Developing an Elderhostel Day of Discovery: A Walk Through Time at the Morris Arboretum

Lindsey Weikel

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Developing an Elderhostel Day of Discovery: A Walk Through Time at the Morris Arboretum

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Title: Developing an Elderhostel Day of Discovery: A Walk Through Time at the Morris Arboretum

Author: Lindsey Weikel, Education Intern

Date: March 2007

Abstract:

Elderhostel is a not-for-profit educational organization for lifelong learners 55 years and older. Serving their students for over 30 years, they offer exciting adventures with outstanding instructors and engaging environments for an exceptional value. Their students are described as being active, enthusiastic, and driven making them excellent potential members, volunteers, and class attendants of the Morris Arboretum. As a sponsor of a Day of Discovery Elderhostel Program, the Morris Arboretum must develop a competitive program that meets the requirements of Elderhostel, desires of the student, and learning objectives of the Arboretum as an educational institution. The development of such a program is addressed in parts: What is Elderhostel? Who is the Elderhostel student and how will the Arboretum benefit by their attendance? My project will consider how to develop a program idea, expense plan, and program evaluation as well as how to handle logistical details, lectures and tours, and guide training.
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INTRODUCTION

Founded in 1975, Elderhostel became America’s first and the world’s largest not-for-profit, educational travel organization for people 55 and over. When developing “extraordinary learning adventures,” they cater to an array of interests, taking into consideration travel accommodations, activity level, schedule, lifestyle, and of course the budget of their students. Their yearly enrollment reaches an outstanding 160,000 students and their yearly programs total around 8,000 in more than 90 countries. The world is their classroom. Elderhostel prides itself in providing “high quality experiences with a high level of services at an extraordinary value.” (www.elderhostel.org). The goal of this organization and the reason for its success stems from combining “a love of learning with exceptional people in engaging environments” in order to create “extraordinary experiences” that keep students returning for more (www.elderhostel.org). The Morris Arboretum offers both exceptional people and most certainly an engaging environments, which when combined with the love of learning from the Elderhostel student, will create a most exceptional and extraordinary program.

WHO IS THE ELDERHOSTEL STUDENT?

Elderhostel students are comprised of the Baby Boomer generation and the previous generation known as the GI or Greatest Generation. These people have the time, resources, and interest in visiting arboreta and public gardens in hopes of expanding their horizons. They have a desire to learn and actively pursue the world around them. According to psychologist Abraham Maslow, this drive is a result of phenomenon known as “self actualization” described as “an inner journey to discover one’s true self, and become that person.” (Elderhostel, Inc. What will Baby Boomers Want from Educational Travel?) Educational travel is one way this generation is pursuing that objective. The strong desire for mental stimulation among this generation of Elderhostelers is also due to recent studies promoting “brain exercise” as a successful method of preventing the onset of Alzheimer’s disease and Dementia. According to a study released by the MetLife Foundation, Alzheimer’s is “second only to cancer on the list of most feared illnesses and first on the list for Americans 55 years and older”. (Elderhostel, Inc. Mental Stimulation and Lifelong Learning Activities in the 55+ Population) The thought of the mind fading before the body, motivates this generation in their late 50’s and early 60’s to participate in lifelong learning. Studies have shown the classifications of four “lifelong learning” segments in the 55 and over population of the United States. They are as follows: the Focused Mental Achievers (13%), Contented Recreational Learners (34%), Anxious Searchers (23%), and Isolated Homebodies (18%) and there is an additional segment, the Pessimists (11%), which has minimal participation in lifelong learning because of poor health or scant resources. Elderhostel students are overwhelmingly comprised of the Focused Mental Achievers and Contented Recreational Learners and are often involved in many activities, social engagements, mental stimulation, and creative expressions apart from Elderhostel. Often they are characterized by “extraordinary high levels of activity, high levels of formal education, and high measures of optimism and life satisfaction.” (Elderhostel, Inc. What will Baby Boomers Want from Educational Travel.) Sheilagh Quinn, Arboretum Guide and long time Elderhostel student, describes her classmates as “extremely enthusiastic” and a rather “sociable group.” Not only are these students lifelong
learners but they are also parents and grandparents who live in a 100 mile radius of the Arboretum and are likely to return with their family members. Elderhostel recognizes inter-generation learning as an important key to future success and offers family classes in addition to their regular repertoire. All of these descriptions make them not only great students but also potential members, volunteers, and students of the Arboretum’s class offerings.

