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ART DECO TRUST INFORMATION SHEET 13

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THE ART DECO TOURIST

Future research will provide a more detailed profile of the Art Deco Tourist. However, observation over an ten year period suggests that the tourist is -

- well educated
- often travelling between university and a career
- often economising on accommodation but free-spending in other ways
- interested in studying the Art Deco buildings in some depth and in savouring their ambience
- style and quality conscious
- likely to be tomorrow's affluent middle class and middle aged tourist

A Voluntary Survey conducted in 1993 suggests that -

- about half are aged between 20 and 35.
- if from New Zealand (31% of the sample were), 31 % were of Hawke's Bay origin, 54% were from the North Island and 16% were from the South Island.
- if from overseas (69% of the sample were), the majority were from the UK, North America, Germany and Australia.