

ONTARIO GARDEN TOURISM STRATEGY



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Prepared for the Ontario Garden Tourism Coalition

BRAIN TRUST

MARKETING & COMMUNICATIONS

The mandate of the Ontario Garden Tourism Coalition is to foster the development of the garden and horticultural experiences located across the province for the purpose of generating incremental tourism trips as a result of the horticultural experiences available.

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EXECUTIVE SUMMARY

Garden tourism is a growing sector of the tourism industry. North Americans are motivated to travel to visit botanical gardens, garden themed parks and exhibits. The 2007 Travel Activities and Motivation Survey revealed that in a two year period 26,553,246 North Americans visited botanical gardens while on overnight trips (3,246,208 Canadians and 23,307,038 Americans)

Ontario has a variety of garden tourism products/experiences ranging from those that motivate travel to specialty gardens and gardens that enhance a destination through beautification. The audit of Ontario's current garden tourism assets sourced 203 garden related products & experiences. Ontario is also home to nationally recognized Communities on Bloom destinations as well as those that have earned provincial recognition. The VIA Rail Garden Route is Canada's only national product that connects many of Ontario's Feature Gardens and Communities in Bloom destinations with other Canadian Gardens and garden-focused destinations from Halifax to Victoria.

Ontario has a rich collection of garden related festivals/events that take place throughout the year, although typically within the growing season. Festivals/events such as the Canadian Tulip Festival in Ottawa, Canada Blooms in Toronto and the Lilac Festival at the Royal Botanical Gardens attract hundreds of thousands of visitors and have been recognized in the America Bus Association's top 100 events listing.

While Ontario's inventory of garden products/experiences and events is extensive, many of the gardens and garden destinations within the province are not market-ready for tourism. There are best practice examples in Ontario of destinations that are leveraging garden tourism opportunities through collaborative product development initiatives and marketing, indicating that some Destination Marketing Organizations in the province are recognizing garden tourism's popularity. Overall, it is difficult to source garden tourism products and experiences in Ontario today given that there is a lack of consistency in where information is found. Of the 86 DMO's in the province that were reviewed, only 14 provided easy access to their garden tourism products.

A review of garden tourism in other national and international destinations revealed that investing in garden tourism products/experiences and events has a proven track record of success in attracting visitors and raising the overall profile of the area as a garden tourism destination.

Garden tourism leaders are emerging in the province and have the potential to become the champions required to advance garden opportunities. The Ontario Garden Tourism Coalition (OGTC) has the opportunity to take the necessary lead in facilitating the sharing of best practices and keys to success that can provide emerging destinations with the tools necessary to grow their garden tourism products and events, resulting in a critical mass of market-ready garden tourism products and experiences throughout the province.

BACKGROUND

In September 2010, Brain Trust Marketing and Communications was retained by the OGTC to deliver a Garden Tourism Strategy and Action Plan. The strategy is designed to generate incremental tourism trips as a result of the horticultural experiences available and also foster a connection between garden tourism experiences (the things people can see and enjoy) and home garden experiences (the things people can create in their own garden) using Landscape Ontario's *Green for Life* umbrella brand.

The OGTC's mission is to put Ontario's gardens on the map of public consciousness. In 2009, the inaugural Canadian Garden Tourism Conference was held, resulting in the formation of an OGTC steering committee. Landscape Ontario became the home base of the Coalition. Membership is comprised of botanical gardens, public gardens, garden focused communities (i.e. cities, towns and municipalities that pride themselves in their horticultural offerings, such as, but not limited to, Communities in Bloom members) garden trails, allied industry members and more. OGTC is the brainchild of Michel Gauthier and Carol Cowan.

THE TOURISM INDUSTRY

Tourism is a vibrant industry on a global, national, provincial and local scale. Tourism is a \$75-Billion sector in Canada, and tourism activity accounted for 2% (\$30 Billion) of Canada's GDP (2008 figures). In 2008, 1.86 million people were employed in tourism = 11% of National employment

In Ontario, the tourism industry generated \$23 Billion in tourism receipts in 2008 and supports 300,000 direct and indirect jobs.

The Government of Ontario recognizes the economic importance of tourism and its role in contributing to an innovative economy and increasing the quality of life of Ontarians. There are many opportunities to take advantage of the worldwide growth in the tourism market.

Source: 2002-2010 Ontario Tourism Strategy

The tourism industry is the total of all businesses that directly provide goods or services to facilitate business, pleasure and leisure activities away from the home environment.

The Ontario Ministry of Tourism and Culture defines tourism as the following:

- one or more nights away from home, or a day trip of over 40 km
- includes foreign and domestic travelers
- includes many industries, e.g. accommodation, attractions, food and beverage, recreation, culture, entertainment, transportation, and retail.

Destination Marketing Organization (DMO): A company or other entity involved in the business of increasing tourism to a destination or improving its public image.

Most communities throughout Ontario have well established DMOs. The operation, size and function of the various agencies in the province vary, however, the primary objectives of advocacy, industry training, destination development and marketing activities are typically standard.

In the past DMO's focused their attention primarily on marketing initiatives that would increase tourism activities and receipts in their communities. Over the past few years, destinations in Ontario have started to expand their focus to also include destination development initiatives. This shift mirrors that of the Ministry of Tourism and Culture and the Canadian Tourism Commission who are developing strong tourism experience brands which rely heavily on new products and experiences that can be promoted as unique or iconic.

Regional Tourism Organizations

In December 2009 The Ministry of Tourism announced the formation and development of thirteen Regional Tourism Organizations (RTOs) across Ontario. This regional approach builds on extensive consultations with stakeholders and key recommendations from Discovering Ontario: a Report on the Future of Tourism. Each Regional Tourism Organization is independent, industry-led and not-for-profit. Each region is responsible for building and supporting competitive and sustainable tourism regions by attracting more visitors, generating more economic activity, and creating more jobs.

The intent of the Ministry of Tourism is that the local Destination Marketing Organizations (DMOs) will continue to perform their local responsibilities while partnering with the new RTO to enhance tourism and increase capacity.

PROJECT DELIVERABLES

The Ontario Garden Tourism Strategy and Action Plan will be the road map for the OGTC and will chart a course of action to meet its objectives. It will ultimately grow the industry, create new reasons for people to travel to and within Ontario and inspire and motivate consumers to create gardens of their own. The first step required to create a realistic plan for the future is a thorough understanding of the breadth and depth of garden tourism products and experiences available in Ontario today. Secondly, a competitive analysis of successful garden tourism destinations and events offered internationally allows for a thoughtful gap analysis and observations of where Ontario is today compared to where it could be in the future with respect to garden tourism experiences. Industry statistics and trends on garden related travel are used to understand the opportunities and the target markets. Figure 1 below shows the logical sequence used to address the project deliverables:

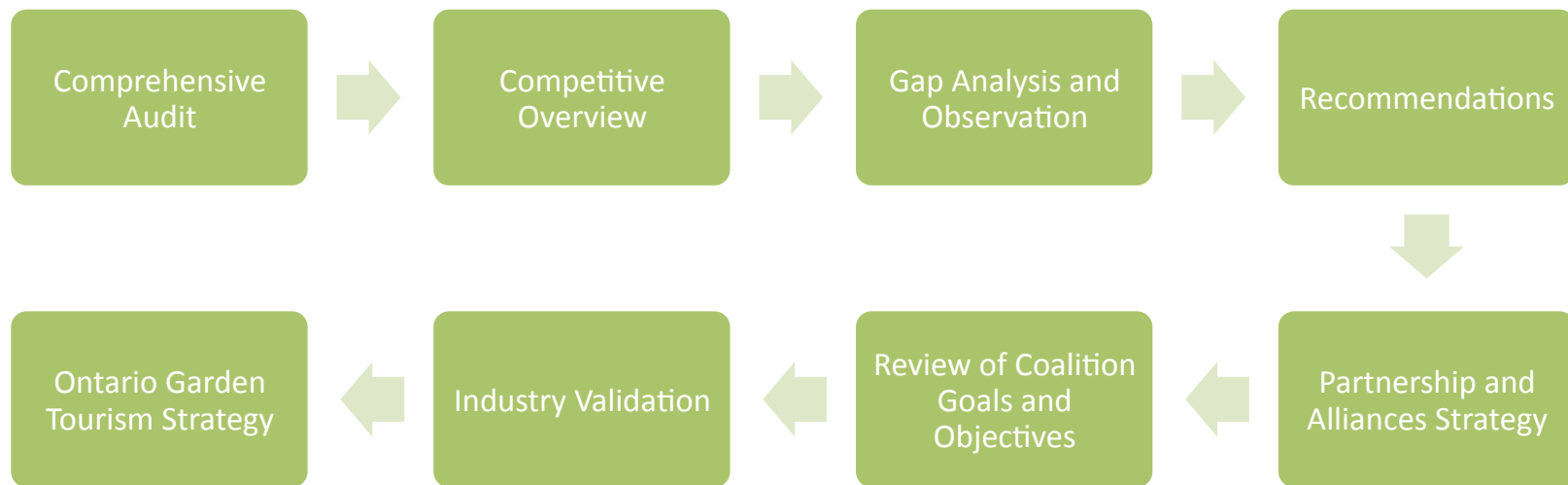


FIGURE 1: SEQUENTIAL PROJECT DELIVERABLES

METHODOLOGY

The **comprehensive audit** of garden tourism products and experiences was completed using desk research. Initially there was a complete review of the primary tourism destination Marketing organization (DMO) websites in Ontario (86 in total), completed systematically by region. Each DMO website was explored by reviewing listings of festivals and events, arts and culture, outdoor, nature and garden tabs where applicable to extract garden tourism products and experiences.

In addition, further research was completed using an internet search of garden experiences offered in Ontario using key words such as botanical, gardens, horticulture, parks, floral, flower, and plants along with specific location key words. This research included reviewing municipal websites, horticultural clubs and festivals and events listings.

All of the information that was found in the audit was captured in a matrix organized by tourism region (using the Ministry of Tourism's new regional tourism organizations).

The audit not only captured the number of garden tourism experiences in each region, but also revealed how easily this information could be found by a potential tourist. Given the predetermined scope of the assignment, the information gathered was limited to what could be found on various websites.

Note: There may indeed be some garden tourism products and experiences that have not been captured due to the fact that they are not currently being sufficiently promoted either as a significant garden or garden tourism experience beyond the local scale.

A **competitive review** included sourcing applicable documents and resources through the Ontario Ministry of Tourism and Culture, the Ontario Tourism Marketing Partnership, the Canadian Tourism Commission, the Canadian Tourism Research Institute, Landscape Ontario, Communities in Bloom and other relevant statistical sources related to garden tourism. These documents provide an understanding of the garden tourist, motivations to travel for garden experiences and related trends and statistics that are useful in clarifying the need for a garden tourism strategy.

An internet search of international garden festivals and experiences using keywords such as botanical, gardens, horticulture, parks, floral, flower, plants was completed to source significant garden tourism experiences offered and to gain an understanding of garden tourism from an international perspective. This process identified leaders in garden tourism that can be used as best practice examples.

A **gap analysis** involved a review of the products and experiences offered in Ontario compared to market trends and international offerings as well as the following:

- Evaluation of the depth and breadth of products and experiences offered in Ontario
- Evaluation of the overall market readiness of Ontario's garden tourism products and experiences
- Evaluation of how garden tourism products and experiences are promoted

A summary document with results, highlighting relevant and pertinent findings and **observations** was presented to the OGTC's Strategy and Action Plan Committee for **validation** and revisions.

The comprehensive audit, competitive overview, gap analysis and observations are identified in the following sections of the report and are the sound basis for the **recommended strategy** and **action plan**.

GARDEN TOURISM DEMOGRAPHICS

The following profile and garden tourism visitation figures have been compiled using the Travel Activities and Motivations Survey produced by the Ontario Ministry of Tourism and Culture.

According to the 2006 Travel Activities and Motivations Survey, Canadian and US Markets in 2004-2005:

- 26,553,246 North Americans visited botanical gardens while on overnight trips (3,246,208 Canadians and 23,307,038 Americans)
- 8,609,580 North Americans visited a garden themed park (1,391,850 Canadians and 7,218,000 Americans)

The 2006 TAMS, Canadians Visiting Garden Theme Attractions While on Trips of One or More Nights report identified the following:

- Visiting a garden theme attraction while on a trip was the 10th most frequent culture and entertainment activity type undertaken by Canadian Pleasure Travelers in the past two years.
- Of those who visited garden theme attractions, 578,726 (18%) reported that this activity was the main reason for taking at least one trip
- Garden Theme Attraction Visitors are more likely to be female, 45 years of age or older and married without dependent children (less than 18 years of age) living at home
- Garden Theme Attraction Visitors are well-educated and have above-average household incomes
- Garden Attraction Visitors were more active in culture and entertainment activities while on trips than the typical Canadian Pleasure Traveler and especially likely to visit educational attractions, to take part in participatory activities and attend live art performances
- They were also very active in outdoor activities while on trips and particularly those involving nature and fitness
- They prefer highly active vacations that offer novelty and opportunities to learn
- They are above-average consumers of travel-related media and may also be effectively targeted through 'home and garden' media, natural science and nature media, city lifestyle magazines and multicultural, classical music and jazz / big band radio stations

Based on the Demographics of a Garden Tourist, the Canadian Tourism Commission identified garden tourists as Authentic Experiencers and offered insight about their travel behaviours:

- Enjoy taking behind-the-scenes tours
- Likely to sample local foods where locals eat
- Take in a performances and stay in local B&Bs, home stays or lodges
- Enjoy organized behind-the-scenes tours and staged performances, gardening classes or the opportunity to be a gardener for a day
- Motivated to travel through packaging gardens with other activities (authentic accommodation and local fine-dining)

The Deloitte 2009 Impact of Ornamental Horticulture on Canada's Economy Report provides the following insight into baby boomer related garden behaviour.

The baby boomer trend is not short term as it will take nearly 20 years for the baby boomers to cycle through some prime garden-demanding years. Boomers are spending more on products and services that improve their quality of life. Between 1982 and 2003, couples between the ages of 55 and 64 increased their spending on recreation by 157% between 2001 and 2005 the percentage of the adult population that reported gardening and yard work as an activity performed in their free time rose eight percentage points to 49 percent. More interestingly, according to a US study reported by the Wall Street Journal's Market Watch, gardening was cited as the fourth most desired retirement leisure activity choice for baby boomers. When converted to today's Canadian dollars, the report suggests that the average baby boomer is expected to spend four cents of every dollar on gardening and garden-related activities or \$2,400 annually.

Based on a review and understanding of the research noted above the assumption can be made that garden tourists can be classified based on their level of interest.

1. Master Gardeners, certified horticultural experts
2. Serious gardeners, proficient gardeners interested in learning and sharing knowledge
3. Casual gardeners, those who are interested in gardening and appreciate the beauty of a garden

It is likely that master gardeners and serious gardeners would be motivated to travel for garden product/experiences and events while casual gardeners would enjoy gardens while traveling for another purpose (perhaps cultural or outdoors).

ONTARIO GARDEN TOURISM PRODUCT AND EXPERIENCE AUDIT FINDINGS

Ontario has a variety of garden tourism products and experiences. The following is a summary of these:

The depth of garden tourism offerings varies throughout the province, with the majority of products and experiences being found near larger urban centers. Figure 2 shows the garden products, experiences and festivals that have been identified today in Ontario by tourism region.

