



The Morton
Arboretum®



The Morton
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SPEAKERS



Karin Jaros



Eric Deaton



Kevin Denney



Sentiment + Science

Sentiment Analysis

The Morton
Arboretum



THE
CHAMPION
of TREES

Enhance your membership program





New Gardens!

CHANGE



Pricing Change

CHANGE



Program Change

CHANGE



HOT CHOCOLATE!

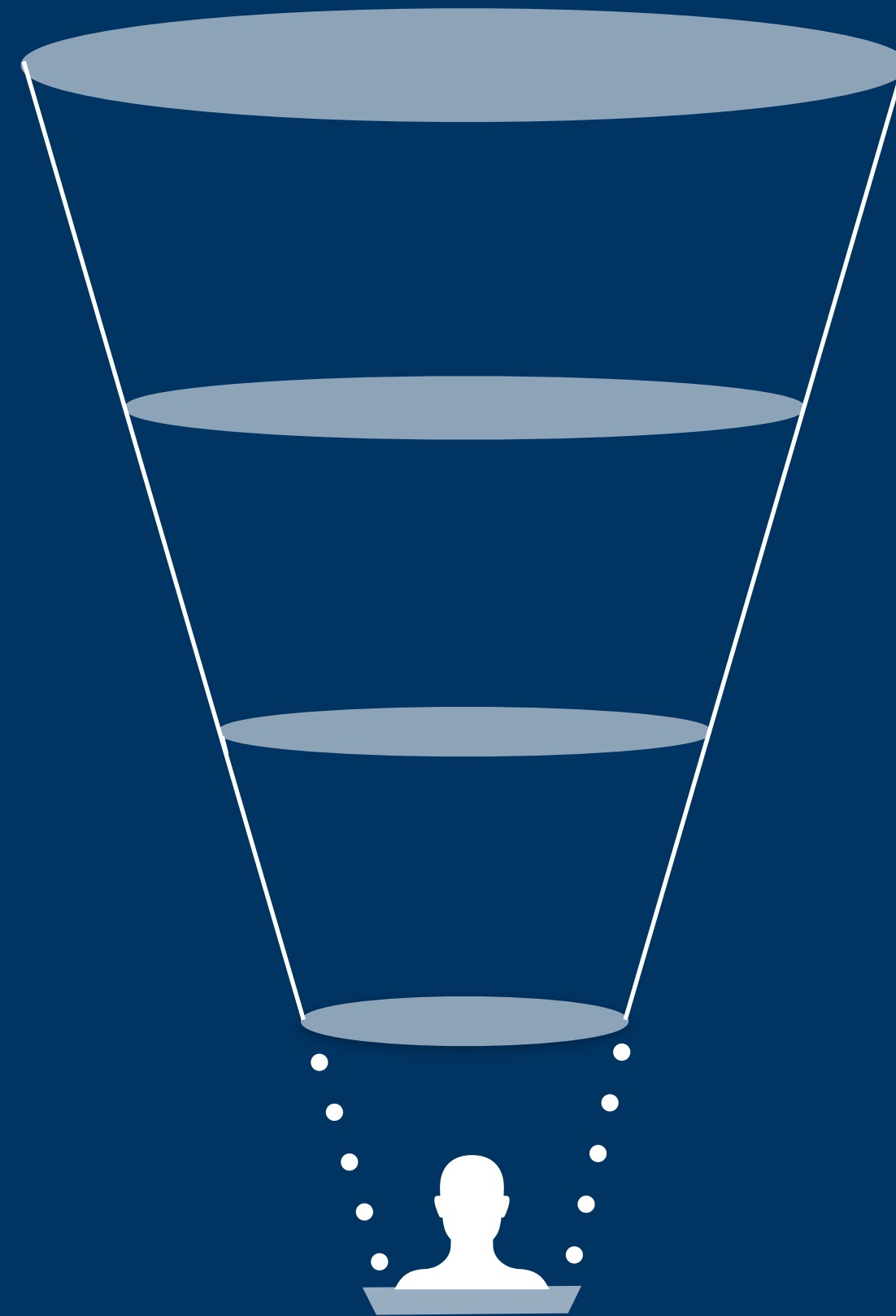
CHANGE

A photograph of a park in autumn. The ground is covered in fallen brown leaves. In the foreground, a wooden bench is partially visible. On the bench, there is a white rectangular sign with the text "COVID-19" in orange. Below the sign, the word "CHANGE" is written in large, dark, block letters on the ground. In the background, there are several large, leafless trees with intricate branch structures, and a large, thick-trunked tree on the right side. The lighting is soft and golden, suggesting late afternoon or early morning.

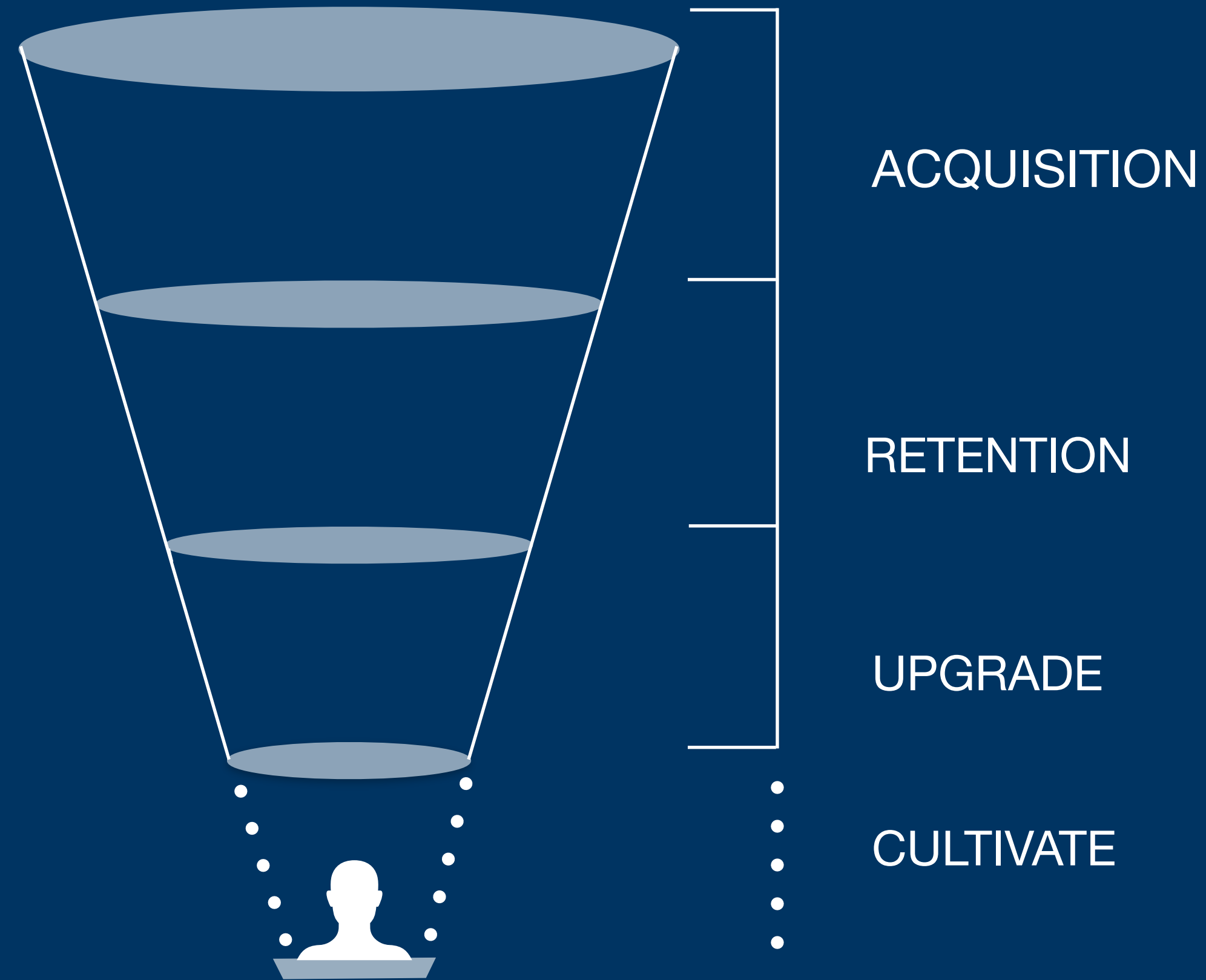
COVID-19

CHANGE

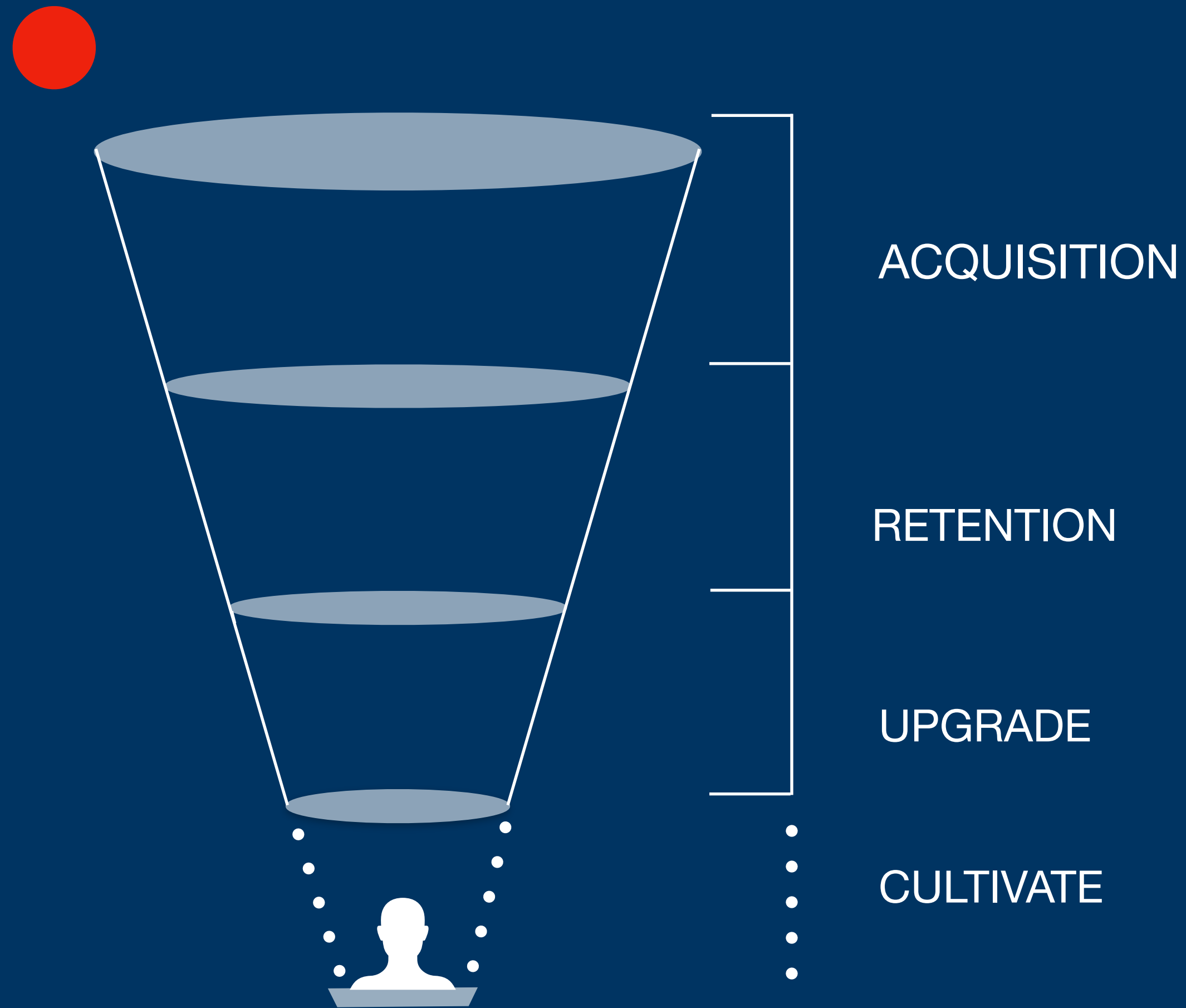
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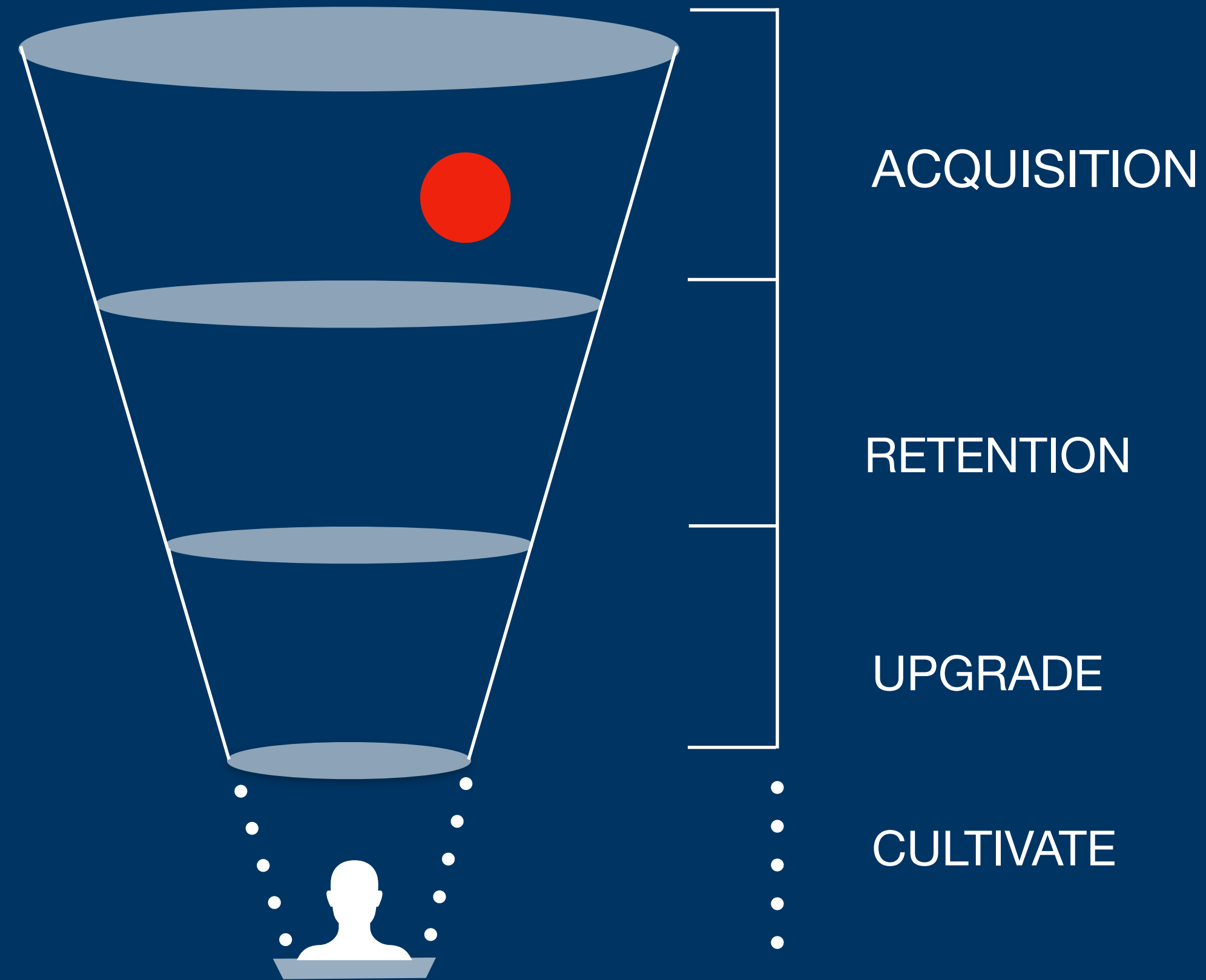
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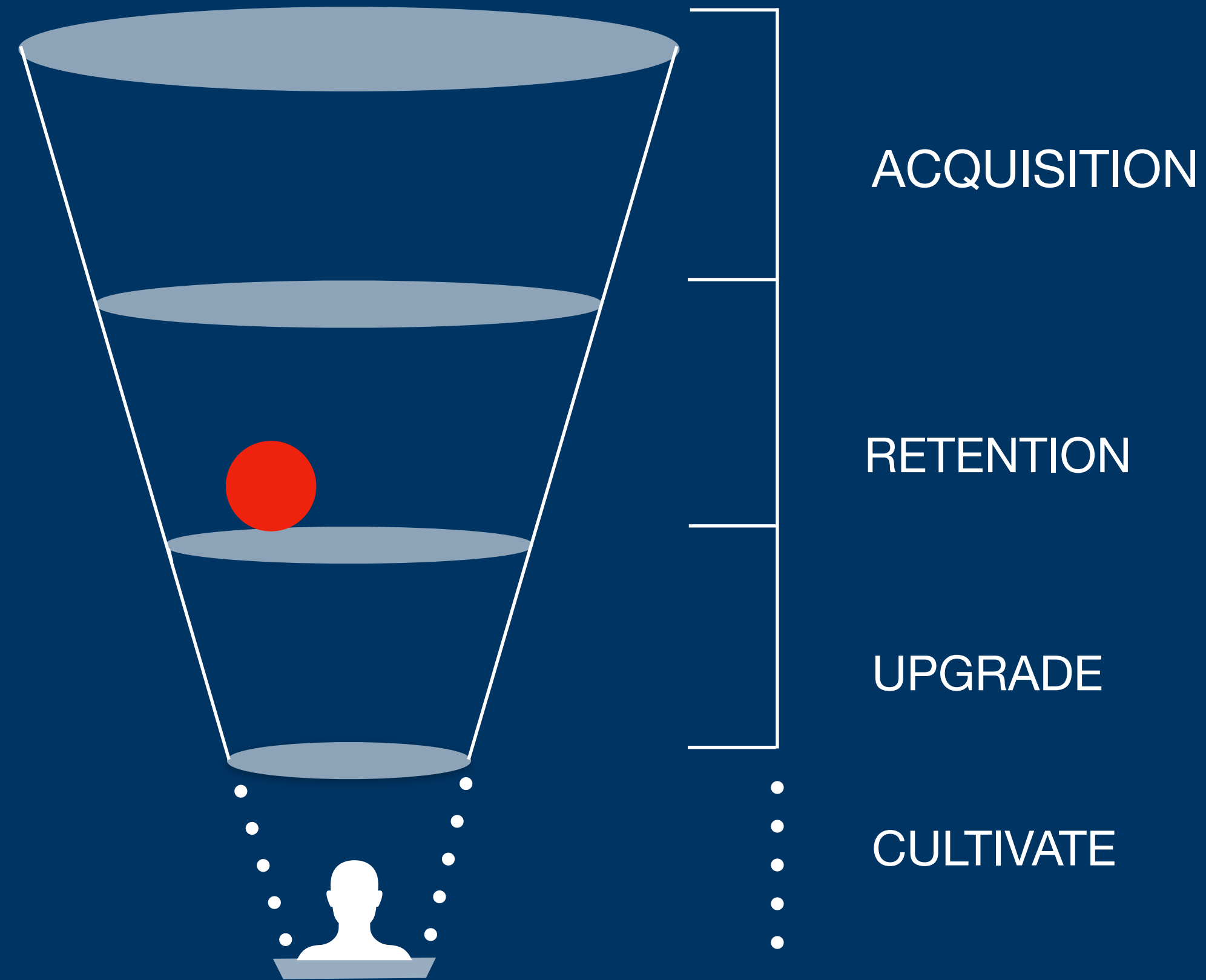
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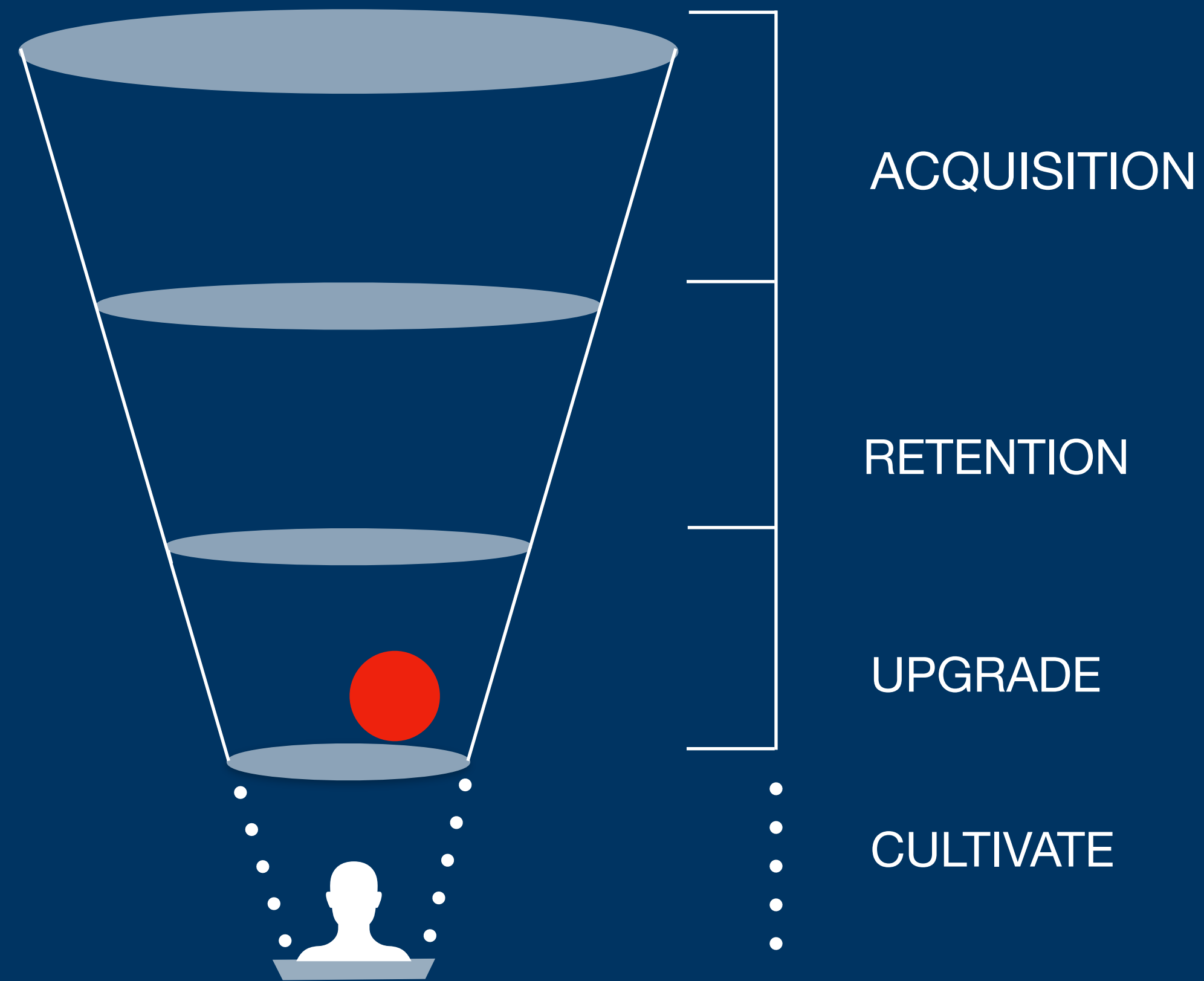
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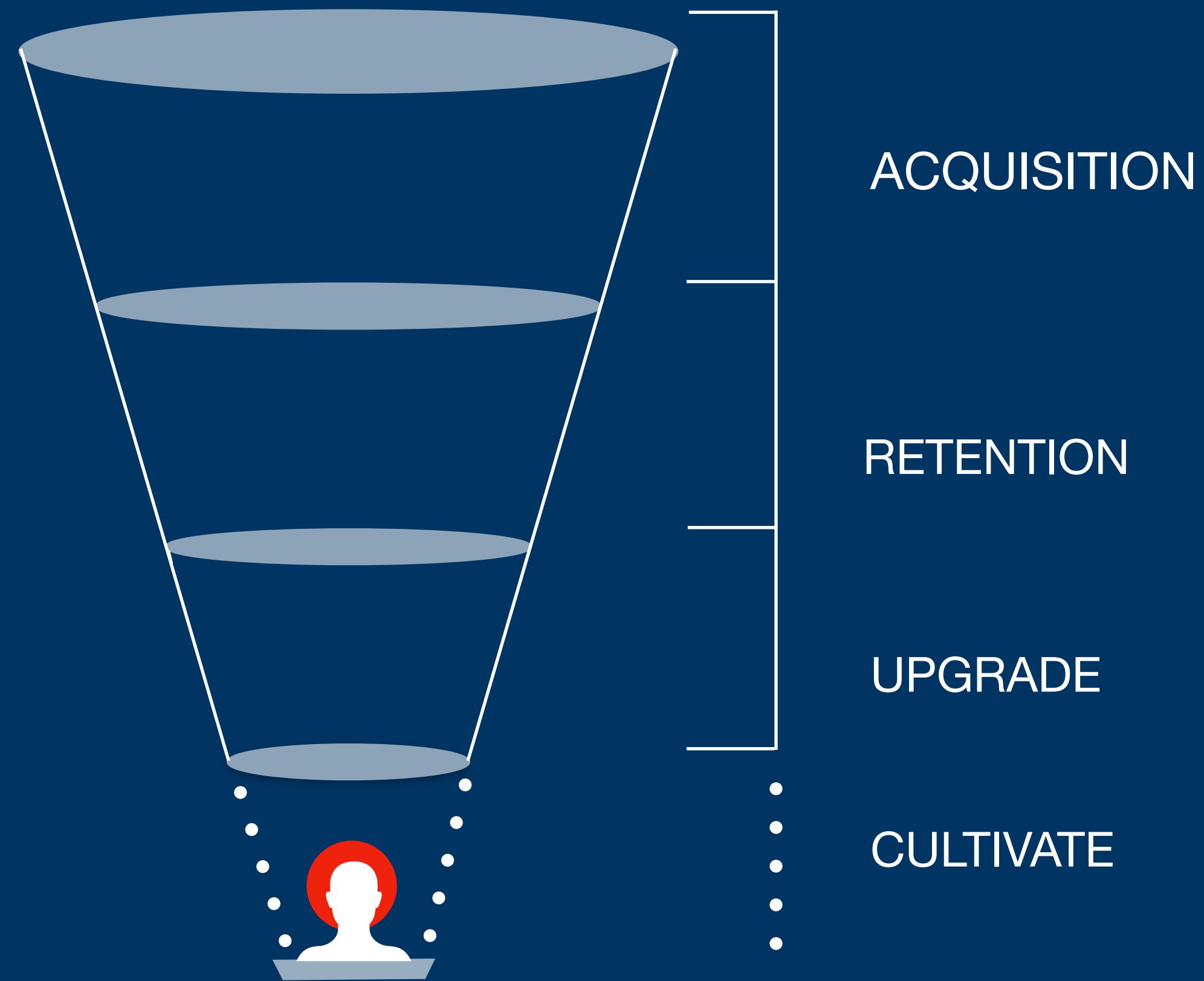
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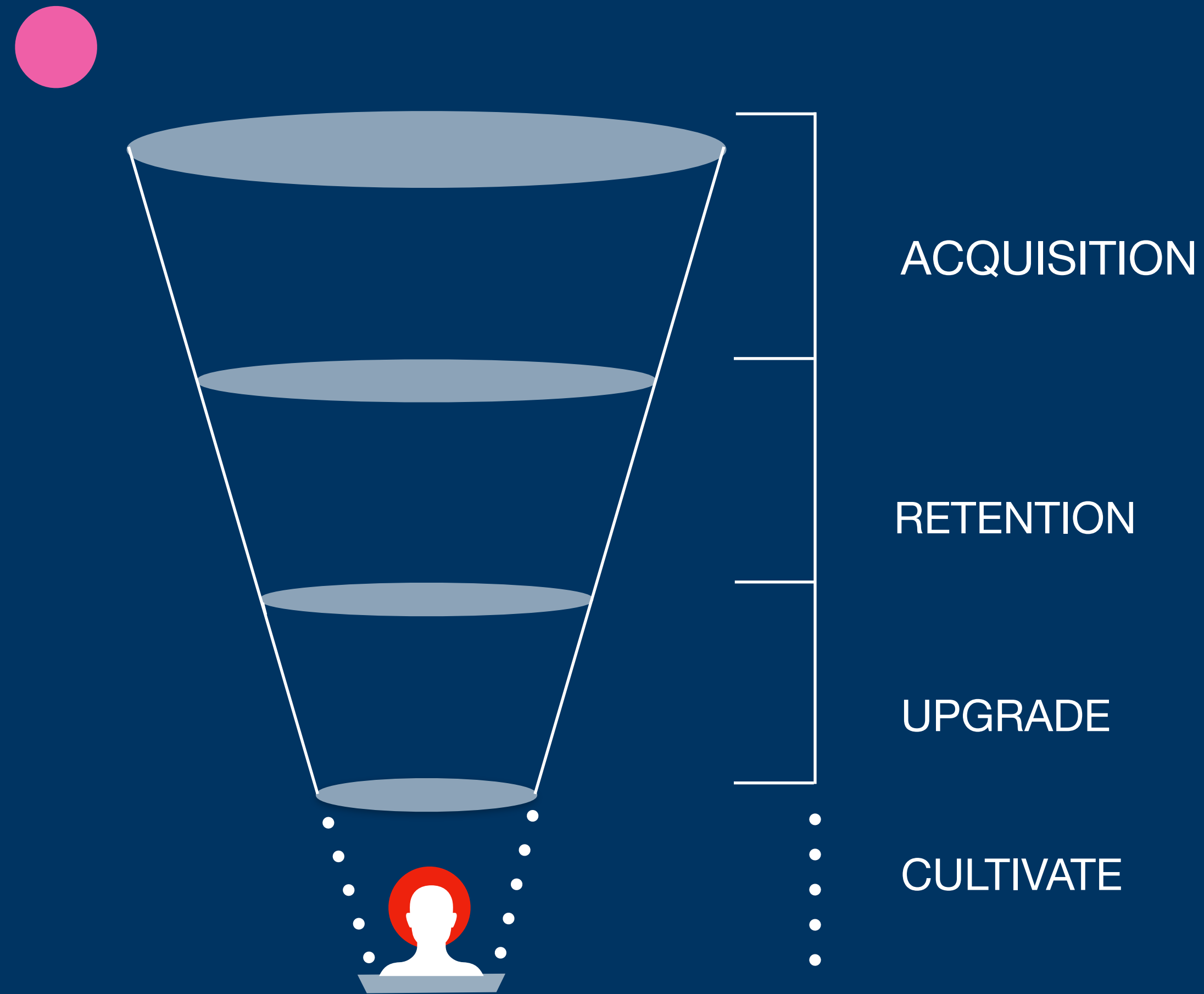
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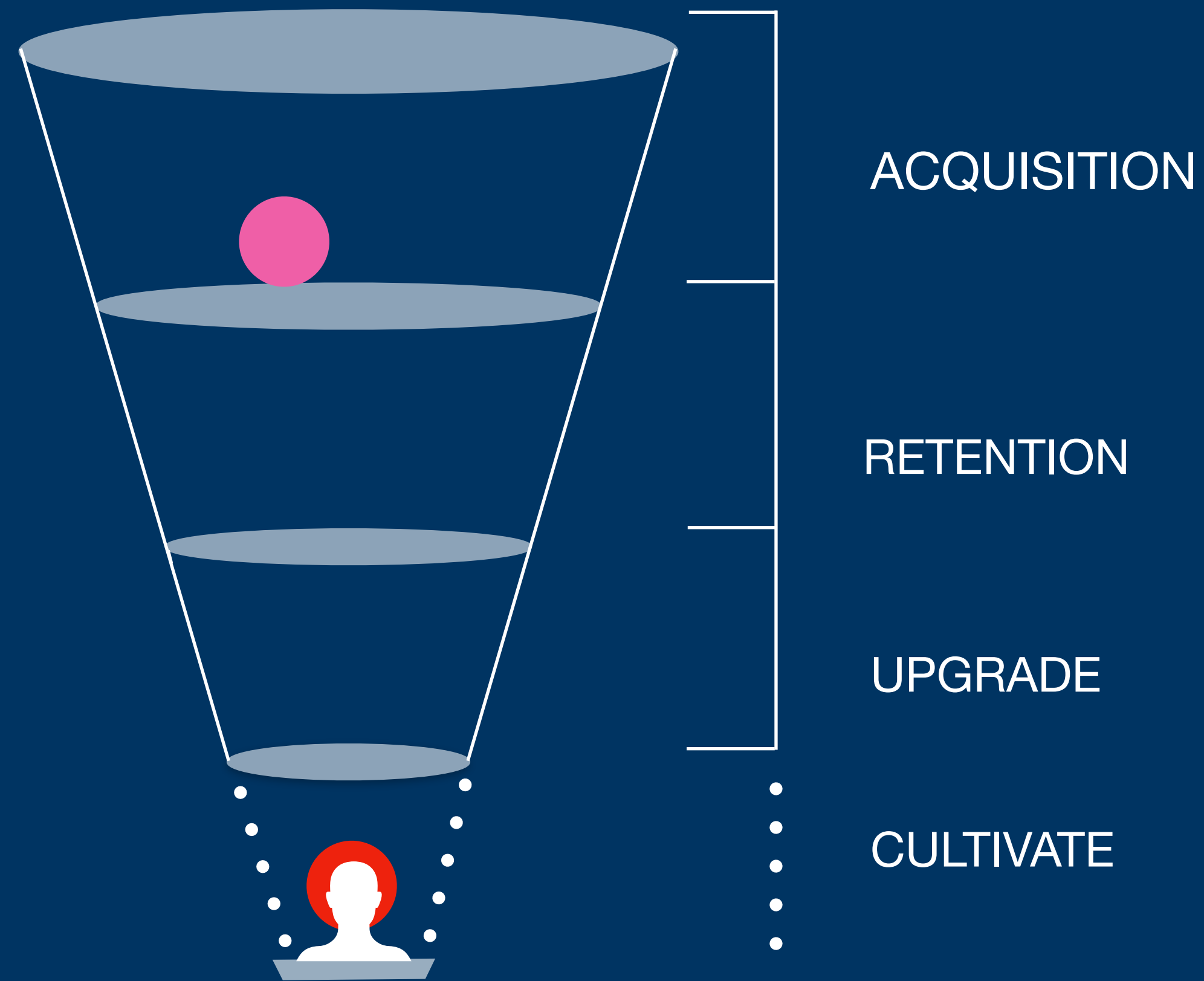
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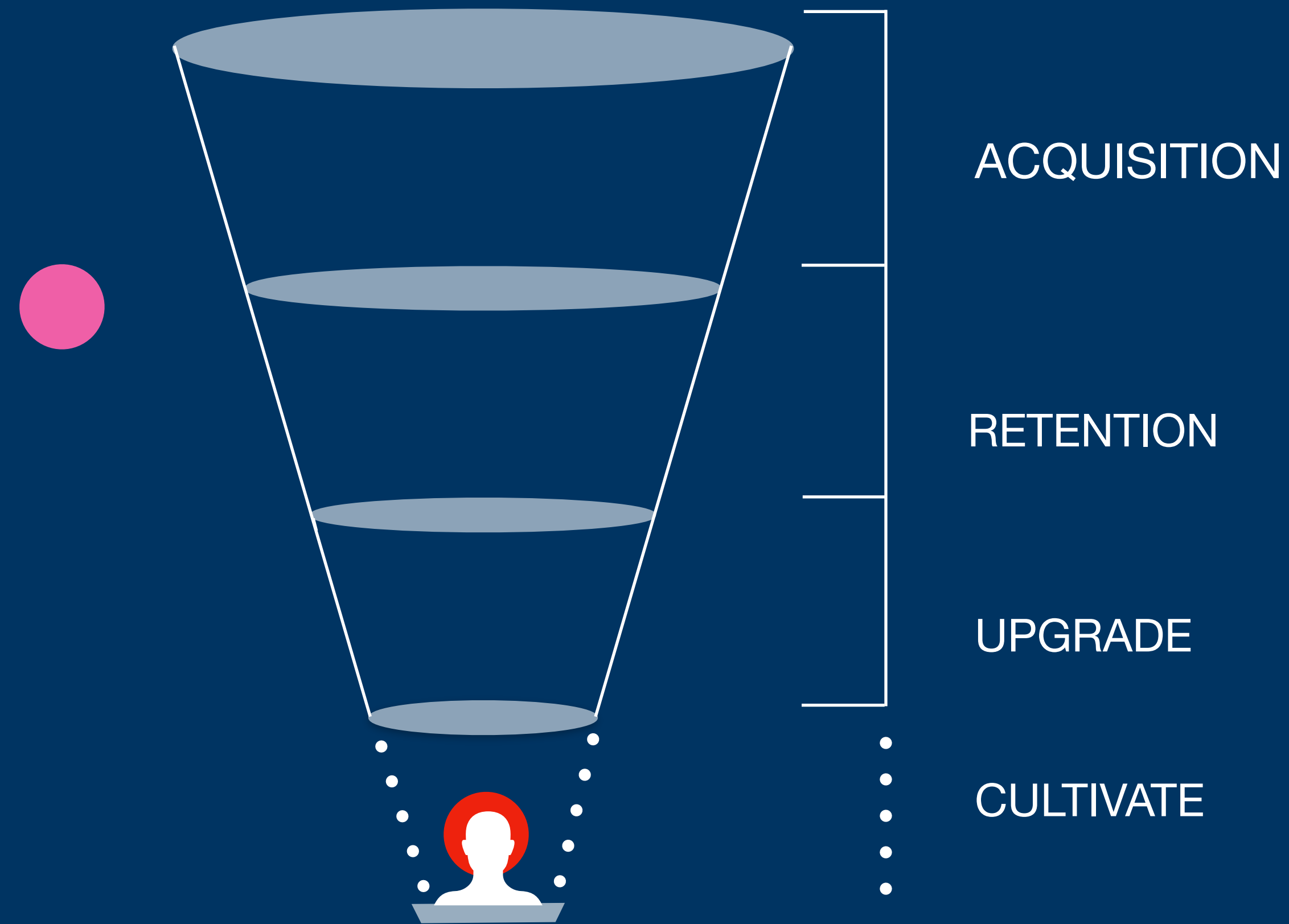
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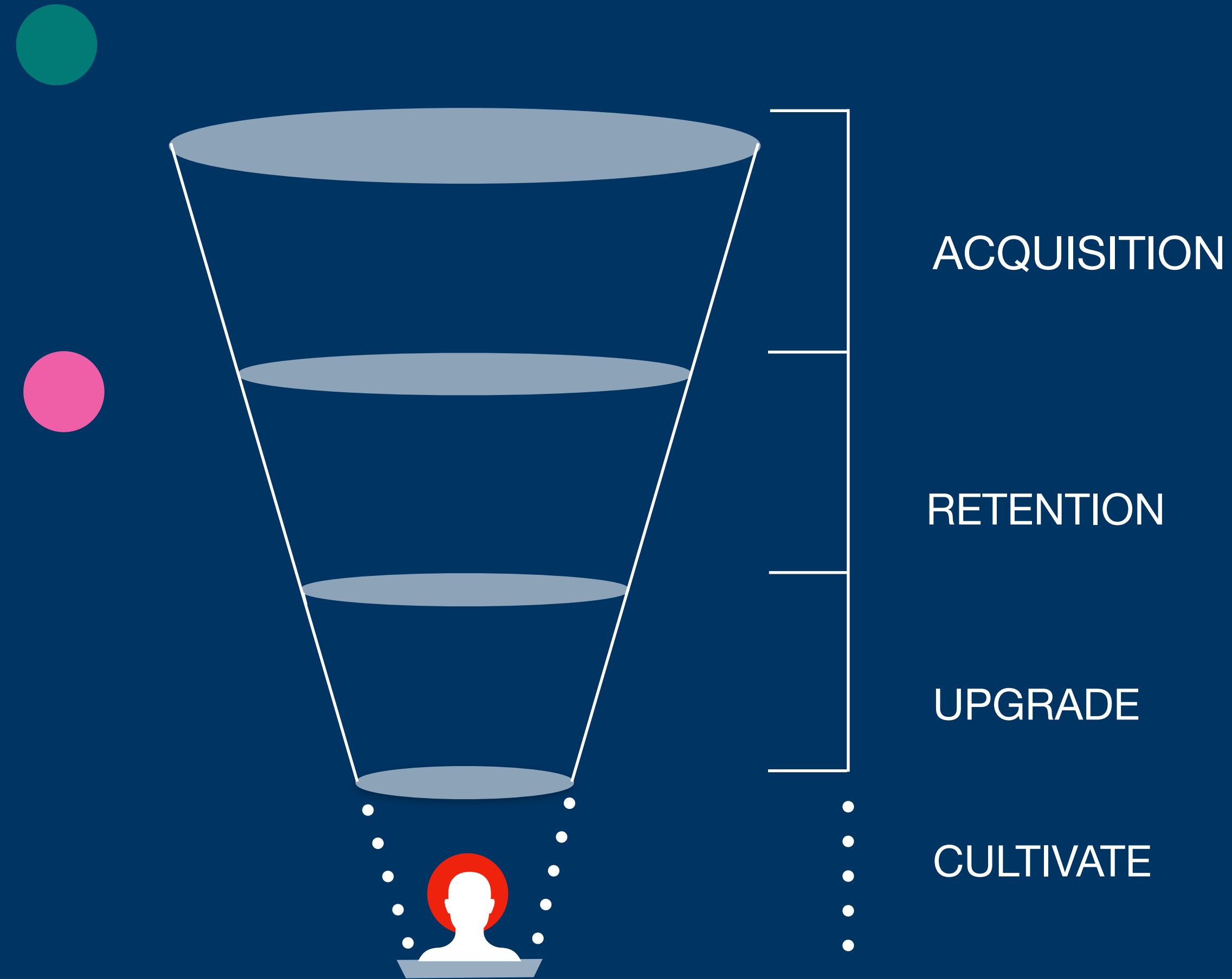
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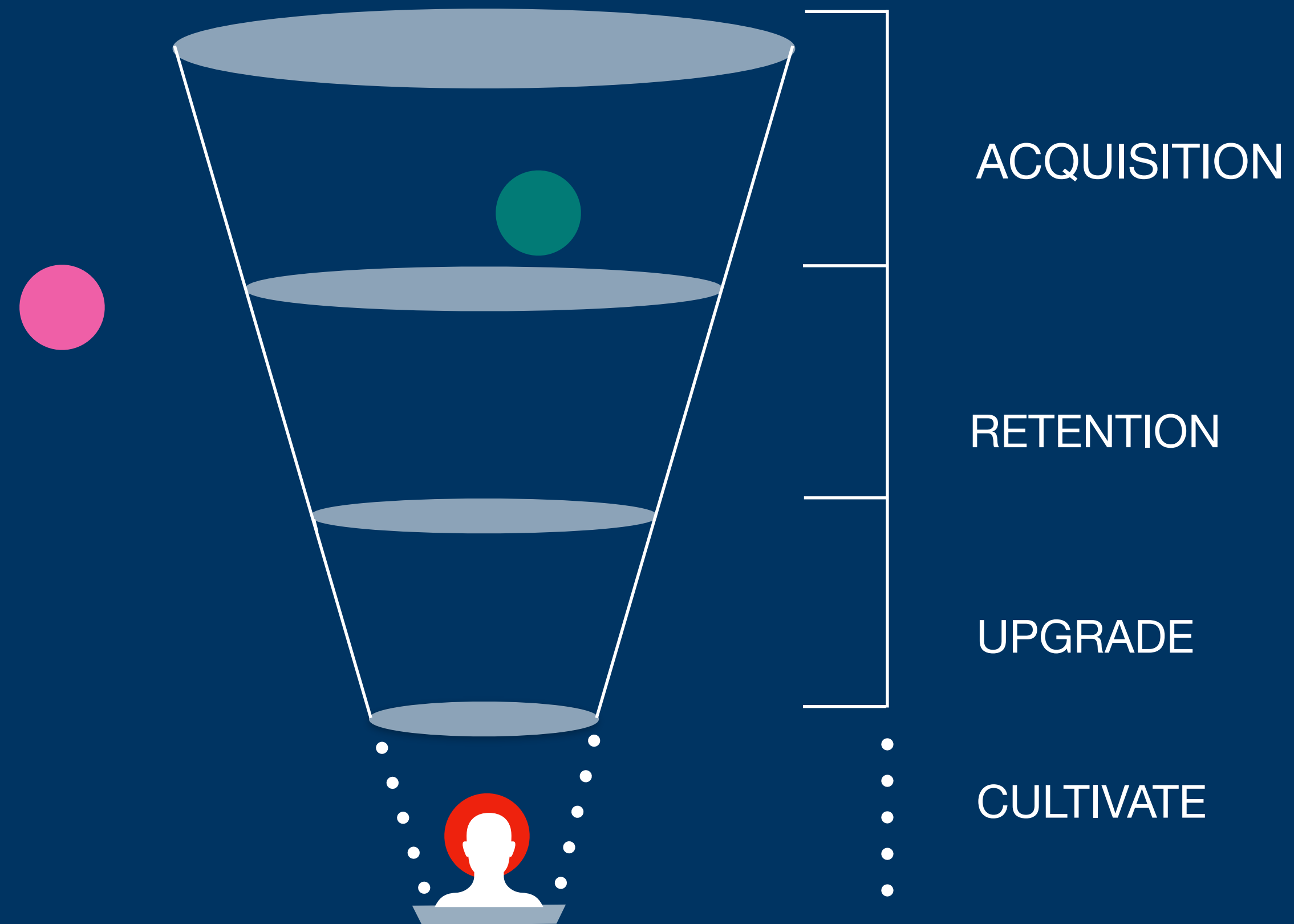
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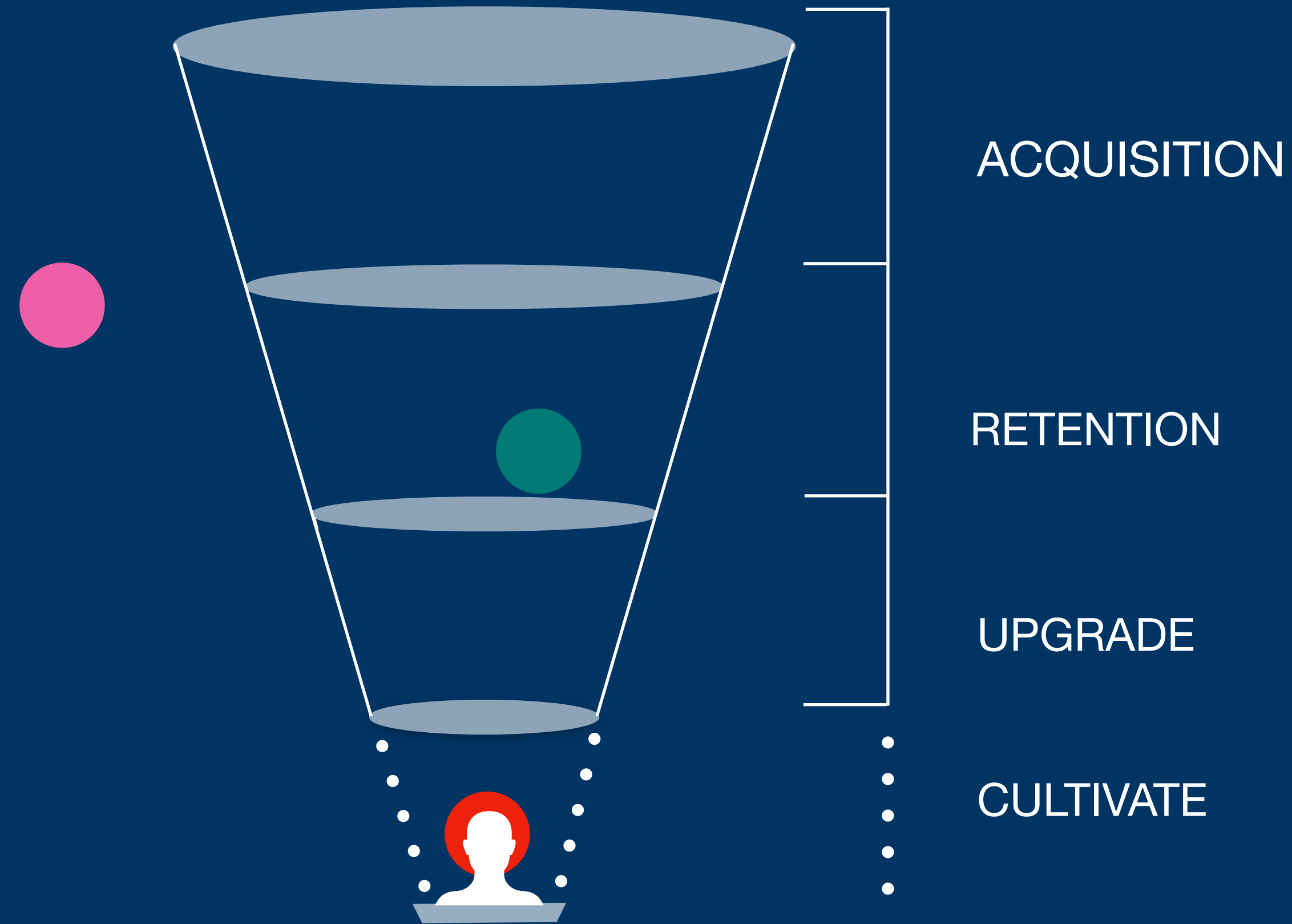
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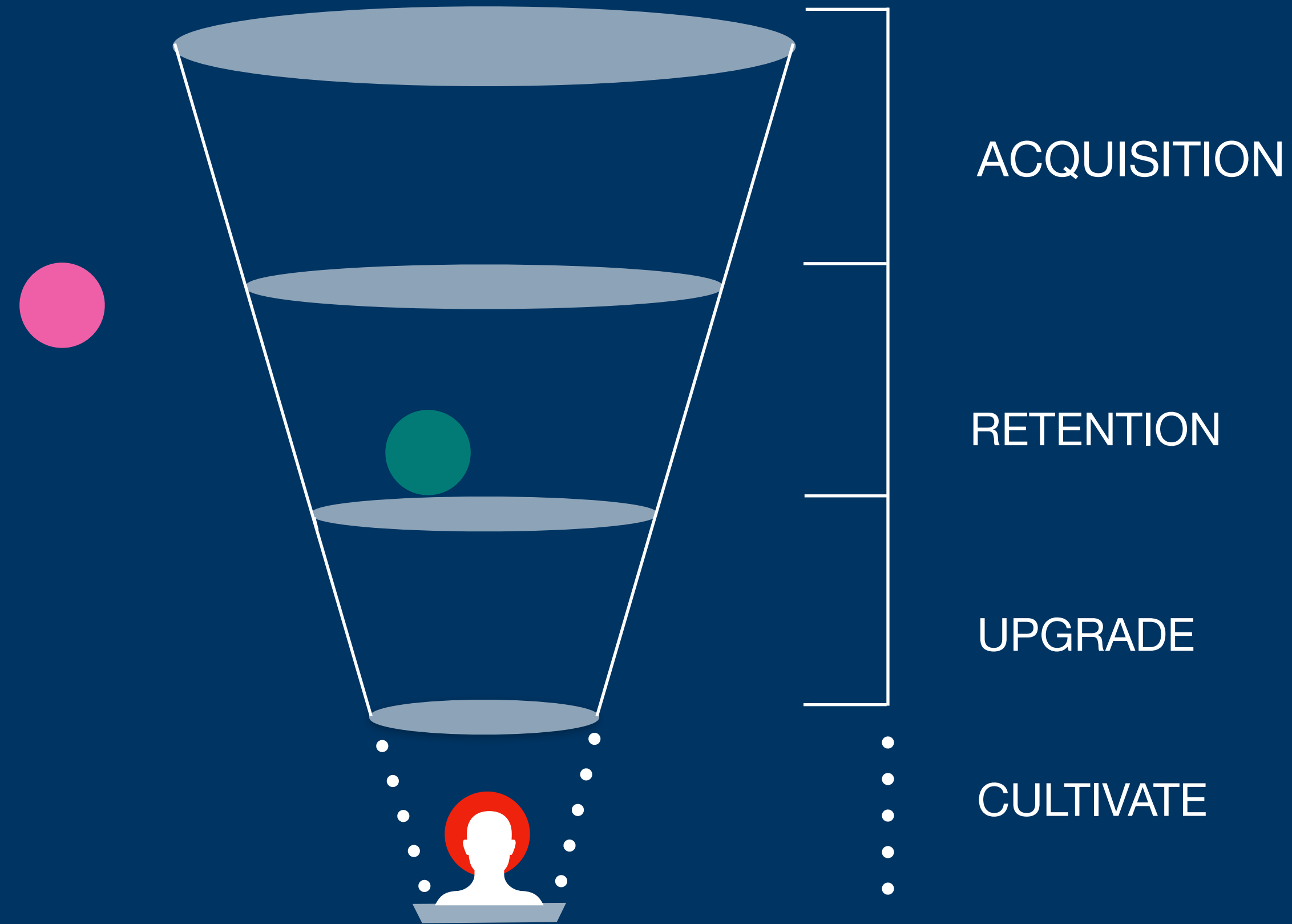
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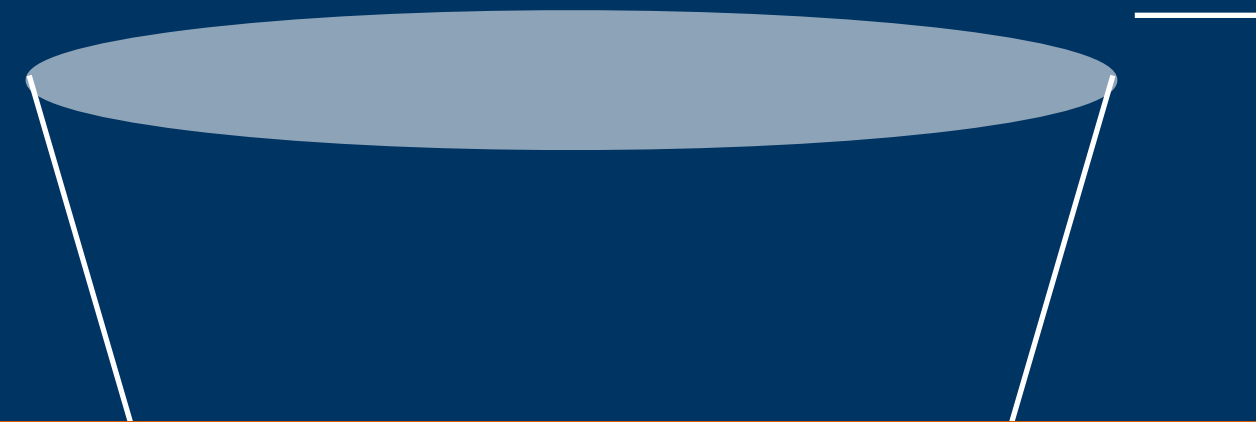
MEMBERSHIP FUNNEL



MEMBERSHIP FUNNEL



MEMBERSHIP FUNNEL



ACQUISITION

CUSTOMER SERVICE



UPGRADE

CULTIVATE

GROWTH



GROWTH



1922

FOUNDED

GROWTH



1922

FOUNDED

Arboretum founded by Joy Morton of Morton Salt fame. The same family that founded Arbor Day in Nebraska

GROWTH



1922

FOUNDED

GROWTH



1922

FOUNDED



1972

MEMBERSHIP

GROWTH



1922

FOUNDED



1972

MEMBERSHIP

Established Membership Program with 400 members after first year

GROWTH



1922

FOUNDED



1972

MEMBERSHIP

GROWTH



1922

FOUNDED



1972

MEMBERSHIP



2005

CHILDREN'S GARDEN

GROWTH



1922

FOUNDED



1972

MEMBERSHIP



2005

CHILDREN'S GARDEN

Next BIG thing: (took 33 years!) Opening of the 4-acre Children's Garden (September) and several other Major improvements to encourage visitation from members and non-members. Membership grew from 19,537 before opening to 31,100 in 12 months. A 150% increase. Annual visitation: went from 415K to 735,500, during the same time - a 77% increase.

