



RUAPEHU DISTRICT COUNCIL
MONTHLY REPORT
May 2017

Prepared for

Warren Furner

Date

09 June, 2017

IN THIS DOCUMENT

Breakdown Of Spending Activity - By Retail Category - May 2017	3
Breakdown Of Transaction Activity - By Retail Category - May 2017	4
Breakdown By Neighbours - By Retail Category - May 2017	5
Breakdown By Origin - By Retail Category - May 2017	6

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

Privacy

No personal or household data is shown or can be derived, thereby maintaining the privacy of end customers.

Copyright

This report is protected by the copyright and trademark laws. No part of this report can be reproduced or copied in any form or by any means without the permission of Marketview. Any reproduction is a breach of intellectual property rights and could subject you to civil and criminal penalties.

Disclaimer

While every effort has been made in the production of this report, Paymark, the Bank of New Zealand and Marketview Limited are not responsible for the results of any actions taken on the basis of the information in this report and expressly disclaim any liability to any person for anything done or omitted to be done by any such person in reliance on the contents of this report and any losses suffered by any person whether direct or indirect, including loss of profits.

Breakdown of SPENDING Activity - By Retail Category - May 2017

Data on this page is sourced from Paymark and BNZ MarketView

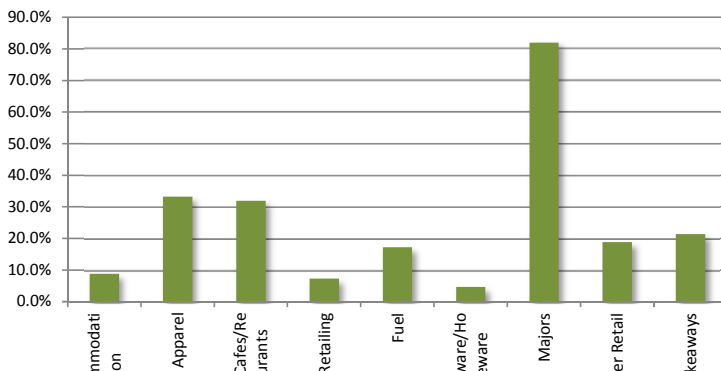
1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	May	Distribution	Last 12 months	Distribution	May	Last 12 months
Accommodation	\$1.2 m	11.6%	\$23.3 m	16.1%	\$140.3 m	\$2.0 b
Apparel	\$0.2 m	2.0%	\$2.2 m	1.5%	\$224.7 m	\$2.6 b
Bars/Cafes/Restaurants	\$0.9 m	9.1%	\$13.9 m	9.6%	\$422.1 m	\$5.1 b
Food Retailing	\$3.4 m	32.5%	\$43.6 m	30.1%	\$1,520.8 m	\$18.2 b
Fuel	\$2.1 m	20.5%	\$28.5 m	19.7%	\$575.9 m	\$6.6 b
Hardware/Homeware	\$0.4 m	3.6%	\$4.8 m	3.3%	\$238.1 m	\$3.0 b
Majors	\$0.1 m	1.0%	\$1.1 m	0.8%	\$489.6 m	\$6.1 b
Other Retail	\$1.8 m	17.0%	\$23.6 m	16.3%	\$943.8 m	\$11.4 b
Takeaways	\$0.3 m	2.7%	\$3.7 m	2.6%	\$216.8 m	\$2.5 b
TOTAL	\$10.4 m	100.0%	\$144.7 m	100.0%	\$4.8 b	\$57.5 b

1.2 - PERCENTAGE CHANGE over the same time periods last year

	May	Distribution	Last 12 months	Distribution	May	Last 12 months
Accommodation	8.9%	-0.6%	-2.0%	-1.1%	9.6%	7.1%
Apparel	33.2%	0.3%	4.6%	0.0%	1.1%	1.8%
Bars/Cafes/Restaurants	31.9%	1.2%	20.3%	1.3%	7.2%	10.0%
Food Retailing	7.3%	-2.2%	3.8%	-0.2%	4.6%	2.9%
Fuel	17.3%	0.5%	4.1%	-0.1%	13.0%	4.7%
Hardware/Homeware	4.7%	-0.3%	10.4%	0.2%	1.6%	3.8%
Majors	81.9%	0.4%	-12.7%	-0.2%	0.8%	0.3%
Other Retail	18.9%	0.6%	4.1%	-0.1%	1.8%	0.3%
Takeaways	21.4%	0.2%	14.3%	0.2%	10.1%	12.1%
TOTAL	14.5%		4.6%		4.9%	3.4%

