

RUAPEHU DISTRICT COUNCIL
MONTHLY REPORT
September 2017

Prepared for

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Date

12 October, 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

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Breakdown of SPENDING Activity - By Retail Category - September 2017

Data on this page is sourced from Paymark and BNZ MarketView

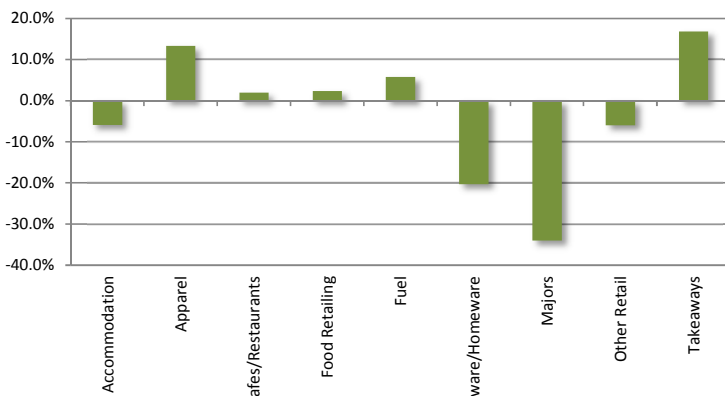
1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	September	Distribution	Last 12 months	Distribution	September	Last 12 months
Accommodation	\$2.6 m	18.1%	\$23.7 m	15.9%	\$141.7 m	\$2.0 b
Apparel	\$0.2 m	1.6%	\$2.4 m	1.6%	\$194.5 m	\$2.6 b
Bars/Cafes/Restaurants	\$1.6 m	11.4%	\$14.7 m	9.9%	\$437.6 m	\$5.2 b
Food Retailing	\$4.1 m	28.3%	\$44.6 m	30.0%	\$1,515.8 m	\$18.5 b
Fuel	\$2.5 m	17.4%	\$29.4 m	19.8%	\$551.3 m	\$6.8 b
Hardware/Homeware	\$0.3 m	2.3%	\$4.8 m	3.2%	\$257.2 m	\$3.1 b
Majors	\$0.1 m	0.5%	\$1.1 m	0.7%	\$440.8 m	\$6.0 b
Other Retail	\$2.6 m	17.9%	\$24.2 m	16.3%	\$912.2 m	\$11.6 b
Takeaways	\$0.4 m	2.5%	\$3.9 m	2.6%	\$228.9 m	\$2.6 b
TOTAL	\$14.5 m	100.0%	\$148.9 m	100.0%	\$4.7 b	\$58.3 b

1.2 - PERCENTAGE CHANGE over the same time periods last year

	September	Distribution	Last 12 months	Distribution	September	Last 12 months
Accommodation	-5.9%	-1.0%	-0.8%	-1.1%	0.7%	5.3%
Apparel	13.3%	0.2%	9.8%	0.1%	-0.8%	-0.2%
Bars/Cafes/Restaurants	1.9%	0.3%	17.7%	1.0%	8.2%	8.6%
Food Retailing	2.3%	0.8%	4.8%	-0.4%	5.5%	4.0%
Fuel	5.8%	1.1%	9.4%	0.6%	8.9%	9.0%
Hardware/Homeware	-20.3%	-0.6%	5.4%	0.0%	4.4%	2.7%
Majors	-34.0%	-0.2%	-5.0%	-0.1%	-5.3%	-1.8%
Other Retail	-6.0%	-1.0%	5.6%	-0.1%	2.9%	0.9%
Takeaways	16.8%	0.4%	16.3%	0.2%	9.5%	10.2%
TOTAL	-0.8%		6.3%		4.2%	3.7%

