



**RUAPEHU DISTRICT COUNCIL**  
**MONTHLY REPORT**  
July 2017

**Prepared for**

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**Date**

14 August, 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 - July 2017

Data on this page is sourced from Paymark and BNZ MarketView

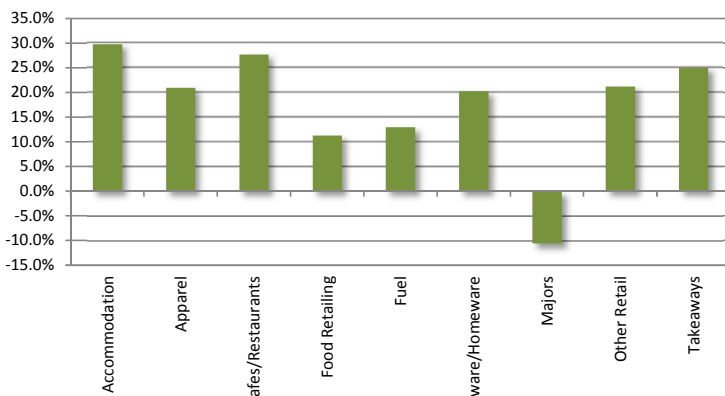
### 1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	July	Distribution	Last 12 months	Distribution	July	Last 12 months
Accommodation	\$3.3 m	20.9%	\$24.1 m	16.3%	\$151.6 m	\$2.0 b
Apparel	\$0.2 m	1.2%	\$2.3 m	1.6%	\$197.9 m	\$2.6 b
Bars/Cafes/Restaurants	\$1.8 m	11.2%	\$14.4 m	9.7%	\$443.1 m	\$5.2 b
Food Retailing	\$4.3 m	27.0%	\$44.2 m	29.8%	\$1,524.9 m	\$18.3 b
Fuel	\$2.6 m	16.4%	\$29.0 m	19.6%	\$524.6 m	\$6.7 b
Hardware/Homeware	\$0.4 m	2.4%	\$4.9 m	3.3%	\$229.0 m	\$3.0 b
Majors	\$0.1 m	0.5%	\$1.2 m	0.8%	\$484.6 m	\$6.0 b
Other Retail	\$2.8 m	17.9%	\$24.3 m	16.4%	\$921.3 m	\$11.5 b
Takeaways	\$0.4 m	2.5%	\$3.8 m	2.6%	\$230.7 m	\$2.6 b
<b>TOTAL</b>	<b>\$15.8 m</b>	<b>100.0%</b>	<b>\$148.3 m</b>	<b>100.0%</b>	<b>\$4.7 b</b>	<b>\$57.9 b</b>

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

	July	Distribution	Last 12 months	Distribution	July	Last 12 months
Accommodation	29.7%	1.7%	3.3%	-0.7%	5.1%	6.7%
Apparel	20.9%	0.0%	9.1%	0.0%	-3.3%	0.2%
Bars/Cafes/Restaurants	27.7%	0.8%	22.4%	1.1%	4.3%	9.0%
Food Retailing	11.2%	-1.9%	5.1%	-0.8%	4.4%	3.4%
Fuel	12.9%	-0.9%	7.8%	0.0%	3.1%	6.8%
Hardware/Homeware	20.2%	0.0%	12.0%	0.1%	1.5%	3.0%
Majors	-10.5%	-0.2%	-1.5%	-0.1%	-2.6%	-1.2%
Other Retail	21.1%	0.3%	9.9%	0.3%	1.8%	0.5%
Takeaways	25.0%	0.1%	15.3%	0.2%	7.3%	10.9%
<b>TOTAL</b>	<b>19.0%</b>		<b>8.1%</b>		<b>2.6%</b>	<b>3.4%</b>

