

Ruapehu District Council
Monthly Report
March 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 - March 2017

Data on this page is sourced from Paymark and BNZ MarketView

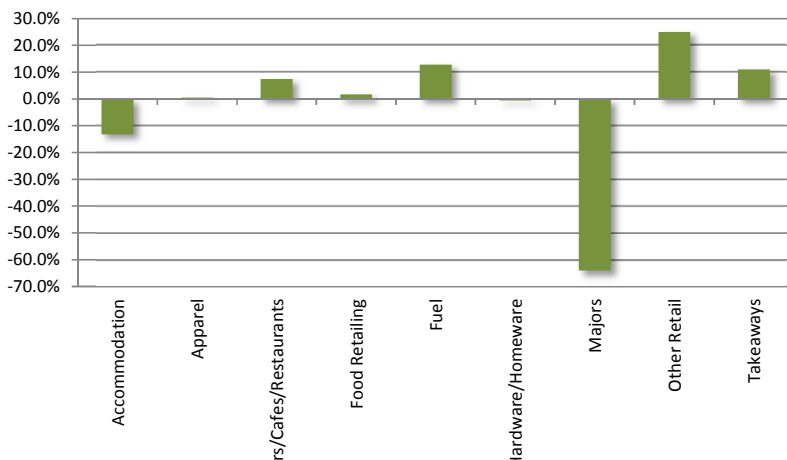
1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	March	Distribution	Last 12 months	Distribution	March	Last 12 months
Accommodation	\$1.9 m	15.8%	\$23.1 m	16.3%	\$202.3 m	\$1.9 b
Apparel	\$0.2 m	1.5%	\$2.2 m	1.5%	\$213.5 m	\$2.6 b
Bars/Cafes/Restaurants	\$1.0 m	8.9%	\$13.4 m	9.4%	\$457.3 m	\$5.1 b
Food Retailing	\$3.5 m	30.2%	\$43.1 m	30.3%	\$1,563.4 m	\$18.0 b
Fuel	\$2.6 m	22.2%	\$27.8 m	19.6%	\$610.1 m	\$6.5 b
Hardware/Homeware	\$0.4 m	3.4%	\$4.8 m	3.4%	\$250.2 m	\$3.0 b
Majors	\$0.1 m	0.6%	\$1.1 m	0.8%	\$462.9 m	\$6.1 b
Other Retail	\$1.7 m	14.6%	\$23.0 m	16.2%	\$996.4 m	\$11.4 b
Takeaways	\$0.3 m	2.7%	\$3.6 m	2.5%	\$221.0 m	\$2.5 b
TOTAL	\$11.7 m	100.0%	\$142.0 m	100.0%	\$5.0 b	\$57.1 b

1.2 - PERCENTAGE CHANGE over the same time periods last year

	March	Distribution	Last 12 months	Distribution	March	Last 12 months
Accommodation	-13.1%	-3.0%	-2.0%	-0.8%	8.4%	6.8%
Apparel	0.6%	0.0%	1.2%	0.0%	6.0%	2.2%
Bars/Cafes/Restaurants	7.5%	0.3%	17.2%	1.2%	10.5%	10.6%
Food Retailing	1.8%	-0.5%	3.1%	0.1%	3.1%	2.2%
Fuel	12.8%	1.8%	0.0%	-0.5%	14.8%	1.8%
Hardware/Homeware	-0.5%	-0.1%	13.7%	0.3%	0.4%	5.1%
Majors	-64.1%	-1.1%	-31.2%	-0.4%	-1.7%	0.1%
Other Retail	25.0%	2.5%	1.8%	-0.1%	3.1%	1.1%
Takeaways	11.1%	0.2%	12.1%	0.2%	10.3%	13.3%
TOTAL	3.5%		2.7%		5.1%	3.2%