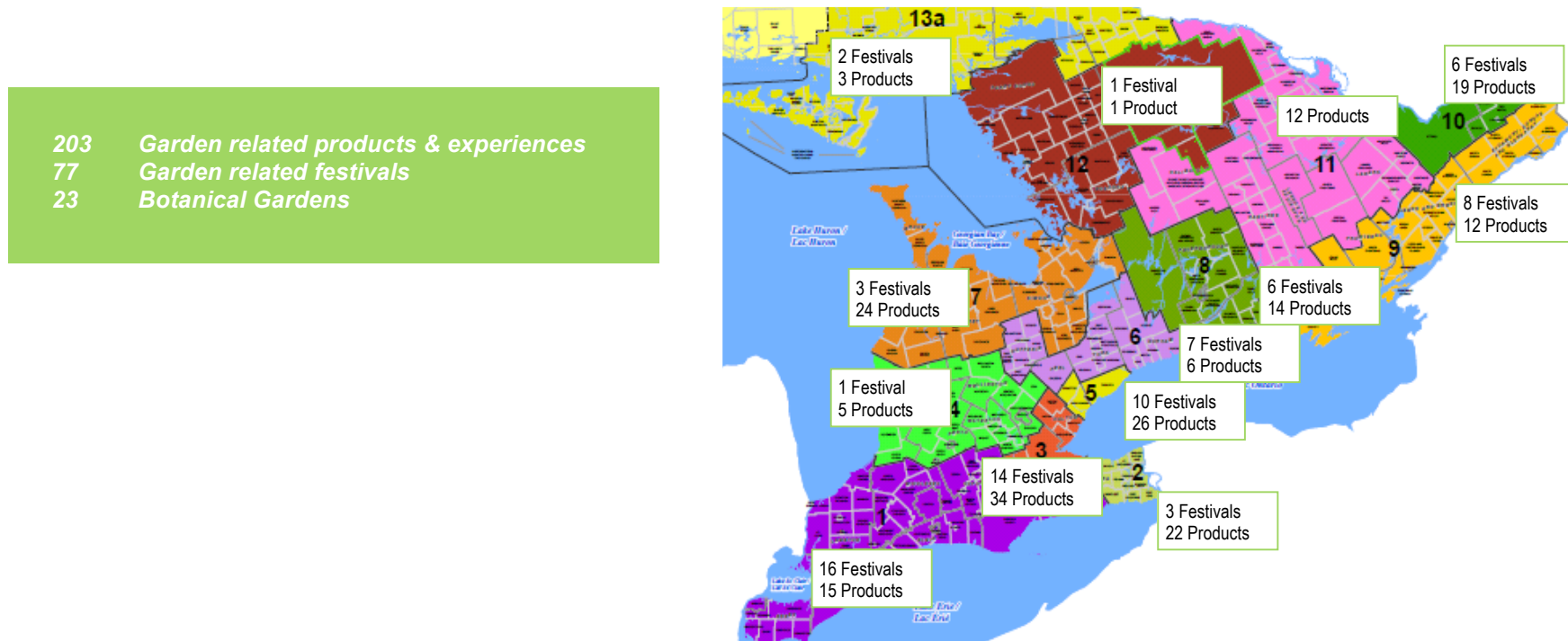


FIGURE 2: GARDEN TOURISM PRODUCTS AND EXPERIENCES BY REGION
 MAP SOURCE: ONTARIO MINISTRY OF TOURISM AND CULTURE

The audit of garden tourism products and experiences was completed geographically using the Ontario Ministry of Tourism and Culture’s new Regional Tourism Organizations. Figure 3 shows details of these findings by region and the seasons that garden related festivals, products or experiences are offered. The complete listing for each region is included in Appendix A (contact information) and B (garden tourism type and seasonality).

Festival	Product	Region	Location Description	Spring	Sum	Fall	Win
16	15	1	Haldimand, Norfolk, Elgin, Oxford, Chatham-Kent, Middlesex, Essex, Lambton, London, Windsor	19	19	14	8
3	22	2	Niagara	23	24	22	4
14	34	3	Hamilton, Halton, Brantford, Brant County, Six Nations of Grand River, Mississaugas of the New Credit	43	40	34	10
1	15	4	Huron, Wellington, Perth, Waterloo Region, Elora and Fergus and the Cities of Stratford and Guelph	15	14	14	3
10	26	5	Toronto, Mississauga and Brampton	25	20	23	12
7	6	6	Durham, York, Peel and Dufferin	10	10	8	4
3	24	7	Bruce, Grey and Simcoe Counties	24	24	24	1
6	14	8	Peterborough, Kawartha Lakes and Northumberland	17	15	14	0
8	12	9	Prince Edward County, Kingston, Brockville, Gananoque and Cornwall	17	14	11	0
6	19	10	Ottawa	21	21	19	0
0	12	11	Haliburton, Hastings, Lennox and Addington, Frontenac, Renfrew and Lanark	12	12	12	0
1	1	12	District of Muskoka, Algonquin Park, Almaguin Highlands, Georgian Bay, Parry Sound	2	1	1	0
2	3	13	Northern Ontario	5	3	3	0
77	203			233	217	199	42

FIGURE 3: GARDEN TOURISM FESTIVALS, PRODUCTS AND EXPERIENCES BY REGION AND SEASON

COMMUNITIES IN BLOOM

Communities in Bloom is a Canadian non-profit organization committed to fostering civic pride, environmental responsibility and beautification through community involvement and the challenge of a national program, with focus on the promotion of green spaces in community settings. In 2011, hundreds of Canadian communities are participating in the national and provincial editions of the program. The International Challenge program also included municipalities from the United State of America, Scotland, England and Japan.

The International Challenge involves winners from different National Programs who compete with each other based on population categories. The program consists of communities receiving information and being evaluated by an international jury on the accomplishments of their entire community (municipal, private, corporate and institutional sectors, citizens) on eight key criteria: Tidiness, Environmental Awareness, Community Involvement, Natural and Cultural Heritage Conservation, Urban Forestry, Landscaped Areas, Floral Displays, and Turf & Groundcovers. In the past 5 years International winners within Ontario include Aylmer, Pembroke, Barrie, Goderich, Stratford, Brampton, Toronto, Petrolia, Kincardine, St. Thomas, Huntsville, Vaughan and Woodstock.

On the Provincial level Communities in Bloom's provincial judges evaluate the communities on the eight program criteria and award a bloom rating from 1 to 5 blooms (5 being the highest ranking) at a provincial awards ceremony in the fall, where communities receive a certificate with their bloom rating. Up to two communities in each province will be invited to participate in the following year's national edition. Communities in Bloom also presents speciality awards. In 2010 the following communities participated in Ontario:

Blooms Awards

Municipality of Bluewater - 4 Blooms

Municipality of South Huron - 4 Blooms

Municipality of Lambton Shores - 5 Blooms - Trystan Site Furnishings Tidiness Award

City of Cornwall - 5 Blooms

Town of Lincoln - 5 Blooms - Community Involvement Award

Community Award of Excellence Program

Town of Bradford West Gwillimbury - The Bear Carving

Crystal Beach Beautification Committee - Crystal Beach Streetscaping Program - Floral Displays Award

Friends of Pelee - Beautification of Pelee

Town of Goderich - Restoration of Goderich Lighthouse & Garden - OSUM Natural & Cultural Heritage Conservation Award

City of Hamilton - Community Clean Trailer

City of Hamilton - Extreme Park Makeover - Park Revitalization Award

City of Hamilton - Hamilton Trillium Awards Program
 Town of Huntsville - The Brunel Historic Lift Locks Renewal Project
 Municipality of Kincardine - Tiverton Environmental Green School Project - 2010 CiB Ontario Award of Excellence Winner
 City of Markham - Grandview Park Woodlot Restoration - International Society of Arboriculture, Ontario Chapter Urban Forest Management
 Village of Neustadt - Keeping Neustadt Blooming
 City of Niagara Falls, Park in the City Committee - Olympic Torch Run Legacy Trail: Revitalizing an Abandoned Rail Corridor
 Municipality of North Glengarry - Beautification of Alexandria Town Hall - Turf & Groundcover Award
 Prince Edward County Community Greenspace - Picton Shire Hall Parkette - AMO Environmental Awareness Award
 Township of Red Rock - Church Park Rehabilitation
 City of Sarnia - Sarnia Horticultural Society Park Upgrade - Landscape Ontario Horticultural Trades Association Award
 Municipality of Southwest Middlesex - 2010 Open Garden Tour
 Town of Wasaga Beach - Schooner Town Heritage Site Restoration
 City of Waterloo, University Downs Neighbourhood Association - University Downs Park Playground

Community Showcase - Membership

Town of Carleton Place
 Town of Fort Erie
 Front of Yonge
 Town of Huntsville
 City of London
 City of Peterborough
 Municipality of Red Lake
 Municipality of Southwest Middlesex
 Municipality of Trent Hills

In 2005 Communities in Bloom collaborated with VIA Rail to create the Garden Route. In 2011 the program has grown to highlight 19 of Canada's most magnificent feature gardens; 28, 5-Bloom Communities in Bloom destinations and a growing number of local garden attractions along VIA's Halifax to Vancouver Island network.

Ontario destinations along the route include: Chatham-Kent, Ingersoll, Kingston, London, Oshawa, Sarnia, Southwest Middlesex, Stratford, Toronto, Niagara Falls and Woodstock.



Featured Gardens include Windsor Riverfront Gardens (Paul Martin Gardens, Ojibway Nature Centre and Park and Jackson Park, Joan and Clifford Hatch Wildflower Garden), Niagara Parks Botanical Gardens (Floral Clock, Niagara Parks Floral Showhouse and Queen Victoria Park), Royal Botanical Gardens (Dundurn National Historic Site), Casa Loma Gardens (Spadina Museum: Historic House & Gardens), Toronto Botanical Garden (Edwards Gardens, Toronto Music Garden, Rosetta McClain Gardens, and HtO Park), Parkwood National Historic Estate & Gardens (Oshawa Valley Botanical Gardens & Oshawa Peony Garden), Mackenzie King Estate (Garden of the Provinces and Territories, Rideau Hall and Commissioners Park and Ottawa’s Central Experimental Farm).

GARDEN TOURISM MARKET READINESS

Meeting and exceeding the expectations of visitors through the delivery of memorable, value-added, high quality garden tourism products and experiences defines tourism market readiness. In order to evaluate Ontario's garden tourism market readiness it is important to understand the expectations of the garden tourist. Garden tourism involves visits or travel to gardens and places or events which are significant to horticulture or gardening. Of the 199 garden tourism products & experiences, 76 festivals or events and 23 botanical gardens, Ontario does indeed have depth of inventory. There are a handful of garden tourism products and experiences that are tourism market-ready and are currently attracting tourists to their businesses and/or festivals. For the purposes of this project and in order to meet the goals of the OGTC, the question is whether the mix of offerings in the province is market ready overall? In order to fairly evaluate Ontario's garden tourism products and experiences an assessment of the most critical market ready requirements was completed.

1. Attracting and serving visitors is consistent with the organizations' goals. Organizations view increased tourism as a positive opportunity.

Observation: When reviewing the list of garden tourism products in Ontario is it apparent that a large percentage of the mix is made up of public gardens whose initial purpose is beautification with a focus on enhancing the quality of life of the local resident. Certainly a case can be made that municipalities understand a connection between their destination's attractiveness and an increased likelihood to draw tourists. While municipalities appreciate visitor spending, it is unlikely that a proactive plan for attracting garden tourists is in their mandate. In the case of privately own garden products and experiences, many such as year round botanical gardens attract people from beyond their local market and would view increased tourism as a positive opportunity to enhance revenues and support their programs and offerings. They may even base their programming and budgets around a high percentage of tourism visits.

2. Organizations currently offer products/programs/services at their sites. The product offers a quality experience to visitors.

Observation: There are a handful of garden tourism products in Ontario that offer programs and services, including the botanical gardens, greenhouses, butterfly conservatories and historical sites. These tend to be the sites that have a variety of experiences on site due to their size and the fact that they have both indoor and outdoor facilities that operate year round. These also tend to be admission based and operated as viable businesses. These sites offer educational programs, gift shops, washrooms, ample parking, picnic areas and an on-going calendar of events.

Most outdoor public gardens in Ontario are municipally owned and maintained by the parks departments. Many destinations with significant gardens (Toronto, Niagara, and Ottawa) have the ability to promote gardens as an attractor but they have little or no input into the product that is offered or any value-added opportunities because they don't own or operate the site. In contrast one could look at agri-tourism another popular hands-on niche tourism experience where beyond the simple farm visit a farmer could offer on-farm products and programs and continue to develop new opportunities and service over time such as a corn maze, hay rides, pick-your-own, education and tastings.

This isn't to say that quality garden experiences aren't possible, it will however require coordination with garden owner/operators and/or programming that links garden site visits with other experiences that have the potential to be built-out.

3. Are there a set of business goals and a method of tracking success and customer satisfaction with the products/programs offered?

Observation: It can be assumed that many individual organizations track success and customer feedback, however for many of the garden products such as public gardens there is simply no mechanism in place to measure satisfaction. With the exception of Brampton who promoted floral tours, DMOs would be unlikely to receive feedback about the collection of their garden experiences because they aren't currently packaging and promoting them.

4: Does the product offer something unique?

Observation: There are unique garden tourism products and experiences offered throughout the province. Many of these have gained critical acclaim such as Burlington's/Hamilton's Royal Botanical Gardens, Ottawa's Tulip Festival, Toronto's Canada Blooms and Music Garden and Niagara Parks Commission's collection of gardens. There are many garden themed events that feature specific varieties (peonies, lilacs, tulips, and lavender to name a few).

5: Is the product recognized locally, regionally, nationally, and/or internationally?

Observation: Only a few of Ontario's garden tourism products and experiences have recognition beyond Ontario's borders. Most of today's products are locally and regionally known.

6: Do organizations know who their customers are?

Observation: For those organizations that maintain public gardens, it is unlikely that without a tourism mandate they have not given much thought to the demographics and profile of a garden tourist.

7: Have organizations worked collaboratively with other tourism product partners in their area?

Observation: Some garden trail experiences have emerged in the province, indicating that some destinations recognize the value and opportunity in creating a critical mass of garden related products and experiences that can draw visits from beyond the local or regional market. The VIA Rail Garden Route stretches from Victoria to Halifax and includes opportunities for visits to 19 gardens and 28 Communities in Bloom, all winners of the prestigious 5-Bloom award.

Of the 13 regions within Ontario there are only 3 that have organizations collaborating in on-going garden tourism initiatives (Rural Gardens of Grey and Bruce Counties, Peterborough's Garden Route, and Brampton's Floral Self Guided Tour). Today there is a lack of partnering and packaging of garden experiences with accommodators, retail, restaurants and cultural experiences to create a seamless package that encourages tourists to visit. Collaborative efforts for 1-2 day garden tours exist within most urban areas and operate as part of Doors Open or local horticultural clubs or service clubs who use them as community or fund raising opportunities.

8: Are garden tourism products and experiences marketed?

Observation: Very few DMOs are marketing garden tourism products and experiences as shown in Appendix C. Of the 86 DMO websites in the province that were reviewed, only 14 provided easy access to garden tourism products. Garden festivals and events can typically be sourced in the events listings, but have to be found by searching through chronologically, rather than thematically. There is no over-arching association promoting garden tourism in the province, although the Ontariotravel.net website recently added a gardens tab under things to do. The sub-section includes descriptions and links for Communities in Bloom, Everything's Abloom in Niagara, Delight in Gardens from the Past, and Horticulture Havens Bloom in Ontario.

9: To ensure maximum profitability, tour operators must be able to provide price points and payment options.

Observation: Many of Ontario's garden tourism products and experiences are publically owned, non-gated gardens where there is no admission fee.

Conclusion: The vast majority of garden experiences are not "tourism market ready". The above requirements of market-readiness are important to the success of a tourism product. The challenge is that many gardens and horticultural experiences were created out of passion rather than purpose-built attractions with the goal of attracting visitors or generating income. As indicated by the Ministry of Tourism, "Tourism is an economic sector that takes existing businesses from many diverse sectors and shifts them to expand their focus on new external markets". Those looking to create or promote garden tourism experiences need to consider what it is about their product/experience that makes them ready for tourism.

ONTARIO'S GARDEN TOURISM BEST PRACTICE EXAMPLES

There are a few destinations in Ontario that have developed unique ways of promoting garden products and experiences.

Stratford is promoting gardens to inspire visits.

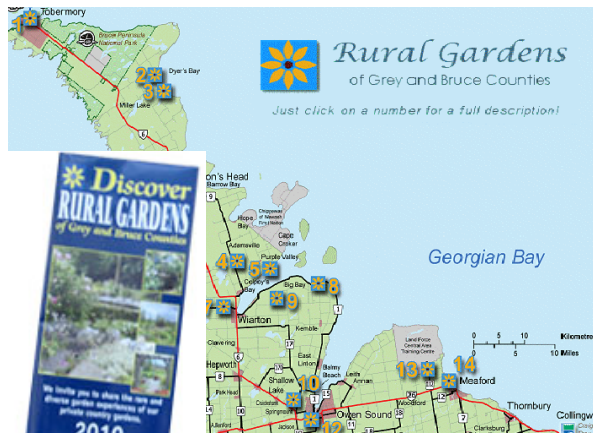
Spring, summer and fall are ablaze with colour and the air is filled with music in all the five gardens of Stratford linked along the Avon River. The Shakespearean Gardens, framed by a pergola, the Perth County Courthouse and the oldest double arch stone bridge in Ontario, contains 60 varieties of herbs, flowers and shrubs from the time of Shakespeare and mentioned in his plays. Wander through knots of blooms bordered by thrift and boxwood, along the stone walls among fragrant rose gardens and rest on iron benches along the river bank.