1.2.1 Change in Spending over same month last year



Top three categories

- 1 Takeaways
- 2 Apparel
- 3 Fuel

Lowest three categories

- 7 Other Retail
- 8 Hardware/Homeware
- 9 Majors

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

Breakdown of TRANSACTION Activity - By Retail Category - September 2017

Data on this page is sourced from Paymark and BNZ MarketView

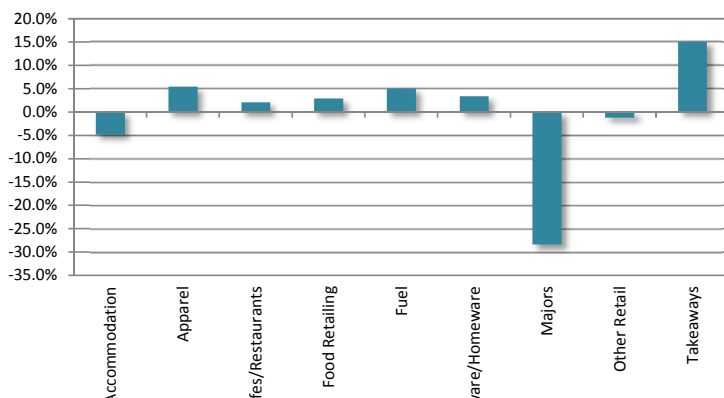
1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					<i>Total NZ</i>	
	September	Distribution	Last 12 months	Distribution	September	Last 12 months
Accommodation	0.027 m	7.8%	0.199 m	5.7%	1.24 m	16.33 m
Apparel	0.003 m	0.9%	0.035 m	1.0%	2.33 m	31.22 m
Bars/Cafes/Restaurants	0.067 m	19.4%	0.619 m	17.9%	17.74 m	205.86 m
Food Retailing	0.115 m	33.1%	1.161 m	33.5%	40.23 m	480.67 m
Fuel	0.067 m	19.3%	0.766 m	22.1%	12.74 m	155.72 m
Hardware/Homeware	0.005 m	1.4%	0.058 m	1.7%	2.73 m	33.12 m
Majors	0.000 m	0.1%	0.005 m	0.1%	5.29 m	70.52 m
Other Retail	0.041 m	12.0%	0.392 m	11.3%	14.54 m	180.95 m
Takeaways	0.021 m	6.0%	0.228 m	6.6%	14.68 m	169.11 m
TOTAL	0.346 m	100.0%	3.462 m	100.0%	111.51 m	1,343.50 m

1.4 - PERCENTAGE CHANGE over the same time periods last year

	September	Distribution	Last 12 months	Distribution	September	Last 12 months
Accommodation	-4.9%	-0.6%	-5.0%	-0.7%	2.7%	5.9%
Apparel	5.4%	0.0%	8.2%	0.0%	-0.8%	-2.2%
Bars/Cafes/Restaurants	2.1%	-0.1%	8.8%	0.3%	6.9%	7.4%
Food Retailing	2.9%	0.1%	4.4%	-0.9%	5.1%	4.4%
Fuel	5.0%	0.4%	8.1%	0.2%	5.7%	6.5%
Hardware/Homeware	3.3%	0.0%	4.4%	0.0%	7.4%	4.8%
Majors	-28.4%	0.0%	-62.1%	-0.2%	-2.3%	-2.5%
Other Retail	-1.3%	-0.5%	15.7%	0.8%	4.0%	2.4%
Takeaways	15.0%	0.7%	17.7%	0.6%	6.8%	7.8%
TOTAL	2.6%		7.2%		5.0%	4.7%

1.4.1 Change in Spending over same month last year



Top three categories

- 1 Takeaways
- 2 Apparel
- 3 Fuel

Lowest three categories

- 7 Other Retail
- 8 Accommodation
- 9 Majors

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

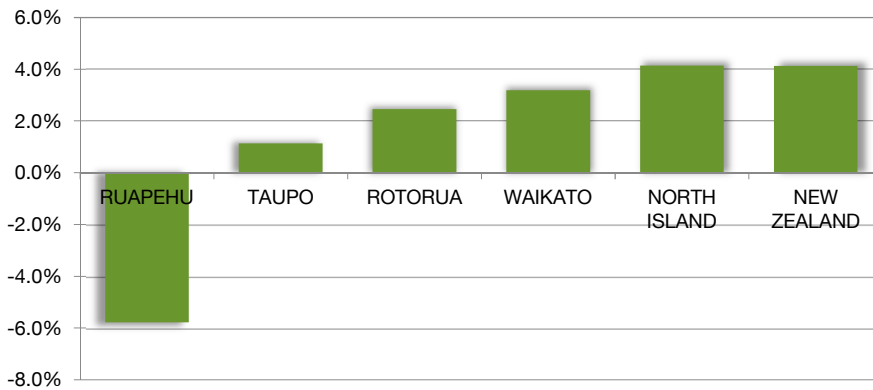
Breakdown by NEIGHBOURS - By Retail Category - September 2017