1.2.1 Change in Spending over same month last year



Top three categories

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

Lowest three categories

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

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

Breakdown of TRANSACTION Activity - By Retail Category - May 2017

Data on this page is sourced from Paymark and BNZ MarketView

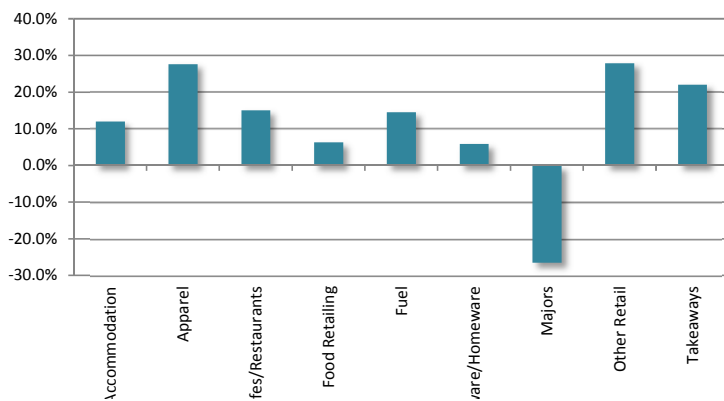
1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					<i>Total NZ</i>	
	May	Distribution	Last 12 months	Distribution	May	Last 12 months
Accommodation	0.009 m	3.6%	0.201 m	6.0%	1.20 m	16.14 m
Apparel	0.003 m	1.3%	0.034 m	1.0%	2.53 m	31.46 m
Bars/Cafes/Restaurants	0.043 m	17.5%	0.605 m	18.0%	17.68 m	201.06 m
Food Retailing	0.086 m	35.0%	1.129 m	33.5%	40.45 m	473.04 m
Fuel	0.056 m	22.8%	0.747 m	22.2%	13.16 m	153.18 m
Hardware/Homeware	0.004 m	1.8%	0.057 m	1.7%	2.54 m	32.51 m
Majors	0.000 m	0.2%	0.005 m	0.2%	5.78 m	70.65 m
Other Retail	0.028 m	11.2%	0.370 m	11.0%	14.67 m	177.92 m
Takeaways	0.016 m	6.7%	0.217 m	6.5%	14.41 m	164.91 m
TOTAL	0.246 m	100.0%	3.365 m	100.0%	112.42 m	1,320.87 m

1.4 - PERCENTAGE CHANGE over the same time periods last year

	May	Distribution	Last 12 months	Distribution	May	Last 12 months
Accommodation	11.9%	0.0%	-2.3%	-0.6%	6.8%	7.5%
Apparel	27.6%	0.1%	3.9%	0.0%	-1.1%	-0.8%
Bars/Cafes/Restaurants	15.0%	0.3%	13.7%	1.0%	7.6%	8.5%
Food Retailing	6.2%	-2.2%	3.2%	-1.3%	4.9%	3.9%
Fuel	14.4%	0.3%	7.2%	0.0%	9.2%	5.8%
Hardware/Homeware	5.8%	-0.1%	5.1%	0.0%	4.9%	4.9%
Majors	-26.5%	-0.1%	-58.3%	-0.2%	2.3%	-2.7%
Other Retail	27.8%	1.3%	12.0%	0.5%	4.3%	1.8%
Takeaways	21.9%	0.5%	18.4%	0.6%	9.0%	9.8%
TOTAL	13.0%		7.1%		6.0%	4.8%

