



August 20th, 2019

Dear Garden Tourism Partner,

On behalf of our respective organizations, as well as the Canadian Garden Council, Communities in Bloom, the American Public Garden Association and the Canadian Nursery Landscape Association, it is our pleasure to invite you to register for the 2019 Garden Tourism Conference, occurring November 3rd to 5th, 2019 in Victoria, British Columbia. In many ways this conference is a first, as after many successful years of being held in Toronto, this marks the first time the event is being held in the west, and the first time hosted by a tourism organization. Indeed, our organizing Committee is thrilled that Destination Greater Victoria, a mainstream destination marketing organization, and Gardens British Columbia, a boutique provincial garden tourism marketer, are collaborating to deliver this informative and popular conference.

As domestic and foreign travelers continue to search for beautiful, authentic and engaging local experiences, Garden Tourism is fast becoming a mainstream tourism sector that all public gardens can benefit from. Over 25 million people travel annually in North America to see gardens, and the global market of garden visitors exceeds ¼ billion. Research indicates that 46% of garden visits result in an overnight stay, and the demographic of garden visitors includes all age cohorts. Though times and people have changed over the decades, many examples of long-lived garden attractions remain, clearly indicating there is intrinsic value in destination gardens that appeals to travelers of all cultures and generations. In fact, Destination British Columbia estimates the value of garden tourism in the Province of British Columbia alone exceeds \$300 million annually. Truly, this is the conference where you can be inspired by colleagues and experts to develop new strategies that ensure local and international garden-loving tourists walk through your gates.

Along with our hosts and partners, we have put together a very exciting list of international speakers, and please visit [our website](#) to find out who is coming. We also invite you to visit beautiful Victoria, a true garden destination, located on amazing Vancouver Island, to network, share and be inspired by the 2019 conference theme: "Taking Garden Tourism to the Next Level".

We have attached conference details and please do not hesitate to contact the undersigned should you have questions about this invitation.

Sincerely,

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GARDEN TOURISM CONFERENCE

WE LOOK FORWARD TO SEEING YOU AT THE
2019 NORTH AMERICAN GARDEN TOURISM CONFERENCE
November 3 to 5, 2019 | Hotel Grand Pacific, Victoria, BC, Canada
"Taking Garden Tourism to the Next Level"

Here is your invitation to the 2019 Garden Tourism Rendez-vous set for Victoria, BC, a City of Gardens!

We've also confirmed over 20 garden and tourism leaders to share with you how they are "Taking Garden Tourism to the Next Level".

This is the Conference where you can be inspired to develop new strategies geared to ensuring that local and international garden-loving tourists walk through your gates.

As an added bonus, the 2019 Garden Tourism Awards will be presented at the Conference on Tuesday, November 5th.



Time to register for the Conference

Terrific and informative sessions. Outstanding networking opportunities. Presentation of the 2019 Garden Tourism Awards. And a few surprises. What more could one ask for!

REGISTER HERE

Be sure to make your hotel and travel arrangements promptly. Special rate and Air Canada promo code information is available under the 'Registration' button.

Visit www.gardentourismconference.ca for all the details.

For more information, contact Michel Gauthier at director@gardencouncil.ca

DESTINATION GREATER
VICTORIA

gardens
BRITISH COLUMBIA

 **American
Public Gardens
Association**


**Canadian Nursery
Landscape Association**
Association Canadienne des
Pépinieristes et des Paysagistes


Communities
in Bloom / Collectivités
en fleurs


**CANADIAN GARDEN
COUNCIL**
CONSEIL CANADIEN
DU JARDIN