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



#### Top three categories

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

#### Lowest three categories

- 7 Fuel
- 8 Food Retailing
- 9 Majors

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

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

Data on this page is sourced from Paymark and BNZ MarketView

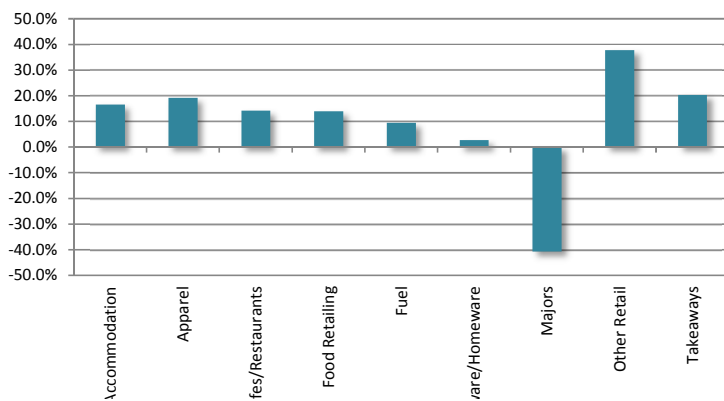
## 1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					<i>Total NZ</i>	
	July	Distribution	Last 12 months	Distribution	July	Last 12 months
Accommodation	0.027 m	7.7%	0.204 m	6.0%	1.25 m	16.28 m
Apparel	0.003 m	0.9%	0.035 m	1.0%	2.42 m	31.24 m
Bars/Cafes/Restaurants	0.067 m	19.1%	0.616 m	17.9%	17.67 m	203.28 m
Food Retailing	0.117 m	33.3%	1.148 m	33.4%	39.71 m	476.68 m
Fuel	0.067 m	19.2%	0.758 m	22.1%	12.41 m	154.25 m
Hardware/Homeware	0.004 m	1.2%	0.058 m	1.7%	2.47 m	32.74 m
Majors	0.000 m	0.1%	0.005 m	0.1%	5.75 m	70.59 m
Other Retail	0.043 m	12.3%	0.387 m	11.3%	14.54 m	179.60 m
Takeaways	0.022 m	6.2%	0.223 m	6.5%	14.47 m	167.00 m
<b>TOTAL</b>	<b>0.350 m</b>	<b>100.0%</b>	<b>3.433 m</b>	<b>100.0%</b>	<b>110.69 m</b>	<b>1,331.66 m</b>

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

	July	Distribution	Last 12 months	Distribution	July	Last 12 months
Accommodation	16.5%	0.0%	0.4%	-0.5%	2.7%	7.0%
Apparel	19.2%	0.0%	8.0%	0.0%	-4.5%	-2.2%
Bars/Cafes/Restaurants	14.2%	-0.3%	13.7%	0.8%	3.9%	7.9%
Food Retailing	13.9%	-0.6%	4.8%	-1.3%	3.3%	4.1%
Fuel	9.4%	-1.1%	8.6%	0.0%	2.7%	6.1%
Hardware/Homeware	2.7%	-0.2%	4.7%	-0.1%	4.1%	4.3%
Majors	-40.7%	-0.1%	-61.5%	-0.3%	-0.9%	-2.8%
Other Retail	37.7%	2.0%	18.2%	0.9%	1.6%	1.9%
Takeaways	20.2%	0.2%	18.0%	0.5%	4.3%	8.6%
<b>TOTAL</b>	<b>15.8%</b>		<b>8.8%</b>		<b>2.8%</b>	<b>4.6%</b>

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



#### Top three categories

- 1 Other Retail
- 2 Takeaways
- 3 Apparel

#### Lowest three categories

- 7 Fuel
- 8 Hardware/Homeware
- 9 Majors

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

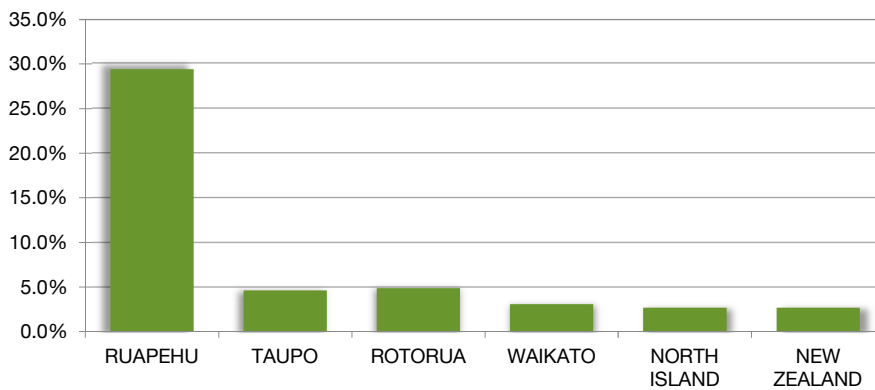
## Breakdown by NEIGHBOURS - By Retail Category - July 2017

