



RUAPEHU DISTRICT COUNCIL
MONTHLY REPORT
October 2017

Prepared for

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Date

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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 - October 2017

Data on this page is sourced from Paymark and BNZ MarketView

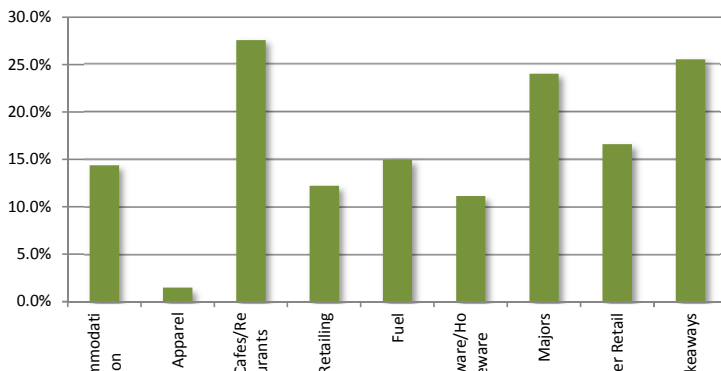
1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	October	Distribution	Last 12 months	Distribution	October	Last 12 months
Accommodation	\$2.1 m	15.2%	\$24.0 m	15.9%	\$165.6 m	\$2.0 b
Apparel	\$0.2 m	1.5%	\$2.4 m	1.6%	\$209.0 m	\$2.6 b
Bars/Cafes/Restaurants	\$1.5 m	10.9%	\$15.0 m	9.9%	\$444.1 m	\$5.3 b
Food Retailing	\$4.1 m	29.9%	\$45.1 m	29.9%	\$1,587.1 m	\$18.5 b
Fuel	\$2.6 m	19.0%	\$29.8 m	19.8%	\$586.0 m	\$6.8 b
Hardware/Homeware	\$0.5 m	3.6%	\$4.8 m	3.2%	\$295.4 m	\$3.1 b
Majors	\$0.1 m	0.4%	\$1.1 m	0.7%	\$485.7 m	\$6.0 b
Other Retail	\$2.3 m	16.8%	\$24.5 m	16.3%	\$945.7 m	\$11.6 b
Takeaways	\$0.4 m	2.8%	\$4.0 m	2.7%	\$235.1 m	\$2.6 b
TOTAL	\$13.6 m	100.0%	\$150.7 m	100.0%	\$5.0 b	\$58.5 b

1.2 - PERCENTAGE CHANGE over the same time periods last year

	October	Distribution	Last 12 months	Distribution	October	Last 12 months
Accommodation	14.4%	-0.1%	0.3%	-1.2%	5.1%	5.6%
Apparel	1.5%	-0.2%	7.9%	0.0%	-6.5%	-0.9%
Bars/Cafes/Restaurants	27.6%	1.0%	18.6%	0.9%	5.7%	8.2%
Food Retailing	12.2%	-0.9%	6.0%	-0.5%	3.6%	4.2%
Fuel	15.0%	-0.1%	11.1%	0.6%	8.7%	9.9%
Hardware/Homeware	11.1%	-0.1%	5.1%	-0.1%	2.8%	2.6%
Majors	24.0%	0.0%	-0.7%	-0.1%	-1.1%	-1.7%
Other Retail	16.6%	0.2%	7.8%	0.0%	2.0%	1.2%
Takeaways	25.6%	0.2%	17.7%	0.2%	10.5%	10.2%
TOTAL	15.5%		7.7%		3.4%	3.9%