Source: www.welcometostratford.com



Tour Stratford's prize-winning gardens

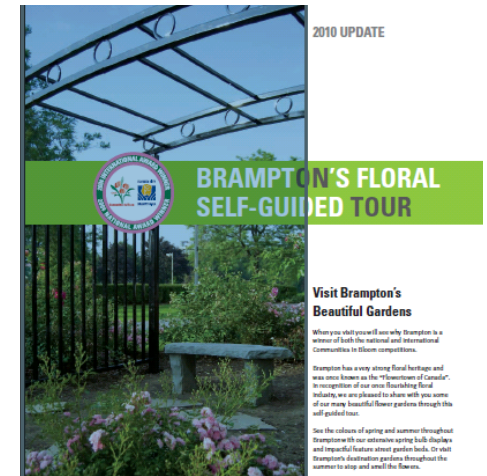
Grey and Bruce Counties have collaborated to produce a Rural Gardens of Grey and Bruce Counties map and website. The initiative is a result of the collaboration of garden businesses and private garden owners who came together in 1999 with the goal of showcasing rural gardens. Today there are 31 members offering on-site garden experiences ranging from private garden tours and one-on-one conversations with the gardener to a 100 acre landscape and garden centre with a botanical garden. The group has been successful at attracting tour groups and have reported an increase in visits to their gardens and garden centres as a result of the initiative.



Our network seeks to promote visits to many of the rural gardens of Grey and Bruce Counties. We offer an opportunity to share the delights of a variety of rural garden venues. If you are attracted to the pursuit of visiting gardens this is a new resource to help you plan your garden touring activities. As members of the Rural Gardens of Grey and Bruce Counties group we share a willingness to open our gardens and a desire to have others share the beauty of our wonderful countryside. Source: www.ruralgardens.ca

Tourism Brampton has become a leader in garden tourism product development. Not only does the Tourism Brampton website promote “destination gardens”, but they also publish a self-guided Floral Tour map that is available in print (1,500 copies distributed annually) and on their website www.Brampton.ca. Tourism Brampton line has received calls from Garden Groups who are looking for copies for bus tours.

The City of Brampton has made great strides in revitalizing our floral heritage and building a reputation as Canada’s Flower City. Brampton showcases some of the most interesting and beautiful flowerbeds and floral displays in the province. Through our beautification program, the City has planted millions of bulbs and flowers to beautify our streets, parks, open spaces and public facilities. With over 400 roadside gardens and 1 million spring flowers, you’ll see why Brampton was the 2008 Communities in Bloom International Winner!
 Source.www.Brampton.ca



The Canadian Tulip Festival is Ontario’s largest horticultural festival. For 3 weeks in May, Ottawa showcases over 3 million tulips. The event, which started in 1953, has grown to an internationally recognized festival. The event draws 600,000 visitors annually.



The Canadian Tulip Festival, now in its 59th year, has grown to become the largest Tulip Festival in the world. It preserves the local heritage of Canada’s role in freeing the Dutch during World War II, and the symbolic tulip; a gift in perpetuity to the Canadian people for providing a safe harbour to the Dutch Royal Family at that time.

The festival’s mandate is to preserve this heritage and celebrate the tulip as a symbol of international friendship by engaging local organizers, volunteers, artists, performers, tourists and festival-goers in what has become an annual ritual of spring and one of Canada’s best loved and well-known cultural events.
www.tulipfestival.ca

Toronto's Music Garden is an example of enhancing a garden space through arts and culture. The Toronto Music Garden is part of the City's 40-acre Harbourfront parkland. The Music Garden was a collaboration of renowned cellist Yo-Yo Ma, garden designer Julie Moir Messervy, filmmaker Niv Fichman and philanthropist James Fleck. It demonstrates the potential of artistic collaboration among many disciplines, and creative partnerships between the government and the private sector.



The Toronto Music Garden can be appreciated on many levels. It is vibrant with the spirit of music, dance and artistic delight. It is a place to sit quietly and ponder nature. It is a symbol of Toronto's participation in the international community, and a place for everyone to enjoy.

Source: [www.http://torontobotanicalgarden.ca/tours/musicgarden.htm](http://torontobotanicalgarden.ca/tours/musicgarden.htm)

Colasanti's Tropical Garden is a unique, multi-faceted garden centre located in Ruthven, Ontario. Colasanti's started in 1941, producing vegetables and greenhouse crops and over the years has expended to produce unique crops such as lemon and orange trees, cactus and tropical plants. Colasanti's is situated on 35 acres with 3.5 acres of indoor space. Along with the greenhouses and plant retail area there is an on-site restaurant, petting farm, mini-put course, kiddie rides, arcade and home décor. Source: www.colasanti.com

"This is a really different place to visit - I've never been anywhere with such an eclectic mix of things to do as there is at Colasanti's. There's collectables, a gift shop, petting zoo, home decor, greenhouse, sports collectables shop, 18 hole indoor golf course, licensed restaurant and indoor playground and rides. And that's apart from their advertising themselves as a Tropical Wonderland of exotic birds and gardens. There's a charge to go into the petting zoo and if you're travelling with kids it's worth a look". Review posted on www.tripadvisor.com.

GARDEN TOURISM LEADERS REVIEW

An investigation into internationally significant garden tourism products and experiences reveals that there are best practice examples scaling from destinations who have seen the value in the development and promotion of regional garden tourism experiences, large international festivals that attract in mass numbers, and garden businesses who have been leaders in their industry and attract customers from well beyond their region.

International Horticultural Exhibitions/World Garden Events

International Horticultural Exhibitions have been a regular occurrence in Europe for fifty years. Sanctioned by the International Association of Horticultural Producers (AIPH) and the Bureau of International Expositions (BIE) these events usually last three to six months and involve a major public festival and a competition between participating member countries. For example:

The Netherlands hosts an International Horticultural Exhibition, called Floriade, every 10 years. Each event lasts about six months and they are held in different locations around the country as the events are often the catalyst for redevelopment of derelict or unused lands. The next Floriade is scheduled from April to October 2012. Visitation is projected at 2 million.

Germany hosts a BUGA event every four to five years. The last BUGA was held in 2009 in Schwerin, had 34 satellite venues located within a 1.5 hour drive from the main site, attracted 1.9 million visitors.

In recent years, Asia has begun to host International Horticultural events. Royal Flora in Thailand was held in 2006/7. Taipei International Flora was held in 2010/11 and Xi'an China will host such an event in 2011 with projected attendance of 10 million visits.

The only two such events that have been held to date in North America are:

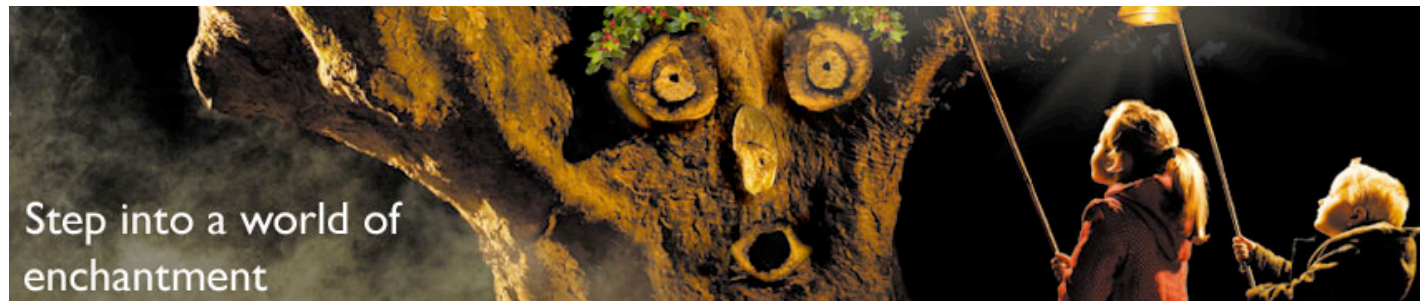
Florialie Internaitonal de Montréal in 1980 with 1.7 million visits and AmeriFlora in Columbus, Ohio held in 1992 and attracted 2 million visits.

United Kingdom

In the UK the English Heritage Trust launched the Contemporary Heritage Gardens programme in the 1990s. The program held design competitions for prominent young designers to augment a historic property with a contemporary garden of style and relevance to the property. The nine participating gardens in the UK were highly successful at attracting new visitors. Visitor numbers in Kent shot up 47% in 2 years.

Other garden focused initiatives in the UK have aided in the success of garden tourism. Funding from the Heritage Lottery Fund injects substantial dollars into public gardens. Gardens in the UK have addressed how to access new audiences. At the Eden Project they have

been successful at attracting non-traditional botanic garden visitors due to the ability to attract them deliberately with a “funky” style of interpretation and use of the creative arts in live performances. Younger people are deliberately targeted by the “Eden Sessions” of music every August. At Alnwick Garden there is a focus on attracting children, as shown in the picture below. Source: www.alnwickgarden.com



Les Jardins de Métis /Reford Gardens, Grand-Métis, Quebec

In the summer of 1926, Elsie Reford a passionate gardener began transforming her fishing camp on the Métis River into a garden. Over more than three decades she created a garden that featured one of the largest collections of plants in its day. Today the gardens are home to more than 3,000 species, cultivars and varieties of plants, both native and exotic. Known for their exceptional collections and historic plantings, Elsie Reford’s gardens are preserved by a passionate team of gardeners and staff so that visitors can experience their wonder, beauty and magic. The gardens draw over 100,000 annually. Source: www.refordgardens.com

International Garden Festival, Reford Gardens/Les jardins de Métis, Grand-Métis, Quebec

This world-renowned contemporary garden festival is held annually at Reford Gardens/Les jardins de Métis from late June to early October. In 2010 it featured a record 21 gardens and hosted 100,000 visitors. Culinary, musical, cultural and artistic events are held throughout the summer. The 2010 competition attracted 276 proposals by more than 600 architects, landscape architects, designers and artists from 34 countries. Since 2000, 850,000 visitors have explored more than 100 gardens created by over 200 designers from 10 countries. The success of this event is remarkable considering that Grand-Métis is a small village remotely located in the Bas-Saint-Laurent region of Quebec. It is a 4 hour trip from Quebec City and 6 hours from Montreal.

Inaugurated in 2000, the International Garden Festival takes place every year at the Reford Gardens, which were declared a national historic site by the Historic Sites and Monuments Board of Canada in 1995. Among others, the goals of the Festival are to stimulate contemporary creation in garden art, to introduce the general public and the horticultural industry to the latest trends in garden design and to contribute to economic growth and tourism development in Eastern Québec. Source: www.quebecmaritime.ca

Quebec

The province of Quebec promotes garden tours with international appeal extensively. Garden tourism in Quebec is celebrated and promoted actively on tourism websites. A simple internet search for garden experiences in Quebec presents several options for a traveller with maps and listings of garden opportunities throughout the province. One example is the bonjourquebec.com website that provides a garden tab under the attractions sections. The following is the introduction:

Born of the clash between French and English traditions, and open to the world, Québec's gardens invite you to take sweet, enchanting strolls. A number of them have a reputation for quality and originality that extends far beyond our borders, so why wait? Discover them now! Source: www.bonjourquebec.com

Garden Walk Buffalo

The Garden Walk Buffalo event attracts tens of thousands of visitors to Buffalo's West Side to pick up their maps and start walking through the featured gardens which are located in clusters within a three-mile radius, with headquarters at strategic points along the way. In 1993, Marvin Lunefeld and Gail McCarthy attended an urban garden tour in Chicago and decided that the concept could work well in Buffalo. The first Buffalo Garden Walk was held on July 15 and 16, 1995 and featured nineteen gardens. The event was open to anyone in the area who wanted to participate, with no prior judging. The main goals were to encourage neighbourhood beautification and to promote community pride. The by-product has been the creation of an internationally recognized garden experience that has earned international praise.



No admission was charged for the first Garden Walk and no admission is charged today, but in every other way, Garden Walk has grown well beyond its original size and scope. The number of gardens participating in the Garden Walk has increased every year, growing to 355 in 2010, making the event one of the largest of its kind in the United States. Source: www.gardenwalkbuffalo.com

The Butchart Gardens, Victoria, BC

The Butchart Gardens in Victoria, BC is a multi-faceted garden attraction. Once known as *Benvenuto* for their original estate The Butchart Gardens is now a National Historic Site of Canada, and still privately owned by family descendants. The Butchart Gardens offers 55 acres of floral displays located in Greater Victoria on Vancouver Island. Each year over a million bedding plants in some seven varieties are used throughout the Gardens to ensure uninterrupted bloom from March through October. Close to a 1,000,000 people visit each year, enjoying not only the floral beauty, but the entertainment and lighting displays presented each summer and Christmas.

The Butchart Gardens has become a tourism attraction in the Victoria area and is promoted as such on British Columbia's official tourism website www.hellobc.com, in fact under gardens/city parks tab it is the second listing after the world renowned Stanley Park. Butchart's success as an attraction stems from its size, the quality of the manicured gardens and the variety of year round activities. The Butchart Gardens website provides suggested itineraries, ferry information and links to tourism information sites.



The Butchart Gardens has grown to become a premier West Coast display garden, while maintaining the gracious traditions of the past. Today the Gardens have established an international reputation for its year round display of flowering plants.

Source: www.butchartgardens.com

Butchart Gardens virtual tour: www.butchartgardens.com

OBSERVATIONS

1. Ontario's garden experiences are not currently built as tourism demand generators.

In reviewing Ontario's garden tourism product mix, Ontario's garden tourism experiences can be classified in three groups. The classifications are noted in the listings found in Appendix A.

Tier 1: Currently motivate some travel (M on chart in Appendix A)

- Significant gardens that have potential to motivate travel.
- Noteworthy garden and horticulture festivals and events that have potential to motivate travel.

The highest concentrations of these products exist in the larger urban centres such as Ottawa, Toronto, Oshawa, Burlington and Niagara.

Tier 2: Speciality Gardens or events (S on chart in Appendix A)

- Gardens' niche in variety or design that don't motivate travel on their own, but may be part of what makes a destination special.

A portion of Ontario's garden product mix is considered niche or speciality products or events as they feature specific themes or species/plant varieties or design. Serious gardeners who identify with the species or theme would be motivated for travel to these, but as stated these are niche products therefore are not currently attracting visitors in large numbers.

Tier 3: Community Enhancers (C on chart in Appendix A)

- Community gardens that serve the purpose of beautification for locals but have potential to add value to a visitor.
- Community based garden festivals or events that appeal to locals but have potential to entertain visitors if in the area.

Most garden products and experiences in Ontario fall under this category because they were not purpose-built for tourism and because of this are limited in their ability to be leveraged for tourism without some creativity and tourism market readiness training. As mentioned in the market readiness section, the majority of the garden products are publically owned and maintained by municipalities whose primary mandate is typically beautification to enhance the quality of life of local residents and not economic development through tourism.

The Communities in Bloom initiatives in many Ontario municipalities are an example of gardens that enhance destinations through beautification. These communities need to be educated on the potential their garden experiences can have to attract and keep visitors in their community therefore driving economic activity.

2. While Garden experiences are available they are difficult to source

Very few websites in Ontario allow a visitor to search for garden or horticulture experiences or themes. Many gardens are listed under municipal parks. In this area there is a lack of standardization. Some destinations appear to have garden experiences, however the listings are primarily garden centres. From a visitor's perspective it is difficult to know where to look for the information, given that it could be places

under sight-seeing, nature, parks, attractions or outdoors. Appendix B lists by region, the DMO's who represent the communities in Ontario and identifies those who are currently providing tabs or website navigation themes that allow visitors to seek garden tourism products and experiences. Of the 86 DMO's in the province that were reviewed, only 14 provided easy access to garden tourism products.

3. Garden themed festivals and events have recognition

Garden themed festivals and events have earned international recognition and have the ability to position a destination as a garden tourism location. In 2010 the Montreal Lantern Festival was awarded as the Top Canadian event by the American Bus Association (ABA). New themes are featured each year during this annual 700-lantern display in the Chinese Garden of the Montréal Botanical Garden.

Ontario's communities have hosted several successful garden themed festivals and events. The following events have been recognized by the ABA as top 100 events in North America:

- Blossom Festival, Niagara Falls
- Canada Blooms, Toronto
- The Canadian Tulip Festival, Ottawa (This is an ABA Internationally Recognized Event)
- Lilac Festival, Hamilton-Wentworth
- Lilac Festival, Royal Botanical Gardens, Hamilton, Burlington

4. Leaders are emerging

There are some DMO's in the province who have invested time to develop and promote garden products and experiences to visitors. With a mission to put Ontario's gardens on the map of public consciousness the formation of the Ontario Garden Tourism Coalition is a positive first step in encouraging industry involvement. In 2009, the inaugural Canadian Garden Tourism Conference was held, resulting in the formation of the Ontario Garden Tourism Coalition in 2010. The OGTC executive committee has been actively involved in validating the information gathered for this report. A second Garden Tourism Conference was held in March 2011 featuring speakers who are provincial, national and/or international leaders in garden tourism.

