



Garden Tourism In New Zealand

Yesterday, Today, Tomorrow

Christchurch Garden City Trust

- Alan Jolliffe
- Chairman Christchurch Garden City Trust
- To promote the Garden City Image of Christchurch New Zealand



Yesterday

Food basket for England

- Meat and wool were exported back to England
- Timber was used for ships spars and repairs and exported.
- Crops for export
- Imported many plants from England

English city tradition

- Towns all have English parks
- Cities have a Botanic Gardens and large sports park
- Typical English town planning
- Tree lined streets
- Colour through Victorian style bedding plant schemes

Typical NZ garden

- Home garden for
 - food production
 - leisure
 - games
- Post WWII increased importance for food and growing families

“Quarter acre, half gallon, Pavlova Paradise”

Gardens

- Based on the English garden
 - Immigrants wanted to recreate England
- Climate - very temperate to subtropical
- Ability to grow wide range of plants
 - from all around the world
- Often called Noah's Ark
- New NZ Species for the world
- Gardens, farms, arboreta etc

First tourists

- English
- NZ had first Govt Tourist Bureau in the world.
Dept of Tourist and Health Resorts 1901.
- Attractions
 - Health Spas Rotorua and Hamner
 - Natural scenic beauty and wildlife
 - Big game fishing – Zane Grey
 - Cities

International Visitors



Tourism “Down Under”

- Bottom of the World
- Worlds most expensive destination.
- Played the numbers game
 - As many tourists as possible please
 - Tiki Tour
 - A scenic curiosity
 - Adventure
 - Unsophisticated and friendly
 - Maori culture

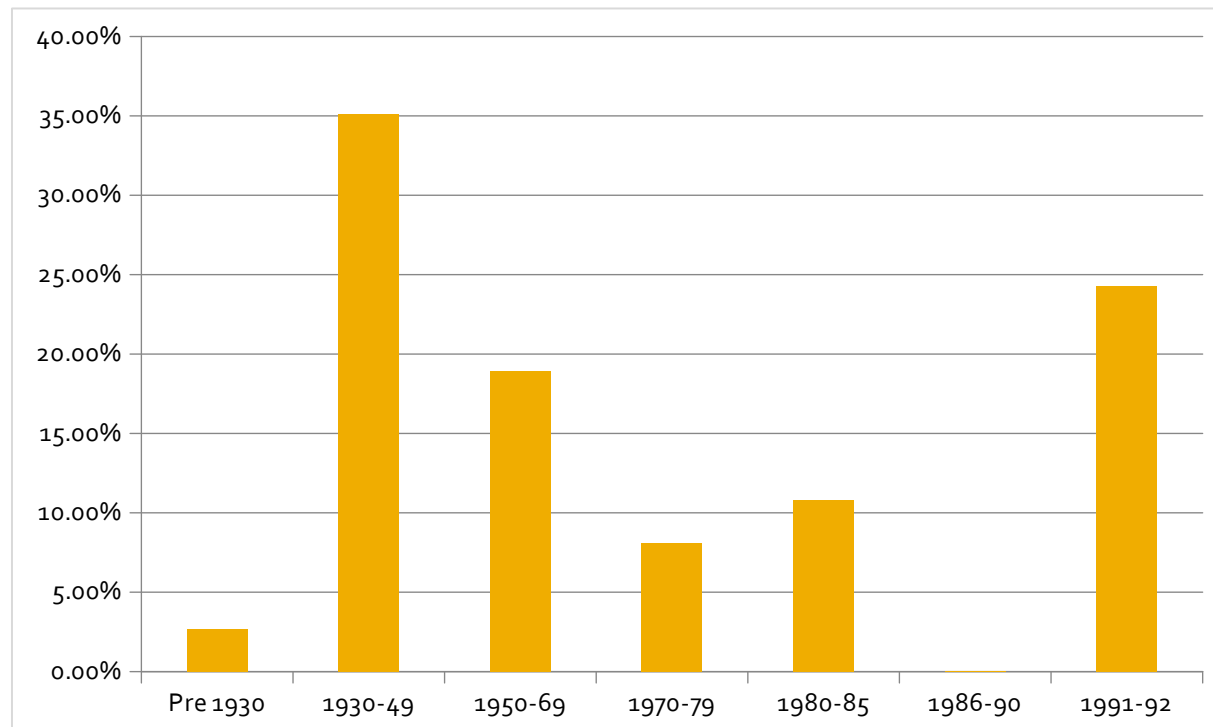
Tourism “Down Under” BRANDS

- Tiki Tour Tourism
- Adventure Tourism
- 100% Pure
- Interactive Traveler
- Youngest country on Earth
- 100% Pure You