GROWTH



1922

FOUNDED



1972

MEMBERSHIP



2005

CHILDREN'S GARDEN

GROWTH



1922

FOUNDED



1972

MEMBERSHIP



2005

CHILDREN'S GARDEN

2007-09 Recession. No loss of member households; no loss in attendance. By the end of 2009, 34,065 households and 830,617 visitors (about 2/3rd members).

GROWTH



1922

FOUNDED



1972

MEMBERSHIP



2005

CHILDREN'S GARDEN

GROWTH



1922

FOUNDED



1972

MEMBERSHIP



2005

CHILDREN'S GARDEN



2013

ILLUMINATION

GROWTH



1922

FOUNDED



1972

MEMBERSHIP



2005

CHILDREN'S GARDEN



2013

ILLUMINATION

2013 The \$1 million Challenge: Illumination: See Trees in a Different Light launched. Attracted more than 60,000 additional visits in the first year mid-November through 1st week of January. Households climbed another 9% to 38,618 and admission went to 895,347 (both over prior year).

GROWTH



1922

FOUNDED



1972

MEMBERSHIP



2005

CHILDREN'S GARDEN



2013

ILLUMINATION

GROWTH



2013

ILLUMINATION

GROWTH



2013

ILLUMINATION



2015

LEGOS

2015 LEGOS. Added more admissions due to popular summer exhibition, and Illumination combined to jump our admissions to 1,047,335, a 12% increase in a single year. Households climbed to 43,735 - a jump of 11% over prior year.

GROWTH



2013

ILLUMINATION



2015

LEGOS

GROWTH



2013

ILLUMINATION



2015

LEGOS



2018

TROLL HUNT

2018 Troll Hunt. The Arboretum's most successful exhibition ever and largest growth in admissions and member households since the opening of the Children's Garden 15 years earlier. Households at 53,320 - and almost all of the 16% increase came in the months of July - September. Admissions rose to 1.24 million - an increase of 31% in a single year.

GROWTH



2013

ILLUMINATION



2015

LEGOS



2018

TROLL HUNT

GROWTH



2013

ILLUMINATION



2015

LEGOS



2018

TROLL HUNT



2020

COVID-19

2020 COVID. Closed in mid-March, reopened in June. Down about 30% on revenue and in the process of losing ~ 7,500 - 10,000 households - being offset by new acquisitions (outdoors place with 1,700 acres to safely social distance. Slowly bringing back some events and onsite opportunities). We extended active members households on the file in March 2020 by three months. Losing the most value-driven and non-philanthropic members. (Not all bad.OK to rebalance once every generation!)

GROWTH



2013

ILLUMINATION



2015

LEGOS



2018

TROLL HUNT



2020

COVID-19

MANAGE CHANGE

The Morton
Arboretum

THE
CHAMPION
of TREES



WHY SENTIMENT ANALYSIS?

TAKEAWAYS



3 Attendee takeaways

3 Attendee takeaways

1

SENTIMENT MATTERS

3 Attendee takeaways

1

SENTIMENT MATTERS

2

SENTIMENT CAN BE
MEASURED

3 Attendee takeaways

1

SENTIMENT MATTERS

2

SENTIMENT CAN BE
MEASURED

3

SENTIMENT CAN BE
MANAGED

CASE STUDY

Sentiment Analysis / Hotel Case Study



GUEST EXPERIENCE

Sentiment Analysis / Hotel Case Study

Objective

Help hotel improve guests experience as reflected in their ratings and reviews for their hotel experience

INPUTS

Sentiment Analysis / Hotel Case Study

Inputs

- feedback provided by hotel guests
- using TripAdvisor platform
- data elements
 - overall rating
 - review of overall experience

EXAMPLE

Example TripAdvisor Record

Review UR107650654

Reviewer: Keszee

Hotel: 87617

EXAMPLE



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Review UR107650654

Reviewer: Keszee

Hotel: 87617

Rating: 3

EXAMPLE

Example TripAdvisor Record

Review UR107650654

Reviewer: Keszee

Hotel: 87617

Rating: 3

Review:

Got a great deal with priceline, only \$75 per night for December weekend, but can't understand why you only get 3 towels and 1 wash cloth per day. Also, stayed three nights and did not receive new soap or shampoo after checkin.

EXAMPLE

Sentiment Analysis / Hotel Case Study

Analytic Process

- 1. Extract the sentiment bearing words and phrases used by the reviewers**
 - What are they talking about?
 - How do they feel these topics?

EXAMPLE

Example TripAdvisor Record

Review UR107650654

Reviewer: Keszee

Hotel: 87617

Rating: 3

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ANALYTIC PROCESS

Sentiment Analysis / Hotel Case Study

Analytic Process

2. Derive an overall sentiment score for each review



Example TripAdvisor Record

Review UR107650654

Reviewer: Keszee

Hotel: 87617

Rating: 3

Review:

Got a great deal with priceline, only \$75 per night for December weekend, but can't understand why you only get 3 towels and 1 wash cloth per day. Also, stayed three nights and did not receive new soap or shampoo after checkin.

Sentiment Score: -0.21

KEY POINTS

Sentiment Analysis / Hotel Case Study

Analytic Process

key points:

1. scalability is critical
2. this process requires specialized tools
3. the core analytic process yields parts that can be combined to form useful analyses

OUTPUTS

Sentiment Analysis / Hotel Case Study

Outputs

- **specific outputs were designed to support specific applications**



Example Output

Rank	Feature	Impact on Rating
1	Helpful Friendly Staff	39.7%
2	Good Service	34.0%
3	Plenty of Clean Fluffy Towels	24.6%
4	Good Large TVs	23.1%
5	Good Breakfast	22.8%
6	Well Appointed Bathroom	20.1%
7	Clean Hotel	19.2%
8	Clean Comfortable Room	19.0%
9	Comfortable Bed	18.0%
10	Good Price and Value	12.5%
11	Good Bar and Restaurant	11.5%
12	Good Pool	8.27%
13	Nice View	3.7%

Hotel Manager's Report

Discussion Points

1. What features are most important?
2. What features are not?
3. What features are not mentioned?



Sentiment Analysis / Hotel Case Study

Relevance to the Arboretum

- **Both have appropriate data**
- **Both need solid process**
- **Both focused on improving guest experience**

HOW



HOW

4 STAGES OF SENTIMENT ANALYSIS

BUR OAK
Quercus macrocarpa
138-U*1 unkn T C.R
N-96/10-00

HOW

4 STAGES OF SENTIMENT ANALYSIS

COLLECT

BUR OAK
Quercus macrocarpa
138-U*1 unkn T C.R
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HOW

4 STAGES OF SENTIMENT ANALYSIS

COLLECT

DATA



HOW

4 STAGES OF SENTIMENT ANALYSIS

COLLECT



DATA

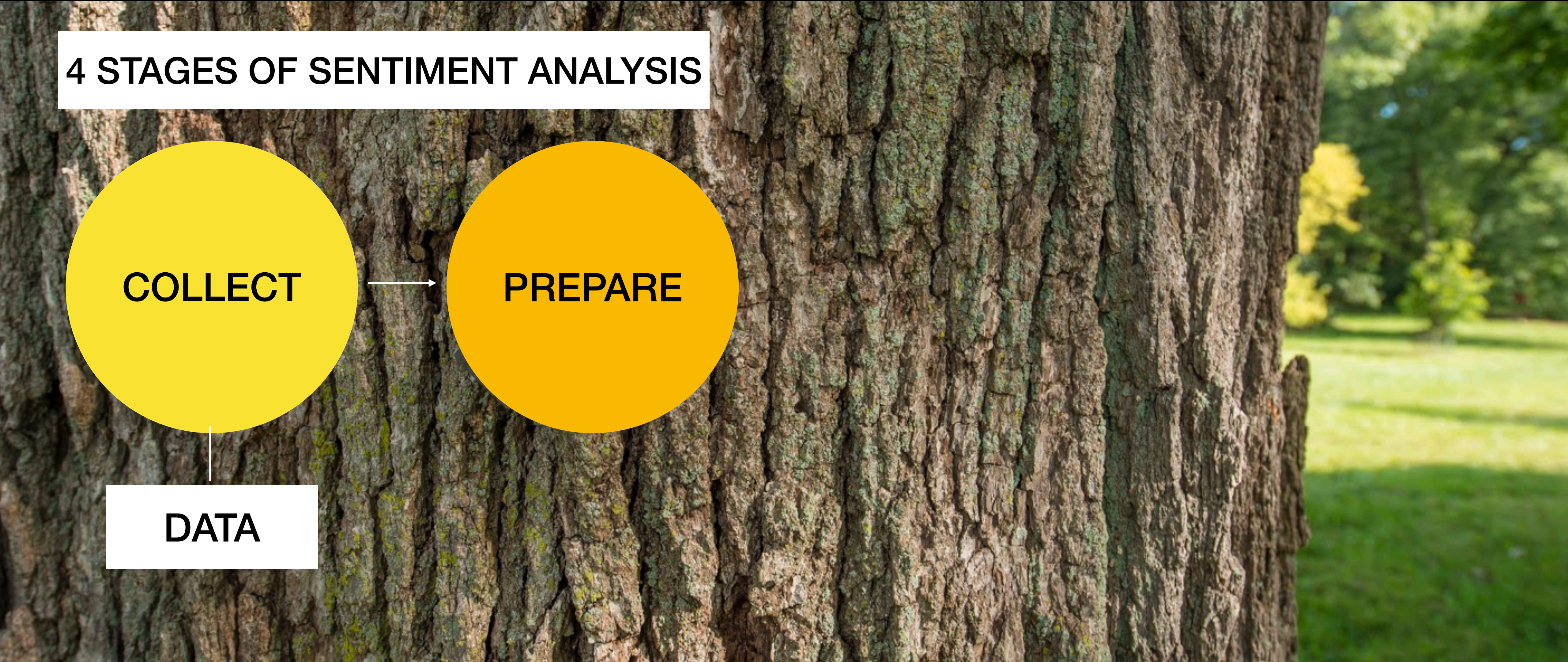
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4 STAGES OF SENTIMENT ANALYSIS

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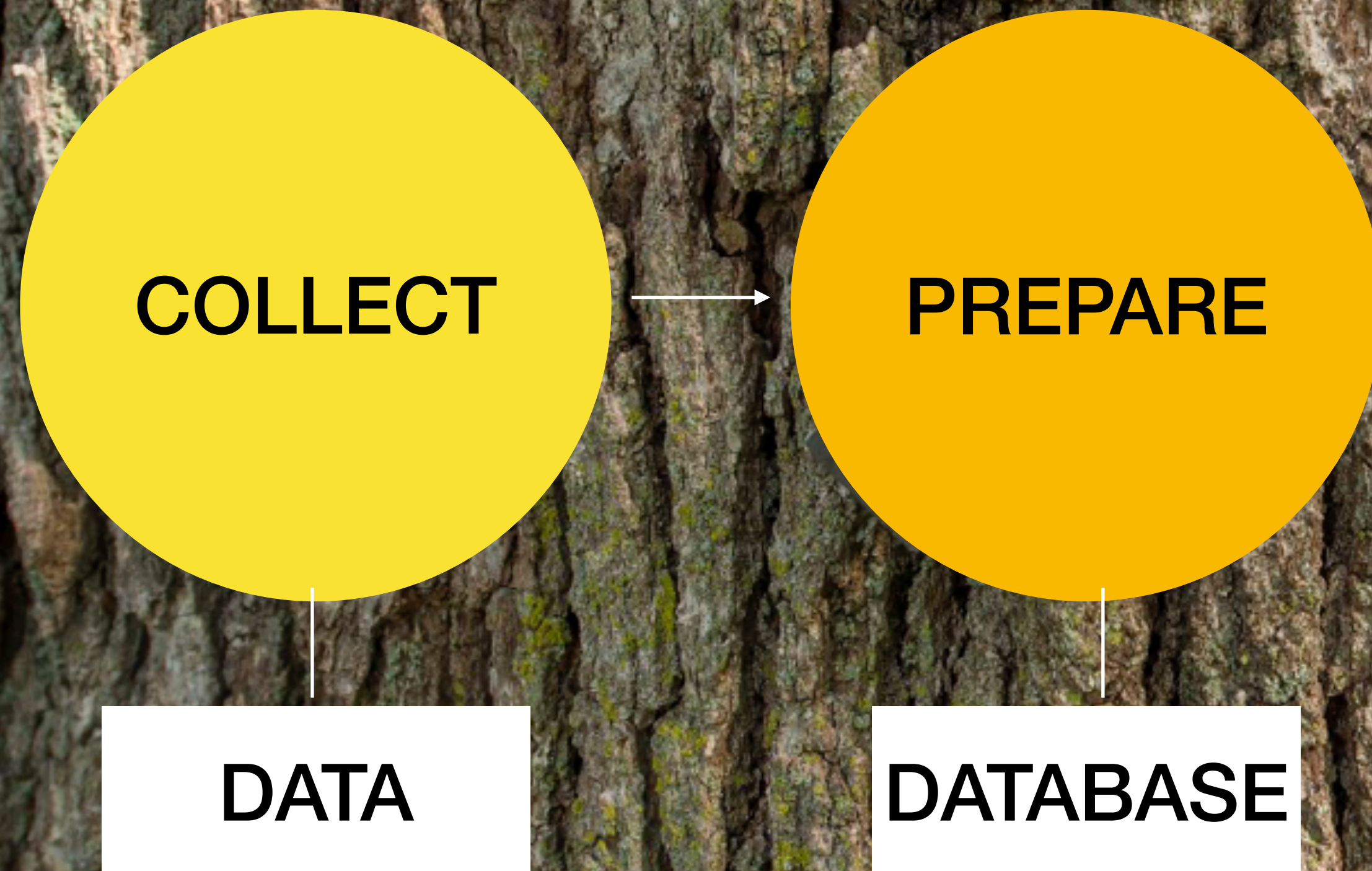
PREPARE

DATA



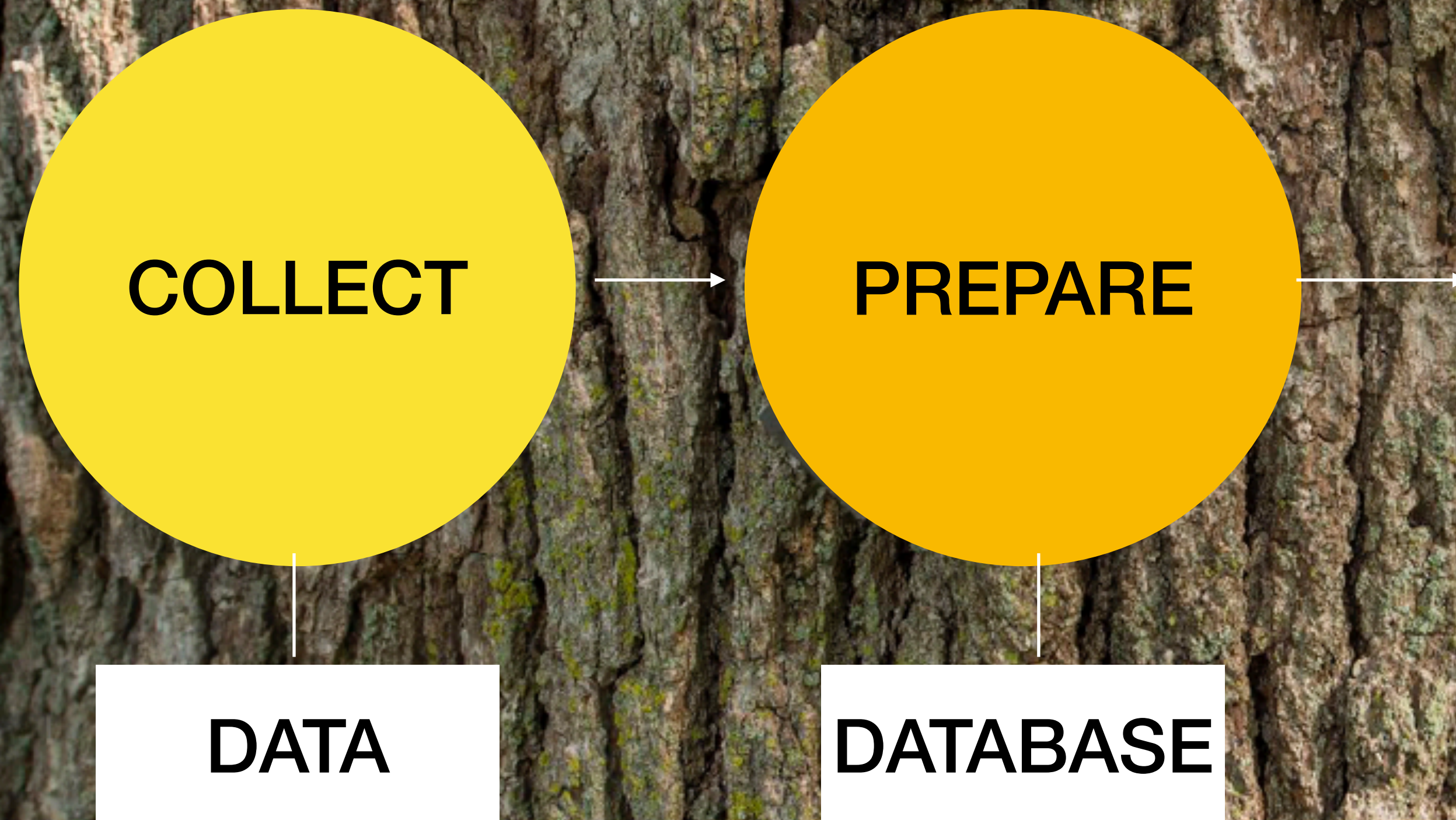
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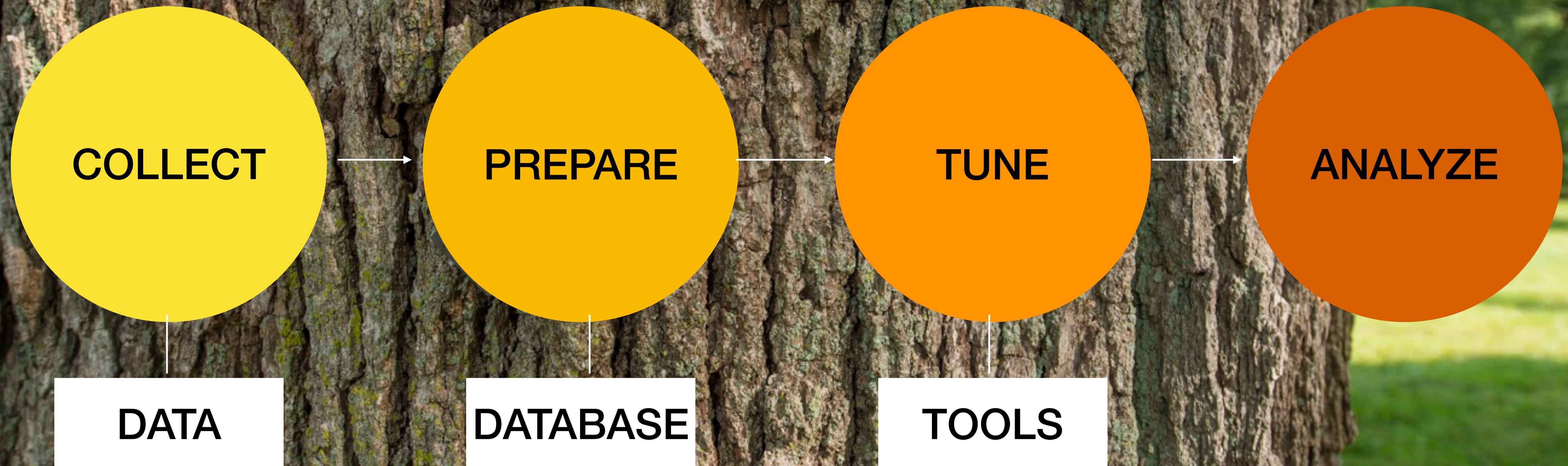
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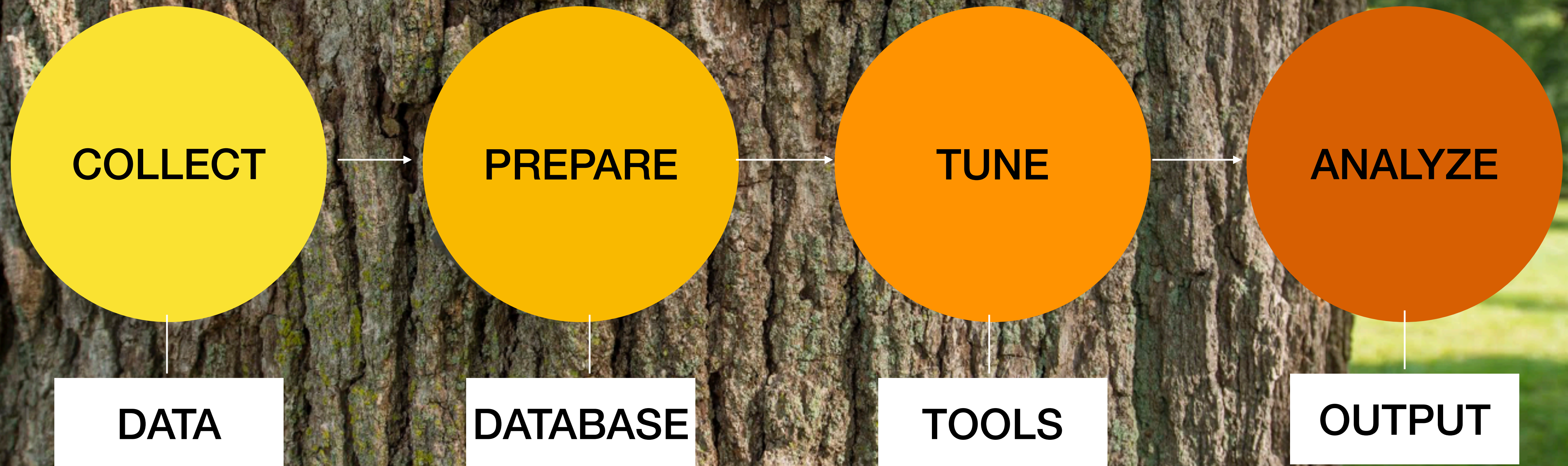
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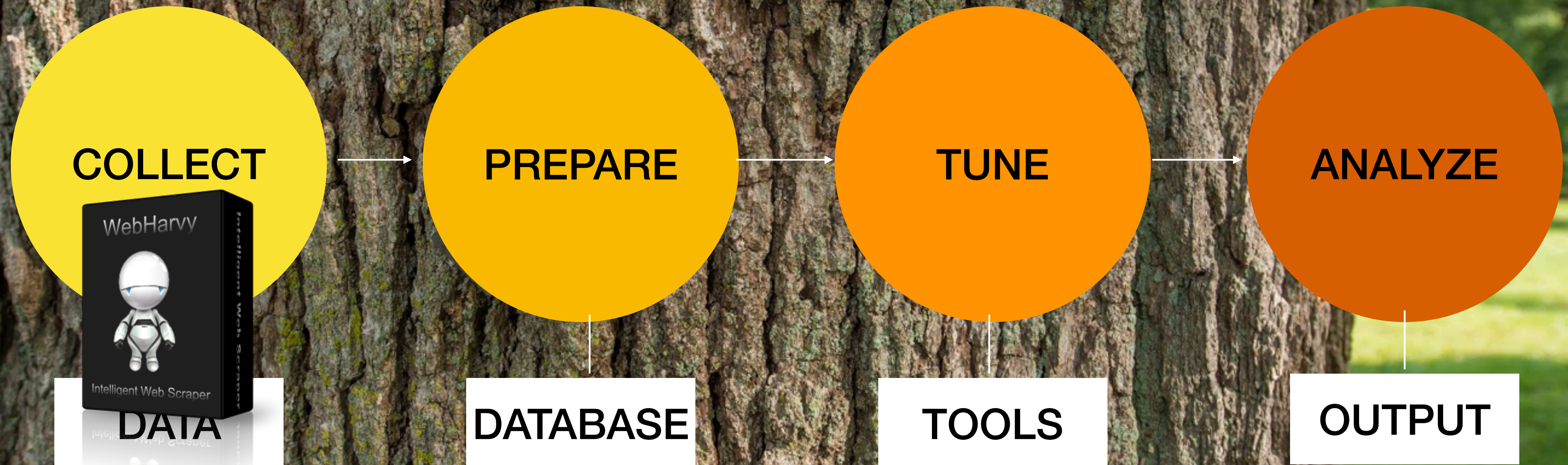
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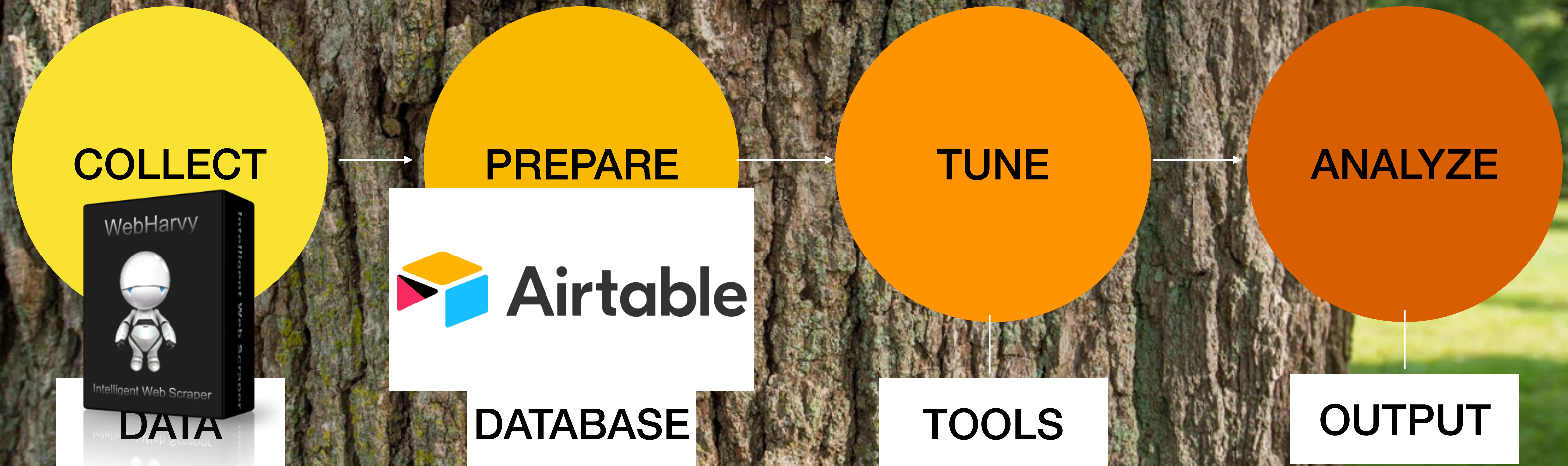
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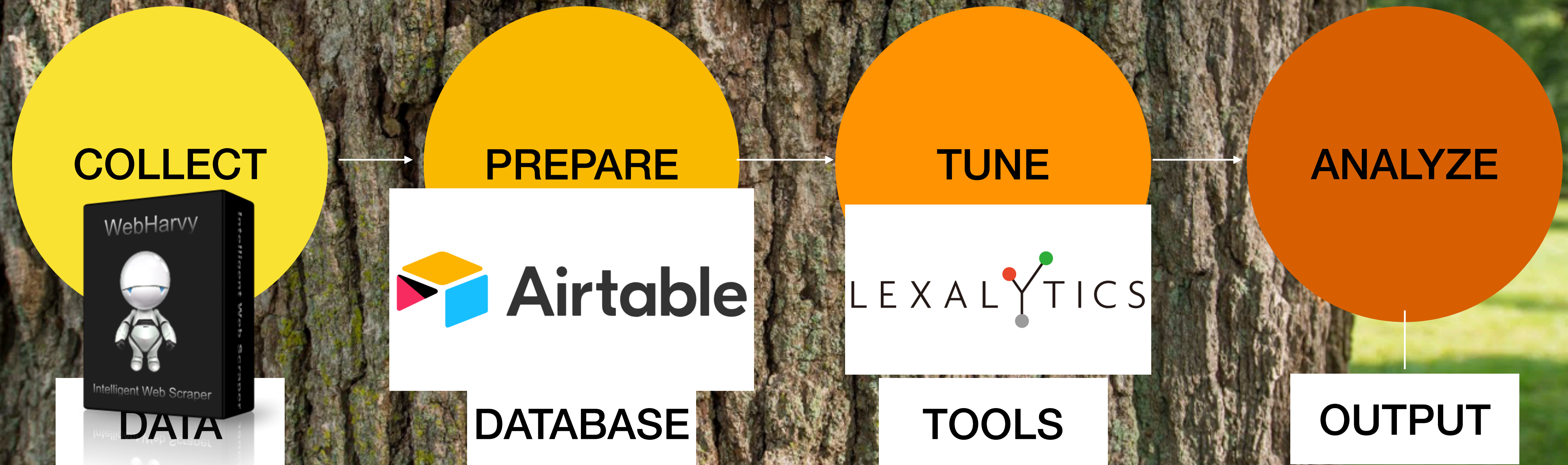
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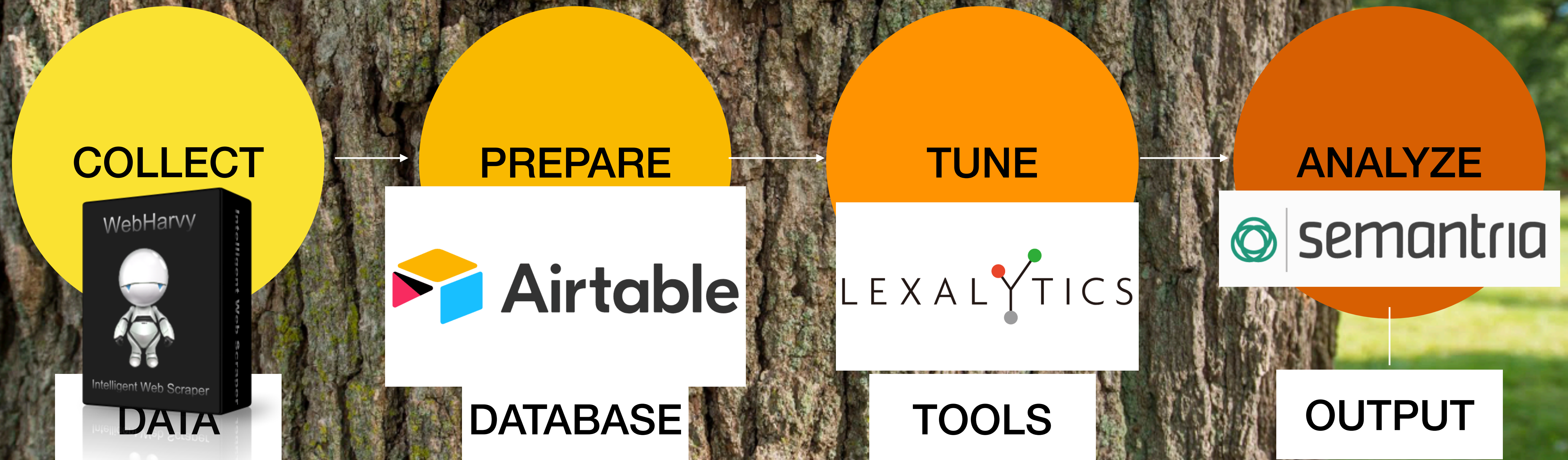
HOW

4 STAGES OF SENTIMENT ANALYSIS



HOW

4 STAGES OF SENTIMENT ANALYSIS



SHARING: Lots!

The Morton
Arboretum


THE
CHAMPION
of TREES



SHARING: Lots!

The Morton
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THE
CHAMPION
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“The classes are a **great deal** with a membership.”

SHARING: Lots!

The Morton
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“The classes are a **great deal** with a membership.”

“My kids **love** the classes. I wish there **was more** kid-friendly food.”

SHARING: Lots!

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SHARING: Lots!

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“The classes are a **great deal** with a membership.”



“My kids **love** the classes. I wish there **was more** kid-friendly food.”







“I like the alcohol option for hot chocolate.”



“I like the alcohol option for hot chocolate.”
?”



“I expected **better** hot chocolate!”

“I **like** the alcohol option for hot chocolate.”
?



“I expected **better** hot chocolate!”



“I **like** the alcohol option for hot chocolate.”





“I expected **better** hot chocolate!”



“Members should get their own parking lot”

“I **like** the alcohol option for hot chocolate.”





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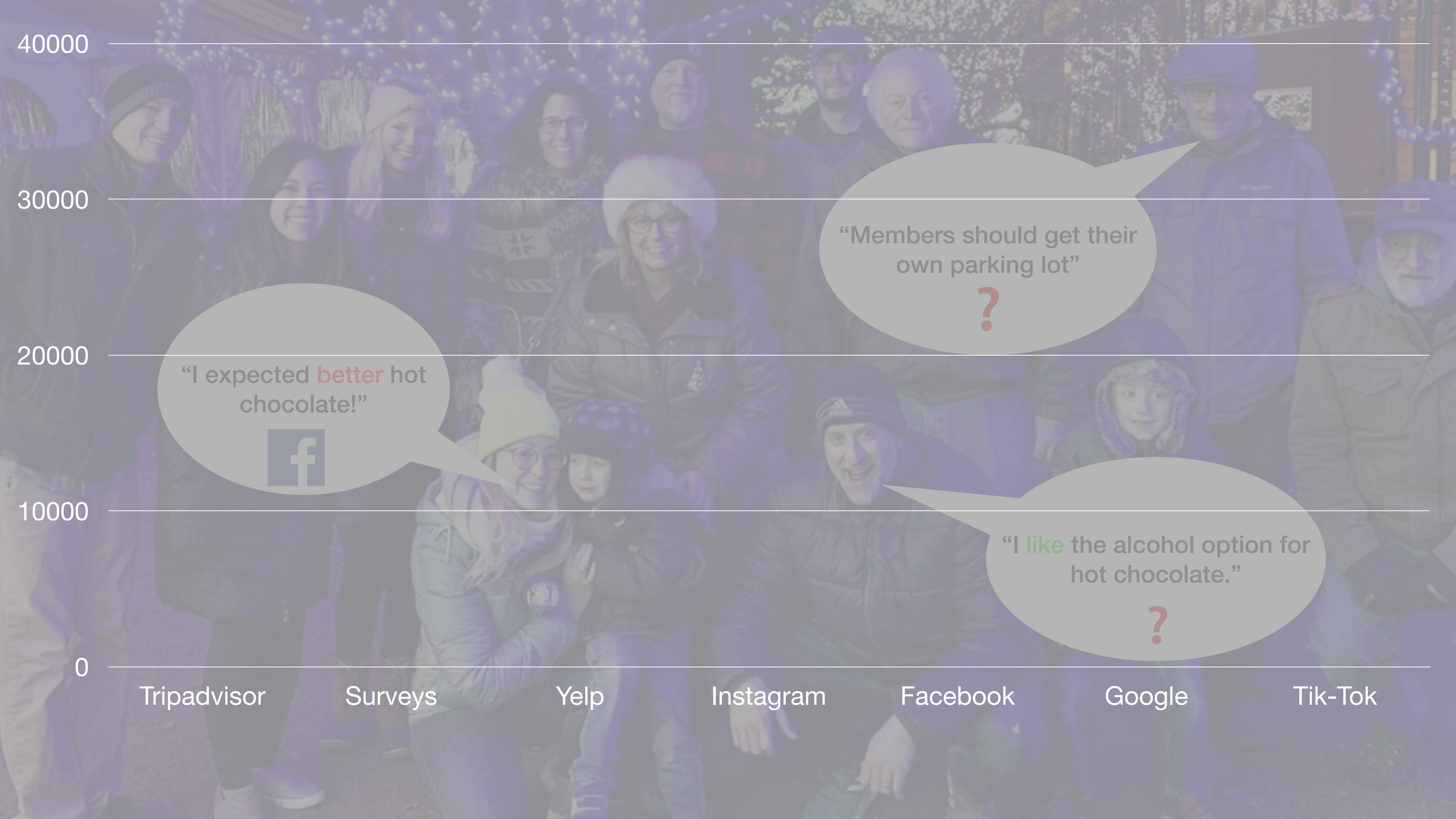


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“Members should get their own parking lot”
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Tripadvisor

Surveys

Yelp

Instagram

Facebook

Google

Tik-Tok

“I expected **better** hot chocolate!”

