



**RUAPEHU DISTRICT COUNCIL**  
**MONTHLY REPORT**  
June 2017

**Prepared for**

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**Date**

12 July, 2017

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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**

#### Privacy

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

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# Breakdown of SPENDING Activity - By Retail Category - June 2017

Data on this page is sourced from Paymark and BNZ MarketView

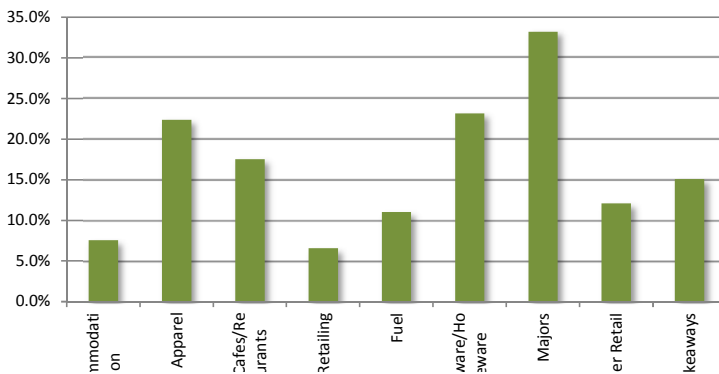
## 1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	June	Distribution	Last 12 months	Distribution	June	Last 12 months
Accommodation	\$1.4 m	13.2%	\$23.4 m	16.0%	\$132.6 m	\$2.0 b
Apparel	\$0.2 m	1.8%	\$2.3 m	1.6%	\$206.2 m	\$2.6 b
Bars/Cafes/Restaurants	\$1.0 m	9.4%	\$14.0 m	9.6%	\$422.2 m	\$5.2 b
Food Retailing	\$3.6 m	32.5%	\$43.8 m	30.0%	\$1,481.0 m	\$18.3 b
Fuel	\$2.2 m	20.0%	\$28.7 m	19.7%	\$538.9 m	\$6.7 b
Hardware/Homeware	\$0.4 m	3.6%	\$4.9 m	3.3%	\$233.9 m	\$3.0 b
Majors	\$0.1 m	1.0%	\$1.2 m	0.8%	\$477.0 m	\$6.1 b
Other Retail	\$1.7 m	15.6%	\$23.8 m	16.3%	\$905.8 m	\$11.5 b
Takeaways	\$0.3 m	2.8%	\$3.7 m	2.6%	\$223.8 m	\$2.6 b
<b>TOTAL</b>	<b>\$10.9 m</b>	<b>100.0%</b>	<b>\$145.8 m</b>	<b>100.0%</b>	<b>\$4.6 b</b>	<b>\$57.8 b</b>

## 1.2 - PERCENTAGE CHANGE over the same time periods last year

	June	Distribution	Last 12 months	Distribution	June	Last 12 months
Accommodation	7.6%	-0.4%	-1.6%	-1.1%	10.5%	7.0%
Apparel	22.4%	0.2%	7.3%	0.0%	-4.7%	0.8%
Bars/Cafes/Restaurants	17.6%	0.6%	20.1%	1.2%	11.0%	9.9%
Food Retailing	6.6%	-1.2%	3.9%	-0.4%	5.5%	3.2%
Fuel	11.0%	0.1%	5.7%	0.1%	5.9%	5.6%
Hardware/Homeware	23.1%	0.4%	10.9%	0.2%	4.6%	3.5%
Majors	33.2%	0.2%	-10.6%	-0.1%	-3.5%	-0.5%
Other Retail	12.1%	0.2%	5.5%	0.0%	2.2%	0.2%
Takeaways	15.1%	0.1%	13.7%	0.2%	12.6%	11.7%
<b>TOTAL</b>	<b>10.7%</b>		<b>5.3%</b>		<b>4.3%</b>	<b>3.4%</b>