Garden Tourism

- Dates when gardens were opened to the public:
- Pre 1930 2.7%
- 1930-49 35.1%
- 1950-69 18.9%
- 1970-79 8.1%
- 1980-85 10.8%
- 1986-90 0%
- 1991-92 24.3%



Visitors to Gardens 1994

Total visitors

- Gardens 2.76 million visitors (domestic and international tourists)
This compares with
- Museums 3.82 million
- Attractions 4.09 million

- 77% of all gardens have less than 30,000 visitors.

International Visitors

- Estimates only 9% (248,000) of international visitors visit gardens

Open Gardens Boom 1991-93

- Interest in garden tourism rises rapidly
- No Control on quality
- Tourist numbers were insufficient
- Transport to gardens limited to FIT
- Tour groups operators are very conscious of adding something to a successful tour
- Lead time is about 18 months
- Owned by non business people

Garden Events

- Local Flower shows - English tradition
- Festival of Flowers 22 years young
- Commercial Garden Shows toured.
- Ellerslie International Flower Show started about 10 years ago in Auckland
- Bought by CHCH City 3 years ago
- Garden fund raising tours
- Gardens are a venue for specialised tours

Today

Natural Attractions

New Zealand

- 14 National parks
 - 1st one 1887 and 4th in the world Tongariro NP and WHA
- 3 World heritage areas
- 5 Marine parks
- National Reserves
- Forest parks
- Conservation parks
- Scenic reserves

Garden Tourism

- Integral part of the Tourism sector
- Tourists need
 - Attractions – gardens and related attractions
 - Accommodation
 - Food and beverage
 - Transport
 - Entertainment and night life
 - Activities

Associated Activities for leverage

- Walking
 - Visiting Friends and Family
 - Gardens
 - Museums
 - Art galleries
 - Heritage places
 - National parks
 - Farms and agriculture
 - Industrial visits
 - Shopping
 - Food and beverage
-
- **Distinct tourism demographic market/s** based on a basket of interests

Quality Control Partners

- Garden Rating Schemes
 - Canterbury Horticultural Society
 - NZ Gardens Trust and Qualmark
 - Automobile Association



NZ GARDEN REGISTER

Posted by [Online Gardener](#) on Thursday, March 18, 2010 · [Leave a Comment](#)



Open Gardens offers a rare opportunity to explore the secrets of hidden and private gardens not usually open to the public. The comprehensive database has a spectacular list of gardens of all shapes and sizes throughout Canterbury.

The Gardens presented here are of an extremely high standard and been required to meet the criteria of the Canterbury Horticultural Society to be included in our "National Garden Register". We hope you can make the time

to visit these delightful gardens.

[See all open gardens](#)

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Welcome

Welcome to the New Zealand Gardens Trust 'Find a Garden' - the most comprehensive source of New Zealand gardens open to the public. All gardens have been visited and assessed to ensure the information provided is correct. They have also been graded to provide you, the garden visitor, with the confidence to make informed decisions on which gardens to visit. This site has many tools to enable you to easily find gardens, and plan your travels. We hope you enjoy your visits, and welcome any feedback you have on your experiences



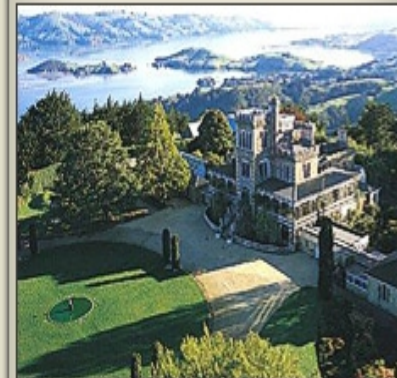
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Internationally Significant



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Nationally Significant





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Throughout New Zealand there are many internationally and nationally significant gardens with vast collections of local flora - often in natural surroundings - and exotic species.

Most New Zealand towns have large public gardens, and many privately-owned estates are open for visits. There is also a year-round calendar of world-class international, national and regional garden festival events.