1.2.1 Change in Spending over same month last year



Top three categories

- 1 Other Retail
- 2 Fuel
- 3 Takeaways

Lowest three categories

- 7 Hardware/Homeware
- 8 Accommodation
- 9 Majors

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

Breakdown of TRANSACTION Activity - By Retail Category - March 2017

Data on this page is sourced from Paymark and BNZ MarketView

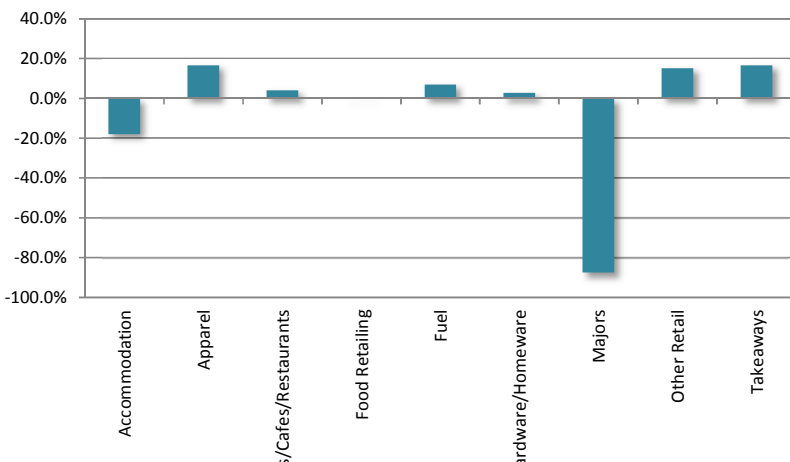
1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					<i>Total NZ</i>	
	March	Distribution	Last 12 months	Distribution	March	Last 12 months
Accommodation	0.014 m	5.0%	0.200 m	6.0%	1.55 m	15.97 m
Apparel	0.003 m	1.0%	0.033 m	1.0%	2.49 m	31.67 m
Bars/Cafes/Restaurants	0.049 m	17.7%	0.594 m	17.9%	18.51 m	199.70 m
Food Retailing	0.089 m	32.4%	1.120 m	33.7%	41.85 m	469.78 m
Fuel	0.068 m	24.7%	0.731 m	22.0%	13.83 m	151.19 m
Hardware/Homeware	0.005 m	1.7%	0.057 m	1.7%	2.61 m	32.26 m
Majors	0.000 m	0.1%	0.017 m	0.5%	5.33 m	70.56 m
Other Retail	0.029 m	10.4%	0.361 m	10.9%	15.17 m	177.36 m
Takeaways	0.019 m	6.9%	0.210 m	6.3%	14.85 m	163.13 m
TOTAL	0.275 m	100.0%	3.323 m	100.0%	116.19 m	1,311.62 m

1.4 - PERCENTAGE CHANGE over the same time periods last year

	March	Distribution	Last 12 months	Distribution	March	Last 12 months
Accommodation	-17.9%	-1.3%	-4.1%	-0.6%	5.3%	6.8%
Apparel	16.8%	0.1%	0.5%	-0.1%	2.9%	-0.6%
Bars/Cafes/Restaurants	4.2%	0.2%	13.4%	1.2%	11.8%	9.5%
Food Retailing	0.0%	-1.0%	2.7%	-1.0%	5.8%	3.7%
Fuel	7.1%	0.9%	4.8%	-0.2%	7.3%	4.7%
Hardware/Homeware	2.8%	0.0%	6.6%	0.0%	3.2%	5.3%
Majors	-87.5%	-1.0%	-41.1%	-0.4%	-4.8%	-3.5%
Other Retail	15.3%	1.1%	10.2%	0.4%	4.8%	2.1%
Takeaways	16.8%	0.8%	15.7%	0.6%	10.0%	11.2%
TOTAL	3.0%		5.7%		6.6%	4.9%

1.4.1 Change in Spending over same month last year



Top three categories

- 1 Takeaways
- 2 Apparel
- 3 Other Retail

Lowest three categories

- 7 Food Retailing
- 8 Accommodation
- 9 Majors

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

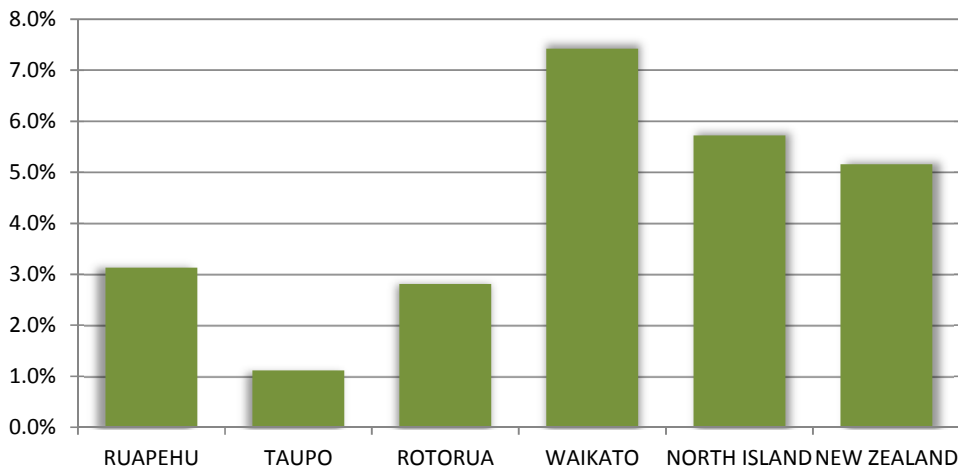
Breakdown by NEIGHBOURS - By Retail Category - March 2017

