Garden Tourism

Richard W. Benfield, Central Connecticut State University, USA

First book on the market to focus on this increasingly important area of tourism

Key Points
Visiting gardens is one of the most popular tourism activities today, around the world.

• Broad coverage of the field, including the history of garden visitation, tourist motivations, management and marketing of gardens for tourism purposes, and the future form and tourism-based role of gardens.
• Discusses private garden visiting, historical garden tourism, urban gardens, and garden festivals, shows and events.
• Author is an internationally renowned expert in this field of tourism.

Richard Benfield “tells a good story.” And he tells a good story about a great subject: plants, gardens, and why people visit them…Garden Tourism is a treasure trove of information, a valuable contribution.

Susan Lacerte, Executive Director, Queens Botanical Garden, Adjunct Faculty, Farmingdale State College

For botanical garden directors, public and private park professionals, festival organizers, and garden tour organizers like me, it’s the first academic look into the audiences, their behaviors and their economic impact…Dr. Richard Benfield has produced the ultimate guide to horticultural tourism

Jim Charlier, past President of Garden Walk Buffalo, co-founder of the National Buffalo Garden Festival, and advertising and marketing professional

Dr. Richard Benfield’s book is a must-have for students, marketing and communications professionals, journalists, and anyone working in public gardens management. He performs a deep investigation into what attracts, motivates, and drives visitors to come to gardens… It is an easily readable book that is packed with current statistics and facts from someone who is a recognized master in a field that is just beginning to bloom!

Casey Sclar, Ph.D., Executive Director, American Public Gardens Association

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Features include:
* Longwood Garden, Kennett Square, Pennsylvania, USA
* Bellingrath Garden, Mobile, Alabama, USA
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* Kirstenbosch Botanic Garden, Cape Town, South Africa
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* The Belize Botanic Gardens, Belize
* Stourhead, Wiltshire, UK
* Down House (in the Village of Downe), Kent, UK
* Muttart Conservatory, Edmonton, Canada
* Van Dusen Botanic Garden, Vancouver, British Columbia, Canada
* Havana Botanic Garden, Havana, Cuba
* The Philadelphia Flower Show, USA
* The Daffodil Festival, Meriden, Connecticut, USA
* Ottawa Tulip Festival, Ottawa, Canada

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