5. Horticulture clubs/societies and garden buffs are a target market

There is a lack of connection between the horticultural groups and the tourism industry. While completing the audit of garden tourism products and experiences time was taken to explore horticulture club websites to extract any relevant information. Most of the information found on the websites is very focused on club events. As an example, indicated on their website, the Aims of the Garden Club of Toronto are:

- To stimulate a knowledge and love of gardening amongst amateurs
- To aid in the protection of native plants, birds, trees and soil
- To encourage civic planting

These groups are aware of their local assets and well understand the serious gardener and those who are interested in learning about gardens. It is likely that these people are already travelling to see gardens and they know where the biggest gap exists for connecting

garden enthusiasts to all that is available in Ontario. There is an opportunity to connect these enthusiasts with the tourism industry to establish a base of business for the garden tourism industry that will allow them to go after the next layer of potential customers, those that want to learn about gardens. The tourism industry needs to connect with these groups to explore opportunities to collaborate in the best interests of both groups.

6. Ideal connection with Green for Life brand

Landscape Ontario is the official home-base of OGTC and the connection with their *Green for Life* brand is ideal. The goal of *Green for Life* is to inspire Ontario residents through the beauty and benefits of horticulture in their own world / space and then provide an easy connection with Landscape Ontario landscapers and garden product retailers. Presenting an enhanced list of garden tourism products/experiences and events to Ontario residents truly sets up opportunities for inspiration that Landscape Ontario and its *Green for Life* brand is seeking. The concept is of an inspired visitor who returns home with the motivation, ideas and plans of creating or enhancing their own garden is dramatically enhanced and quite likely resulting in increased sales for Landscape Ontario members.

7. Culinary Tourism in Ontario is a worthwhile comparison

The notion of travel inspired by gardens can be easily compared to culinary tourism, given the similarities of the demographics of those who appreciate hands-on, educational, and cultural experiences. According to the International Culinary Tourism Association (ICTA), Culinary Tourism is a relatively new industry that emerged in 2001.

The Ontario Culinary Tourism Alliance was formed in 2006 and included members from key Ontario destinations who were engaging in culinary tourism initiatives and had champions who saw the opportunity for tourism growth. These included Ottawa, Muskoka, Niagara, Toronto, and Prince Edward County. The 10 year Ontario Culinary Tourism Strategy & Action Plan priorities included:

1. Make it easier to conduct business by connecting farmers, chefs, restaurateurs, accommodation, festivals, retailers and others in the supply chain
2. Provide a central repository for relevant research and best practices so organizations can learn from the experiences of others
3. Offer a central location for media releases to make it easier for journalists to access information on the latest Ontario culinary tourism initiatives
4. Celebrate excellence by highlighting award winning products and operators

Since 2006, OCTA has helped establish Ontario as a leader in culinary tourism on an international scale. The provincial culinary strategy was built by engaging and educating the local constituents and this has resulted in tremendous growth in the province.

In 2009, OCTA held regional workshops at key destinations that were showing interest in growing culinary tourism. In these workshops, tourism stakeholders (accommodators, restaurateurs and chefs) and agriculture stakeholders (farmers, farmers' markets, local food production businesses and local food groups) were invited to learn and collaborate.

OCTA shared the following criteria essential for a region to successfully be a culinary tourism destination:

1. Leadership
2. Market-ready or near market-ready products
3. An integrated strategy
4. Partnership and community-based collaboration
5. Financial support and financial measures
6. Destinations with good access to key origin sites
7. Sufficient market intelligence
8. Culinary Tourism Resources Distinctive to the Region That Convey Important Messages About and Experiences of the Culture of the Region

Since hosting the regional workshops Norfolk, Stratford, Durham, Elora & Fergus, Northumberland, Peterborough & Kawartha, Grey Bruce, Muskoka, Kingston, Guelph & Wellington, and Elgin County have shown their commitment to developing culinary tourism in their regions and have joined OCTA. Source: www.ontarioculinary.com

If it can happen with operators in culinary tourism, it can happen with those associated and interested in garden tourism.

RECOMMENDED STRATEGY

1. Expand the base of OGTC members

The Coalition needs a greater degree of critical mass if it is to move forward. There is a need to define the role and structure of this organization. The OGTC must develop a strategy to engage a broader base of garden and tourism constituents in order to roll out any strategy. If we look at the OCTA example it was a small numbers of communities that engaged in culinary tourism that paved the way for others to get involved. Prince Edward County and their story planted a seed among other DMO's that they too could develop culinary tourism in their destination. The OGTC needs to do the same. Therefore who are the "poster boy" communities? Is it Stratford, Bruce County? We need a couple of garden tourism missionaries to go on the road and tell the story.

2. The OGTC to identify the Top Five Potential Garden Tourism Destinations

There are only a handful of destinations that currently have the potential to better utilize garden/horticulture to increase visitation to their destination. Therefore the OGTC, using a garden specific tourism market ready checklist, is in the best position to identify those destinations that currently are poised to leverage their garden assets as tourism demand generators. Focus should be directed at helping these destinations become leaders in garden tourism in an Ontario context. As a result they will see results and inspire other destinations to "get on board" with their own garden tourism asset development initiative.

3. OGTC to seek endorsement of Provincial Government

Gain endorsements from the Ministry of Tourism and Culture, Ministry of Agriculture (OMAFRA), Ministry of Training, Colleges and Universities, Ministry of Economic Development and the Tourism Industry Association of Ontario that demonstrate support of the need for garden tourism product development and marketing. This recognition may increase opportunities for the necessary funding required to provide resources and education for the tourism and horticulture industry in order to grow garden tourism.

4. Establish the keys to garden tourism success

As destinations in Ontario start to realize the opportunities associated with garden tourism, they will be looking for direction. Establishing keys to success will provide locally based garden tourism leaders and DMOs with a clear understanding of what it takes to become garden tourism market ready so that they can take appropriate steps in product development. The new RTO structure could provide a framework and resources for development.

Suggested Keys to Success

Visionary Leadership

- The Coalition requires pioneers from the garden and horticulture experience sector to step up and establish and endorse a strategy of growth for the sector from the tourism market
- Leaders must rally others who will join in supporting a development strategy and become active participants in tourism experience development

Market-Ready or Near-Market-Ready Garden Experiences, Products and Resources

- Establish and then communicate garden tourism market readiness benchmarks to potential stakeholders, such as:
 - Attracting and serving visitors (tourists) is consistent with the businesses' annual plans and goals.
 - The stakeholder views tourism business as a positive growth opportunity.
 - The business is equipped to manage a tourism booking / reservation, i.e. they have a web site, email address, 1-800 #, can make a booking well in advance of visit , accept major credit cards, service guest with disabilities, speak a foreign language, offer commissions to 3rd party agents (as appropriate).
 - Products/programs/services are offered that cater and appeal to a visitor from beyond the local market.
 - Quality and unique experiences are offered that have the potential to attract visitors from beyond the local market.
 - Collaborates with other tourism product partners (accommodators) in their area or would be willing to collaborate in the future.
 - Capacity to handle business from a tourism market during all hours of operation.
 - Operates for an appropriate length of season and within normal business hours (7 days per week).
 - The business has a positive reputation locally therefore is or could be successful as a tourism business.
 - Has a variety of price points and payment options to maximize profitability
 - Has market knowledge and promotes their business.
- Create a tool to evaluate market readiness and then encourage stakeholders to complete a market readiness audit
- Facilitate experience development throughout the sector, use best practices as examples to motivate development

An Integrated Strategy

- Develop a long-term garden tourism strategy that focuses on developing garden tourism experiences initially in destinations that have inherent garden assets. While this document serves as an overarching strategy to establish garden tourism in Ontario, individual destinations either at a DMO or RTO level will need to determine a strategy and action plan that leverages their assets and garden tourism potential.
- Once these experiences are market ready develop tactics that take them to market
- Monitor success, fine tune as necessary and then roll the strategy out to a broader list of destinations

Partnership and Community-Based Collaboration

- Work in partnership with other businesses, municipal and provincial governments, tourism associations and destination marketing organizations to initially gain understanding and then engagement of these important groups
- Initiatives must be locally created and supported to be successful

Financial Support and Performance Measures

- The strategy must attract financial support from both private and public sector partners
- The strategy must identify a series of performance metrics that measures effectiveness, for example increased visitation

Destinations With Established Tourism Markets

- Garden enthusiasts enjoy a wide variety of experiences when they travel; therefore by building on the core reasons to visit a destination, garden tourism experiences can be offered that supplement those core experiences and enhance the overall visitor experience

Garden Tourism Experiences Distinctive to the Region

- Take an inventory of all garden tourism experiences and events. (As indicated in the methodology section of this report, the inventory of garden experiences captured in this project were limited to those that could be sourced through internet searches. It is reasonable to assume that there other assets that are or could be garden tourism experiences could be further identified when tourism and horticulture professionals as brought together).
- Capitalize on the unique characteristics of garden experience attributes located throughout the province based on topography, species and climate

Destinations with Multiple Garden Tourism Experiences

- Some destinations have a multitude of experiences found in gardens, events, parks and public areas, these assets can be combined and packaged

A Commercial Transaction to All Garden Experiences

- Most garden experiences are free, viewing opportunities found in public spaces and parks don't have an admission associated to them
- Operators must add a commercial experience perhaps by offering an interpretive component
- Connect free experiences to traditional tourism opportunities like accommodation, retail, food and beverage

An Effective Destination Marketing Organization (DMO)

- A key component to take the experience to market
- Operators must have a market ready product for the DMO to be interested

5. Encourage partnerships and packaging

There are best practices examples and industry champions in Ontario today who can be a tremendous asset to OGTC in sharing their story and emphasizing the value in investing time and resources into garden tourism product development. Workshops held in key destinations across the province, especially those who have a solid base of garden experiences, would provide the opportunity to educate both the DMOs, horticultural (Landscape Ontario members) and tourism industry partners on the benefits of collaboration. Packaging and partnering is the first step in creating a new product cluster and critical mass to attract garden tourists.

6. Create garden tourism information mechanisms

An e-strategy can serve both the industry and consumer. Industry can benefit from sharing best practices; industry research and news about events will keep the garden tourism stakeholders tapped-in and may inspire individual businesses and tourism destinations to invest time and resources into garden tourism product development or to connect with leaders in the province. For consumers/potential tourists, a central website could become the source for all garden tourism products and experiences in Ontario. If the current Landscape Ontario website was expanded to include this information it could promote Ontario's garden products and experiences and in doing so, enhance the inspiration aspect of the *Green for Life* brand.

Way-finding and mobile technologies are opportunities to leverage new technologies to allow visitors to easily find gardens within a destination. On-line magazines and e-publications are also valuable marketing tools that can be explored.

7. Explore key target markets first

There is an opportunity to engage master gardeners, serious gardeners and active Communities in Bloom champions to explore the role they play in garden tourism. These individuals can become the champions of garden tourism in the province and provide valuable networking to grow garden tourism products/experiences as well as interest in travel for gardens.

The Ontario Horticultural Association has over 300,000 members in Ontario who have the following in common

- Love of gardening
- Deep enjoyment in sharing their knowledge
- Commitment to preserving and restoring Ontario's natural environment
- Dedication to making the communities we live in beautiful, sustainable and liveable
- This is a similar profile to the Garden Tourist according to the TAMS reports (See Garden Tourism Demographics)

OGTC needs to connect with these groups to discuss mutually beneficial collaboration opportunities. OGTC could issue a survey among these groups to help shape the strategy. As a pilot project, OGTC could develop a series of tourism packages that can be offered to this group to test viability and to engage DMO's. For example, the major garden attractions in Toronto could collaborate and create a package

that is promoted through the Toronto Garden Club to gauge interest and measure uptake. Not only might this encourage visitation to these attractions in Toronto, but it may also open doors for valuable feedback from the participants, allowing for refinement and improvement of the overall product before it is taken to a broader audience.

8. *Attract and Host Blockbuster Garden Themed Events*

Hosting blockbuster events raises the profile of garden tourism and feeds the overall garden tourism strategy. For example, Longwood Gardens in Pennsylvania has international reputation for their incredible collection of local and exotic plants, flowers, trees, and more. They have developed a major exhibition titled Making Scents: The Art and Passion of Fragrance which is available for rent for 3 month periods for \$75,000. The exhibit is designed to transform multiple spaces into a museum for the senses through the introduction of nature's most fragrant plants and flowers.

Recognized events help to position Ontario as a garden tourism destination and pave the way for an international exhibition.

9. *Leverage Festivals and Events*

Ontario has a calendar of events that includes many garden themed festivals/events. Existing events could be enhanced by adding special exhibits that can be used to increase the profile of garden tourism.

10. *Recognize Garden Tourism Champions Through Awards*

OGTC should work in cooperation with the Tourism Industry Association of Ontario to develop garden tourism leadership awards that can be presented at the annual Ontario Tourism Summit.

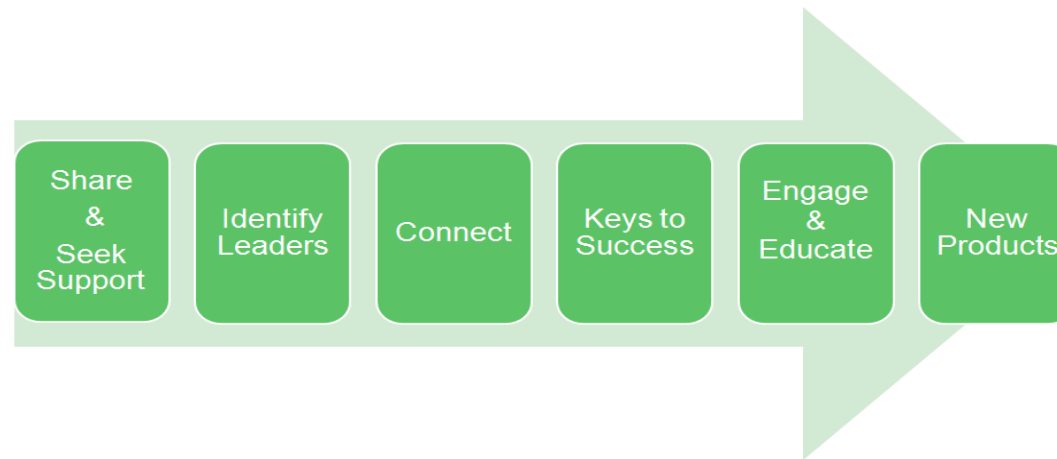
11. *Foster Garden Tourism Product Development*

There are several best-practice examples that could be applied in Ontario destinations to grow garden tourism. OGTC needs to provide leadership to help operators develop experiences that meet their own mandate but have spinoff benefits to attract visitors. Possibilities for product development include:

- a) Encourage creative approaches to the use of gardens. The Toronto Music Garden is one great example of using a once static garden and turning it into a unique garden attraction. Existing gardens in Ontario can benefit from themed installations and cultural events that appeal to garden tourists.
- b) Provide interpretive and hands-on learning experiences. While many gardens in Ontario are publically owned and do not charge admission, the addition of a guided interpretive session or hands-on learning component allows a once static garden to become more vibrant and exciting. Adding an interpreter also allows for the opportunity to charge admission and thus create revenue streams and attract tour groups who are only interested in promoting and visiting attractions where they can collect gate-admission commissions.

