



**RUAPEHU DISTRICT COUNCIL**  
**MONTHLY REPORT**  
August 2017

**Prepared for**

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**Date**

11 September, 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 - August 2017

Data on this page is sourced from Paymark and BNZ MarketView

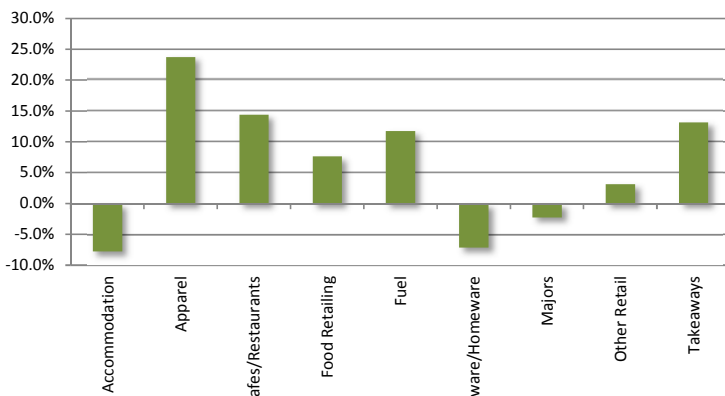
### 1.1 VALUE OF SPENDING at merchants based in Ruapehu District

	Ruapehu District				Total NZ	
	August	Distribution	Last 12 months	Distribution	August	Last 12 months
Accommodation	\$3.0 m	19.1%	\$23.9 m	16.0%	\$141.1 m	\$2.0 b
Apparel	\$0.2 m	1.3%	\$2.3 m	1.6%	\$180.6 m	\$2.6 b
Bars/Cafes/Restaurants	\$1.8 m	11.5%	\$14.6 m	9.8%	\$434.0 m	\$5.2 b
Food Retailing	\$4.3 m	27.8%	\$44.5 m	29.9%	\$1,537.2 m	\$18.4 b
Fuel	\$2.7 m	17.2%	\$29.3 m	19.7%	\$553.0 m	\$6.7 b
Hardware/Homeware	\$0.4 m	2.3%	\$4.9 m	3.3%	\$234.2 m	\$3.1 b
Majors	\$0.1 m	0.6%	\$1.2 m	0.8%	\$438.4 m	\$6.0 b
Other Retail	\$2.8 m	17.8%	\$24.4 m	16.4%	\$911.8 m	\$11.6 b
Takeaways	\$0.4 m	2.5%	\$3.9 m	2.6%	\$227.7 m	\$2.6 b
<b>TOTAL</b>	<b>\$15.6 m</b>	<b>100.0%</b>	<b>\$149.0 m</b>	<b>100.0%</b>	<b>\$4.7 b</b>	<b>\$58.2 b</b>

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

	Ruapehu District				Total NZ	
	August	Distribution	Last 12 months	Distribution	August	Last 12 months
Accommodation	-7.7%	-2.6%	1.2%	-1.0%	2.8%	6.2%
Apparel	23.7%	0.2%	9.6%	0.0%	-0.3%	0.2%
Bars/Cafes/Restaurants	14.4%	1.0%	21.8%	1.1%	9.4%	9.0%
Food Retailing	7.6%	0.7%	5.3%	-0.7%	5.1%	3.8%
Fuel	11.7%	1.1%	9.1%	0.2%	9.0%	8.0%
Hardware/Homeware	-7.1%	-0.3%	9.9%	0.1%	4.0%	2.9%
Majors	-2.2%	0.0%	-1.4%	-0.1%	-1.1%	-1.2%
Other Retail	3.2%	-0.3%	8.8%	0.2%	4.7%	0.8%
Takeaways	13.1%	0.2%	15.4%	0.2%	10.9%	10.7%
<b>TOTAL</b>	<b>4.7%</b>		<b>7.7%</b>		<b>5.2%</b>	<b>3.7%</b>

