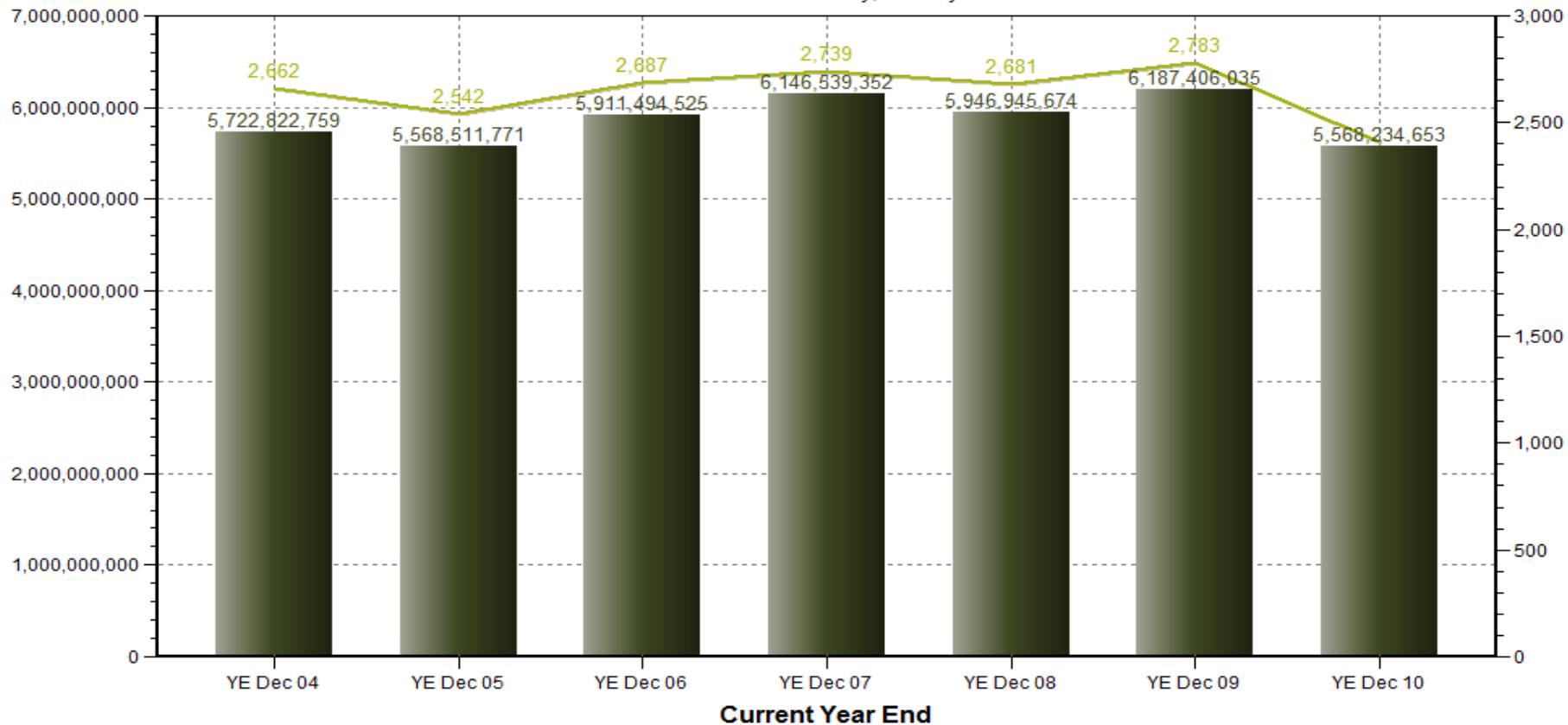


Average Expenditure per Intl Visitor

\$2500

Total & Average Expenditure of International Visitors to NZ

Database - International Visitor Survey, Ministry of Tourism



Measures

- Total Expenditure
- Average Total Expenditure per Person

Domestic Trips 2008

28.3 million of domestic trips were day trips and 15.1 million were overnight trips .