THE PROCESS-STEP 1: DEVELOP AN IDEA

When deciding the content of a program, it is important to ask two questions. First, what does the Morris Arboretum offer that other organizations do not? Many arboreta, public gardens, and historical sites have sponsored classes with Elderhostel, so in order to make this program competitive, the Morris Arboretum must offer something of unique value. The Arboretum is first and foremost a beautiful place where many people seek refuge from the busy worries of everyday life. But it is also a garden born out of the Victorian era with a unique history and living collection. In addition, the Arboretum is an educational institution involved in botanical research and plant collecting from suitable climates around the world. In consideration of these components, the program will highlight the Victorian history of the Morrices’ and the development of the Victorian garden as seen today in the form of a power point presentation and lecture given by the Arboretum’s acting historian and Director of Public Programs, Bob Gutowski. Following the lecture, a tour of Victorian garden elements will be given by the Morris Players. This group, costumed in Victorian dress, have studied the history of the garden in addition to Victorian etiquette that will help make history come alive. The second lecture will focus on present day plant collecting in China and will be given by Tony Aiello, the Arboretum Curator and Gayle E. Maloney Director of Horticulture. Because plant collecting was a popular past time during the Victorian era, Tony Aiello’s presentation on plant collecting serves as an excellent transition into present day functions of the Arboretum. This lecture will be followed by the Unique Plants Tour given by our experienced volunteer guides highlighting 10 plants unique to the Arboretum’s collection.

The second question to consider when developing program content is, “What do Elderhostel students want?” Studies and surveys reveal that Elderhostel students desire smaller groups. The Upper Gallery can hold a maximum of 60 people, which is suitable for sit-down lectures and lunch; however, tours will be given in groups of 10 allowing for personal attention to be given to each visitor. Elderhostel students prefer hands-on-experiential learning, which will be accomplished through live interpretation of tours where visitors will experience the garden through though, sight, smell, and sound. In addition to experimental learning, Elderhostel students enjoy behind-the-scenes access, which will be presented by Tony Aiello’s lecture on the specifics of the plant collecting aspect of the Arboretum. These students also want free time during the program. Some free time will be offered during the lunch hour where students can socialize among themselves or with The Morris Players, view a display of historical artifacts, or visit the gift shop. There will also be some time at the end of the program for the strong of heart to view the garden independently. Students also prefer accommodations and meals on theme where feasible. Visitors will be greeted with refreshments of coffee, tea, orange juice, and breakfast Danishes upon arrival. In the afternoon they will be provided with an hour lunch of assorted hoagies, salad, chips, cookie, soda, and water. Guides in Victorian costume will be
available for questioning. Three or four cards indicating proper Victorian etiquette will be placed at each table for recreational reading. In addition to meals on theme, Elderhostel students prefer active, shorter programs with reasonable pricing. This is a “day of discovery” program; therefore, it is short and will be offered at an affordable rate of $68 per student. The program now fulfills all the desires of the Elderhostel student making it competitive with other programs offered. The final itinerary is as follows:

9:30 am – 9:45 am Refreshments and Welcome
9:45 am – 11:00 am Lecture of the Victorian history of the Arboretum given by Director of Public Programs Bob Gutowski
11:00 am - 11:15 am Break
11:15 am – 12:15 pm Victorian Tour
12:15 pm – 1:15 pm Lunch, free time to socialize and view artifacts display or gift shop
1:15 pm – 2:15 pm Lecture on Plant Collecting in China by Tony Aiello
2:15 pm – 2:30 pm Break
2:30 pm – 3:30 pm Unique Plants Tour
3:30 pm – 4:00 pm Free Time

THE PROCESS - STEP 2: CREATE AN EXPENSE PLAN

Once the program is accepted, Elderhostel requires the completion of a series of forms regarding format and logistics of the program. These forms address among other things program title, description, itinerary, dates, maximum and minimum enrollment, level of difficulty, credentials of speakers, directions to the site, public transportation availability, lunch description, complementary reading list, tax information, payment information, and a list of variable and fixed costs used in determining the per person rate at which the class is to be offered. Variable costs are on a per person bases and fluctuate based on the number of people attending the program. For example, our variable costs include refreshments, lunch, admission fee and tour guide time. Fixed costs are constant despite the number of attendees and include lecture fees, program coordinator fee, and the use of facilities. Overhead is then added to both of these costs (see appendix __). To determine the per person rate at which enrollment is to be offered, the total fixed cost must be divided by the number of enrollments that would produce enough revenue to run the program, which for this program is 30 people. That number is added to the total amount of variable costs. This number is then given to Elderhostel who adds another $30 to cover costs of marketing, enrollment, and processing. The initial calculated per person rate was over $70 however, because Elderhostel markets their Day of Discovery programs between $65 and $70, expenses had to be adjusted.