### 1.2.1 Change in Spending over same month last year



#### Top three categories

- 1 Majors
- 2 Hardware/Homeware
- 3 Apparel

#### Lowest three categories

- 7 Fuel
- 8 Accommodation
- 9 Food Retailing

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

## Breakdown of TRANSACTION Activity - By Retail Category - June 2017

Data on this page is sourced from Paymark and BNZ MarketView

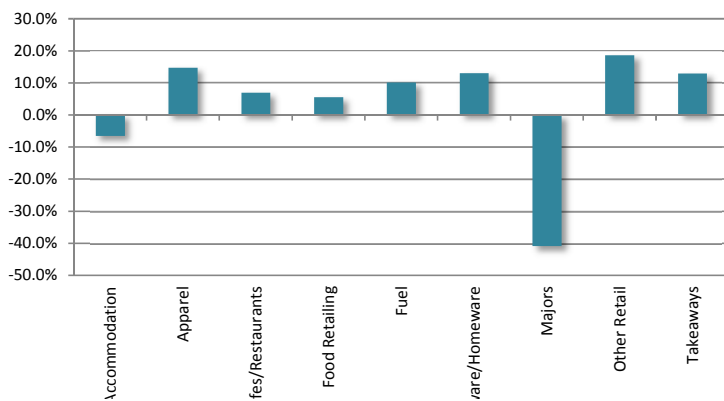
### 1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					<i>Total NZ</i>	
	June	Distribution	Last 12 months	Distribution	June	Last 12 months
Accommodation	0.012 m	4.4%	0.201 m	5.9%	1.19 m	16.25 m
Apparel	0.003 m	1.1%	0.034 m	1.0%	2.51 m	31.35 m
Bars/Cafes/Restaurants	0.046 m	17.5%	0.607 m	17.9%	17.43 m	202.58 m
Food Retailing	0.095 m	35.9%	1.134 m	33.5%	39.13 m	475.38 m
Fuel	0.058 m	21.7%	0.752 m	22.2%	12.59 m	153.92 m
Hardware/Homeware	0.004 m	1.6%	0.057 m	1.7%	2.42 m	32.64 m
Majors	0.000 m	0.1%	0.005 m	0.2%	5.53 m	70.64 m
Other Retail	0.029 m	10.8%	0.375 m	11.1%	14.23 m	179.22 m
Takeaways	0.018 m	6.9%	0.219 m	6.5%	14.41 m	166.39 m
<b>TOTAL</b>	<b>0.265 m</b>	<b>100.0%</b>	<b>3.385 m</b>	<b>100.0%</b>	<b>109.46 m</b>	<b>1,328.36 m</b>

### 1.4 - PERCENTAGE CHANGE over the same time periods last year

	June	Distribution	Last 12 months	Distribution	June	Last 12 months
Accommodation	-6.6%	-0.7%	-2.9%	-0.6%	9.9%	7.5%
Apparel	14.7%	0.1%	5.5%	0.0%	-5.6%	-1.7%
Bars/Cafes/Restaurants	6.9%	-0.2%	12.8%	0.9%	9.3%	8.4%
Food Retailing	5.5%	-0.8%	3.3%	-1.3%	5.5%	4.1%
Fuel	10.1%	0.4%	8.0%	0.2%	5.9%	6.0%
Hardware/Homeware	13.0%	0.1%	5.2%	0.0%	5.7%	4.7%
Majors	-40.8%	-0.1%	-59.8%	-0.3%	-0.3%	-2.7%
Other Retail	18.6%	1.0%	12.9%	0.6%	4.3%	1.8%
Takeaways	12.8%	0.3%	17.5%	0.6%	9.8%	9.4%
<b>TOTAL</b>	<b>8.0%</b>		<b>7.2%</b>		<b>6.0%</b>	<b>4.8%</b>

#### 1.4.1 Change in Spending over same month last year



#### Top three categories

- 1 Other Retail
- 2 Apparel
- 3 Hardware/Homeware

#### Lowest three categories

- 7 Food Retailing
- 8 Accommodation
- 9 Majors

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

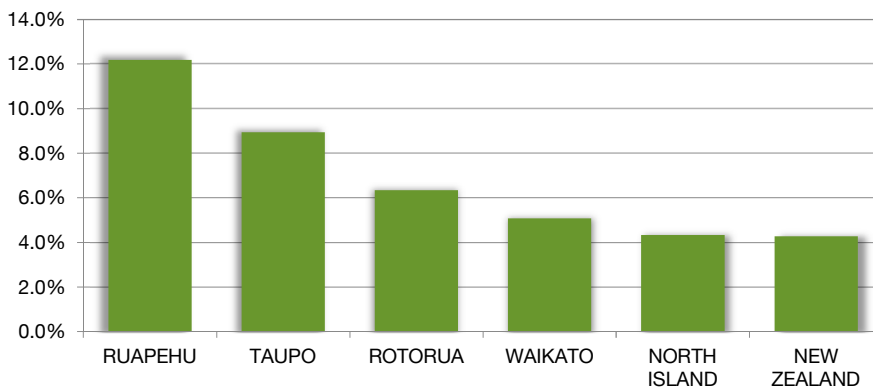
## Breakdown by NEIGHBOURS - By Retail Category - June 2017