ACTION PLAN

With a mandate to foster the development of the garden and horticultural experiences located across the province for the purpose of generating incremental tourism trips as a result of the horticultural experiences available, OGTC needs to take a lead on garden tourism growth in Ontario. Based on the findings and recommendations in this report, the following next steps are proposed:

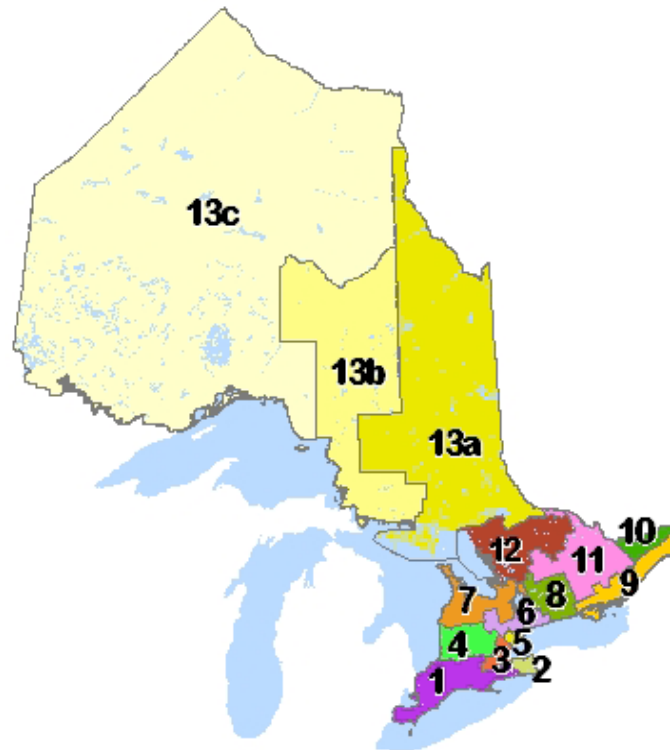


Action	Timing	Organization(s)
<p>Present the findings of this report to Landscape Ontario, the Ministry of Tourism, the Ministry of Economic Development and the Ministry of Agriculture and Rural Affairs</p> <ul style="list-style-type: none"> Gather feedback to understand OGTC's role in the current climate 	Q3 2011	OGTC
<p>Seek funding to support OGTC's future</p> <ul style="list-style-type: none"> Review opportunities and apply for appropriate grants and/or partnerships Ensure the ability to have ongoing coordination to achieve the actions identified below Grow the number of OGTC membership and establish a nominal membership rate 	Q3 2011	OGTC
<p>Identify leaders in the province; destinations, businesses and individuals who have a proven track record and success in the of area garden tourism</p> <ul style="list-style-type: none"> Several leaders have emerged in the process of writing this report. Meetings with these leaders to discuss the vision of the OGTA and its action plan should be held with the purpose of engaging leaders. 	Q4 2011	OGTC
<p>Connect with master gardeners and serious gardeners share report and discuss synergies</p> <ul style="list-style-type: none"> Start by connecting through horticultural clubs and societies in the province Present OGTC's vision and strategy and open up discussions about opportunities to collaborate Encourage involvement of these groups through membership as well as representation at the board level 	Q4 2011	OGTC and Master Gardeners
<p>Establish the garden tourism keys to success</p> <ul style="list-style-type: none"> Host a ½ day workshop with OGTC members to develop appropriate keys to success that will be used to guide the growth 	Q1 2012	OGTC with input from master gardeners

Action	Timing	Organization(s)
of garden tourism in destinations in Ontario		
Establish a central hub of information (on a new or partner's website) <ul style="list-style-type: none"> • Provide an e-based home for industry communication • Use this as a tool to attract new members and keep current members up to date • Provide opportunities for members to share information about events 	Q1 2012	OGTC in cooperation with Landscape Ontario
Explore other e-technologies to make available and share information about Ontario's garden products/experiences <ul style="list-style-type: none"> • Travellers interested in garden experiences need to be able to source these opportunities. • A social media presence would be a logical first step followed by a detailed website when there are several destinations in Ontario who are garden tourism market ready 	Q1 2012	OGTC
Engage and educate Ontario's tourism regions by hosting regional workshops <ul style="list-style-type: none"> • Work with Ontario's RTO's to plan and host workshops that would involve both the tourism and horticulture industries. • Present OGTC's strategy • Facilitate a session that works through the keys to success and allows the participants to understand where their destination is today and the steps they need to take to become market-ready. 	Q2 2012	OGTC, RTO's
Establish tourism awards in coordination with the Ontario Tourism Summit <ul style="list-style-type: none"> • Use this as an opportunity to put garden tourism into the consciousness of the tourism industry. 	Q3 2012	OGTC, MTC
Work with a leading destination to secure a garden themed blockbuster event	Q4 2011	OGTC, Leading Destination

APPENDIX A

The charts on the following pages list the garden tourism assets in each of Ontario's tourism region that were sourced through internet searches. The map below shows the location of each region.



Map source: <http://www.mtc.gov.on.ca/en/regions/regions.shtml>

Each experience/event name has been designated as a motivator (M), specialty experience (S) or community enhancer (C). A further explanation of this is found on page 28.

Region 1: Counties of Haldimand, Norfolk, Elgin, Oxford, Chatham-Kent, Middlesex, Essex and Lambton. Cities of London and Windsor

Experience/Event Name	Town/City	Address	URL
Open Doors Chatham Kent (C)	Chatham Kent	Chatham Kent	www.doorsopenchatham-kent.com
Open House & Natural Living Festival (C)	Delhi	2985 Rhineland Road Delhi, On	www.purpledazelavender.com
City of London Green House and City Complex (S)	London	625 Springbank Drive London	www.friendslccgc.com
City of London Green House City Complex Greenhouse tour (C)	London	625 Springbank Drive London	www.london.ca › City Life › Parks & Natural Areas
Elmo Curtis Gardens (S)	London	corner of Springbank Drive and Wonderland Road	www.london.ca › City Life › Parks & Natural Areas
Rayner Gardens (S)	London	corner of Springbank Drive and Wonderland Road	www.london.ca › City Life › Parks & Natural Areas
London Home and Garden Show (C)	London	Western Fairground Entertainment Centre London	londonhomeandgardenshow.com
London Gardens of Distinction Tour (C)	London	London	www.landscapeontario.com
University of Western Ontario Botanical Garden (M)	London		www.uwo.ca/biology/arboretum/news.htm
Mc Mullins Iris Garden (S)	Norwich	# 285112 Pleasant Valley Road	www.mcmillensirisdgarden.ca
Open Doors Oxford County (C)	Oxford County	Oxford County	tourism@oxfordcounty.ca
Parkhill Horticulture Plant Auction (C)	Parkhill	Parkhill Leisure Club, Broadway St.	www.pahs.gardenontario.com
Russel and District: Living Locally Fair (C)	Russel	St. Thomas Aquinas Catholic High School	www.livinglocallyfair.ca
Norfolk Heritage Garden Tour (C)	Simcoe	Eva Brook Donly Museum & Archives, Simcoe, ON	www.norfolklore.com
Garden Tour (C)	St. Thomas	St Thomas	www.stthomastimesjournal.com/ArticleDisplay.aspx?e=3202116
Flower Show (C)	St. Thomas	To be announced	www.gardenontario.org
Bonnieheath Lavender 1st annual Lavenderfest (M)	Waterford	418 Concession 12, Township Road Waterford	http://www.norfolkfarms.com

Experience/Event Name	Town/City	Address	URL
Reaume Park (C)	Windsor	Between Thompson Boulevard and Pillette Rd. Windsor	www.citywindsor.ca
Paul Martin Gardens (C)	Windsor	Chilver Street south of Niagara Street - In Willstead Park Windsor	www.citywindsor.ca
Alexander Park (C)	Windsor	North side of Riverside Drive East, between Strabane Avenue and Rossini Boulevard	www.citywindsor.ca
Lanspeary Park (C)	Windsor	Ottawa, Langlois, Giles and Pierre Streets - Windsor	www.citywindsor.ca
Dieppe Garden (C)	Windsor	Ouellette Avenue	www.citywindsor.ca
Coventry Gardens (C)	Windsor	Riverfront between Thompson Blv and Pillette Rd	www.citywindsor.ca
Bert Weeks Memorial Garden (C)	Windsor	Riverside Drive West, between Parent Avenue and Langlois	www.citywindsor.ca
Jackson Park (C)	Windsor	South of Tecumseh Road at Ouellette Avenue	www.citywindsor.ca
Ambassador Horticulture Society (C)	Windsor	Windsor	http://www.gardenontario.org
Home and Active Lifestyle Show (C)	Windsor	Windsor	www.HomeShowWindsor.com
Kings Navy Yard (M)	Amherstburg	214 Dalhousie Street	www.amherstburg.ca/Attractions/Details/navy_yard_park.aspx
Fort Malden	Amherstburg	277 King St.	www.pc.gc.ca/lhn-nhs/on/malden/index.aspx

Region 2: Niagara

Experience/Event Name	Town/City	Address	URL
Mather Arch Park (M)	Fort Erie	5881 Dunn Street	www.niagaraparksweddings.ca/locations/mather-arch-park.php
Butterfly Conservatory(M)	Niagara Falls	2405 Niagara Parkway	http://www.niagaraparks.com/
Niagara Parks Botanical Gardens(M)	Niagara Falls	2565 Niagara Parkway	http://www.niagaraparks.com/
Centennial Lilac Garden(M)	Niagara Falls	14004 Niagara Parkway	http://www.niagaraparks.com/
Floral Clock(M)	Niagara Falls	14004 Niagara Parkway	http://www.niagaraparks.com/

Experience/Event Name	Town/City	Address	URL
Floral Showhouse(M)	Niagara Falls	7145 Niagara Parkway	http://www.niagaraparks.com/
Heritage Gardens (M)	Niagara Falls	15927 Niagara Parkway	http://www.niagaraparks.com/
Queenston Heights (M)	Niagara Falls	14184 Niagara River Pkwy	http://www.niagaraparks.com/
Queen Victoria Park (M)	Niagara Falls	Clifton Hill to beyond Dufferin Islands	http://www.niagaraparks.com/
Dufferin Islands (M)	Niagara Falls	Located just south of the Falls on the Niagara Parkway	http://www.niagaraparks.com/
Mosaiculture Garden, Greenhouse ,Fragrance Garden (M)	Niagara Falls	Niagara Parkway	http://www.niagaraparks.com/
Shaw Garden Tour (M)	Niagara-on-the-Lake		http://www.shawfest.com
Niagara on the Lake Garden Tour (M)	Niagara-on-the-Lake		http://www.notlhotsociety.com/gardentour.html
HH Knoll Lakeview Park (C)	Port Coborne	Sugarloaf and Elm Streets	www.portcolborne.com/page/mud_lake_conservation_area
St. Catharines Horticultural Society Annual Garden Tour (C)	St. Catharines		www.stcatharines.ca
Centennial Gardens (C)	St. Catharines	321 Oakdale Ave.	www.stcatharines.ca
Squirrel House Gardens (C)	St. Catharines	1819 5th Street Louth	www.stcatharines.ca
Burgoyne Woods (C)	St. Catharines	1 Bogart St.	www.stcatharines.ca
Happy Rolph's Bird Sanctuary (S)	St. Catharines	650 Read Rd.	www.stcatharines.ca
Lakeside Park (C)	St. Catharines	9 Main St.	www.stcatharines.ca
Montebello Park (C)	St. Catharines	64 Ontario St.	www.stcatharines.ca
Ontario Jaycee Gardens (C)	St. Catharines	543 Ontario St.	www.stcatharines.ca
Beaverdams Park (C)	Thorold	Sullivan Avenue and Towpath Street	www.niagaragreenbelt.com/.../668-battle-of-beaverdams-park.html
Mel Swart Lake Gibson Conservation Park (C)	Thorold	DeCew Road	www.niagaragreenbelt.com/...parks...conservation-areas/196-mel-sw
King's Bridge Park (C)	Welland	Chippawa	www.visiting-niagara-falls.com/kingsbridgepark.html

Region 3: Hamilton, Halton, Brantford, Brant County, Six Nations of the Grand River Territory, Mississaugas of the New Credit First Nations

Experience/Event Name	Town/City	Address	URL
Heritage Acton - Halton Hills (C)	Acton	19 Willow St N	www.haltonhills.ca/committees/heritage.php
Alexandra Park(C)	Brantford	265 Dalhousie Street (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensParks.aspx
Armouries Gore Park (C)	Brantford	Dalhousie & Brant Ave (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensParks.aspx
Bell Memorial Park (C)	Brantford	41 West Street (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensParks.aspx
C.J.'s Park (C)	Brantford	370 Park Road North (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensParks.aspx
CNR Core Park (C)	Brantford	220 Market Street (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensParks.aspx
Dunsdon Street Park (C)	Brantford	6 Tollgate (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensParks.aspx
Edward E. Goold Park (C)	Brantford	186 Pearl Street (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensParks.aspx
Glenhyrst Gardens (C)	Brantford	20 Ava Road (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensParks.aspx
Golfdale Park (C)	Brantford	20 Golfdale Road (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensParks.aspx
Jubilee Terrace (C)	Brantford	10 Brant Avenue (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensParks.aspx
Lincoln Circle (C)	Brantford	47 Lincoln Avenue (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensParks.aspx
Lincoln Square (C)	Brantford	45 Lincoln Avenue (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensParks.aspx
Lorne Park (C)	Brantford	15 Colborne Street West (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensParks.aspx
Preston Park (C)	Brantford	275 Dufferin Ave (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensParks.aspx
Regent Park (C)	Brantford	53 The Strand Avenue (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensParks.aspx

Experience/Event Name	Town/City	Address	URL
Seneca Park (C)	Brantford	2A Seneca Cres. (Paris Road & Seneca Crescent) (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensPark.s.aspx
St. Andrew (C)	Brantford	230 Brant Avenue (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensPark.s.aspx
Tom Thumb Park (C)	Brantford	45 Brant Avenue (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensPark.s.aspx
Victoria Park (C)	Brantford	65 Wellington Street (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensPark.s.aspx
War Memorial (C)	Brantford	6 Dalhousie Street (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensPark.s.aspx
West Street Gore (C)	Brantford	231 West Street (519) 756-1500	www.discoverbrantford.com/experience/Pages/GardensPark.s.aspx
Brantford's Indoor Plant Room (S)	Brantford		www.discoverbrantford.com/experience/Pages/GardensPark.s.aspx
Brantford Garden Club Plant Sale (C)	Brantford		www.discoverbrantford.com/experience/Pages/GardensParks.aspx
Garden Tour (S)	Brantford		www.discoverbrantford.com/experience/Pages/GardensParks.aspx
Paletta Lakefront Park - Burlington (C)	Burlington	4250 Lakeshore Road	www.burlington.ca/paletta/palettamain.asp
Royal Botanical Gardens (M)	Burlington	680 Plains Road West	www.rbg.ca
Willow Park Ecology Centre - Halton Hills (S)	Halton Hills	Village of Norval	www.haltonhills.ca
Whitehern Historic House & Garden (S)	Hamilton	41 Jackson St W	www.tourismhamilton.com
Flowerhill Farm(S)	Hamilton	1950 Safari Road Hamilton	www.tourismhamilton.com
Jerry's Berries Raspberry/ Losta Hostas (S)	Hamilton	21 Orkney Road, Copetown	www.tourismhamilton.com
2010-14th Annual Ideal Home & Garden Show (S)	Hamilton		www.tourismhamilton.com
Quite A Little Paradise - A Flower Show At Dundurn (S)	Hamilton	610 York Blvd.	www.idealhomeandgarden.ca
Historic Kitchen Garden Tours (S)	Hamilton	610 York Blvd.	www.tourismhamilton.com
Victorian Family Picnic - Garden and	Hamilton	610 York Blvd.	www.tourismhamilton.com

Experience/Event Name	Town/City	Address	URL
Kitchen Workshop (S)			
Straight From The Garden (S)	Hamilton	610 York Blvd.	www.tourismhamilton.com
Tea in the Garden (S)	Hamilton	610 York Blvd.	www.tourismhamilton.com
Home & Garden Show (S)	Hamilton	610 York Blvd.	www.idealhomeandgarden.ca
Secret Garden Tour (S)	Hamilton	610 York Blvd.	www.tourismhamilton.com
Ruby and The Rose at Whitehern Historic House & Garden (S)	Hamilton	41 Jackson St W	www.tourismhamilton.com
2010 Grand Durand Garden Tour (S)	Hamilton		www.tourismhamilton.com
Designs for Living Home & Garden Show (S)	Hamilton		www.tourismhamilton.com
Windowsill Gardening (S)	Hamilton	1072 Main St. E.	www.tourismhamilton.com
Lucy Maud Montgomery Garden - Halton Hills (S)	Norval	Village of Norval	www.lmmontgomerynorval.com
Gairloch Gardens (S)	Oakville	Morrison and Cairncroft	www.gairlochgardens.com
The Oakville Municipal Greenhouse and Conservatory (S)	Oakville	1100 Cornwall Road	www.oakville.ca/conservgardens.htm
Erchless Estate Gardens & Grounds - Oakville (S)	Oakville	8 Navy Street	www.oakvillemuseum.ca
Victoria Park (C)	Hamilton	100 Strathcona Ave	www.tourismhamilton.com
Designs for Living Home & Garden Show (S)	Hamilton		www.showsmart.com › Shows › Home and Garden Shows

Region 4: Counties of Huron, Wellington and Perth County, Waterloo Region, Elora and Fergus and the Cities of Stratford and Guelph

Experience/Event Name	Town/City	Address	URL
Castle Kilbride (S)	Baden	60 Snyders Road West	www.castlekilbride.ca
Wings of Paradise Butterfly Conservatory (M)	Breslau	240 Waterloo Street North	www.cambridgebutterfly.com
Cambridge Butterfly Conservatory (M)	Cambridge	2500 Kossuth Rd	www.cambridgebutterfly.com

