

Botanic Gardens Holiday Events Market Research Expertise by Babbage

October 2024



Discover How Top Botanical Gardens Elevate The Visitor Experience and Boost Holiday Revenues

This holiday season is the perfect chance to attract more visitors and surpass last year's visitor targets. Step up your strategy with our proven experience to enhance your garden's guest experiences and boost revenue. Discover how we've helped major clients overcome challenges and achieve success, and let us show you how to make this holiday season your most successful yet!



ATLANTA
BOTANICAL
GARDEN

- Since the 2011 debut of Garden Lights, Holiday Nights, Alexander Babbage has conducted annual visitor studies to measure the overall experience, identify opportunities and provide insights for improving the event.
- The experience has grown every year and is now the must-see holiday experience in Georgia.
- In 2023, Atlanta Botanical Garden won ABC TV's "The Great Christmas Light Fight" national award.



- Babbage conducted a comprehensive online survey and compared visitor profiles between pre-and post-pandemic visitors to quantify experience, behaviors, and perceptions.
- Recommendations for steps to improve the already great show have maintained it as one of the best in the region.

We can use our data and tools to profile your visitors going back to 2019 and provide actionable insights to make your 2024 marketing plan even more effective.

Case Study: Atlanta Botanical's Garden Lights

October 2024



Client sees ROI of more than 10:1 on analytics investment

Situation:

The Atlanta Botanical Garden launched Garden Lights in 2011. Their objective was to create the holiday tradition in Atlanta. To achieve this, they needed to understand the visitor, the lapsed visitor, and the non-visitor. Who was coming? What was their experience? How did they find out about Garden Lights? What should be done to drive NPS? How can revenues increase each year?

Analysis:

Alexander Babbage has used a broad range of tools including its proprietary TruTrade System, detailed ticket sales analytics, intercept, and online research. By conducting research each year, the client can measure the impact of investments in the experience and focus on geographic areas of opportunity to drive attendance.

Result:

Through this research, Atlanta Botanical Garden has identified key drivers of experience, increased revenues, balanced attendance across peak times and delivered a compelling experience. This has resulted in healthy attendance growth and has established Garden Lights as the biggest holiday tradition in the state.

Botanic Gardens

October 2024



Babbage has deep expertise in Botanic Gardens and destinations. Some of our clients:




Learn How To Improve Your Garden's Holiday Visitor Experience Today

For More information on our work with Holiday Light Events
contact us at info@alexanderbabbage.com