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	\$3.3 m	29.7%	\$5.1 m	6.1%	\$6.4 m	8.0%	\$4.7 m	2.7%	\$95.0 m	4.6%	\$151.6 m	5.1%
Apparel	\$0.2 m	20.9%	\$1.7 m	0.8%	\$1.8 m	-3.8%	\$11.0 m	-3.5%	\$154.5 m	-2.5%	\$197.8 m	-3.2%
Bars/Cafes/Restaurants	\$1.8 m	27.7%	\$5.3 m	4.8%	\$6.5 m	10.3%	\$23.1 m	5.7%	\$334.9 m	5.0%	\$443.1 m	4.3%
Food Retailing	\$4.3 m	11.2%	\$15.0 m	6.4%	\$25.6 m	6.5%	\$103.2 m	4.0%	\$1149.9 m	4.2%	\$1524.8 m	4.4%
Fuel	\$2.6 m	12.9%	\$6.8 m	3.6%	\$9.8 m	2.6%	\$42.5 m	1.9%	\$395.2 m	2.4%	\$524.6 m	3.1%
Hardware/Homeware	\$0.4 m	20.2%	\$2.5 m	-2.1%	\$3.9 m	0.7%	\$15.9 m	8.1%	\$176.3 m	2.4%	\$229.0 m	1.5%
Majors	\$0.1 m	-10.5%	\$4.0 m	-4.6%	\$8.0 m	3.5%	\$33.2 m	-3.2%	\$365.9 m	-2.6%	\$484.6 m	-2.6%
Other Retail	\$2.8 m	21.1%	\$9.4 m	7.2%	\$15.7 m	2.6%	\$56.8 m	3.8%	\$697.8 m	1.7%	\$918.4 m	1.8%
Takeaways	\$0.4 m	25.0%	\$2.4 m	7.9%	\$4.6 m	8.3%	\$17.3 m	7.9%	\$184.8 m	7.9%	\$230.7 m	7.3%
Tourist Activities	\$3.9 m	99.3%	\$1.3 m	9.5%	\$5.0 m	3.8%	\$2.4 m	5.7%	\$21.9 m	9.7%	\$50.6 m	10.7%
<b>TOTAL</b>	<b>\$19.8 m</b>	<b>29.4%</b>	<b>\$53.5 m</b>	<b>4.6%</b>	<b>\$87.2 m</b>	<b>4.9%</b>	<b>\$310.1 m</b>	<b>3.1%</b>	<b>\$3,576.3 m</b>	<b>2.7%</b>	<b>\$4,755.2 m</b>	<b>2.7%</b>