Experience/Event Name	Town/City	Address	URL
Cambridge Sculpture Garden (S)	Cambridge	Grand Avenue South	www.cambridgesculpturegarden.ca
McDougall Cottage (S)	Cambridge	89 Grand Ave S	www.region.waterloo.on.ca
Templin Gardens (S)	Fergus	400 Tower Street South	www.fergusbia.ca
University of Guelph Arboretum (S)	Guelph	45 Trent Ln	www.uoguelph.ca/arboretum
McCrae House and Gardens (S)	Guelph	108 Water Street	guelpharts.ca/mccraehouse
Garden House Gallery (S)	Guelph	1953 Victoria Rd S	www.marydawnroberts.com/
Stratford Garden Festival (M)	Stratford	353 McCarthy Road	http://www.stratfordgardenfestival.com/
Perth County Courthouse (S)	Stratford	1 Huron St	www.welcometostratford.com
Shakespearean Garden (S)	Stratford	1 Huron St	www.welcometostratford.com
Arthur Meighen Gardens (S)	Stratford	55 Queen Street	www.welcometostratford.com
Millennium Park (S)	Stratford	Romeo Street	www.welcometostratford.com
Gallery Stratford (S)	stratford	54 ROMEO Street	www.welcometostratford.com
Greenway Garden Centre	Breslau	2000 Shantz Station Road	www.greenwaybloom.com

Region 5: Toronto, Mississauga and Brampton

Experience/Event Name	Town/City	Address	URL
Charles F Watson Family Gardens (S)	Brampton	Peel Village Parkway	http://www.brampton.ca/en/Arts-Culture-Tourism/Back-to-Nature/Pages/Destination-Gardens.aspx
Gage Park (S)	Brampton	Main St. South and Wellington St. West	http://www.brampton.ca/en/Arts-Culture-Tourism/Back-to-Nature/Pages/Destination-Gardens.aspx
Garden winter holiday lights (S)	Brampton	8 Clipper Court- Biscayne Ave	http://www.brampton.ca/en/Arts-Culture-Tourism/Back-to-Nature/Pages/welcome.aspx
Toronto Ontario Temple (S)	Brampton	10060 Bramalea Road	http://www.brampton.ca/en/Arts-Culture-Tourism/Back-to-Nature/Pages/welcome.aspx
Historic Bovaird House (S)	Brampton	563 Bovaird Drive	http://www.brampton.ca/en/Arts-Culture-Tourism/Back-to-Nature/Pages/welcome.aspx
Donald M. Gordon Chinguacousy Park Greenhouse Gardens (S)	Brampton	9050 Bramalea Road	http://www.brampton.ca/en/residents/Community-Centres/DMG-Chinguacousy-Park/Pages/Welcome.aspx
Floral Tour (S)	Brampton		http://www.brampton.ca/en/Arts-Culture-Tourism/Back-to-Nature/Pages/welcome.aspx
Queen Elizabeth II Jubilee Garden (S)	Mississauga	300 City Centre Dr	http://www.mississauga.ca/portal/residents/gardenparks?paf_gear_id=9700018&itemId=68500048&returnUrl=%2Fportal%2Fresidents%2Fgardenparks
Rhododendron Gardens (S)	Mississauga	660 Lakeshore Road West	http://www.mississauga.ca/portal/discover/parksandgardens?paf_gear_id=9700018&itemId=200018
Cloverleaf Garden Tour (S)	Mississauga	between QEW and The Queensway, east of the Credit River	http://www.gardenontario.org/site.php/clover/about/programs/?ID=116
Mississauga Garden Park (S)	Mississauga	4300 Riverwood, Ontario	http://www.mississaugakiosk.com/mississauga-tour/Mississauga-Garden-Park-Riverwood-Park.php
Toronto Botanical Garden (M)	Toronto	775 Lawrence Avenue East @ Leslie Street	http://www.torontobotanicalgarden.ca/tours/tbgedwardsgardens.htm#free
Romance with Trees (S)	Toronto	775 Lawrence Avenue East @ Leslie Street	http://www.torontobotanicalgarden.ca/programs/edwardslectures.htm
Edwards Gardens (M)	Toronto	777 Lawrence Avenue East @ Leslie Street	www.torontobotanicalgarden.ca
Toronto Music Garden (M)	Toronto	475 Queens Quay West, Toronto, ON	http://www.harbourfrontcentre.com/thewaterfront/parks/musicgarden.cfm
Allen Gardens (M)	Toronto	19 Horticulture Ave	http://www.torontobotanicalgarden.ca/tours/allangardens.htm

Experience/Event Name	Town/City	Address	URL
Christmas Flower Show (S)	Toronto	19 Horticulture Ave	http://www.eygc.ca/Dates.html
Centennial Park Conservatories (M)	Toronto	151 Elmhurst Cres.	http://weddingparks.ca/component/option,com_hotproperty/task,view/id,4/Itemid,64/
Canada Blooms (M)	Toronto	Direct Energy Centre- 100 Princes' Blvd	http://www.canadablooms.com/
International Home and Garden Show (M)	Toronto	The Toronto International Centre	http://www.home-show.net/successfulgardening/swg4cont.htm
Alexander Muir Garden (S)	Toronto	Toronto Parks and Recreation-	http://weddingparks.ca/component/option,com_hotproperty/task,view/id,9/Itemid,64/
Casa Loma (M)	Toronto	1 Austin Terrace	http://www.casaloma.org/
Casa Loma Tree Tour (M)	Toronto	1 Austin Terrace	http://www.casaloma.org/Gardens/
Spadina Museum: Historic House and Garden (S)	Toronto	285 Spadina Road	http://www.viarail.ca/garden/en_spadina.html
Rosetta McClain Gardens (S)	Toronto	Kingston Road and Glen Everest Road- Scarborough, Ont	http://www.viarail.ca/garden/en_Rosetta-McClain-Gardens.html
Guild Garden (S)	Toronto	191 Guildwood Parkway Scarborough, ON	http://weddingparks.ca/component/option,com_hotproperty/task,view/id,14/Itemid,64/
Humber Arboretum(S)	Toronto	north-west Toronto at Hwy 27 and Humber College Blvd	http://www.humberarboretum.on.ca/gardens.htm
James Garden (S)	Toronto	121 Edenbridge Rd	http://weddingparks.ca/component/option,com_hotproperty/task,view/id,5/Itemid,26/
Colborne Lodge Garden (S)	Toronto	Colborne Lodge Drive	http://www.toronto.ca/culture/museums/colborne-lodge.htm
Successful Gardening Show (M)	Toronto	The Toronto International Centre 6900 Airport Road	www.home-show.net/successfulgardening
Georgetown Horticultural Society Garden Tour (S)	Toronto		www.gehort.com/tour.html
Horticultural Societies of Parkdale and Toronto Garden tour (S)	Toronto		www.onwatergarden.com
GT Water Garden & Hort. Society (S)	Toronto	Toronto - International Centre	http://www.home-show.net/successfulgardening/swg4show.htm
Flower City Parade	Brampton		www.brampton.ca/en/Arts-Culture-Tourism/.../Flower-City-Parade
Brampton Annual Garden Tour	Brampton		www.catchthespiritbrampton.com/calendar/ -

Region 6: Durham, York, Peel and Dufferin

Experience/Event Name	Town/City	Address	URL
Aurora Garden Tour (C)	Aurora		http://www.yorkregion.com/what%27s%20on/article/561982--ideas-galore-on-aurora-garden-tour
Blue Willow Garden (C)	Baldwin	23835 Highway 48 Hwy. Baldwin	http://www.yorktourism.com/tourism/business_details.aspx?id=65
Plant Paradise Country Gardens (C)	Caledon	16259 Humber Station Road Albion, Caledon	http://www.plantparadise.ca/contact.htm
Cobourg Horticultural Garden Tour	Cobourg		http://www.agrinenewsinteractive.com/archives/article-5242.htm
Hamilton Vegetable Garden Tour (C)	Hamilton		http://hamiltoneatlocal.blogspot.com/2010/07/local-vegetable-garden-tours-by-project.html
King Township Tour (C)	Long Township	King Township	http://www.tourism.my-king.com/horticulture.html
Orangeville Garden Tour (C)	Orangeville	Orangeville, Ontario	http://www.orangeville.com/website/orangeville/article/842287
Oshawa Valley Botanical Gardens (S)	Oshawa	50 Centre Street South, Oshawa	http://ovbgoshawa.ca/contact-us.html
Parkwood, The R.S. McLaughlin Estate National Historic Site and Heritage Garden (M)	Oshawa	Oshawa	www.parkwoodestate.com/html/about_parkwood.html
Otter Greenhouses (C)	Port Perry	315 Medd Road, Port Perry	http://www.ottergreenhouses.com/
Port Perry Town and Country House Tour (C)	Port Perry		http://www.portperryunited.com/tour/index.htm
Gardens of Uxbridge (C)	Unionville	136 Main St, Unionville	http://www.markcullen.com/contact_us/contact_us.htm
Oshawa Peony Festival (S)	Uxbridge	752 Ball Road, Uxbridge	www.communitycaredurham.on.ca/Spring%202010%20Uxbridge.pdf
Whitby Garden Tour (C)	Whitby	417 Euclid Street, Whitby	http://www.movingtodurhamregion.com/4a_custpage_31470.html

Region 7: Bruce, Grey and Simcoe Counties

Experience/Event Name	Town/City	Address	URL
Mart House Garden Studio (S)	Barrie	299 Penetanguishene Rd.	http://www.tourismbarrie.com/things_to_do/Galleries/Martin

Experience/Event Name	Town/City	Address	URL
			HouseGardenArt.aspx
Sunnidale Park (S)	Barrie	Sunnidale Road	http://www.barrie.ca
Heritage Park in Barrie(S)	Barrie	Kempfenfelt Bay	http://www.barrie.ca
Bruce peninsula orchid festival (S)	Bruce Peninsula	Just off Hwy 6	www.orchidfest.ca
Mostly Roses (S)	Chatsworth	743100 Holland Rd 10	www.explorethebruce.com
<u>Carpe Diem Gardens (S)</u>	Clarksburg	9688 Baseline Rd., Minto	www.ruralgardens.ca/mempgs/dykstra/carpediem.htm
<u>Wildthings Plant Farm (C)</u>	Clifford	RR#3, Clifford	www.wild-things.ca/
<u>My Heart Is In It (C)</u>	Dornoch	562063 Grey County Road 25	www.ruralgardens.ca
Larkwhistle Garden (C)	Dryers Bay	191 Lindsay Rd 40	www.ruralgardens.ca
<u>Kimberley Cottage Garden (C)</u>	Kimberley	Eugenia	www.ruralgardens.ca
Kincardine Annual Garden Tour (C)	Kincardine		www.gardenontario.org/site.php/kincarddhs/news/details/5757
<u>Kincardine Labyrinth Peace Garden (C)</u>	Kincardine	Queen St	www.bmts.com/~labyrinth
<u>Frog Friendly Gardens</u>	Meaford	64 Parker St W	www.explorethebruce.com
Martin's Gardens (C)	Meaford	137803 Grey Rd 12	www.explorethebruce.com
Mount Pleasant Gardens (C)	Meaford	138555 Grey Rd 112	http://209.44.99.106/flora-fauna-gardens/Mount-Pleasant-Gardens-12670.php
Virginia's Garden (C)	Miller Lake	1015 Dyers Bay Road	www.ruralgardens.ca/mempgs/Virginias
Patrick's Paradise (C)	Purple Valley	126 Crawford Dr	www.explorethebruce.com
<u>Earth Bound Touring Gardens & Greenhouses (C)</u>	Red Bay	14 Hea Rd	www.explorethebruce.com
Bury Road Gardens - Serendipity (C)	Tobermory	Brock St	www.explorethebruce.com
<u>Brian Folmer's Garden Tour (C)</u>	Walkerton	2668 Hwy 9	www.folmergardens.ca
<u>Walkerton Heritage Water Garden (C)</u>	Walkerton	6 First St	www.explorethebruce.com
<u>Keppel Croft Farm & Gardens (C)</u>	Warton	504156 Grey Road #1	www.keppelcroft.com

Experience/Event Name	Town/City	Address	URL
Living Carpet (C)	Warton	937 Bruce Road 9	www.ruralgardens.ca
Flower Pot Island National Park (M)	Tobermory	Hwy 6	www.pc.gc.ca

Region 8: Peterborough, Kawartha Lakes and Northumberland

Experience/Event Name	Town/City	Address	URL
Gardens Plus (C)	Peterborough	136 County Road #4	www.gardensplus.ca
The Avant-Garden Shop (C)	Peterborough	165 Sherbrooke St.	www.avantgardenshop.com
Garden Route (S)	Peterborough	165 Sherbrooke St.	www.gardenroute.ca
Gamiing Nature Center (C)	Lindsay	1884 Pigeon Lake Road	www.gamiing.org **
Ecology Park (C)	Peterborough	1899 Ashburnham Dr.	www.greenup.on.ca
Petroglyphs Provincial Park (C)	Woodview	2249 Northey's Bay Rd.	http://www.ontarioparks.com/english/petr.html
Burley's Touring Gardens & Garden Store (C)	Peterborough	2604 Television Rd.	www.burleys.ca
Griffin's Greenhouse (C)	Peterborough	3026 Lakefield Rd.	www.griffinsgreenhouse.com
Horlings Garden Centre (C)	Peterborough	3056 Lakefield Rd.	horlingsgardencenter.com
Greenhouse on the River (C)	Lakefield	4155 River Rd. (County Rd. 32)	www.greenhouseontheriver.com
Linlor Farm (C)	Hastings	4th Line South.	www.linlorfarmmaple.com
Blossom Hill Nurseries (C)	Peterborough	681 Fifes Bay Rd. RR2	www.blossomhillnurseries.com
Garden Style (C)	Bridgenorth	822-6 Ward St.	www.garden-style.ca
Johnson's Greenhouse (C)	Peterborough	871 Crawford Dr.	johnstonsgreenhouse.com
For the Love of Gardening Show (C)	Peterborough		Peterboroughgardens.ca/
Kawartha Lakes Garden Show (C)	Lindsay	Lindsay Amoury	www.kawarthalakesgardenshow.ca

Experience/Event Name	Town/City	Address	URL
Lindsay Lilac Festival (M)	Lindsay	Logie Street Park	www.lilacgardensoflindsay.com
Bobcaygeon Horticultural Society Garden Tour (C)	Bobcaygeon		www.kawartha.net/~bobcom/bobhort.htm
Port Hope Garden Tour (C)	Port Hope		www.acoporthope.ca/acogardentour.html
Cobourg Horticultural Garden Tour (C)	Cobourg		www.cobourggardenclub.org

Region 9: Prince Edward County, Kingston, Brockville, Gananoque and Cornwall

Experience/Event Name	Town/City	Address	URL
Up the Garden Path studio and Garden Tour (S)	Kingston	1000 Islands Parkway,	www.tiarts.org
City of Kingston Greenhouse tour (C)	Kingston	111 Norman Rogers Dr	http://www.cityofkingston.ca/cityhall/press/release.asp?mode=show&id=2511
Corby Rose Garden (S)	Belleville	210 Ann St Belleville	www.innbytherosegarden.on.ca/Garden.htm
Up the Garden Path Artist Studio and Garden Tour (S)	Brockville		www.tiarts.org
Landon Bay Centre (C)	Brockville	302 - 1000 Islands Parkway	www.landonbay.org/
Confederation Park (C)	Gananoque		www.gananoque.com/things.htm
Joel Stone Heritage Park (C)	Gananoque		www.gananoque.ca/town-hall/studies/joel-stone-heritage-park
Annual Gananoque Horticultural Society Plant Sale (C)	Gananoque	Gananoque Recreational Center.	www.gananoque.com/things.htm
Open Garden Tour (S)	Kingston		www.gardenontario.org › Event
Battery Park (C)	Kingston	Earl Street	www.cityofkingston.ca/residents/recreation/parks/battery.asp
Confederation Park Kingston (C)	Kingston	Brock and Ontario Streets	www.cityofkingston.ca/residents/recreation/parks/
Joseph Dominik Sensory Garden (S)	Kingston	191 Portsmouth Ave.	http://www.kingstonblooms.com
Barriefield Rock Garden (C)	Kingston	James Street	www.kingstonblooms.com/ViaRailGardenRoute.html

Experience/Event Name	Town/City	Address	URL
Lions Civic Gardens (C)	Kingston	Gardiners Road	www.cityofkingston.ca/residents/recreation/events/
Floral Garden Show (C)	Picton	Picton Fair Grounds	http://thecountygardenshow.wordpress.com/
Quinte Garden Tour (C)	Prince Edward county		http://www.city.belleville.on.ca
Bloomfield garden art installations (S)	Prince Edward county	Various	experiencethecounty.ca/bringing-art-to-bloomfield-gardens
Prince Edward County Lavender (M)	Prince Edward county	732 Closson Road, Hillier	www.peclavender.com/
Heirloom Plants & Gardens Weekend (M)	Morrisburg	Upper Canada Village	www.uppercanadavillage.com
Queen Elizabeth Gardens at Upper Canada Village (M)	Morrisburg	Upper Canada Village	www.uppercanadavillage.com