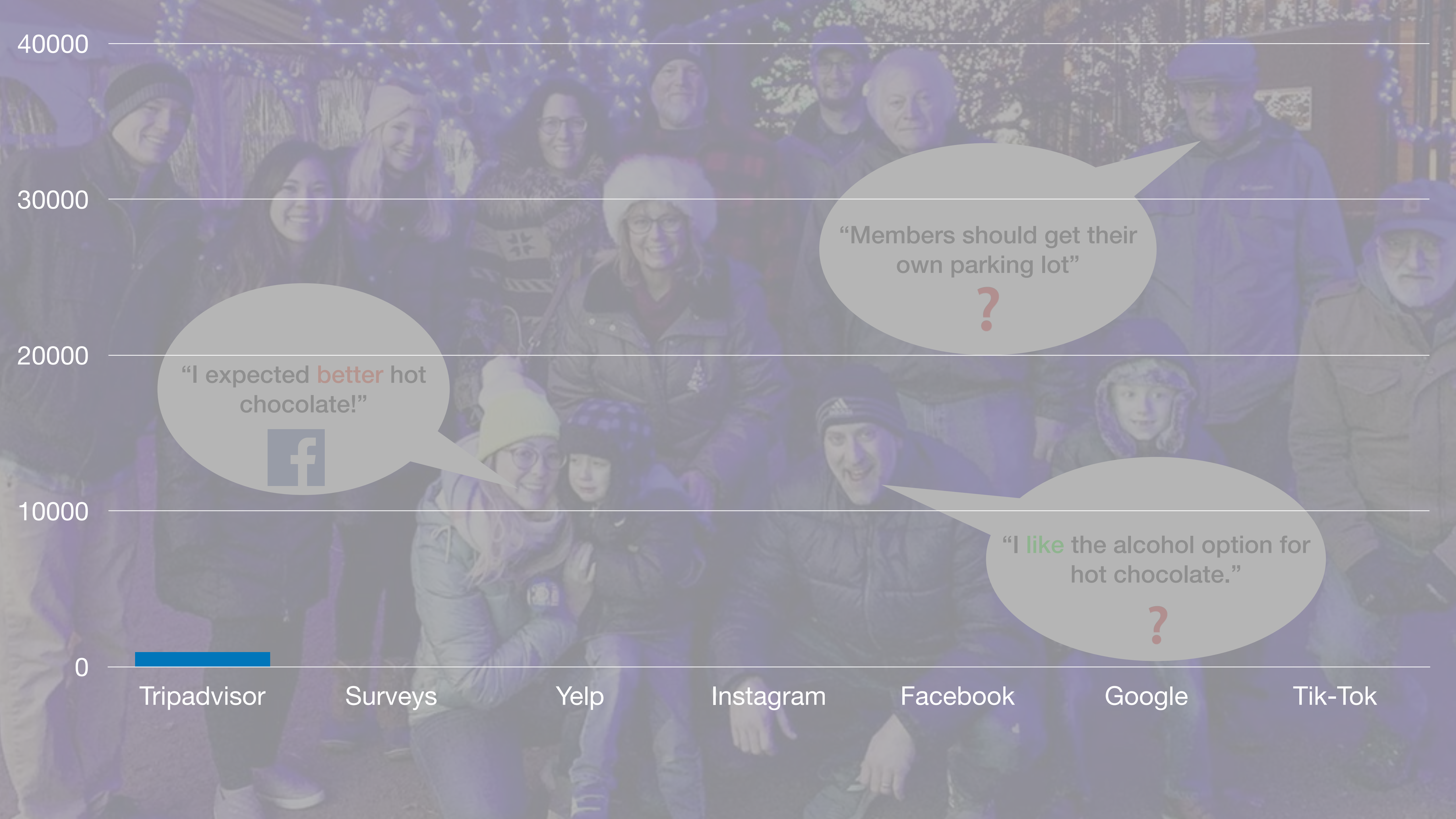


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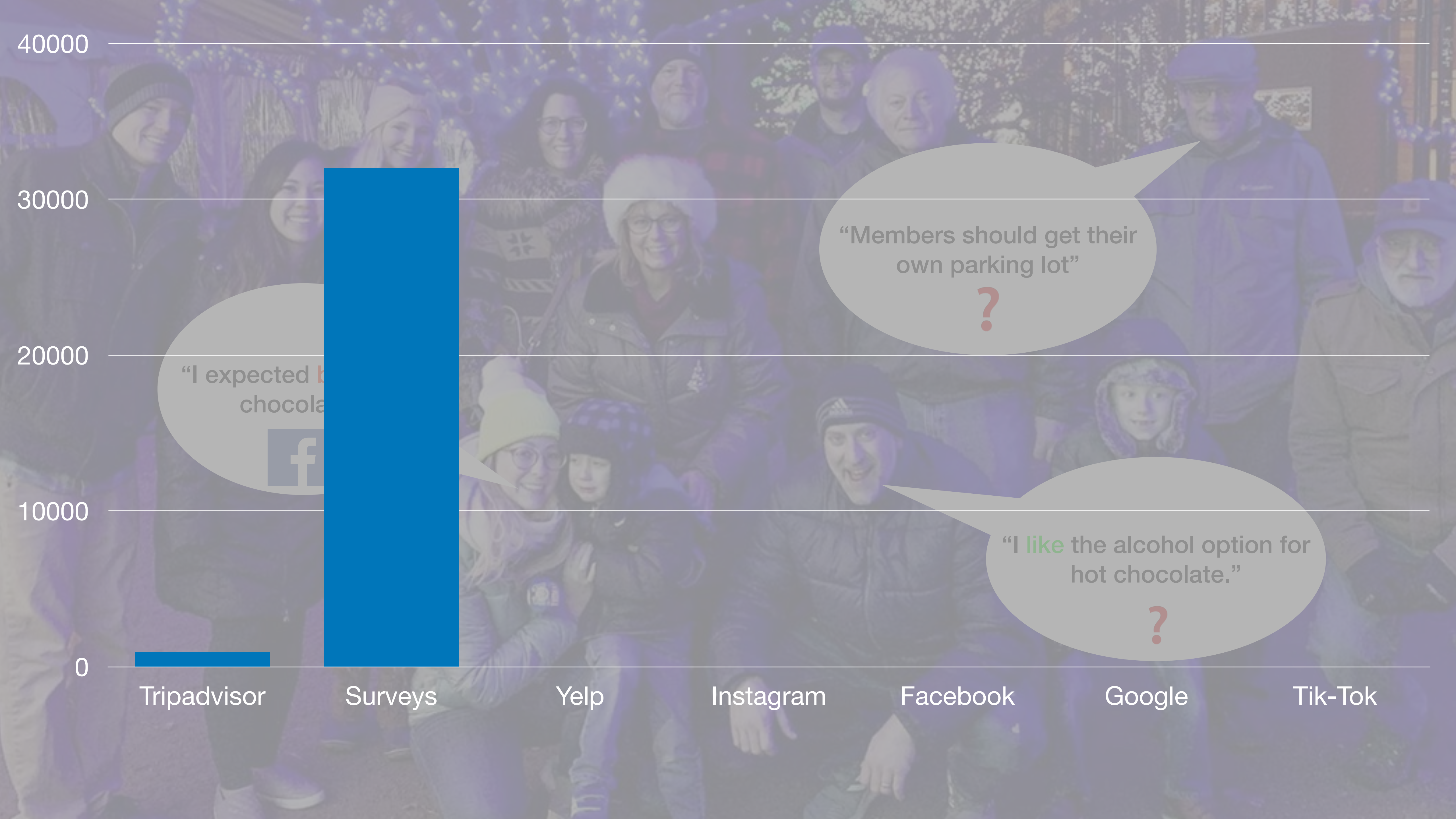
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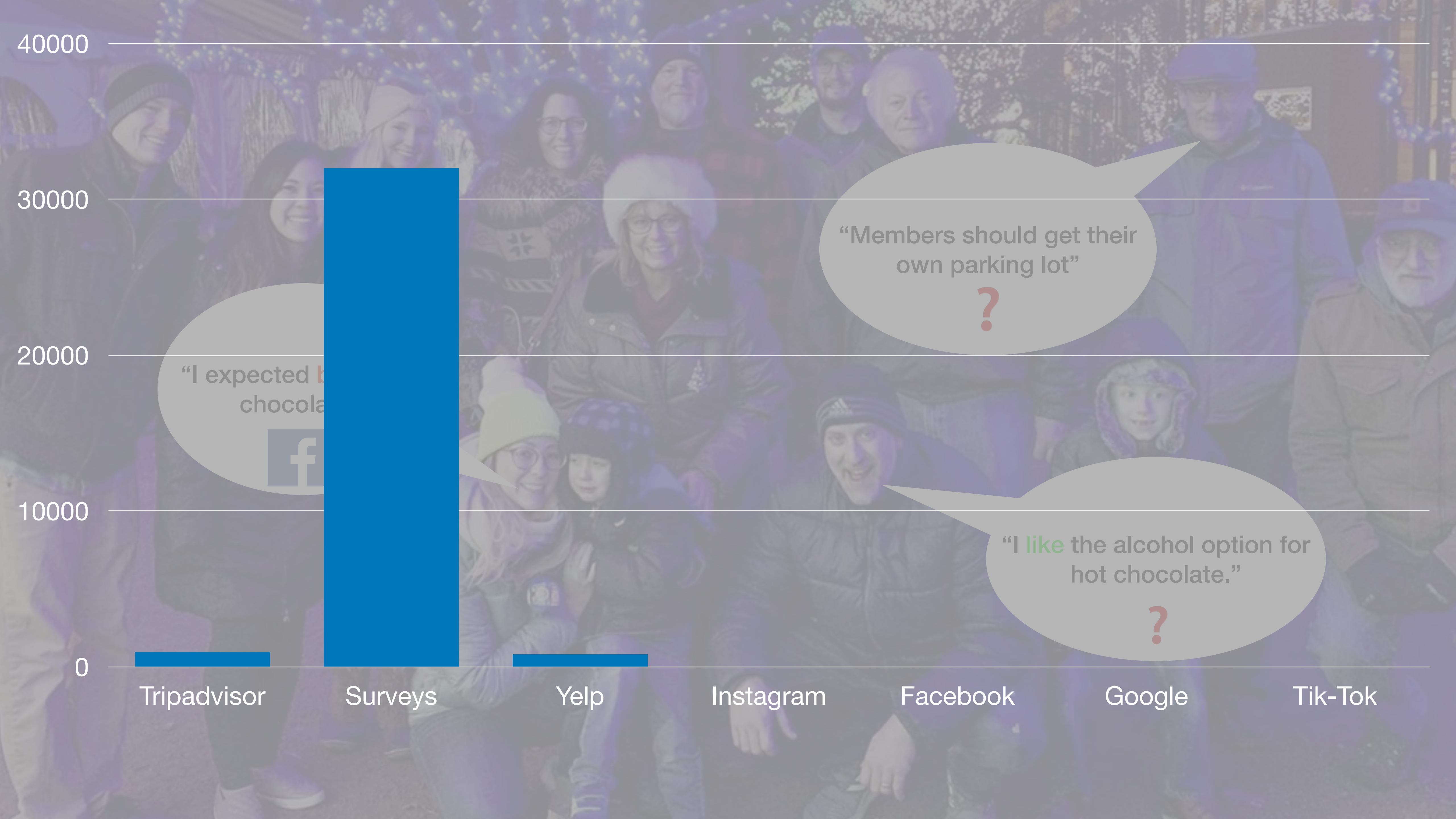
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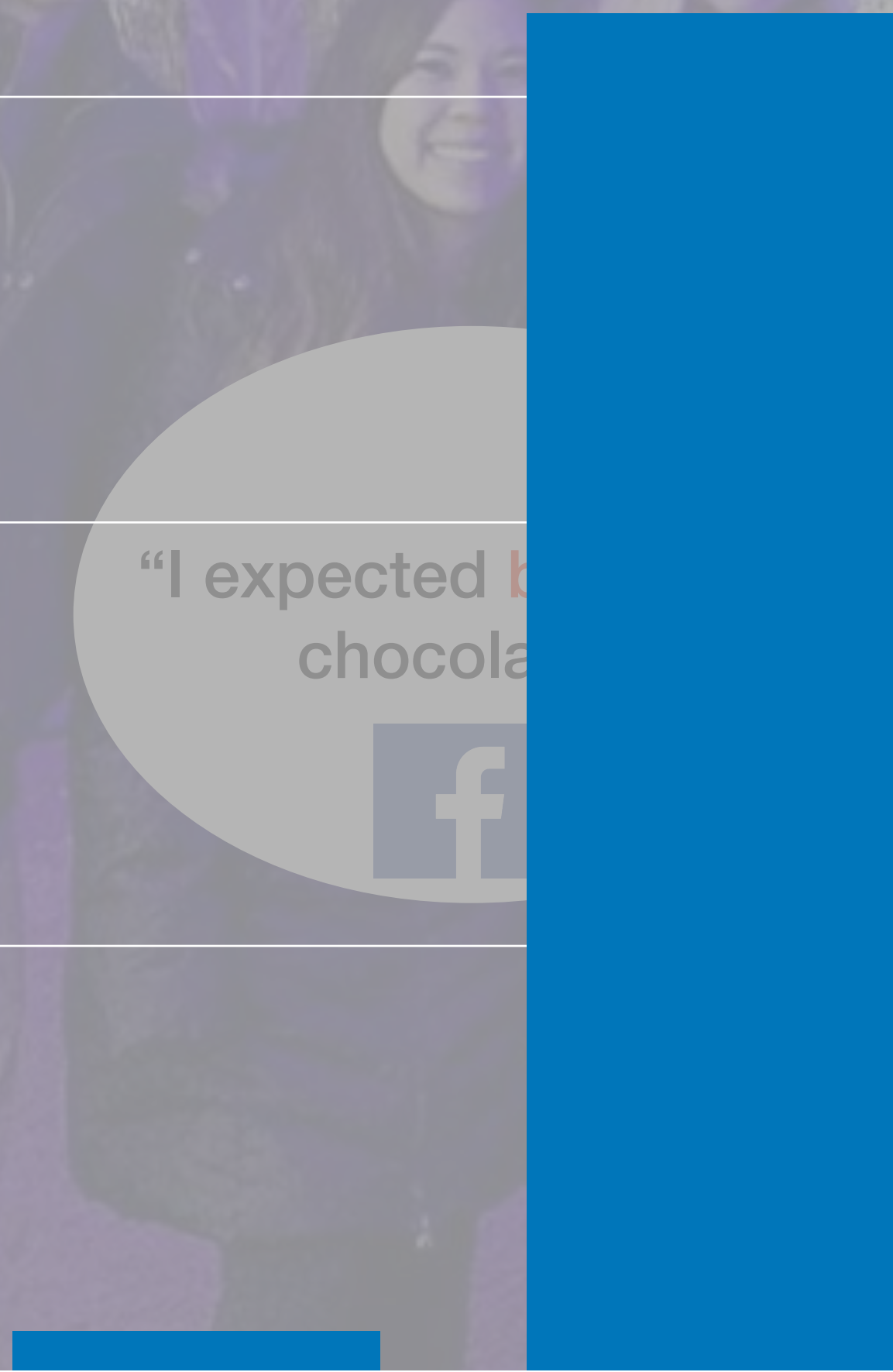
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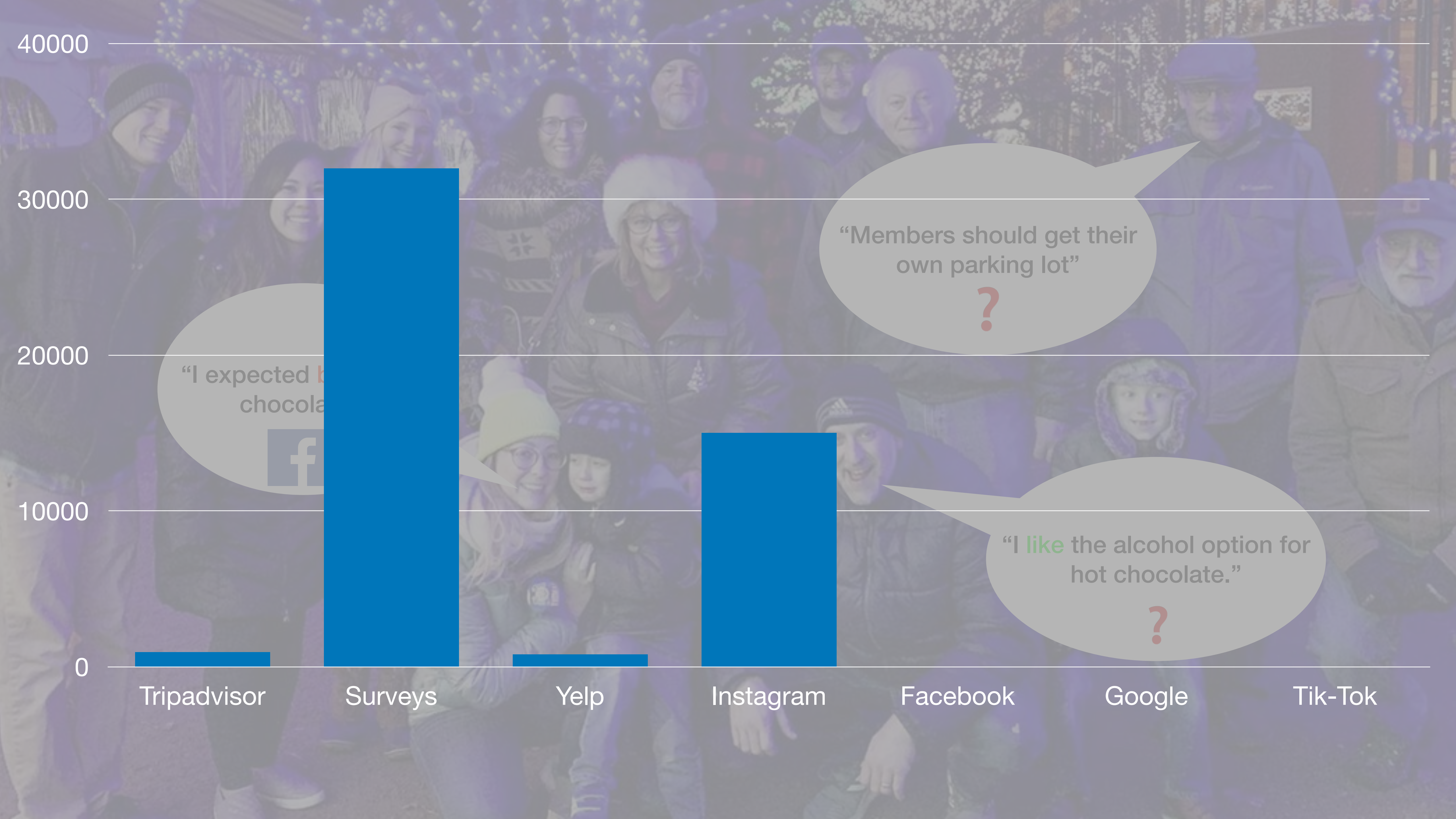
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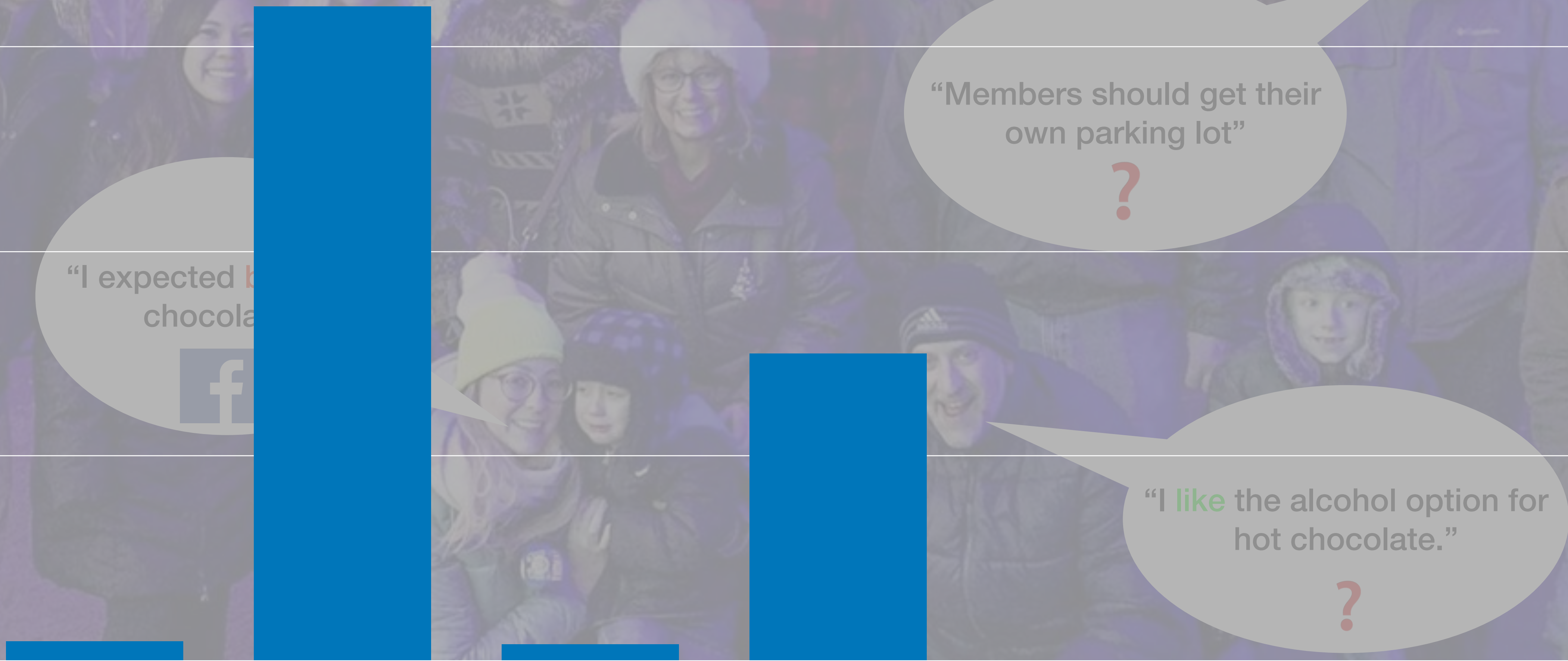
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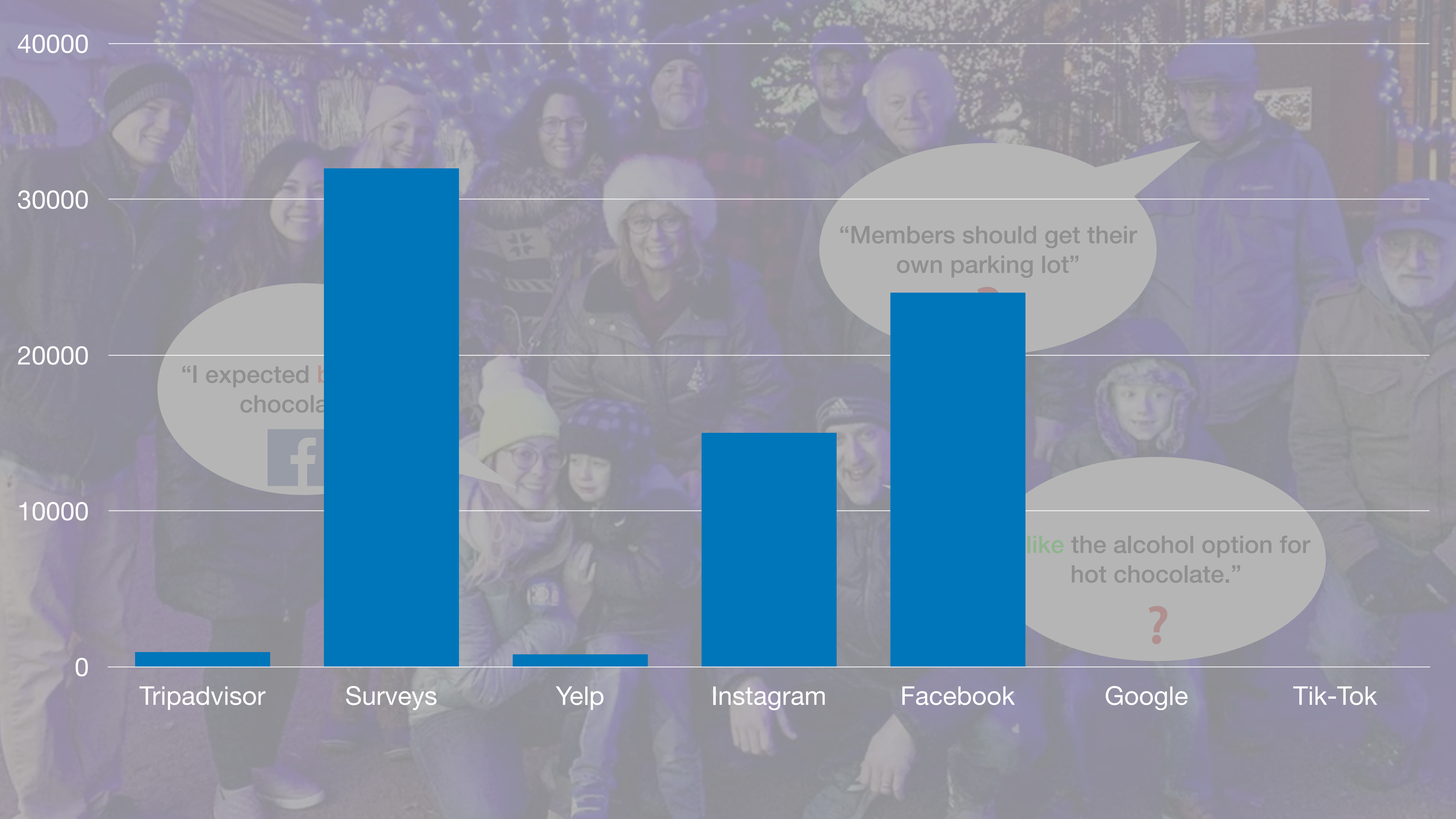
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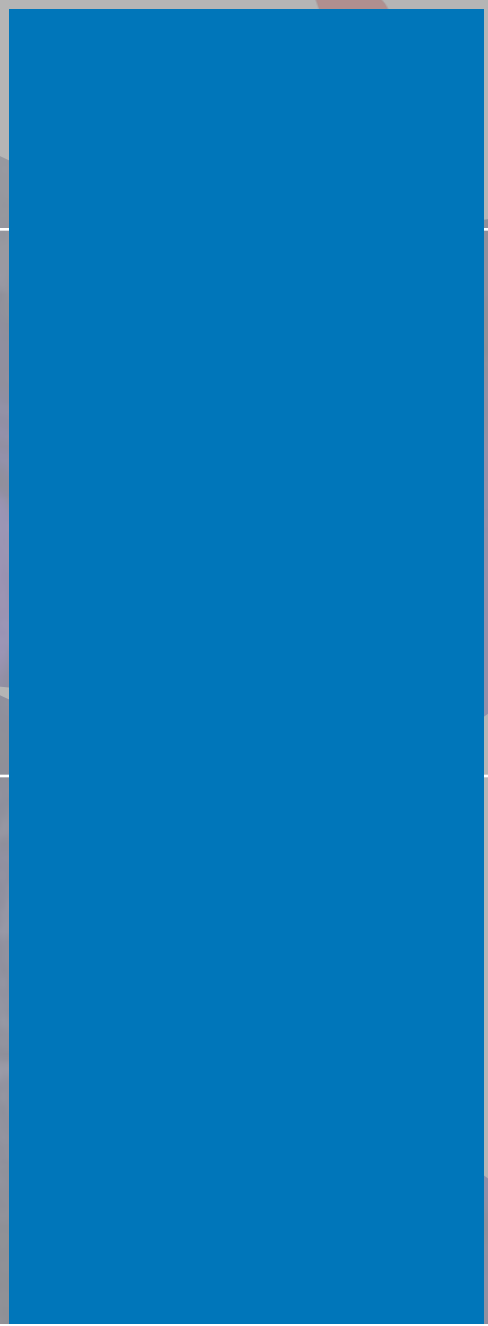
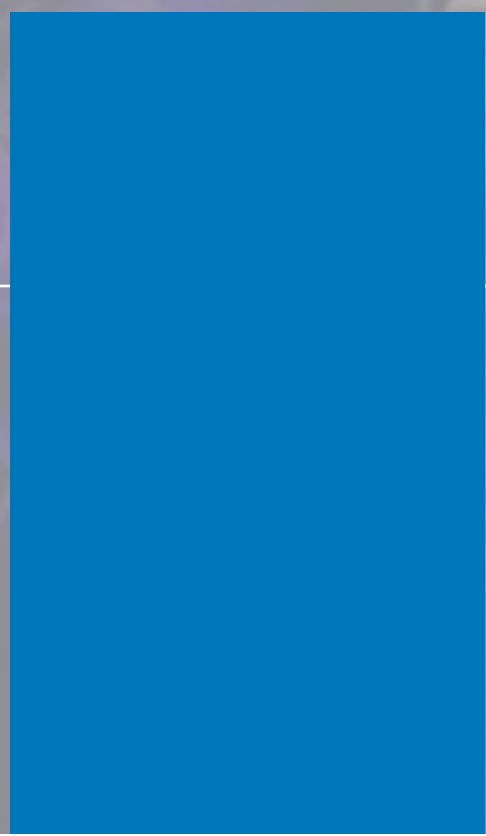
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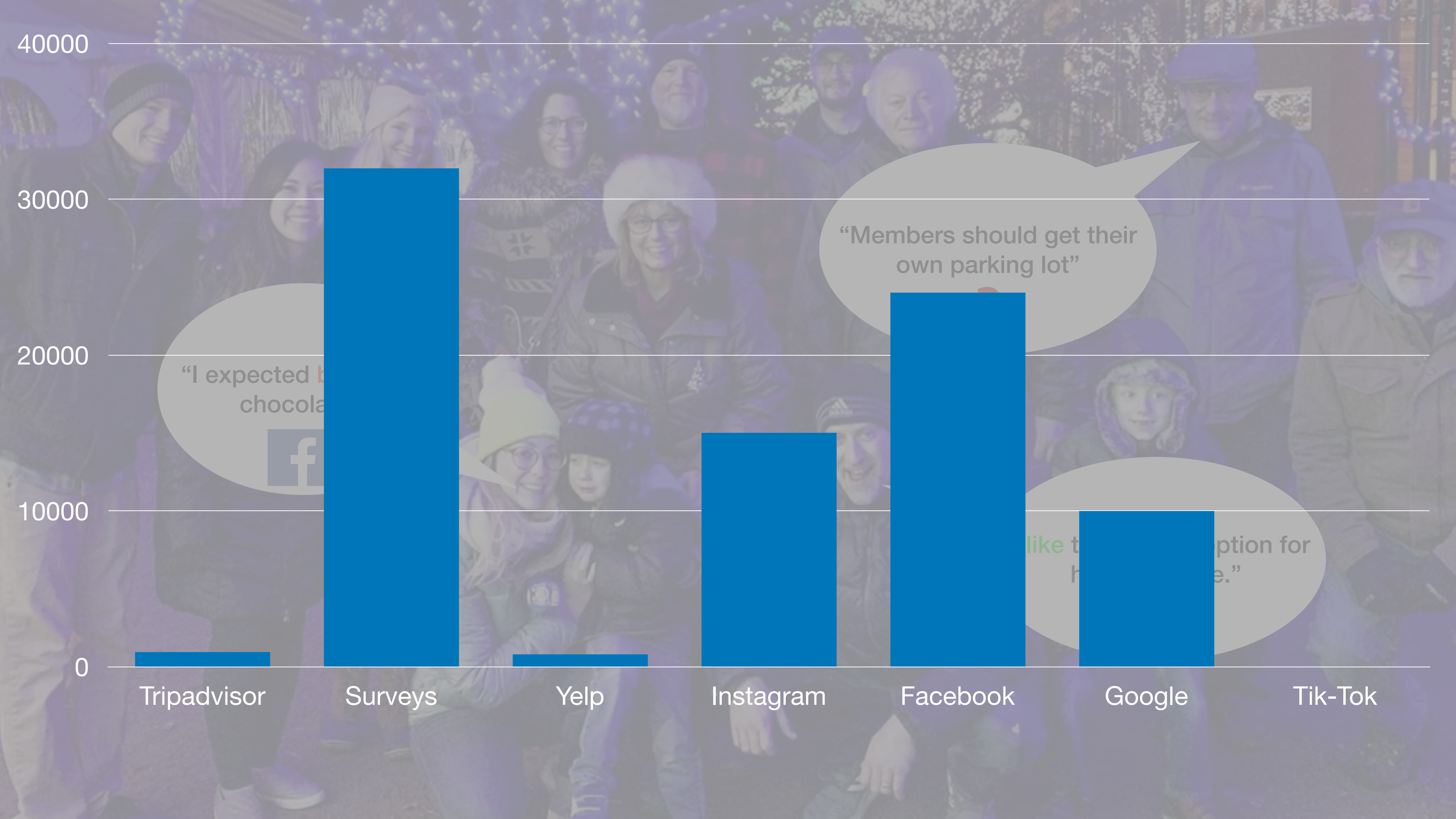
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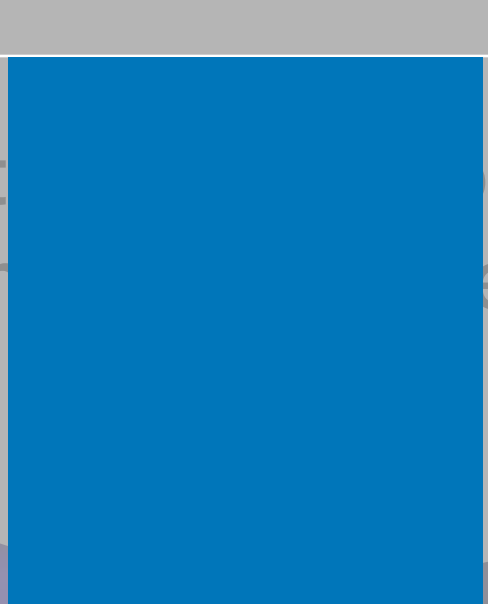
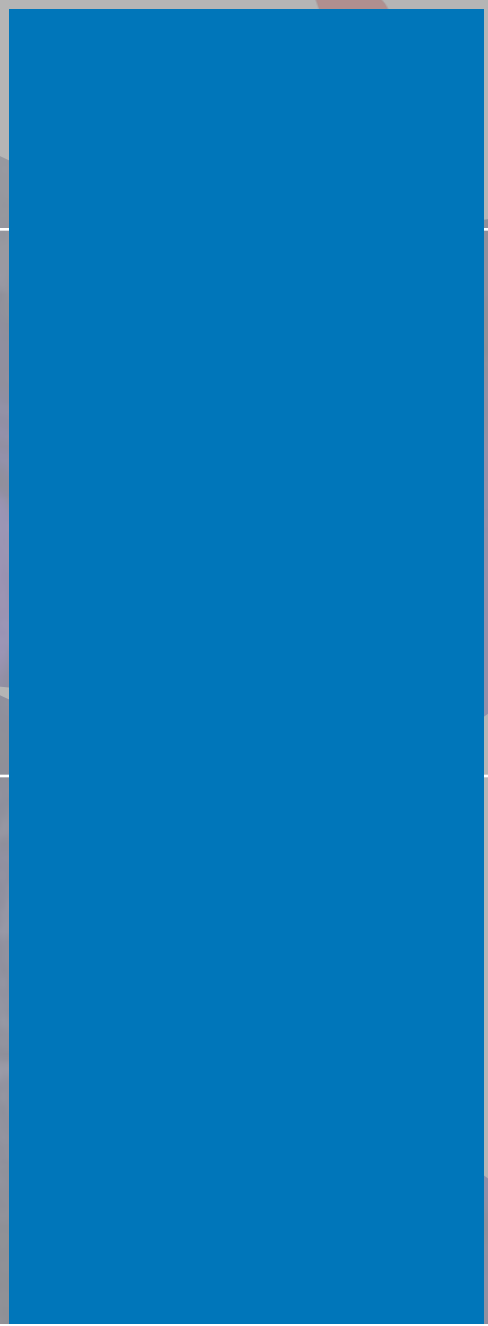
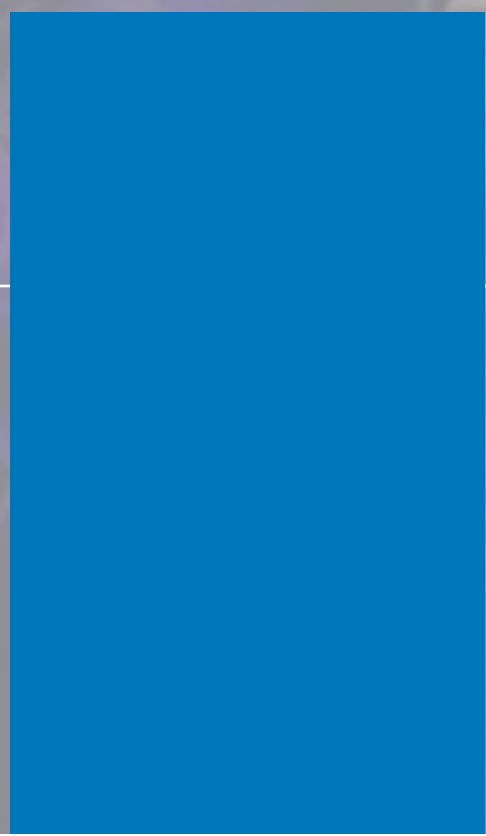
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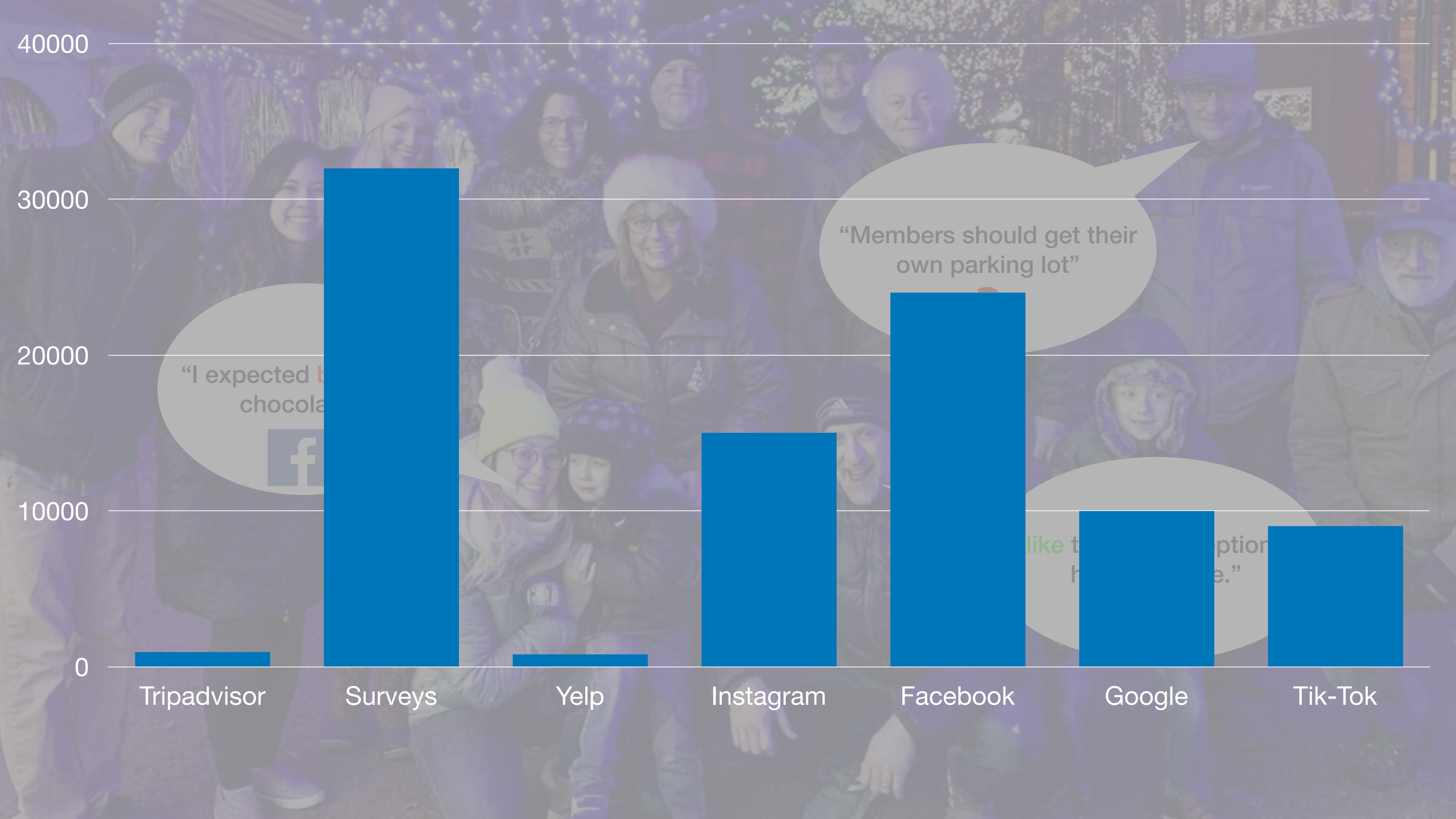
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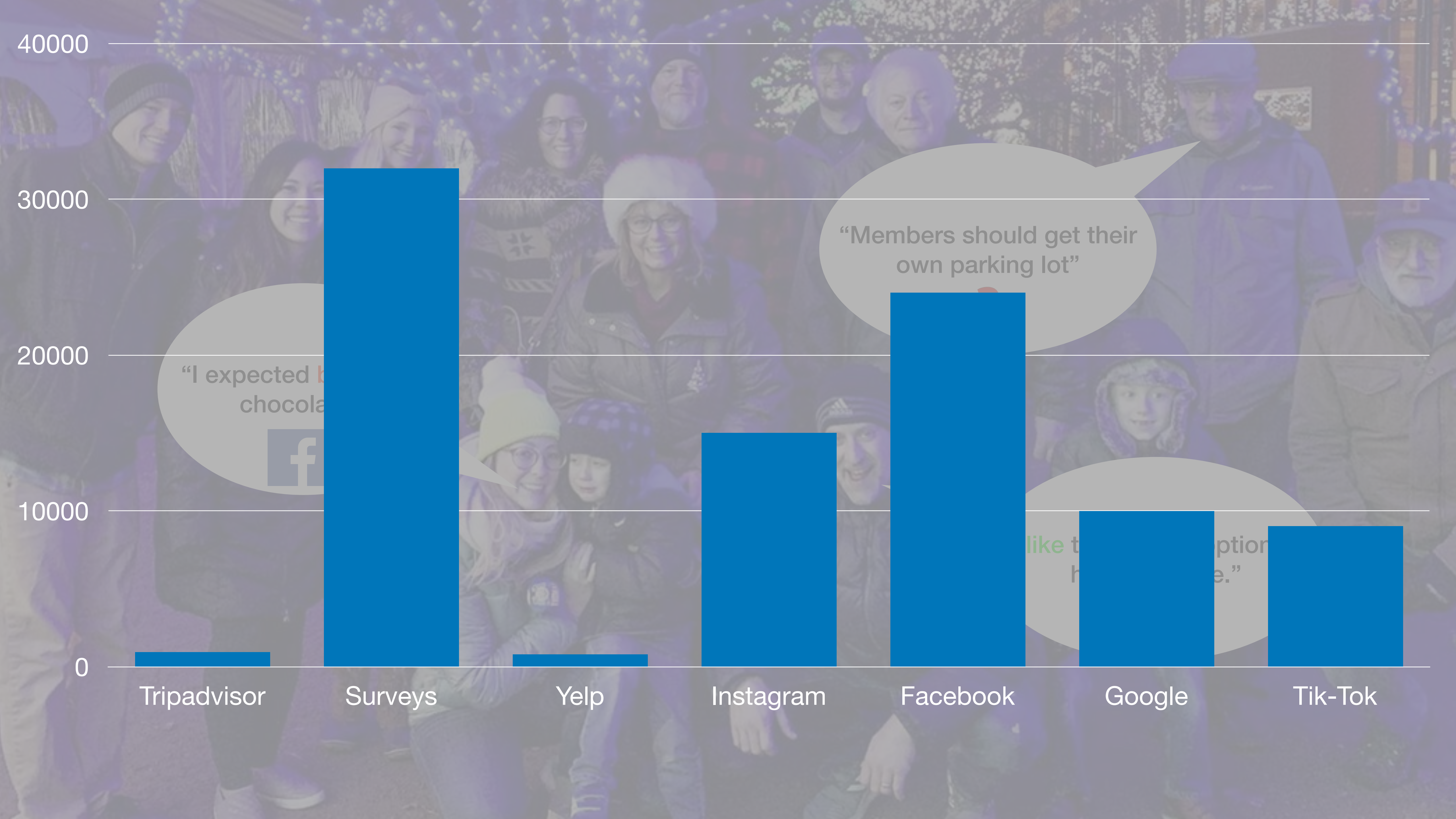
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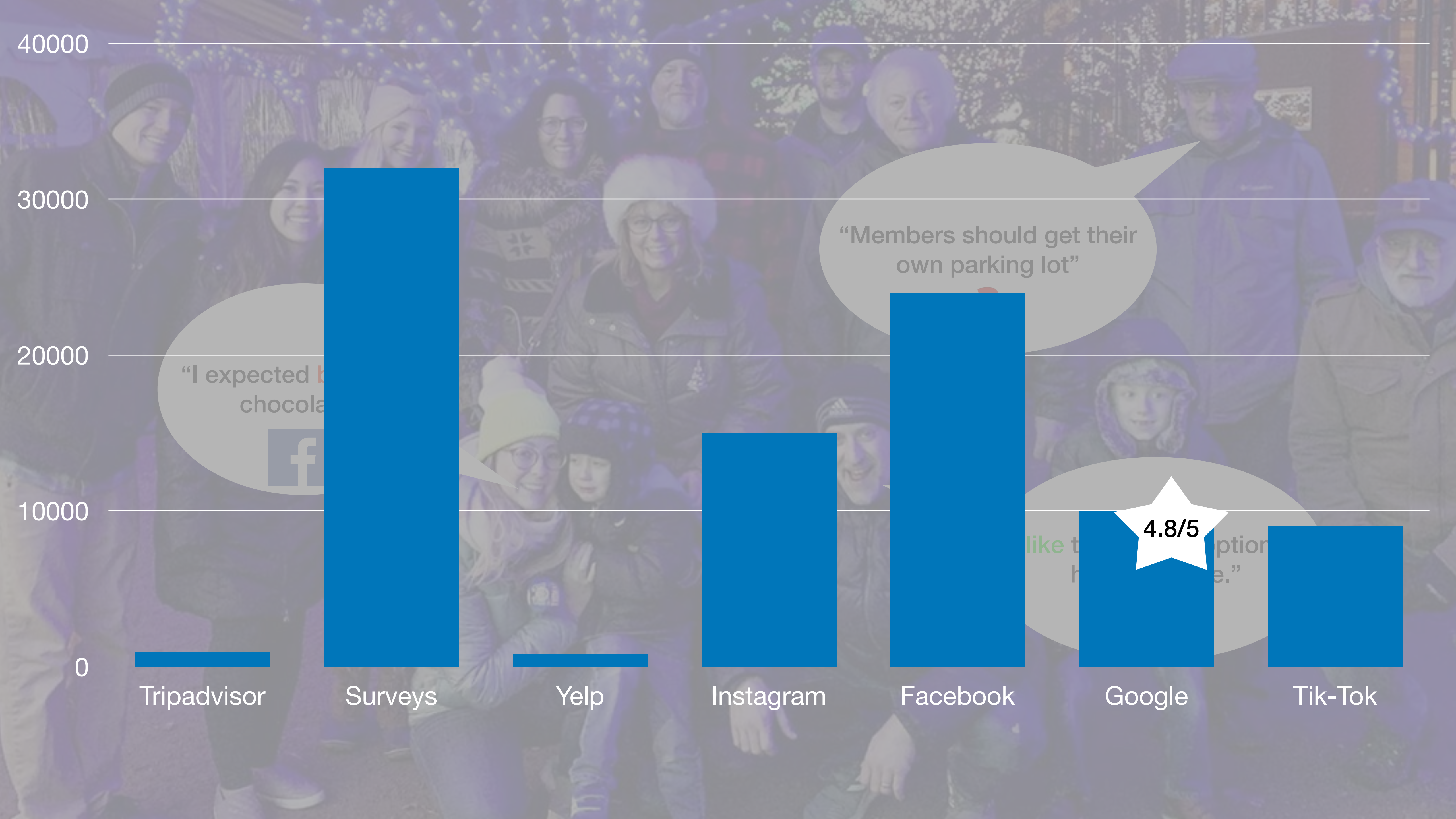
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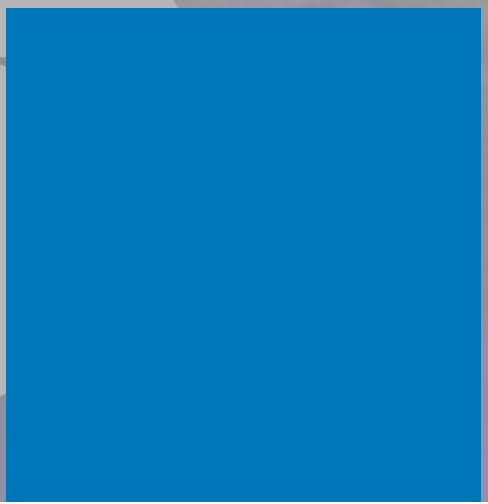
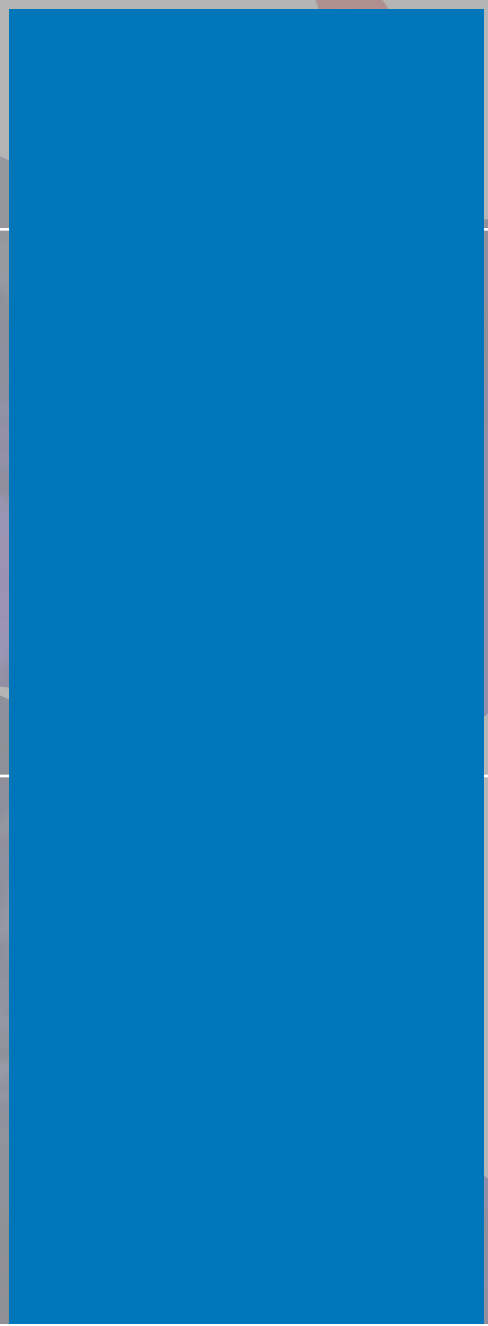
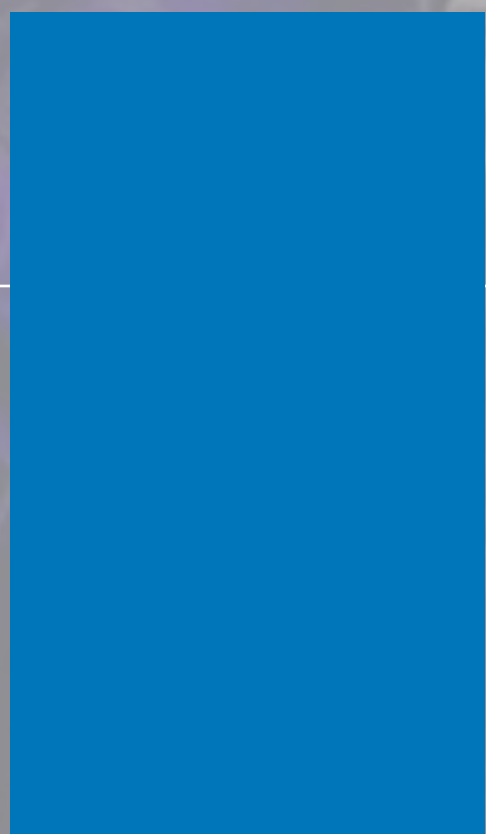
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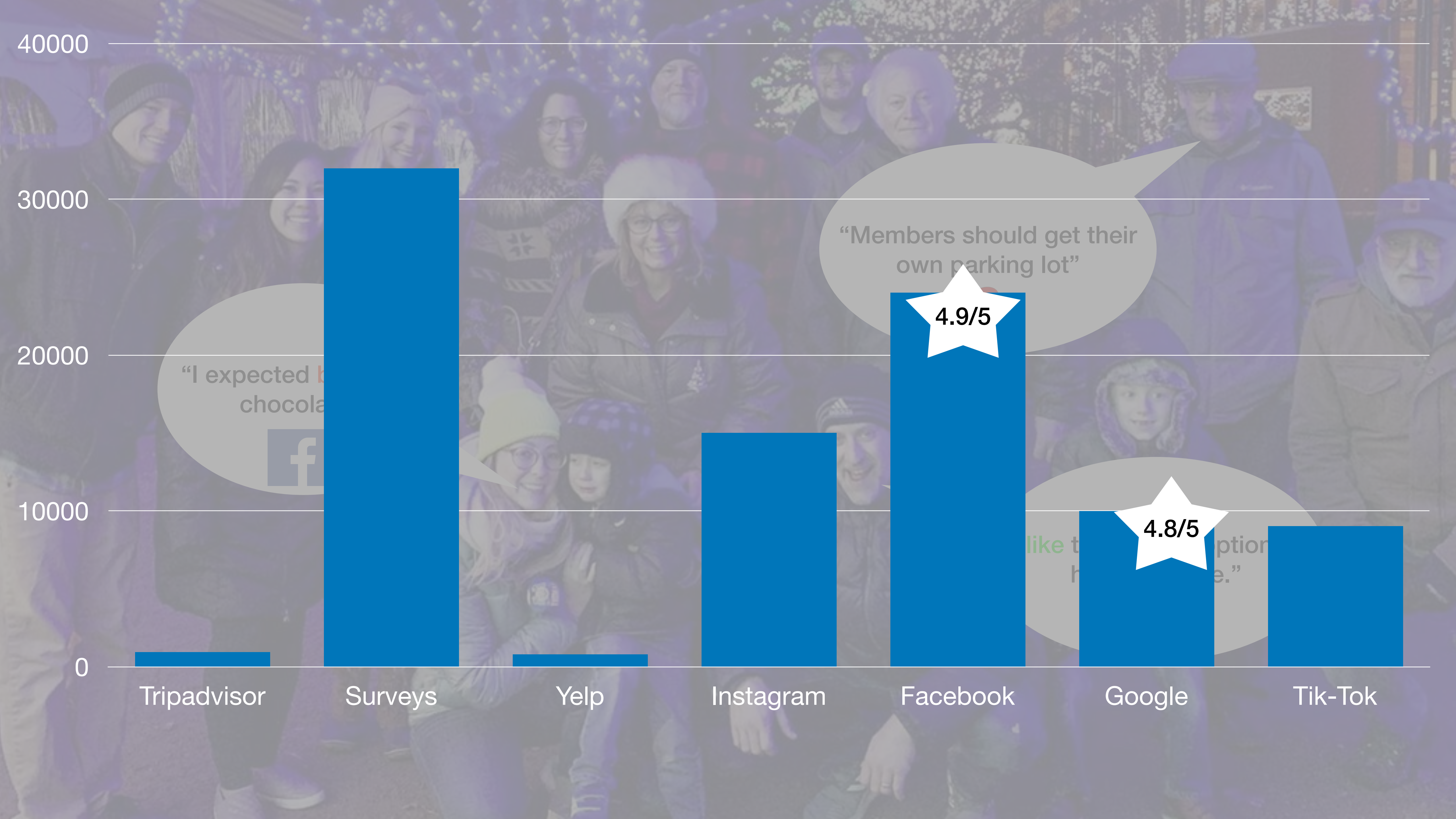
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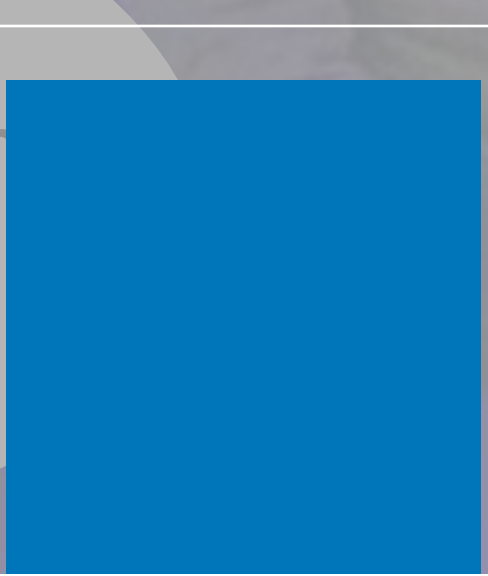
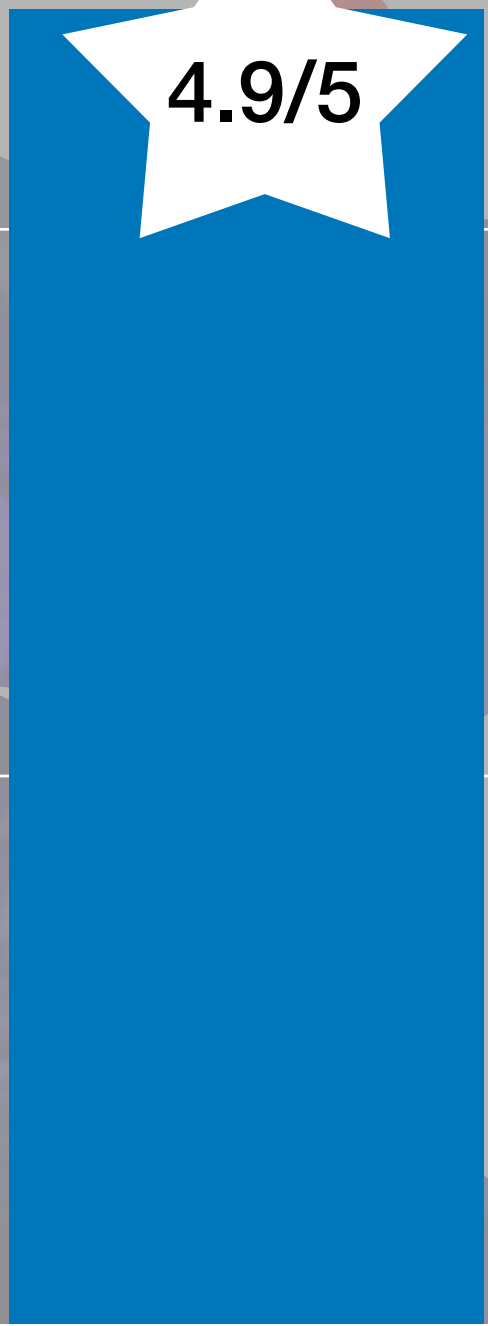
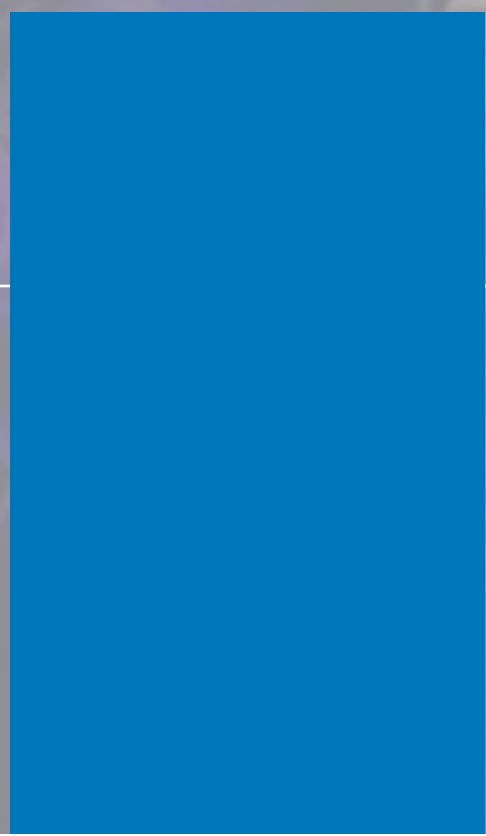
Google