February 2011

Burst! Festival of Flowers 2011 - Christchurch

11 February - 6 March, 2011
Internationally renowned as New Zealand's 'Garden City', Christchurch celebrates its floral heritage at the Festival of Flowers. The 2011 theme is 'burst! of water' which will inspire citywide events. Highlights will include water sculptures, topiary animals in a watery wonderland, a 'Children are Precious' garden, an outdoor movie night in the Christchurch Botanic Gardens, and the fabulous 23m floral



Ellerslie International Flower Show, Christchurch

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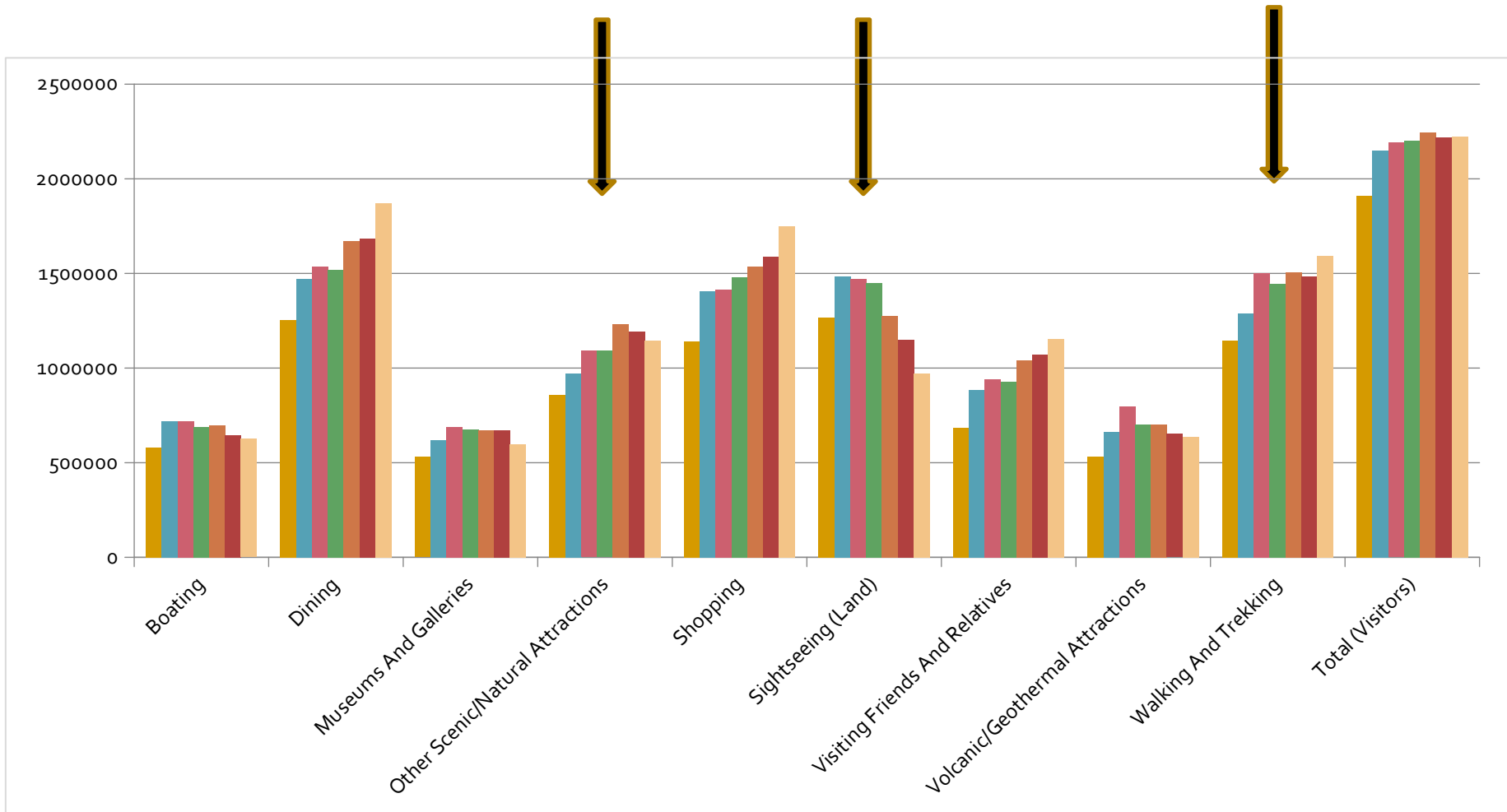
Garden Tour Partners

