

EXHIBITION MARKETING PLAN SUMMARY – TYLER ARBORETUM

Excerpted from:

Rakow, D. A., and S. A. Lee. 2011. Public Garden Management. John Wiley & Sons, Inc., Hoboken, New Jersey. p. 247.

Goals

- Increase membership, visitation, and visibility of the Tyler Arboretum
- Educate the broader community about trees and their ecological and cultural importance as part of Tyler’s mission “to preserve, develop, and share our diverse horticultural, historic, and natural site resources in order to stimulate an understanding of the living world.”
- Build Tyler’s support base in the local community

Target Audiences

- Geographic focus: local and greater Philadelphia region
- Families
- People interested in design
- People interested in nature, trees, and gardening
- Philadelphia-region tourists looking for things to do

Strategy

- Outreach to local and regional online media, newspapers, radio, TV, and magazines
- Outreach to regional tourist bureaus
- Outreach to elementary and middle schools
- Outreach to professional garden writers and photographers
- Promotion through member communications and Tyler website

- Collaborative marketing with Longwood Gardens in conjunction with its tree house exhibition