

CHIHULY

IN THE BOTANIC GARDEN

27 APRIL 2024 - 29 SEPTEMBER 2025

Uniting art and nature, *Chihuly in the Botanic Garden* was a seven-month event showcasing 15 vibrant glass sculptures by celebrated artist, Dale Chihuly.

Presented in beautiful Adelaide Botanic Garden, the major South Australian event was exclusive to Adelaide, and in the Southern Hemisphere for the first time.

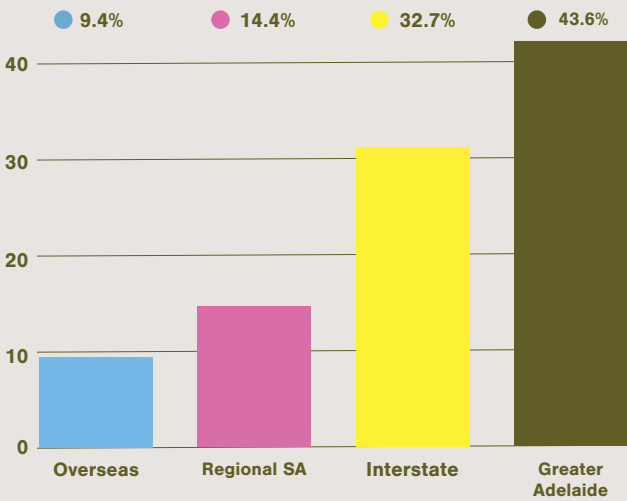
Offering free daytime entry and exciting ticketed afterhours offerings, the event was hugely popular, and provided a significant boost to the local economy.

Chihuly in the Botanic Garden was organised by the Botanic Gardens and State Herbarium in cooperation with Dale Chihuly and Chihuly Studio.

HIGHLIGHTS

- 1.4 Million attendees
- 201,000 tickets sold
- 98% satisfaction rate
- 5,000 new plants

VISITORS



ECONOMIC IMPACT

- \$55.7M economic benefit to SA
- \$10.9M spent by South Australians
- \$103.3M total economic footprint
- \$1,290 average tourist spend
- 195,000 visitor nights
- \$6.12M wellbeing benefit
- 303 new jobs created



Dale Chihuly, *Wind Time Table Tower*, 2022, © 2024 Chihuly Studio



Dale Chihuly, *The Sun*, 2014, © 2024 Chihuly Studio

EVENTS

CHIHULY NIGHTS

With dramatic artwork lighting, foot-tapping live music and delicious food & drink, this popular after-dark event was a feast for the senses.

143,000 tickets sold

IN FULL COLOUR: DALE CHIHULY

This additional exhibition - located in the lush rainforest conservatory - showcased 9 more sculptures and fascinating artist information.

57,000 tickets sold

ADDITIONAL EVENTS

An exciting program of additional events included a music series, science talks, gin workshops, school holiday programs and an audio-described guided tour.

1,000 tickets sold

EDUCATION

- ✦ 4 curriculum-aligned school programs
- ✦ 7,500 participating students
- ✦ 4 teacher professional development sessions



MOORE CRITTERS

A free children's drawing competition. A monthly winner had their 'critter' turned into a glass sculpture by leading South Australian glass artist, Tom Moore.

12,000 entries



VOLUNTEERS

- ✦ 26,000 enquiries at the information booth
- ✦ 10,000 volunteer hours contributed
- ✦ 7,000 free guided tours, 60% from out-of-state
- ✦ 250 volunteers



PARTNERS

Craft and design experts, JamFactory, were Project Partners and managed an exhibition shop in the garden, welcoming 175,000 visitors.

They also presented glass-blowing demonstrations and four aligned exhibitions at their west end studio, which attracted 26,000 attendees.

50 additional partners supported the event generating \$1.03M worth of benefits.

Two artworks have been donated to the garden, thanks to generous donations.

MARKETING

- ✦ An Interstate and SA marketing campaign included TV, Radio, Digital, Social and Outdoor.
- ✦ Media mentions: 858 with reach to 50.4M
- ✦ 2.1M website views
- ✦ City-wide activation

Total marketing value: \$1.74M



Marketing support at Adelaide Airport.

