

2015 NORTH AMERICAN GARDEN TOURISM CONFERENCE

Gardens & Tourism: Making a Difference

PROGRAM

(Subject to change. Please check back regularly as we confirm speakers)

SUNDAY, MARCH 15

- 10:00 am to noon **Canadian Garden Council** Board Meeting
- 2:00 – 4:00 pm **Canadian Garden Council** Membership Meeting
- 4:00 – 5:30 pm **International Garden Tourism Network (IGTN)** Executive Meeting
- 2:00 – 4:00 pm Registration

MONDAY, MARCH 16

- 7:00 – 8:30 am **Provincial Networking Breakfast** sponsored by: BC Garden Tourism Coalition, Ontario Garden Tourism Coalition and Associations des jardins de Québec
- 7:30 – 8:30 am Registration
- 8:30 am Opening Remarks and words of Welcome: **Harry Jongerden**: Executive Director, Toronto Botanical Garden & Chair, Ontario Garden Tourism Coalition. **Michel Gauthier**, Conference Chair. **Casey Sclar**, Executive Director, American Public Gardens Association and **Terry Caddo**, Executive Director, Canada Blooms.
Introduction of Moderators: **Alexander Reford**: Director, Jardins de Métis; Chair, Canadian Garden Council; President, Quebec Gardens Association; and **Beth Potter**: President & COE, Tourism Industry Association of Ontario
- 9:00 am KEYNOTE: **How Gardens are Making a Difference in the World of Tourism**
Dr. Richard Benfield, Professor of Geography, Connecticut State University; author of *'Garden Tourism'*; Chair, International Garden Tourism Network. USA
- 9:45 am **How Longwood Gardens is Making a Tourism Difference**
Paul Redman, Executive Director, Longwood Gardens. USA
- 10:30 am Break sponsored by: Ontario Museum Association
& Garden Tourism Marketplace
- 11:00 am **Heritage Gardens – Making a Tourism Difference** (panel)
Marie Lalonde, Executive Director, Ontario Museum Association. Canada
Trish Fry, Manager, Annapolis Royal Historic Gardens. Canada
Kris Dimnik, Period Gardener, Bellevue House National Historic Site. Canada
tba
- noon Lunch
KEYNOTE: **Toronto Botanical Garden – Making Plans to Make a Difference**
Harry Jongerden, Executive Director, Toronto Botanical Garden. Canada
- 1:30 pm **Making a Difference by Understanding What Makes People Visit Gardens**
Dr. Dorothy Fox, Lecturer Events Management, Bournemouth University. UK
- 2:15 pm **British Columbia's New Garden Tourism Development Strategy**

Dave Cowen, General Manager, The Butchart Gardens and Chair BC Garden Tourism Society. Canada

3:00 pm Break sponsored by: [The Butchart Gardens](#)
& Garden Tourism Marketplace

3:30 pm **Garden Tourism Awards – How They Have Made a Difference** (panel)
Moderator: **Abby Spencer**, Director of Marketing, American
Public Gardens Association. USA
Kathy Gibler, Executive Director, Dr. Sun Yat-Sen Classical Chinese Garden. Canada
Darren Heimbecker, Director, Whistling Gardens Botanical Garden. Canada
Dr. Heike Platter, Director Marketing & Corporate Strategy, The Gardens of
Trauttmansdorff Castle. Italy
Jim Charlier, Vice President, Garden Walk Buffalo Niagara. USA
Beth Monroe, Director of Public Relations and Marketing, Lewis Ginter Botanical
Garden. USA

5:00 pm **Moderators' Wrap**

5:30 – 7:00 pm **Welcome Cocktails:** Sponsored by [Les Productions Rivard](#)
& Garden Tourism Marketplace

Dinner on your own

TUESDAY, MARCH 17

7:00 – 8:30 am Ontario Garden Tourism Coalition Meeting

7:30 am Registration

8:00 am **Networking Breakfast** sponsored by: [American Public Gardens Association](#)
& Garden Tourism Marketplace

9:00 am Introduction of Moderators: **Alexander Reford**: Director, Jardins de Métis; Chair,
Canadian Garden Council; President, Quebec Gardens Association; and **Casey Sclar**,
Executive Director, American Public Gardens Association