1.2.1 Change in Spending over same month last year



Top three categories

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

Lowest three categories

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

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

Breakdown of TRANSACTION Activity - By Retail Category - October 2017

Data on this page is sourced from Paymark and BNZ MarketView

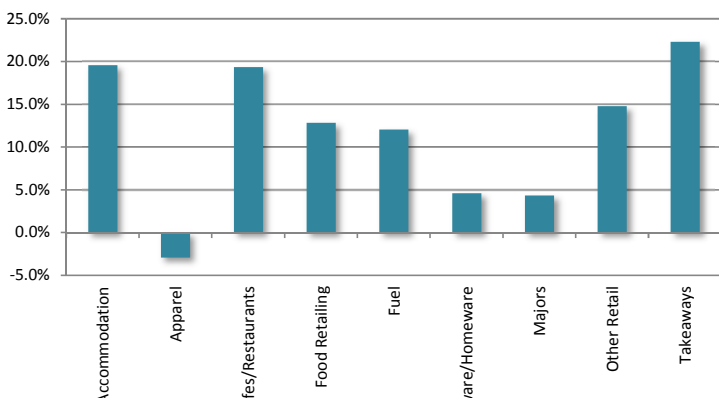
1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					<i>Total NZ</i>	
	October	Distribution	Last 12 months	Distribution	October	Last 12 months
Accommodation	0.019 m	5.9%	0.202 m	5.8%	1.36 m	16.41 m
Apparel	0.003 m	0.8%	0.035 m	1.0%	2.47 m	31.10 m
Bars/Cafes/Restaurants	0.059 m	18.3%	0.628 m	17.9%	17.89 m	206.95 m
Food Retailing	0.111 m	34.3%	1.173 m	33.5%	41.86 m	482.31 m
Fuel	0.067 m	20.8%	0.774 m	22.1%	13.43 m	156.44 m
Hardware/Homeware	0.006 m	1.8%	0.058 m	1.7%	3.24 m	33.29 m
Majors	0.000 m	0.1%	0.005 m	0.1%	5.63 m	70.59 m
Other Retail	0.036 m	11.2%	0.396 m	11.3%	15.16 m	181.43 m
Takeaways	0.022 m	6.7%	0.232 m	6.6%	15.02 m	170.16 m
TOTAL	0.323 m	100.0%	3.503 m	100.0%	116.06 m	1,348.68 m

1.4 - PERCENTAGE CHANGE over the same time periods last year

	October	Distribution	Last 12 months	Distribution	October	Last 12 months
Accommodation	19.6%	0.2%	-2.6%	-0.6%	3.6%	5.8%
Apparel	-2.9%	-0.1%	7.9%	0.0%	-4.6%	-2.3%
Bars/Cafes/Restaurants	19.3%	0.7%	9.6%	0.2%	6.2%	7.3%
Food Retailing	12.8%	-0.6%	5.6%	-0.8%	4.0%	4.4%
Fuel	12.0%	-0.5%	9.1%	0.2%	5.7%	6.7%
Hardware/Homeware	4.6%	-0.2%	4.5%	-0.1%	5.5%	5.1%
Majors	4.3%	0.0%	-57.2%	-0.2%	1.3%	-2.0%
Other Retail	14.8%	0.0%	16.8%	0.8%	2.9%	2.7%
Takeaways	22.3%	0.4%	18.4%	0.6%	7.4%	7.7%
TOTAL	14.7%		8.3%		4.5%	4.8%

1.4.1 Change in Spending over same month last year



Top three categories

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

Lowest three categories

- 7 Hardware/Homeware
- 8 Majors
- 9 Apparel

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

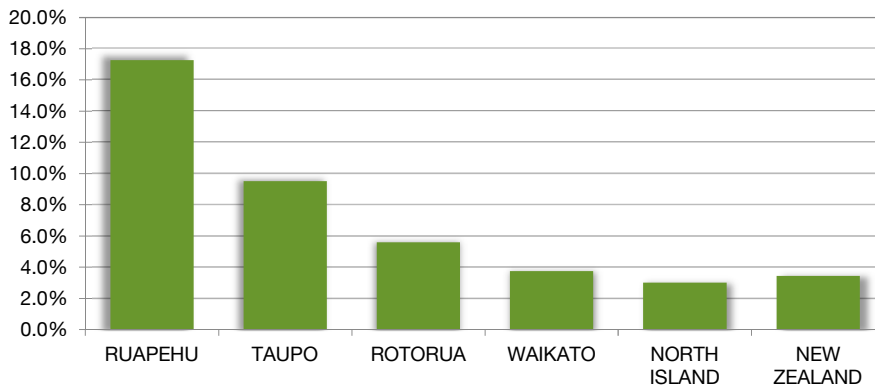
Breakdown by NEIGHBOURS - By Retail Category - October 2017