1.4.1 Change in Spending over same month last year



Top three categories

- 1 Other Retail
- 2 Apparel
- 3 Takeaways

Lowest three categories

- 7 Food Retailing
- 8 Hardware/Homeware
- 9 Majors

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

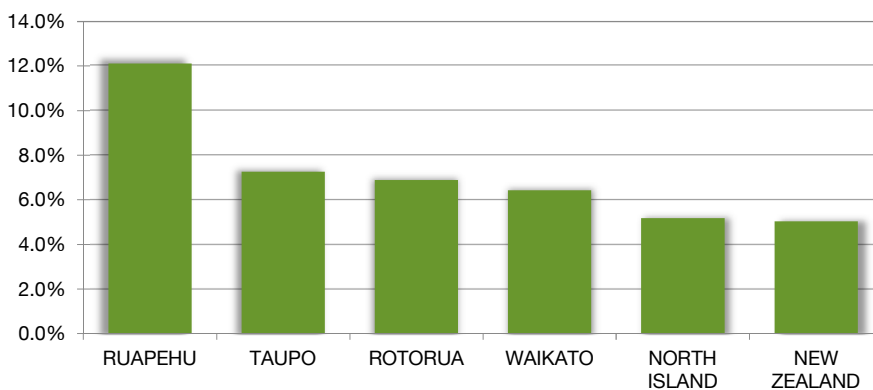
Breakdown by NEIGHBOURS - By Retail Category - May 2017

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	\$1.2 m	8.9%	\$3.6 m	9.9%	\$4.7 m	3.8%	\$4.7 m	11.5%	\$94.0 m	12.3%	\$140.2 m	9.8%
Apparel	\$0.2 m	33.2%	\$1.9 m	18.4%	\$2.2 m	4.1%	\$12.8 m	1.8%	\$175.9 m	2.1%	\$224.6 m	1.2%
Bars/Cafes/Restaurants	\$0.9 m	31.9%	\$3.9 m	7.2%	\$5.2 m	9.4%	\$22.3 m	9.4%	\$324.5 m	7.6%	\$422.1 m	7.2%
Food Retailing	\$3.4 m	7.3%	\$13.7 m	8.0%	\$24.8 m	7.5%	\$102.8 m	5.1%	\$1149.8 m	4.8%	\$1520.8 m	4.6%
Fuel	\$2.1 m	17.3%	\$6.2 m	12.4%	\$10.0 m	9.5%	\$46.1 m	15.5%	\$430.3 m	12.2%	\$575.9 m	13.0%
Hardware/Homeware	\$0.4 m	4.7%	\$2.7 m	5.0%	\$4.1 m	12.4%	\$16.0 m	8.6%	\$182.6 m	3.2%	\$238.1 m	2.7%
Majors	\$0.1 m	81.9%	\$4.1 m	5.8%	\$8.6 m	13.9%	\$34.1 m	-0.6%	\$368.2 m	1.7%	\$489.6 m	1.0%
Other Retail	\$1.8 m	18.9%	\$8.4 m	0.4%	\$15.0 m	-1.8%	\$58.2 m	4.5%	\$720.1 m	2.1%	\$940.5 m	2.3%
Takeaways	\$0.3 m	21.4%	\$1.8 m	14.4%	\$4.0 m	14.5%	\$16.1 m	11.3%	\$174.3 m	10.7%	\$216.8 m	10.1%
Tourist Activities	\$0.1 m	-62.3%	\$0.8 m	-0.8%	\$3.2 m	8.8%	\$1.9 m	4.3%	\$13.1 m	-1.1%	\$21.9 m	3.0%
TOTAL	\$10.5 m	12.1%	\$47.1 m	7.3%	\$81.8 m	6.9%	\$315.0 m	6.4%	\$3,632.8 m	5.2%	\$4,790.7 m	5.0%

