciplines of a Garden Tourist Destination
- Staff numbers depend on seasonality of operations and potential for outsourcing (promotion, retail, F&B, maintenance)
- Fixed staff can vary from 30 FTE to 300 FTE

Imagineering (*Horti*Culture)



Target groups



transportation
time



Time spent



Capacity



Climate



Storyline and
theme



Photo moments



Plants



Hospitality



Activities &
Events



Business Case

Attraction Value

=

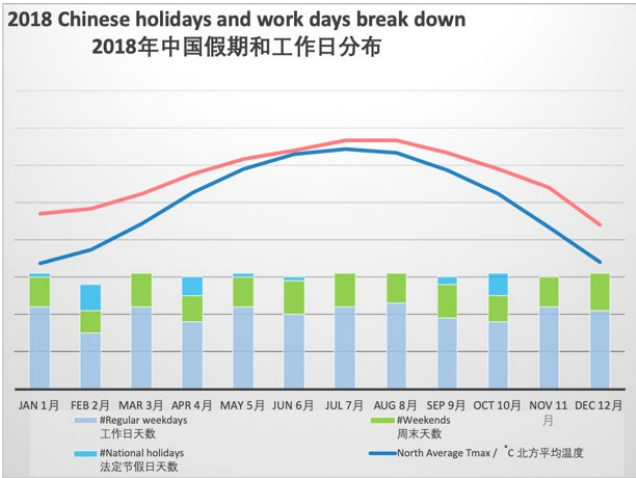
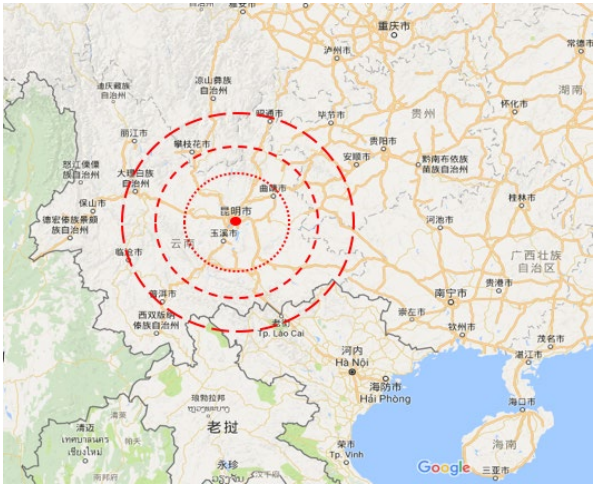
Quality of Experience

X

Time Spent

Operating Days						Peak capacity utilization rate (peak = 1.000 gardens)					
Weekends (Sat-Sun)	Year 1	Year 2	Year 3	Year 4	Year 5	Weekends (Sat-Sun)	Year 1	Year 2	Year 3	Year 4	Year 5
Jan						Jan					
Feb						Feb					
March	9	9	9	9	9	March	65%	65%	65%	65%	65%
April	8	8	8	8	8	April	70%	70%	70%	70%	70%
May	10	10	10	10	10	May	70%	70%	70%	70%	70%
June	9	9	9	9	9	June	60%	60%	60%	60%	60%
July	10	10	10	10	10	July	40%	40%	40%	40%	40%
August	9	9	9	9	9	August	40%	40%	40%	40%	40%
September	9	9	9	9	9	September	75%	75%	75%	75%	75%
October	9	9	9	9	9	October	90%	90%	90%	90%	90%
November						November					
December						December					
Total	73	73	73	73	73						

National Holidays (Excl weekends)	Year 1	Year 2	Year 3	Year 4	Year 5	National Holidays (Excl weekends)	Year 1	Year 2	Year 3	Year 4	Year 5
Jan						Jan					
Feb						Feb					
March	0	0	0	0	0	March	80%	80%	80%	80%	80%
April	4	2	2	2	2	April	80%	80%	80%	80%	80%
May	1	3	3	3	3	May	80%	80%	80%	80%	80%
June	1	1	1	1	1	June	60%	60%	60%	60%	60%
July	0	0	0	0	0	July	40%	40%	40%	40%	40%
August	0	0	0	0	0	August	40%	40%	40%	40%	40%
September	1	1	1	1	1	September	75%	75%	75%	75%	75%
October	5	5	5	5	5	October	90%	90%	90%	90%	90%
November						November					
December						December					
Total	12	12	12	12	12						



the word 'flower' in
Oracle Bone Inscriptions



Kaleidoscope



Tangram

'Kaleido' is derived from the Ancient Greek καλός (kalos), "beautiful, beauty", εἶδος (eidos), "that which is seen: form, shape" (wikipedia) so it stands for 'Beautiful Shape'