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



#### Top three categories

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

#### Lowest three categories

- 7 Majors
- 8 Hardware/Homeware
- 9 Accommodation

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

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

Data on this page is sourced from Paymark and BNZ MarketView

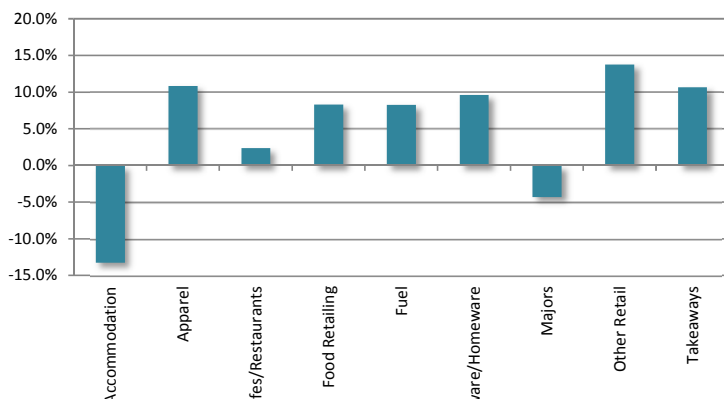
## 1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					<i>Total NZ</i>	
	August	Distribution	Last 12 months	Distribution	August	Last 12 months
Accommodation	0.029 m	7.9%	0.200 m	5.8%	1.20 m	16.32 m
Apparel	0.003 m	0.8%	0.035 m	1.0%	2.16 m	31.24 m
Bars/Cafes/Restaurants	0.072 m	19.4%	0.617 m	17.9%	18.13 m	204.72 m
Food Retailing	0.122 m	33.0%	1.157 m	33.5%	41.07 m	478.72 m
Fuel	0.070 m	18.9%	0.763 m	22.1%	12.97 m	155.03 m
Hardware/Homeware	0.005 m	1.3%	0.058 m	1.7%	2.54 m	32.93 m
Majors	0.001 m	0.1%	0.005 m	0.1%	5.25 m	70.64 m
Other Retail	0.046 m	12.5%	0.392 m	11.4%	14.52 m	180.40 m
Takeaways	0.023 m	6.1%	0.225 m	6.5%	14.83 m	168.18 m
<b>TOTAL</b>	<b>0.369 m</b>	<b>100.0%</b>	<b>3.453 m</b>	<b>100.0%</b>	<b>112.68 m</b>	<b>1,338.18 m</b>

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

	August	Distribution	Last 12 months	Distribution	August	Last 12 months
Accommodation	-13.2%	-1.7%	-2.8%	-0.7%	3.3%	6.7%
Apparel	10.8%	0.0%	7.9%	0.0%	0.1%	-2.0%
Bars/Cafes/Restaurants	2.3%	-0.7%	11.3%	0.5%	8.6%	7.8%
Food Retailing	8.3%	0.8%	5.0%	-1.1%	5.2%	4.3%
Fuel	8.2%	0.4%	8.6%	0.1%	6.4%	6.3%
Hardware/Homeware	9.6%	0.0%	4.8%	-0.1%	8.2%	4.7%
Majors	-4.3%	0.0%	-61.4%	-0.3%	1.0%	-2.4%
Other Retail	13.7%	0.9%	18.5%	1.0%	5.8%	2.2%
Takeaways	10.6%	0.3%	17.3%	0.5%	8.6%	8.3%
<b>TOTAL</b>	<b>5.8%</b>		<b>8.3%</b>		<b>6.1%</b>	<b>4.7%</b>

### 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 Bars/Cafes/Restaurants
- 8 Majors
- 9 Accommodation

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

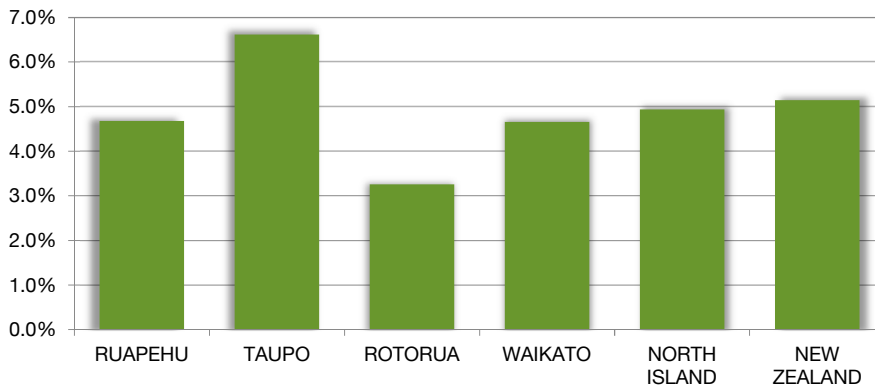
## Breakdown by NEIGHBOURS - By Retail Category - August 2017

