

Ruapehu District Council
Monthly Report
January 2017

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Ruapehu District Council Monthly Report

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Marketplace:

Retail merchants within your local area in the following storetypes:

<i>Accommodation</i>	<i>Hardware/Homeware</i>
<i>Apparel</i>	<i>Majors (includes Appliance, Dept Stores, Furniture/Flooring)</i>
<i>Bars/Cafes/Restaurants</i>	<i>Other Retail</i>
<i>Food Retailing</i>	<i>Takeaways</i>
<i>Fuel</i>	

Data Source:

The report is calculated based on a combine BNZ and Paymark dataset. The first step in creating this dataset is to join the BNZ and Paymark datasets to create estimated card spending. Where a merchant is on the Paymark network we use this Paymark figure as final card spending (Paymark includes 100% of card transactions at merchants on the Paymark network, which is approximately 70 - 75% of all merchants in the country). Where a merchant is not on Paymark we estimate its card spending based on the relationship between BNZ and Paymark at merchants on the Paymark network in the area. For example of Merchant A is on Paymark, and BNZ cardholders account for 20% of spending at Merchant A then we assume that BNZ cardholders also accounted for 20% of spending at Merchant B, which is not on Paymark. We therefore up-scale the BNZ cardholder spending at Merchant B by a factor of five to calculate its total card spending. This scaling is conducted on a month and city/ district level to ensure any differences over time, and around the country are accounted for.

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Breakdown of SPENDING Activity - By Retail Category - January 2017

Data on this page is sourced from Paymark and BNZ MarketView

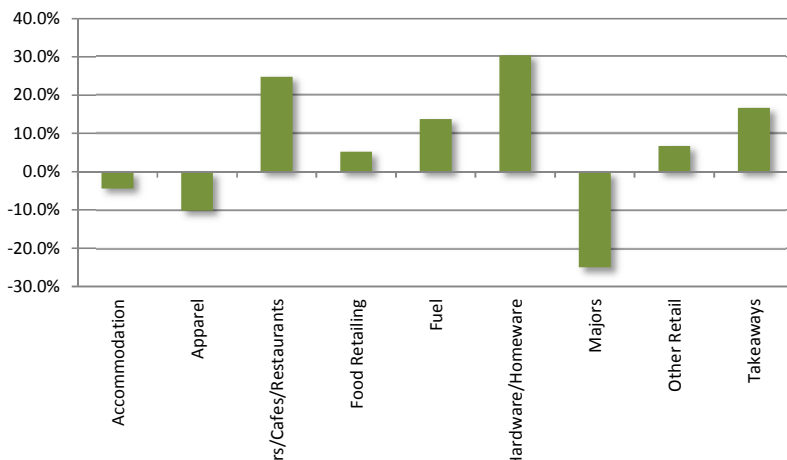
1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	January	Distribution	Last 12 months	Distribution	January	Last 12 months
Accommodation	\$2.0 m	16.0%	\$23.4 m	16.5%	\$211.6 m	\$1.9 b
Apparel	\$0.2 m	1.3%	\$2.2 m	1.6%	\$206.9 m	\$2.6 b
Bars/Cafes/Restaurants	\$1.2 m	9.7%	\$13.2 m	9.3%	\$440.3 m	\$5.0 b
Food Retailing	\$3.7 m	29.1%	\$43.0 m	30.3%	\$1,538.7 m	\$18.0 b
Fuel	\$2.8 m	22.0%	\$27.2 m	19.2%	\$579.1 m	\$6.3 b
Hardware/Homeware	\$0.4 m	3.5%	\$4.8 m	3.4%	\$263.3 m	\$3.0 b
Majors	\$0.1 m	0.7%	\$1.3 m	1.0%	\$466.9 m	\$6.1 b
Other Retail	\$1.9 m	15.0%	\$22.9 m	16.1%	\$925.1 m	\$11.4 b
Takeaways	\$0.4 m	2.8%	\$3.5 m	2.5%	\$205.4 m	\$2.5 b
TOTAL	\$12.6 m	100.0%	\$141.6 m	100.0%	\$4.8 b	\$56.8 b

