

Ruapehu District Council
Monthly Report
February 2017

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Ruapehu District Council Monthly Report

Contents:	Page:
Breakdown of SPENDING Activity - By Retail Category - February 2017	3
Breakdown of TRANSACTION Activity - By Retail Category - February 2017	4
Breakdown by NEIGHBOURS - By Retail Category - February 2017	5
Breakdown by ORIGIN - By Retail Category - February 2017	6

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 - February 2017

Data on this page is sourced from Paymark and BNZ MarketView

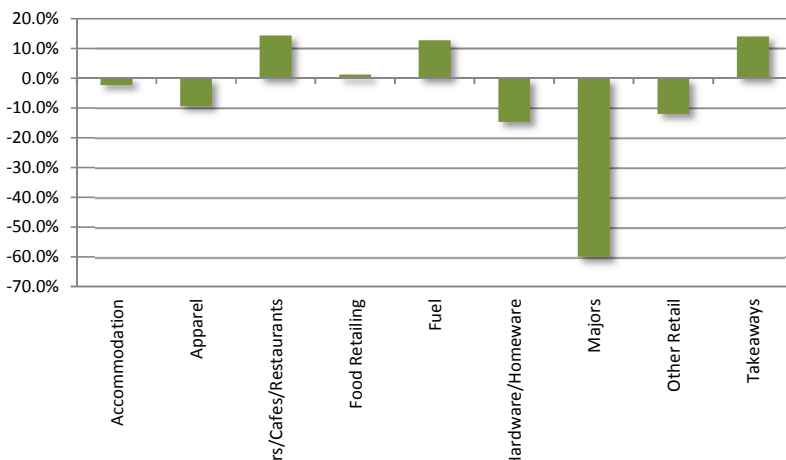
1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	February	Distribution	Last 12 months	Distribution	February	Last 12 months
Accommodation	\$1.8 m	17.0%	\$23.4 m	16.5%	\$189.0 m	\$1.9 b
Apparel	\$0.1 m	1.3%	\$2.2 m	1.5%	\$173.6 m	\$2.6 b
Bars/Cafes/Restaurants	\$1.0 m	9.2%	\$13.3 m	9.4%	\$414.8 m	\$5.0 b
Food Retailing	\$3.2 m	30.2%	\$43.0 m	30.4%	\$1,438.0 m	\$18.0 b
Fuel	\$2.4 m	22.1%	\$27.5 m	19.4%	\$562.5 m	\$6.4 b
Hardware/Homeware	\$0.3 m	3.2%	\$4.8 m	3.4%	\$226.1 m	\$3.0 b
Majors	\$0.1 m	0.5%	\$1.3 m	0.9%	\$409.7 m	\$6.1 b
Other Retail	\$1.5 m	13.9%	\$22.6 m	16.0%	\$899.7 m	\$11.4 b
Takeaways	\$0.3 m	2.6%	\$3.6 m	2.5%	\$190.9 m	\$2.5 b
TOTAL	\$10.8 m	100.0%	\$141.6 m	100.0%	\$4.5 b	\$56.9 b

1.2 - PERCENTAGE CHANGE over the same time periods last year

	February	Distribution	Last 12 months	Distribution	February	Last 12 months
Accommodation	-2.3%	-0.5%	1.8%	-0.3%	-2.3%	7.2%
Apparel	-9.4%	-0.1%	1.7%	0.0%	-2.7%	1.1%
Bars/Cafes/Restaurants	14.4%	1.1%	19.0%	1.2%	5.4%	10.6%
Food Retailing	1.2%	0.2%	3.9%	0.1%	0.7%	2.3%
Fuel	12.7%	2.4%	-0.8%	-0.9%	16.0%	0.4%
Hardware/Homeware	-14.7%	-0.6%	16.3%	0.4%	-2.0%	5.8%
Majors	-60.1%	-0.8%	-18.6%	-0.2%	-5.6%	0.3%
Other Retail	-11.9%	-2.0%	0.9%	-0.4%	-2.9%	1.0%
Takeaways	14.1%	0.3%	13.4%	0.2%	7.0%	14.2%
TOTAL	0.6%		3.6%		1.3%	3.0%