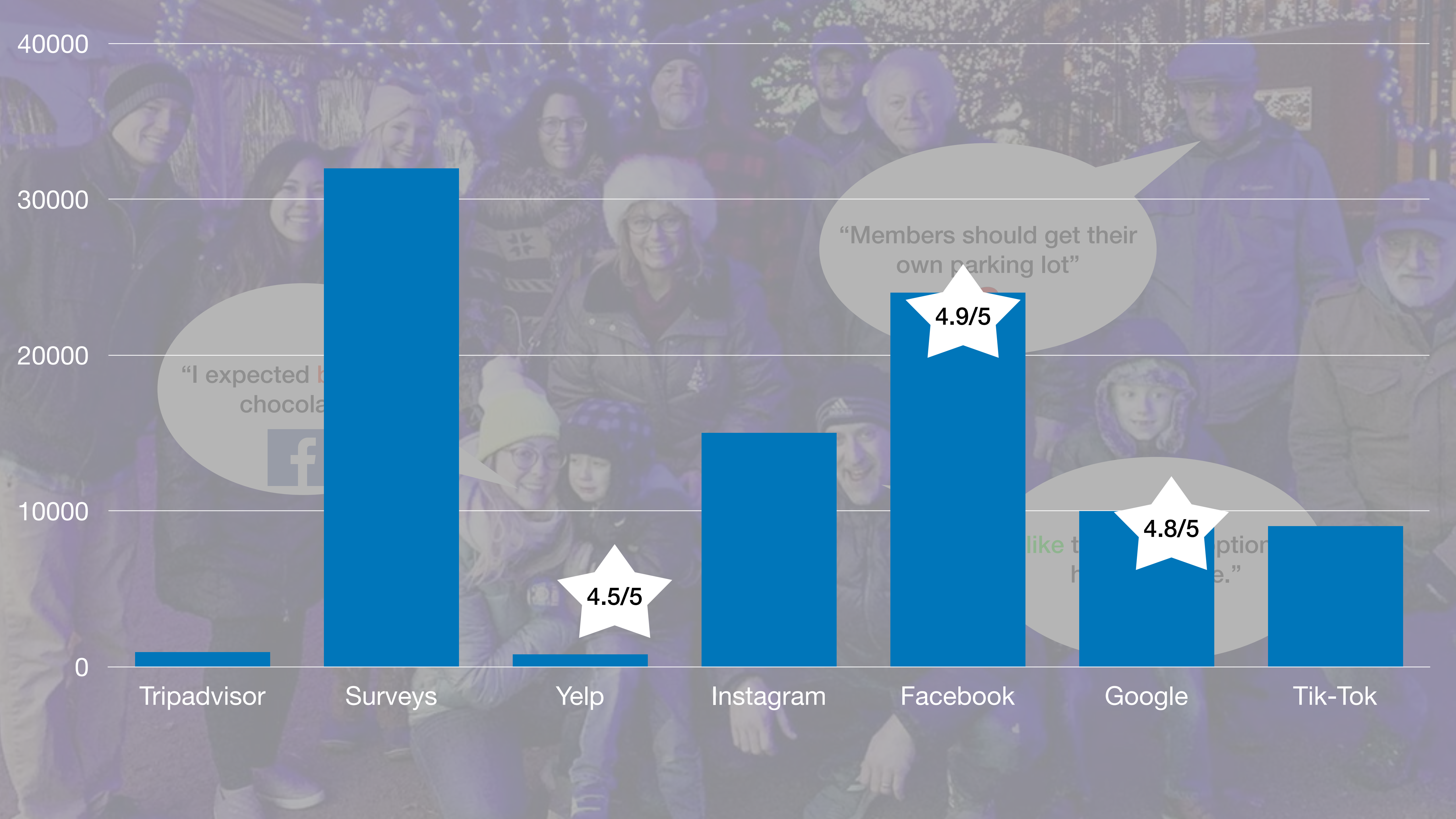
Tik-Tok

“I expected to
chocola
f

“Members should get their
own parking lot”
4.9/5

like to
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option
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4.8/5





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Tripadvisor

Surveys

Yelp

Instagram

Facebook

Google

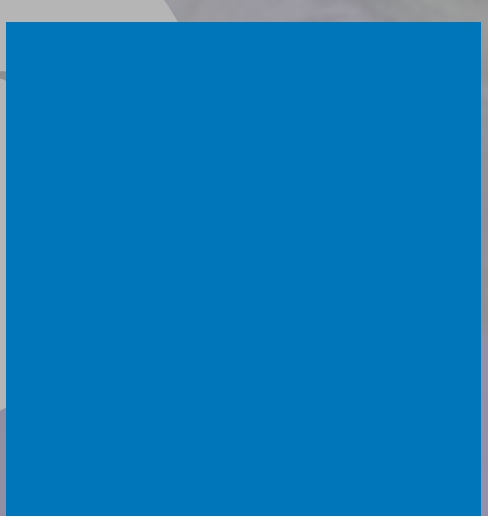
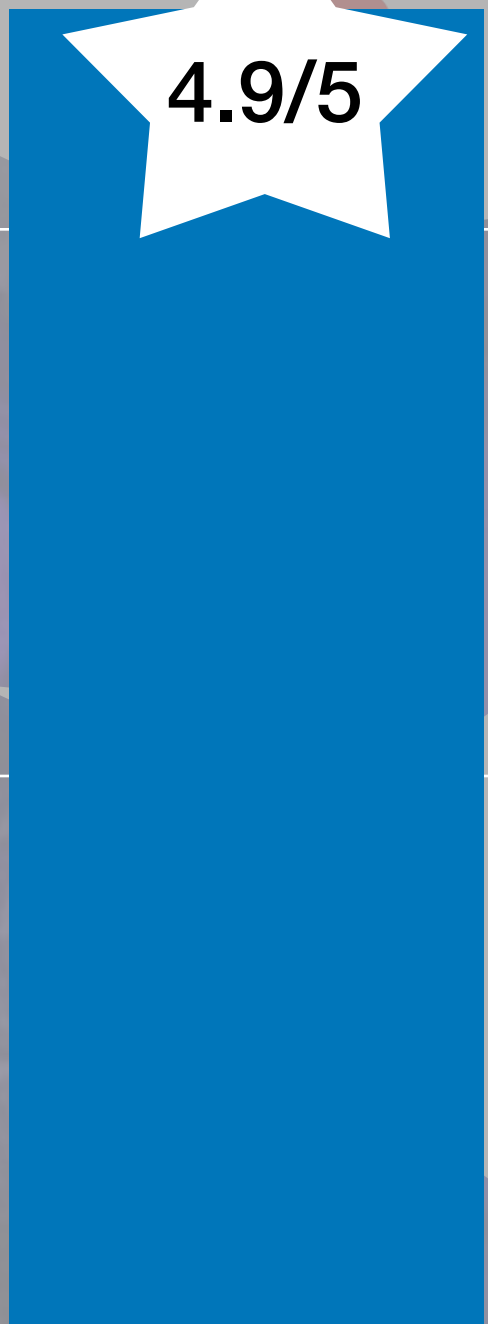
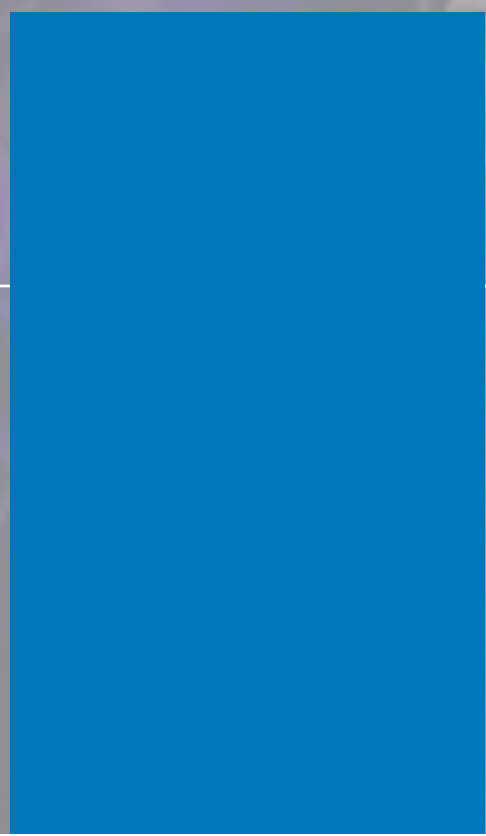
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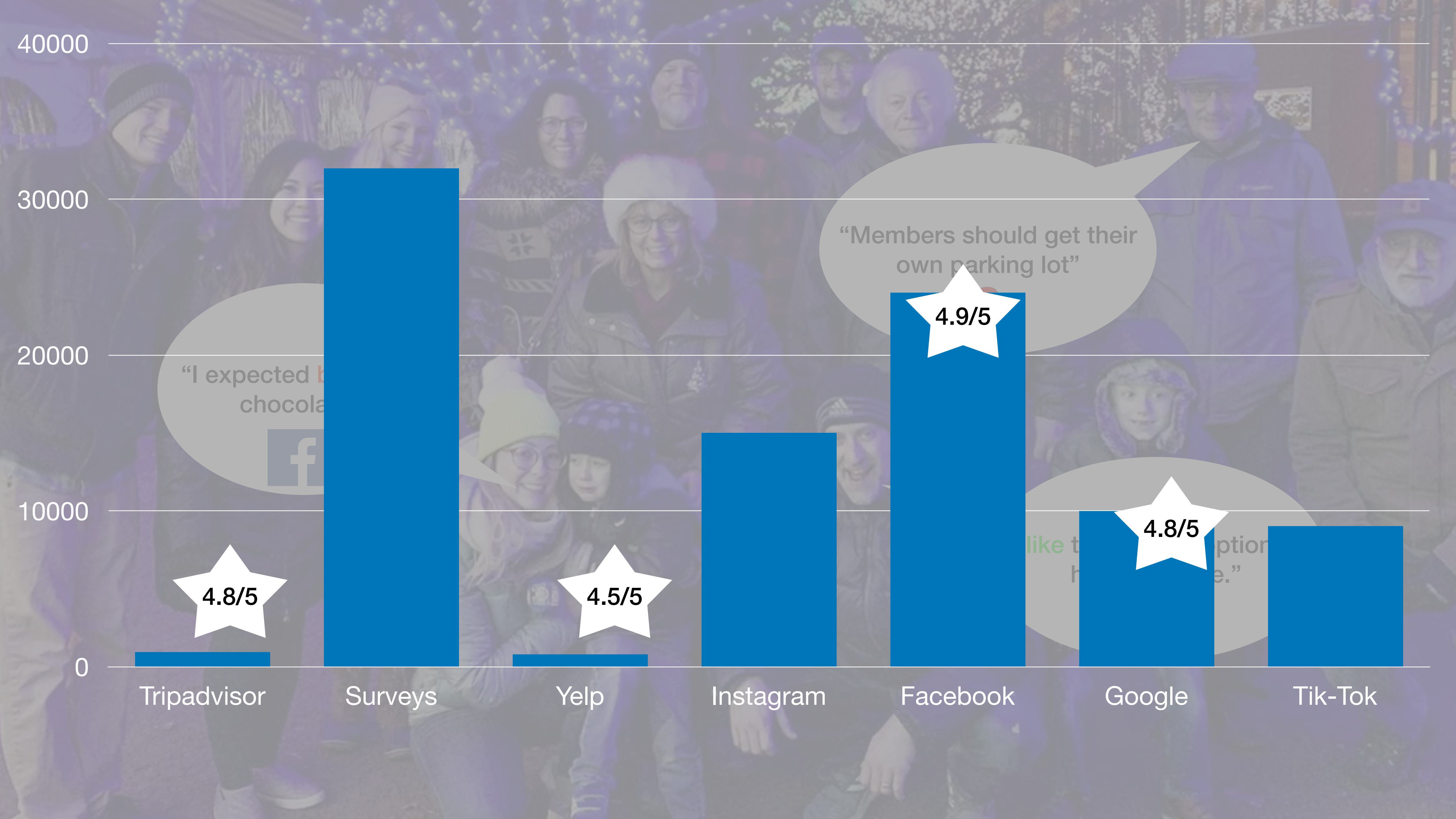
“I expected to
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Tripadvisor

4.8/5

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Yelp

4.5/5

Instagram

Facebook

4.9/5

Google

4.8/5

Tik-Tok

“I expected to
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100,000 Comments

Tripadvisor

Surveys

Yelp

Instagram

Facebook

Google

Tik-Tok

4.8/5

4.5/5

4.8/5

"Members should get their..."

"I expect..."

like to...
h...
option...
e."

TikTok
@megmhess72



Did I actually run
into the troll from
Harry Potter and the
Sorcerer's Stone?

#potterhead #wingardiumleviosa
#mortonarboretum
#birthdayfun

TikTok
@megmhess72



Did I actually run
into the troll from
Harry Potter and the
Sorcerer's Stone?

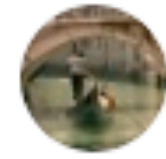
**#potterhead #wingardiumleviosa
#mortonarboretum
#birthdayfun**



CAUTION
CROSS
TRAFFIC



WAITING TO GET INTO THE ARBORETUM 1953



Sandy R wrote a review Dec 2017

📍 Sycamore, Illinois • 18 contributions • 3 helpful votes



Christmas Lights

First time there to see the Illumination show... It was a very cold night but we were bundled up! It was a lovely evening.... the light show along the mile long walk in the woods was magnificent! The staff at the Arboretum does a great job with traffic flow, **parking** and ensuring a quick entrance into the place...

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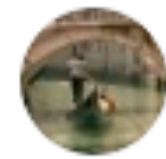
Trip type: Travelled with family

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1. WHO'S TALKING?



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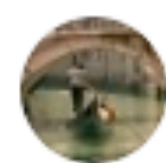
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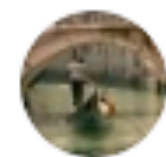
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1. WHO'S TALKING?



Sandy R from Sycamore, Illinois Dec. 2017



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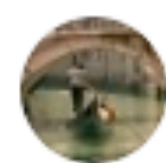
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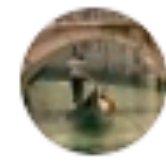
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2. WHAT ARE THEY TALKING ABOUT?



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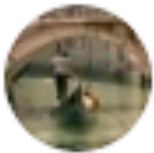
WAITING TO GET INTO THE ARBORETUM 1953

1. WHO'S TALKING?



2. WHAT ARE THEY TALKING ABOUT?



 **Sandy R** wrote a review
📍 Sycamore, Illinois • 18 d

Light show

★★★★★

Christmas Lights



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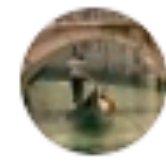
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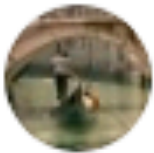
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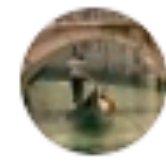
Cold Night

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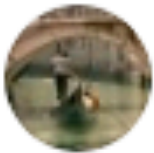
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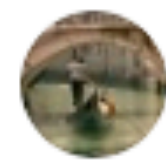
Staff

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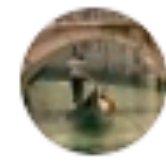
Parking

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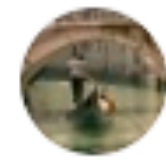
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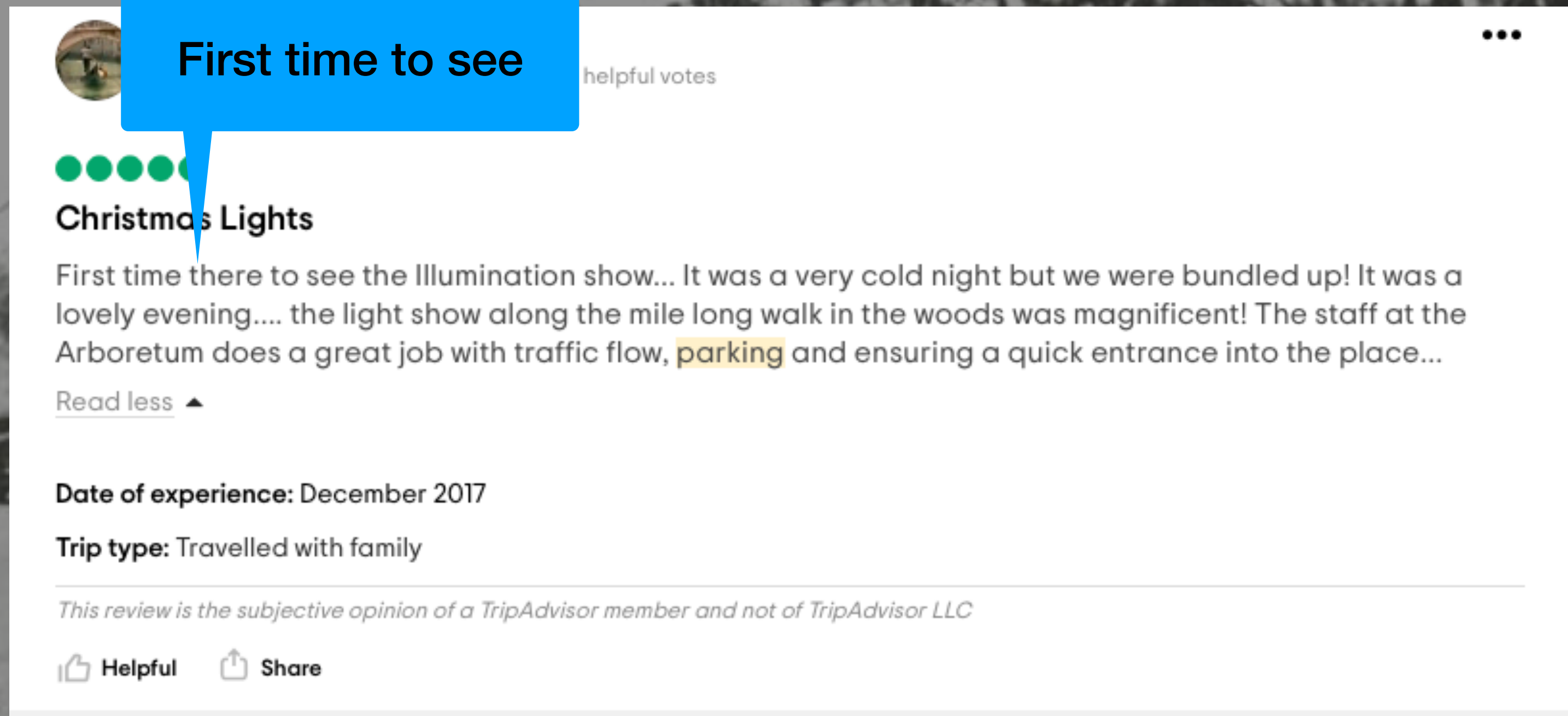
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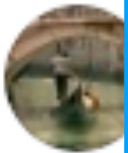
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First time to see

 helpful votes

Christmas Lights



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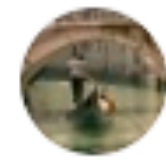
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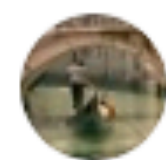
Bundling against the cold ...

WAITING TO GET INTO THE ARBORETUM 1953

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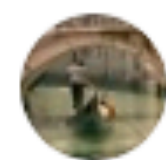
Good traffic flow

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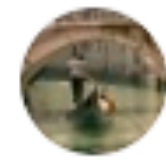
Efficient staff

WAITING TO GET INTO THE ARBORETUM 1953

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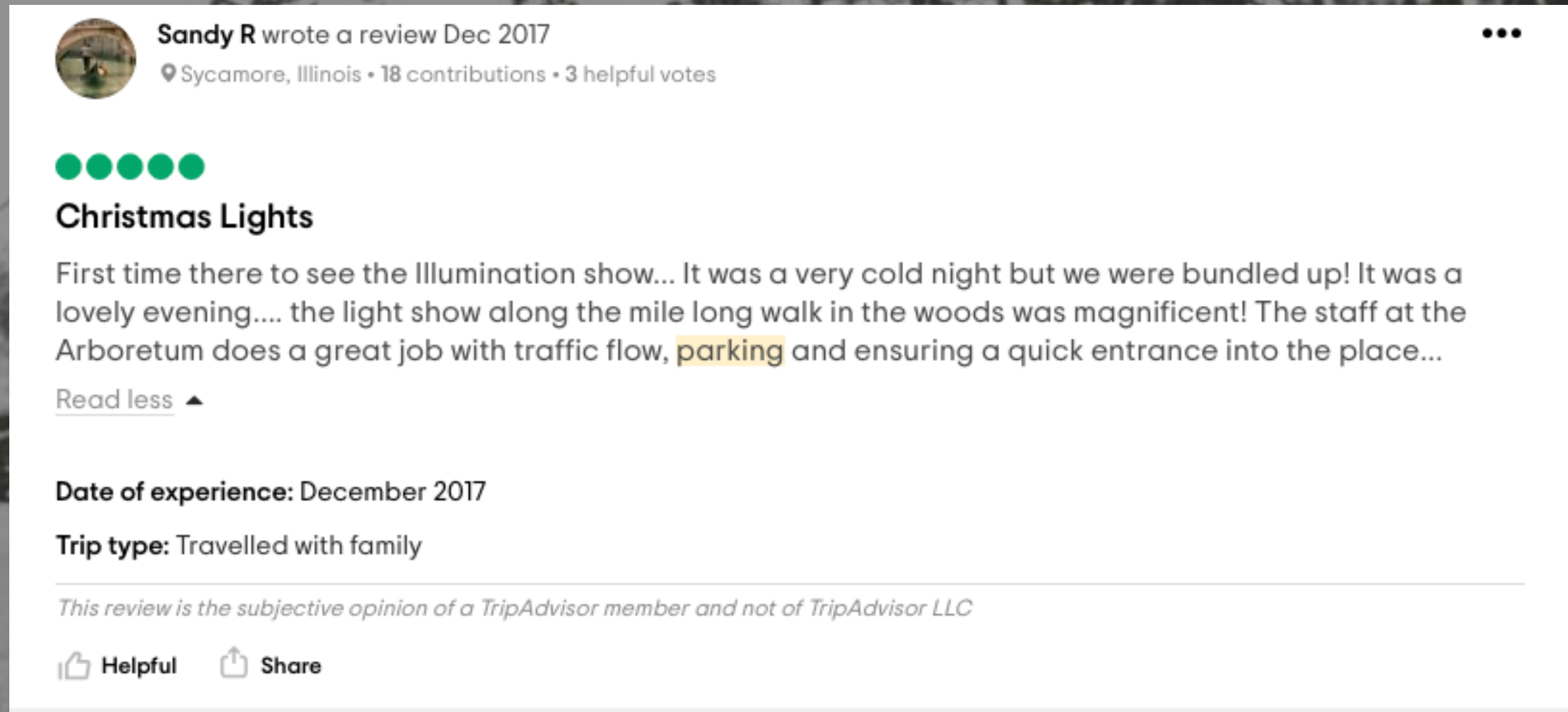
WAITING TO GET INTO THE ARBORETUM 1953


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4. HOW DO THEY FEEL ABOUT THOSE TOPICS?



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“Very Cold”

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📍 Sycamore, Illinois • 18 contributions • 3 helpful votes

★★★★★

Christmas Lights

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Date of experience: December 2017

Trip type: Travelled with family

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC

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“Very Cold”

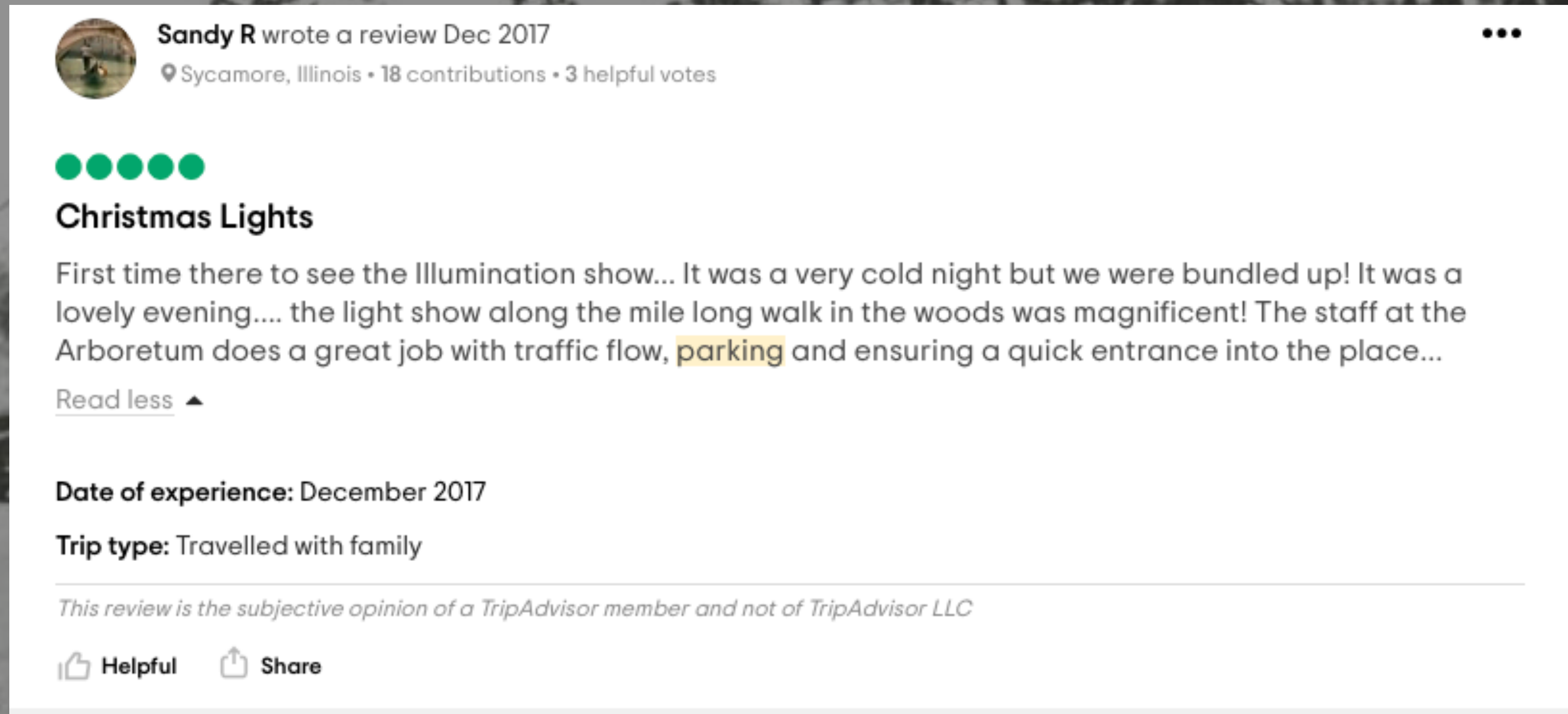
WAITING TO GET INTO THE ARBORETUM 1953


1. WHO'S TALKING? 

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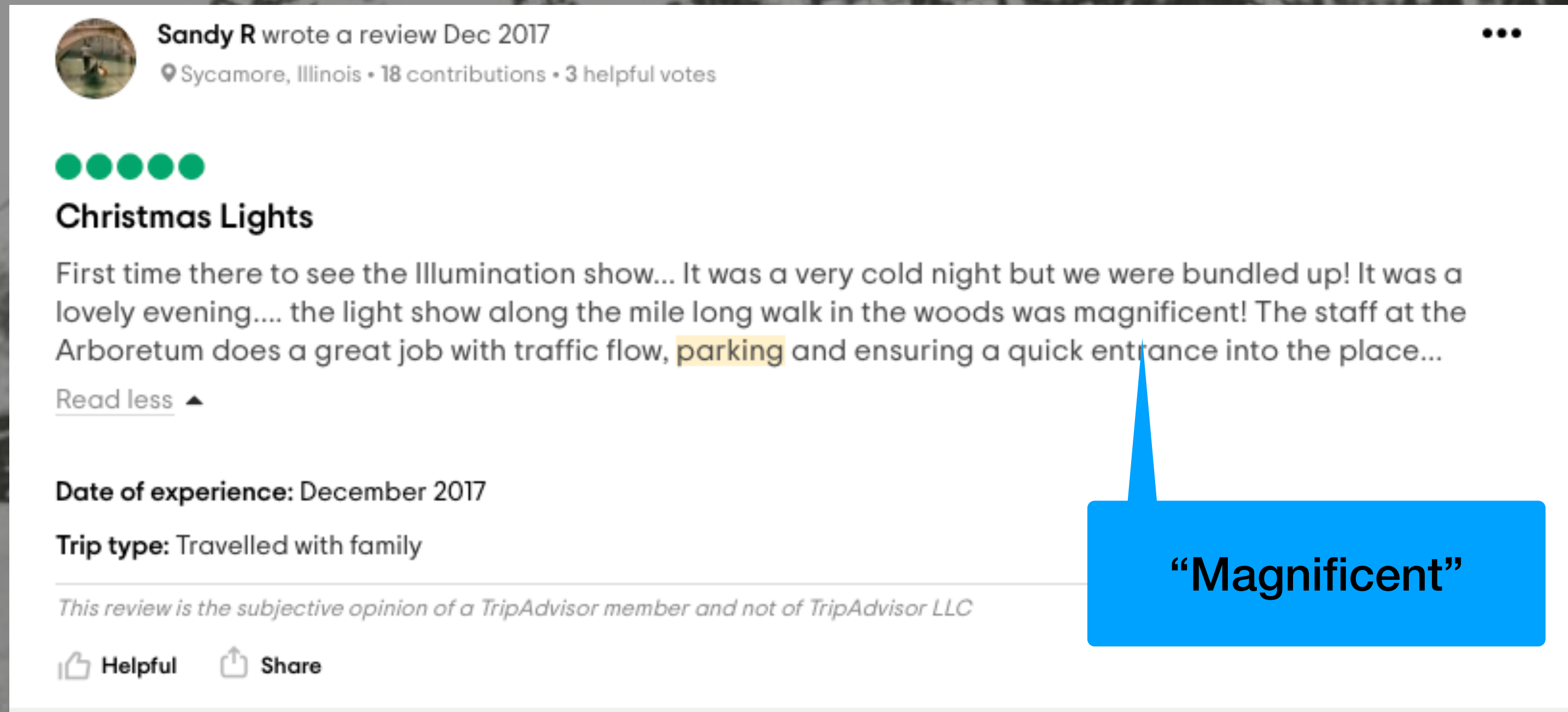
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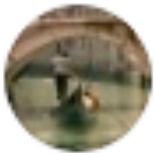
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“Magnificent”

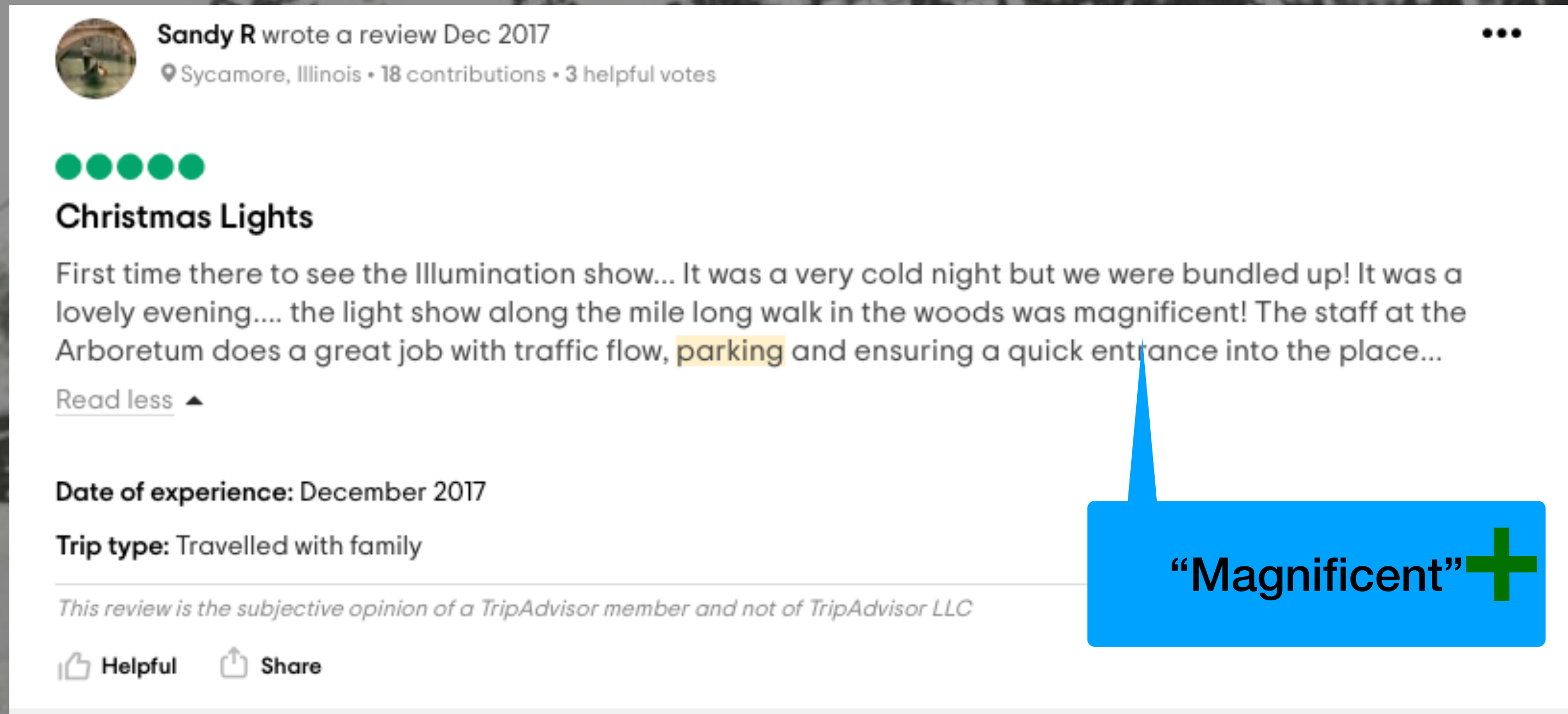
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“Magnificent”+

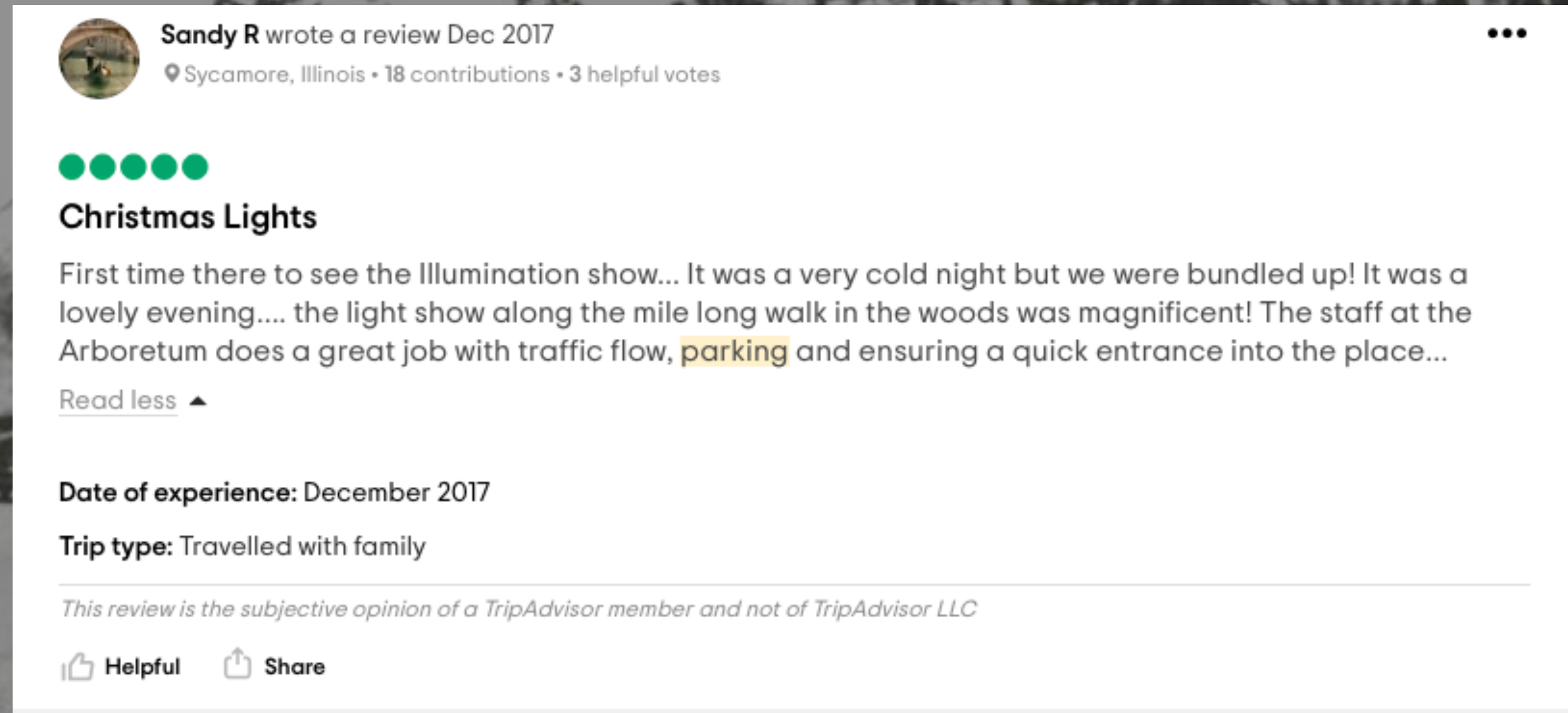
WAITING TO GET INTO THE ARBORETUM 1953

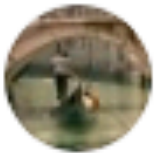
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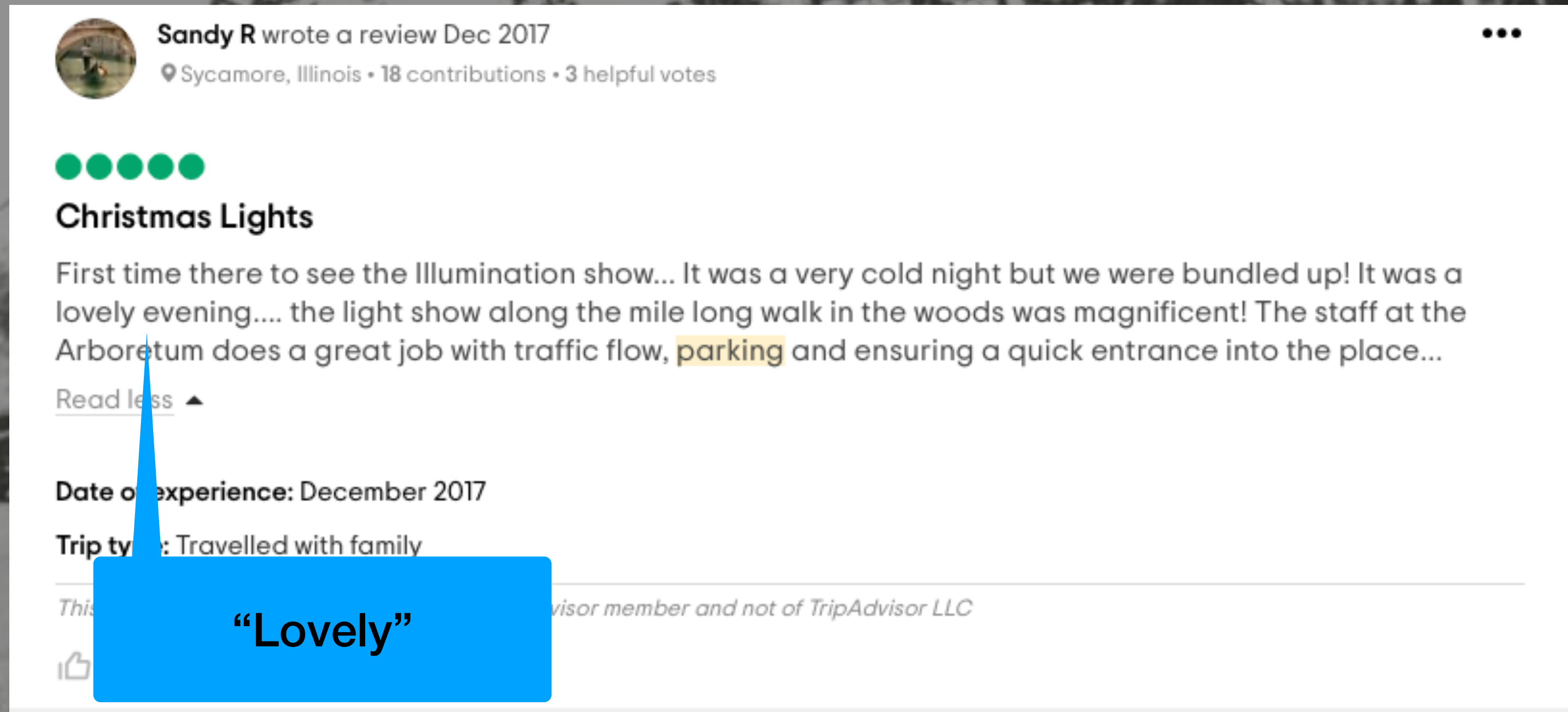
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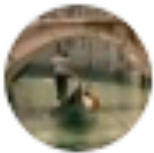
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Date of experience: December 2017

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👍 **“Lovely”**

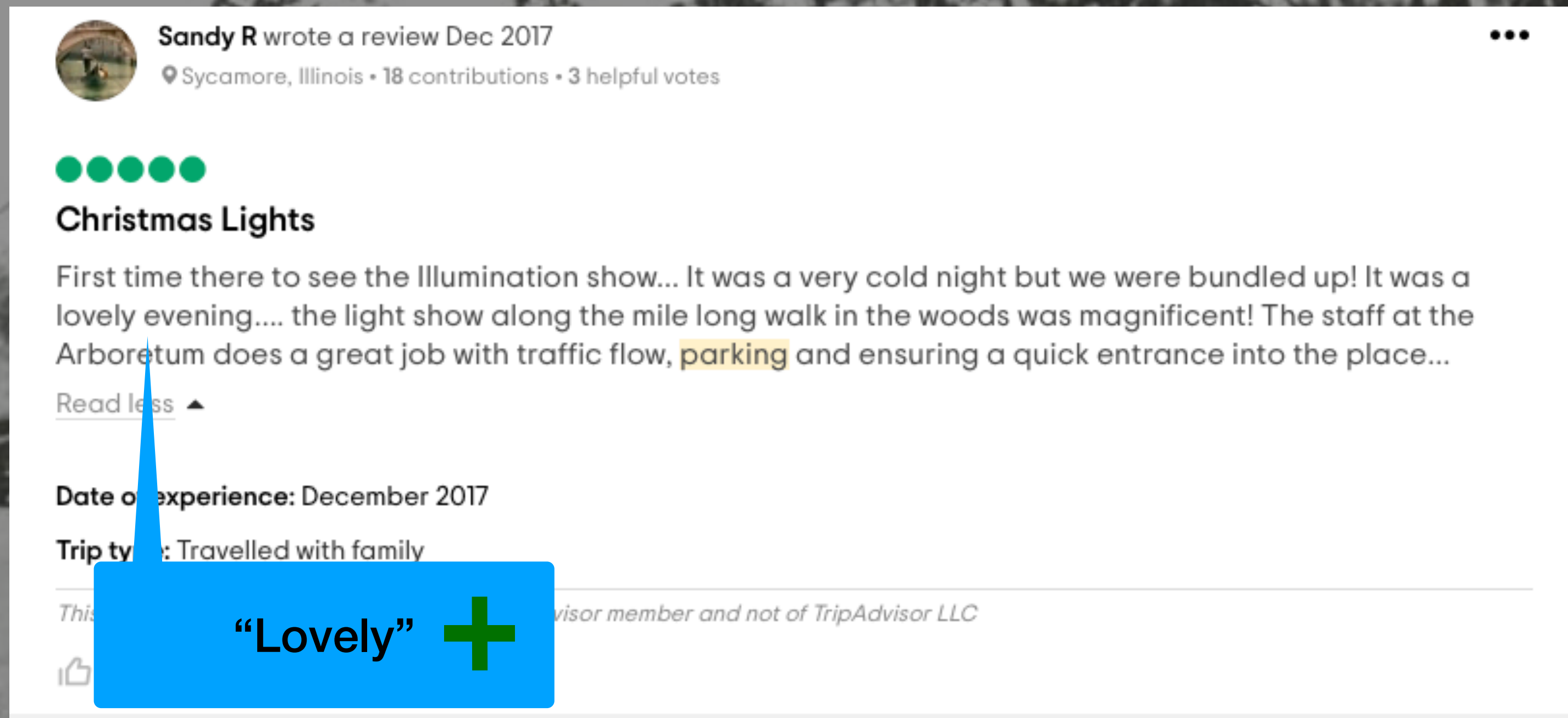
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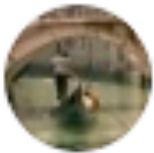
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“Lovely” +

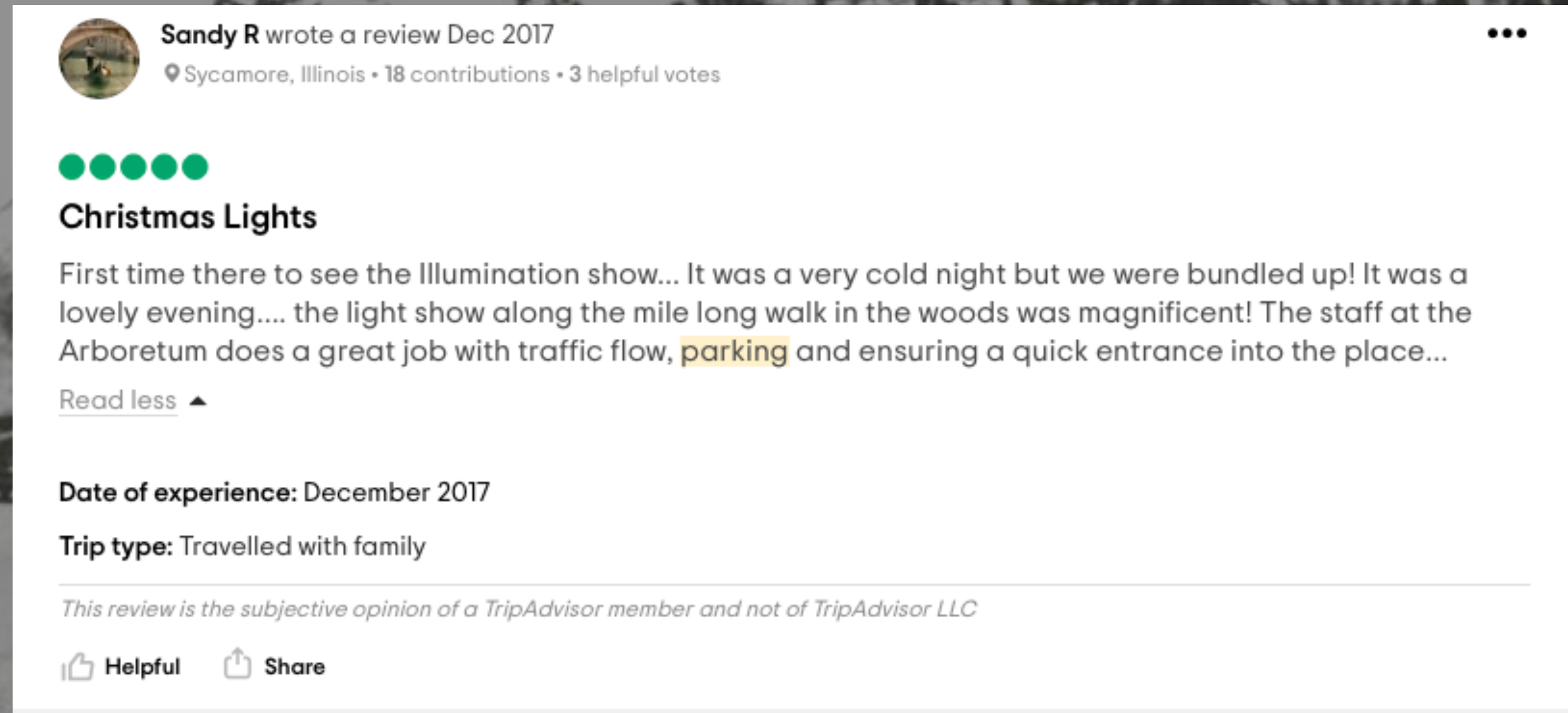
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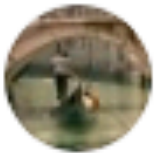
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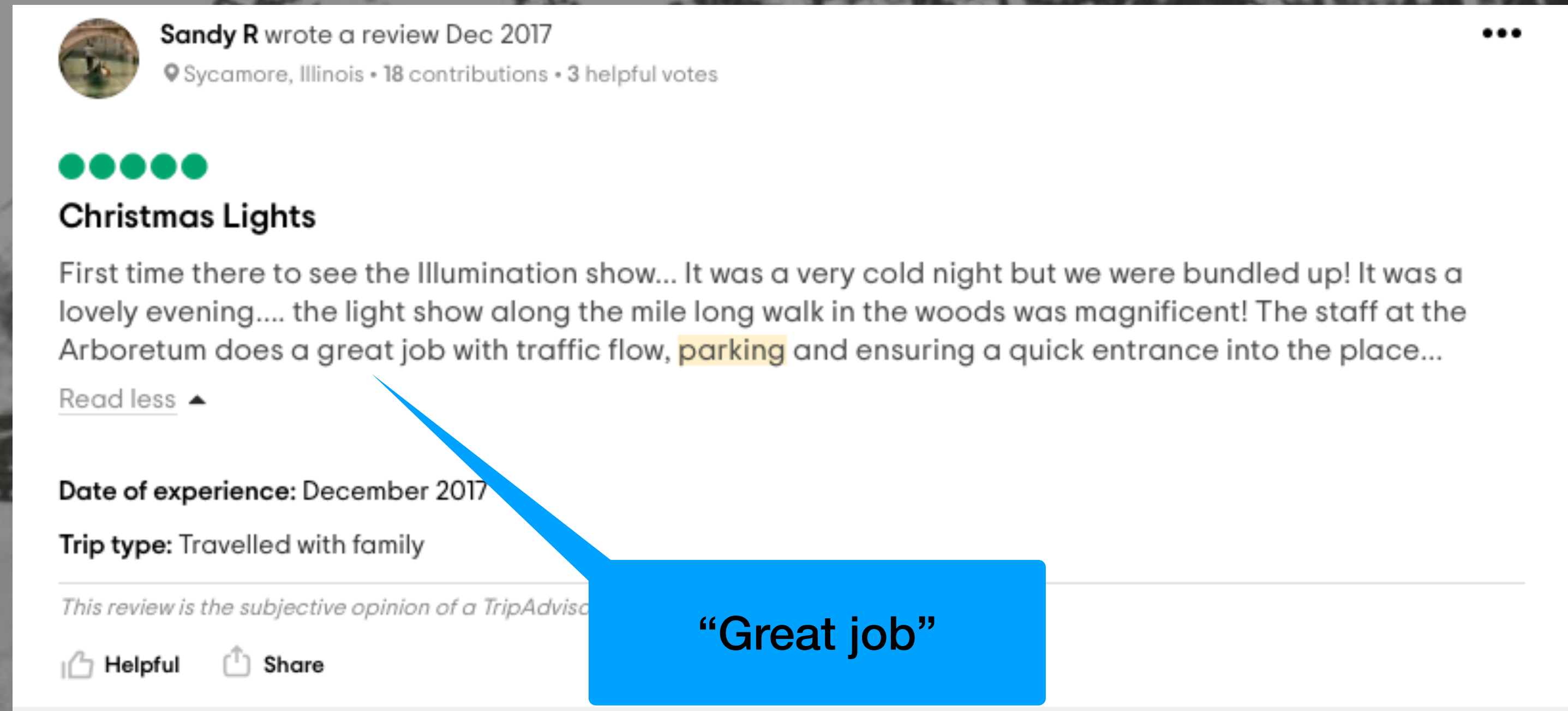
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 Helpful  Share