1.2 - PERCENTAGE CHANGE over the same time periods last year

	January	Distribution	Last 12 months	Distribution	January	Last 12 months
Accommodation	-4.3%	-2.0%	3.5%	-0.2%	5.4%	9.3%
Apparel	-10.1%	-0.2%	2.7%	0.0%	0.9%	1.2%
Bars/Cafes/Restaurants	24.8%	1.3%	20.1%	1.2%	10.1%	11.1%
Food Retailing	5.3%	-0.7%	4.6%	-0.1%	4.1%	2.7%
Fuel	13.8%	1.2%	-1.6%	-1.3%	15.8%	-0.8%
Hardware/Homeware	30.4%	0.6%	20.5%	0.4%	5.4%	6.9%
Majors	-25.0%	-0.3%	-11.5%	-0.2%	-2.6%	0.9%
Other Retail	6.7%	-0.1%	4.5%	-0.1%	0.0%	1.5%
Takeaways	16.7%	0.2%	13.7%	0.2%	9.4%	15.3%
TOTAL	7.7%		4.8%		4.6%	3.4%

1.2.1 Change in Spending over same month last year



Top three categories

- 1 Hardware/Homeware
- 2 Bars/Cafes/Restaurants
- 3 Takeaways

Lowest three categories

- 7 Accommodation
- 8 Apparel
- 9 Majors

* Majors includes merchants within the Appliances, Departments Stores and Furniture/Flooring Categories

Breakdown of TRANSACTION Activity - By Retail Category - January 2017

Data on this page is sourced from Paymark and BNZ MarketView

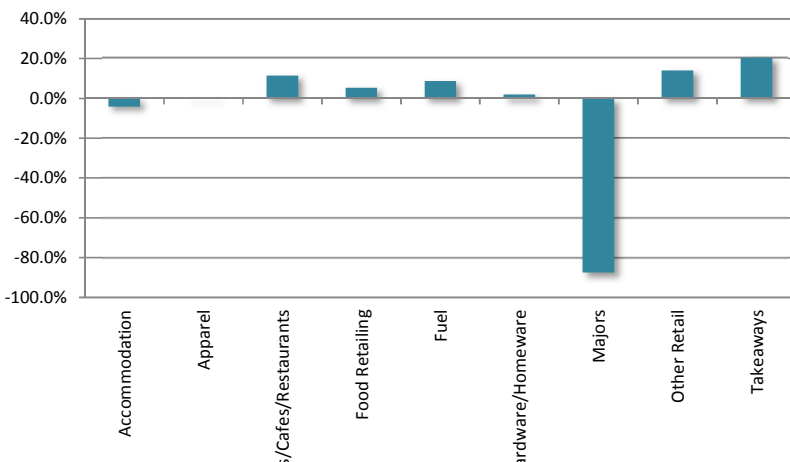
1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					<i>Total NZ</i>	
	January	Distribution	Last 12 months	Distribution	January	Last 12 months
Accommodation	0.015 m	5.3%	0.204 m	6.2%	1.69 m	15.81 m
Apparel	0.003 m	1.0%	0.033 m	1.0%	2.69 m	31.77 m
Bars/Cafes/Restaurants	0.048 m	17.0%	0.589 m	17.8%	15.77 m	196.93 m
Food Retailing	0.091 m	32.7%	1.120 m	33.9%	39.29 m	466.90 m
Fuel	0.069 m	24.7%	0.723 m	21.9%	12.98 m	149.51 m
Hardware/Homeware	0.005 m	1.8%	0.056 m	1.7%	3.05 m	32.15 m
Majors	0.000 m	0.1%	0.022 m	0.7%	5.53 m	71.18 m
Other Retail	0.028 m	10.2%	0.354 m	10.7%	14.51 m	176.73 m
Takeaways	0.020 m	7.2%	0.205 m	6.2%	12.94 m	161.22 m
TOTAL	0.279 m	100.0%	3.305 m	100.0%	108.45 m	1,302.20 m