- CHS has its own tour operation
 - Overseas tours, NZ Tours, Local Tours
- Rural Tourism operators
- Local sightseeing operators
- Local best gardens tours
- NZ Tour Operator

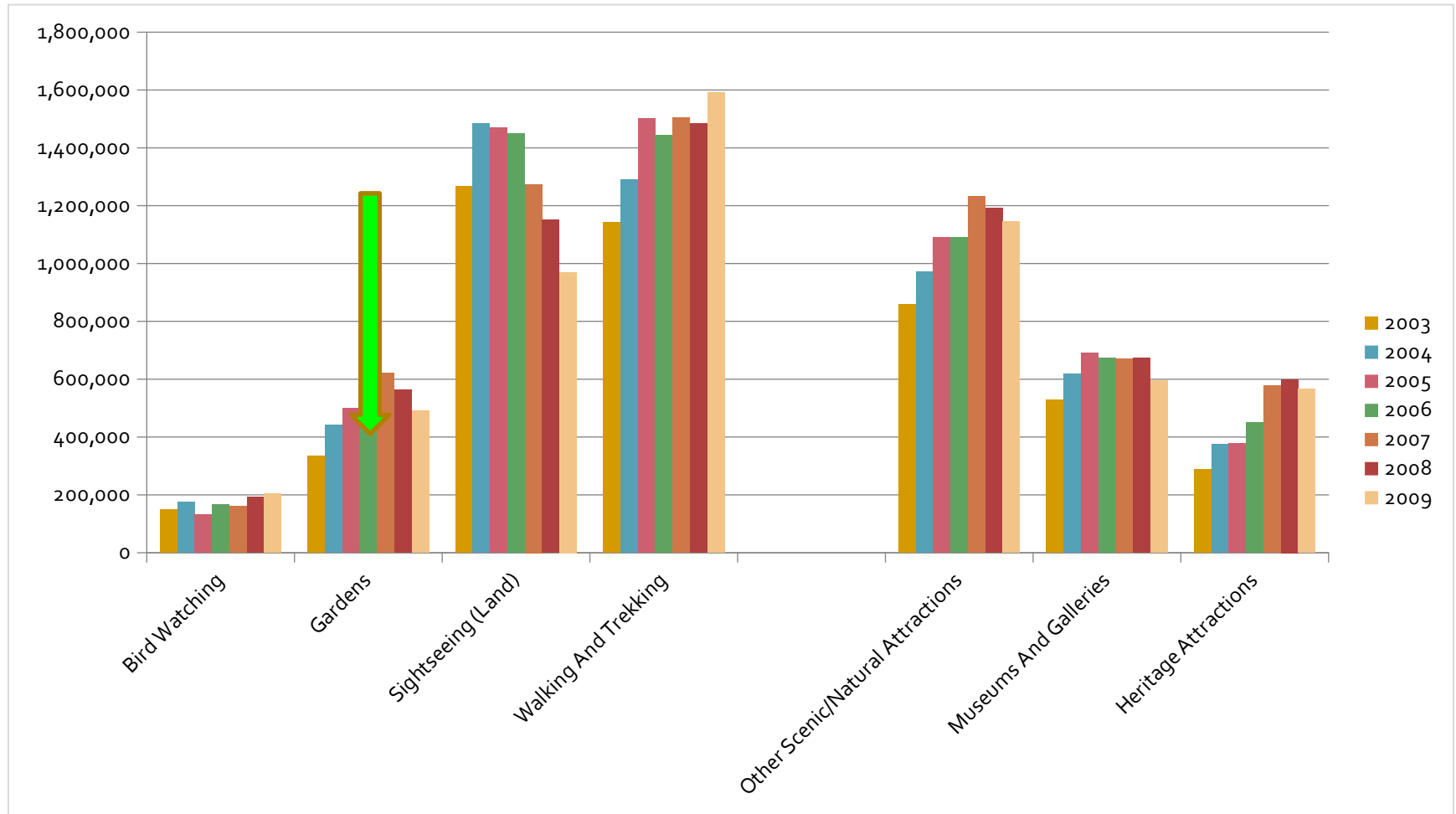
Research Partners

- **Tourism Strategy Group**
 - International Visitor Survey data
 - Domestic Tourism Data
 - <http://www.tourism.govt.nz/>
- **NZ Tourism Board**
 - Marketing Strategy
 - Marketing Data
 - www.tourismnewzealand.com

