



2015 Statistics

Daily Attendance

289,540+

9 am – 4 pm arrivals + after-hours event attendees

Olbrich Botanical Gardens is open 8 am – 8 pm from April through September. Visitors who enter before 9 am and after 4 pm and don't attend an event are not counted
(up from 238,805 in 2005, a 21.2% increase)

Facility Uses

Olbrich Gardens Public/Member Events

179 event days – 12,382 participants

Public Events by Partner Organizations

31 events – 3,107 participants

Private Uses for Weddings, Parties, Meetings
(includes 78 wedding ceremonies)

1,173 events – 21,212 participants

Olbrich Education Statistics

Adult Classes & Workshops

235 classes w/ 2,390 participants

Adult Group Tours – Guided and Self-Guided

63 group tours w/ 1,753 participants

Youth & Family Programs

239 programs w/ 12,514 participants
(includes 77 school & teacher programs)

Distribution of Tourist Information

'Discover' Olbrich Rack Cards

24,000 rack cards distributed by Ad-Lit to tourism information sites -- I90/I94 north & south Madison area plus the 4 busiest rest stops in Columbia and Juneau counties

Madison: Going, Beyond, Visit visitor guides

5000 + Madison area visitor guides distributed on site at Olbrich Gardens annually