THE PROCESS - STEP 3: DETERMINE DATES

Enrollment for each Elderhostel program is required to reach approximately 250 people over a three month period. Because the Upper Gallery can host a maximum of 60 people, the program will run on five dates. Taking into consideration availability of the speakers, classroom space, and holidays the dates were determined as follows: Monday May 21st, Thursday May
31st, Tuesday June 19th, Wednesday July 18th, and Wednesday July 25th. Whether or not these classes run is contingent upon a minimum enrollment of 20 people.

THE PROCESS - STEP 4: DEVELOP TOURS AND TRAIN GUIDES

Because the tours are suggested to complement and expand upon the previous lecture, it is important to become familiar with the lecture material. Once familiar with the lecture material, it was then important to determine the objective of the tours.

The Victorian Tour
The Victorian Tour is to expand upon the history of the Arboretum and Victorian Garden elements through the live interpretation of guides in Victorian character. These characters will convey not only specific history of the garden but also personalized information regarding the Morrices’ such as this narrative given by one of Lydia’s theoretical maids:

“A friend of Miss Lydia’s paid a visit the week before last and I almost smiled when I overheard her say she absolutely detests roses due to their nasty thorns. Miss Lydia said to her Head Gardener, ‘My roses do not have thorns, do they John?’ and with a smile he replied, “No, Miss Lydia. They do not.” All the guests have not a clue that every morning before we bring those flowers into the house we are required to remove all the thorns by hand!”

The guides will convey Victorian customs and etiquette as shown by this excerpt from Thomas Hill’s, The Handbook of Victorian Etiquette,

“Now, while you are visiting it is important you know the rules of proper introduction. To completely ignore another to whom you have been rightly introduced, by meeting the person with a vacant stare, is a mark of ill-breeding. Acknowledge each other.”

Next, the tour route and circulation must be determined through the help of a guide committee. The garden elements included in this tour are the Rose Garden, Herb Garden, Fernery, Step Fountain, Swan Pond, Hill and Water Garden, and Long Fountain. The tour is approximately 1¼ miles and takes about 20 minutes to walk, which leaves approximately 5 minutes for interpretation of each feature. In order to avoid congestion or traffic problems, each guide will be assigned a starting location, spend five minutes there, move clockwise to the next feature, spend five minutes there, and so forth. Recognizing the age of the visitors, the committee discussed the possibility of offering three levels of tours varying in difficulty. The idea was overruled when the committee found it impossible to avoid traffic congestion. However, it was decided, an abbreviated version of the tour cover the Rose Garden, Herb Garden and Fernery will be offered the day of the program for visitors who find the grounds challenging.

A total of ten guides are needed to properly execute the Victorian Tour. Four of them will remain stationary throughout the garden. Two of them, the head maid and the upstairs maid, will divide the large group of Elderhostel students into two smaller groups. They will then give their introductions and lead their groups into the garden to meet the remaining four guides. The head maid will lead her group down the service road to the Stumpery where she will find two guides.
The upstairs maid will lead her group down the Tea House Woods path to the Rose Garden entrance where she will meet two guides. If the number of visitors in the maids’ group is 25 people or less, the group will be divided into two smaller groups. Each group will then be handed off to one of the Morrices’ friends, the maids will politely excuse themselves, and the tour will continue in a circular rotating pattern allowing visitors to encounter stationary guides along the way. If the maids’ groups exceed 25 people, it will be divided into three sub-groups. One group will stay with the maids.
The four stationary guides are as follows:

An educated friend of Lydia’s and friend of the founder of the first Horticulture School for Women (now Temple University Ambler) will be stationed in the upper left quadrant of the Rose Garden. There she will speak to the visitors regarding the Morrices’ vision of creating a school for young men and deserving young women.