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	\$1.9 m	-13.1%	\$6.1 m	3.2%	\$6.6 m	0.5%	\$6.5 m	17.1%	\$129.2 m	14.3%	\$202.3 m	8.5%
Apparel	\$0.2 m	0.6%	\$1.8 m	-2.3%	\$2.0 m	8.1%	\$11.3 m	7.9%	\$163.6 m	7.2%	\$213.5 m	6.1%
Bars/Cafes/Restaurants	\$1.0 m	7.5%	\$5.1 m	-4.8%	\$6.1 m	6.7%	\$23.0 m	12.6%	\$342.9 m	11.5%	\$457.3 m	10.6%
Food Retailing	\$3.5 m	1.8%	\$14.9 m	2.4%	\$25.5 m	4.3%	\$105.2 m	3.5%	\$1176.5 m	3.3%	\$1563.4 m	3.1%
Fuel	\$2.6 m	12.8%	\$7.4 m	9.9%	\$10.6 m	9.1%	\$48.5 m	18.3%	\$451.2 m	14.3%	\$610.1 m	14.9%
Hardware/Homeware	\$0.4 m	-0.5%	\$2.9 m	7.9%	\$4.1 m	2.9%	\$16.6 m	11.1%	\$191.1 m	2.9%	\$250.2 m	1.2%
Majors	\$0.1 m	-64.1%	\$3.8 m	-7.0%	\$7.7 m	1.0%	\$31.5 m	0.5%	\$345.1 m	-0.9%	\$462.9 m	-1.5%
Other Retail	\$1.7 m	25.0%	\$9.6 m	1.8%	\$16.2 m	1.6%	\$61.6 m	6.3%	\$749.9 m	4.0%	\$993.1 m	3.6%
Takeaways	\$0.3 m	11.1%	\$2.1 m	5.4%	\$4.0 m	4.3%	\$16.3 m	10.9%	\$176.9 m	10.8%	\$221.0 m	10.3%
Tourist Activities	\$0.3 m	-9.6%	\$1.6 m	-24.2%	\$5.5 m	-11.2%	\$3.0 m	-4.8%	\$19.6 m	-10.7%	\$35.4 m	-8.6%
TOTAL	\$12.0 m	3.1%	\$55.3 m	1.1%	\$88.3 m	2.8%	\$323.4 m	7.4%	\$3,745.9 m	5.7%	\$5,009.3 m	5.2%