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	\$2.6 m	-5.9%	\$4.1 m	-10.6%	\$5.0 m	1.8%	\$4.7 m	-1.2%	\$90.4 m	0.4%	\$141.8 m	0.8%
Apparel	\$0.2 m	13.3%	\$1.6 m	-8.9%	\$1.7 m	-4.6%	\$10.4 m	-5.8%	\$150.8 m	-0.2%	\$194.5 m	-0.7%
Bars/Cafes/Restaurants	\$1.6 m	1.9%	\$4.8 m	1.2%	\$5.7 m	7.6%	\$22.5 m	6.6%	\$330.8 m	8.1%	\$437.6 m	8.2%
Food Retailing	\$4.1 m	2.3%	\$14.4 m	3.3%	\$24.5 m	3.2%	\$102.3 m	4.9%	\$1141.6 m	5.5%	\$1515.7 m	5.5%
Fuel	\$2.5 m	5.8%	\$6.8 m	10.3%	\$9.7 m	6.7%	\$44.1 m	6.7%	\$409.1 m	8.1%	\$551.3 m	8.9%
Hardware/Homeware	\$0.3 m	-20.3%	\$3.0 m	-3.4%	\$4.3 m	1.5%	\$16.7 m	2.4%	\$194.0 m	5.1%	\$257.2 m	4.4%
Majors	\$0.1 m	-34.0%	\$3.7 m	-2.3%	\$6.8 m	-8.0%	\$29.4 m	-5.8%	\$332.6 m	-5.7%	\$440.8 m	-5.3%
Other Retail	\$2.6 m	-6.0%	\$9.2 m	2.2%	\$14.8 m	4.4%	\$56.0 m	2.5%	\$692.1 m	3.4%	\$909.3 m	2.9%
Takeaways	\$0.4 m	16.8%	\$2.2 m	4.7%	\$4.2 m	2.8%	\$17.1 m	9.3%	\$183.2 m	9.5%	\$228.9 m	9.5%
Tourist Activities	\$3.6 m	-21.6%	\$0.9 m	-3.9%	\$3.5 m	-2.0%	\$2.0 m	-8.8%	\$18.3 m	-7.5%	\$35.8 m	-4.5%
TOTAL	\$18.1 m	-5.8%	\$50.7 m	1.1%	\$80.2 m	2.5%	\$305.4 m	3.2%	\$3,543.0 m	4.2%	\$4,712.9 m	4.1%