The cook will be waiting for groups to approach her in the herb garden where she will give a brief presentation on Victorian herbs, cooking recipes, and cure-alls.

The Fernery Gardener will be waiting outside the Fernery doors and will take the approaching group into the glass fern house discussing its mechanics and state of the art engineering.

An aspiring landscape architect and gardener near the Swan Pond will share stories of the great landscape architects of the Victorian Era.

After completing the tour, the visitors and their guides will proceed to the outdoor eating area for lunch. The cook and maids will assist in the serving of the guests while friends of the Morrices’ will socialize. Meanwhile, in the classroom adjacent to the outdoor eating area, antiques of the Compton Estate will be displayed and staffed by one or two guides.

A guide training will take place of April 28th a month before the first program date. The guides will be presented with general information regarding the Victorian Era, a packet on Victorian etiquette and past-times, and a packet of information regarding each garden element covered on the tour. A dress rehearsal will take place May 7th a few weeks before the first program date. Due to budgetary restrictions, each guide is responsible for their own costume although steps are being made towards developing an on-site wardrobe.

*The Unique Plants Tour*
The Unique Plants tour is not nearly as complex or difficult to develop. Tony Aiello has chosen many plants of the Arboretum’s collection that correspond with his lecture. Each guide is responsible for becoming familiar with ten of these specimens by reviewing fact sheets regarding each specimen, a map delineating the location of each specimen, and attending the guide training session on May 2nd. During the training session, Tony will review each specimen in great detail upon location.
CONCLUSION

This program offers lifelong learners an exciting opportunity to meet and learn from exceptional people in a beautiful environment. Featuring interesting lecture material given by engaging speakers and tours of unique value given by enthusiastic guides, this program will accomplish its purpose of attracting new local faces to the Arboretum and in turn increase membership, volunteers, and class enrollments. Whatever the outcome, the Arboretum will further the knowledge of good stewardship and the importance of the relationship between plants, people, and place.
REFERENCES


Duggan, Peter. Elderhostel Project Manager. Personal communication.


Gutowski, Robert. Director of Public Programs. Personal communication.


McFarland, Janice. Education Coordinator. Personal communication.

Quinn, Sheilagh. Morris Arboretum Volunteer Guide. Personal interview.


APPENDIX A: MARKETING PAMPHLET

A Walk Through Time at the Morris Arboretum

John and Lydia Morris took advantage of their family's wealth, as well as the expansive spirit of the Victorian era, to travel the world and create an estate dedicated to growing the plants and expressing the ideas they acquired during their travels. In 1887, they purchased land in Chestnut Hill to be used as their summer estate, Compton. Conquering the thin, poor-draining soil, John and Lydia cultivated the various garden styles that they saw on their travels around Asia, Europe and America, and infused the estate with their love of art, history and education.

Through their stewardship and vision, Compton became the Morris Arboretum of the University of Pennsylvania in 1932. Its many features include the renowned Rose Garden and the Log Cabin that Lydia used as a cool summer retreat. The glass-covered roof of the arboretum's Fernery was designed by John Morris, an engineer, as well as an avid horticulturist, who used Japanese architects to create the unique structure. Today, the Morris Arboretum is listed on the National Register of Historic Places.

Begin with a presentation by the Arboretum Public Programs director, who traces the early days of the Morris Arboretum. Old photographs, artifacts and stories illustrate the history of this prominent Philadelphia Quaker family including John and Lydia's worldly adventures and the legacy they envisioned for their estate. History comes alive as guides decked in Victorian costume offer a tour of garden highlights. After lunch, an Arboretum curator presents a lecture on his plant-collecting journeys through China, the unique plant stories of the arboretum and one-of-a-kind specimen treasures. A guided tour introduces these special plants, and the day concludes with independent exploration of the garden's many treasures.