1.2.1 Change in Spending over same month last year



Top three categories

- 1 Bars/Cafes/Restaurants
- 2 Takeaways
- 3 Fuel

Lowest three categories

- 7 Other Retail
- 8 Hardware/Homeware
- 9 Majors

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

Breakdown of TRANSACTION Activity - By Retail Category - February 2017

Data on this page is sourced from Paymark and BNZ MarketView

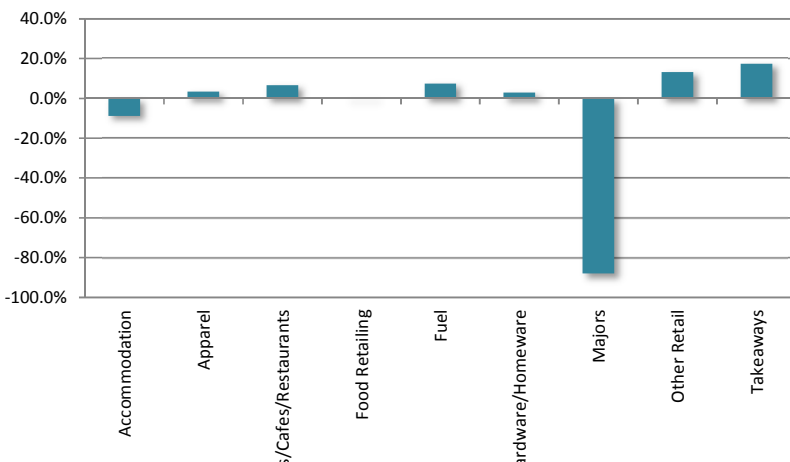
1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					<i>Total NZ</i>	
	February	Distribution	Last 12 months	Distribution	February	Last 12 months
Accommodation	0.014 m	5.5%	0.203 m	6.1%	1.49 m	15.90 m
Apparel	0.002 m	1.0%	0.033 m	1.0%	2.15 m	31.60 m
Bars/Cafes/Restaurants	0.043 m	17.2%	0.592 m	17.9%	15.93 m	197.74 m
Food Retailing	0.082 m	32.6%	1.120 m	33.8%	37.75 m	467.46 m
Fuel	0.062 m	24.6%	0.727 m	21.9%	12.65 m	150.25 m
Hardware/Homeware	0.004 m	1.8%	0.057 m	1.7%	2.51 m	32.18 m
Majors	0.000 m	0.1%	0.020 m	0.6%	4.94 m	70.83 m
Other Retail	0.027 m	10.6%	0.357 m	10.8%	13.78 m	176.64 m
Takeaways	0.017 m	6.7%	0.208 m	6.3%	12.69 m	161.78 m
TOTAL	0.252 m	100.0%	3.315 m	100.0%	103.90 m	1,304.37 m

1.4 - PERCENTAGE CHANGE over the same time periods last year

	February	Distribution	Last 12 months	Distribution	February	Last 12 months
Accommodation	-8.7%	-0.8%	-1.0%	-0.5%	6.2%	7.1%
Apparel	3.6%	0.0%	-1.0%	-0.1%	-7.4%	-1.3%
Bars/Cafes/Restaurants	6.8%	0.5%	15.3%	1.3%	5.0%	9.0%
Food Retailing	0.3%	-1.2%	3.4%	-1.1%	1.3%	3.3%
Fuel	7.5%	0.8%	5.3%	-0.3%	6.2%	4.6%
Hardware/Homeware	3.0%	0.0%	7.5%	0.0%	1.5%	5.7%
Majors	-88.0%	-1.0%	-31.6%	-0.3%	-6.6%	-3.1%
Other Retail	13.3%	0.9%	10.4%	0.4%	-0.7%	1.9%
Takeaways	17.5%	0.8%	16.1%	0.5%	4.6%	11.7%
TOTAL	3.9%		6.7%		2.0%	4.7%

1.4.1 Change in Spending over same month last year



Top three categories

- 1 Takeaways
- 2 Other Retail
- 3 Fuel

Lowest three categories

- 7 Food Retailing
- 8 Accommodation
- 9 Majors

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

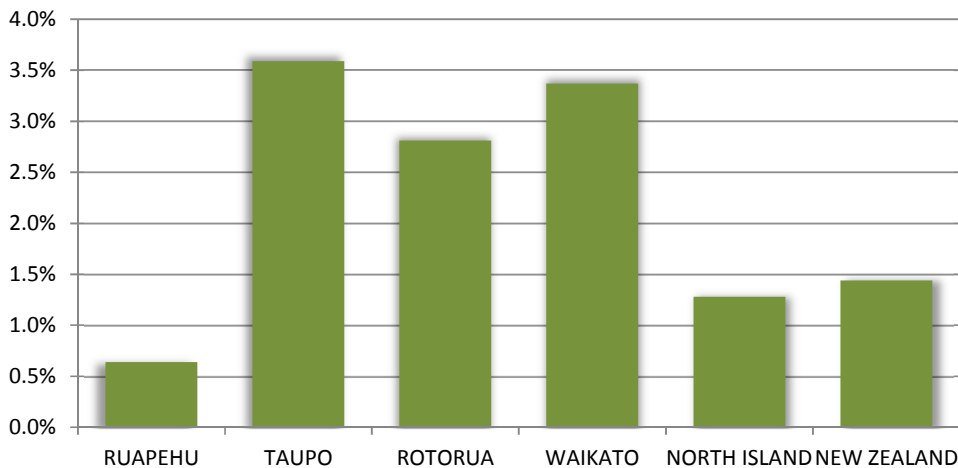
Breakdown by NEIGHBOURS - By Retail Category - February 2017