1.4 - PERCENTAGE CHANGE over the same time periods last year

	January	Distribution	Last 12 months	Distribution	January	Last 12 months
Accommodation	-4.1%	-0.6%	0.5%	-0.4%	7.1%	7.1%
Apparel	0.2%	-0.1%	-0.2%	-0.1%	-2.1%	-0.9%
Bars/Cafes/Restaurants	11.5%	0.6%	16.4%	1.4%	8.7%	9.5%
Food Retailing	5.4%	-0.6%	4.0%	-1.1%	4.6%	3.7%
Fuel	8.8%	0.3%	5.6%	-0.4%	8.7%	4.7%
Hardware/Homeware	2.0%	-0.1%	8.4%	0.0%	6.8%	6.4%
Majors	-87.5%	-0.9%	-22.1%	-0.3%	-5.2%	-2.5%
Other Retail	14.1%	0.6%	10.4%	0.3%	1.4%	2.4%
Takeaways	20.5%	0.8%	15.8%	0.5%	7.2%	12.9%
TOTAL	7.4%		7.3%		4.9%	5.2%

1.4.1 Change in Spending over same month last year



Top three categories

- 1 Takeaways
- 2 Other Retail
- 3 Bars/Cafes/Restaurants

Lowest three categories

- 7 Apparel
- 8 Accommodation
- 9 Majors

* Majors includes merchants within the Appliances, Departments Stores and Furniture/Flooring Categories

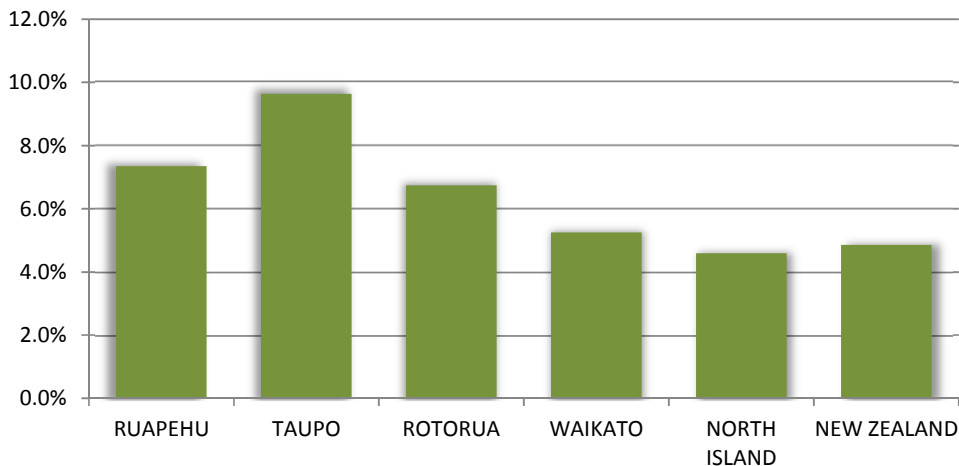
Breakdown by NEIGHBOURS - By Retail Category - January 2017

