



RUAPEHU DISTRICT COUNCIL
MONTHLY REPORT
April 2017

Prepared for

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Date

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MARKETPLACE

Retail merchants within your local area in the following storetypes:

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

DATA SOURCE

The report is calculated based on a combined 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.

SMALL PRINT

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Breakdown of SPENDING Activity - By Retail Category - April 2017

Data on this page is sourced from Paymark and BNZ MarketView

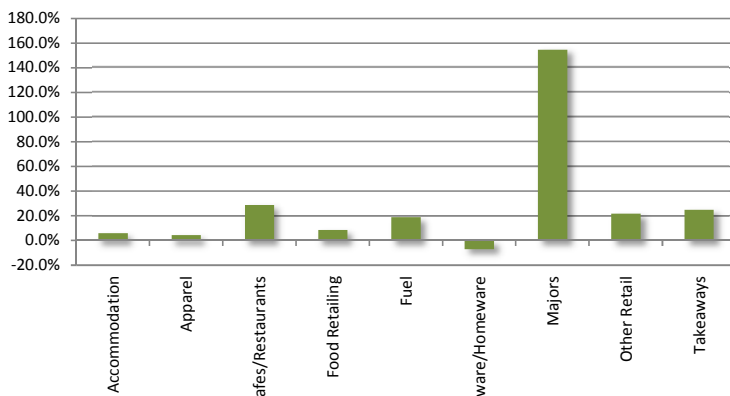
1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	April	Distribution	Last 12 months	Distribution	April	Last 12 months
Accommodation	\$1.8 m	14.7%	\$23.2 m	16.2%	\$173.9 m	\$2.0 b
Apparel	\$0.2 m	1.7%	\$2.2 m	1.5%	\$219.6 m	\$2.6 b
Bars/Cafes/Restaurants	\$1.1 m	9.3%	\$13.7 m	9.5%	\$437.5 m	\$5.1 b
Food Retailing	\$3.5 m	29.6%	\$43.3 m	30.2%	\$1,532.7 m	\$18.1 b
Fuel	\$2.5 m	20.9%	\$28.2 m	19.7%	\$562.2 m	\$6.6 b
Hardware/Homeware	\$0.4 m	3.3%	\$4.8 m	3.3%	\$242.3 m	\$3.0 b
Majors	\$0.2 m	1.7%	\$1.1 m	0.8%	\$486.8 m	\$6.1 b
Other Retail	\$1.9 m	16.0%	\$23.3 m	16.3%	\$899.6 m	\$11.4 b
Takeaways	\$0.3 m	2.8%	\$3.7 m	2.5%	\$217.7 m	\$2.5 b
TOTAL	\$11.9 m	100.0%	\$143.4 m	100.0%	\$4.8 b	\$57.3 b

1.2 - PERCENTAGE CHANGE over the same time periods last year

	April	Distribution	Last 12 months	Distribution	April	Last 12 months
Accommodation	6.1%	-1.2%	-2.6%	-1.0%	6.9%	6.6%
Apparel	4.6%	-0.2%	0.7%	0.0%	-7.0%	1.4%
Bars/Cafes/Restaurants	28.9%	1.0%	18.3%	1.2%	4.3%	9.7%
Food Retailing	8.7%	-1.7%	3.5%	0.0%	6.6%	2.6%
Fuel	18.9%	0.7%	2.0%	-0.3%	12.6%	3.0%
Hardware/Homeware	-6.9%	-0.8%	11.4%	0.2%	-0.2%	4.3%
Majors	154.5%	0.9%	-22.1%	-0.2%	0.8%	0.1%
Other Retail	21.9%	0.9%	2.4%	-0.2%	-4.2%	0.3%
Takeaways	25.0%	0.2%	13.6%	0.2%	7.7%	12.4%
TOTAL	14.9%		3.4%		3.2%	3.1%