Day trips

40% were for holiday,
30% for VFR

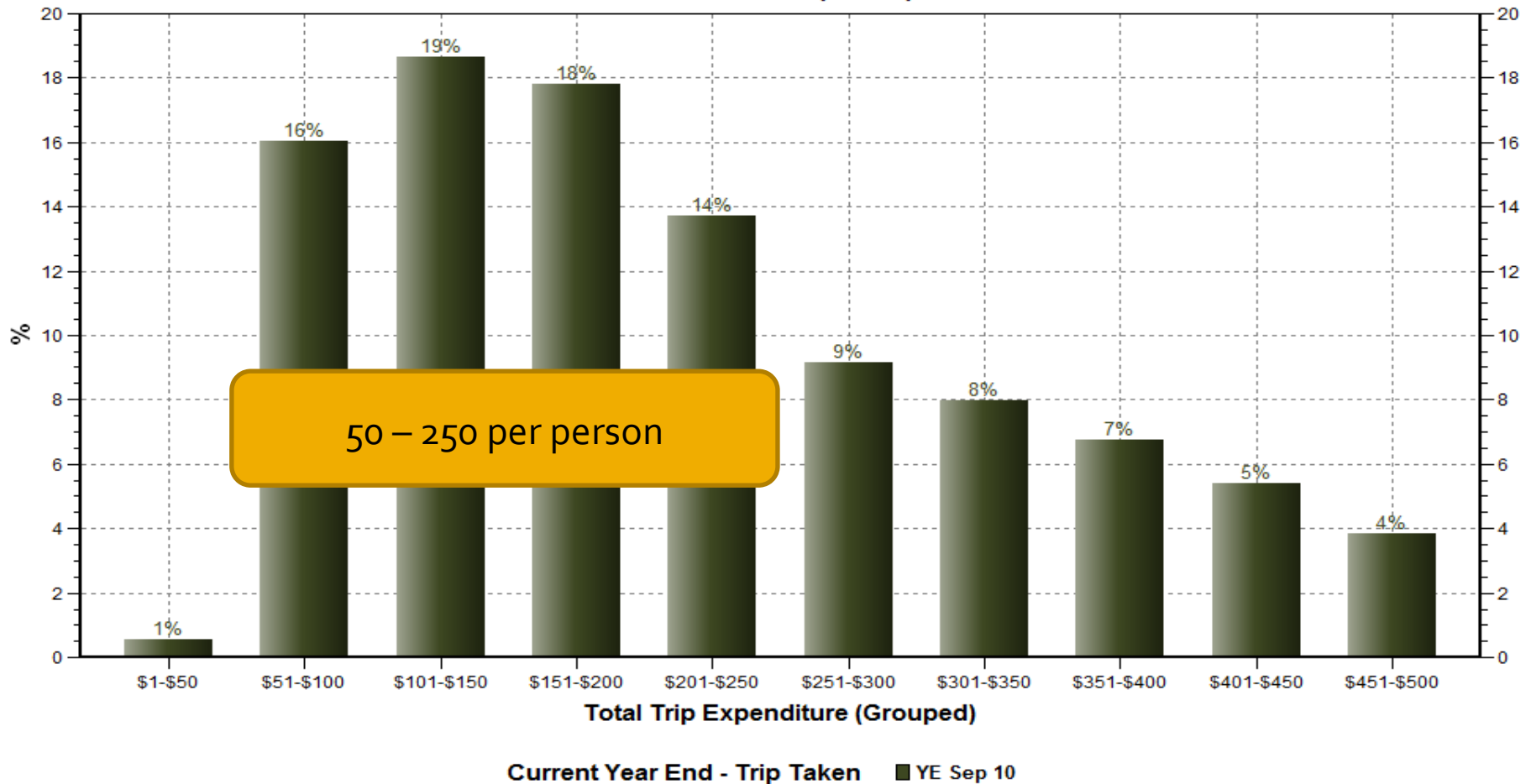
Overnight trips

42% were for holiday,
38% for VFR

Domestic Expenditure

Distribution of Expenditure by Domestic Visitors

Database - Domestic Travel Survey, Ministry of Tourism



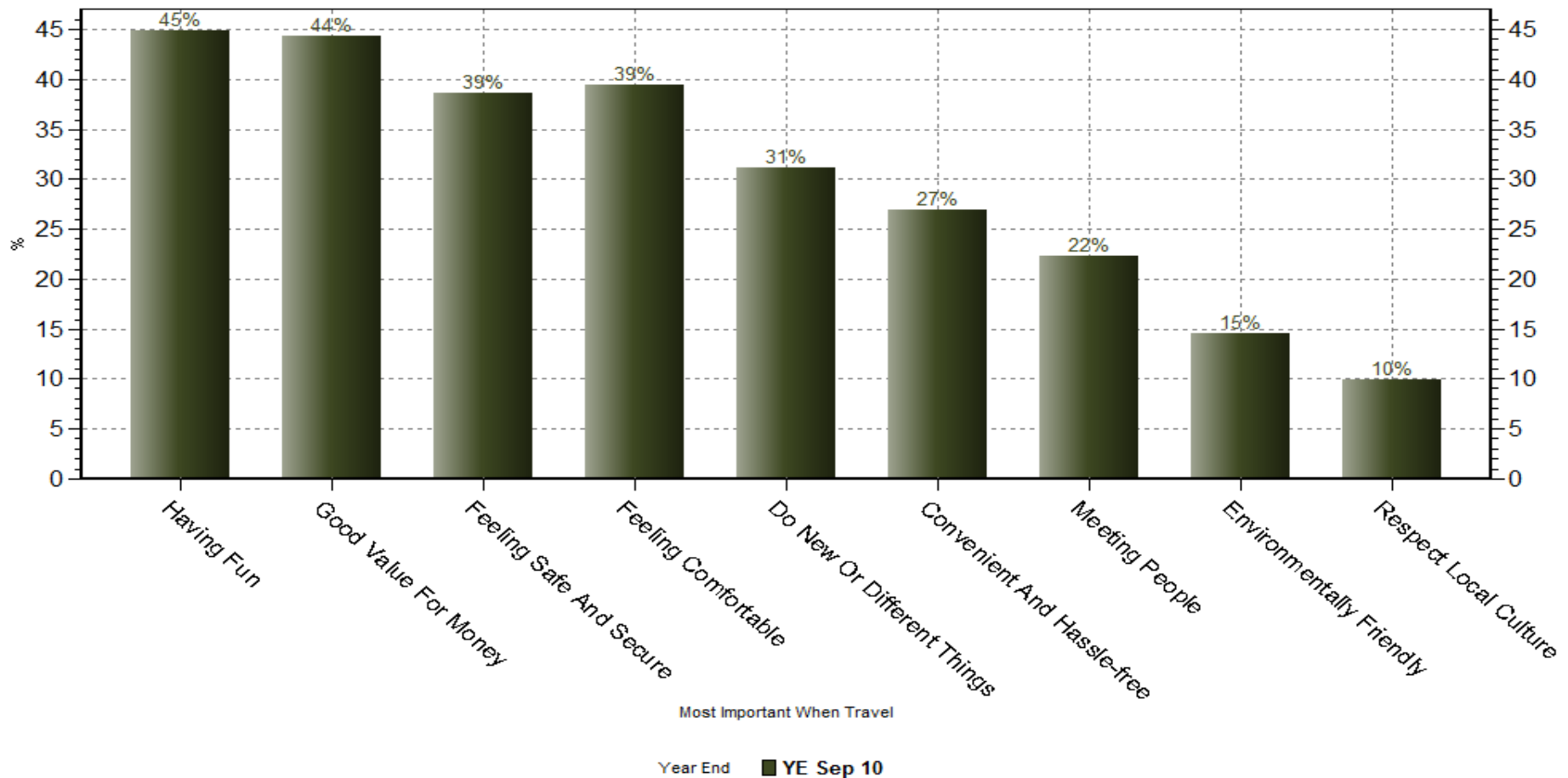
Research

- Wealth of information from research
 - What information people want
