SUBJECT: 1997 VANDUSEN FLOWER AND GARDEN SHOW TICKET PRICES

RECOMMENDATION:

THAT the Board approve the 1997 rates for the VanDusen Flower and Garden Show.

BACKGROUND

Now going into its fourth year, the VanDusen Flower and Garden Show is a very successful event managed almost exclusively by the VanDusen Botanical Gardens Association. In 1997 the Show will run May 30, 31 and June 1. It is expected to draw an increased attendance over the 20,000 people that visited the Show in 1996. As in the past two years the Park Board will receive 50% of the admissions revenue.

In 1996 the Admission prices were as follows:

Adult	$ 8.00
Members & Group Sales (10 or more)	$ 6.00
Senior/Students	$ 4.00
Family	$16.00
Proposed Admission prices for 1997:	
Adult	$ 8.00
Members & Group Sales (10 or more)	$ 6.00
Seniors/Students	$ 5.00
Family	$16.00
1/2 Price second/third day returns	

DISCUSSION

The proposed admission prices for the 1997 Show reflect changes in two areas:

Students/Seniors:

An increase of $1.00 from the 1996 prices - the organizers of the event have assessed this portion of their market as willing to pay more. Seniors represented approximately 22% of those attending the Flower and Garden Show in 1996. Student attendance was minimal.

Half Price Return Visits:

Evaluations from the Show identified the demand for return visits on the second and/or third day at less than full price. From a marketing perspective it was determined that 50% was reasonable and would be attractive to promote additional attendance.

CONCLUSION

Successful marketing of this event has generated approximately $32,000 net revenue to the Park Board in each of the last two years. In assessing ways to increase ticket sales for 1997, two opportunities have been identified; increasing the seniors/student rates by $1.00 and introducing a reduced price for return visits.

These opportunities are being recommended for implementation.

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