



Push and Pull Motivations of Visitors to Private Parks: The Case of Araluen Botanic Park

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Project undertaken on behalf of The Araluen Botanic Park Foundation

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Project Overview

The last decade has seen a rapid growth in visits to botanic gardens and nature-based parks. However, there are challenges in effective management and conservation of these places. Overburdened government conservation bodies often lack the financial and human resource capacity to carry out their responsibilities. This challenge is exacerbated in smaller private parks which constitute around 4.2% of protected areas in Australia. These have to be adept and efficient in deploying limited resources, particularly in the area of marketing communications.

The aim of this study was to establish an understanding of park attributes (pull factors) and motivations to visit private parks (push factors). Gaining insight into these push-pull factors have the potential to increase visitation to smaller private parks.



Outcomes

This study offered practical insights into the push-pull factors attracting and motivating people to visit Araluen Botanic Park. Specifically, its findings provided Araluen Botanic Park Foundation with a keen understanding of their visitor profiles, from which they were able to develop impactful brand awareness and marketing campaigns.

These new campaigns were incorporated into the launch of the Chilli Festival and the Springtime at Araluen Photography Competition, which have helped to boost gate sales and repeat park patronage. Generally, its findings have the potential to help park managers, policy makers and communication strategists to develop successful marketing communication campaigns.