 - Where they get it from
 - Seasonality
 - Degree of environmentally friendly attributes
 - Who, what, when, where, how etc
 - Motivators
 - Resistance factors

Main requirements of visitors

Relative Importance of 'Being Environmentally Friendly' in the Mix of 3 Most Important Travel Needs

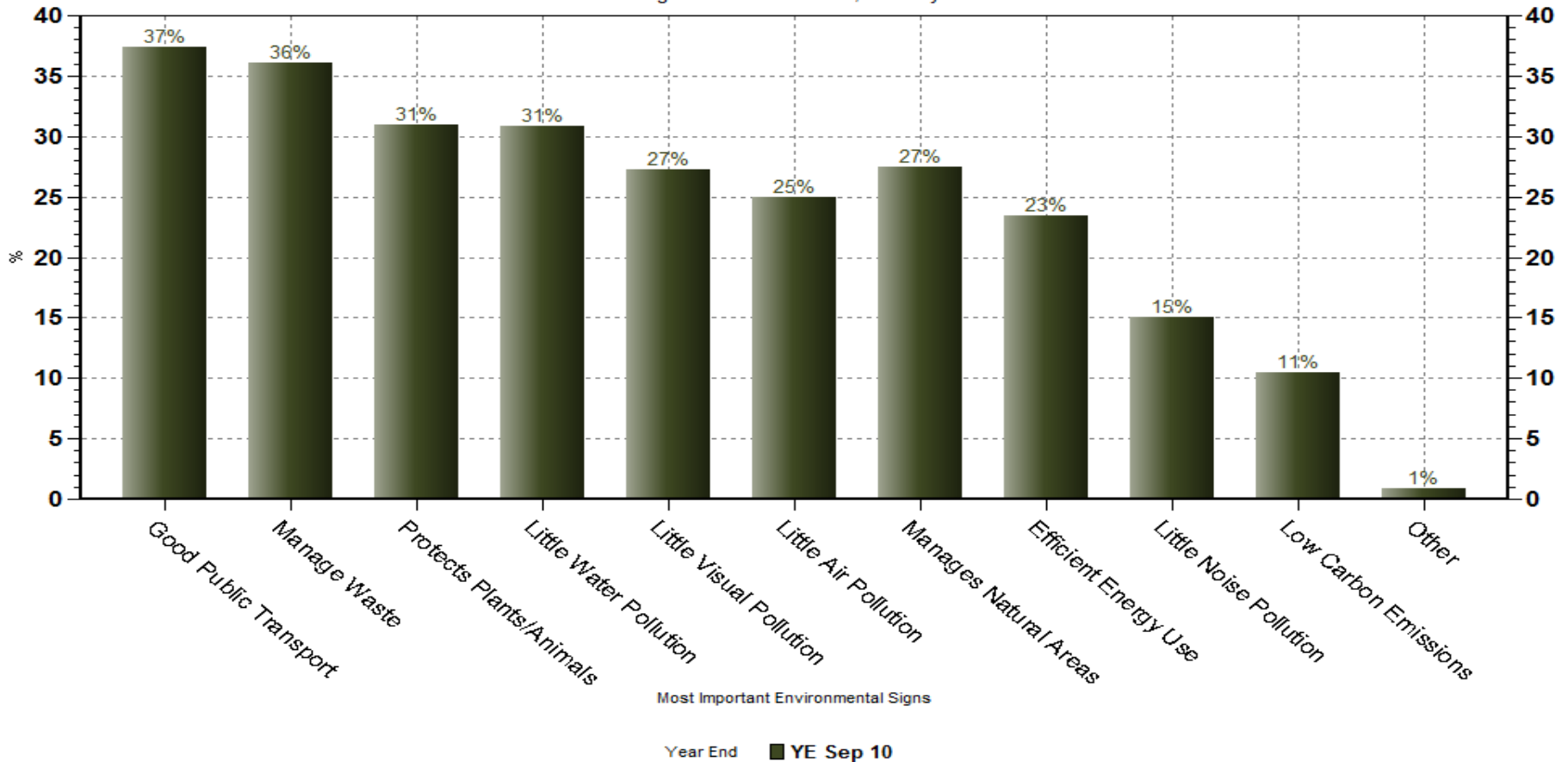
Database - Regional Visitor Monitor, Ministry of Tourism