“Great job”

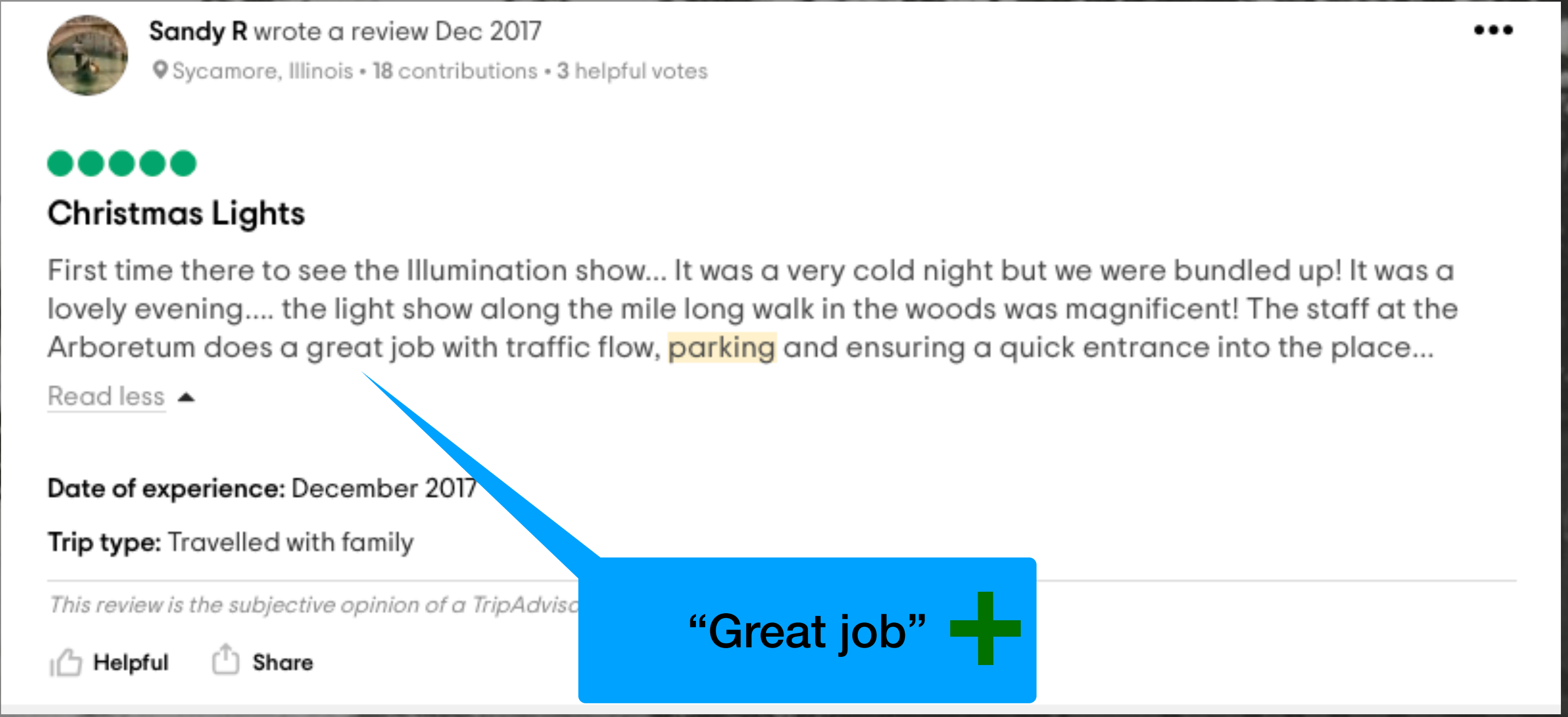
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“Great job” 

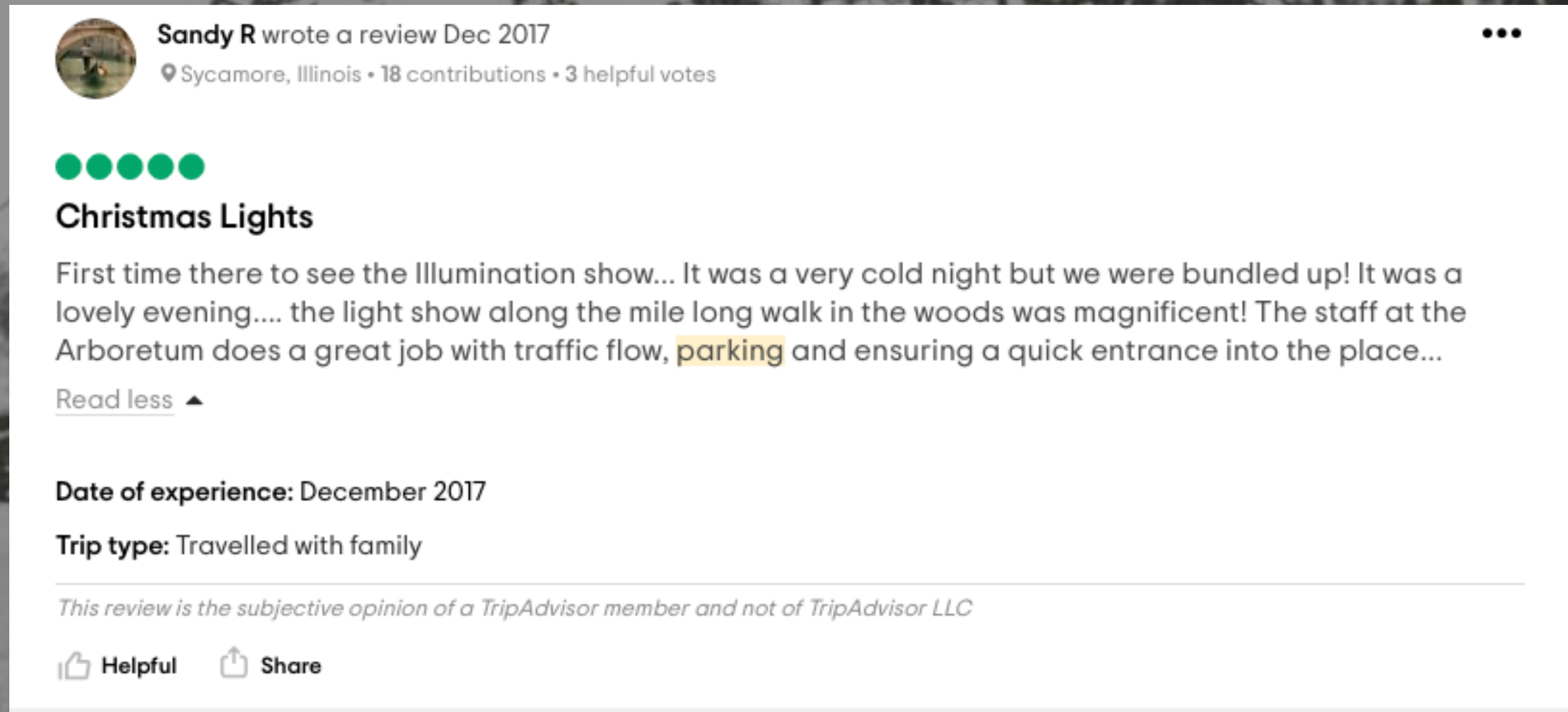
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100,000 Comments



WAITING TO GET INTO THE ARBORETUM 1953

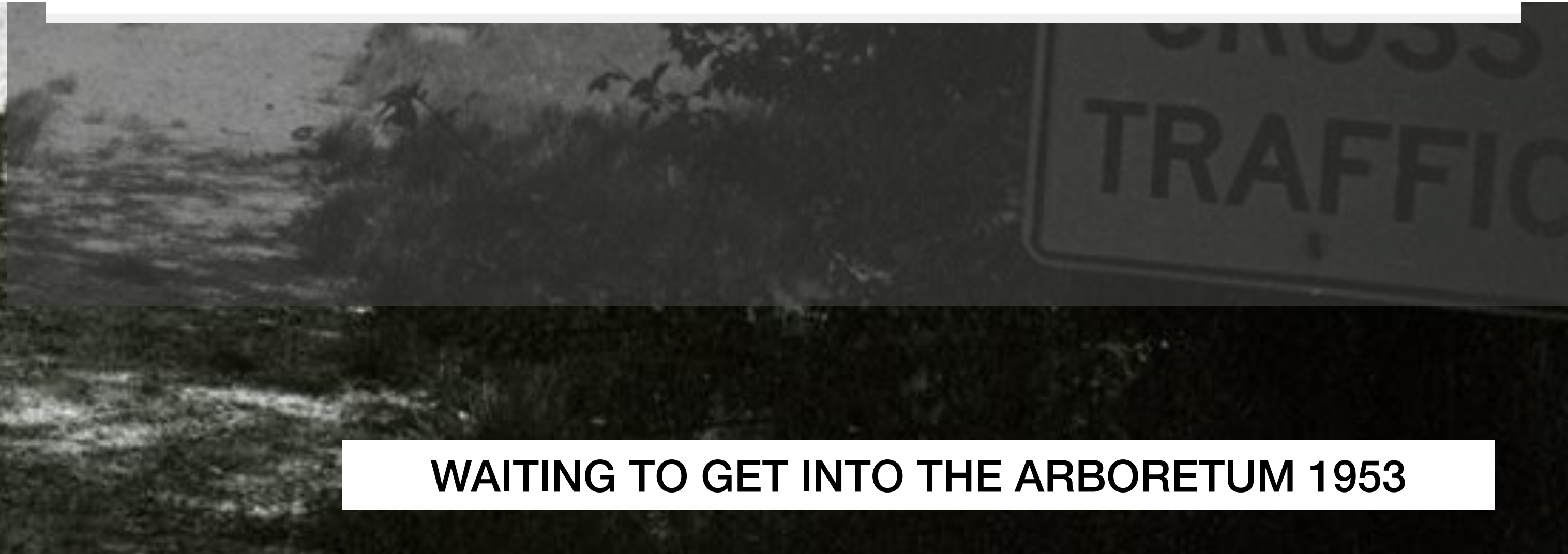
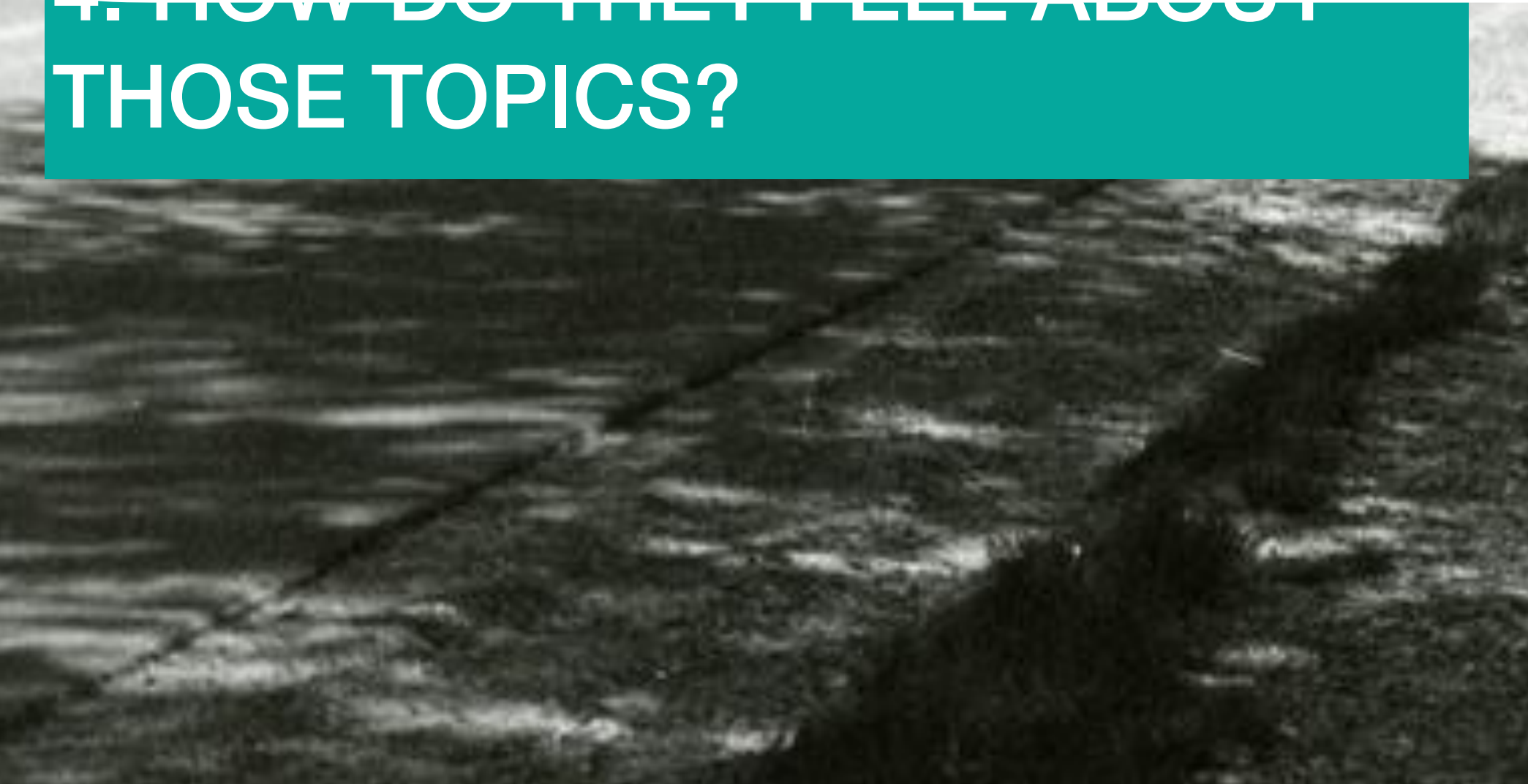
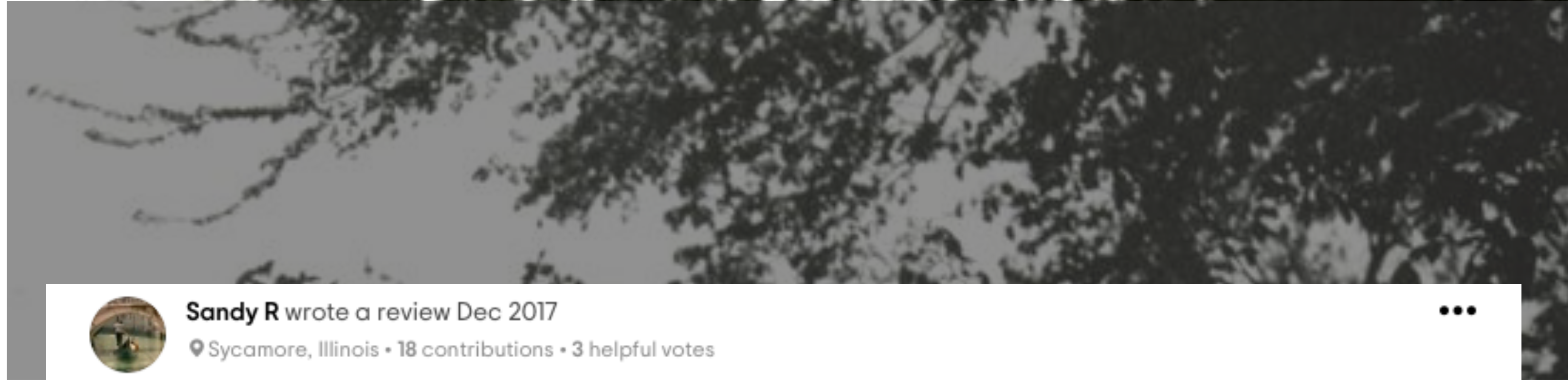
1. WHO'S TALKING?



2. WHAT ARE THEY TALKING

100,000 Comments

4. HOW DO THEY FEEL ABOUT
THOSE TOPICS?



WAITING TO GET INTO THE ARBORETUM 1953

Why do this?

Why do this?

PREDICT MEMBER NEEDS

The Morton
Arboretum

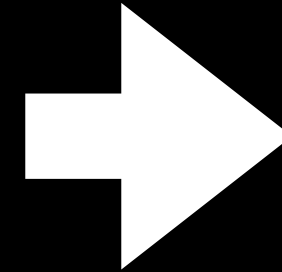
THE
CHAMPION
of TREES

Why do this?

Forecasting trends based on opinions

Why do this?

Forecasting trends based on opinions



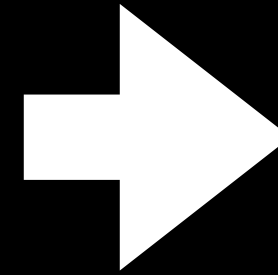
Product and service planning to meet member needs

Why do this?

Forecast demand by integrating customer feedback
with business data

Why do this?

Forecast demand by integrating customer feedback with business data



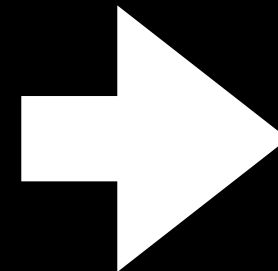
More accurate event planning

Why do this?

Risks

Why do this?

Risks



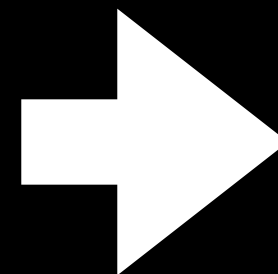
Prevent social media flaming

Why do this?

Real-time analysis of feedback from social media

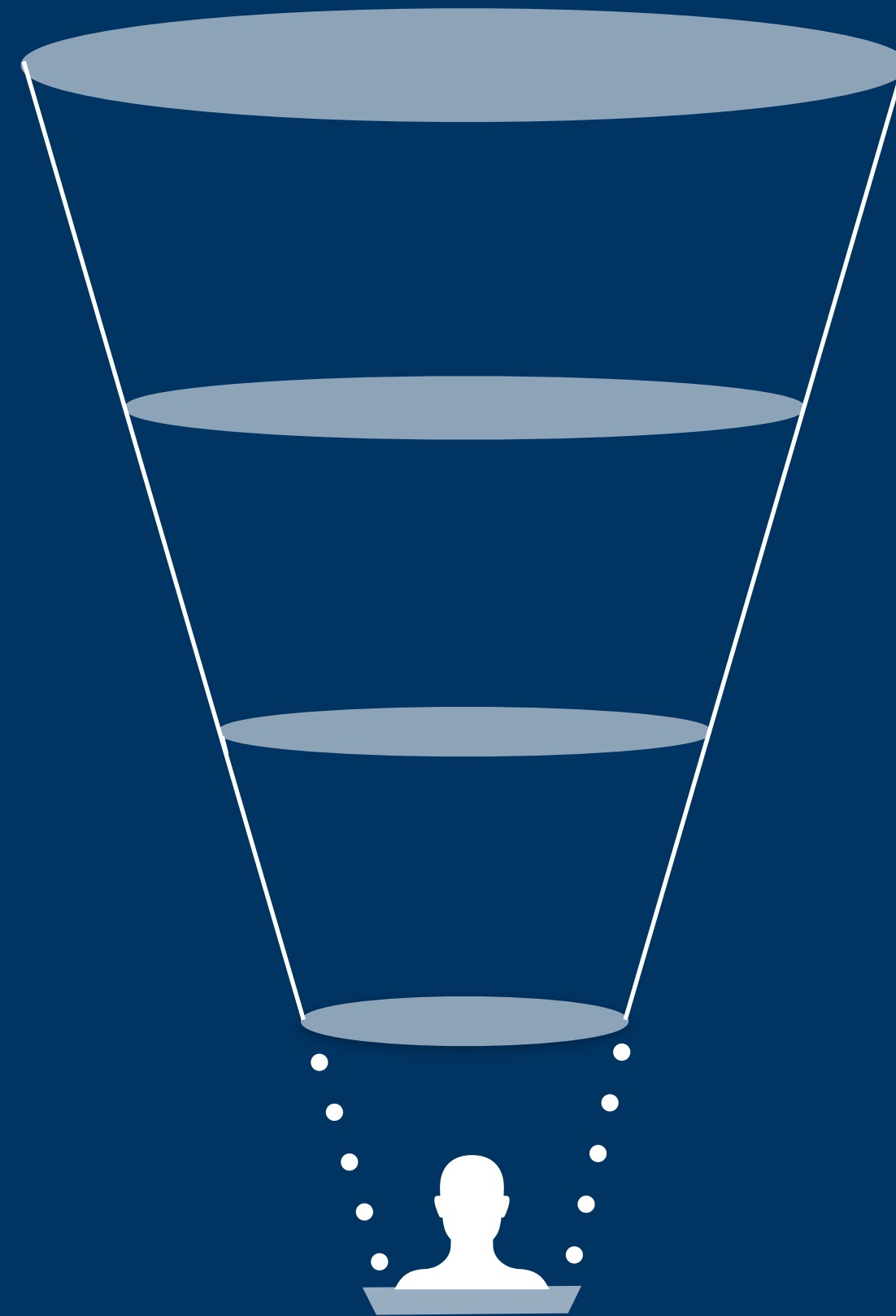
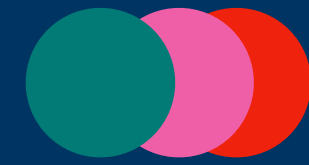
Why do this?

Real-time analysis of feedback from social media



More effective promotions

MEMBERSHIP FUNNEL



ACQUISITION

RETENTION

UPGRADE

CULTIVATE

MEMBERSHIP FUNNEL

The
Morton
Arboretum



THE
CHAMPION
of TREES

RETENTION

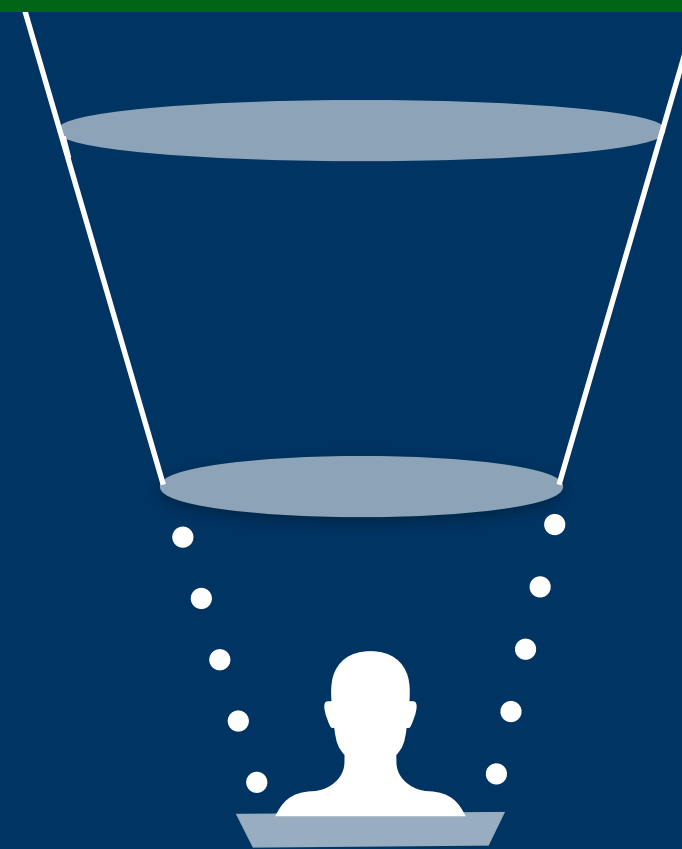
MEMBERSHIP FUNNEL

RETENTION

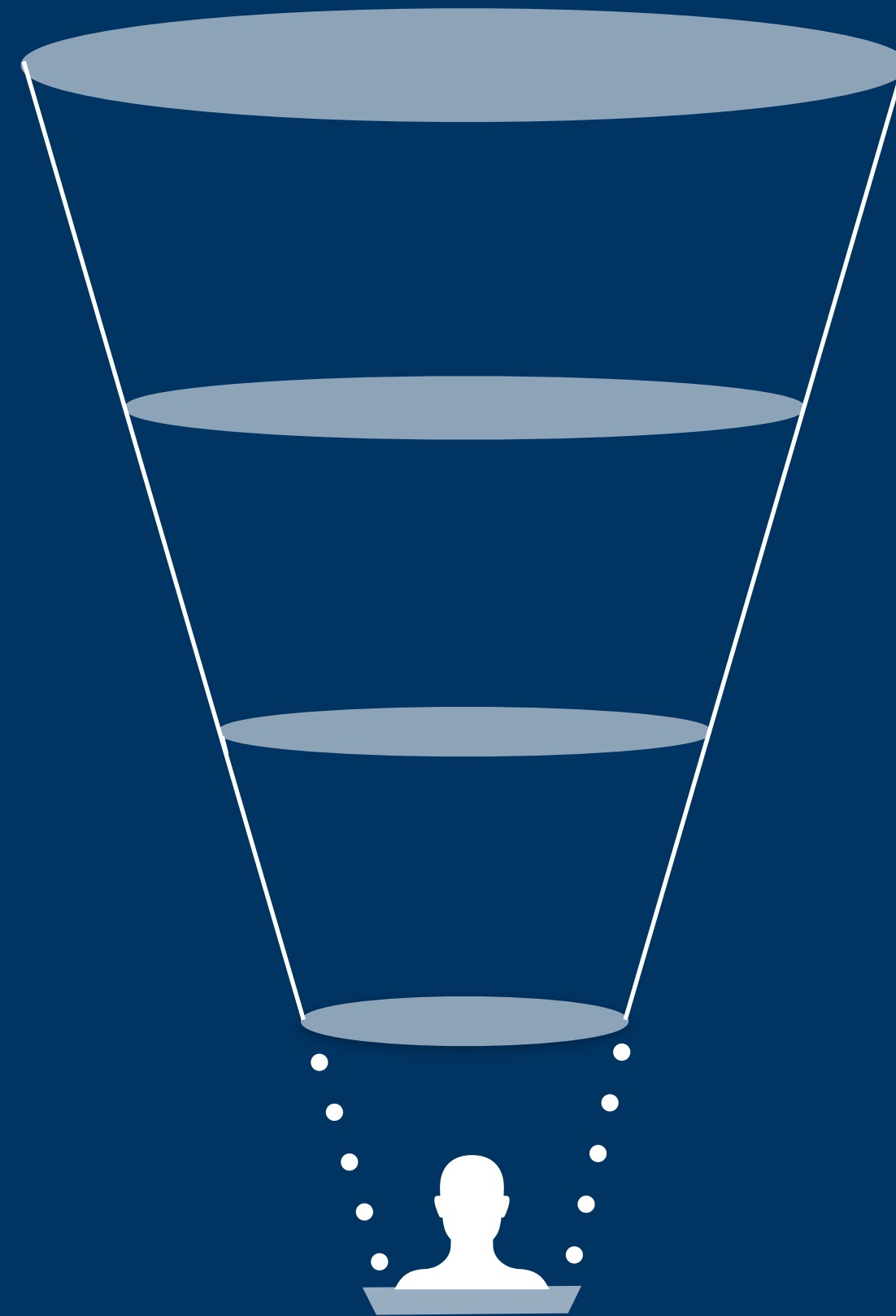
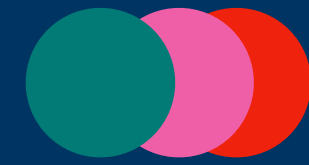
ACQUISITION

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CULTIVATE



RETENTION-IP FUNNEL



ACQUISITION

UPGRADE

CULTIVATE

RETENTION



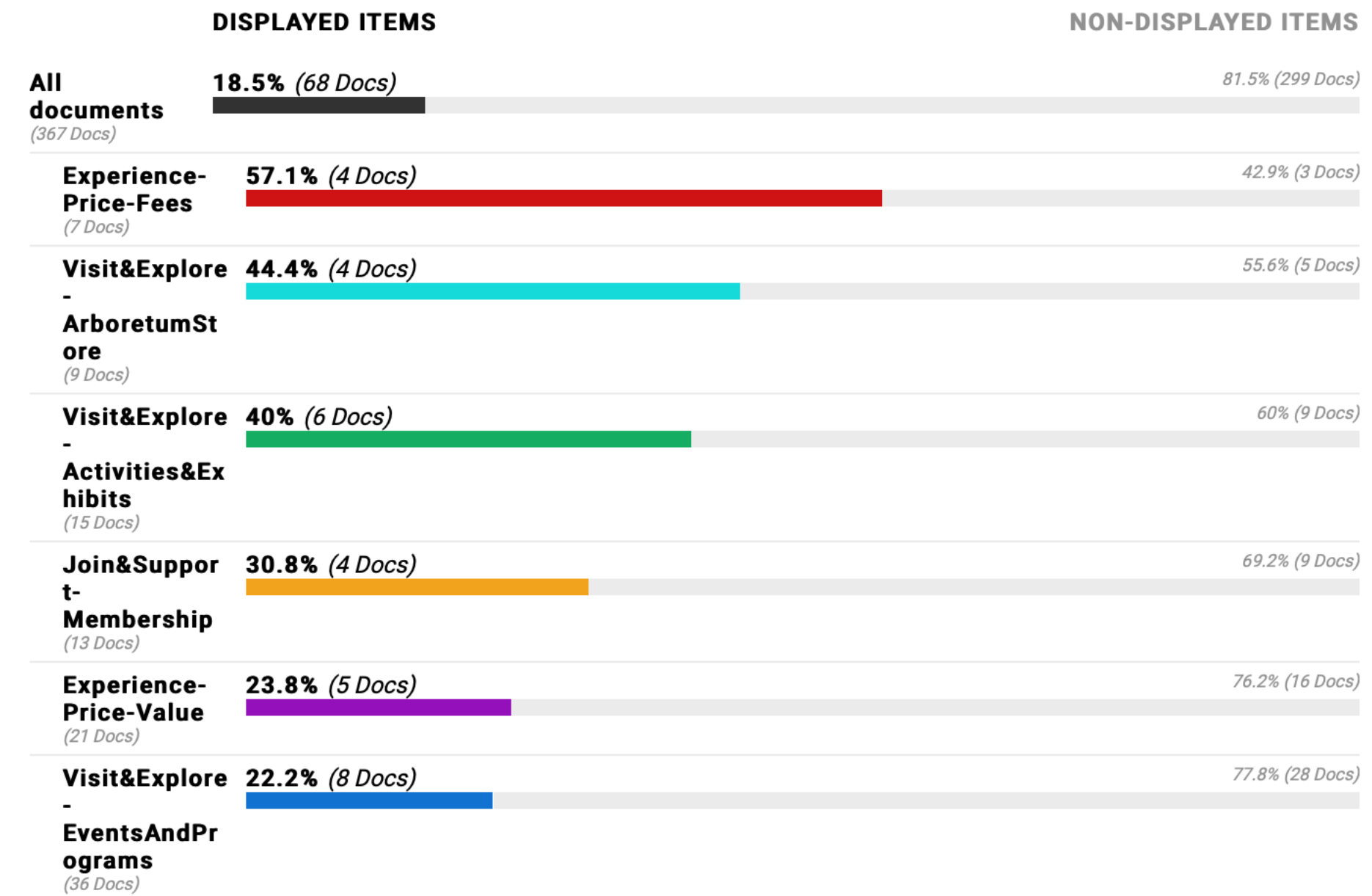
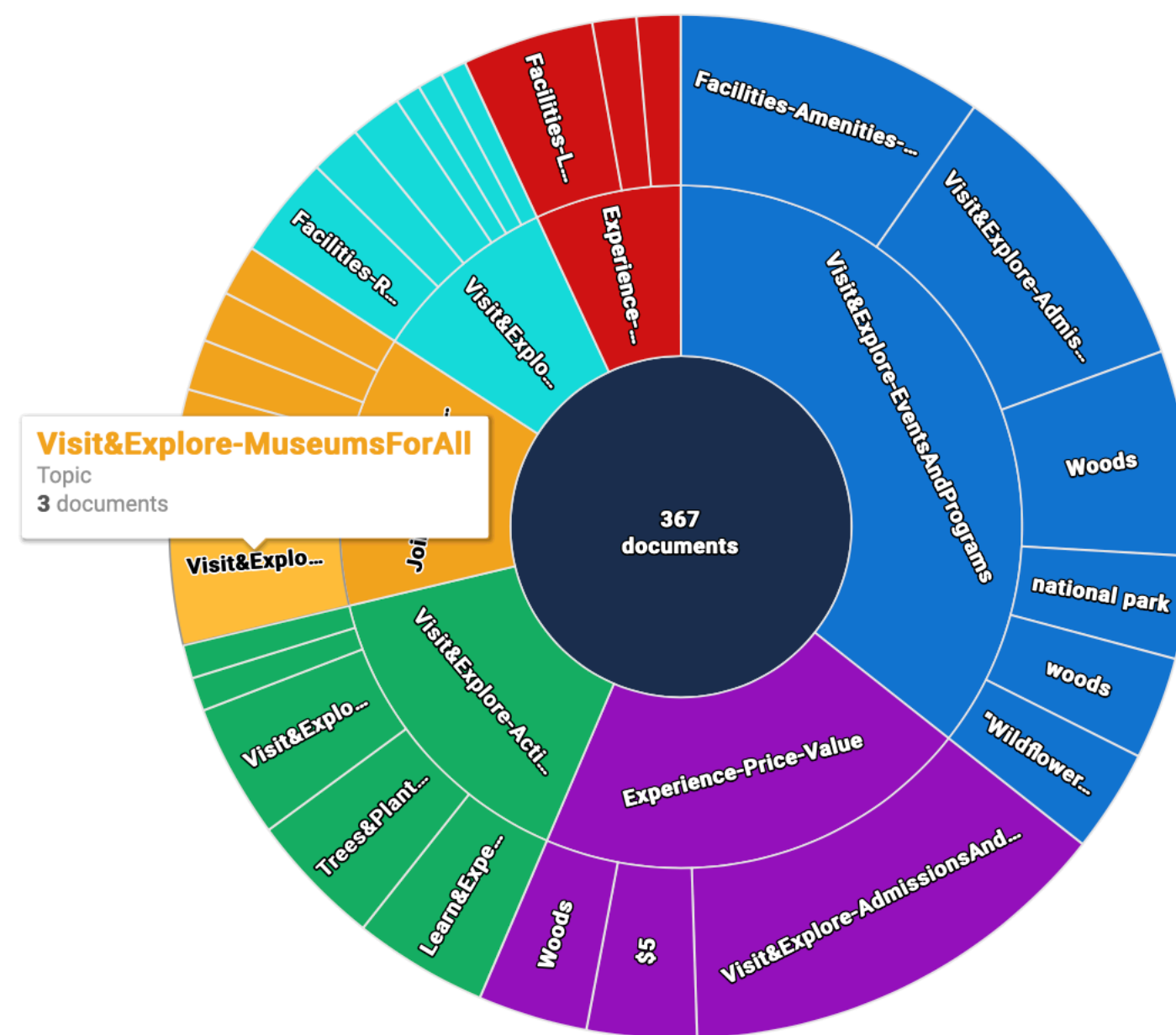
RETENTION

Morton 1 Topics



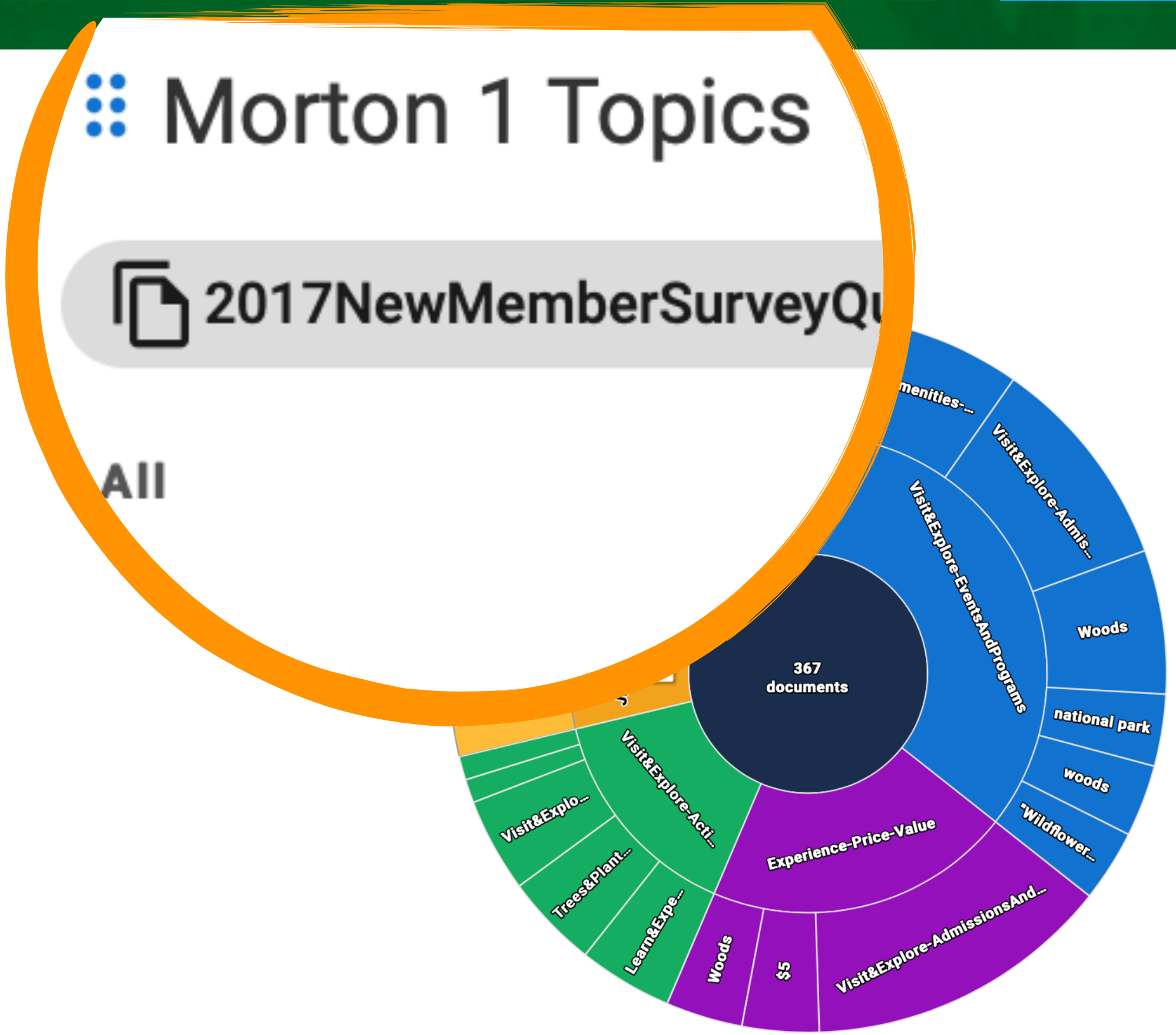
2017NewMemberSurveyQuestion1 | 5.0k docs

All



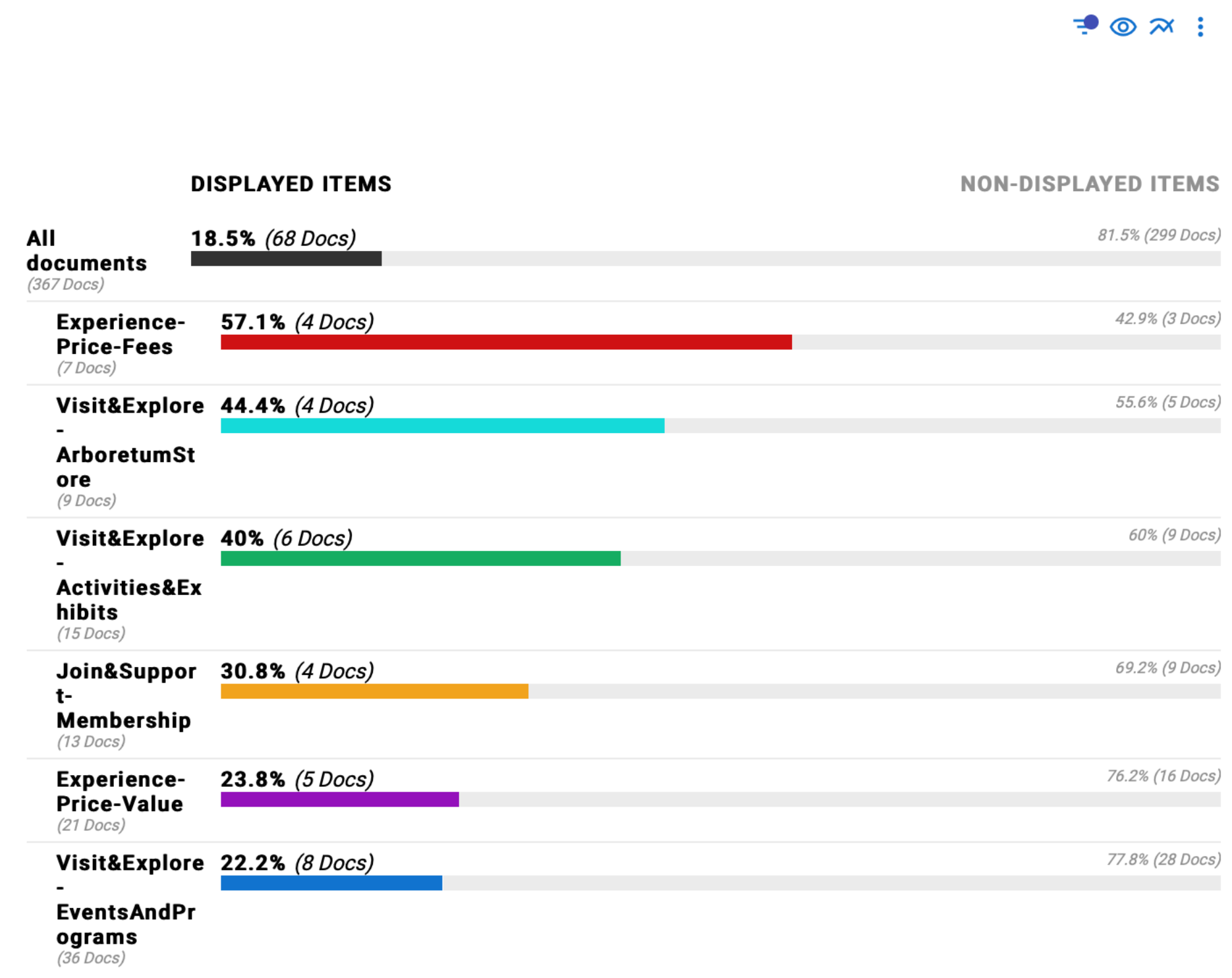
RETENTION

Morton 1



Morton 1 Topics

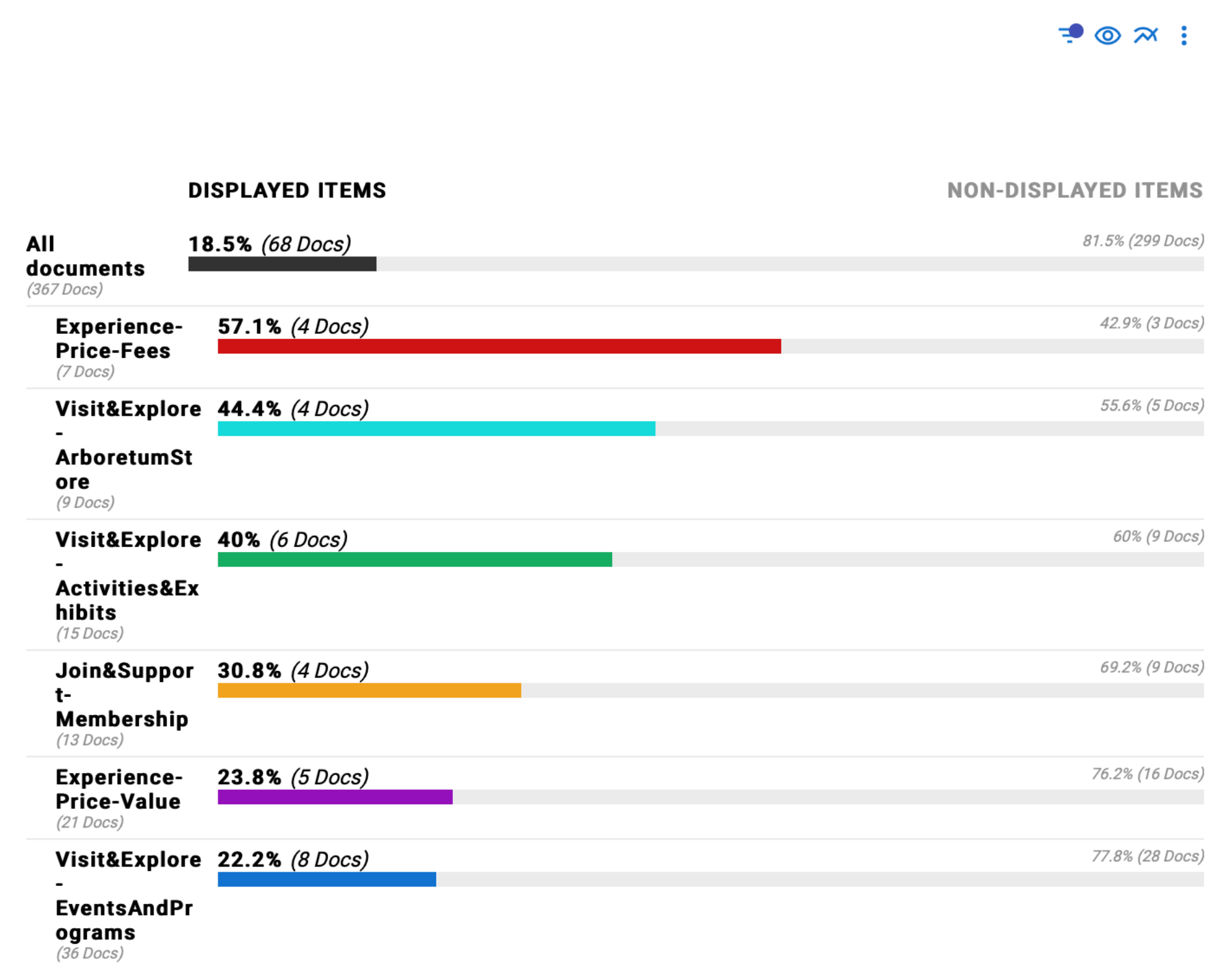
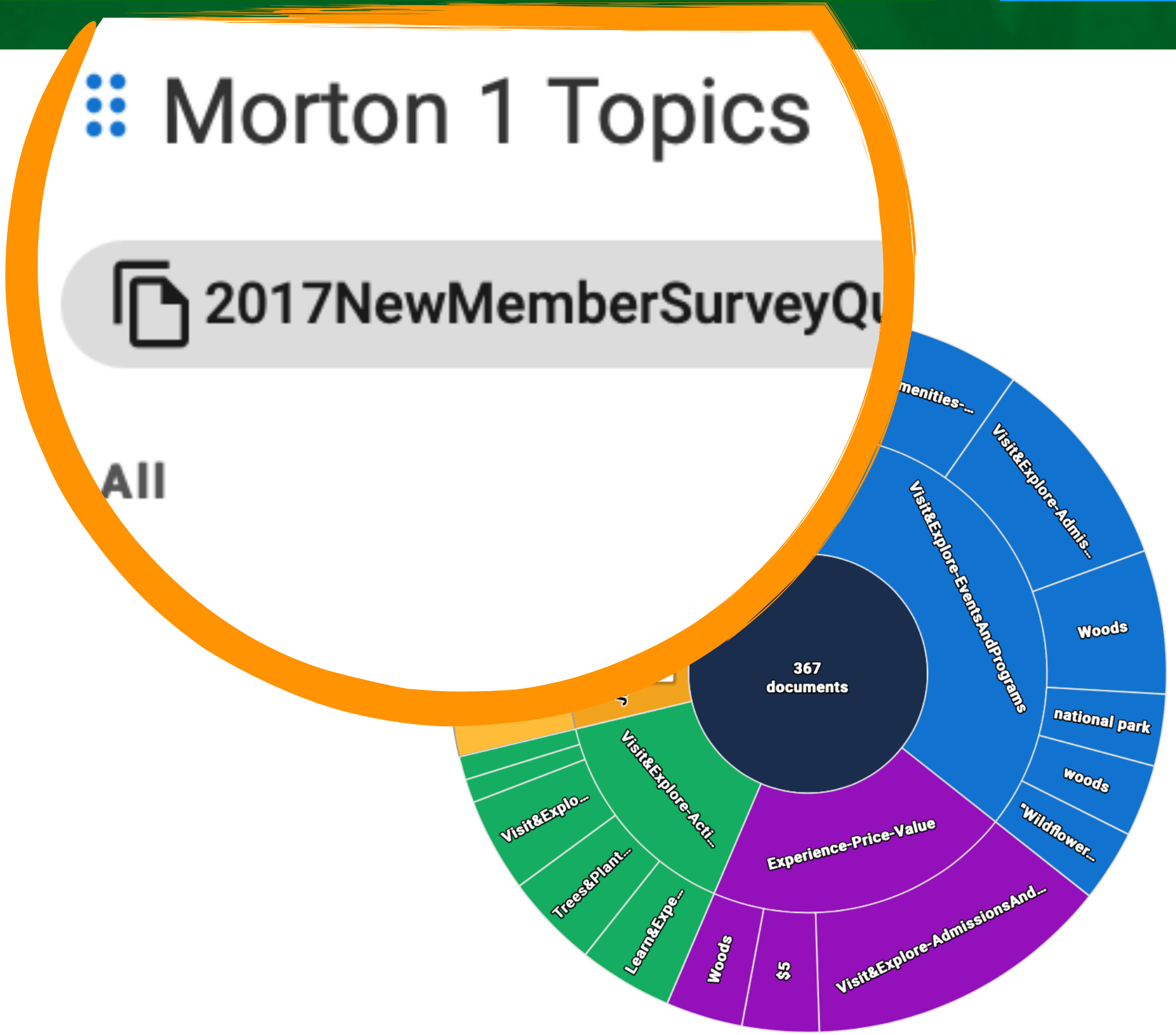
2017NewMemberSurveyQu...