Region 10: Ottawa

Experience/Event Name	Town/City	Address	URL
Canadian Tulip Festival (M)	Ottawa	Ottawa and Gatineau	http://www.tulipfestival.ca/
Fletcher Wildlife Garden (M)	Ottawa	Carling Avenue	http://www.ofnc.ca/fletcher.php
Maplelawn Garden (M)	Ottawa	529 Richmond Road	www.maplelawn.ca
Rideau Hall (M)	Ottawa	1 Sussex Drive	www.canadascapital.gc.ca
Parliament Hill (M)	Ottawa	402 Queen Street	www.canadascapital.gc.ca
Arboretum (Experimental Farm) (M)	Ottawa	Carling Avenue	
Strathcona Park (M)	Ottawa	Laurier Ave. E and Templeton	www.canadascapital.gc.ca
Confederation Park (M)	Ottawa	100 Elgin Street	www.canadascapital.gc.ca
Gatineau Park (M)	Gatineau	33 Scott Road Chelsea	www.canadascapital.gc.ca

Experience/Event Name	Town/City	Address	URL
Victoria Garden (M)	Ottawa	Wellington Street at Bay Street	www.canadascapital.gc.ca
Garden of the Provinces (M)	Ottawa	Wellington Street at Bay Street	www.canadascapital.gc.ca
Central Experimental Farm (M)	Ottawa	Carling Avenue	
Central Experimental Farm April Gardening Lectures (M)	Ottawa	Carling Avenue	www.friendsofthefarm.ca/events.htm#lectures
Tucker house (C)	Ottawa	155-99 Fifth Ave	http://www.maisontuckerhouse.ca
Rideau canal festival garden tours (M)	Various		www.rideaucanalfestival.ca/site_dow.html -
Canadian Agricultural Museum (M)	Ottawa	Prince of Wales Drive	www.agriculture.technomuses.ca
Ornamental Gardens (M)	Ottawa	The Driveway at Maple Drive	www4.agr.gc.ca
Rockliffe Park (C)	Ottawa	Rockcliffe Parkway	www.canadascapital.gc.ca
The Estate in Bloom (M)	Ottawa	72 Barnes Road Chelsea	/www.ottawafestivals.ca
Secret Garden (M)	Ottawa	168 Dalhousie	/www.ottawafestivals.ca
Doors Open Ottawa (M)	Ottawa		www.canadascapital.gc.ca/doorsopenottawa .
Montcalm-Taché Park, Gatineau (C)	Gatineau	de la Carrière Boulevard	-
Olympic Garden (C)	Ottawa	Queen Elizabeth Driveway	www.canadascapital.gc.ca
Malak's Bed (C)	Gatineau	Behind Canadian Museum of Civilization	www.canadascapital.gc.ca
Dows Lake (C)	Ottawa	1001 Queen Elizabeth Drive	www.canadascapital.gc.ca

Region 11: Haliburton, Hastings, Lennox and Addington, Frontenac, Renfrew and Lanark

Experience/Event Name	Town/City	Address	URL
Greenmantle Farm (S)	Wilberforce	1984 County Rd. 4	www.mineraltours.net
Stanhope Heritage Discovery Museum (S)	Minden	1123 North Shore Rd. RR2	www.stanhopemuseum.on.ca
Haliburton Forest & Wildlife Reserve Ltd. (S)	Haliburton	1095 Redkenn Rd. RR1	www.haliburtonforest.com

Experience/Event Name	Town/City	Address	URL
Sweet Woodruff Meadows (C)	Marlbank	56 Horrigan Rd.	www.harvesthastings.ca
Stonepath Greenhouses and Landscaping (C)	Tweed	1142 Quin-Mo-Lac Road, RR#1	www.stonepathgreenhouses.com
Prosperity Acres (C)	Corbyville	2666 Harmony Rd.	www.prosperityacres.ca
The Plant Place (C)	Madoc	35 Pigden Rd.	www.ruralroutes.com/3316.html
Richters Greenhouse (C)	Foxboro	8786 Hwy 62.	www.richters.com/
Fuller Native and Rare Plants (S)	Belleville	175 Airport Parkway E. RR#6	www.fullerplants.com
Tregunna Tree Farm Inc. (C)	Tweed	921 French Settlement Rd.	www.harvesthastings.ca
The Root Cellar (C)	Thomasburg	4699 Hwy 37,	http://www.ruralroutes.com/695.html
Golden Bough Tree Farm (C)	Marlbank	900 Napanee Rd.	www.goldenboughtrees.ca

Region 12: District of Muskoka, Algonquin Park, Almaguin Highlands, Georgian Bay Country and Parry Sound

Experience/Event Name	Town/City	Address	URL
Jon and Suzann Partridge - The Artful Garden (S)	Bracebridge	1016 Partridge Lane	www.theartfulgarden.ca

Region 13: Northern Ontario (including Algoma, Sault Ste. Marie, Thunder Bay, North Bay, Sudbury, Kenora, Timmins)

Experience/Event Name	Town/City	Address	URL
Successful Garden Show (S)	Sudbury	Falconbridge Road	www.home-show.net/successfulgardening/
Sudbury Gardening Festival (S)	Sudbury	85 Elm Street	sudburygardeningfestival.ca
Centennial Conservatory (C)	Thunder Bay	1601 Dease Street	http://www.thunderbay.ca
Hillcrest Park (C)	Thunder Bay	High Street between Red River Road & Oliver Road	http://www.thunderbay.ca
International Friendship Gardens (S)	Thunder Bay	Victoria Avenue and Hyde Park Avenue	http://www.thunderbay.ca

APPENDIX B

The following tables list garden tourism products and experiences by region in Ontario and indicate the type of garden experience as either a festival (festival or event) or product (physical garden or garden experience location) and the seasonality. Each experience/event name has been designated as a motivator (M), specialty experience (S) or community enhancer (C). A further explanation of this is found on page 28.

Region 1: Counties of Haldimand, Norfolk, Elgin, Oxford, Chatham-Kent, Middlesex, Essex and Lambton. Cities of London and Windsor

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
✓		Open Doors Chatham Kent (C)	Mid April			
✓		Open House & Natural Living Festival (C)		July 9-10		
	✓	City of London Green House and City Complex (S)	✓	✓	✓	✓
✓		City of London Green House City Complex Greenhouse tour (C)	✓	✓	✓	✓
	✓	Elmo Curtis Gardens (S)	✓	✓	✓	✓
	✓	Rayner Gardens (S)	✓	✓	✓	✓
✓		London Home and Garden Show (C)	April 8-10			
✓		London Gardens of Distinction Tour (C)		July 10,2010		
	✓	University of Western Ontario Botanical Garden (M)	✓	✓	✓	✓
	✓	Mc Mullins Iris Garden (S)	✓	✓	✓	✓
✓		Open Doors Oxford County (C)	June 26			
✓		Parkhill Horticulture Plant Auction (C)	May 19,2010			
✓		Russel and District: Living Locally Fair (C)			Jan 21-22,2011	
✓		Norfolk Heritage Garden Tour (C)	June 18 -			
✓		Garden Tour (C)		July 10,2011		
✓		Flower Show (C)		June 25,2011		
✓		Bonnieheath Lavender 1st annual Lavenderfest (M)		July 16,2011		
	✓	Reaume Park (C)	✓	✓		✓

	✓	Paul Martin Gardens (C)	✓	✓		✓
	✓	Alexander Park (C)	✓	✓		✓
	✓	Lanspeary Park (C)				
	✓	Dieppe Garden (C)	✓	✓		✓
✓		Coventry Gardens (C)	✓	✓		✓
	✓	Bert Weeks Memorial Garden (C)	✓	✓		✓
	✓	Jackson Park (C)	✓	✓		✓
	✓	Ambassador Horticulture Society (C)	✓	✓		✓
✓		Home and Active Lifestyle Show (C)			Jan 21-23	
	✓	Kings Navy Yard (M)	✓	✓		✓
	✓	Fort Malden	✓	✓		✓
16	15					

Region 2: Niagara

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
	✓	Mather Arch Park (M)	✓	✓		✓
	✓	Butterfly Conservatory(M)	✓	✓	✓	✓
	✓	Niagara Parks Botanical Gardens(M)	✓	✓	✓	✓
	✓	Centennial Lilac Garden(M)	✓	✓		✓
	✓	Floral Clock(M)	✓	✓		✓
	✓	Floral Showhouse(M)	✓	✓	✓	✓
	✓	Heritage Gardens (M)	✓	✓		✓
	✓	Queenston Heights (M)	✓	✓		✓
	✓	Queen Victoria Park (M)	✓	✓		✓
	✓	Dufferin Islands (M)	✓	✓		✓

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
	✓	Mosaiculture Garden, Greenhouse ,Fragrance Garden (M)	✓	✓	✓	✓
✓		Shaw Garden Tour (M)	June 11,2011			
✓		Niagara on the Lake Garden Tour (M)		July 9,2011		
	✓	HH Knoll Lakeview Park (C)	✓	✓		✓
✓		St. Catharines Horticultural Society Annual Garden Tour (C)		July 10,2011		
	✓	Centennial Gardens (C)	✓	✓		✓
	✓	Squirrel House Gardens (C)	✓	✓		✓
	✓	Burgoyne Woods (C)	✓	✓		✓
	✓	Happy Rolph's Bird Sanctuary (S)	✓	✓		✓
	✓	Lakeside Park (C)	✓	✓		✓
	✓	Montebello Park (C)	✓	✓		✓
	✓	Ontario Jaycee Gardens (C)	✓	✓		✓
	✓	Beaverdams Park (C)	✓	✓		✓
	✓	Mel Swart Lake Gibson Conservation Park (C)	✓	✓		✓
	✓	King's Bridge Park (C)	✓	✓		✓
3	22					

Region 3: Hamilton, Halton, Brantford, Brant County, Six Nations of the Grand River Territory and Mississaugas of the New Credit First Nations

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
	✓	Heritage Acton - Halton Hills (C)	✓	✓	✓	✓
	✓	Alexandra Park(C)	✓	✓		✓
	✓	Armouries Gore Park (C)	✓	✓		✓
	✓	Bell Memorial Park (C)	✓	✓		✓
	✓	C.J.'s Park (C)	✓	✓		✓
	✓	CNR Core Park (C)	✓	✓		✓
	✓	Dunsdon Street Park (C)	✓	✓		✓
	✓	Edward E. Goold Park (C)	✓	✓		✓
	✓	Glenhyrst Gardens (C)	✓	✓		✓
	✓	Golddale Park (C)	✓	✓		✓
	✓	Jubilee Terrace (C)	✓	✓		✓
	✓	Lincoln Circle (C)	✓	✓		✓
	✓	Lincoln Square (C)	✓	✓		✓
	✓	Lorne Park (C)	✓	✓		✓
	✓	Preston Park (C)	✓	✓		✓
	✓	Regent Park (C)	✓	✓		✓
	✓	Seneca Park (C)	✓	✓		✓
	✓	St. Andrew (C)	✓	✓		✓
	✓	Tom Thumb Park (C)	✓	✓		✓
	✓	Victoria Park (C)	✓	✓		✓
	✓	War Memorial (C)	✓	✓		✓
	✓	West Street Gore (C)	✓	✓		✓

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
	✓	Brantford's Indoor Plant Room (S)	✓	✓	✓	✓
✓		Brantford Garden Club Plant Sale (C)	May 7,2011			
✓		Garden Tour (S)	June 4-5,			
	✓	Paletta Lakefront Park - Burlington (C)	✓	✓		✓
	✓	Royal Botanical Gardens (M)	✓	✓	✓	✓
	✓	Willow Park Ecology Centre - Halton Hills (S)	✓	✓	✓	✓
	✓	Whitehern Historic House & Garden (S)	✓	✓	✓	✓
	✓	Flowerhill Farm(S)	✓	✓		✓
	✓	Jerry's Berries Raspberry/ Losta Hostas (S)	✓	✓		✓
✓		2010-14th Annual Ideal Home & Garden Show (S)	March 5-7			
✓		Quite A Little Paradise - A Flower Show At Dundurn (S)	April 17, 2010 to April 18,			
✓		Historic Kitchen Garden Tours (S)		July 01, 2010 to September		
✓		Victorian Family Picnic - Garden and Kitchen Workshop (S)		17-Jul-10		
✓		Straight From The Garden (S)			26-Sep-10	
✓		Tea in the Garden (S)		30-Jun-10		
✓		Home & Garden Show (S)	March 12- 14, 2010			
✓		Secret Garden Tour (S)		Jun-27		
✓		Ruby and The Rose at Whitehern Historic House & Garden (S)	30-May-10			
✓		2010 Grand Durand Garden Tour (S)	12-Jun-10			
✓		Designs for Living Home & Garden Show (S)	March 4 to 6, 2011			
✓		Windowsill Gardening (S)		July 5 to September 2, 2011		
	✓	Lucy Maud Montgomery Garden - Halton Hills (S)	✓	✓		✓
	✓	Gairloch Gardens (S)	✓	✓		✓
	✓	The Oakville Municipal Greenhouse and Conservatory (S)	✓	✓	✓	✓

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
	✓	Erchless Estate Gardens & Grounds - Oakville (S)	✓	✓		✓
	✓	Victoria Park (C)	✓	✓		✓
✓		Designs for Living Home & Garden Show (S)	March 4 to 6, 2011			
✓		Windowsill Gardening (S)		July 5 to September 2, 2011		
14	34					

Region 4: Counties of Huron, Wellington and Perth County, Waterloo Region, Elora and Fergus and the Cities of Stratford and Guelph

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
	✓	Castle Kilbride (S)	✓	✓		✓
	✓	Wings of Paradise Butterfly Conservatory (M)	✓	✓	✓	✓
	✓	Cambridge Butterfly Conservatory (M)	✓	✓	✓	✓
	✓	Cambridge Sculpture Garden (S)	✓	✓		✓
	✓	McDougall Cottage (S)	✓	✓		✓
	✓	Templin Gardens (S)	✓	✓		✓
	✓	University of Guelph Arboretum (S)	✓	✓	✓	✓
	✓	McCrae House and Gardens (S)	✓	✓		✓
	✓	Garden House Gallery (S)	✓	✓		✓
✓		Stratford Garden Festival (M)	Mar 3-6, 2011			
	✓	Perth County Courthouse (S)	✓	✓		✓
	✓	Shakespearean Garden (S)	✓	✓		✓
	✓	Arthur Meighen Gardens (S)	✓	✓		✓
	✓	Millennium Park (S)	✓	✓		✓
	✓	Gallery Stratford (S)	✓	✓		✓

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
	✓	Greenway Garden Centre	✓	✓		✓
1	15					

Region 5: Toronto, Mississauga and Brampton

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
	✓	Charles F Watson Family Gardens (S)	✓	✓		✓
	✓	Gage Park (S)	✓	✓		✓
	✓	Garden winter holiday lights (S)			✓	
	✓	Toronto Ontario Temple (S)	✓	✓		✓
	✓	Historic Bovaird House (S)			✓	
	✓	Donald M. Gordon Chinguacousy Park Greenhouse Gardens (S)	✓	✓		✓
	✓	Floral Tour (S)				
	✓	Queen Elizabeth II Jubilee Garden (S)	✓	✓		✓
	✓	Rhododendron Gardens (S)	✓	✓		✓
✓		Cloverleaf Garden Tour (S)				
	✓	Mississauga Garden Park (S)	✓	✓		✓
	✓	Toronto Botanical Garden (M)	✓	✓	✓	✓
✓		Romance with Trees (S)				
	✓	Edwards Gardens (M)	✓	✓	✓	✓
	✓	Toronto Music Garden (M)	✓	✓	✓	✓
	✓	Allen Gardens (M)	✓	✓	✓	✓
✓		Christmas Flower Show (S)			✓	
	✓	Centennial Park Conservatories (M)	✓	✓	✓	✓
✓		Canada Blooms (M)	March 16-20, 2011			
✓		International Home and Garden Show (M)	March 31 -April 3, 2011			
	✓	Alexander Muir Garden (S)	✓	✓		✓

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
	✓	Casa Loma (M)	✓	✓		✓
✓		Casa Loma Tree Tour (M)			✓	✓
	✓	Spadina Museum: Historic House and Garden (S)			✓	✓
	✓	Rosetta McClain Gardens (S)	✓	✓		✓
	✓	Guild Garden (S)	✓	✓		✓
	✓	Humber Arboretum(S)	✓	✓	✓	✓
	✓	James Garden (S)	✓	✓		✓
	✓	Colborne Lodge Garden (S)	✓	✓	✓	✓
✓		Successful Gardening Show (M)	March 31, - April 3, 2011			
✓		Georgetown Horticultural Society Garden Tour (S)	June 6, 2011			
	✓	Horticultural Societies of Parkdale and Toronto Garden tour (S)			January 16,2011	
	✓	GT Water Garden & Hort. Society (S)	March 31- April 3, 2011			
✓		Flower City Parade		June 18,11		
✓		Brampton Annual Garden Tour		June 26, 11		
10	26					