Top 10 Activities 2003 - 2009



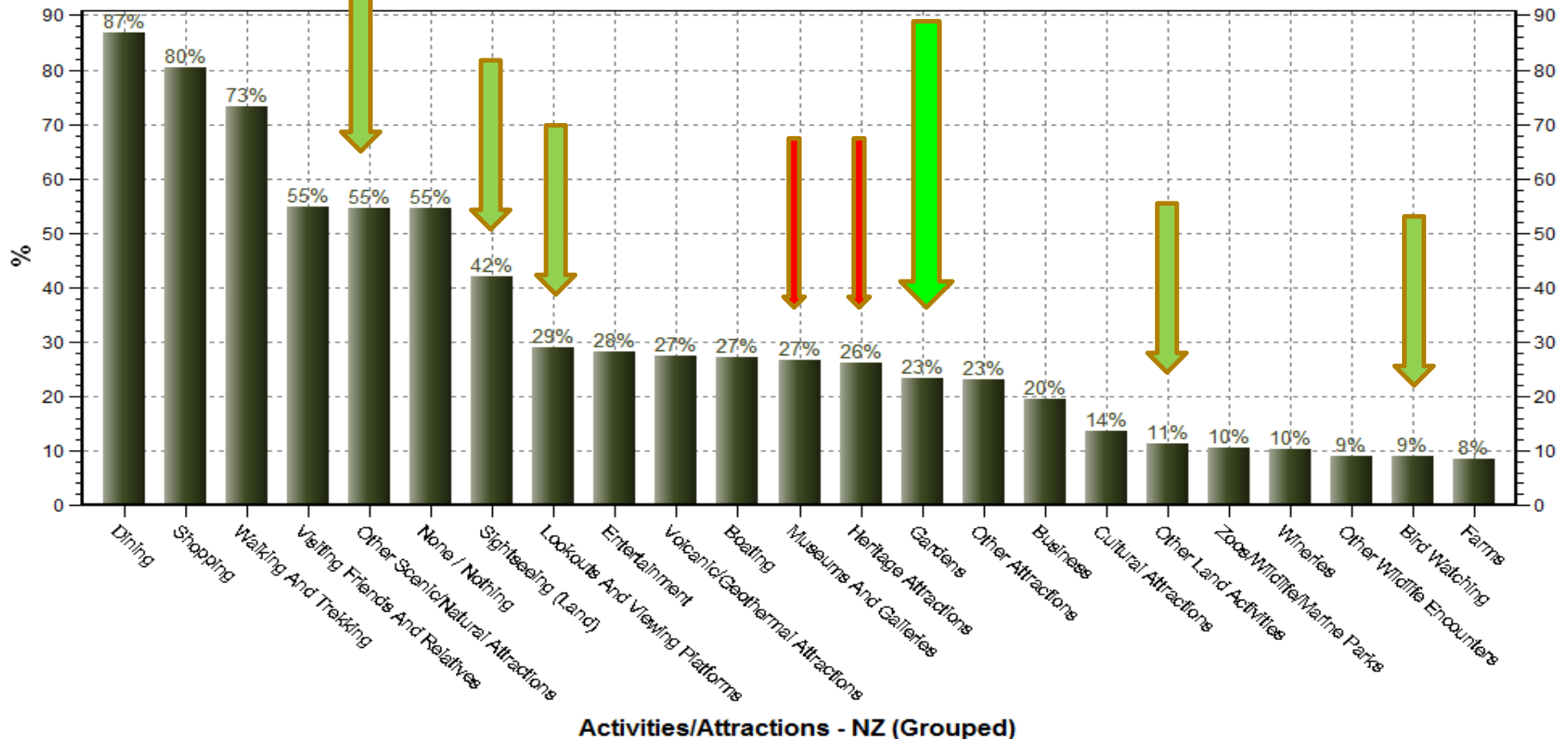
Selected "Garden Activities" 2003-2009 and heritage comparisons