9:15 KEYNOTE: **Making a Difference with the Disney Garden Experience**
Katy Moss-Warner, President Emeritus, American Horticultural Society; Vice
President, American in Bloom Board of Directors and Past Director Disney Horticulture
and Environmental Initiatives. USA

9:45 am **How to Get Gardeners Excited About Visiting Gardens – From a Publishing Perspective**
Lorraine Flanigan, Garden Tourism Journalist of the Year (2014). Canada
Michael Fox, Publisher, *GardenMaking* Magazine. Canada

10:30 am Break sponsored by: [Dr. Sun Yat-Sen Classical Chinese Garden](#)
& Garden Tourism Marketplace

11:00 am **Vallarta Botanical Garden – Making a Tourism Difference in Puerto Vallarta**
Jesús Reyes, Director of Operations, Vallarta Botanical Garden. Mexico

noon **Garden Tourism Awards Luncheon**
Sponsored by: [Canadian Nursery Landscape Association](#)

2:30 pm **How Garden Tourism is Making a Difference in Australia & New Zealand**

Janelle Hatherly, Education & Interpretation Specialist; Managing Editor THE BOTANIC GARDENER, Botanic Gardens of Australia and New Zealand (BGANZ). Australia

3:00 pm Break sponsored by: University of Alberta Devonian Botanic Garden
& Garden Tourism Marketplace

3:30 pm **Developing Garden Tour Packages – What Tourists are Looking For**
Andrée Boisvert, Commercial Director, Misa Tours International. Canada
Paul Nursey, President & CEO, Tourism Victoria. Canada

4:15 pm KEYNOTE: **Making Your Garden Relevant to the Tourism Industry**
Pascal Garbe, Gardens without Limits Conference, France.

4:45 pm **Moderators' Wrap & Closing Remarks**

WEDNESDAY, MARCH 18

A day filled with enticing optional events.

9:00 am – noon **International Garden Tourism Network (IGTN) Meeting**

9:00 am – noon **(optional) Garden Tourism Readiness Workshop** – limited to 25 participants
Note: Cost for this Workshop (\$85) is in addition to Conference Registration rate
Facilitator: **Richard Innes**, Brain Trust Marketing & Communications

The Garden Tourism Readiness Workshop is designed to equip gardens and destinations alike with tools to stimulate tourism activity and commerce through the development of garden experiences ready for the tourism market.

At the conclusion of the workshop, participants will have a greater understanding of:

- The potential to be a tourism attraction and generate revenue from the tourism market
- Travel trends and demographics related to garden tourism and the opportunity to tap into the cultural explorer travel segment
- The necessary components to be market-ready for garden tourists
- The difference between a local garden experience and a tourist garden experience
- Partnership and collaboration opportunities between local gardens, destination marketing organizations and the tourism sector

10 am – 1:00 pm **(optional) Tour #1: Canada Blooms 'Back of Garden' Tour**
Note: Cost for Canada Blooms Tour is in addition to Conference Registration rate

2:00 – 4:00 pm **(optional) Garden Days Readiness Workshop**
Note: Cost for this Workshop (\$25) is in addition to Conference Registration rate
Facilitators: **Liz Klose**, Director, Memorial University of Newfoundland Botanical Garden and Chair, Garden Days Committee and **Michel Gauthier**, Executive Director, Canadian Garden Council

Garden Days is Canada's coast to coast to coast, three-day celebration of our National Garden Day which is held annually on the Friday before Father's Day.

Garden Days' activities are an opportunity for the Canadian garden experience sector to celebrate everything garden represents for them and their community and invite Canadians to enjoy their own garden, visit or take part in their

favorite garden experience, get inspired at their local garden centre or travel to a nearby destination to enjoy their favorite garden.

At the conclusion of the Workshop, participants will have a greater appreciation of the merits of being involved in this national program, a list of activity ideas and be clamoring to register their Garden Days activities on the GardenDays.ca website.

2:00 – 5:00 pm

(optional) Tour #2: Canada Blooms 'Back of Garden' Tour

Note: Cost for Canada Blooms Tour (\$35) is in addition to Conference Registration rate

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Click [here](#) to register now!