Note: Participants should be comfortable with more than 2 hours of moderate walking with some hills.
APPENDIX B: VICTORIAN TOUR ROUTE
### APPENDIX C: ELDERHOSTEL REVIEW

**DIRECTOR OF PUBLIC PROGRAMS ROBERT GUTOWSKI**

<table>
<thead>
<tr>
<th>Date</th>
<th>People</th>
<th>Presentation</th>
<th>Content</th>
<th>Enthusiasm</th>
<th>Overall rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 21st</td>
<td>18</td>
<td>4.00</td>
<td>4.00</td>
<td>4.00</td>
<td>4.00</td>
</tr>
<tr>
<td>May 31st</td>
<td>37</td>
<td>3.90</td>
<td>3.87</td>
<td>3.97</td>
<td>3.94</td>
</tr>
<tr>
<td>June 19th</td>
<td>26</td>
<td>3.80</td>
<td>3.75</td>
<td>3.90</td>
<td>3.85</td>
</tr>
<tr>
<td>July 18th</td>
<td>28</td>
<td>3.80</td>
<td>3.80</td>
<td>3.93</td>
<td>3.80</td>
</tr>
</tbody>
</table>

**Additional Comments:**

**May 21st:** Enjoyed very much.

**May 31st:**
- Really appreciated the synthesis of history, plant life, culture, & social-industrial development!!!
- Humor was pleasant interjection!
- Could be more plant oriented
- Very good information. Would like to hear more
- Very knowledgeable and humorous
- So much to tell, so little time.

**June 19th:**
- It was nice that he didn't just read but ad-libbed
- More specific history of property and development with a time line
- The connections between events of the time(s) not only entertained, but gave food for thought.
- Great as is!
- John and Lydia certainly were fine stewards
- Wonderful learning experience
- Needed to be a bit more organized. I wasn't sure most of the time what his point was.
- Immensely knowledgeable and enthusiastic.

**July 18th:**

**Additional Comments:**
APPENDIX C: ELDERHOSTEL REVIEW
DIRECTOR OF PUBLIC PROGRAMS ROBERT GUTOWSKI

I enjoyed the history and was very happy with the way it was
Would prefer a bit more family history
Delivery could be smoother, but content, knowledge of material,
and injections of humor were excellent.

July 25th
23 people

<table>
<thead>
<tr>
<th>Averages</th>
<th>Presentation</th>
<th>Content</th>
<th>Enthusiasm</th>
<th>Overall rating</th>
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<tr>
<td></td>
<td>3.33</td>
<td>3.50</td>
<td>3.78</td>
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Additional Comments:
Both instructors were outstanding
Too much time spent on early history, not enough time on transition period
Too long - would have liked more time in gardens, got boring fast - wretched excess in detail.
Too much unnecessary information and much too long
We enjoyed it a lot
# APPENDIX D: ELDERHOSTEL REVIEW

**GAYLE E. MALONEY DIRECTOR OF HORTICULTURE AND CURATOR TONY AIELLO**

<table>
<thead>
<tr>
<th>Date</th>
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<th>Content</th>
<th>Enthusiasm</th>
<th>Overall rating</th>
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<td>May 21st</td>
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<td>May 31st</td>
<td>37</td>
<td>3.82</td>
<td>3.71</td>
<td>3.75</td>
<td>3.75</td>
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<tr>
<td>Additional Comments:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Helpful to see actual plants on the grounds</td>
<td></td>
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</tr>
<tr>
<td>Exciting</td>
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</tr>
<tr>
<td>Showed us the difficulty in collecting material</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Informative and interesting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 19th</td>
<td>26</td>
<td>3.88</td>
<td>3.94</td>
<td>3.88</td>
<td>3.94</td>
</tr>
<tr>
<td>Additional Comments:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Would like more slides of plants</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>He was great. The slides were wonderful.</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>The Chinese pictures and experience of instructor was wonderful</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tony Aiello - Super!!</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July 18th</td>
<td>28</td>
<td>3.87</td>
<td>3.73</td>
<td>3.93</td>
<td>3.37</td>
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<tr>
<td>Additional Comments:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The instructor was very happy to answer questions</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Wow. What an experience.</td>
<td></td>
<td></td>
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</table>
July 25th
23 people

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<th>Content</th>
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<th>Overall rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Averages</td>
<td>3.82</td>
<td>3.82</td>
<td>3.88</td>
<td>3.82</td>
</tr>
</tbody>
</table>

Additional Comments:
- Both Instructors were outstanding
- Very interesting and educational
- Would like to hear more do's and don'ts of planting some of what we see at our homes
- Would like more emphasis on plant collecting and shipping to US
- Would like more on how recent plant expedition materials have faired in the greenhouse
- Wonderful ~ very interesting
# APPENDIX E: ELDERHOSTEL REVIEW
## VICTORIAN TOUR