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Topics

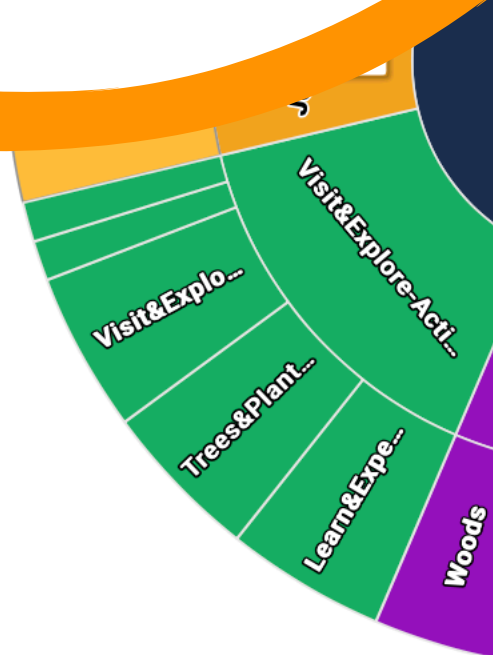


RETENTION

Morton 1 Topic

2017NewMemberSur

All



All documents
(367 Docs)

18.5% (68 Docs)

Experience-Price-Fees
(7 Docs)

57.1% (4 Docs)

Visit&Explore
-

44.4% (4 Docs)

ArboretumStore
(9 Docs)

Visit&Explore
-

40% (6 Docs)

Activities&Exhibits
(15 Docs)



NON-DISPLAYED ITEMS

81.5% (299 Docs)

42.9% (3 Docs)

55.6% (5 Docs)

60% (9 Docs)

69.2% (9 Docs)

76.2% (16 Docs)

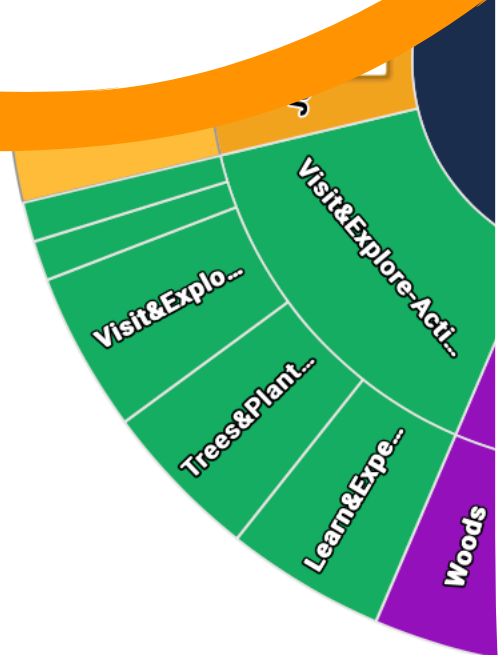
77.8% (28 Docs)

RETENTION

Morton 1 Topic

2017NewMemberSur

All



All documents
(367 Docs)

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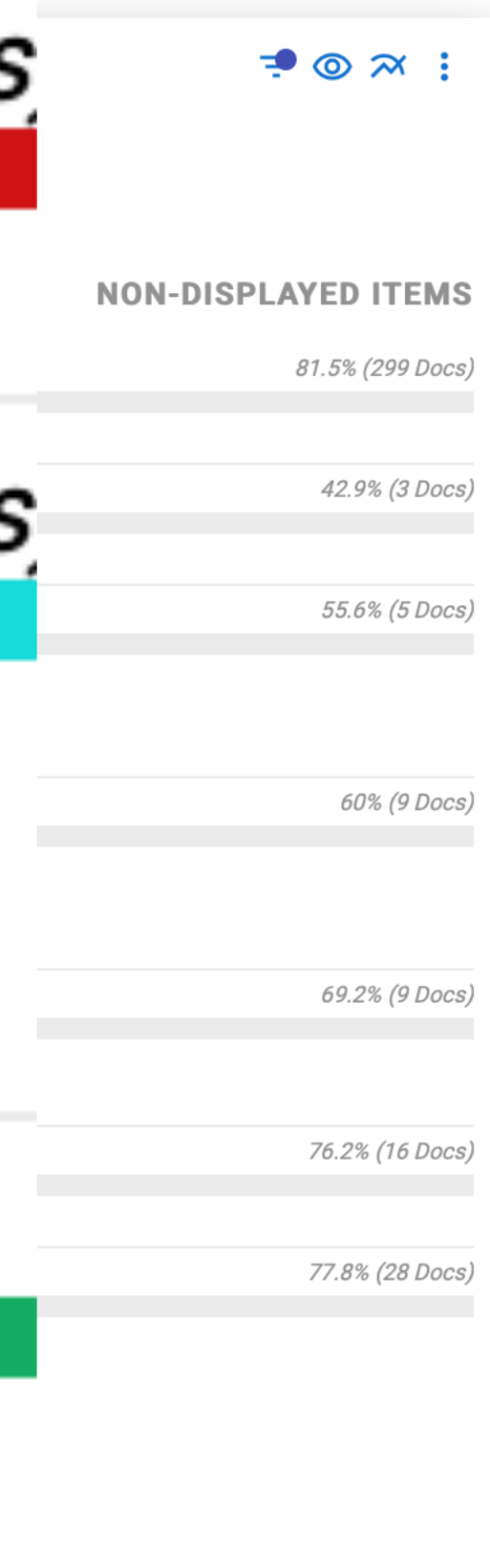
44.4% (4 Docs)

ArboretumStore
(9 Docs)

Visit&Explore
(6 Docs)

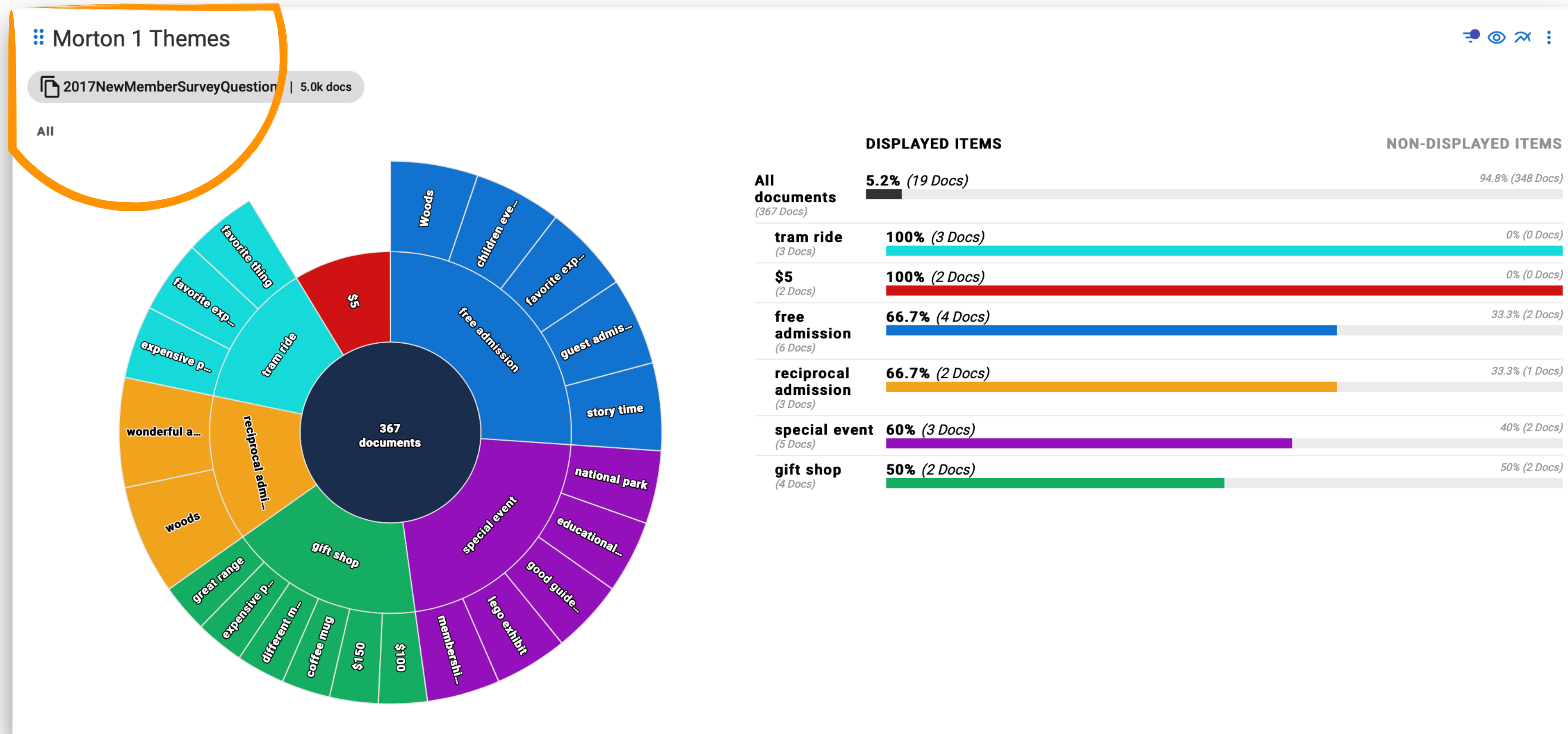
40% (6 Docs)

Activities&Exhibits
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RETENTION

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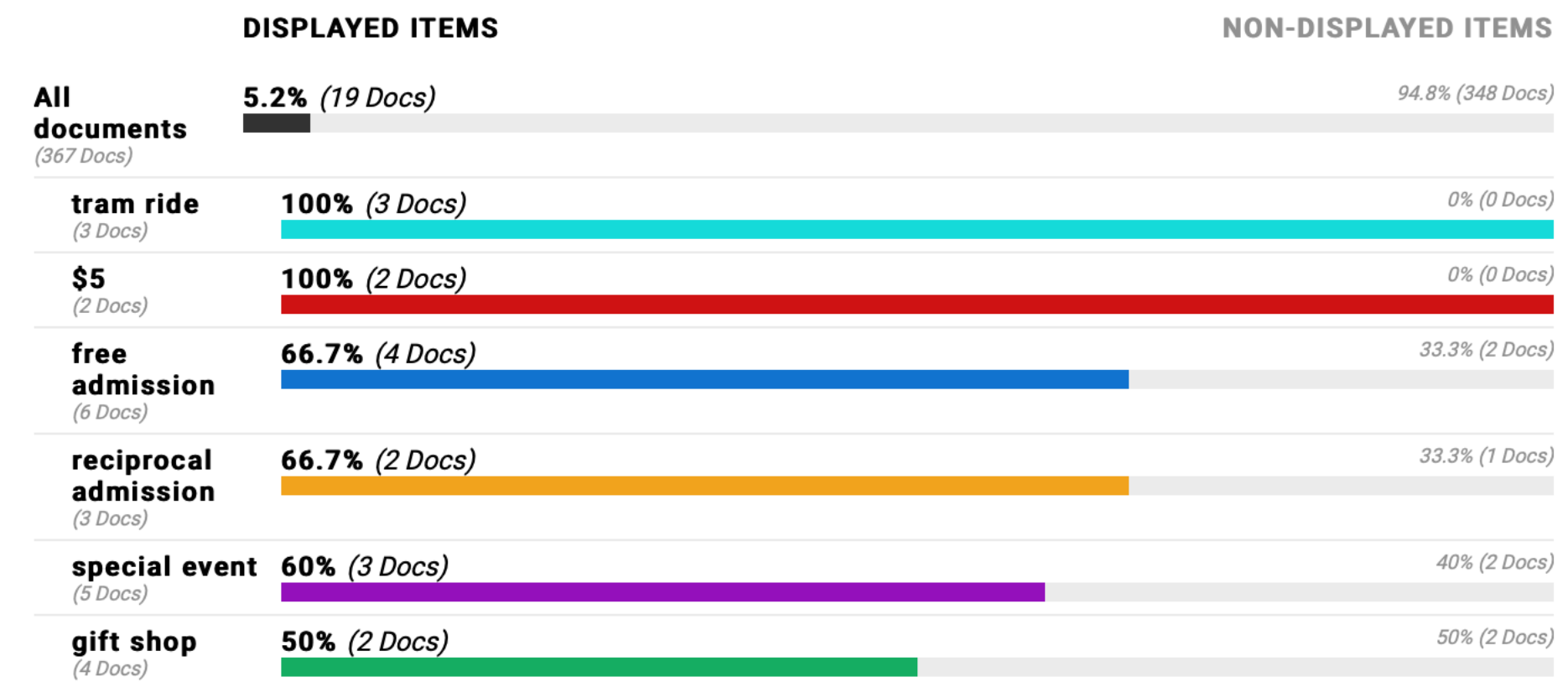
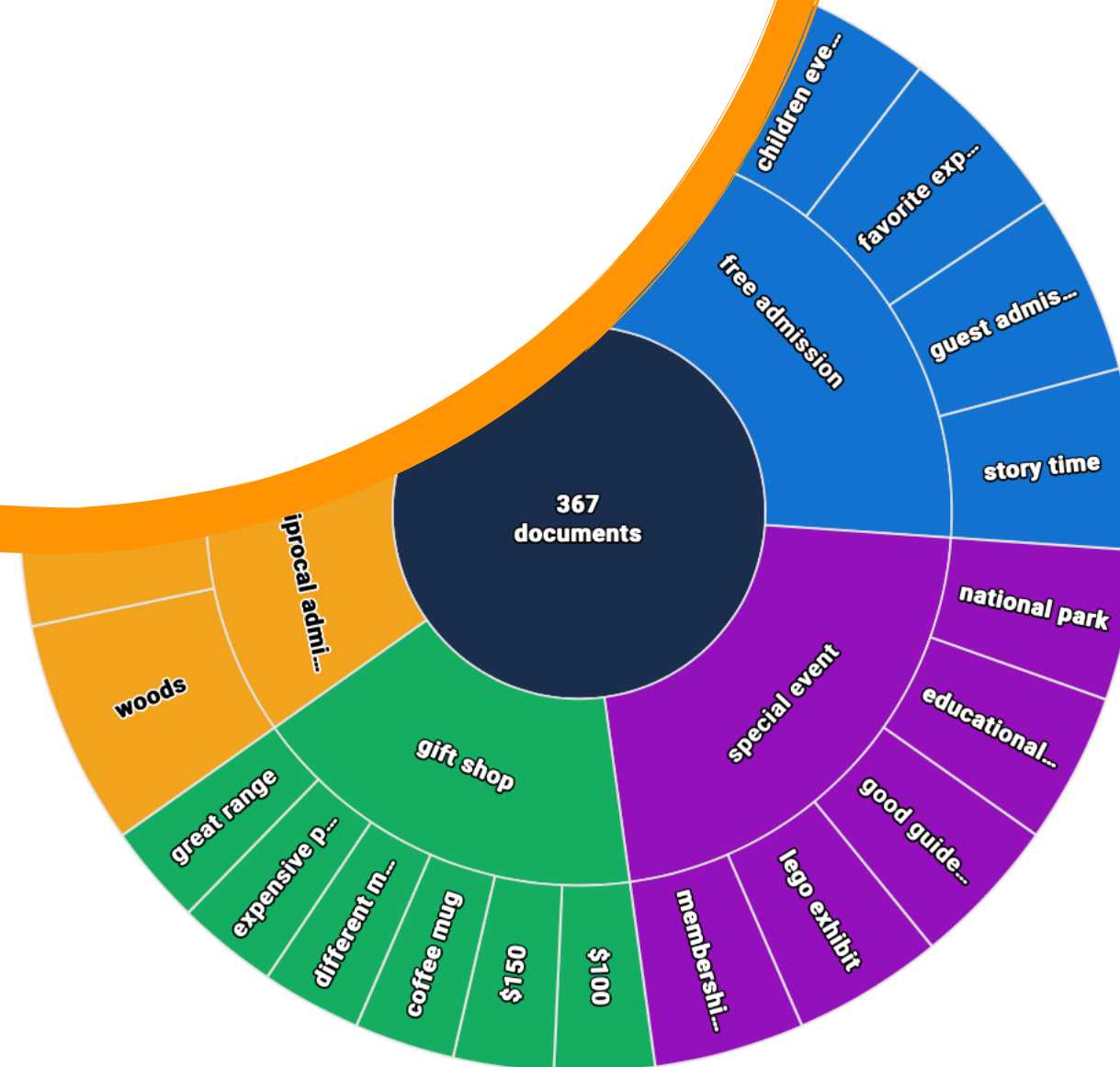


RETENTION

Morton 1 Themes

2017NewMemberSurveyQuestion

All



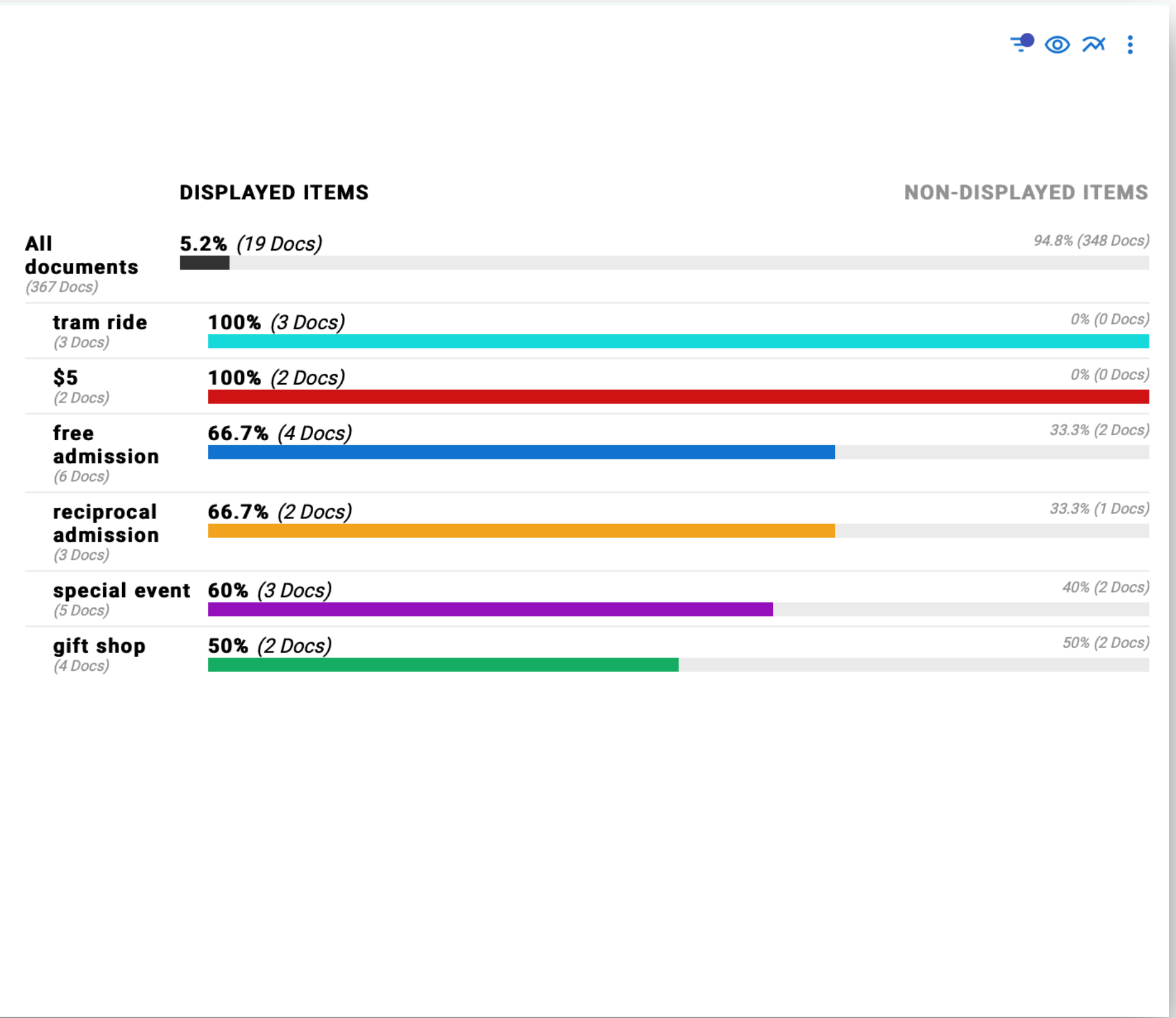
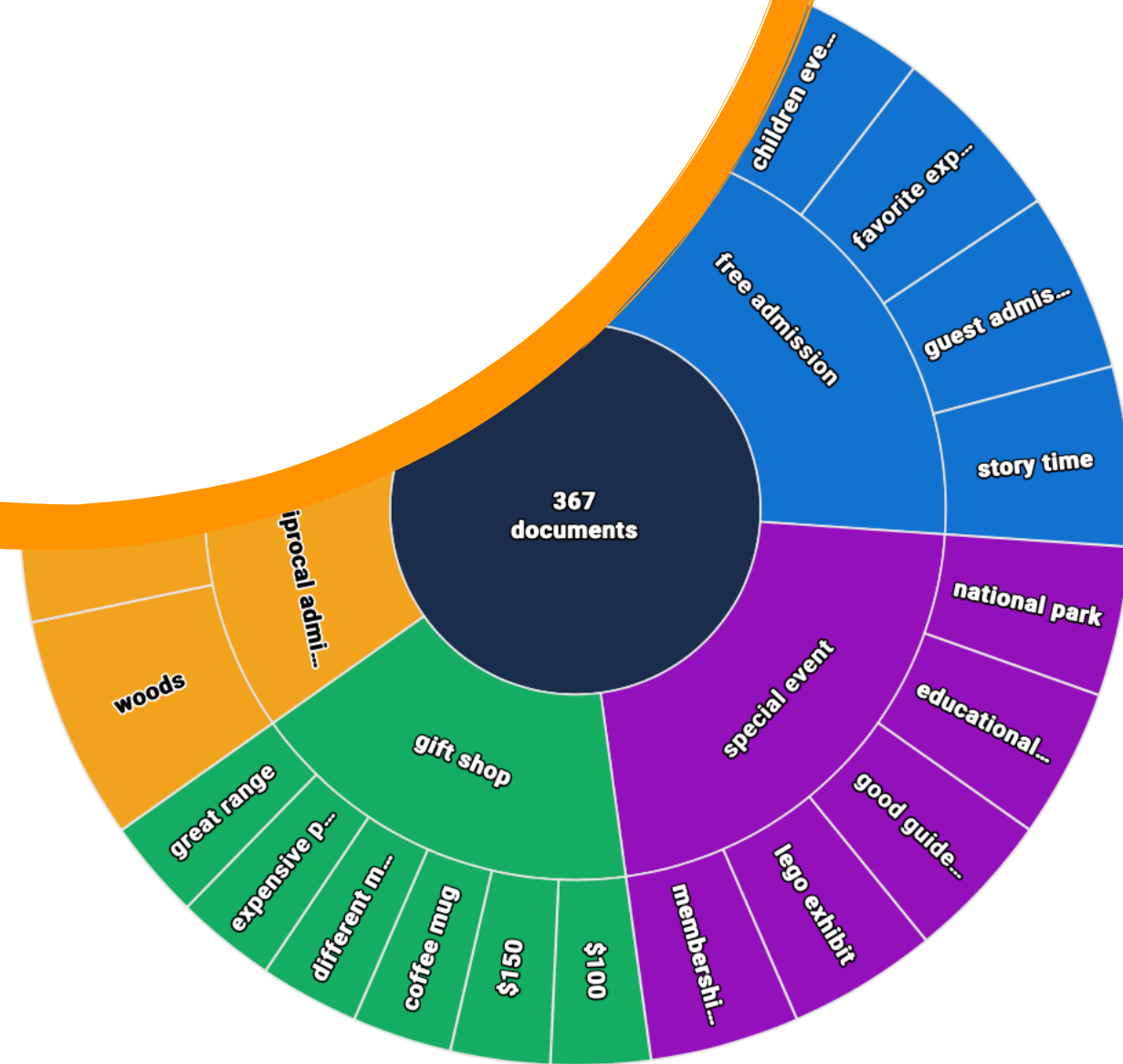
RETENTION

Morton 1

Morton 1 Themes

2017NewMemberSurveyQuestion

All



RETENTION

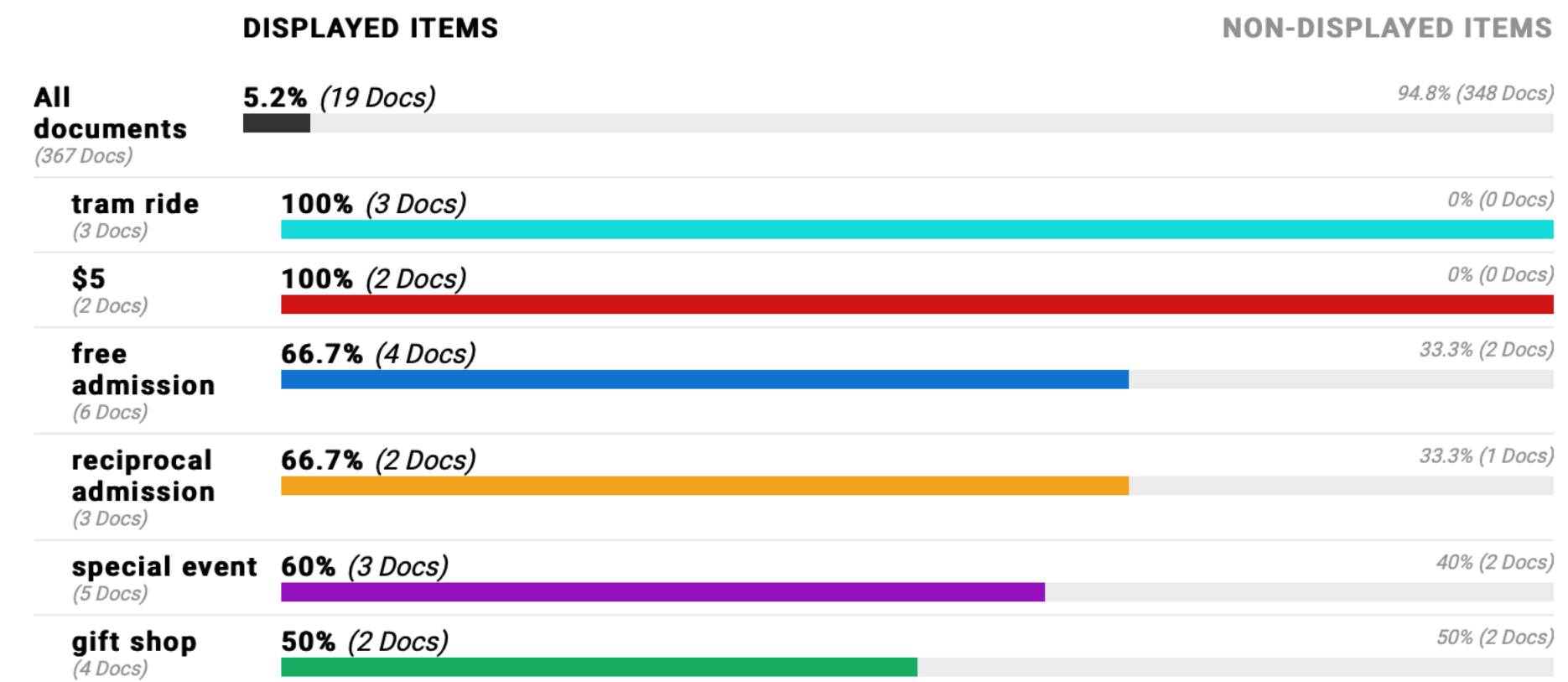
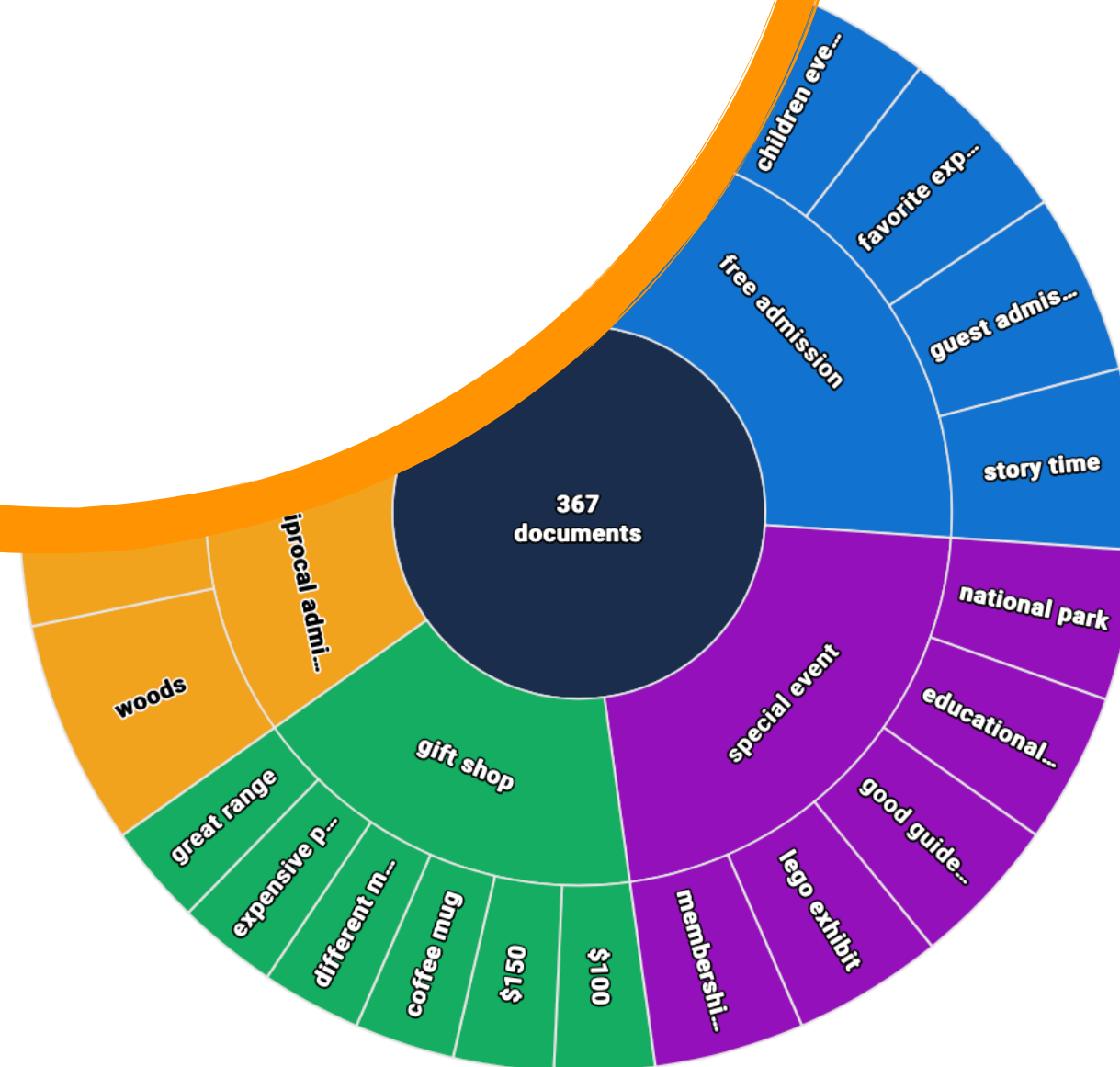
Morton 1

Themes

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All

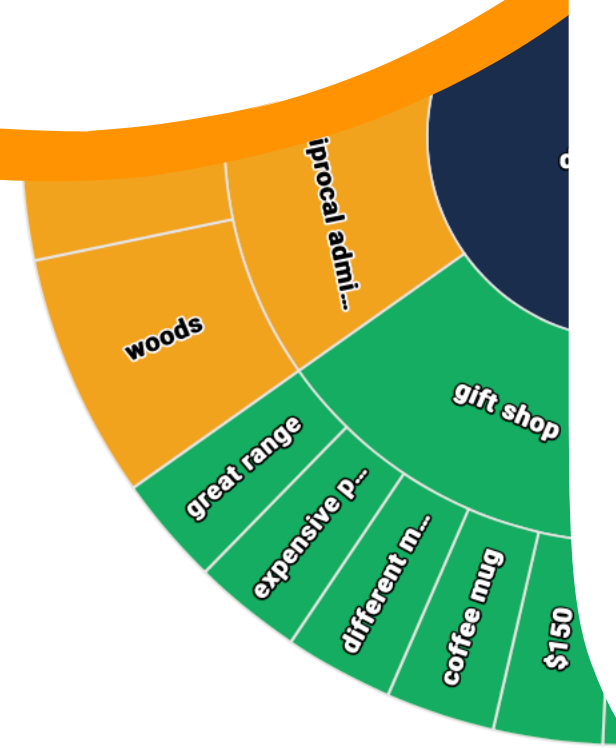


RETENTION

Morton 1 Themes

2017NewMemberSurvey

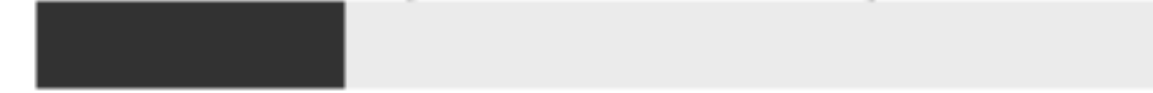
All



All documents
(367 Docs)

DISPLAYED ITEMS

5.2% (19 Docs)



tram ride
(3 Docs)

100% (3 Docs)



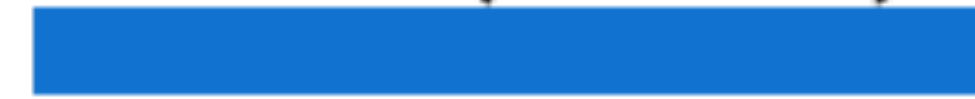
\$5
(2 Docs)

100% (2 Docs)



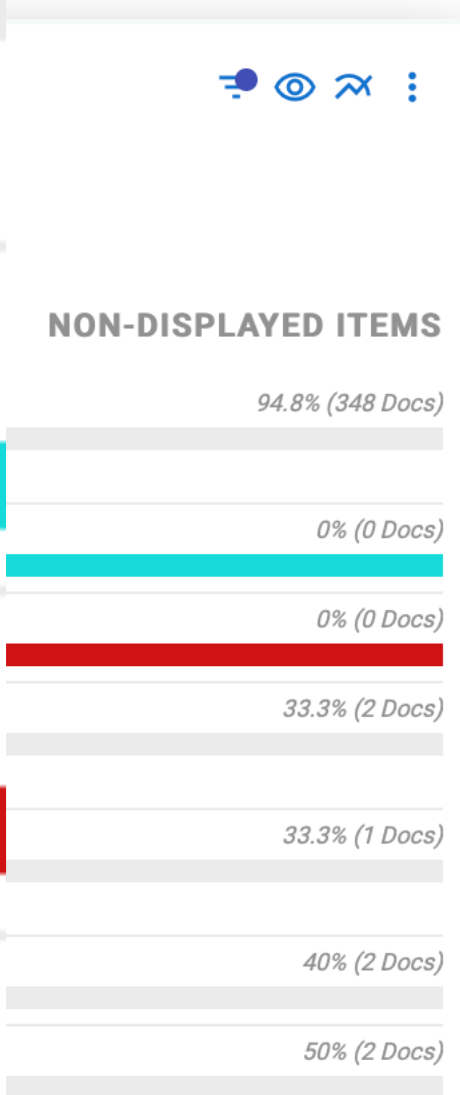
free admission
(6 Docs)

66.7% (4 Docs)



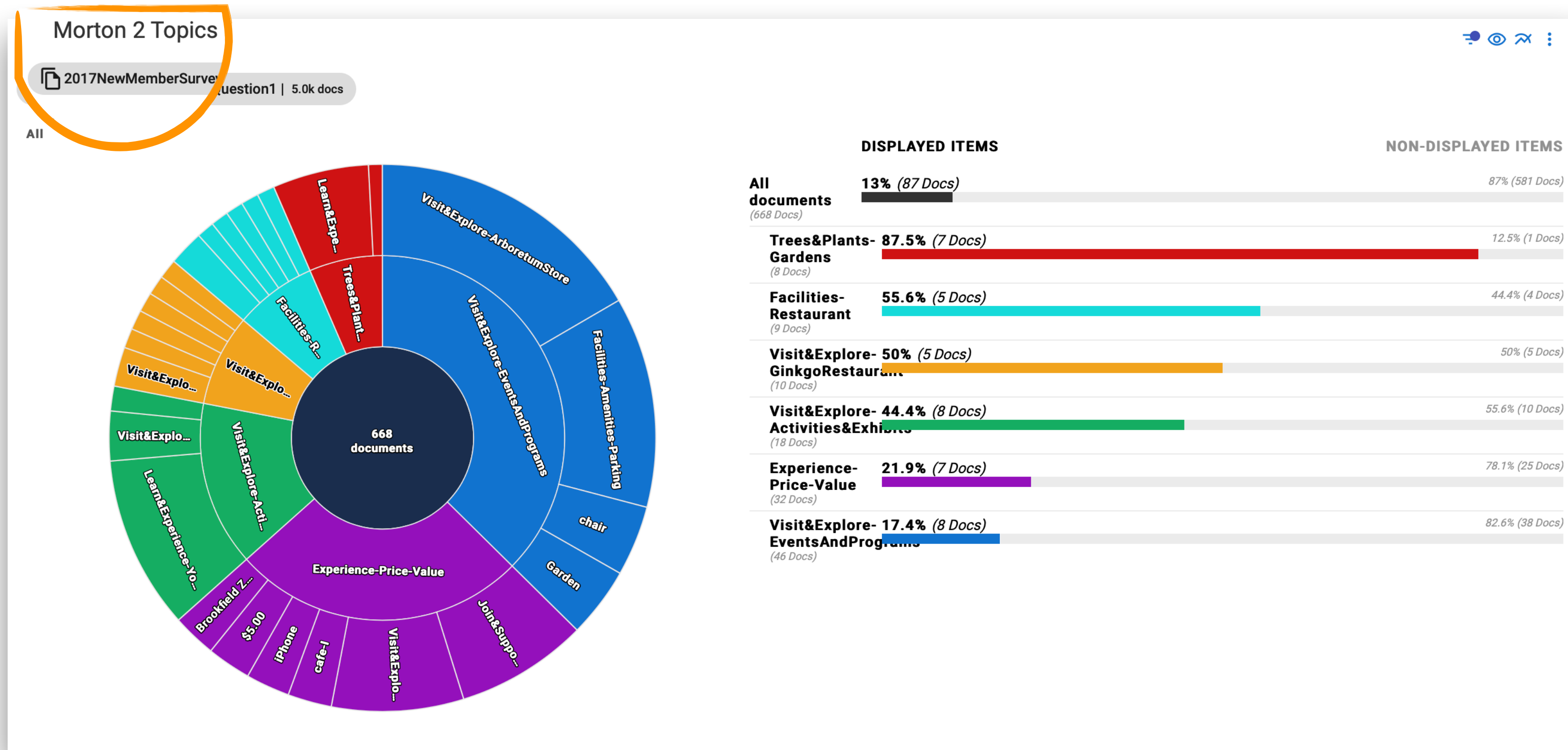
reciprocal admission

66.7% (2 Docs)



RETENTION

RETENTION

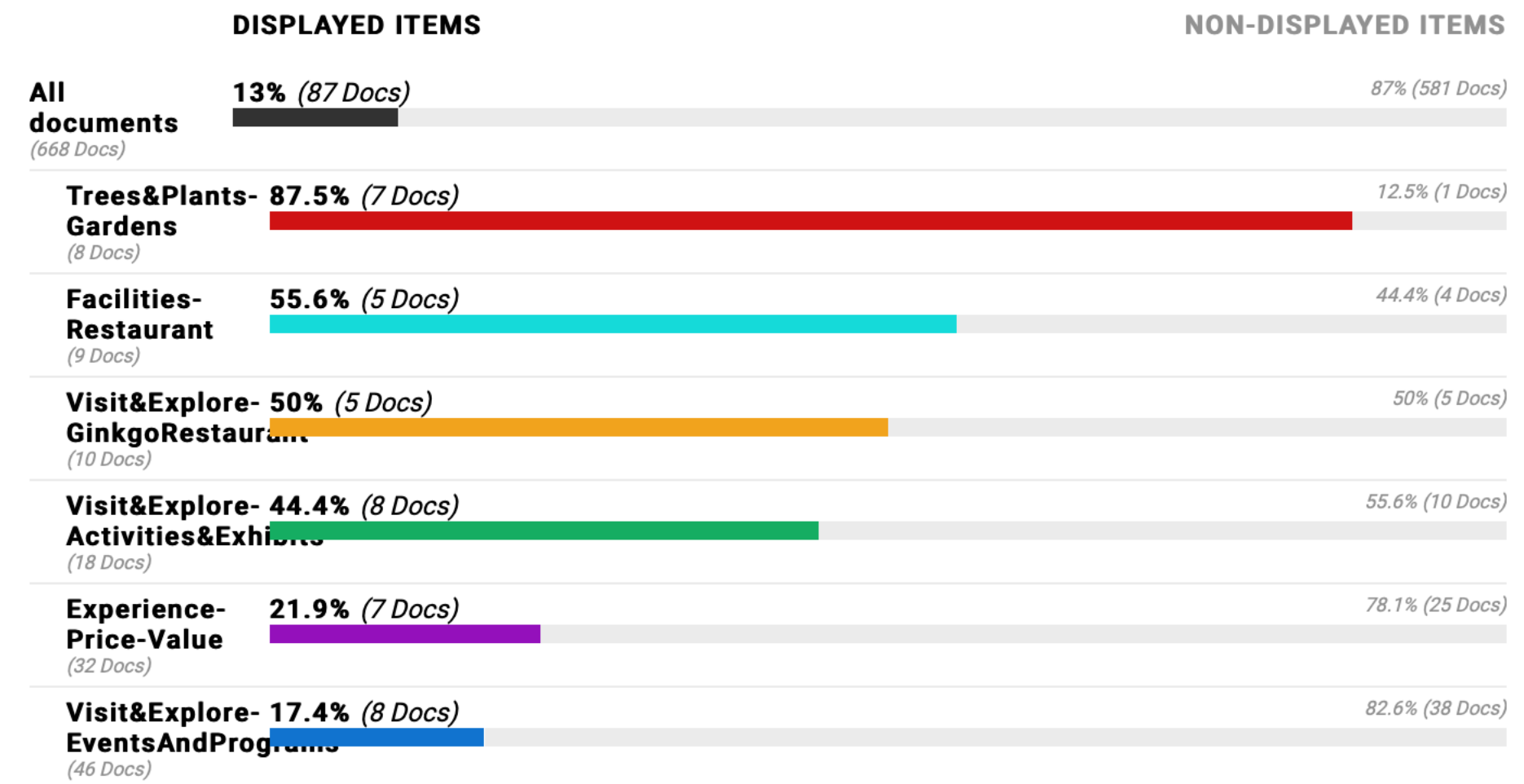
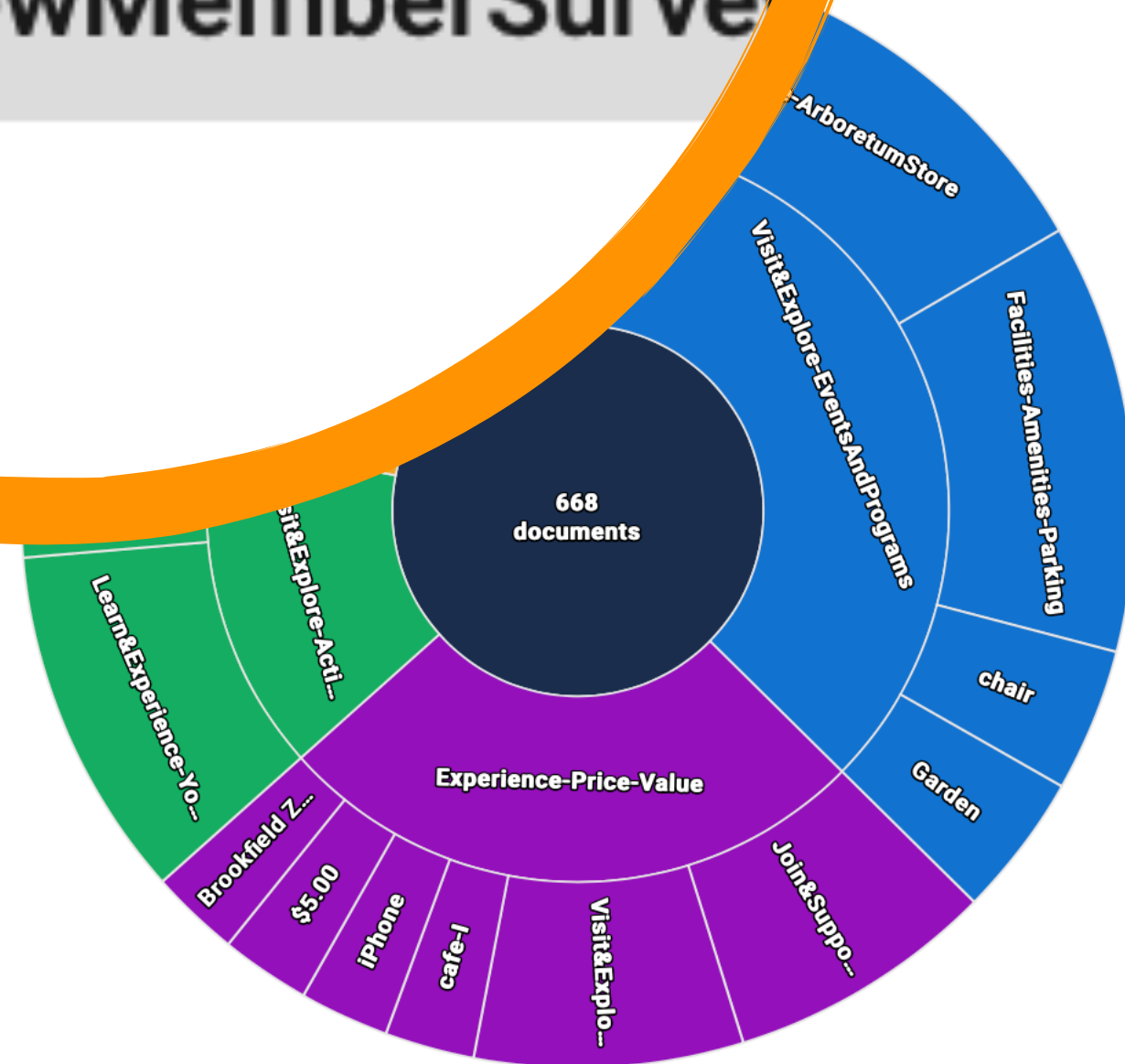


RETENTION

Morton 2 Topics



2017NewMemberSurvey



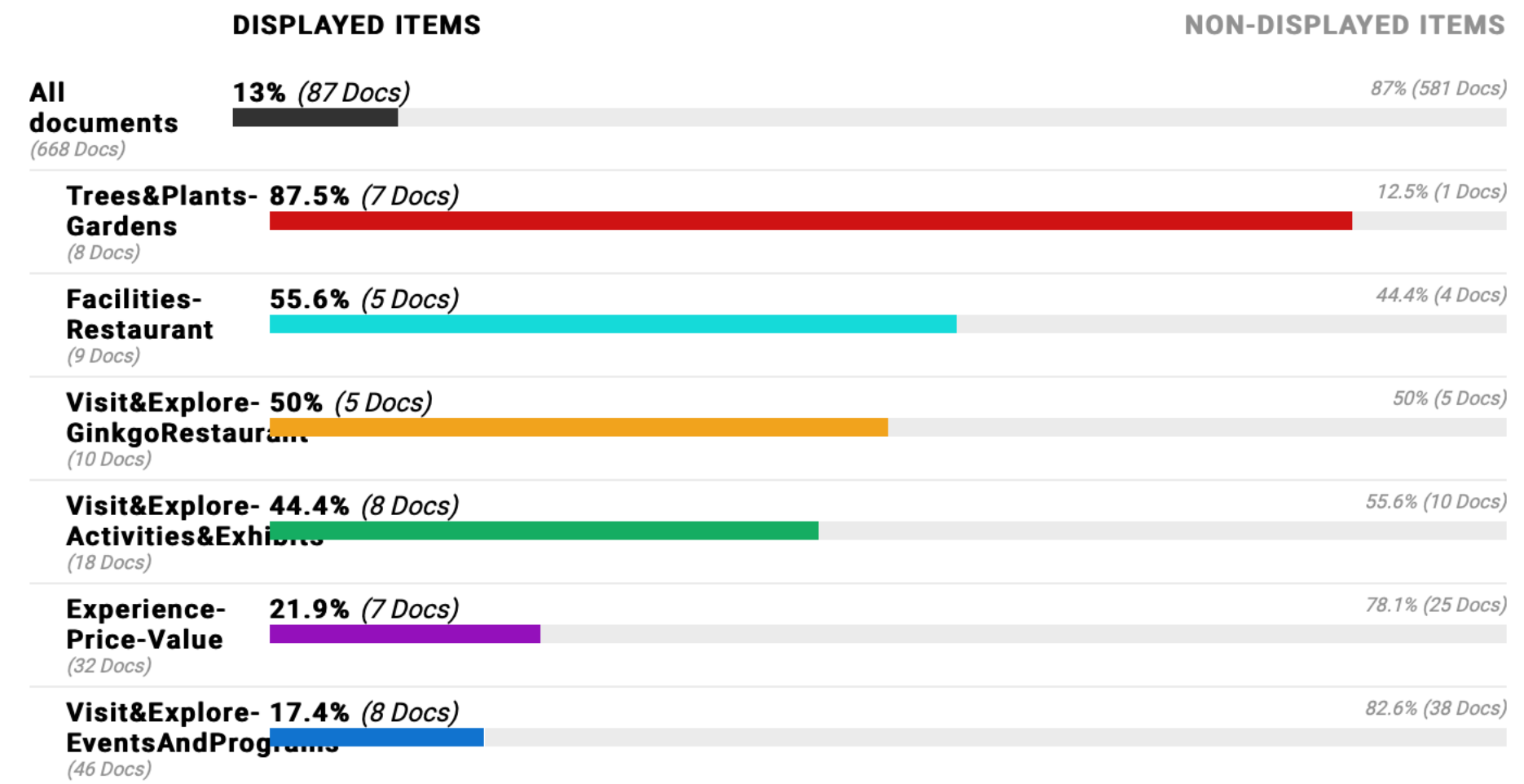
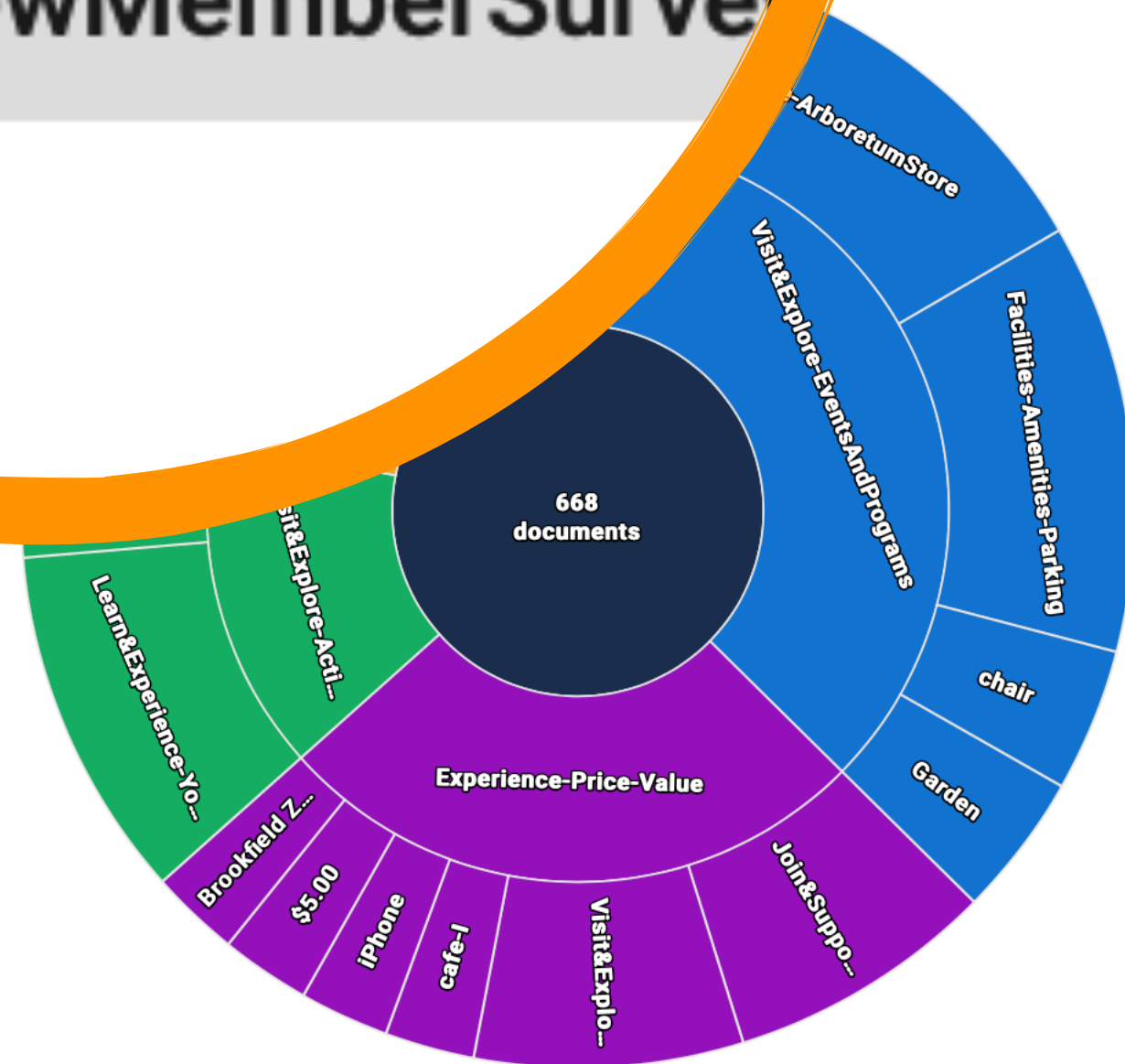
RETENTION