Data on this page is sourced from Paymark and BNZ MarketView

1.6 SPENDING & TRANSACTIONS, and CHANGE from same period last year - THIS MONTH

	RUAPEHU		TAUPO		ROTORUA		WAIKATO		NORTH ISLAND		NEW ZEALAND	
	\$	% change	\$	% change	\$	% change	\$	% change	\$	% change	\$	% change
Accommodation	\$2.0 m	-4.3%	\$8.7 m	12.9%	\$8.9 m	12.1%	\$5.9 m	15.2%	\$125.8 m	5.2%	\$211.6 m	5.5%
Apparel	\$0.2 m	-10.1%	\$2.5 m	7.9%	\$1.9 m	1.0%	\$10.5 m	1.5%	\$158.8 m	1.2%	\$206.7 m	1.0%
Bars/Cafes/Restaurants	\$1.2 m	24.8%	\$7.9 m	12.4%	\$7.4 m	14.7%	\$20.3 m	11.1%	\$322.6 m	10.9%	\$440.3 m	10.2%
Food Retailing	\$3.7 m	5.3%	\$18.6 m	6.6%	\$27.0 m	6.2%	\$100.4 m	3.4%	\$1156.5 m	4.0%	\$1538.7 m	4.1%
Fuel	\$2.8 m	13.8%	\$9.5 m	14.0%	\$11.6 m	9.3%	\$44.5 m	15.9%	\$425.1 m	14.2%	\$579.1 m	15.8%
Hardware/Homeeware	\$0.4 m	30.4%	\$3.3 m	23.5%	\$4.6 m	15.5%	\$17.4 m	9.6%	\$199.8 m	6.1%	\$263.3 m	6.2%
Majors	\$0.1 m	-25.0%	\$4.5 m	-0.8%	\$7.3 m	-5.1%	\$30.9 m	-1.2%	\$346.8 m	-1.5%	\$466.9 m	-1.6%
Other Retail	\$1.9 m	6.8%	\$11.8 m	7.3%	\$17.9 m	1.6%	\$53.3 m	0.2%	\$690.8 m	-0.2%	\$922.5 m	0.6%
Takeaways	\$0.4 m	16.7%	\$2.9 m	17.0%	\$4.6 m	12.8%	\$14.8 m	9.1%	\$164.0 m	9.7%	\$205.4 m	9.5%
Tourist Activities	\$0.5 m	-1.0%	\$3.2 m	8.1%	\$9.5 m	9.8%	\$3.9 m	7.2%	\$31.4 m	5.3%	\$52.7 m	5.7%
TOTAL	\$13.1 m	7.4%	\$73.0 m	9.6%	\$100.4 m	6.7%	\$301.9 m	5.3%	\$3,621.7 m	4.6%	\$4,887.1 m	4.9%