**May 21st**  
18 people

<table>
<thead>
<tr>
<th></th>
<th>Enjoyment</th>
<th>Character's performance</th>
<th>Difficulty</th>
<th>Content</th>
<th>Overall rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Averages</td>
<td>4.00</td>
<td>4.00</td>
<td>3.63</td>
<td>3.88</td>
<td>3.88</td>
</tr>
</tbody>
</table>

Additional Comments:  
- Hills are difficult, You were very accommodating, enjoyed my "private" golf cart tour with Mr. Donahue.  
- Wanted to see more of the grounds  
- Too short  
- Should be labeled as a difficulty level 2 due to hilly terrain.  
- We had to move too quickly to take photos

**May 31st**  
37 people

<table>
<thead>
<tr>
<th></th>
<th>Enjoyment</th>
<th>Character's performance</th>
<th>Difficulty</th>
<th>Content</th>
<th>Overall rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Averages</td>
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<td>3.65</td>
<td>3.35</td>
<td>3.61</td>
<td>3.61</td>
</tr>
</tbody>
</table>

Additional Comments:  
- Would like to see more of the grounds  
- 12 people  
- Pleased with the amount of ground covered considering the heat of the day  
- Docents were outstanding  
- I would prefer the guides narrate in the present day  
- Hot!  
- Very well covered as a day tour  
- I would prefer the guides admit that it is 2007 & they are not of grandmother's age  
- Some characters were good and some were not so good. More knowledge of plants or other facts  
- Tour was too fast. Content was interesting but not exactly what I came for.  
- These tired old knees say no to seeing more of the grounds  
- One guide acknowledged when he didn't know something (twice). Other guide gave response that was Incorrect. I appreciate the former.  
- Heat was not your fault.  
- Guide good - needed more horticultural knowledge  
- Enjoyed the tour  
- Tour was physically difficult  
- Difficult for limited mobility persons. Hot day - Hills  
- Definitely will stay around this afternoon to see more.  
- Would like to see railroad and mansion
APPENDIX E: ELDERHOSTEL REVIEW
VICTORIAN TOUR

June 19th
26 people

<table>
<thead>
<tr>
<th>Enjoyment</th>
<th>Character's performance</th>
<th>Difficulty</th>
<th>Content</th>
<th>Overall rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.89</td>
<td>3.84</td>
<td>3.68</td>
<td>3.84</td>
<td>3.84</td>
</tr>
</tbody>
</table>

Additional Comments:
- Would like to see more of the grounds  13 people
- Tour content not extensive enough.
- I did not get to see the pond or the Love Temple and only 1 water feature.
- Meeting various other tour guides "in character" really added to the experience
- Difficulty of grounds was not bad. I use a cane. I'll be back.
- Would like to see more of the grounds when it is cooler!
- A magnificent garden, excellent trees. Exquisite. Thank you
- Great idea.
- Too warm today.

July 18th
28 people

<table>
<thead>
<tr>
<th>Enjoyment</th>
<th>Character's performance</th>
<th>Difficulty</th>
<th>Content</th>
<th>Overall rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.93</td>
<td>3.93</td>
<td>3.40</td>
<td>3.80</td>
<td>3.73</td>
</tr>
</tbody>
</table>

Additional Comments:
- Would like to see more of the grounds  8 people
- Under the time constraints, it was great! Gave a flavor of what I want to see next time.
- Would like to see more of the grounds but I got too tired…would have liked to have a few minutes to rest.
- Can guided tour be seasonal?
- Didn't seem as organized/flow and informative as I expected.
- Loved the Fern Garden
- I think the time we had was used well.

July 25th
23 people

<table>
<thead>
<tr>
<th>Enjoyment</th>
<th>Character's performance</th>
<th>Difficulty</th>
<th>Content</th>
<th>Overall rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.89</td>
<td>3.94</td>
<td>3.61</td>
<td>3.89</td>
<td>3.84</td>
</tr>
</tbody>
</table>

Additional Comments:
- Would like to see more of the grounds  10 people
- Very good
- Perfect introduction to the grounds
- Would like to see more of the grounds, but too tired
APPENDIX E: ELDERHOSTEL REVIEW
VICTORIAN TOUR