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	\$1.4 m	7.6%	\$4.1 m	14.0%	\$5.5 m	15.2%	\$5.1 m	5.1%	\$87.8 m	10.2%	\$132.6 m	10.5%
Apparel	\$0.2 m	22.4%	\$1.7 m	5.0%	\$1.9 m	-5.3%	\$11.7 m	-13.7%	\$161.3 m	-4.9%	\$206.2 m	-4.7%
Bars/Cafes/Restaurants	\$1.0 m	17.6%	\$4.6 m	13.7%	\$6.4 m	26.0%	\$22.9 m	11.9%	\$323.9 m	11.7%	\$422.2 m	11.0%
Food Retailing	\$3.6 m	6.6%	\$14.1 m	9.1%	\$24.7 m	6.3%	\$100.7 m	5.4%	\$1120.6 m	5.6%	\$1480.9 m	5.5%
Fuel	\$2.2 m	11.0%	\$6.5 m	10.3%	\$10.0 m	6.3%	\$43.9 m	7.2%	\$406.0 m	5.4%	\$538.9 m	5.9%
Hardware/Homeware	\$0.4 m	23.1%	\$2.7 m	7.9%	\$3.9 m	4.2%	\$17.7 m	15.6%	\$179.8 m	5.0%	\$233.9 m	4.6%
Majors	\$0.1 m	33.2%	\$4.0 m	-5.7%	\$7.9 m	-4.9%	\$33.6 m	-2.2%	\$360.5 m	-3.6%	\$477.0 m	-3.5%
Other Retail	\$1.7 m	12.1%	\$8.7 m	7.4%	\$15.3 m	0.7%	\$56.9 m	4.4%	\$691.6 m	2.3%	\$902.9 m	2.2%
Takeaways	\$0.3 m	15.1%	\$2.1 m	18.2%	\$4.4 m	15.4%	\$16.8 m	13.2%	\$179.8 m	13.2%	\$223.8 m	12.7%
Tourist Activities	\$0.3 m	99.6%	\$1.0 m	35.6%	\$3.5 m	18.1%	\$2.2 m	8.8%	\$14.5 m	8.3%	\$25.8 m	5.6%
<b>TOTAL</b>	<b>\$11.3 m</b>	<b>12.2%</b>	<b>\$49.4 m</b>	<b>9.0%</b>	<b>\$83.5 m</b>	<b>6.4%</b>	<b>\$311.6 m</b>	<b>5.1%</b>	<b>\$3,525.9 m</b>	<b>4.3%</b>	<b>\$4,644.2 m</b>	<b>4.3%</b>

### 1.5.1 Percentage change in spending - Ruapehu vs Neighbouring Areas



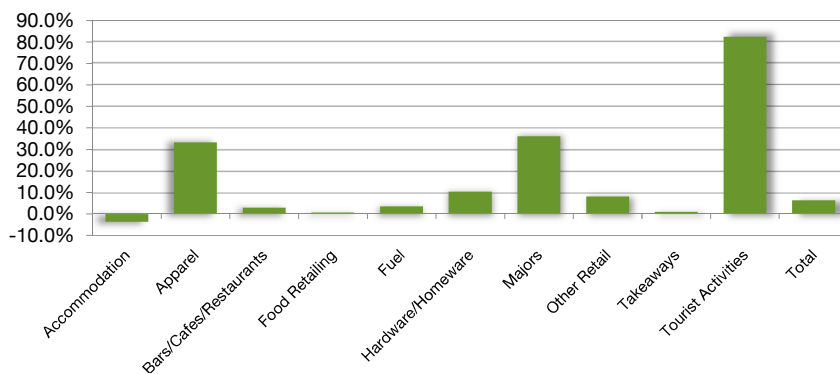
#### Top three districts

- 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 Tourist Activities
- 2 Majors
- 3 Apparel