1.5.1 Percentage change in spending - Ruapehu vs Neighbouring Areas



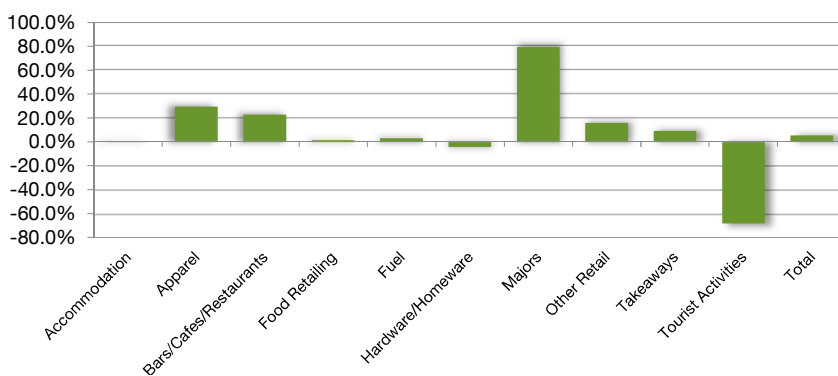
Top three districts

- 1 RUAPEHU
- 2 TAUPO
- 3 ROTORUA

Lowest three districts

- 4 WAIKATO
- 5 NORTH ISLAND
- 6 NEW ZEALAND

1.5.2 Ruapehu vs Neighbours RTO Average, by category



Top three categories

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

Lowest three categories

- 8 Accommodation
- 9 Hardware/Homeware
- 10 Tourist Activities

Breakdown by ORIGIN - By Retail Category - May 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	-40.3%	\$0.86 m	16.7%	\$0.30 m	2.0%	1,009	-39.2%	5,979	27.4%	1,946	19.2%
Apparel	\$0.12 m	29.3%	\$0.08 m	40.1%	\$0.00 m	15.0%	1,851	18.4%	1,262	43.4%	30	36.4%
Bars/Cafes/Restaurants	\$0.34 m	34.9%	\$0.55 m	26.1%	\$0.05 m	109.4%	15,505	18.2%	26,113	11.2%	1,368	72.5%
Food Retailing	\$2.22 m	2.3%	\$1.12 m	18.2%	\$0.03 m	24.8%	57,200	2.8%	28,096	13.5%	803	22.2%
Fuel	\$1.00 m	14.8%	\$1.07 m	18.3%	\$0.07 m	42.6%	26,748	7.9%	28,046	20.3%	1,422	39.8%
Hardware/Homeware	\$0.19 m	-13.1%	\$0.18 m	33.6%	\$0.00 m	48.8%	2,556	-0.7%	1,858	16.1%	28	12.0%
Majors	\$0.08 m	111.5%	\$0.02 m	27.2%	\$0.00 m	9.8%	277	-28.8%	147	-20.5%	1	-66.7%
Other Retail	\$0.90 m	1.5%	\$0.84 m	43.8%	\$0.03 m	73.1%	16,315	23.9%	10,900	34.6%	294	16.7%
Takeaways	\$0.14 m	28.1%	\$0.13 m	14.4%	\$0.00 m	39.3%	8,339	36.0%	7,850	9.5%	296	36.4%
Tourist Activities	\$0.01 m	-36.3%	\$0.09 m	-65.1%	\$0.01 m	-40.7%	1,589	63.3%	1,119	66.0%	112	93.1%
TOTAL	\$5.06 m	6.7%	\$4.94 m	17.9%	\$0.50 m	16.2%	0.1 m	9.5%	0.1 m	17.4%	0.0 m	34.7%

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	3.7%	\$15.90 m	-1.1%	\$6.56 m	-4.8%	19,361	2.3%	138,718	-2.7%	43,306	-2.8%
Apparel	\$1.26 m	6.0%	\$0.93 m	6.6%	\$0.05 m	-37.9%	20,761	9.5%	12,649	-2.8%	519	-25.6%
Bars/Cafes/Restaurants	\$3.81 m	19.1%	\$8.92 m	17.8%	\$1.14 m	51.1%	179,402	12.8%	397,099	12.9%	28,005	32.9%
Food Retailing	\$27.91 m	0.8%	\$14.79 m	9.1%	\$0.88 m	19.5%	699,243	0.2%	410,248	8.0%	19,513	24.0%
Fuel	\$11.69 m	0.6%	\$15.30 m	5.4%	\$1.51 m	22.3%	313,975	3.3%	402,451	9.5%	30,237	21.7%
Hardware/Homeware	\$2.96 m	-0.2%	\$1.78 m	34.3%	\$0.04 m	-5.1%	35,256	-2.7%	21,246	21.0%	389	11.1%
Majors	\$0.73 m	-11.6%	\$0.39 m	-13.6%	\$0.02 m	-35.8%	2,941	-61.0%	2,364	-54.0%	28	-74.6%
Other Retail	\$12.31 m	-1.4%	\$10.53 m	10.3%	\$0.78 m	18.6%	193,334	10.7%	168,163	12.9%	8,790	25.6%
Takeaways	\$1.63 m	21.2%	\$1.98 m	8.5%	\$0.09 m	32.1%	92,589	27.9%	119,125	10.9%	5,563	46.7%
Tourist Activities	\$0.39 m	2.9%	\$16.51 m	-1.4%	\$1.06 m	-1.5%	24,526	4.4%	240,805	-6.1%	7,724	-12.3%
TOTAL	\$63.52 m	1.7%	\$87.02 m	5.5%	\$12.13 m	4.9%	1.6 m	4.5%	1.9 m	6.9%	0.1 m	13.5%