Data on this page is sourced from Paymark and BNZ MarketView

### 1.6 SPENDING & TRANSACTIONS, and CHANGE from same period last year - THIS MONTH

	<u>RUAPEHU</u>		<u>TAUPO</u>		<u>ROTORUA</u>		<u>WAIKATO</u>		<u>NORTH ISLAND</u>		<u>NEW ZEALAND</u>	
	\$	%	\$	%	\$	%	\$	%	\$	%	\$	%
		change		change		change		change		change		change
Accommodation	\$3.0 m	-7.7%	\$3.9 m	5.1%	\$4.2 m	-10.9%	\$4.1 m	-7.0%	\$88.3 m	0.6%	\$141.0 m	2.8%
Apparel	\$0.2 m	23.7%	\$1.5 m	4.9%	\$1.6 m	-8.0%	\$9.8 m	-0.6%	\$141.2 m	0.1%	\$180.6 m	-0.2%
Bars/Cafes/Restaurants	\$1.8 m	14.4%	\$4.4 m	11.6%	\$5.5 m	9.2%	\$21.9 m	8.2%	\$327.1 m	9.2%	\$434.0 m	9.4%
Food Retailing	\$4.3 m	7.6%	\$14.6 m	6.0%	\$25.1 m	4.5%	\$104.0 m	4.3%	\$1157.9 m	5.1%	\$1537.1 m	5.1%
Fuel	\$2.7 m	11.7%	\$6.6 m	9.7%	\$9.8 m	4.8%	\$44.4 m	5.7%	\$413.3 m	7.3%	\$553.0 m	9.0%
Hardware/Homeware	\$0.4 m	-7.1%	\$2.6 m	6.5%	\$3.8 m	-5.1%	\$15.8 m	6.9%	\$178.1 m	3.8%	\$234.2 m	4.0%
Majors	\$0.1 m	-2.2%	\$3.7 m	5.3%	\$7.0 m	3.8%	\$29.5 m	-2.0%	\$330.5 m	-1.0%	\$438.4 m	-1.1%
Other Retail	\$2.8 m	3.2%	\$8.5 m	5.0%	\$14.8 m	5.6%	\$56.1 m	7.1%	\$689.7 m	5.0%	\$908.6 m	4.8%
Takeaways	\$0.4 m	13.1%	\$2.1 m	8.6%	\$4.2 m	9.1%	\$17.0 m	9.7%	\$181.9 m	10.6%	\$227.7 m	10.9%
Tourist Activities	\$6.5 m	4.6%	\$0.8 m	-3.2%	\$3.2 m	-0.8%	\$1.9 m	-3.9%	\$19.3 m	0.3%	\$45.1 m	1.7%
<b>TOTAL</b>	<b>\$22.1 m</b>	<b>4.7%</b>	<b>\$48.7 m</b>	<b>6.6%</b>	<b>\$79.2 m</b>	<b>3.3%</b>	<b>\$304.5 m</b>	<b>4.7%</b>	<b>\$3,527.3 m</b>	<b>4.9%</b>	<b>\$4,699.8 m</b>	<b>5.2%</b>