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	\$1.8 m	-2.3%	\$6.2 m	5.7%	\$6.7 m	14.3%	\$5.4 m	3.7%	\$114.6 m	-6.1%	\$188.9 m	-2.2%
Apparel	\$0.1 m	-9.4%	\$1.6 m	0.7%	\$1.5 m	-3.4%	\$9.2 m	1.8%	\$133.8 m	-2.5%	\$173.6 m	-2.6%
Bars/Cafes/Restaurants	\$1.0 m	14.4%	\$5.2 m	3.9%	\$5.9 m	9.6%	\$19.8 m	8.3%	\$308.6 m	6.0%	\$414.8 m	5.4%
Food Retailing	\$3.2 m	1.3%	\$14.4 m	4.7%	\$23.8 m	2.1%	\$95.2 m	-0.5%	\$1079.2 m	0.7%	\$1437.9 m	0.7%
Fuel	\$2.4 m	12.7%	\$7.3 m	15.7%	\$10.0 m	10.7%	\$43.6 m	17.3%	\$413.6 m	15.1%	\$562.5 m	16.0%
Hardware/Homeware	\$0.3 m	-14.7%	\$2.4 m	0.7%	\$3.7 m	-1.3%	\$14.8 m	4.6%	\$172.4 m	-0.1%	\$226.1 m	-1.1%
Majors	\$0.1 m	-60.1%	\$3.4 m	-8.5%	\$6.3 m	-6.1%	\$28.7 m	-1.4%	\$305.5 m	-5.2%	\$409.7 m	-5.3%
Other Retail	\$1.5 m	-11.9%	\$9.3 m	-1.3%	\$15.1 m	-3.1%	\$54.4 m	0.7%	\$676.0 m	-2.6%	\$897.2 m	-2.5%
Takeaways	\$0.3 m	14.1%	\$2.1 m	14.3%	\$3.6 m	5.6%	\$13.9 m	6.8%	\$152.2 m	7.0%	\$190.9 m	7.0%
Tourist Activities	\$0.3 m	1.7%	\$1.9 m	-7.5%	\$6.1 m	4.1%	\$3.1 m	1.2%	\$21.3 m	0.3%	\$38.8 m	0.3%
TOTAL	\$11.1 m	0.6%	\$53.8 m	3.6%	\$82.7 m	2.8%	\$288.1 m	3.4%	\$3,377.3 m	1.3%	\$4,540.4 m	1.4%