Region 6: Durham, York, Peel and Dufferin

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
✓		Aurora Garden Tour (C)		July 6, 2011		
	✓	Blue Willow Garden (C)	✓	✓		✓
	✓	Plant Paradise Country Gardens (C)	✓	✓		✓
✓		Hamilton Vegetable Garden Tour (C)				
✓		King Township Tour (C)	June			
✓		Orangeville Garden Tour (C)		July 17, 2011		

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
	✓	Oshawa Valley Botanical Gardens (S)	✓	✓	✓	✓
	✓	Parkwood, The R.S. McLaughlin Estate National Historic Site and Heritage Garden (M)	✓	✓		✓
	✓	Otter Greenhouses (C)	✓	✓	✓	✓
✓		Port Perry Town and Country House Tour (C)				September
	✓	Gardens of Uxbridge (C)	✓	✓	✓	✓
✓		Oshawa Peony Festival (S)	June 11-12			
✓		Whitby Garden Tour (C)	June 20, 2011			
7	6					

Region 7: Bruce, Grey and Simcoe Counties

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
	✓	Mart House Garden Studio (S)	✓	✓	✓	✓
	✓	Sunnidale Park (S)	✓	✓		✓
	✓	Heritage Park in Barrie(S)	✓	✓		✓
✓		Bruce peninsula orchid festival (S)	last weekend of May			
	✓	Mostly Roses (S)	✓	✓		✓
	✓	Carpe Diem Gardens (S)	✓	✓		✓
	✓	Wildthings Plant Farm (C)	✓	✓		✓
	✓	My Heart Is In It (C)	✓	✓		✓
	✓	Larkwhistle Garden (C)	✓	✓		✓
	✓	Larkwhistle Garden (C)	✓	✓		✓
	✓	Kimberley Cottage Garden (C)	✓	✓		✓
✓		Kincardine Annual Garden Tour (C)		July 10,2011		

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
	✓	Kincardine Labyrinth Peace Garden (C)	✓	✓		✓
	✓	Frog Friendly Gardens (C)	✓	✓		✓
	✓	Frog Friendly Gardens	✓	✓		✓
	✓	Martin's Gardens (C)	✓	✓		✓
	✓	Mount Pleasant Gardens (C)	✓	✓		✓
	✓	Virginia's Garden (C)	✓	✓		✓
	✓	Patrick's Paradise (C)	✓	✓		✓
	✓	Earth Bound Touring Gardens & Greenhouses (C)	✓	✓		✓
	✓	Bury Road Gardens - Serendipity (C)	✓	✓		✓
✓		Brian Folmer's Garden Tour (C)				
	✓	Walkerton Heritage Water Garden (C)	✓	✓		✓
	✓	Keppel Croft Farm & Gardens (C)	✓	✓		✓
	✓	Living Carpet (C)	✓	✓		✓
	✓	Flower Pot Island National Park (M)	✓	✓		✓
3	24					

Region 8: Peterborough, Kawartha Lakes and Northumberland

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
	✓	Gardens Plus (C)	✓	✓		✓
	✓	The Avant-Garden Shop (C)	✓	✓		✓
	✓	Garden Route (S)	✓	✓		✓
	✓	Gamiing Nature Center (C)	✓	✓		✓
	✓	Ecology Park (C)	✓	✓		✓
	✓	Petroglyphs Provincial Park (C)	✓	✓		✓

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
	✓	Burley's Touring Gardens & Garden Store (C)	✓	✓		✓
	✓	Griffin's Greenhouse (C)	✓	✓		✓
	✓	Hornings Garden Centre (C)	✓	✓		✓
	✓	Greenhouse on the River (C)	✓	✓		✓
	✓	Linlor Farm (C)	✓	✓		✓
	✓	Blossom Hill Nurseries (C)	✓	✓		✓
	✓	Garden Style (C)	✓	✓		✓
	✓	Johnson's Greenhouse (C)	✓	✓		✓
✓		For the Love of Gardening Show (C)	April 9-11,			
✓		Kawartha Lakes Garden Show (C)	May 1-2,			
✓		Lindsay Lilac Festival (M)	May 24 -			
✓		Bobcaygeon Horticultural Society Garden Tour (C)		09-Jul-11		
✓		Port Hope Garden Tour (C)		July 9, 2011		
✓		Cobourg Horticultural Garden Tour (C)				
6	14					

Region 9: Prince Edward County, Kingston, Brockville, Gananoque and Cornwall

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
✓		Up the Garden Path studio and Garden Tour (S)	May 16 -18			
✓		City of Kingston Greenhouse tour (C)	Feb & Mar			
	✓	Corby Rose Garden (S)		✓		
✓		Up the Garden Path Artist Studio and Garden Tour (S)	May			
	✓	Landon Bay Centre (C)	✓	✓		✓
	✓	Confederation Park (C)	✓	✓		✓

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
	✓	Joel Stone Heritage Park (C)	✓	✓		✓
✓		Annual Gananoque Horticultural Society Plant Sale (C)	May			
✓		Open Garden Tour (S)		July		
	✓	Battery Park (C)	✓	✓		✓
	✓	Confederation Park Kingston (C)	✓	✓		✓
	✓	Joseph Dominik Sensory Garden (S)	✓	✓		✓
	✓	Barriefield Rock Garden (C)	✓	✓		✓
	✓	Lions Civic Gardens (C)	✓	✓		✓
✓		Floral Garden Show (C)	June 11,			
✓		Quinte Garden Tour (C)		July 10, 2010		
	✓	Bloomfield garden art installations (S)	✓	✓		✓
	✓	Prince Edward County Lavender (M)	✓	✓		✓
✓		Heirloom Plants & Gardens Weekend (M)	May 28- 29			
	✓	Queen Elizabeth Gardens at Upper Canada Village (M)	✓	✓		✓
8	12					

Region 10: Ottawa

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
✓		Canadian Tulip Festival (M)	May 6-23, 2011			
	✓	Fletcher Wildlife Garden (M)	✓	✓		✓
	✓	Maplelawn Garden (M)	✓	✓		✓
	✓	Rideau Hall (M)	✓	✓		✓
	✓	Parliament Hill (M)	✓	✓		✓
	✓	Arboretum (Experimental Farm (M)	✓	✓		✓

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
	✓	Strathcona Park (M)	✓	✓		✓
	✓	Confederation Park (M)	✓	✓		✓
	✓	Gatineau Park (M)	✓	✓		✓
	✓	Victoria Garden (M)	✓	✓		✓
	✓	Garden of the Provinces (M)	✓	✓		✓
	✓	Central Experimental Farm (M)	✓	✓		✓
✓		Central Experimental Farm April Gardening Lectures (M)	✓			
	✓	Tucker house (C)	✓	✓		✓
✓		Rideau canal festival garden tours (M)				
	✓	Canadian Agricultural Museum (M)	✓	✓		✓
	✓	Ornamental Gardens (M)	✓	✓		✓
	✓	Rockliffe Park (C)	✓	✓		✓
✓		The Estate in Bloom (M)		July 24-25, 2010		
✓		Secret Garden (M)		June 18 -Aug 28, 2010		
✓		Doors Open Ottawa (M)	June 5-6, 2010			
	✓	Montcalm-Taché Park, Gatineau (C)	✓	✓		✓
	✓	Olympic Garden (C)	✓	✓		✓
	✓	Malak's Bed (C)	✓	✓		✓
	✓	Dows Lake (C)	✓	✓		✓
6	19					

Region 11: Haliburton, Hastings, Lennox and Addington, Frontenac, Renfrew and Lanark

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
	✓	Greenmantle Farm (S)	✓	✓		✓
	✓	Stanhope Heritage Discovery Museum (S)	✓	✓		✓
	✓	Haliburton Forest & Wildlife Reserve Ltd. (S)	✓	✓		✓
	✓	Sweet Woodruff Meadows (C)	✓	✓		✓
	✓	Stonepath Greenhouses and Landscaping (C)	✓	✓		✓
	✓	Prosperity Acres (C)	✓	✓		✓
	✓	The Plant Place (C)	✓	✓		✓
	✓	Richters Greenhouse (C)	✓	✓		✓
	✓	Fuller Native and Rare Plants (S)	✓	✓		✓
	✓	Tregunna Tree Farm Inc. (C)	✓	✓		✓
	✓	The Root Cellar (C)	✓	✓		✓
	✓	Golden Bough Tree Farm (C)	✓	✓		✓
	12					

Region 12: District of Muskoka, Algonquin Park, Almaguin Highlands, Georgian Bay Country and Parry Sound

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
✓		Successful Garden Show, Sudbury Gardening Festival (M)	May 29-29,2011			
	✓	Jon and Suzann Partridge - The Artful Garden (S)	✓	✓		✓
1	1					

Region 13: Northern Ontario (including Algoma, Sault Ste. Marie, Thunder Bay, North Bay, Sudbury, Kenora, Timmins)

Festival	Product	Experience/Event Name	Spring	Summer	Winter	Fall
✓		Successful Garden Show (S)	March 31- April 3, 2011			
✓		Sudbury Gardening Festival (S)	May 28-29,			
	✓	Centennial Conservatory (C)	✓	✓		✓
	✓	Hillcrest Park (C)	✓	✓		✓
	✓	International Friendship Gardens (S)	✓	✓		✓
2	3					

APPENDIX C

Ontario's Destination Marketing Organizations Garden Information Website Analysis				
Areas		DMO	Website	Garden Tab
Region 1	Haldimand County	Economic Development & Tourism Haldimand	www.haldimandcounty.on.ca	no
	Norfolk County	Norfolk County Tourism & Economic Development	www.norfolktourism.ca	no
	Elgin County	County of Elgin Economic Development and Tourism	www.elgintourist.com	no
	Chatham-Kent	Chatham Kent Tourism	www.chatham-kent.ca	no
	Essex County (including Windsor)	Tourism Windsor Essex Pelee Island	www.visitwindsor.essex.com	no
	Lambton County	Tourism Sarnia-Lambton	www.tourismsarnialambton.com	no
	Middlesex County	Middlesex Tourism	www.middlesextourism.ca	no
	City of London	Tourism London	www.londontourism.ca	no
	Oxford County	Tourism Oxford	www.tourismoxford.ca	no
2	Niagara	Tourism Niagara	www.tourismniagara.com	no
Region 3	Hamilton	Tourism Hamilton	www.tourismhamilton.com	no
	Burlington	Tourism Burlington	www.tourismburlington.com	yes
	Oakville	Oakville Tourism Partnership	www.oakvilletourism.ca	yes
	Halton Hills	Halton Hills Chamber of Commerce	www.haltonhillschamber.on.ca	no
	Milton	Milton Chamber of Commerce	www.miltonchamber.ca	no
	Brantford	Tourism Brantford	www.discoverbrantford.com	yes
	Brant County	County of Brant Tourism	www.brant.ca/forvisitors	yes - link to garden

	Areas	DMO	Website	Garden Tab
Region 4	Guelph	City of Guelph Tourism Services	www.visitguelphwellington.ca	no
	Huron County	County of Huron	www.ontarioswestcoast.ca	no
	Wellington County	County of Wellington	www.visitguelphwellington.ca	no
	Elora and Fergus	Elora and Fergus Tourism	www.recipestoexperience.com	no
	Perth County	Perth County Visitor's Association	www.visitperth.ca	no
	St. Jacobs	St. Jacob's Country	www.stjacobs.com	no
	Stratford	Stratford Tourism Alliance	www.welcometostratford.com	yes
	Waterloo Region	Waterloo Regional Tourism Marketing Partnership	www.explorewaterlooregion.com	no
Region 5	Toronto	Tourism Toronto	www.seetorontonow.com	yes
	Brampton	Brampton "Flower City"	www.brampton.ca	yes
	Mississauga	Tourism Toronto	www.seetorontonow.com	yes
Region 6	Durham Region	Durham Region	www.durhamtourism.ca	no
	York	York Region	www.yorktourism.com	no
	Peel	Peel Region	www.peelregion.ca	no
	Dufferin	Dufferin Region	www.dufferincounty.on.ca	no
Region 7	Bruce County	Bruce County Tourism	www.explorethebruce.com	yes
	Grey County	Grey County Tourism	www.visitgrey.ca	yes
	Simcoe County	Tourism Simcoe County	www.discover.simcoe.ca	yes - under natural
Region 8	Peterborough	Peterborough & The Kawarthas Visitor Information	www.thekawarthas.net	yes -link to
		Lakefield Chamber of Commerce	www.lakefieldtourism.ca	no
		Buckhorn District Tourism Association	www.buckhorncanada.com	no
	Kawartha Lakes	City of Kawartha Lakes	www.explorekawarthalakes.com	no
	Northumberland	Northumberland Tourism	www.northumberlandtourism.com	yes
		Brighton and District Chamber of Commerce	www.brightonchamber.ca	no

	Areas	DMO	Website	Garden Tab	
		Municipality of Port Hope Tourism	www.porthopetourism.ca	no	
Region 9	Prince Edward County	Prince Edward County Chamber of Tourism &	www.prince-edward-county.com	no	
	Kingston	Tourism Kingston	www.tourism.kingstoncanada.com	no	
	Brockville	Brockville Chamber of Commerce	www.brockvilletourism.com	no	
	Gananoque	1000 Islands Gananoque Chamber of Commerce	www.1000islandsgananoque.com	no	
	Cornwall	Cornwall & Seaway Valley Tourism	www.cornwalltourism.com	no	
	Other regional organizations	Land O' Lakes		www.travellandolakes.com	no
		The United Counties of Leeds and Grenville		www.uclg.ca/en/tourism	no
		Lennox and Addington		www.lennox-addington.on.ca/tourism	no
		Bay of Quinte County		www.bayofquintecountry.com	no
	Rideau Heritage Route		www.rideauheritageroute.ca	no	
10	Ottawa	Ottawa Tourism	www.ottawatourism.ca	no	
Region 11	Haliburton	Haliburton Highlands Tourism	www.haliburtonholidays.ca	no	
		Haliburton Tourism Association	www.haliburton-tourism.com	no	
	Hastings	Hastings County	www.hastingscounty.com	no	
	Lennox and Addington	Lennox and Addington Tourism	www.lennox-addington.on.ca/tourism	no	
	Frontenac	Land 'O Lakes Tourism Association	www.travellandolakes.com	no	
	Renfrew	Ottawa Valley Tourist Association	www.ottawavalley.org	no	
	Lanark	Lanark County Tourism Association	www.lanarkcountytourism.com	no	
	Regional Partners	Rideau Heritage Route		www.rideauheritageroute.ca	no
		Comfort Country		www.comfortcountry.ca	no
		Algonquin Nation		www.algonquinnation.ca	no
Bancroft & District Chamber of Commerce			www.bancroftdistrict.com	no	
Re	District of Muskoka	Muskoka Tourism	www.discovermuskoka.ca	no	

	Areas	DMO	Website	Garden Tab
	Algonquin Park	Friends of Algonquin Park	www.algonquinpark.on.ca	no
	Almaguin Highlands	Almaguin Highlands	www.almaguinhighlands.com	no
			www.almaguin.on.ca	no
	Georgian Bay Country	Georgian Bay Country	www.gbcountry.com	no
	Parry Sound	Parry Sound Chamber of Commerce	www.parrysoundchamber.ca	no
		Vacation Land Ontario	www.vacationlandontario.com	no
		Magnetawan	www.magnetawan.com	no
Region 13	Regional	Ontario's Near North	www.ontariosnearnorth.on.ca	no
	Algoma	Ontario's Algoma Country	www.algomacountry.com	no
	Regional	North of Superior Tourism	www.nosta.on.ca	no
	Regional	Ontario's Rainbow Country	www.rainbowcountry.com	no
	Sault Ste. Marie	City of Sault Ste. Marie	www.city.sault-ste-marie.on.ca	no
	Thunder Bay	City of Thunder Bay	www.thunderbay.ca	yes - under city parks
	Regional	Ontario's Wilderness Region	www.ontarioswildernessregion.com	no
	North Bay	City of North Bay	www.city.north-bay.on.ca	no
	Sudbury	City of Greater Sudbury	http://www.sudburytourism.ca/	no
	Kenora	Kenora Tourism	www.kenora.ca	no
	Timmins	City of Timmins	http://tpl.city.timmins.on.ca	no
	Regional	NOTO	www.noto.net	no
	Regional	Ontario's Sunset Country	www.ontariosunsetcountry.ca	no
Regional	Great Spirit Circle Trail	www.circletrail.com	no	

APPENDIX D: RESOURCES

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