1.5.1 Percentage change in spending - Ruapehu vs Neighbouring Areas



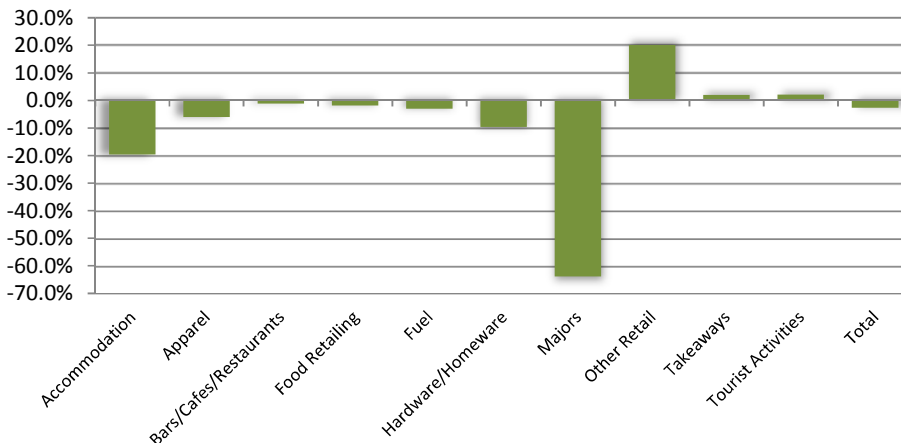
Top three districts

- 1 WAIKATO
- 2 NORTH ISLAND
- 3 NEW ZEALAND

Lowest three districts

- 4 RUAPEHU
- 5 ROTORUA
- 6 TAUPO

1.5.2 Ruapehu vs Neighbours RTO Average, by category



Top three categories

- 1 Other Retail
- 2 Tourist Activities
- 3 Takeaways

Lowest three categories

- 8 Hardware/Homeware
- 9 Accommodation
- 10 Majors

Breakdown by ORIGIN - By Retail Category - March 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	13.3%	\$1.05 m	-15.4%	\$0.74 m	-11.3%	1,193	-13.4%	7,206	-24.5%	5,332	-8.3%
Apparel	\$0.10 m	2.0%	\$0.07 m	2.7%	\$0.00 m	-36.5%	1,700	14.6%	941	21.3%	69	11.3%
Bars/Cafes/Restaurants	\$0.30 m	14.2%	\$0.62 m	-0.7%	\$0.13 m	44.2%	15,915	16.5%	29,446	-3.4%	3,249	28.8%
Food Retailing	\$2.30 m	-2.9%	\$1.15 m	11.3%	\$0.09 m	19.7%	56,417	-6.0%	30,489	11.4%	2,184	25.5%
Fuel	\$1.10 m	11.2%	\$1.32 m	12.5%	\$0.19 m	25.9%	29,216	9.5%	34,879	4.4%	3,791	14.3%
Hardware/Homeware	\$0.22 m	-10.1%	\$0.17 m	17.5%	\$0.00 m	-47.5%	2,837	-5.5%	1,817	19.2%	29	-6.5%
Majors	\$0.06 m	-53.6%	\$0.01 m	-85.0%	\$0.00 m	-79.3%	228	-88.3%	132	-85.8%	2	-92.3%
Other Retail	\$0.99 m	30.1%	\$0.65 m	16.7%	\$0.08 m	40.0%	16,143	10.0%	11,448	21.0%	1,011	48.9%
Takeaways	\$0.15 m	28.2%	\$0.15 m	-2.7%	\$0.01 m	34.1%	8,924	41.8%	9,484	-0.9%	597	45.3%
Tourist Activities	\$0.02 m	108.1%	\$0.21 m	-19.7%	\$0.07 m	8.4%	2,070	46.0%	1,865	-9.7%	487	57.1%
TOTAL	\$5.30 m	5.3%	\$5.41 m	1.5%	\$1.33 m	1.6%	0.1 m	3.1%	0.1 m	2.1%	0.0 m	12.3%

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	7.7%	\$15.67 m	-2.2%	\$6.58 m	-2.5%	20,190	8.1%	136,628	-5.9%	42,688	-3.4%
Apparel	\$1.25 m	6.3%	\$0.88 m	-2.4%	\$0.05 m	-34.9%	20,679	9.0%	11,988	-10.4%	524	-21.8%
Bars/Cafes/Restaurants	\$3.68 m	15.6%	\$8.64 m	14.9%	\$1.07 m	47.5%	176,304	12.1%	391,160	13.1%	26,560	30.0%
Food Retailing	\$27.79 m	0.7%	\$14.42 m	7.2%	\$0.86 m	19.6%	698,940	0.7%	401,904	5.3%	19,046	23.7%
Fuel	\$11.49 m	-2.6%	\$14.85 m	0.5%	\$1.46 m	17.7%	310,752	2.3%	391,515	6.0%	29,100	18.1%
Hardware/Homeware	\$3.08 m	7.6%	\$1.67 m	27.6%	\$0.04 m	-7.0%	35,754	-0.1%	20,533	20.4%	400	11.7%
Majors	\$0.77 m	-25.2%	\$0.36 m	-40.8%	\$0.02 m	-43.9%	10,708	-40.4%	6,210	-41.8%	86	-63.4%
Other Retail	\$11.98 m	-2.4%	\$10.27 m	6.3%	\$0.75 m	14.1%	188,479	8.5%	163,714	11.4%	8,621	27.5%
Takeaways	\$1.56 m	19.2%	\$1.94 m	6.3%	\$0.09 m	30.6%	87,814	23.9%	117,093	9.3%	5,337	45.7%
Tourist Activities	\$0.38 m	-3.6%	\$16.58 m	-2.6%	\$1.05 m	-3.2%	23,116	-0.9%	239,516	-7.1%	7,589	-13.9%
TOTAL	\$62.81 m	0.7%	\$85.29 m	2.6%	\$11.96 m	5.0%	1.6 m	3.9%	1.9 m	4.7%	0.1 m	11.8%