1.5.1 Percentage change in spending - Ruapehu vs Neighbouring Areas



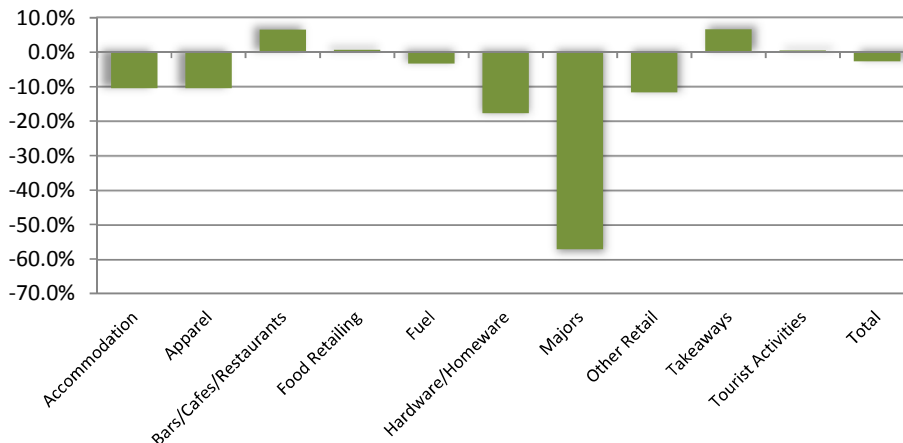
Top three districts

- 1 TAUPO
- 2 WAIKATO
- 3 ROTORUA

Lowest three districts

- 4 NEW ZEALAND
- 5 NORTH ISLAND
- 6 RUAPEHU

1.5.2 Ruapehu vs Neighbours RTO Average, by category



Top three categories

- 1 Takeaways
- 2 Bars/Cafes/Restaurants
- 3 Food Retailing

Lowest three categories

- 8 Other Retail
- 9 Hardware/Homeware
- 10 Majors

Breakdown by ORIGIN - By Retail Category - February 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	\$0.04 m	-45.7%	\$1.00 m	6.9%	\$0.79 m	-8.6%	1,009	-37.8%	7,469	-1.2%	5,463	-10.2%
Apparel	\$0.08 m	-15.1%	\$0.06 m	15.6%	\$0.01 m	-58.5%	1,549	0.1%	876	17.0%	54	-44.3%
Bars/Cafes/Restaurants	\$0.28 m	8.1%	\$0.55 m	13.4%	\$0.15 m	32.6%	13,290	5.9%	26,485	5.6%	3,557	20.4%
Food Retailing	\$2.13 m	-3.8%	\$1.03 m	12.7%	\$0.09 m	10.7%	52,306	-5.1%	27,664	10.7%	2,305	21.7%
Fuel	\$0.99 m	9.3%	\$1.18 m	12.8%	\$0.21 m	31.3%	26,445	4.6%	31,411	8.5%	4,164	21.0%
Hardware/Homeware	\$0.21 m	-28.9%	\$0.13 m	24.6%	\$0.00 m	-11.2%	2,754	-4.7%	1,620	18.9%	46	18.0%
Majors	\$0.02 m	-74.4%	\$0.03 m	-37.2%	\$0.00 m	-82.0%	175	-89.9%	152	-84.7%	2	-92.9%
Other Retail	\$0.92 m	-23.6%	\$0.52 m	16.4%	\$0.06 m	9.7%	15,491	10.9%	10,407	16.3%	753	23.2%
Takeaways	\$0.12 m	12.8%	\$0.15 m	15.0%	\$0.01 m	16.7%	7,173	18.3%	9,113	16.2%	643	28.9%
Tourist Activities	\$0.01 m	69.1%	\$0.22 m	-1.8%	\$0.07 m	4.7%	1,384	8.5%	2,279	39.3%	399	30.8%
TOTAL	\$4.80 m	-8.3%	\$4.86 m	11.0%	\$1.40 m	1.6%	0.1 m	-0.4%	0.1 m	8.7%	0.0 m	9.0%

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	\$0.83 m	5.4%	\$15.87 m	1.3%	\$6.67 m	2.7%	20,374	10.5%	138,961	-2.8%	43,169	0.1%
Apparel	\$1.25 m	6.4%	\$0.88 m	-1.8%	\$0.05 m	-29.4%	20,463	8.1%	11,823	-12.8%	517	-21.0%
Bars/Cafes/Restaurants	\$3.65 m	15.7%	\$8.65 m	17.3%	\$1.03 m	53.9%	174,045	11.4%	392,189	16.0%	25,833	35.8%
Food Retailing	\$27.86 m	2.0%	\$14.30 m	7.1%	\$0.84 m	21.2%	702,509	2.2%	398,782	4.7%	18,603	24.8%
Fuel	\$11.38 m	-3.4%	\$14.71 m	-0.2%	\$1.42 m	16.4%	308,228	1.7%	390,041	7.4%	28,625	19.9%
Hardware/Homeware	\$3.11 m	9.3%	\$1.65 m	33.0%	\$0.04 m	-6.8%	35,918	1.4%	20,240	20.4%	402	11.7%
Majors	\$0.84 m	-11.9%	\$0.41 m	-29.5%	\$0.02 m	-20.3%	12,430	-30.1%	7,008	-33.6%	110	-52.0%
Other Retail	\$11.75 m	-4.2%	\$10.18 m	6.5%	\$0.73 m	13.5%	187,010	8.7%	161,724	11.8%	8,289	27.0%
Takeaways	\$1.53 m	18.2%	\$1.94 m	9.1%	\$0.09 m	32.8%	85,185	21.4%	117,182	11.6%	5,151	46.8%
Tourist Activities	\$0.37 m	-6.5%	\$16.63 m	-1.4%	\$1.05 m	-0.5%	22,464	-1.5%	239,716	-6.8%	7,412	-14.5%
TOTAL	\$62.54 m	1.0%	\$85.21 m	3.9%	\$11.93 m	8.7%	1.6 m	4.4%	1.9 m	5.9%	0.1 m	14.3%