In Chinese Kaleido also refers to 10.000 flowers



Kaleido Park

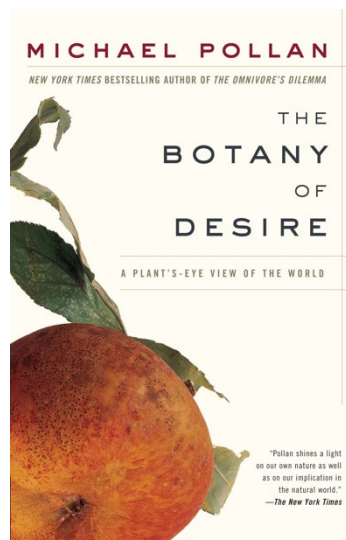
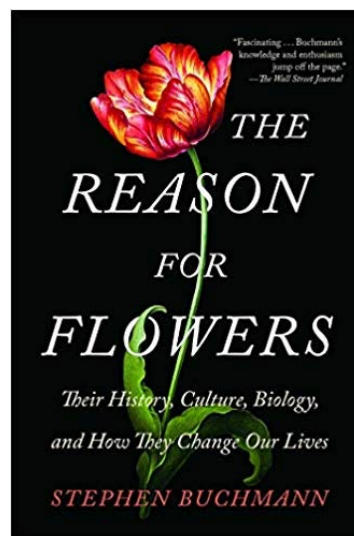
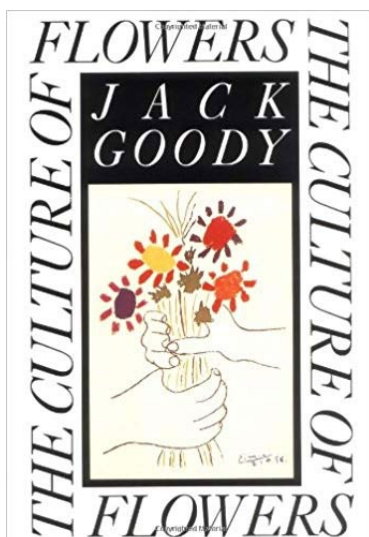
Triangle symbolizes Balance and Unity, the Harmony among 'Heaven, Earth and Man'. It is also the kaleidoscope in its most basic form.

Inside is our unique Tangram, a Chinese traditional toy with a new layout, which symbolizes Play and Originality.

When the logo is viewed as outlines or wireframes, it is an abstracted Oracle Bone Inscriptions, a pictograph for 'flower'.

The subtle play between Symmetry and Asymmetry gives the logo a Structural but yet Organic feel.

A monotone logo makes itself easy to use against the Park's seasonal colours.

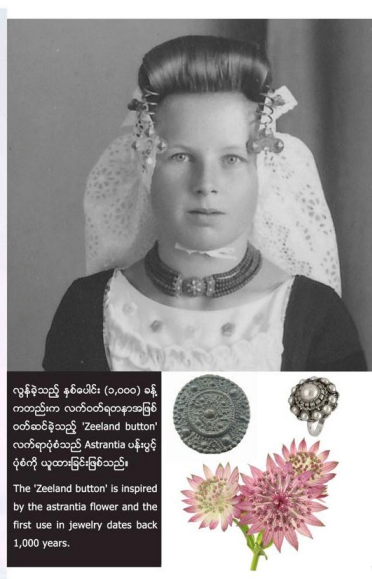


Integrating (Flori) Culture and Local Identity in the overall storyline, theme and visitor journey



We live in the 'selfie' age, which requires a different design approach





လွန်ခဲ့သည့် နှစ်ပေါင်း (၁,၀၀၀) မှီ
တတည်းက လက်ဝတ်ရတနာအဖြစ်
ဝတ်ဆင်ခဲ့သည့် 'Zeeland button'
လက်ဆွဲပုံသည် Astrantia ဖန်ပွင့်
ပုံကို လူသားခြင်းဖြစ်သည်။
The 'Zeeland button' is inspired
by the astrantia flower and the
first use in jewelry dates back
1,000 years.



လှမ်းလို့ဖိတ်ခေါ်
မိုးမိုးမိုး



Questions?



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