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



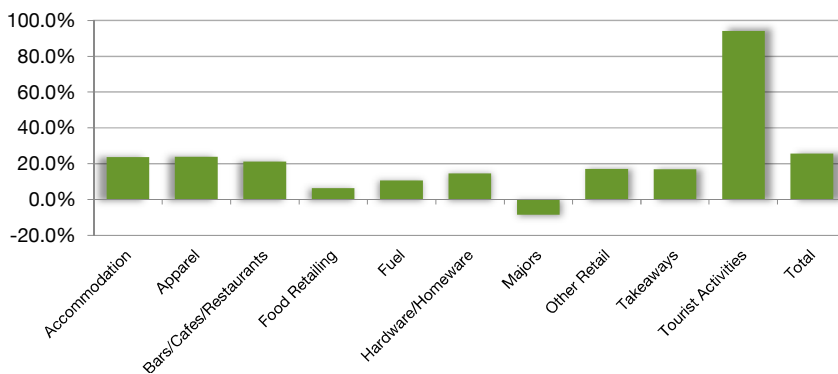
#### Top three districts

- 1 RUAPEHU
- 2 ROTORUA
- 3 TAUPO

#### 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 Tourist Activities
- 2 Apparel
- 3 Accommodation

#### Lowest three categories

- 8 Fuel
- 9 Food Retailing
- 10 Majors

## Breakdown by ORIGIN - By Retail Category - July 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	-11.8%	\$2.73 m	36.2%	\$0.48 m	9.6%	2,181	-4.8%	22,140	19.6%	2,624
Apparel	\$0.11 m	14.9%	\$0.08 m	28.8%	\$0.00 m	56.7%	2,061	18.7%	1,145	19.0%	38	52.0%
Bars/Cafes/Restaurants	\$0.41 m	14.8%	\$1.26 m	29.8%	\$0.10 m	69.9%	18,146	10.8%	46,170	13.7%	2,606	60.3%
Food Retailing	\$2.52 m	5.7%	\$1.68 m	20.3%	\$0.07 m	21.4%	65,221	9.3%	49,750	20.3%	1,552	20.4%
Fuel	\$1.04 m	10.0%	\$1.49 m	14.8%	\$0.07 m	17.2%	27,128	5.3%	38,648	12.1%	1,505	23.0%
Hardware/Homeware	\$0.26 m	37.8%	\$0.11 m	-7.5%	\$0.00 m	-57.9%	2,477	-2.1%	1,727	10.9%	13	-35.0%
Majors	\$0.05 m	17.1%	\$0.02 m	-42.2%	\$0.00 m	-65.5%	245	-31.4%	159	-50.8%	1	-75.0%
Other Retail	\$1.14 m	-2.2%	\$1.60 m	44.7%	\$0.10 m	36.2%	18,810	27.3%	23,315	47.1%	949	46.7%
Takeaways	\$0.16 m	25.0%	\$0.23 m	25.8%	\$0.01 m	1.4%	8,897	22.2%	12,626	19.7%	299	-6.9%
Tourist Activities	\$0.09 m	28.5%	\$3.71 m	102.1%	\$0.15 m	94.9%	3,699	26.9%	59,230	61.1%	2,250	58.9%
<b>TOTAL</b>	<b>\$5.88 m</b>	<b>7.2%</b>	<b>\$12.91 m</b>	<b>43.2%</b>	<b>\$0.98 m</b>	<b>26.7%</b>	<b>0.1 m</b>	<b>11.3%</b>	<b>0.3 m</b>	<b>26.9%</b>	<b>0.0 m</b>	<b>32.9%</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	\$0.78 m	-12.2%	\$16.74 m	7.8%	\$6.62 m	-4.7%	18,727	-6.0%	141,915	2.1%	43,726
Apparel	\$1.28 m	5.6%	\$0.98 m	18.4%	\$0.05 m	-34.5%	21,118	9.3%	13,162	7.8%	538	-22.9%
Bars/Cafes/Restaurants	\$3.92 m	19.2%	\$9.29 m	20.2%	\$1.21 m	58.9%	183,854	14.5%	402,193	11.8%	29,752	39.7%
Food Retailing	\$28.13 m	1.3%	\$15.20 m	11.9%	\$0.90 m	23.1%	707,637	1.1%	420,472	10.6%	20,047	26.4%
Fuel	\$11.85 m	4.2%	\$15.62 m	9.2%	\$1.55 m	25.2%	317,125	4.9%	409,689	10.7%	30,962	23.6%
Hardware/Homeware	\$3.03 m	1.7%	\$1.85 m	34.9%	\$0.04 m	-0.4%	35,319	-2.9%	21,782	19.8%	400	23.1%
Majors	\$0.76 m	1.8%	\$0.38 m	-5.7%	\$0.02 m	-34.8%	2,678	-64.0%	2,111	-57.4%	23	-79.1%
Other Retail	\$12.43 m	1.1%	\$11.04 m	20.4%	\$0.82 m	28.0%	200,132	14.8%	177,226	21.5%	9,202	33.9%
Takeaways	\$1.69 m	21.9%	\$2.03 m	9.6%	\$0.10 m	33.2%	96,302	27.8%	121,031	10.3%	5,691	45.2%
Tourist Activities	\$0.41 m	11.7%	\$18.56 m	25.2%	\$1.13 m	10.9%	25,247	5.4%	268,066	13.8%	8,675	-0.7%
<b>TOTAL</b>	<b>\$64.28 m</b>	<b>3.2%</b>	<b>\$91.68 m</b>	<b>15.2%</b>	<b>\$12.43 m</b>	<b>7.7%</b>	<b>1.6 m</b>	<b>5.8%</b>	<b>2.0 m</b>	<b>11.4%</b>	<b>0.1 m</b>	<b>16.8%</b>