



Push-pull Factors that Shape Brand Personality of Public-Private Parks

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Project Funders and Stakeholders Araluen Botanic Park (ABP)

Project overview

A botanic park offers a rich resource for tourism, recreation, research, education, conservation, sustainable use, display as well as the production of marketable plant-based products and services for improving human well-being. For individuals, a botanic park enhances quality of life by increasing enjoyment and satisfaction. At a botanic park, individuals fulfil their own goals of self-identity and social bonding, finding balance in their psychological, physical and economic well-being. For practitioners, a botanic park showcases and protects the biodiversity, cultural and natural resources within its surrounds. Visitation to such parks sustains the livelihoods of communities, develops infrastructure and reinvigorates economies in surrounding areas.

Since botanic parks are essentially destinations that must compete for the tourist and recreation dollar, branding strategies are important. Consequently, park personality is highlighted as a critical branding strategy for effective positioning and differentiation of a botanic park. In the current study, park personality is conceptualised as a specific set of human characteristics that visitors observe, associate and ascribe to a park. These characteristics are derived from a botanic park's push and pull factors. Push factors are demand-related and internally driven by the park visitor, whereas pull factors are supply-related and externally driven by the park's features.

Industry outcomes

The research has helped Araluen Botanic Park to identify:

- Push factors for park visitors such as need for relaxation, escape and education
- Pull factors from the park such as its flora and fauna, BBQ facilities and children's activities
- Park personality characteristics that will be introduced in the park's marketing communications programs for 2017(ongoing research)