Morton 2

Morton 2 Topics



2017NewMemberSurvey



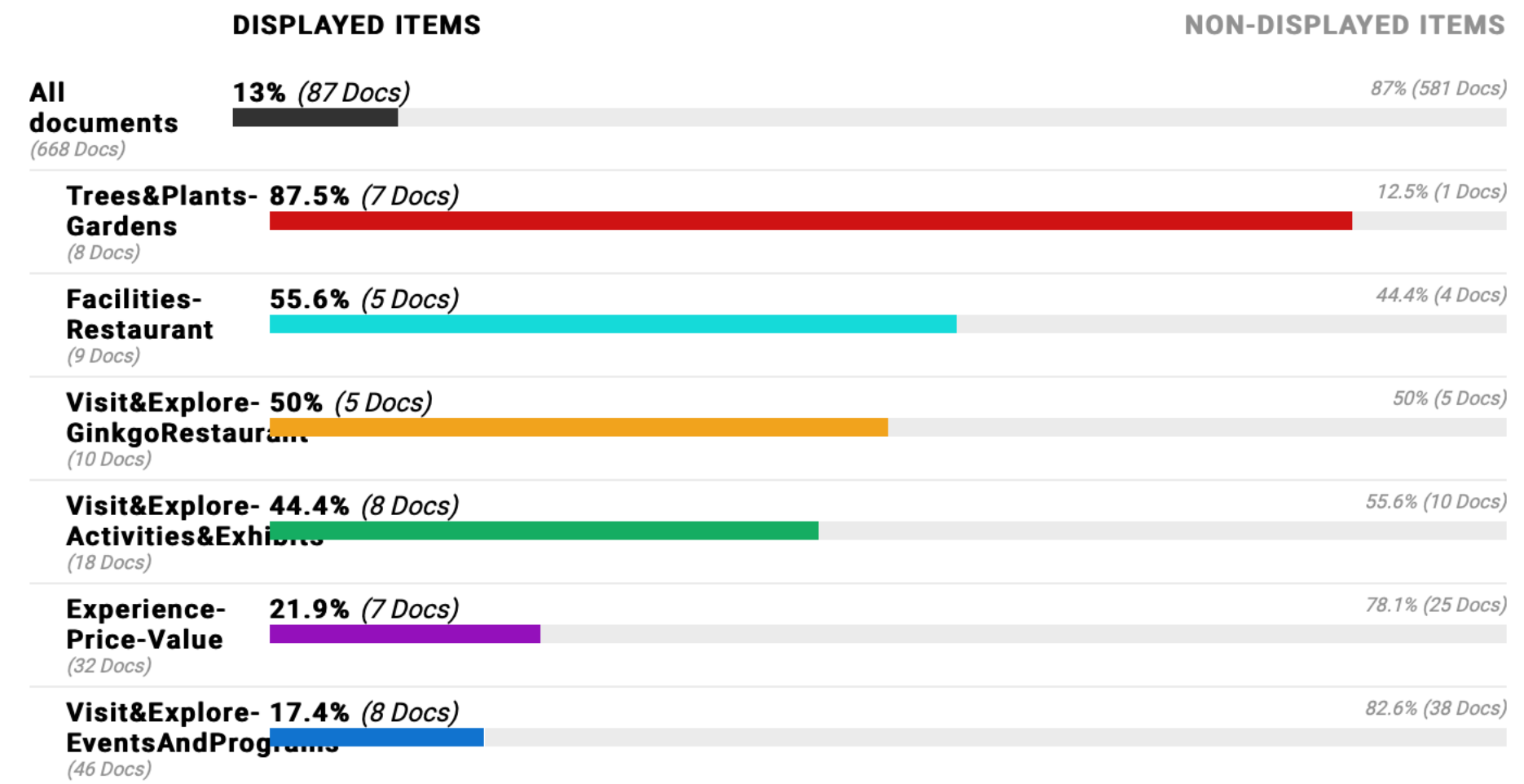
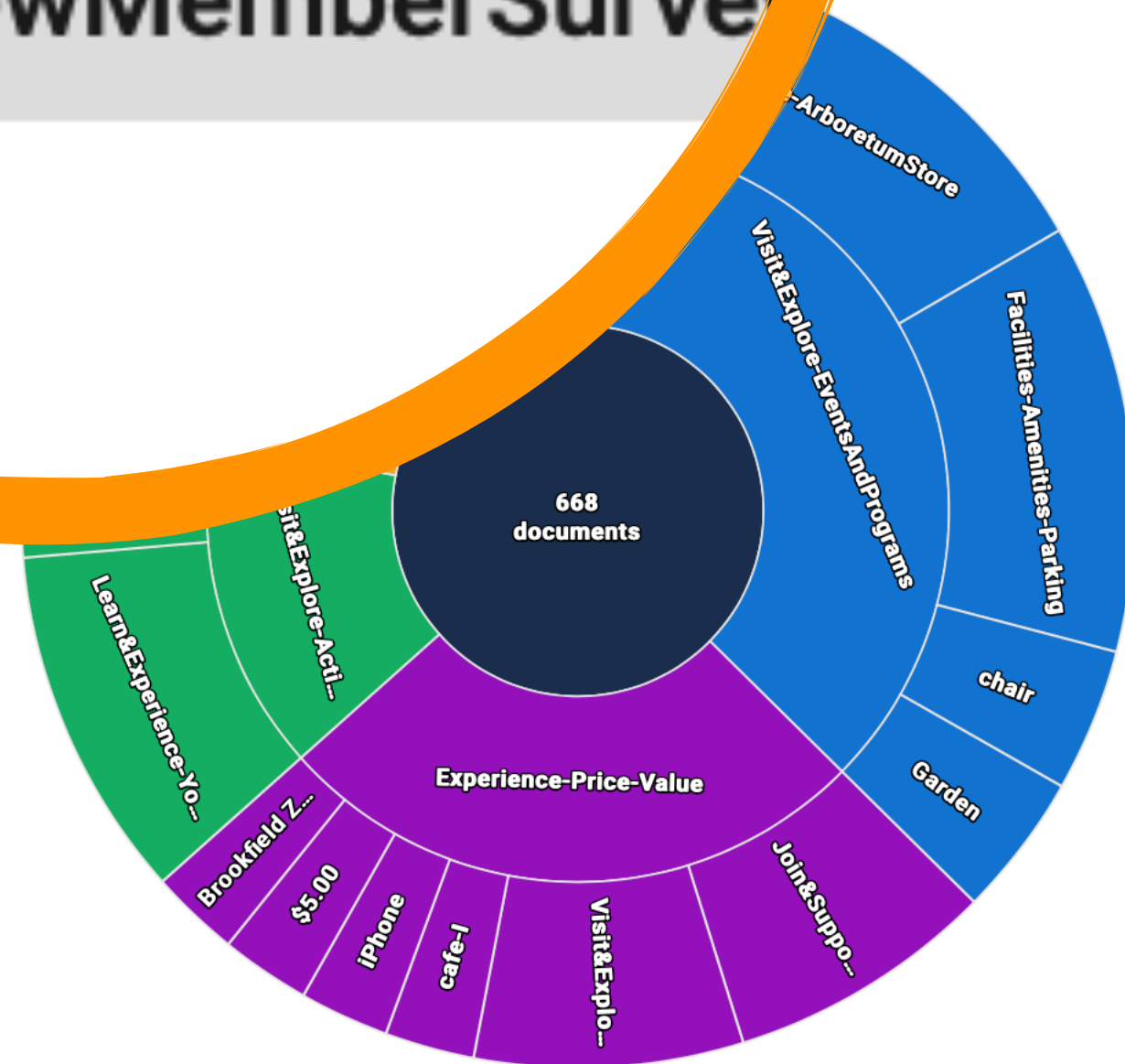
RETENTION

Morton 2

Topics

Morton 2 Topics

2017NewMemberSurvey

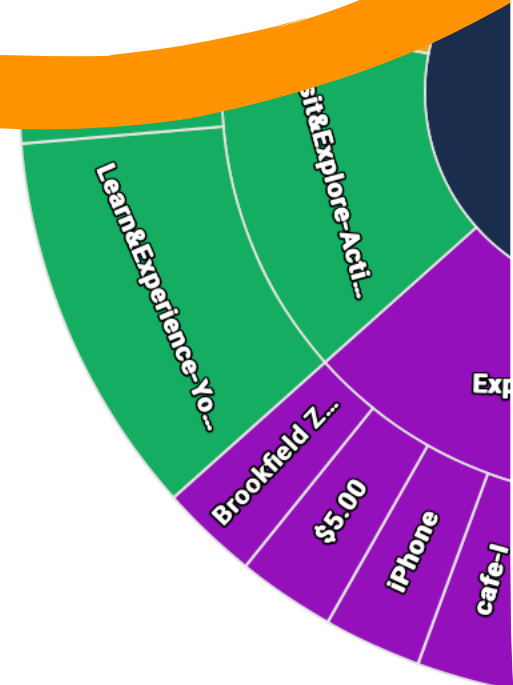


RETENTION

Morton 2 To



2017NewMember



DISPLAYED ITEMS

All documents
(668 Docs)

13% (87 Docs)

Trees&Plants-Gardens
(8 Docs)

87.5% (7 Docs)

Facilities-Restaurant
(9 Docs)

55.6% (5 Docs)

Visit&Explore-Ginkgo Restaurant
(10 Docs)

50% (5 Docs)

Visit&Explore-Activities&Exhibits
(18 Docs)

44.4% (8 Docs)



NON-DISPLAYED ITEMS

87% (581 Docs)

12.5% (1 Docs)

44.4% (4 Docs)

50% (5 Docs)

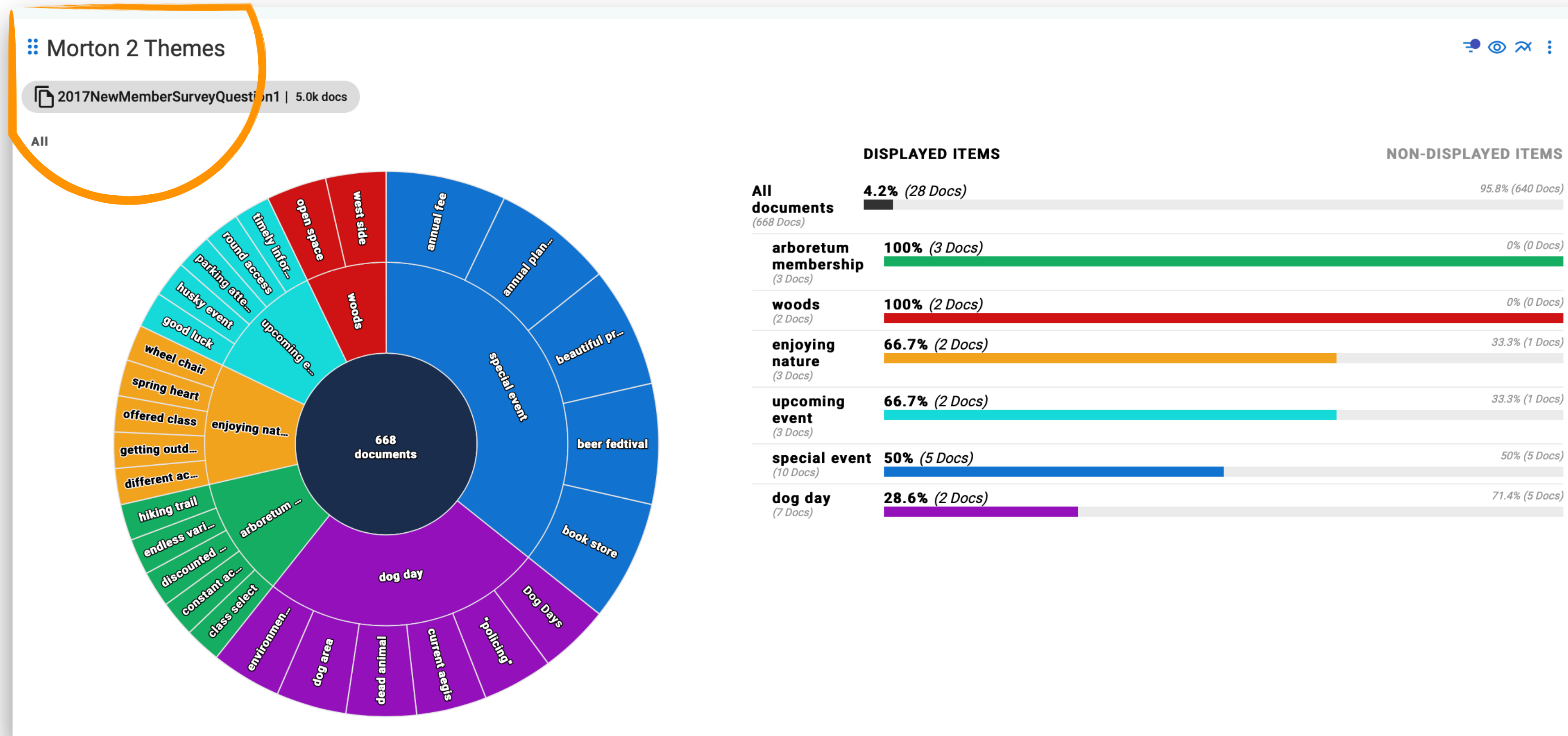
55.6% (10 Docs)

78.1% (25 Docs)

82.6% (38 Docs)

RETENTION

RETENTION

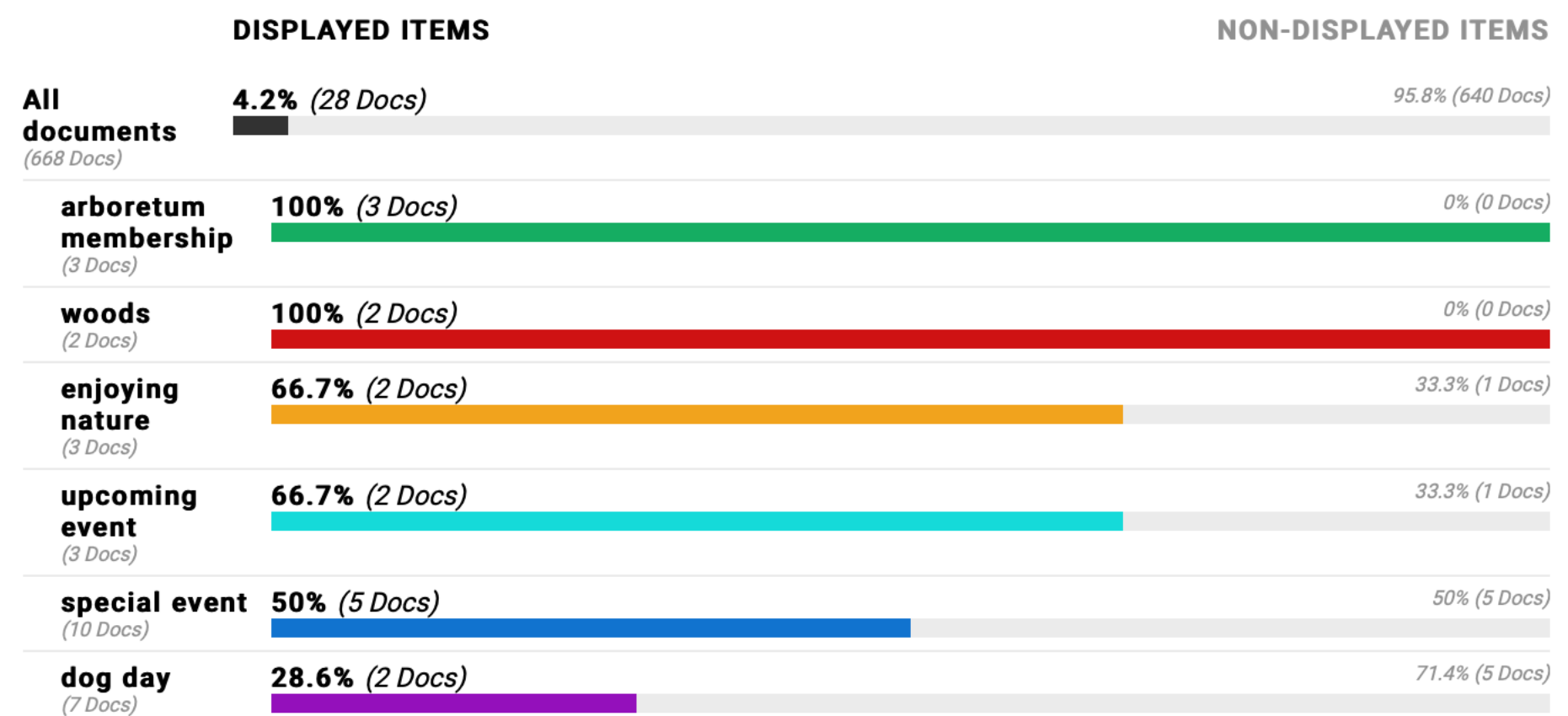
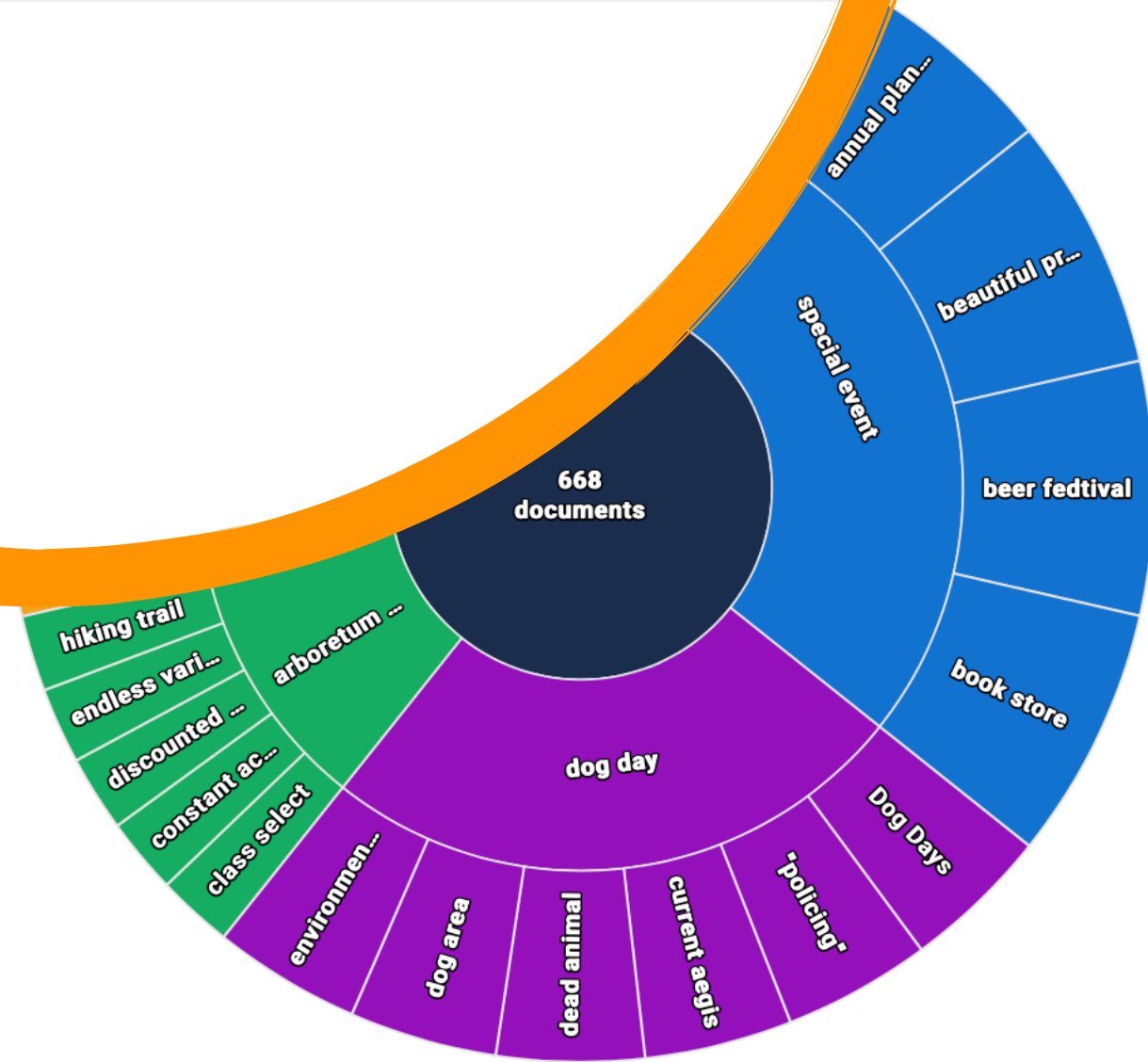


RETENTION

Morton 2 Themes

2017NewMemberSurveyQuesti

All



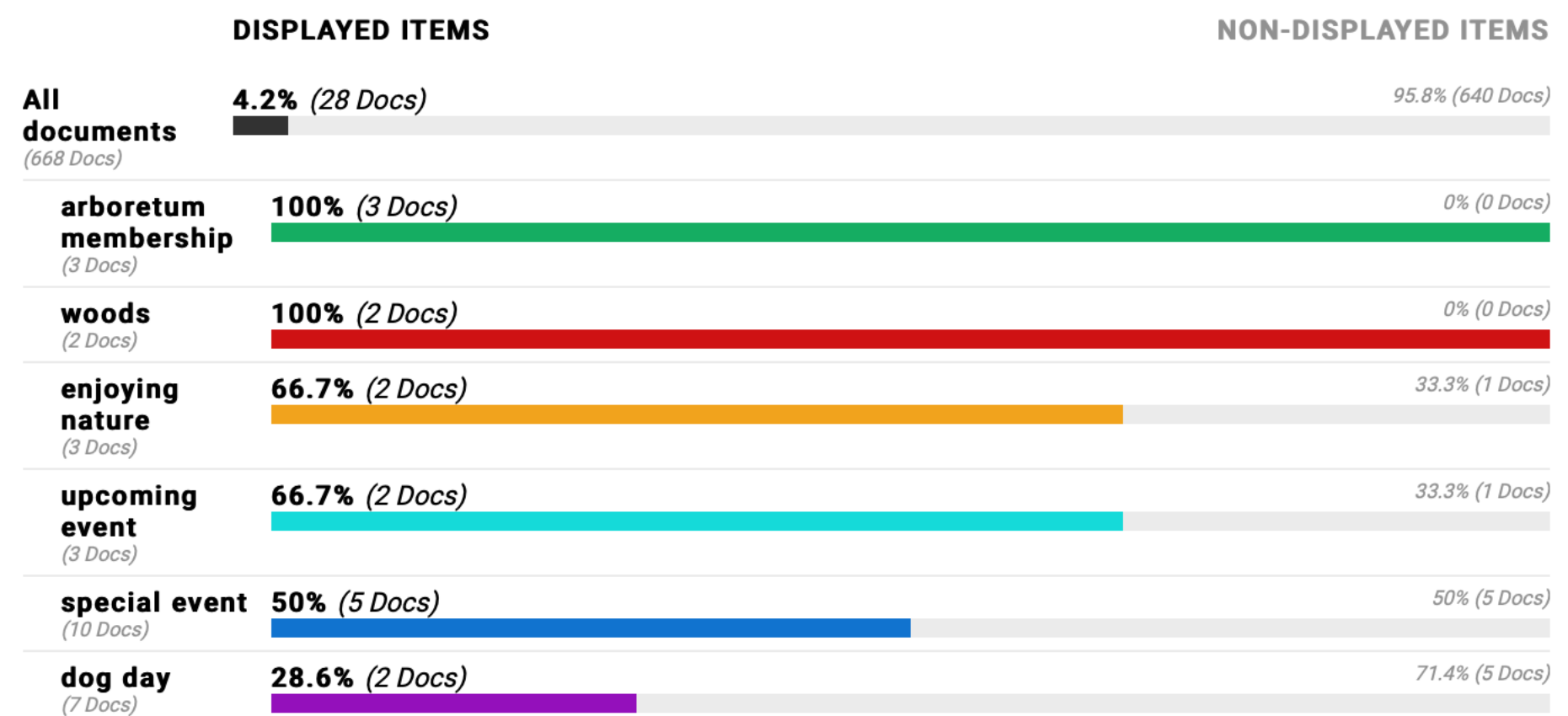
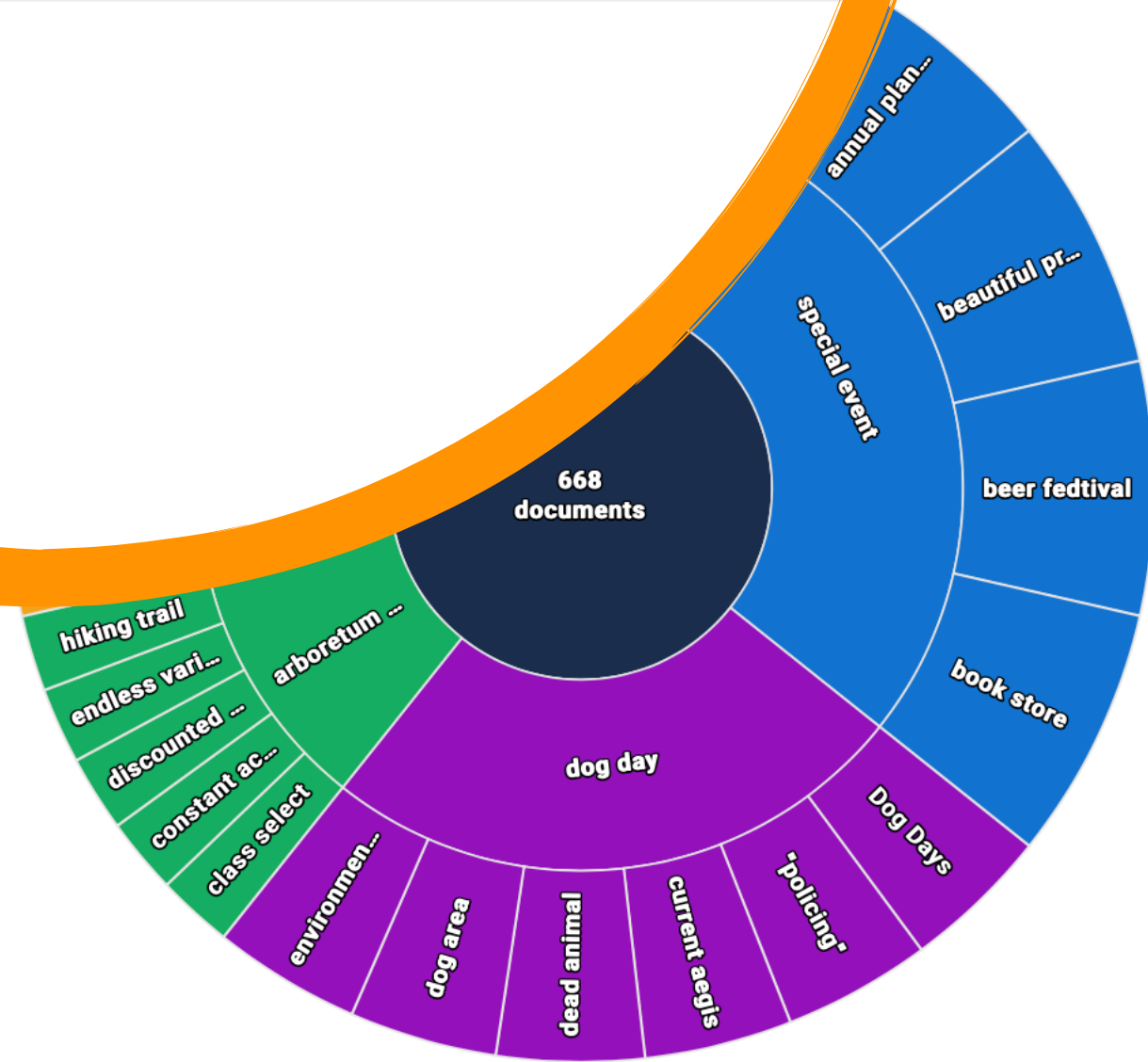
RETENTION

Morton 2

Morton 2 Themes

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RETENTION

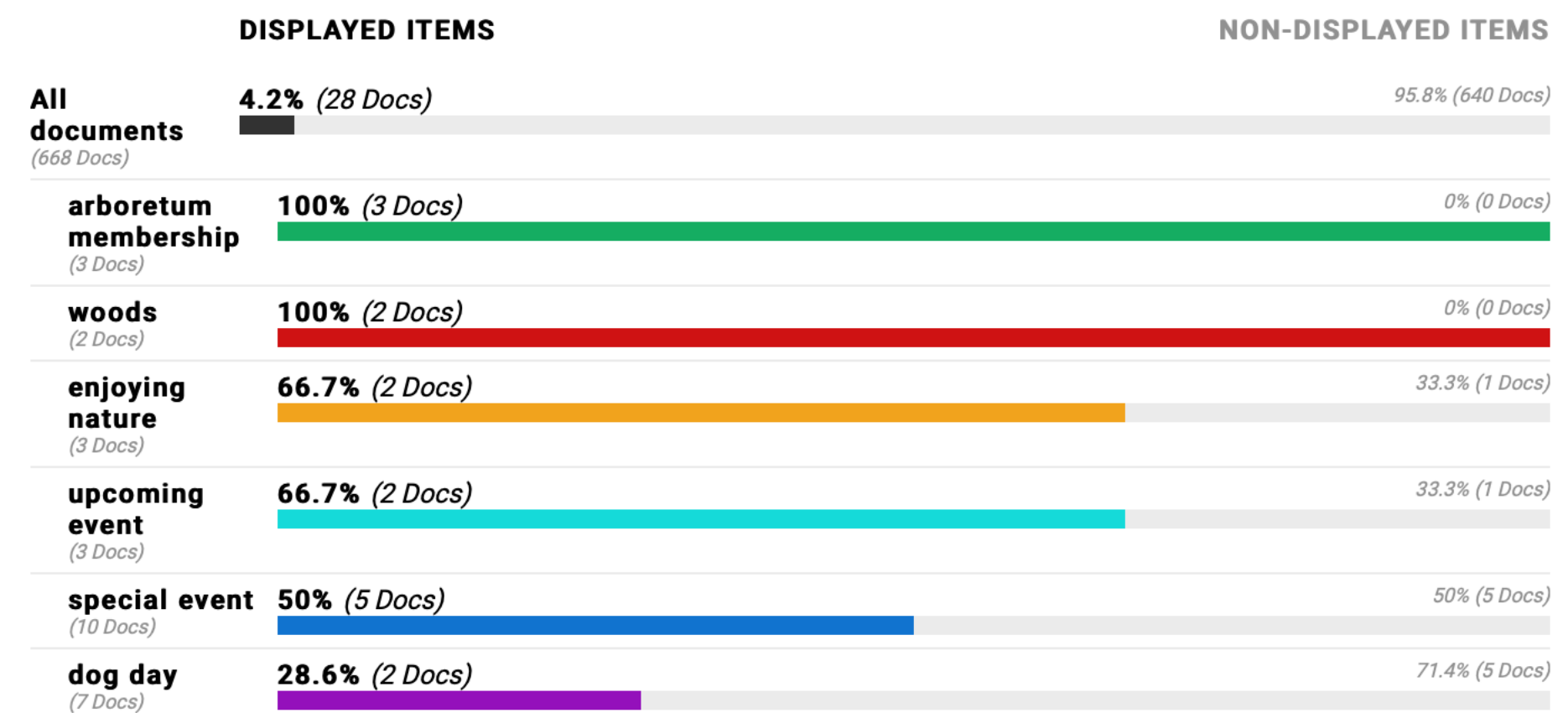
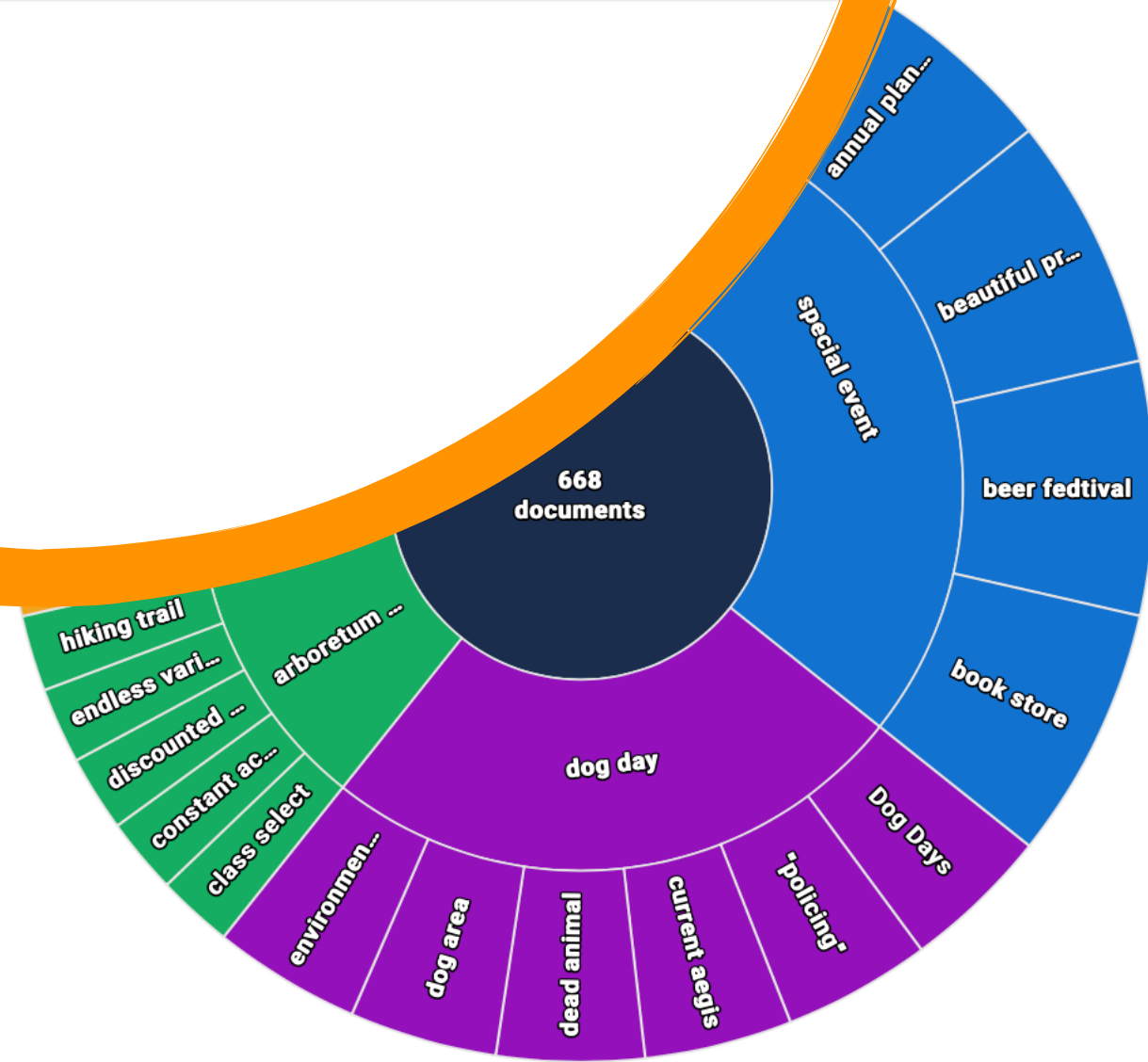
Morton 2

Themes

☰ Morton 2 Themes

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All

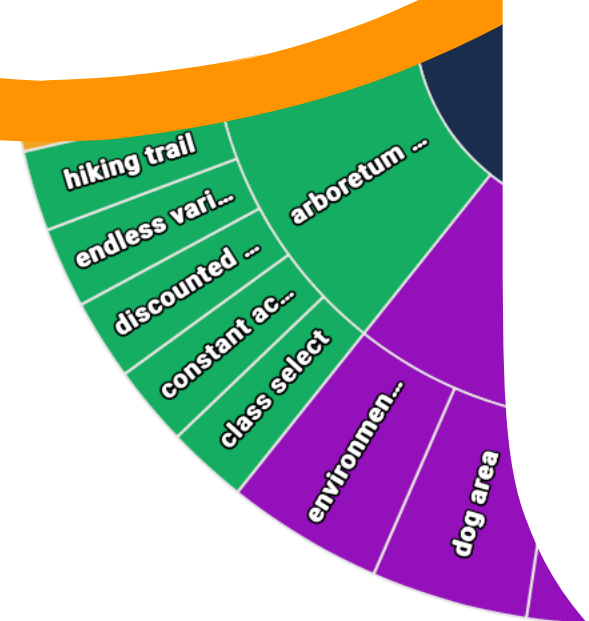


RETENTION

Morton 2 Ther

2017NewMemberSur

All



DISPLAYED ITEMS

All documents
(668 Docs)

4.2% (28 Docs)

arboretum membership
(3 Docs)

100% (3 Docs)

woods
(2 Docs)

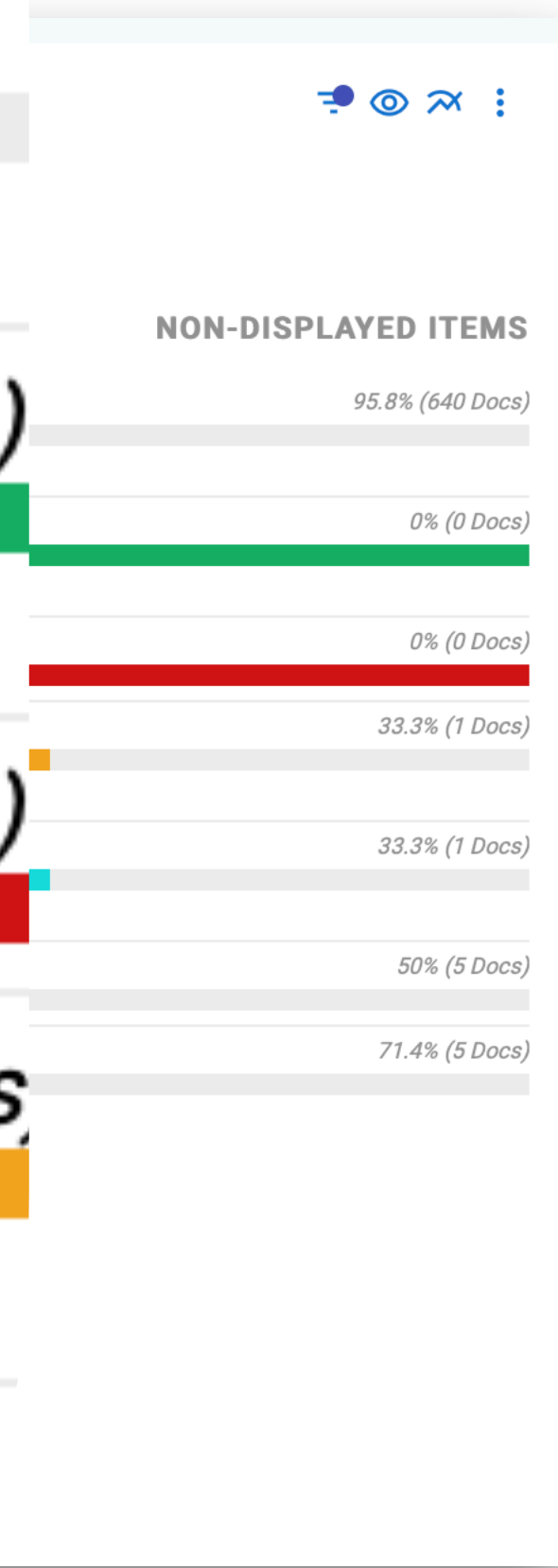
100% (2 Docs)

enjoying nature
(3 Docs)

66.7% (2 Docs)

upcoming event
(2 Docs)

66.7% (2 Docs)



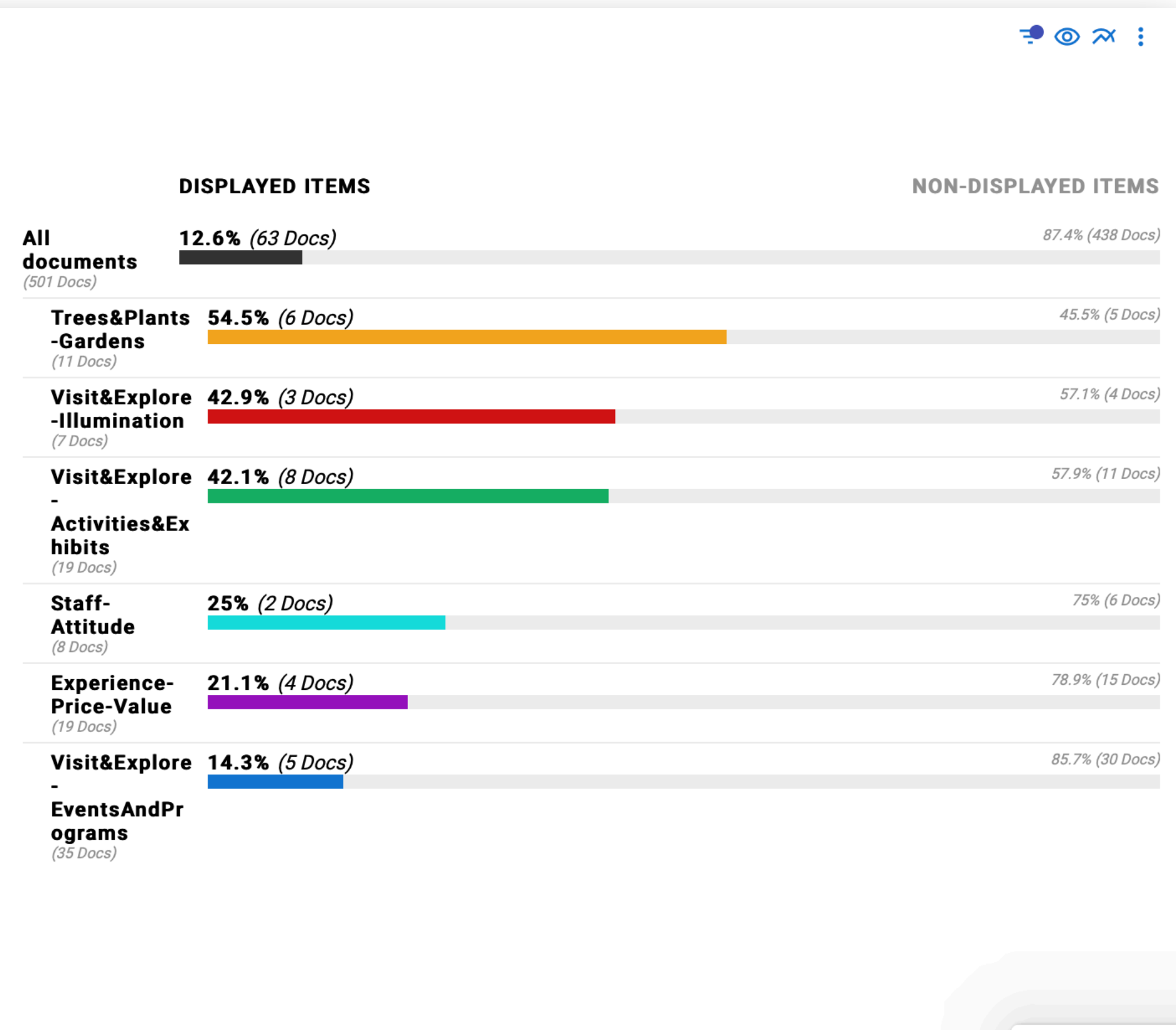
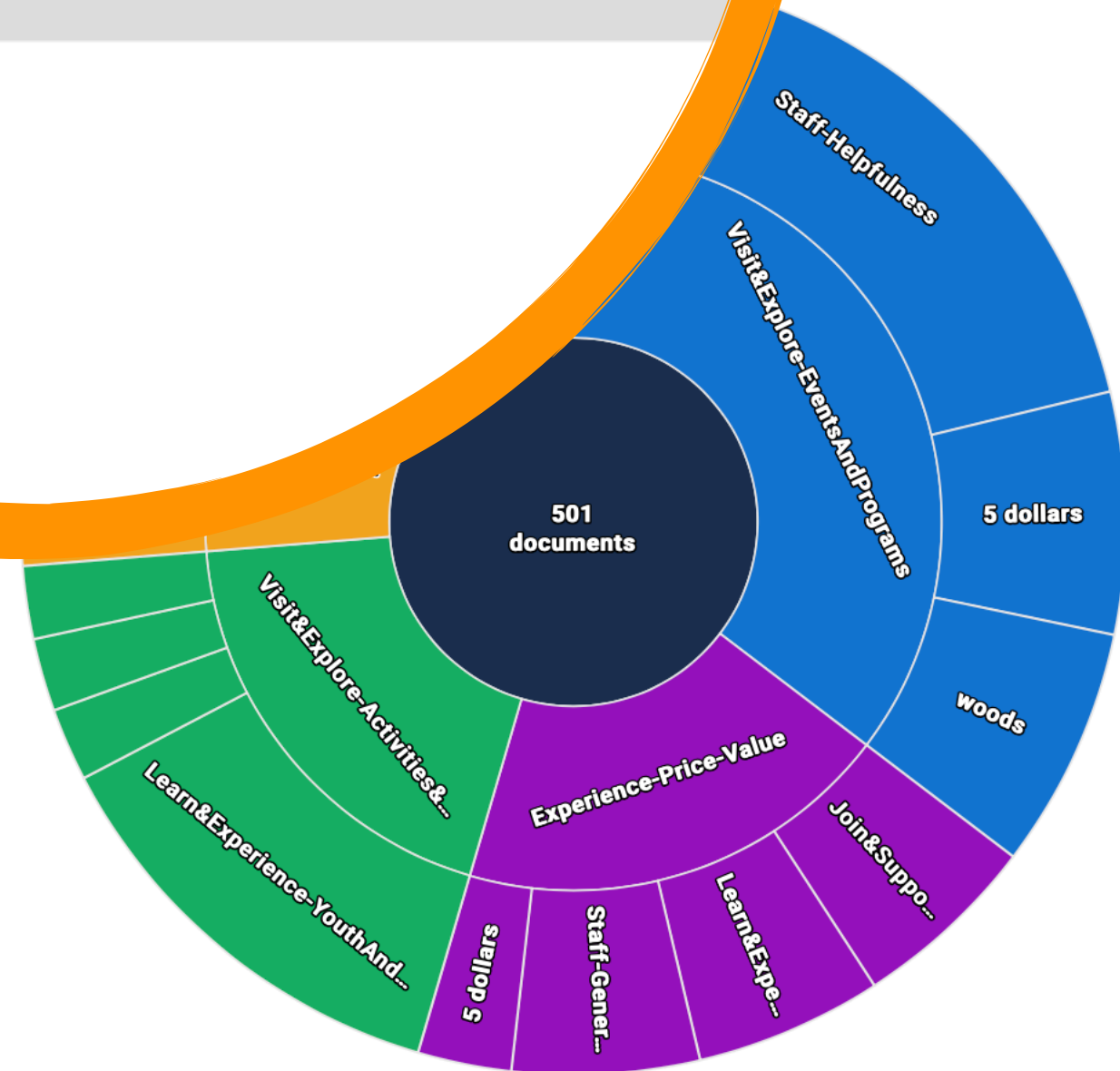
RETENTION

