



Art Deco Trust (Inc) • Deco Centre, 163 Tennyson Street • P O Box 133, Napier NZ • Tel (06) 835 0022
Fax (06) 835 1912 • Email trust@artdeconapier.com Web Site www.artdeconapier.com

ART DECO TRUST INFORMATION SHEET 12

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HOW ART DECO BENEFITS NAPIER

Art Deco benefits Napier in three ways -

TOURISM & ECONOMIC DEVELOPMENT

(Tourism is a growth industry, which creates employment, brings money into the region, and which 76% of Napier people recently surveyed believe should be the City Council's first priority.)

Art Deco is attracting steadily increasing numbers of tourists into the centre of Napier.

It appeals to overseas tourists - a huge market of well educated, affluent, free-spending travellers.

It appeals to young tourists, a generation which has decades of travel ahead of it as it becomes more affluent in middle age.

In 2006, the Trust commissioned an Economic Impact Study to establish the economic benefits of Art Deco tourism to Napier and Hawke's Bay. This reported that Art Deco tourism -

- Makes an approximate annual **\$10 million wider economic contribution** to Napier
- Has a **Gross Output or Total Revenue impact on the local economy of \$23 million**. This includes a **direct impact of \$11 million** and an **indirect/multiplier impact of \$12 million**.
- Has an overall annualised **fulltime equivalent employment impact of 189**, comprising a **direct employment impact of 134** and **indirect/multiplier impact of 55**.
- Generates a total additional **net household income** in the region of some **\$5 million**, incorporating direct and multiplier impacts.

ART DECO TOURISM IS NOW NAPIER'S MAJOR TOURIST ATTRACTION, BRINGING MONEY AND EMPLOYMENT TO THE CITY

CIVIC PRIDE

(Essential to the community's sense of well-being)

Art Deco is encouraging building owners to care for their buildings, with the result that Napier looks bright, clean and attractive. Since 1985, all of the buildings in the Central Business District have been painted and repainting continues as necessary.

It is making Napier world famous, creating a sense of pride and optimism in its citizens.

No other local attraction would earn Napier free coverage in overseas publications such as the New York Times (circulation 1.8 million), to a market of potential travellers.

Civic pride encourages people to care for the urban environment, giving the city a progressive, attractive appearance.

ART DECO IS CREATING CIVIC PRIDE IN NAPIER, AS THE APPEARANCE OF THE CENTRAL CITY IMPROVES AND NAPIER'S FAME SPREADS AROUND THE WORLD

IMAGE

(The perception people have of a place that makes it memorable.)

Art Deco has given Napier a competitive edge, identifying it with an upmarket style which is becoming the city's trade-mark. Napier has become known throughout the western world as "The Art Deco City".

ART DECO IS NAPIER'S UNIQUE NATIONAL AND INTERNATIONAL TRADE-MARK