Tour leader was too fast. I dragged behind (with a cane) and missed a lot of what he said. Would like more time to spend on the grounds.
Less lecture, more tour especially of rose garden.
Would like to see more of the grounds some other time.
Difficult going up stairs especially when large height of steps without a rail. I appreciated some people helping me.
# APPENDIX F: ELDERHOSTEL REVIEW
## UNIQUE PLANTS TOUR

### May 21st
18 people

<table>
<thead>
<tr>
<th></th>
<th>Enjoyment</th>
<th>Character's performance</th>
<th>Difficulty</th>
<th>Content</th>
<th>Overall rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Averages</td>
<td>4.00</td>
<td>3.88</td>
<td>4.00</td>
<td>4.00</td>
<td>4.00</td>
</tr>
</tbody>
</table>

Additional Comments:
- Wanted to see more of the grounds 5 people
- Would like additional time with the trees tour

### May 31st
37 people

<table>
<thead>
<tr>
<th></th>
<th>Enjoyment</th>
<th>Character's performance</th>
<th>Difficulty</th>
<th>Content</th>
<th>Overall rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Averages</td>
<td>3.72</td>
<td>3.38</td>
<td>3.62</td>
<td>3.72</td>
<td>3.69</td>
</tr>
</tbody>
</table>

Additional Comments:
- Would like to see more of the grounds 7 people
- Much too hot to be out in the sun for more than 1 hr 20 min
- Our group was too large to all hear the guide. When I arrived within hearing, the guide moved on. He also should have voice amplification to be heard over noise of workers.
- Not physically difficult, want more content.
- Couldn't handle seeing more of the grounds
- Very hot conditions
- Not enough time for all the material
- Heat
- Tony enough, but makes me want to return
- Best time for roses was today. When program is offered again schedule for mid-springs flowering trees
- Would like to see more of roses
- Did not want to see more of the grounds
- Hot weather
- Would like to see more grounds on a cooler day
- Duplication of AM tour in many spots - but well done and interesting. Guide (Tom) was very knowledgeable
APPENDIX F: ELDERHOSTEL REVIEW
UNIQUE PLANTS TOUR

June 19th
26 people

<table>
<thead>
<tr>
<th>Averages</th>
<th>Enjoyment</th>
<th>Character's performance</th>
<th>Difficulty</th>
<th>Content</th>
<th>Overall rating</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3.82</td>
<td>3.81</td>
<td>3.81</td>
<td>3.83</td>
<td>3.83</td>
</tr>
</tbody>
</table>

Additional Comments:
Between the AM and PM program, we saw a good overall view
I was unable to participate because of my scooter and the heat
Tom Schoonmaker was excellent and very informative
Would like to see more grounds when the weather is cooler.
The tour was good but it was so hot!

July 18th
28 people

<table>
<thead>
<tr>
<th>Averages</th>
<th>Enjoyment</th>
<th>Character's performance</th>
<th>Difficulty</th>
<th>Content</th>
<th>Overall rating</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rain</td>
<td>Rain</td>
<td>Rain</td>
<td>Rain</td>
<td>Rain</td>
</tr>
</tbody>
</table>

Additional Comments:
Didn't see because of rain
It rained - it poured. Would like to participate in it another time
Actually, too tired to continue. Would love to come back in the fall.
Unfortunately rain made us turn back, but the brief part we did made me want to see more.
We got rained out, but we gave it a good try.

July 25th
23 people

<table>
<thead>
<tr>
<th>Averages</th>
<th>Enjoyment</th>
<th>Character's performance</th>
<th>Difficulty</th>
<th>Content</th>
<th>Overall rating</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3.71</td>
<td>3.53</td>
<td>3.76</td>
<td>3.76</td>
<td>3.71</td>
</tr>
</tbody>
</table>

Additional Comments:
Tour leader was too fast. I dragged behind (with a cane) and missed a lot of what he said.
We got to see a lot but there was a lot more we did not have time to see. I will come again.
This tour was somewhat repetitive of Victorian Tour
I did not want to see more of the grounds - Too hot and humid weather. Better in spring or fall.
Would like to see more of grounds another day.
APPENDIX G: ELDERHOSTEL REVIEW
ADDITIONAL COMMENTS

May 21st
18 people

I wish we could have purchased 1 or 2 tree specimens.
My only suggestion pertains to the driving directions "from the south": Having the exit # from I-476 and the approximate driving distance would have been helpful.
Excellent program.
Sat or Sunday would be a better time.
Would like it also offered in the fall