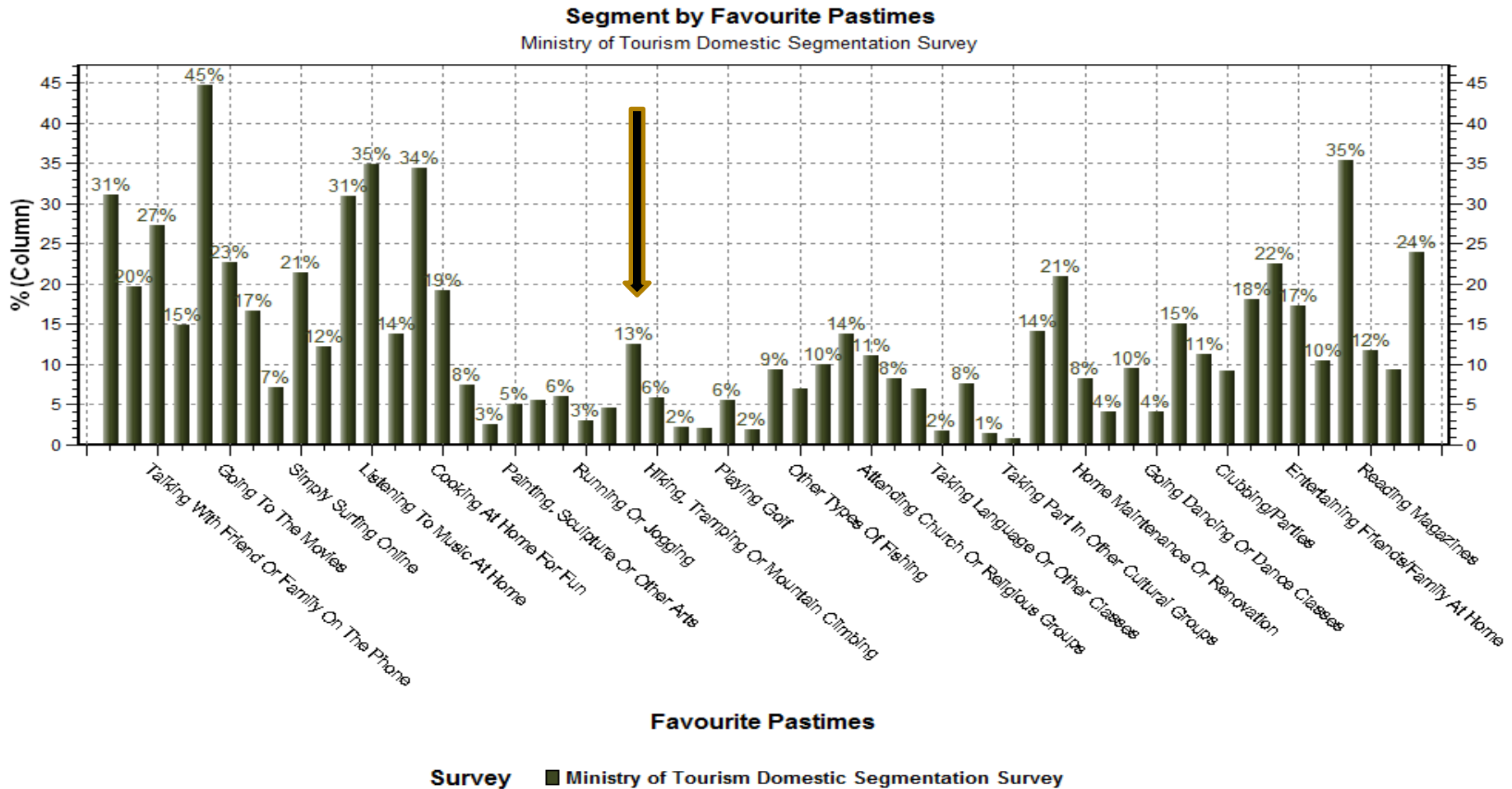
Environmentally friendly indicators

Visitors 3 Most Important Signs of an 'Environmentally Friendly' Destination

Database - Regional Visitor Monitor, Ministry of Tourism



Domestic Tourists favourite passtime



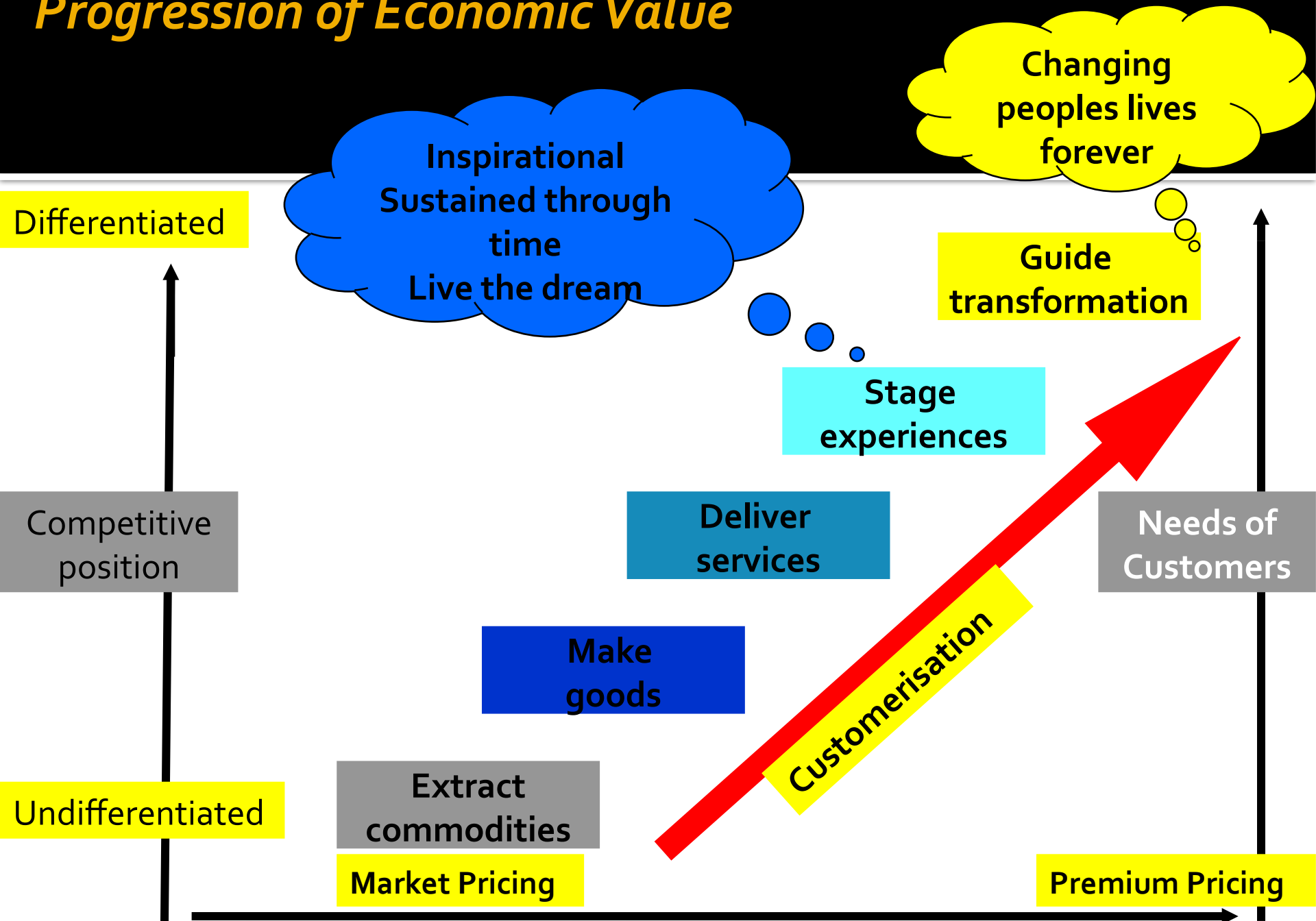
Impacts of Tourism

- **Social Impacts** Some target audiences
- **Cultural Impacts** What we do
- **Economic Impacts** Research reports
- **Environmental Impacts** What we do
- **Political Impacts** Who we influence

Professional Development Partners -A little bit of Theory

- Provides us with some frameworks
- Makes us think
- Shows relationships
- Identifies cause and effect
- Helps identifies gaps
- Reminds us about what we should consider