1.5.1 Percentage change in spending - Ruapehu vs Neighbouring Areas



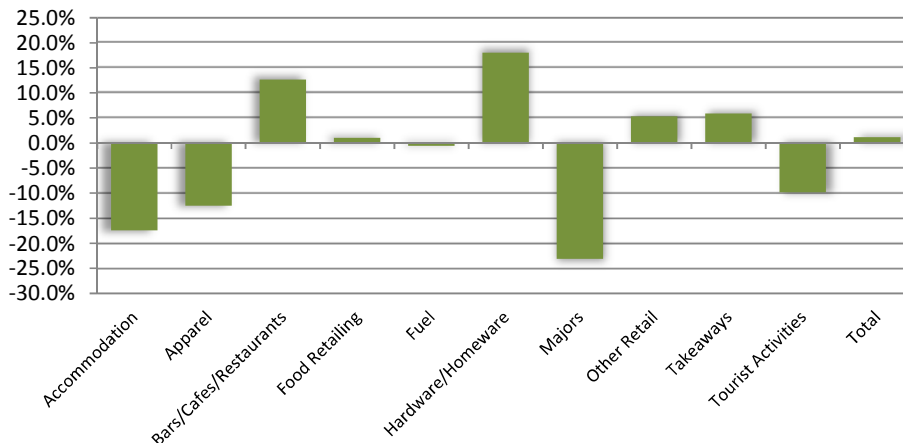
Top three districts

- 1 TAUPO
- 2 RUAPEHU
- 3 ROTORUA

Lowest three districts

- 4 WAIKATO
- 5 NEW ZEALAND
- 6 NORTH ISLAND

1.5.2 Ruapehu vs Neighbours RTO Average, by category



Top three categories

- 1 Hardware/Homeeware
- 2 Bars/Cafes/Restaurants
- 3 Takeaways

Lowest three categories

- 8 Apparel
- 9 Accommodation
- 10 Majors

Breakdown by ORIGIN - By Retail Category - January 2017

Data on this page is sourced from Paymark and BNZ MarketView

1.6 SPENDING & TRANSACTIONS, and CHANGE from same period last year - THIS MONTH

ORIGIN	LOCAL		REST OF NZ		INTERNATIONAL		LOCAL		REST OF NZ		INTERNATIONAL	
	\$	% change	\$	% change	\$	% change	#	% change	#	% change	#	% change
Accommodation	\$0.05 m	-23.1%	\$1.09 m	-1.1%	\$0.88 m	-6.7%	1,080	-11.0%	7,891	-3.8%	5,949	-3.0%
Apparel	\$0.07 m	-18.7%	\$0.09 m	8.2%	\$0.01 m	-61.6%	1,407	-10.5%	1,212	22.9%	63	-46.2%
Bars/Cafes/Restaurants	\$0.31 m	22.6%	\$0.74 m	20.4%	\$0.17 m	54.1%	13,049	9.3%	30,448	9.8%	4,087	35.8%
Food Retailing	\$2.32 m	2.0%	\$1.23 m	10.1%	\$0.14 m	24.2%	57,002	2.1%	31,434	9.6%	2,840	33.2%
Fuel	\$0.98 m	9.9%	\$1.56 m	14.0%	\$0.24 m	31.7%	25,337	6.0%	38,997	8.9%	4,614	25.9%
Hardware/Homeware	\$0.24 m	18.7%	\$0.19 m	49.1%	\$0.01 m	24.4%	2,959	-5.5%	2,073	13.0%	65	109.7%
Majors	\$0.07 m	-5.3%	\$0.01 m	-62.3%	\$0.00 m	-47.5%	199	-88.1%	132	-86.2%	2	-95.2%
Other Retail	\$0.98 m	-11.7%	\$0.80 m	37.7%	\$0.11 m	40.3%	15,498	10.4%	11,661	16.4%	1,192	53.0%
Takeaways	\$0.14 m	21.4%	\$0.20 m	12.5%	\$0.01 m	37.1%	7,820	32.5%	11,417	11.6%	886	56.8%
Tourist Activities	\$0.01 m	-19.9%	\$0.36 m	4.2%	\$0.10 m	-14.2%	1,297	64.0%	3,108	25.2%	483	16.4%
TOTAL	\$5.17 m	1.7%	\$6.27 m	13.0%	\$1.66 m	5.7%	0.1 m	4.7%	0.1 m	9.0%	0.0 m	19.5%

1.7 SPENDING & TRANSACTIONS, and CHANGE from same period last year - 12 MONTH TOTAL

ORIGIN	LOCAL		REST OF NZ		INTERNATIONAL		LOCAL		REST OF NZ		INTERNATIONAL	
	\$	% change	\$	% change	\$	% change	#	% change	#	% change	#	% change
Accommodation	\$0.86 m	12.6%	\$15.80 m	2.1%	\$6.75 m	5.9%	20,986	17.6%	139,049	-2.5%	43,790	3.3%
Apparel	\$1.27 m	10.3%	\$0.87 m	-6.1%	\$0.06 m	-7.4%	20,462	10.6%	11,696	-14.6%	560	-4.0%
Bars/Cafes/Restaurants	\$3.62 m	17.4%	\$8.58 m	17.4%	\$1.00 m	66.1%	173,310	12.4%	390,774	16.7%	25,230	45.1%
Food Retailing	\$27.94 m	3.3%	\$14.19 m	6.3%	\$0.84 m	23.1%	705,305	3.6%	396,110	3.8%	18,192	25.0%
Fuel	\$11.29 m	-3.7%	\$14.57 m	-1.3%	\$1.37 m	13.8%	307,076	2.3%	387,572	7.4%	27,902	20.0%
Hardware/Homeware	\$3.19 m	14.1%	\$1.62 m	36.1%	\$0.04 m	0.5%	36,055	2.9%	19,983	19.6%	395	18.6%
Majors	\$0.90 m	-1.4%	\$0.43 m	-27.2%	\$0.02 m	-6.1%	13,986	-20.1%	7,846	-25.1%	136	-38.2%
Other Retail	\$12.03 m	2.9%	\$10.10 m	5.9%	\$0.72 m	12.6%	185,482	8.6%	160,269	11.9%	8,147	25.5%
Takeaways	\$1.51 m	19.0%	\$1.92 m	9.0%	\$0.08 m	38.4%	84,074	20.9%	115,912	11.2%	5,007	51.4%
Tourist Activities	\$0.36 m	-8.0%	\$16.64 m	-1.0%	\$1.04 m	-0.3%	22,356	-0.8%	239,073	-7.1%	7,318	-14.5%
TOTAL	\$62.97 m	3.5%	\$84.73 m	3.7%	\$11.91 m	11.1%	1.6 m	5.5%	1.9 m	5.8%	0.1 m	16.8%