



The economic value of botanic gardens—contributing

Botanic gardens generate income for our economy. They attract millions of locals and tourists every year. Gardens also add to the economy by providing horticultural and other services, training and employment.

Tourism

Botanic gardens are among our most popular cultural venues. There is good economic value in having a botanic garden as part of a region's suite of tourism attractions. In Australia, more people visit botanic gardens than art galleries, museums or libraries. More than one third (35%) of Australian adults—6.2 million people—visited botanic gardens at least once during 2009–10. Botanic gardens are strong drawcards for domestic and international tourists. Nature-based visitors to Australia stay almost twice as long as other international visitors and spend 80% of international visitor dollars.

In New Zealand, visiting gardens is one of the top activities for international tourists, with gardens attracting around half a million visitors a year since 2006.

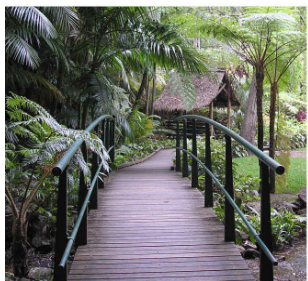
Return on investment

Many botanic gardens are paying their way. Around 31% of visitors now spend money when they visit a botanic garden. Botanic gardens add to local economies. They provide a return on investment by attracting visitors who spend time and money in the local area. For example, an economic impact assessment of Hamilton Gardens in New Zealand found that for every \$2 invested in the gardens, about \$8.90 was added to the city's economy. They also present unique opportunities for community partnerships and corporate sponsorships.

Employment, training and services

Gardens also add to the economy by providing horticultural and other services, training and employment. They create jobs and provide specialist training and skills development in areas ranging from horticulture to garden design, sustainability to scientific research, and plant conservation to public education. Gardens also provide services and employment in their local region, ranging from biodiversity conservation and scientific research to public education and awareness to plant nurseries, onsite shops and cafes. Services that extend beyond the garden gates include plant identification, pest diagnosis, weed research, education and training, ornamental and commercial horticulture, landscaping, master planning and horticultural advice

There is also economic value in conservation and sustainability. Healthy communities also support healthy economies. Botanic gardens are active, vital resources that contribute to both these outcomes.



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