Progression of Economic Value

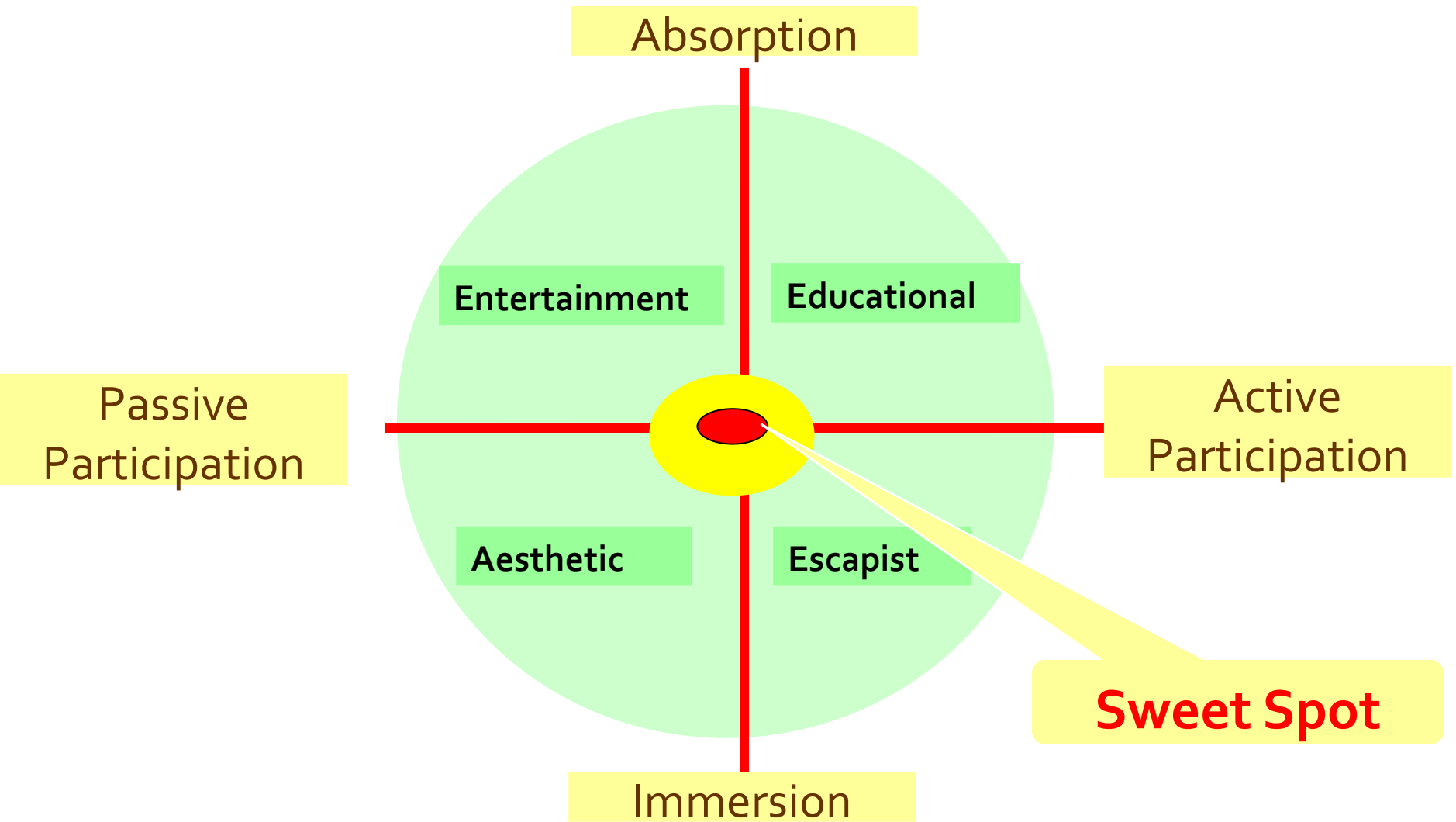


Transformation

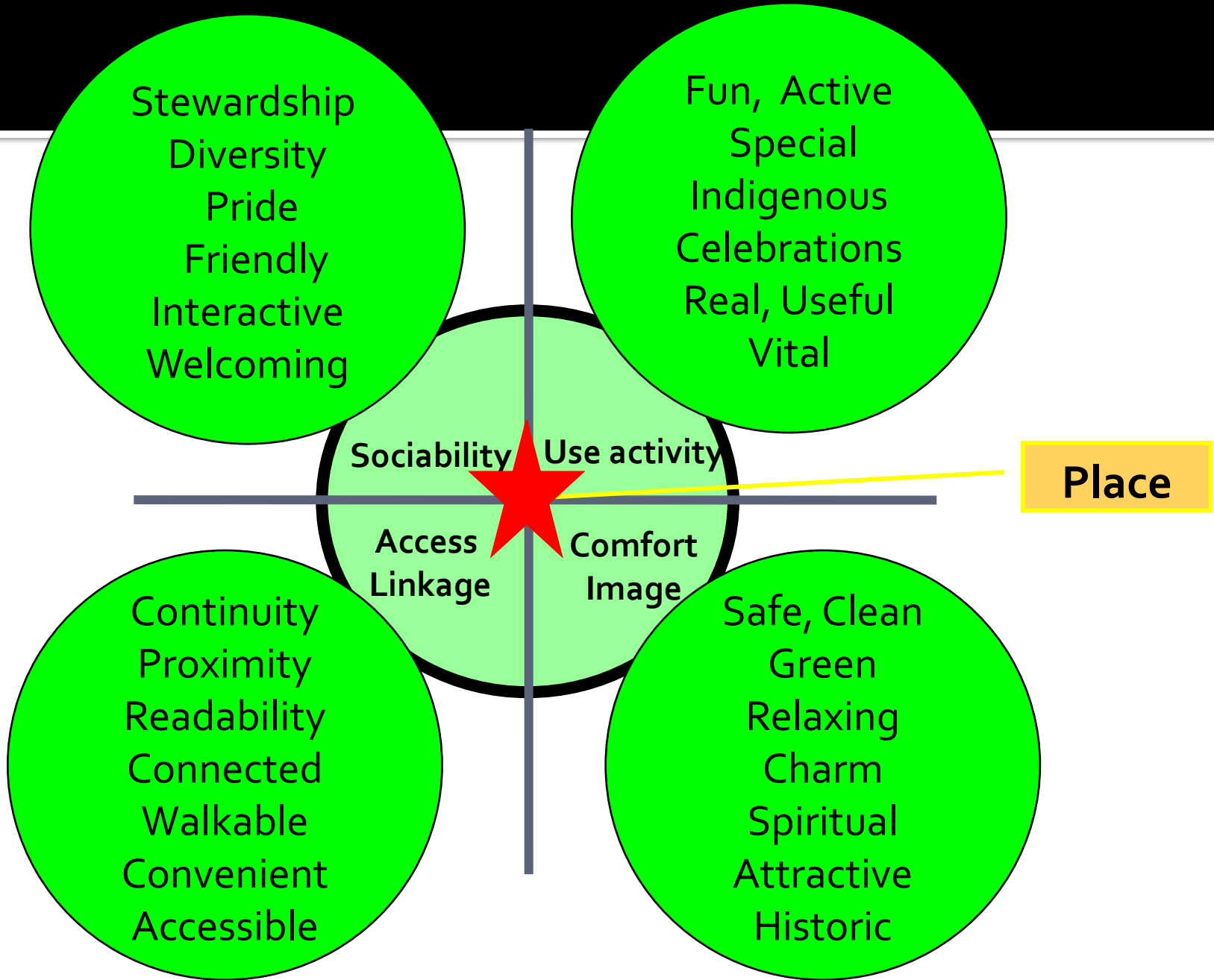
“Changing peoples lives forever”