RETENTION

Morton 4 Topics

2017NewMemberSurveyQ

All



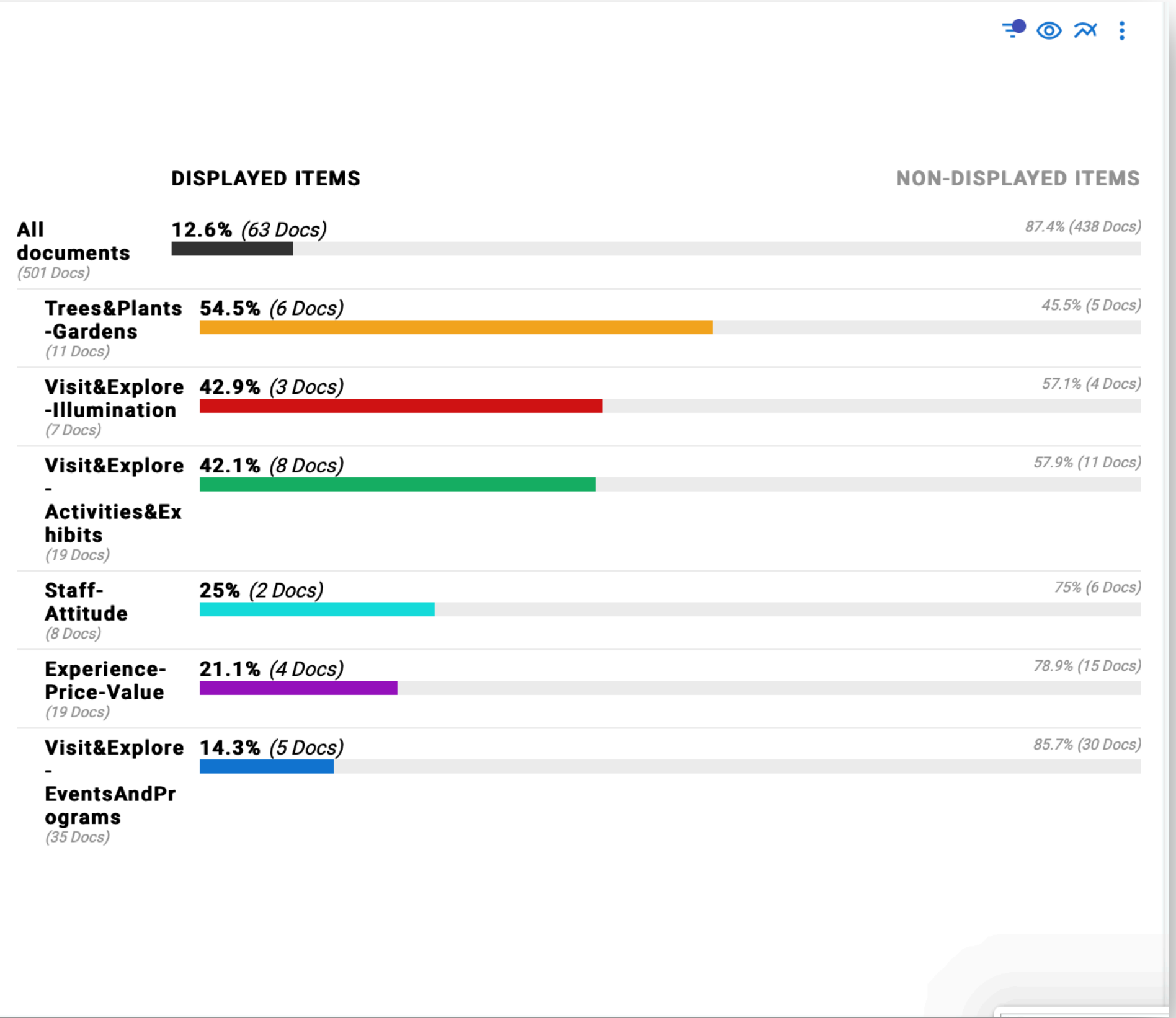
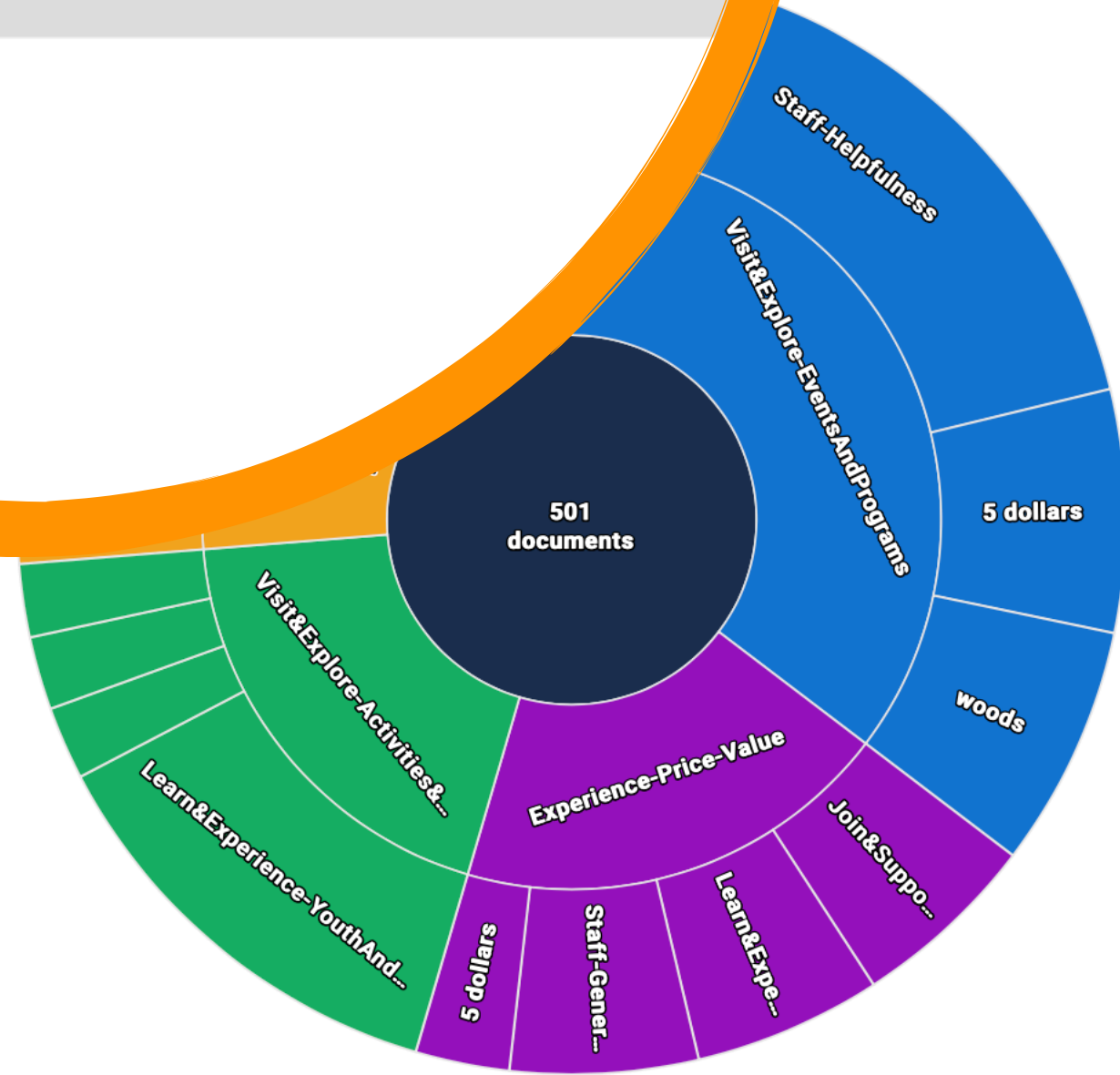
RETENTION

Morton 4

Morton 4 Topics

2017NewMemberSurveyQ

All



RETENTION

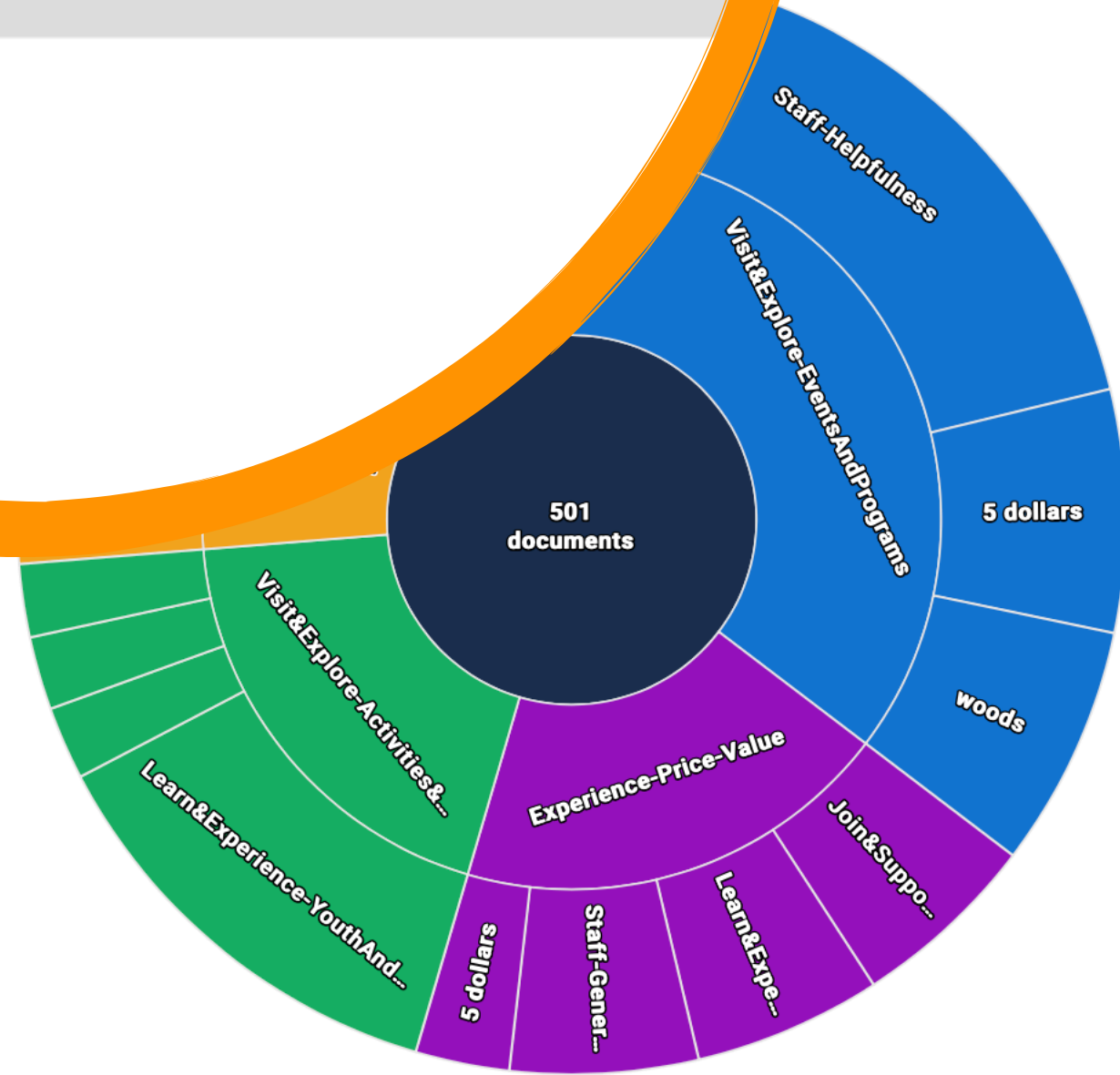
Morton 4

Topics

Morton 4 Topics

2017NewMemberSurveyQ...

All



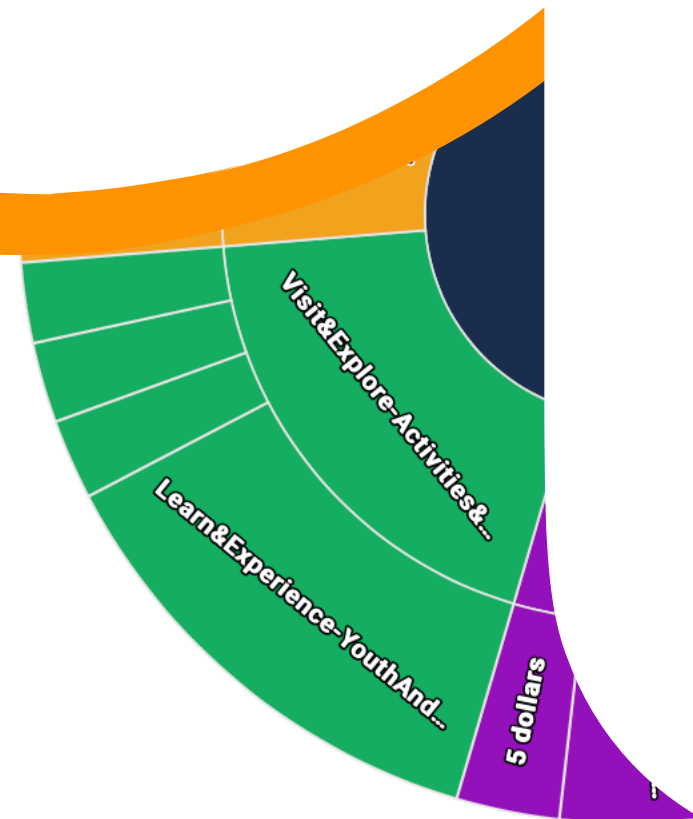
	DISPLAYED ITEMS	NON-DISPLAYED ITEMS
All documents (501 Docs)	12.6% (63 Docs)	87.4% (438 Docs)
Trees&Plants -Gardens (11 Docs)	54.5% (6 Docs)	45.5% (5 Docs)
Visit&Explore -Illumination (7 Docs)	42.9% (3 Docs)	57.1% (4 Docs)
Visit&Explore - Activities&Exhibits (19 Docs)	42.1% (8 Docs)	57.9% (11 Docs)
Staff-Attitude (8 Docs)	25% (2 Docs)	75% (6 Docs)
Experience-Price-Value (19 Docs)	21.1% (4 Docs)	78.9% (15 Docs)
Visit&Explore - EventsAndPrograms (35 Docs)	14.3% (5 Docs)	85.7% (30 Docs)

RETENTION

Morton 4 Topics

2017NewMemberSu

All



DISPLAYED ITEMS

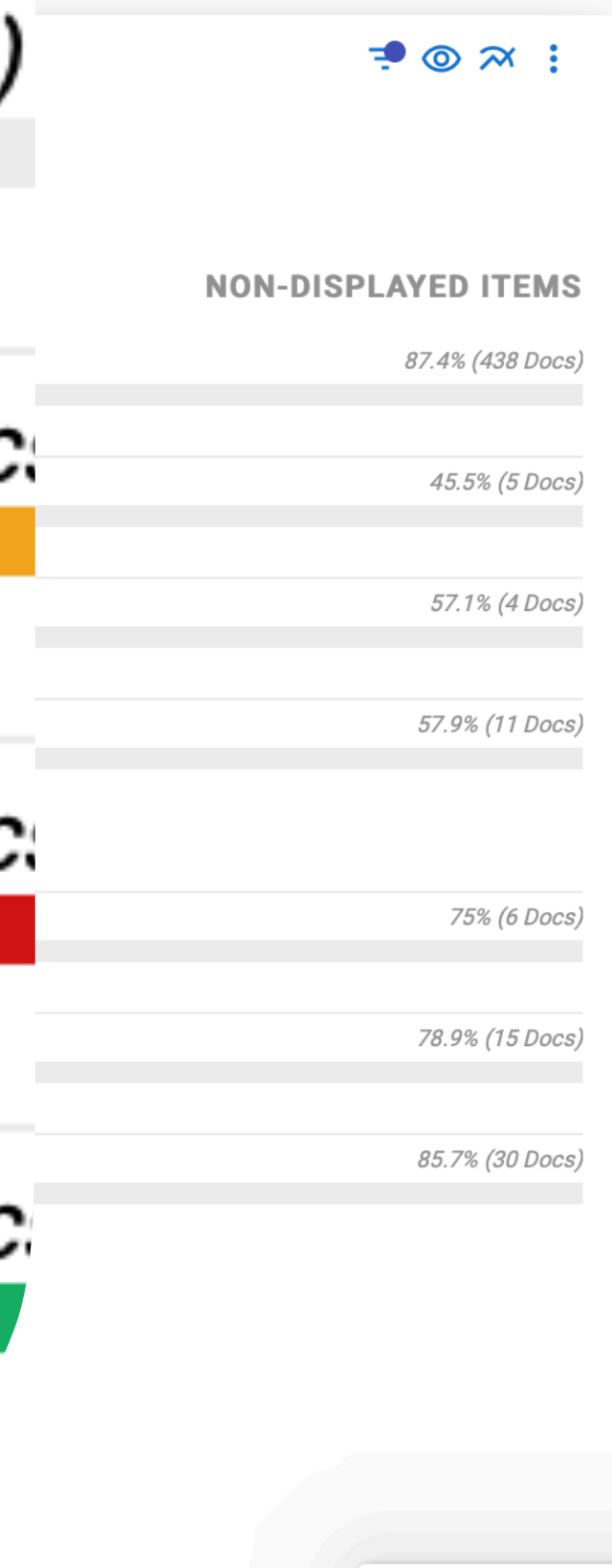
All documents
(501 Docs)

12.6% (63 Docs)

Trees&Plants -Gardens
(11 Docs)
54.5% (6 Docs)

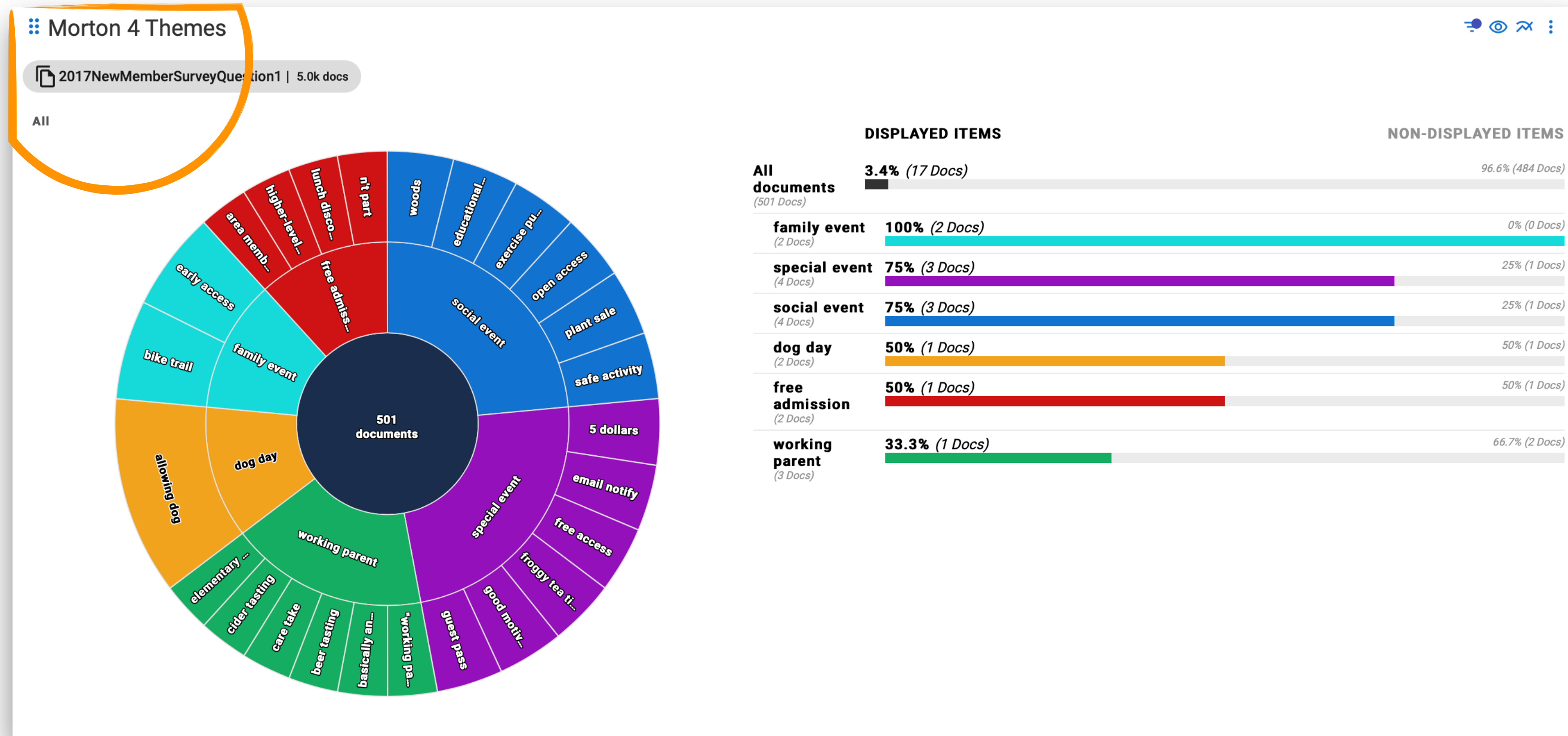
Visit&Explore -Illumination
(7 Docs)
42.9% (3 Docs)

Visit&Explore - Activities&Ex
42.1% (8 Docs)



RETENTION

RETENTION

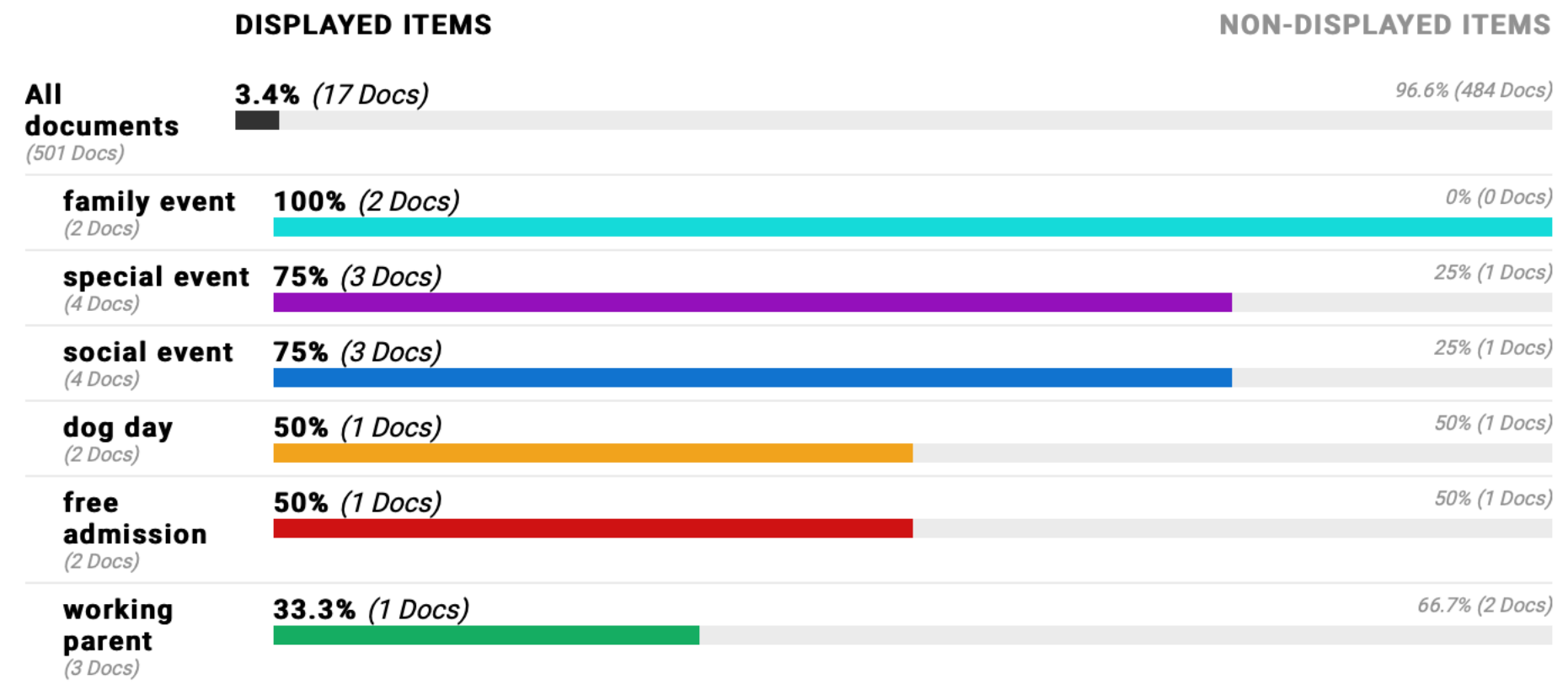
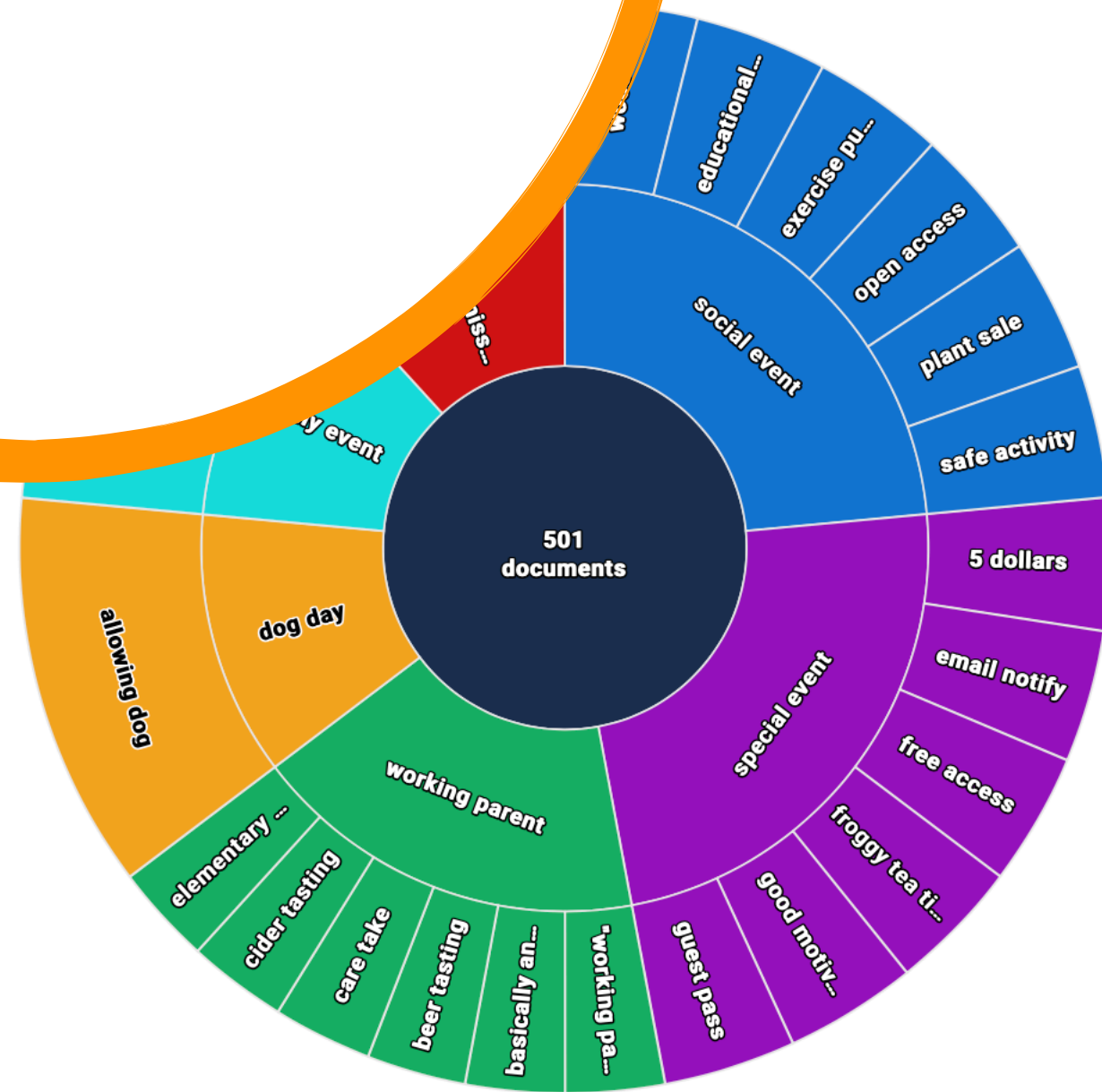


RETENTION

Morton 4 Themes

2017NewMemberSurveyQue...

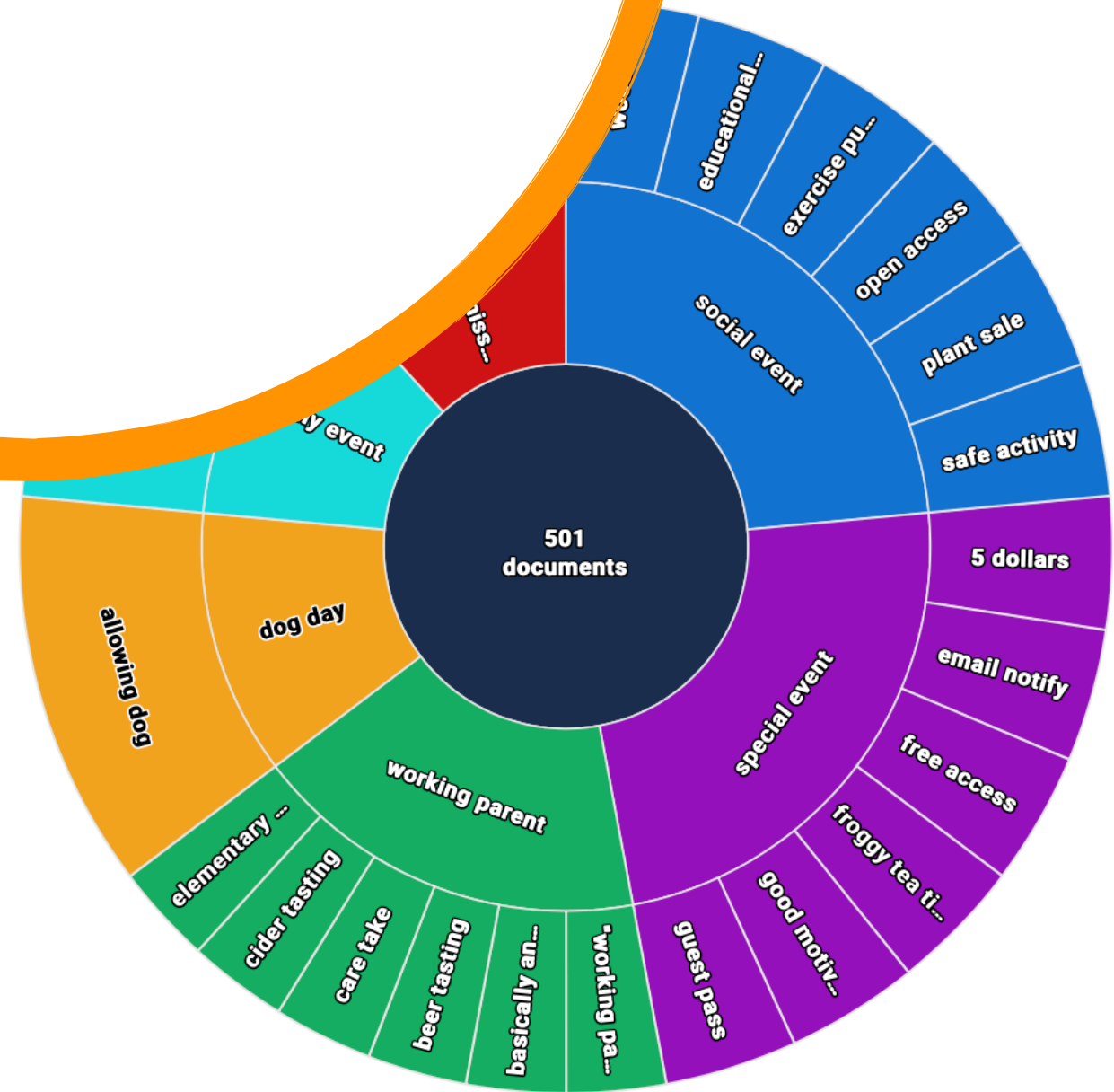
All



RETENTION

Morton 4

Morton 4 Themes
 2017NewMemberSurveyQue...
 All



RETENTION

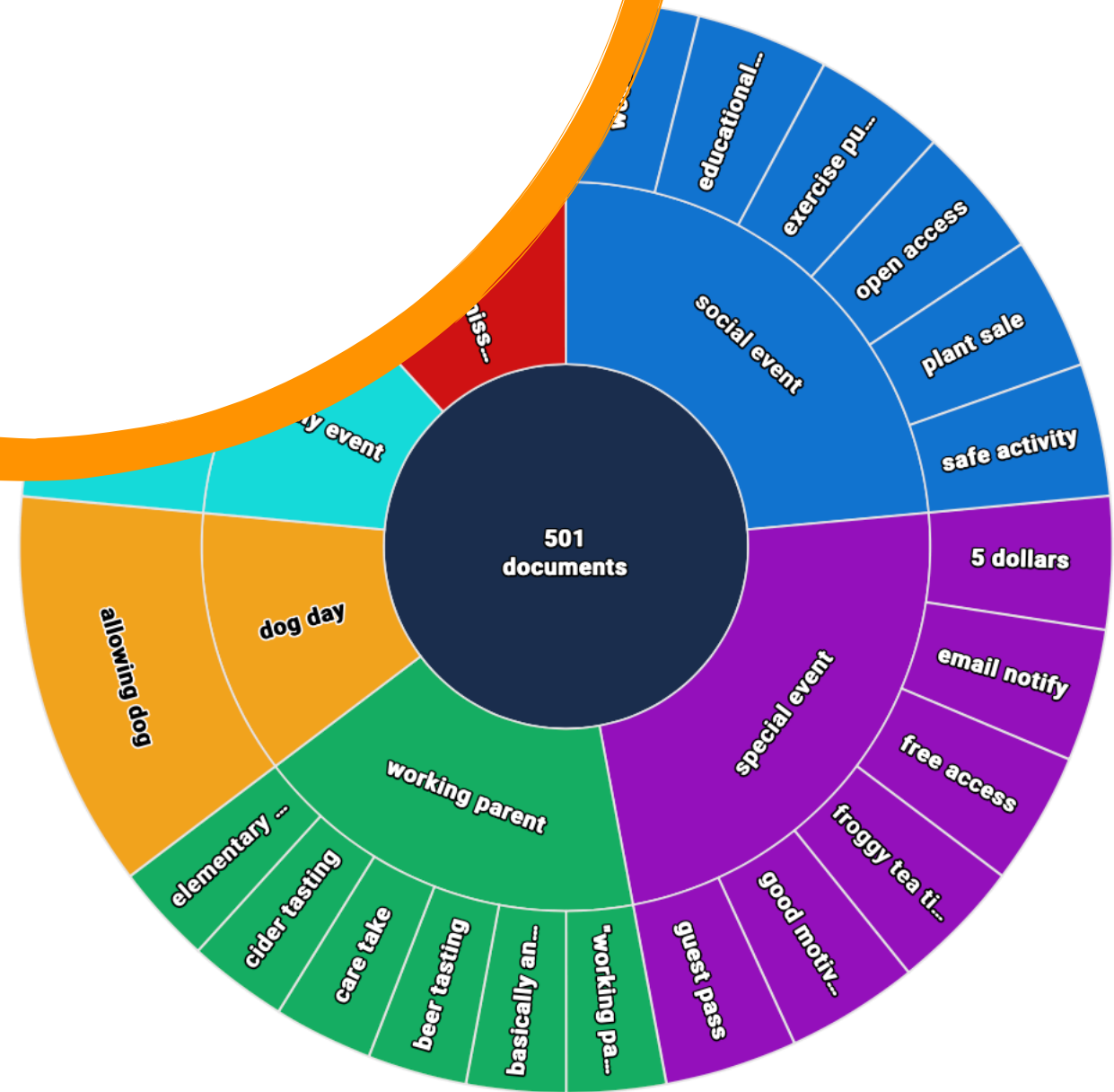
Morton 4

Themes

Morton 4 Themes

2017NewMemberSurveyQue

All



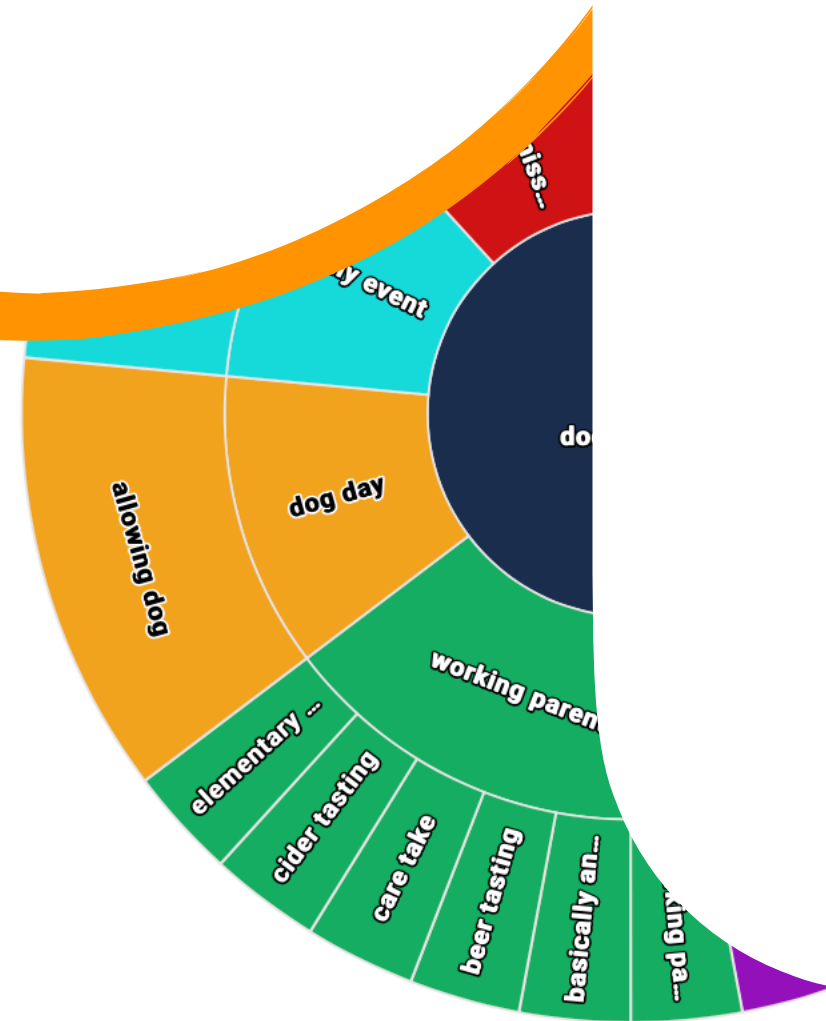
RETENTION

es

Morton 4 Themes

2017NewMemberSurveyC

All



DISPLAYED ITEMS

All documents
(501 Docs)

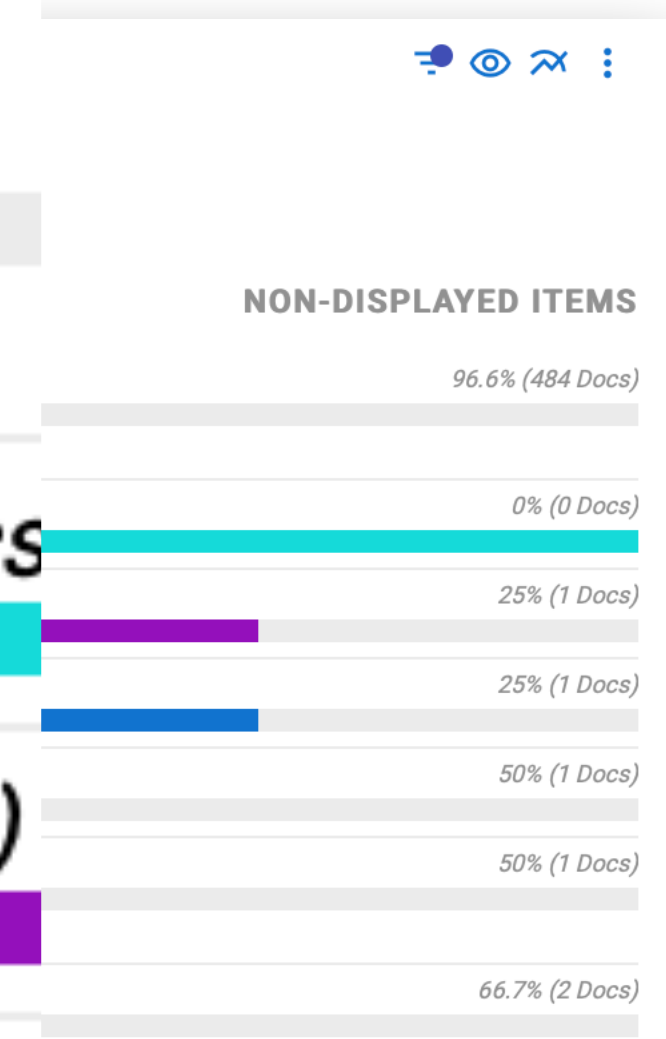
3.4% (17 Docs)

family event 100% (2 Docs)
(2 Docs)

special event 75% (3 Docs)
(4 Docs)

social event 75% (3 Docs)
(4 Docs)

dog day 50% (1 Docs)
(2 Docs)





CAUTION
CROSS
TRAFFIC

Positive Auto-Related Sentiment



Positive Auto-Related Sentiment

People like the abundance of parking



Positive Auto-Related Sentiment

People like the abundance of parking

Members value free parking very highly



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Ability to park close to entrance and exhibits is a plus



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Positive Auto-Related Sentiment



People like the abundance of parking

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Ability to park close to entrance and exhibits is a plus

Special event shuttles are appreciated

The member benefit of free parking enables drop-in visits

Environmentally friendly parking lot design

Positive Auto-Related Sentiment



People like the abundance of parking

Members value free parking very highly

Ability to park close to entrance and exhibits is a plus

Special event shuttles are appreciated

The member benefit of free parking enables drop-in visits

Environmentally friendly parking lot design

Timed ticketing has improved parking



CAUTION
CROSS
TRAFFIC

Auto-related topics for investigation



Auto-related topics for investigation

How might we manage parking better on popular days?



Auto-related topics for investigation

How might we manage parking better on popular days?

How might we ways help visitors navigate to attractions and back to car?

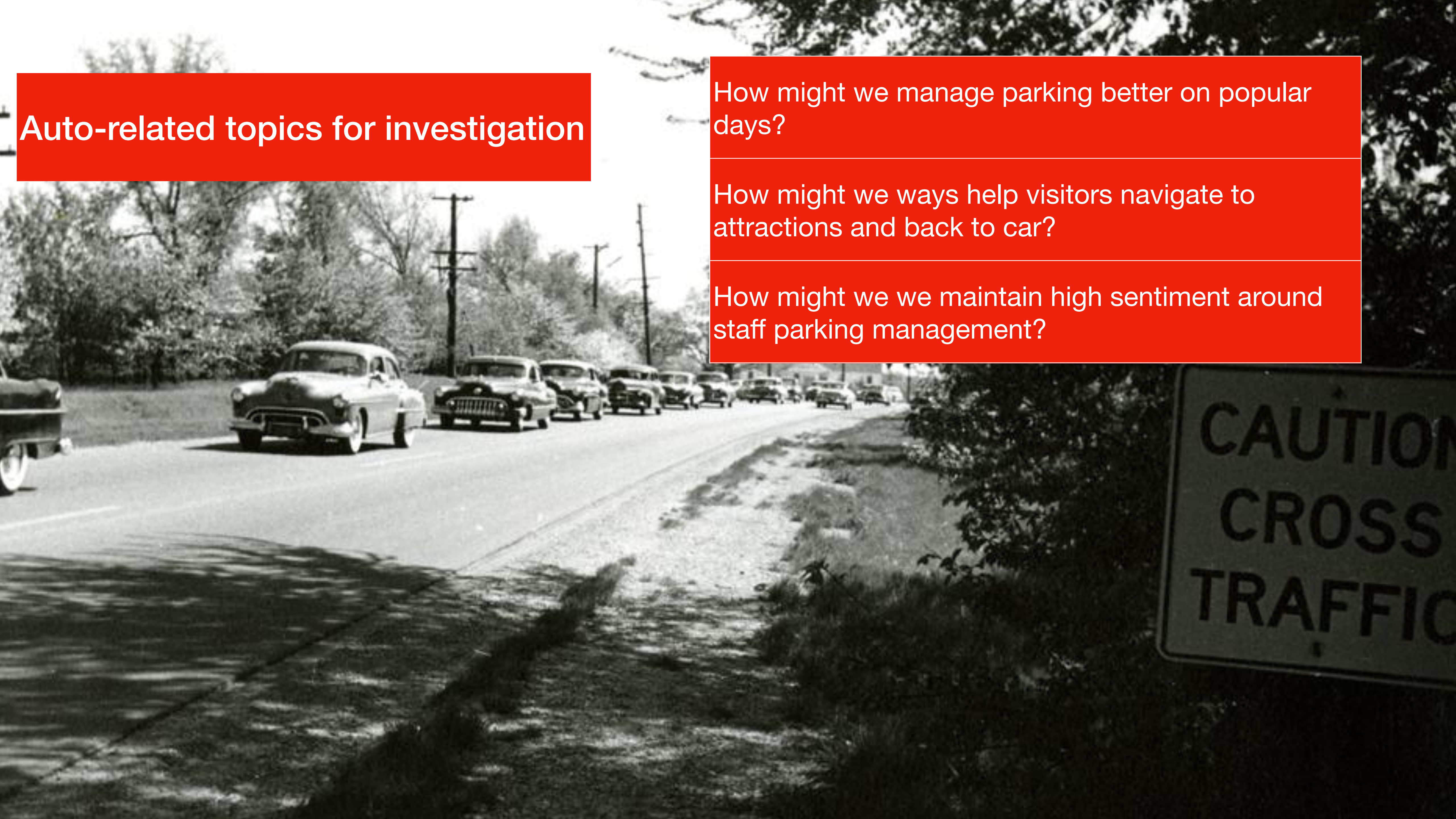


Auto-related topics for investigation

How might we manage parking better on popular days?

How might we ways help visitors navigate to attractions and back to car?

How might we we maintain high sentiment around staff parking management?





Auto-related topics for investigation

How might we manage parking better on popular days?

How might we ways help visitors navigate to attractions and back to car?

How might we we maintain high sentiment around staff parking management?

How might we can we improve the remote parking lots and shuttle bus experience? Especially for disabled people.



Auto-related topics for investigation

How might we manage parking better on popular days?

How might we ways help visitors navigate to attractions and back to car?

How might we we maintain high sentiment around staff parking management?

How might we can we improve the remote parking lots and shuttle bus experience? Especially for disabled people.

How might we find the right balance between roadways, parking, and nature?



Auto-related topics for investigation

How might we manage parking better on popular days?

How might we ways help visitors navigate to attractions and back to car?

How might we we maintain high sentiment around staff parking management?

How might we can we improve the remote parking lots and shuttle bus experience? Especially for disabled people.

How might we find the right balance between roadways, parking, and nature?

How might we can we make it easier to provide parking near picturesque spots?





Affinity Groups: **BIRD WATCHERS**



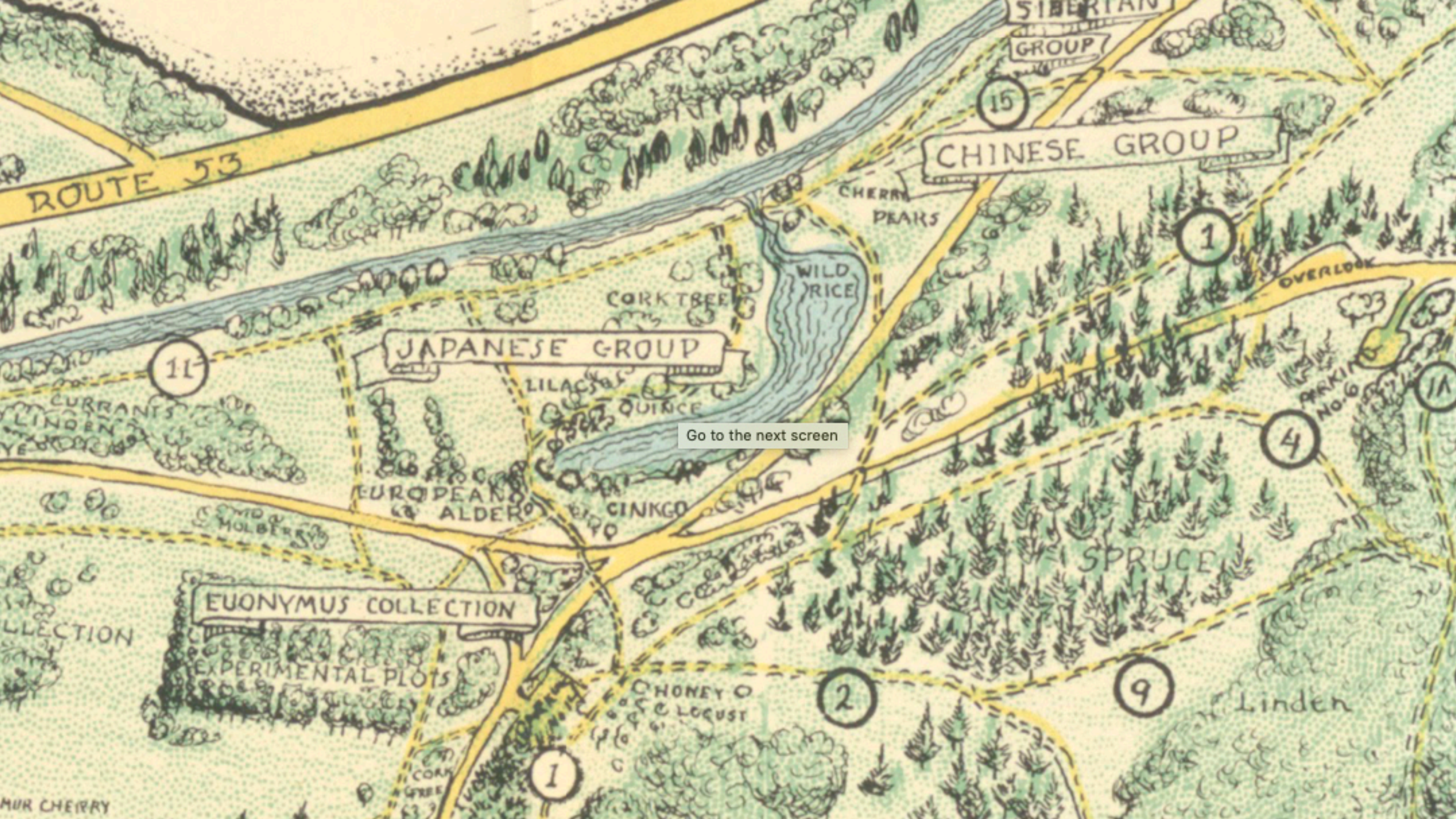


Affinity Groups: DOG LOVERS





Affinity Groups: ARBORISTS



ROUTE 53

SIBERIAN GROUP

CHINESE GROUP

JAPANESE GROUP

EUONYMUS COLLECTION

CHERRY PEARS

WILD RICE

CORK TREE

LILAC

QUINCE

EUROPEAN ALDER

CINKGO

SPRUCE

Linden

Go to the next screen

11

15

1

4

11

2

9

1

MUR CHERRY

EXPERIMENTAL PLOTS

OVERLOOK

PARKING NO. 6

CURRANTS
LINDEN
YEW

MULBERRY

HONEY LOCUST



Go to the next screen

Affinity Groups: **MANY OTHERS TOO**

Where does The Arboretum go from here?

3 Attendee takeaways

3 Attendee takeaways

1

SENTIMENT MATTERS

3 Attendee takeaways

1

SENTIMENT MATTERS

2

SENTIMENT CAN BE
MEASURED

3 Attendee takeaways

1

SENTIMENT MATTERS

2

SENTIMENT CAN BE
MEASURED

3

SENTIMENT CAN BE
MANAGED

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That's not a typo

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That's Kevin's
Phone number.
Really. Try
Whatsapp

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