1.2.1 Change in Spending over same month last year



Top three categories

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

Lowest three categories

- 7 Accommodation
- 8 Apparel
- 9 Hardware/Homeware

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

Breakdown of TRANSACTION Activity - By Retail Category - April 2017

Data on this page is sourced from Paymark and BNZ MarketView

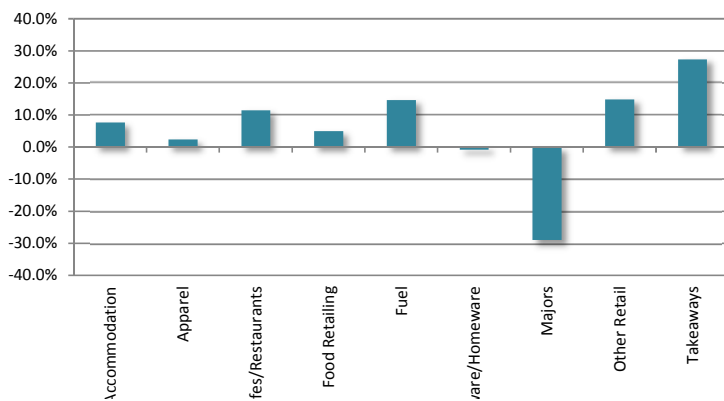
1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					<i>Total NZ</i>	
	April	Distribution	Last 12 months	Distribution	April	Last 12 months
Accommodation	0.013 m	4.9%	0.200 m	6.0%	1.41 m	16.07 m
Apparel	0.003 m	1.0%	0.033 m	1.0%	2.51 m	31.49 m
Bars/Cafes/Restaurants	0.048 m	18.0%	0.599 m	17.9%	16.65 m	199.81 m
Food Retailing	0.087 m	32.8%	1.124 m	33.7%	38.91 m	471.13 m
Fuel	0.064 m	24.2%	0.740 m	22.2%	12.85 m	152.07 m
Hardware/Homeware	0.004 m	1.7%	0.057 m	1.7%	2.67 m	32.39 m
Majors	0.000 m	0.1%	0.005 m	0.2%	5.74 m	70.52 m
Other Retail	0.027 m	10.2%	0.364 m	10.9%	14.10 m	177.31 m
Takeaways	0.019 m	7.1%	0.214 m	6.4%	13.81 m	163.72 m
TOTAL	0.266 m	100.0%	3.337 m	100.0%	108.65 m	1,314.52 m

1.4 - PERCENTAGE CHANGE over the same time periods last year

	April	Distribution	Last 12 months	Distribution	April	Last 12 months
Accommodation	7.6%	-0.1%	-3.5%	-0.6%	7.0%	7.0%
Apparel	2.3%	-0.1%	0.8%	-0.1%	-7.2%	-1.1%
Bars/Cafes/Restaurants	11.4%	0.1%	13.0%	1.1%	-0.3%	8.2%
Food Retailing	4.9%	-1.8%	2.8%	-1.1%	2.5%	3.6%
Fuel	14.6%	0.9%	6.0%	0.0%	7.4%	5.1%
Hardware/Homeware	-0.9%	-0.2%	5.6%	0.0%	4.3%	4.9%
Majors	-28.9%	-0.1%	-57.3%	-0.2%	-0.8%	-3.5%
Other Retail	14.8%	0.4%	10.3%	0.4%	-2.2%	1.4%
Takeaways	27.3%	0.9%	17.6%	0.6%	3.5%	10.0%
TOTAL	10.6%		6.2%		1.8%	4.4%

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 Apparel
- 8 Hardware/Homeware
- 9 Majors

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

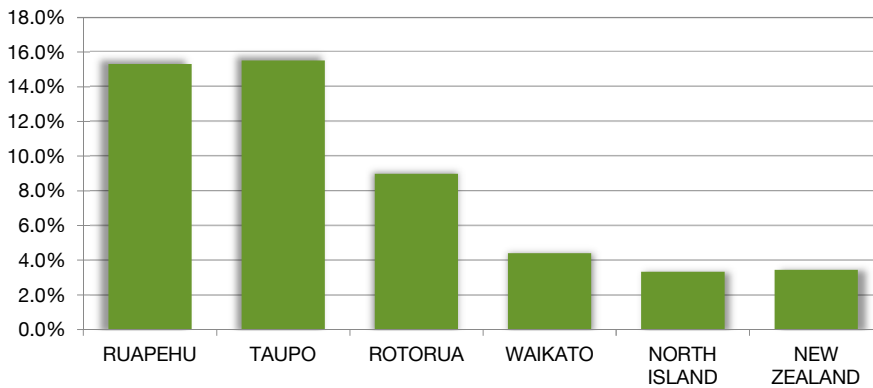
Breakdown by NEIGHBOURS - By Retail Category - April 2017