**Knowledgeable
Emotional
Beautiful
Creative
Promoters**

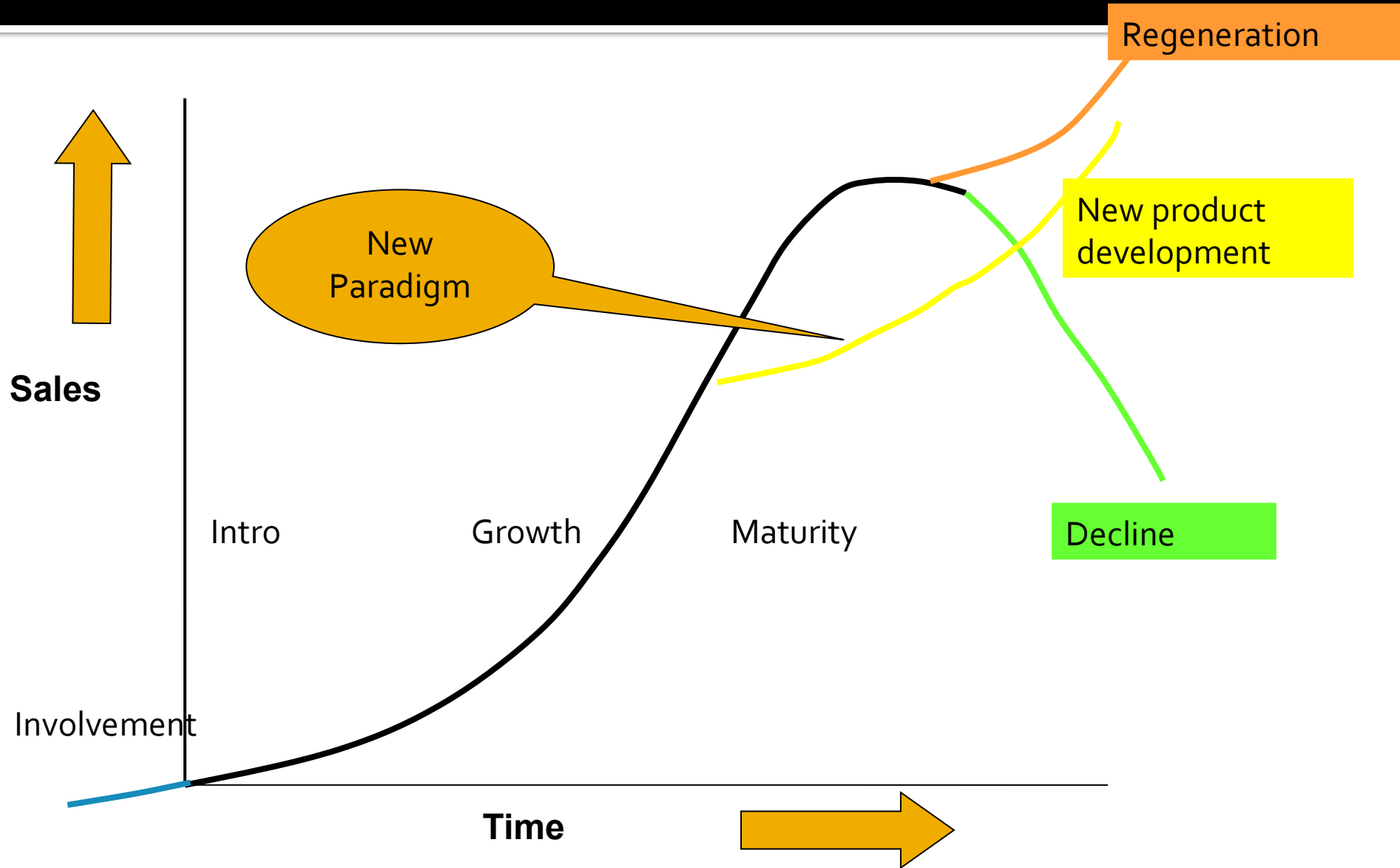
The Four Realms of an Experience



Sense of Place



Tourism Life Cycle



Tomorrow - Future concepts

Interaction

- People and
 - Gardens
 - Gardening
 - Art
 - Doing things
 - Have a go
 - Leave a legacy
 - Animals
 - Insects
 - Birds
 - Music
 - Writing and reading
- People focussed
- Theme the experience
- Make it active
- Make it fun
- Meet people
- Be friendly
- New and different stuff