2010 Activities - Top 5 Markets

Activities & Attractions International Visitors Participated in While in NZ

Database - International Visitor Survey, Ministry of Tourism

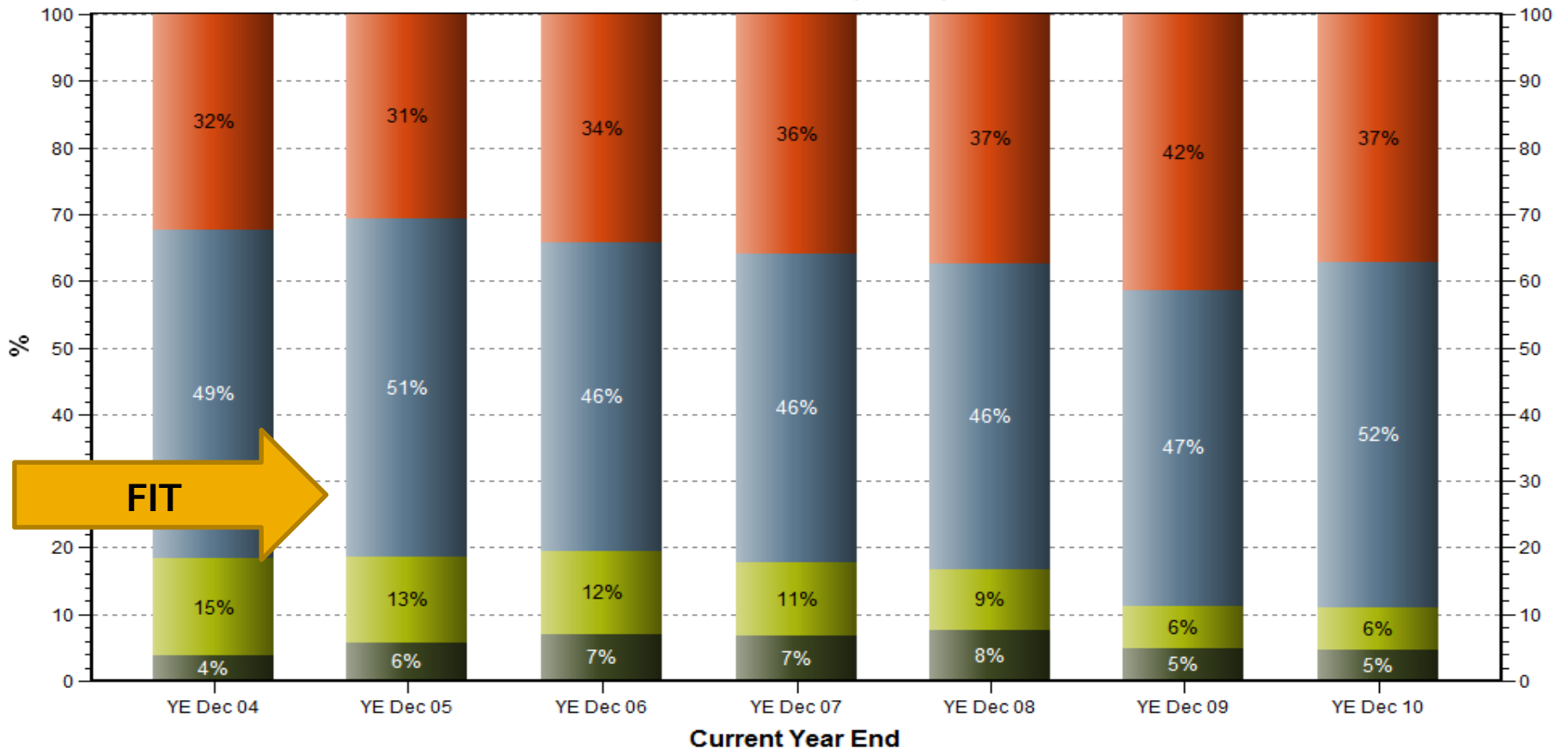


Current Year End ■ YE Dec 10

Travel Style

Travel Style of International Visitors to NZ

Database - International Visitor Survey, Ministry of Tourism



Travel Style In NZ ■ Tour Group ■ Package Traveller ■ Fully Independent Traveller ■ Semi Independent Traveller