#### Lowest three categories

- 8 Takeaways
- 9 Food Retailing
- 10 Accommodation

## Breakdown by ORIGIN - By Retail Category - June 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	\$0.08 m	-32.6%	\$1.08 m	12.5%	\$0.29 m	7.4%	1,729	-23.3%	8,204	-5.0%	1,741	8.0%
Apparel	\$0.11 m	1.0%	\$0.08 m	72.8%	\$0.00 m	99.1%	1,715	1.9%	1,129	41.3%	28	27.3%
Bars/Cafes/Restaurants	\$0.35 m	17.9%	\$0.63 m	13.2%	\$0.05 m	104.0%	16,243	19.8%	28,581	-1.6%	1,624	89.5%
Food Retailing	\$2.34 m	3.6%	\$1.18 m	12.1%	\$0.04 m	38.5%	61,485	4.9%	32,857	5.9%	927	41.3%
Fuel	\$0.99 m	7.0%	\$1.13 m	12.7%	\$0.07 m	57.8%	26,230	7.3%	30,032	11.4%	1,386	47.1%
Hardware/Homeware	\$0.22 m	1.3%	\$0.16 m	73.8%	\$0.00 m	90.9%	2,572	4.7%	1,728	26.9%	27	200.0%
Majors	\$0.08 m	31.7%	\$0.03 m	38.0%	\$0.00 m	7.6%	172	-46.8%	176	-33.6%	1	-66.7%
Other Retail	\$1.02 m	17.5%	\$0.66 m	3.1%	\$0.03 m	90.3%	16,801	19.7%	11,410	16.4%	338	48.3%
Takeaways	\$0.15 m	27.3%	\$0.16 m	3.9%	\$0.01 m	102.3%	8,766	31.4%	9,139	-1.8%	321	87.7%
Tourist Activities	\$0.01 m	-2.3%	\$0.32 m	127.0%	\$0.01 m	-36.5%	1,253	-4.9%	6,437	290.4%	291	67.2%
<b>TOTAL</b>	<b>\$5.35 m</b>	<b>7.4%</b>	<b>\$5.43 m</b>	<b>16.3%</b>	<b>\$0.50 m</b>	<b>23.3%</b>	<b>0.1 m</b>	<b>9.3%</b>	<b>0.1 m</b>	<b>9.1%</b>	<b>0.0 m</b>	<b>43.0%</b>

### 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	\$0.79 m	-7.8%	\$16.01 m	0.2%	\$6.58 m	-5.2%	18,836	-4.5%	138,290	-2.6%	43,435	-3.2%
Apparel	\$1.26 m	6.1%	\$0.96 m	13.0%	\$0.05 m	-36.1%	20,793	9.0%	12,979	2.0%	525	-25.5%
Bars/Cafes/Restaurants	\$3.86 m	19.7%	\$9.00 m	16.9%	\$1.17 m	53.2%	182,091	14.3%	396,632	10.8%	28,772	34.8%
Food Retailing	\$27.99 m	0.8%	\$14.91 m	9.3%	\$0.89 m	20.3%	702,117	0.2%	412,063	8.1%	19,784	24.7%
Fuel	\$11.76 m	3.0%	\$15.43 m	6.3%	\$1.54 m	24.1%	315,769	4.7%	405,520	9.6%	30,681	22.7%
Hardware/Homeware	\$2.96 m	-1.5%	\$1.85 m	39.0%	\$0.04 m	-3.6%	35,371	-2.8%	21,612	21.4%	407	18.7%
Majors	\$0.75 m	-10.7%	\$0.40 m	-8.9%	\$0.02 m	-36.1%	2,790	-62.9%	2,275	-54.7%	26	-76.6%
Other Retail	\$12.46 m	0.4%	\$10.55 m	11.0%	\$0.80 m	20.6%	196,099	11.7%	169,766	13.6%	8,900	26.0%
Takeaways	\$1.66 m	21.8%	\$1.99 m	7.0%	\$0.10 m	35.1%	94,684	28.4%	118,955	9.0%	5,713	49.8%
Tourist Activities	\$0.39 m	2.7%	\$16.68 m	-0.1%	\$1.05 m	-3.3%	24,462	2.7%	245,593	-3.6%	7,841	-11.5%
<b>TOTAL</b>	<b>\$63.89 m</b>	<b>2.3%</b>	<b>\$87.79 m</b>	<b>6.4%</b>	<b>\$12.23 m</b>	<b>5.0%</b>	<b>1.6 m</b>	<b>5.0%</b>	<b>1.9 m</b>	<b>6.9%</b>	<b>0.1 m</b>	<b>14.2%</b>