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	\$2.1 m	14.4%	\$5.7 m	10.4%	\$6.7 m	9.3%	\$5.6 m	2.2%	\$106.3 m	4.8%	\$165.5 m	5.1%
Apparel	\$0.2 m	1.5%	\$2.1 m	1.9%	\$1.9 m	-1.6%	\$11.4 m	-3.8%	\$161.1 m	-7.7%	\$208.8 m	-6.5%
Bars/Cafes/Restaurants	\$1.5 m	27.6%	\$5.7 m	11.6%	\$6.5 m	7.5%	\$23.1 m	9.1%	\$335.3 m	5.0%	\$444.1 m	5.7%
Food Retailing	\$4.1 m	12.2%	\$16.0 m	6.2%	\$26.4 m	5.4%	\$105.9 m	3.4%	\$1191.8 m	3.0%	\$1587.0 m	3.6%
Fuel	\$2.6 m	15.0%	\$7.8 m	14.4%	\$10.8 m	9.8%	\$46.7 m	6.2%	\$432.9 m	7.7%	\$586.0 m	8.7%
Hardware/Homeware	\$0.5 m	11.2%	\$3.8 m	15.9%	\$4.8 m	1.6%	\$19.7 m	5.2%	\$222.1 m	2.8%	\$295.3 m	2.8%
Majors	\$0.1 m	24.0%	\$4.3 m	5.3%	\$7.1 m	-6.7%	\$31.5 m	-3.8%	\$367.1 m	-0.5%	\$485.4 m	-1.1%
Other Retail	\$2.3 m	16.7%	\$10.0 m	11.8%	\$16.4 m	4.4%	\$58.5 m	4.1%	\$715.3 m	1.8%	\$941.3 m	1.9%
Takeaways	\$0.4 m	25.6%	\$2.5 m	11.1%	\$4.6 m	12.9%	\$17.5 m	11.4%	\$188.1 m	10.2%	\$235.1 m	10.5%
Tourist Activities	\$3.3 m	25.2%	\$1.4 m	2.2%	\$5.6 m	15.1%	\$2.8 m	3.1%	\$24.0 m	11.5%	\$38.4 m	10.6%
TOTAL	\$16.9 m	17.3%	\$59.2 m	9.5%	\$90.8 m	5.6%	\$322.7 m	3.8%	\$3,744.1 m	3.0%	\$4,987.0 m	3.4%