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



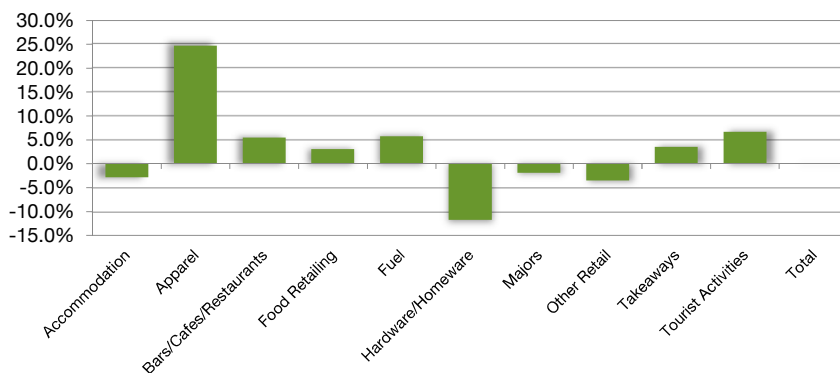
#### Top three districts

- 1 TAUPO
- 2 NEW ZEALAND
- 3 NORTH ISLAND

#### Lowest three districts

- 4 RUAPEHU
- 5 WAIKATO
- 6 ROTORUA

### 1.5.2 Ruapehu vs Neighbours RTO Average, by category



#### Top three categories

- 1 Apparel
- 2 Tourist Activities
- 3 Fuel

#### Lowest three categories

- 8 Accommodation
- 9 Other Retail
- 10 Hardware/Homeware

## Breakdown by ORIGIN - By Retail Category - August 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	-43.9%	\$2.49 m	-5.4%	\$0.43 m	-13.2%	1,773	-36.7%	24,879	-11.5%	2,343	-6.1%
Apparel	\$0.12 m	37.9%	\$0.08 m	13.3%	\$0.00 m	-61.7%	1,881	18.8%	1,012	-1.2%	31	3.3%
Bars/Cafes/Restaurants	\$0.38 m	22.4%	\$1.32 m	11.5%	\$0.08 m	29.3%	18,255	11.1%	51,447	-1.1%	2,097	23.6%
Food Retailing	\$2.54 m	4.4%	\$1.72 m	12.9%	\$0.06 m	3.6%	67,162	9.5%	53,374	6.9%	1,414	3.7%
Fuel	\$1.11 m	22.1%	\$1.50 m	4.9%	\$0.07 m	17.6%	29,495	20.5%	39,037	0.4%	1,370	13.5%
Hardware/Homeware	\$0.24 m	-12.4%	\$0.12 m	6.6%	\$0.00 m	-61.8%	2,828	11.2%	1,786	8.5%	17	-52.8%
Majors	\$0.06 m	12.0%	\$0.02 m	-25.1%	\$0.00 m	-51.3%	296	6.1%	215	-15.0%	1	-50.0%
Other Retail	\$1.07 m	15.2%	\$1.59 m	-4.7%	\$0.10 m	27.1%	18,741	25.9%	26,221	6.6%	1,010	8.8%
Takeaways	\$0.17 m	33.5%	\$0.21 m	1.0%	\$0.01 m	5.7%	9,550	37.2%	12,641	-3.5%	325	11.3%
Tourist Activities	\$0.08 m	-21.0%	\$6.19 m	4.9%	\$0.27 m	8.4%	5,538	17.5%	99,170	-9.0%	1,870	-4.5%
<b>TOTAL</b>	<b>\$5.82 m</b>	<b>9.5%</b>	<b>\$15.24 m</b>	<b>3.3%</b>	<b>\$1.03 m</b>	<b>0.4%</b>	<b>0.2 m</b>	<b>14.3%</b>	<b>0.3 m</b>	<b>-2.7%</b>	<b>0.0 m</b>	<b>4.7%</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	\$0.74 m	-18.3%	\$16.60 m	5.5%	\$6.56 m	-6.0%	17,698	-14.7%	138,671	-1.2%	43,575	-2.5%
Apparel	\$1.31 m	7.0%	\$0.99 m	18.3%	\$0.05 m	-40.6%	21,415	8.9%	13,150	7.9%	539	-21.3%
Bars/Cafes/Restaurants	\$3.99 m	20.8%	\$9.42 m	18.6%	\$1.23 m	58.2%	185,676	14.0%	401,612	8.4%	30,152	39.7%
Food Retailing	\$28.24 m	1.3%	\$15.39 m	12.3%	\$0.90 m	22.8%	713,477	1.8%	423,913	9.8%	20,097	25.0%
Fuel	\$12.05 m	6.3%	\$15.69 m	9.8%	\$1.56 m	26.3%	322,137	6.6%	409,836	9.2%	31,125	23.7%
Hardware/Homeware	\$3.00 m	-1.1%	\$1.85 m	34.3%	\$0.03 m	-1.6%	35,603	-1.8%	21,922	17.5%	381	12.1%
Majors	\$0.76 m	4.4%	\$0.37 m	-9.6%	\$0.01 m	-36.8%	2,695	-63.6%	2,073	-57.6%	22	-79.8%
Other Retail	\$12.57 m	2.4%	\$10.96 m	15.6%	\$0.84 m	30.8%	203,983	16.6%	178,838	20.0%	9,284	33.1%
Takeaways	\$1.73 m	23.1%	\$2.04 m	9.0%	\$0.10 m	32.6%	98,891	29.1%	120,572	8.2%	5,724	43.7%
Tourist Activities	\$0.39 m	2.5%	\$18.84 m	15.1%	\$1.15 m	6.1%	26,072	8.1%	258,310	-3.8%	8,588	0.2%
<b>TOTAL</b>	<b>\$64.78 m</b>	<b>3.7%</b>	<b>\$92.16 m</b>	<b>12.3%</b>	<b>\$12.44 m</b>	<b>6.6%</b>	<b>1.6 m</b>	<b>6.7%</b>	<b>2.0 m</b>	<b>7.2%</b>	<b>0.1 m</b>	<b>16.6%</b>