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Seasonal and permanent displays of plants and flowers outside shops lend friendly, welcoming aesthetics that impact the way people feel about the quality of the products and services offered therein.

When businesses decorate with plants, they draw in more customers who are willing to travel farther, shop longer and pay higher prices for the positive experience.

Flowers, shrubs and trees make businesses inviting, which increases flow and puts customers at ease. Adding plants and landscape to businesses also boosts the economy by employing people to tend and maintain the displays.

Plants Make Life Better

Outdoor plants benefit businesses.

One study² found that potential shoppers are willing to travel more often, for longer amounts of time, and over greater distances to shop in a retail district containing trees.

Since the streetscape is an important part of creating a welcoming, interesting shopping place, trees should be part of street improvement programs that benefit businesses.

By Elizabeth Petersen

SOURCES:

¹Green Cities, Good Health — <http://depts.washington.edu/hhwb/>

²Hall, Charles and M.W. Dickson. Economic, Environmental, and Health/Well-Being Benefits Associated with Green Industry Products and Services: A Review. *Journal of Environmental Horticulture* 29(2): 96-103.

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