May 31st
37 people

Mr. Sugarman's metal sculpture (blue and mauve) to the back and left of statue of Lydia are blight upon the landscape/garden!
Everything exceeded expectations
Directions to the Arboretum could be better
The whole program was very rushed - everyone trying to get in a wealth of information. This should be a 2 day tour or separate options for the a. historical and b. botanical/horticultural aspects.
Better directions - warn everyone that Map quest doesn't work and put better info in brochure and note about it.
Would like it offered in the fall
Would like it offered in the fall and spring
Would like to observe the lab to see seeds sprouting and plants growing from seedlings
Would like it offered April - may
Grounds were pristine. Thank you for a great job. Well organized, and what a beautiful place.
What a great day - even though I'll need another shower!

June 19th
26 people

I like it offered in the summer
Food should have really been box lunches not uncovered trays of sandwiches with flies on them and flying around. Need covers or closed containers and the napkins are extremely poor - in diner dispensers. How about Vanity Fair - a nice touch!
You do have the ability to make this program accessible. Why not do so - there are so many Elderhostel programs which are non-accessible and the need is real.
Offer in spring and fall when it is not 90 degrees
In the directions to get here from Rt 76 it told to use exit 304A. It is 340A. Please correct.
Would like it offered in fall or spring
I appreciated the cart ride in the afternoon
Would like it offered in fall or spring
This was a wonderful day. Your guides were so knowledgeable and so willing to share their knowledge.
APPENDIX G: ELDERHOSTEL REVIEW
ADDITIONAL COMMENTS

Thank you.
Cooler weather.
Would like it offered in fall or spring

I thought the entire program was excellent
We really enjoyed this program.
Couldn't be better

July 18th
28 people

Weekdays are great for me.
I'll write a review in 2 -3 weeks, on www.philadelphia-Reflections.com (try the search feature on the host page)
I enjoyed the "day of exploration" it did not entail long travel and I always wanted to visit
Need more outside time, less inside.
Disappointed that the "classes" guide is out of date. Would have preferred to leave the one for the next 6 months.
This was an excellent program. We live 15 minutes from the Arboretum and have visited several times, but his time we really learned something.
You really need better driving directions. Particularly, a map of Germantown Ave. from Bethlehem Pike to the entrance.

July 25th
23 people

Would like it earlier in the spring
Try to coordinate Victorian Tour stops w/ Guides on Unique Plants so tours do not overlap
Would like more time in gardens
Presentations in classroom should be only 45 min max
Green salad instead of macaroni
It is a beautiful garden!
Everything was terrific - many thanks for a lovely experience!
I appreciated both guides with our tours. I was disappointed that I did not have time to see the photographs and others after lunch and it wasn't there later.
## FIGURE 1: EXPENSES

<table>
<thead>
<tr>
<th>Description</th>
<th>Variable/ Per Person Expense</th>
<th>Fixed Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee, tea, Danish</td>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>Lunch</td>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>Refreshments</td>
<td>0.50</td>
<td></td>
</tr>
<tr>
<td>Admission Fees (discounted)</td>
<td>6.00</td>
<td></td>
</tr>
<tr>
<td>Tour Guides</td>
<td>2.50</td>
<td></td>
</tr>
<tr>
<td>Lecture I</td>
<td>100.00</td>
<td></td>
</tr>
<tr>
<td>Lecture II</td>
<td>100.00</td>
<td></td>
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<tr>
<td>Program coordinator</td>
<td>150.00</td>
<td></td>
</tr>
<tr>
<td>Facilities (discounted)</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Sub total</td>
<td>20.00</td>
<td>350.00</td>
</tr>
<tr>
<td>Overhead</td>
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<tr>
<td>Total</td>
<td>25.00</td>
<td>437.50</td>
</tr>
</tbody>
</table>

Breakeven pt = 30 people

## FIGURE 2: DEVELOPING A PER PERSON COST

<table>
<thead>
<tr>
<th>Arboretum variable expense</th>
<th>Arboretum Fixed expense total/Breakeven pt</th>
<th>Elderhostel</th>
<th>per person cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>25.00</td>
<td>14.58</td>
<td>30.00</td>
<td>69.58</td>
</tr>
</tbody>
</table>
FIGURE 3: ARBORETUM NET REVENUE

Arboretum Net Revenue

Net Revenue

Enrollment