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	6.1%	\$6.3 m	24.8%	\$7.3 m	19.8%	\$5.8 m	18.8%	\$107.8 m	7.3%	\$173.8 m	7.0%
Apparel	\$0.2 m	4.6%	\$2.2 m	11.4%	\$2.1 m	-7.8%	\$12.2 m	-7.5%	\$168.6 m	-6.8%	\$219.6 m	-6.9%
Bars/Cafes/Restaurants	\$1.1 m	28.9%	\$5.9 m	17.8%	\$6.7 m	18.4%	\$22.3 m	4.6%	\$327.6 m	4.2%	\$437.5 m	4.3%
Food Retailing	\$3.5 m	8.7%	\$15.4 m	14.8%	\$25.6 m	7.9%	\$102.3 m	6.1%	\$1158.2 m	7.0%	\$1532.7 m	6.6%
Fuel	\$2.5 m	18.9%	\$7.6 m	23.2%	\$10.4 m	11.4%	\$44.4 m	14.5%	\$414.3 m	11.2%	\$562.2 m	12.6%
Hardware/Homeware	\$0.4 m	-6.9%	\$3.0 m	20.6%	\$4.2 m	1.7%	\$16.6 m	8.7%	\$185.2 m	2.3%	\$242.3 m	0.6%
Majors	\$0.2 m	154.5%	\$4.6 m	4.9%	\$8.3 m	7.3%	\$33.1 m	0.0%	\$364.3 m	1.3%	\$486.8 m	1.0%
Other Retail	\$1.9 m	21.9%	\$9.5 m	7.8%	\$16.3 m	0.8%	\$54.1 m	-3.7%	\$677.0 m	-4.5%	\$896.6 m	-3.8%
Takeaways	\$0.3 m	25.0%	\$2.4 m	23.6%	\$4.4 m	16.5%	\$16.2 m	8.8%	\$173.7 m	7.8%	\$217.7 m	7.7%
Tourist Activities	\$0.6 m	25.6%	\$1.9 m	14.7%	\$6.6 m	22.1%	\$2.8 m	2.9%	\$22.1 m	8.9%	\$36.7 m	8.2%
TOTAL	\$12.5 m	15.3%	\$58.9 m	15.5%	\$91.9 m	9.0%	\$309.7 m	4.4%	\$3,598.7 m	3.3%	\$4,805.7 m	3.5%

1.5.1 Percentage change in spending - Ruapehu vs Neighbouring Areas



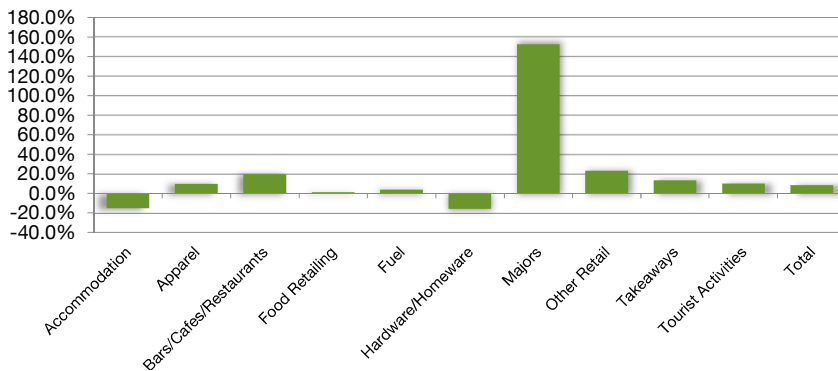
Top three districts

- 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 Majors
- 2 **Other Retail**
- 3 Bars/Cafes/Restaurants