1.5.1 Percentage change in spending - Ruapehu vs Neighbouring Areas



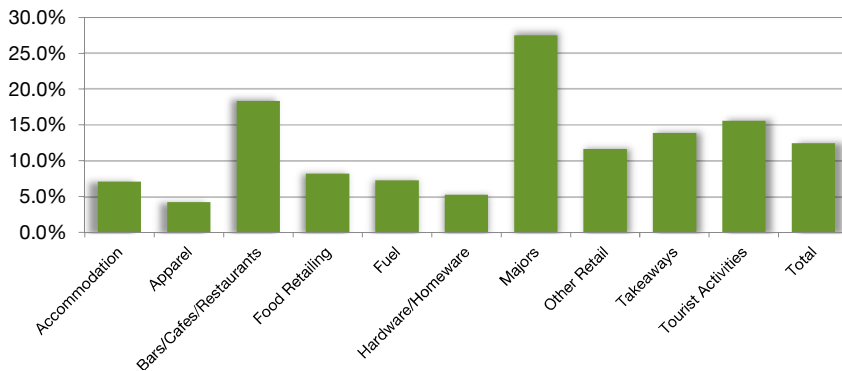
Top three districts

- 1 RUAPEHU
- 2 TAUPO
- 3 ROTORUA

Lowest three districts

- 4 WAIKATO
- 5 NEW ZEALAND
- 6 NORTH ISLAND

1.5.2 Ruapehu vs Neighbours RTO Average, by category



Top three categories

- 1 Majors
- 2 Bars/Cafes/Restaurants
- 3 Tourist Activities

Lowest three categories

- 8 Accommodation
- 9 Hardware/Homeware
- 10 Apparel

Breakdown by ORIGIN - By Retail Category - October 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	\$0.06 m	-15.1%	\$1.50 m	18.8%	\$0.51 m	7.1%	1,689	-12.1%	13,817	24.4%	3,726	21.8%
Apparel	\$0.11 m	-1.4%	\$0.09 m	2.9%	\$0.00 m	78.0%	1,464	-8.6%	1,106	4.9%	45	21.6%
Bars/Cafes/Restaurants	\$0.38 m	11.6%	\$1.01 m	33.8%	\$0.09 m	39.8%	17,547	16.3%	39,511	19.8%	2,231	39.1%
Food Retailing	\$2.51 m	5.9%	\$1.49 m	24.2%	\$0.06 m	32.2%	66,020	6.4%	43,631	24.0%	1,237	16.5%
Fuel	\$1.07 m	15.5%	\$1.42 m	15.1%	\$0.10 m	8.6%	29,153	15.8%	36,323	9.7%	1,866	2.4%
Hardware/Homeware	\$0.30 m	0.4%	\$0.18 m	33.7%	\$0.00 m	86.2%	3,479	-5.5%	2,204	23.8%	55	161.9%
Majors	\$0.03 m	-35.0%	\$0.03 m	658.6%	\$0.00 m	-20.1%	168	2.4%	96	9.1%	-	-100.0%
Other Retail	\$0.98 m	-1.3%	\$1.24 m	36.8%	\$0.06 m	7.8%	17,929	12.6%	17,571	17.5%	656	4.5%
Takeaways	\$0.17 m	19.6%	\$0.21 m	31.0%	\$0.01 m	21.1%	9,487	17.6%	11,867	26.7%	407	14.3%
Tourist Activities	\$0.09 m	60.5%	\$3.06 m	23.8%	\$0.15 m	39.7%	3,067	85.2%	37,551	94.5%	1,193	80.8%
TOTAL	\$5.70 m	6.4%	\$10.23 m	24.5%	\$0.97 m	15.6%	0.2 m	10.8%	0.2 m	28.1%	0.0 m	23.4%

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	\$0.72 m	-21.5%	\$16.65 m	4.6%	\$6.61 m	-6.6%	16,815	-21.9%	140,277	-0.1%	44,606	-1.4%
Apparel	\$1.35 m	7.0%	\$0.98 m	12.8%	\$0.05 m	-33.4%	21,477	6.1%	13,157	12.5%	546	-19.0%
Bars/Cafes/Restaurants	\$4.04 m	16.0%	\$9.70 m	16.3%	\$1.26 m	53.1%	189,088	12.3%	408,270	6.6%	31,056	39.5%
Food Retailing	\$28.49 m	1.9%	\$15.67 m	13.3%	\$0.92 m	23.2%	721,315	2.4%	431,746	10.7%	20,229	23.8%
Fuel	\$12.36 m	9.9%	\$15.84 m	10.9%	\$1.57 m	25.4%	330,790	9.3%	411,488	8.0%	31,225	21.6%
Hardware/Homeware	\$2.91 m	-6.5%	\$1.90 m	29.7%	\$0.04 m	9.5%	35,356	-2.3%	22,546	16.7%	414	23.2%
Majors	\$0.73 m	-1.5%	\$0.38 m	2.9%	\$0.01 m	-37.4%	2,683	-58.5%	1,961	-54.7%	19	-80.4%
Other Retail	\$12.64 m	2.8%	\$11.06 m	12.9%	\$0.84 m	25.7%	207,541	16.4%	179,467	16.7%	9,217	26.4%
Takeaways	\$1.80 m	25.3%	\$2.10 m	11.5%	\$0.10 m	29.7%	102,396	30.5%	123,734	9.3%	5,755	37.3%
Tourist Activities	\$0.45 m	26.7%	\$18.45 m	9.7%	\$1.14 m	4.2%	27,337	26.1%	278,291	16.8%	9,097	26.2%
TOTAL	\$65.49 m	4.3%	\$92.74 m	10.9%	\$12.53 m	5.7%	1.7 m	7.6%	2.0 m	9.6%	0.2 m	17.7%