1.5.1 Percentage change in spending - Ruapehu vs Neighbouring Areas



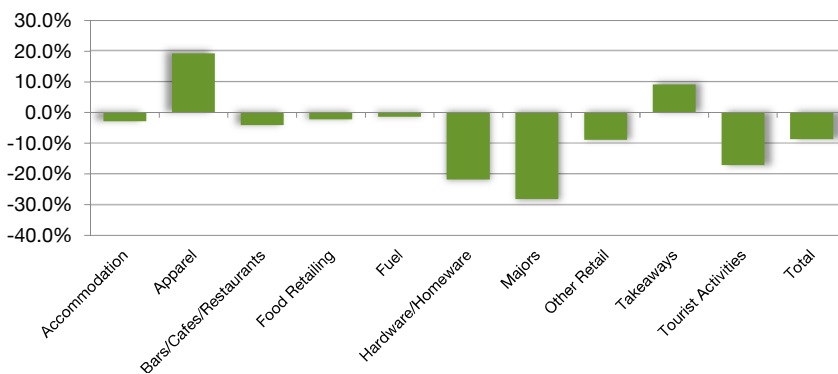
Top three districts

- 1 NORTH ISLAND
- 2 NEW ZEALAND
- 3 WAIKATO

Lowest three districts

- 4 ROTORUA
- 5 TAUPO
- 6 RUAPEHU

1.5.2 Ruapehu vs Neighbours RTO Average, by category



Top three categories

- 1 Apparel
- 2 Takeaways
- 3 Fuel

Lowest three categories

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

Breakdown by ORIGIN - By Retail Category - September 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	\$0.07 m	-2.5%	\$2.14 m	-7.9%	\$0.41 m	4.8%	1,529	-29.9%	22,807	-4.6%	2,705	15.6%
Apparel	\$0.15 m	33.4%	\$0.08 m	-11.2%	\$0.00 m	2.1%	1,939	11.5%	1,009	-4.3%	34	-2.9%
Bars/Cafes/Restaurants	\$0.39 m	3.5%	\$1.18 m	1.4%	\$0.07 m	3.6%	18,381	5.5%	46,594	0.3%	1,974	16.3%
Food Retailing	\$2.50 m	4.6%	\$1.53 m	-1.0%	\$0.05 m	-3.9%	66,256	6.2%	47,029	-1.3%	1,296	-3.2%
Fuel	\$1.07 m	17.9%	\$1.38 m	-2.1%	\$0.07 m	5.9%	29,092	19.2%	36,408	-4.1%	1,395	4.2%
Hardware/Homeware	\$0.21 m	-30.1%	\$0.13 m	3.1%	\$0.00 m	-19.9%	3,000	-1.4%	1,765	12.8%	27	-3.6%
Majors	\$0.05 m	-27.6%	\$0.02 m	-43.2%	\$0.00 m	-69.7%	231	-6.5%	115	-51.1%	-	#####
Other Retail	\$1.11 m	8.0%	\$1.41 m	-14.4%	\$0.07 m	-14.1%	18,674	9.1%	22,011	-8.3%	762	-11.1%
Takeaways	\$0.16 m	31.3%	\$0.20 m	8.0%	\$0.00 m	-5.4%	8,760	31.3%	11,904	5.9%	264	-7.0%
Tourist Activities	\$0.07 m	74.6%	\$3.41 m	-22.3%	\$0.15 m	-24.8%	3,353	-4.2%	61,208	2.9%	1,151	-2.0%
TOTAL	\$5.77 m	6.7%	\$11.49 m	-11.1%	\$0.83 m	-4.4%	0.2 m	9.0%	0.3 m	-1.1%	0.0 m	5.6%

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	\$0.73 m	-19.1%	\$16.42 m	2.6%	\$6.57 m	-6.1%	17,047	-18.8%	137,564	-3.8%	43,940	-2.1%
Apparel	\$1.35 m	9.7%	\$0.98 m	14.4%	\$0.05 m	-38.8%	21,615	8.2%	13,105	9.7%	538	-19.8%
Bars/Cafes/Restaurants	\$4.00 m	17.6%	\$9.44 m	14.2%	\$1.23 m	53.8%	186,634	12.0%	401,746	5.6%	30,429	38.6%
Food Retailing	\$28.35 m	1.4%	\$15.38 m	11.0%	\$0.90 m	21.3%	717,342	1.9%	423,301	8.2%	20,054	23.4%
Fuel	\$12.21 m	8.0%	\$15.66 m	9.0%	\$1.56 m	26.2%	326,817	7.8%	408,276	7.4%	31,181	23.1%
Hardware/Homeware	\$2.91 m	-5.8%	\$1.86 m	29.9%	\$0.03 m	0.9%	35,560	-1.7%	22,122	15.9%	380	9.8%
Majors	\$0.75 m	0.8%	\$0.36 m	-13.5%	\$0.01 m	-38.9%	2,679	-63.4%	1,953	-59.6%	20	-81.5%
Other Retail	\$12.65 m	2.3%	\$10.73 m	8.4%	\$0.83 m	25.4%	205,534	15.7%	176,853	15.2%	9,189	27.9%
Takeaways	\$1.77 m	25.3%	\$2.05 m	9.0%	\$0.10 m	30.8%	100,979	31.1%	121,237	7.8%	5,704	40.8%
Tourist Activities	\$0.42 m	14.9%	\$17.87 m	4.0%	\$1.10 m	-3.1%	25,926	9.6%	260,051	0.9%	8,564	10.4%
TOTAL	\$65.15 m	3.7%	\$90.73 m	7.8%	\$12.40 m	5.1%	1.6 m	6.8%	2.0 m	6.0%	0.1 m	16.7%