Lowest three categories

- 8 Food Retailing
- 9 Accommodation
- 10 Hardware/Homeware

Breakdown by ORIGIN - By Retail Category - April 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	\$0.09 m	39.2%	\$1.17 m	9.2%	\$0.49 m	-4.5%	1,340	-11.8%	8,337	10.7%	3,402	9.8%
Apparel	\$0.10 m	-15.2%	\$0.10 m	42.9%	\$0.00 m	-26.8%	1,536	-11.8%	1,145	32.2%	38	-25.5%
Bars/Cafes/Restaurants	\$0.31 m	14.4%	\$0.71 m	30.4%	\$0.10 m	90.6%	14,464	5.2%	31,160	11.9%	2,265	62.4%
Food Retailing	\$2.25 m	3.5%	\$1.22 m	18.8%	\$0.06 m	30.6%	54,056	-2.3%	31,848	18.6%	1,307	32.6%
Fuel	\$0.97 m	8.7%	\$1.40 m	25.1%	\$0.13 m	42.5%	26,288	5.1%	35,417	21.2%	2,587	39.5%
Hardware/Homeware	\$0.20 m	-32.0%	\$0.19 m	56.0%	\$0.00 m	-36.7%	2,470	-16.3%	1,953	30.4%	33	-29.8%
Majors	\$0.10 m	60.9%	\$0.11 m	457.6%	\$0.00 m	100.6%	181	-39.9%	192	-13.1%	1	-75.0%
Other Retail	\$1.29 m	32.6%	\$0.57 m	1.0%	\$0.05 m	73.8%	15,461	12.4%	10,983	17.7%	566	28.9%
Takeaways	\$0.15 m	32.5%	\$0.17 m	18.4%	\$0.01 m	43.1%	8,562	42.8%	9,958	15.7%	456	47.6%
Tourist Activities	\$0.03 m	158.1%	\$0.52 m	21.8%	\$0.04 m	31.1%	1,919	70.6%	2,990	39.3%	227	55.5%
TOTAL	\$5.49 m	10.3%	\$6.16 m	20.5%	\$0.89 m	13.6%	0.1 m	4.0%	0.1 m	17.4%	0.0 m	30.6%

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	9.1%	\$15.77 m	-2.0%	\$6.55 m	-5.1%	20,011	5.9%	137,431	-4.7%	42,992	-3.4%
Apparel	\$1.24 m	2.2%	\$0.91 m	2.2%	\$0.05 m	-38.1%	20,473	7.1%	12,267	-6.9%	511	-26.4%
Bars/Cafes/Restaurants	\$3.72 m	15.8%	\$8.81 m	16.4%	\$1.12 m	48.3%	177,014	11.1%	394,467	12.7%	27,430	30.9%
Food Retailing	\$27.86 m	0.8%	\$14.61 m	8.3%	\$0.87 m	19.8%	697,674	0.1%	406,905	7.0%	19,367	24.4%
Fuel	\$11.56 m	-1.7%	\$15.13 m	3.3%	\$1.49 m	20.4%	312,028	2.4%	397,717	8.1%	29,832	20.4%
Hardware/Homeware	\$2.99 m	1.6%	\$1.74 m	34.5%	\$0.03 m	-12.5%	35,273	-2.6%	20,988	23.1%	386	9.0%
Majors	\$0.69 m	-23.6%	\$0.38 m	-18.4%	\$0.02 m	-38.7%	3,053	-59.6%	2,402	-53.7%	30	-72.7%
Other Retail	\$12.29 m	-1.5%	\$10.27 m	6.5%	\$0.77 m	16.8%	190,184	8.8%	165,364	11.2%	8,748	26.7%
Takeaways	\$1.60 m	20.1%	\$1.96 m	8.2%	\$0.09 m	32.3%	90,380	26.1%	118,446	10.9%	5,484	47.3%
Tourist Activities	\$0.40 m	6.4%	\$16.68 m	0.3%	\$1.06 m	-0.9%	23,910	2.3%	240,360	-6.5%	7,670	-13.0%
TOTAL	\$63.20 m	0.9%	\$86.27 m	4.5%	\$12.06 m	4.2%	1.6 m	3.8%	1.9 m	5.9%	0.1 m	12.7%