Interpretation

- Telling the story of
 - Garden People
 - Plants
 - Landscapes
 - Horticulture
 - Agriculture
 - Food
 - Cooking
 - History
 - Future
 - Conservation
 - Ecology
 - Biodiversity
 - Sustainability
 - Living things
- Compete with and learn from
 - Art galleries
 - Museums
 - Historic places
- Ways
 - Actors
 - Oral
 - Audio visual
 - You tube
 - Multimedia
 - Internet – blogs, web sites
 - Talks
 - Displays
 - Email

Art, Creativity & Design

- Art installations
- Creative gardens
- Colour
- Form
- Texture
- Shape
- Design led
- Everyday technology
- Floral Design
- Landscape creations
- Future orientated
- 3D & 4D
- Sculpture
- Lighting
- Art
- **Learn from the best**





jennygillies

Costume & Fabric Artist

Deal with BIG issues

- Water
 - Biodiversity
 - Soil
 - Conservation
 - Global warming
 - Food production
 - Health and wellness
 - Waste
 - Energy
 - Rebuilding CHCH
 - Garden reestablishment
- Work with
 - NGO's
 - Local Government
 - Government
 - Interest groups
 - Communities
 - Global Organisations

Transform People

- Skills
- Behaviours
- Knowledge
- Emotions
- Beauty
- Creativity
- Promoters
- Vision
- Continuous learning philosophy
- “Light the fire”
- Recognise people



Festival of flowers

11 Feb - 6 Mar 2011

www.festivalofflowers.co.nz



water

THE PRESS







Partners not Sponsors

- We are in this together
 - Corporates
 - Community Groups
 - Gardening groups
 - Businesses & Nurseries
 - Local Government
 - Volunteers
 - Specialist clubs
 - Botanic Gardens
 - Tour operators - inbound, national, local
 - Motels, hotels, backpackers
 - Bus companies
 - Conference & Event organisers
 - Visitor and tourist bureau
- Ideas
 - Ambassadors
 - They take the lead
 - Understand values
 - Involvement
 - Media are your friends
 - Volunteer army
 - Venues
 - **Paddle the Waka in the same direction**

Festival Of Flowers Partners













Original peoples

- Maori
 - Knowledge of the land
 - Traditional foods
 - Traditional medicines
 - Traditional use
 - Cultural values
 - Resource use
- Ask appropriately
- Allow for difference





high

all over our island; it was
of our island as in a
it is called

Technology

- Audio visual
- Multimedia
- Internet
 - Blogs,
 - Web sites
 - Facebook
 - Twitter
 - You tube
- Email
- Mobile handsets
- Web cams
- Animation
- Use garden technology
- Computer
- Lighting
- Sound
- Sensors
- Remote monitoring
- Protective cropping
- **Learn from non Garden Competition**



home

events

news & media

sponsors

contact



Volunteer Tea Party

March 16th at Oderings Nursery has been CANCELLED due to earthquake damage!

Thank you to all our wonderful volunteers who contributed to a successful 2011 Festival.

Our Festival office has suffered serious damage and at this time we are unable to retrieve any business records.

FOR ANY INFORMATION PLEASE CONTACT DEVI BENSON on 03 3881979

feature events

[view all events >](#)

festival of flowers

11 Feb - 6 Mar 2011
www.festivalofflowers.co.nz



events finder

To find a festival of flowers event, use the drop down menu below to search by location.



Garden Tourism In Ne...

Presentation2

Presentation3

festival of flowers 2011

Festival of Flowers - ...

100%

Potential economic impacts

The regional economic impacts of the CWMS have been estimated as:

- An increase in regional GDP of \$0.4 billion per annum on farm and \$1.7 billion per annum throughout the regional economy (8% of the regional GDP).
- An increase in employment of 3,000 jobs on farm and 17,000 throughout the regional economy (7% of regional employment).
- An increase in household income of \$0.8 billion per annum throughout the regional economy (7% of regional household income).



Garden Tourism in the future

- Leadership, vision and enthusiasm bubbles over into everything
- Integrated and valued philosophy for gardens by everyone
- Respect cultural values developed from many cultural sources
- Be led by design

Garden Tourism in the future

- Offer a range of learning opportunities with different learning styles
- Will change peoples lives forever
- Tell great stories of gardens, gardening, plants and people
- Use appropriate interpretation methods both traditional and new

Garden Tourism in the future

- Deal with the BIG issues in a down to earth way
- Use everyday technology in new, interesting and creative ways incorporating
- Interact with as many people, groups and organisations as possible
- Partners and customers will be the sales force.

Ideas are all we have

- Create questions
- Stimulate thought processes
- Share ideas
- Make new partnerships

- He tangata, He tangata, He tangata

- Visit New Zealand

Thank you for listening

Kia Ora

