



RUAPEHU DISTRICT COUNCIL
MONTHLY REPORT
December 2017

Prepared for

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Date

14 January, 2018

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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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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 - December 2017

Data on this page is sourced from Paymark and BNZ MarketView

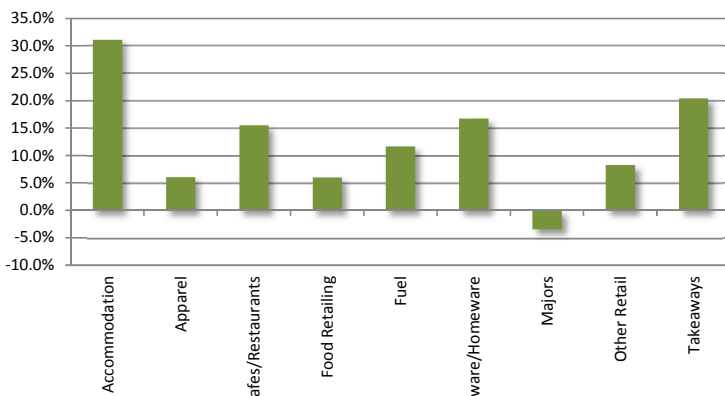
1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	December	Distribution	Last 12 months	Distribution	December	Last 12 months
Accommodation	\$2.2 m	15.1%	\$24.9 m	16.2%	\$193.8 m	\$2.0 b
Apparel	\$0.3 m	2.0%	\$2.5 m	1.6%	\$319.5 m	\$2.6 b
Bars/Cafes/Restaurants	\$1.3 m	8.8%	\$15.3 m	10.0%	\$534.5 m	\$5.3 b
Food Retailing	\$4.3 m	29.6%	\$45.6 m	29.6%	\$1,855.4 m	\$18.7 b
Fuel	\$3.0 m	20.9%	\$30.4 m	19.8%	\$680.7 m	\$7.0 b
Hardware/Homeware	\$0.6 m	4.4%	\$5.1 m	3.3%	\$352.3 m	\$3.1 b
Majors	\$0.1 m	0.7%	\$1.1 m	0.7%	\$806.6 m	\$6.0 b
Other Retail	\$2.3 m	15.7%	\$24.9 m	16.2%	\$1,374.9 m	\$11.7 b
Takeaways	\$0.4 m	2.8%	\$4.1 m	2.7%	\$246.0 m	\$2.7 b
TOTAL	\$14.4 m	100.0%	\$153.8 m	100.0%	\$6.4 b	\$59.1 b

1.2 - PERCENTAGE CHANGE over the same time periods last year

	December	Distribution	Last 12 months	Distribution	December	Last 12 months
Accommodation	31.1%	2.2%	6.0%	-0.5%	5.6%	5.1%
Apparel	6.1%	-0.1%	11.7%	0.0%	-0.3%	-1.3%
Bars/Cafes/Restaurants	15.5%	0.2%	18.3%	0.7%	8.4%	7.8%
Food Retailing	6.0%	-1.8%	6.6%	-0.8%	4.9%	4.4%
Fuel	11.6%	-0.1%	13.1%	0.6%	11.8%	11.1%
Hardware/Homeware	16.7%	0.2%	6.6%	-0.1%	7.7%	3.7%
Majors	-3.4%	-0.1%	-2.9%	-0.1%	-2.4%	-2.0%
Other Retail	8.3%	-0.6%	9.5%	0.0%	2.3%	1.6%
Takeaways	20.4%	0.2%	18.7%	0.2%	10.1%	9.8%
TOTAL	12.4%		9.6%		4.4%	4.1%

1.2.1 Change in Spending over same month last year



Top three categories

- 1 Accommodation
- 2 Takeaways
- 3 Hardware/Homeware

Lowest three categories

- 7 Apparel
- 8 Food Retailing
- 9 Majors

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

Breakdown of TRANSACTION Activity - By Retail Category - December 2017

Data on this page is sourced from Paymark and BNZ MarketView

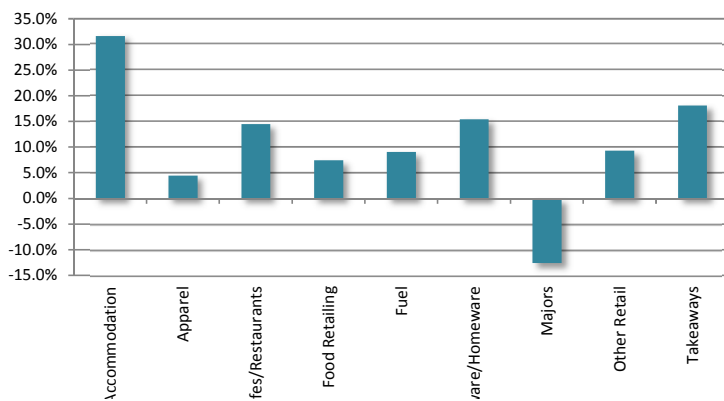
1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					<i>Total NZ</i>	
	December	Distribution	Last 12 months	Distribution	December	Last 12 months
Accommodation	0.018 m	5.6%	0.210 m	5.9%	1.60 m	16.62 m
Apparel	0.004 m	1.4%	0.036 m	1.0%	4.27 m	31.24 m
Bars/Cafes/Restaurants	0.052 m	16.4%	0.639 m	17.9%	18.05 m	209.72 m
Food Retailing	0.100 m	31.3%	1.190 m	33.4%	44.35 m	487.22 m
Fuel	0.075 m	23.4%	0.786 m	22.0%	14.91 m	158.53 m
Hardware/Homeware	0.007 m	2.3%	0.061 m	1.7%	3.90 m	33.94 m
Majors	0.000 m	0.1%	0.004 m	0.1%	9.49 m	70.68 m
Other Retail	0.040 m	12.5%	0.403 m	11.3%	21.36 m	183.03 m
Takeaways	0.023 m	7.1%	0.238 m	6.7%	15.14 m	172.45 m
TOTAL	0.320 m	100.0%	3.567 m	100.0%	133.08 m	1,363.44 m

1.4 - PERCENTAGE CHANGE over the same time periods last year

	December	Distribution	Last 12 months	Distribution	December	Last 12 months
Accommodation	31.6%	0.9%	2.6%	-0.4%	6.9%	5.9%
Apparel	4.5%	-0.1%	9.5%	0.0%	0.4%	-2.0%
Bars/Cafes/Restaurants	14.4%	0.5%	9.4%	0.0%	7.5%	7.0%
Food Retailing	7.4%	-1.1%	6.7%	-0.8%	6.4%	4.6%
Fuel	9.0%	-0.5%	9.7%	0.1%	7.2%	6.8%
Hardware/Homeware	15.4%	0.1%	7.4%	0.0%	8.4%	6.2%
Majors	-12.6%	0.0%	-26.0%	-0.1%	-0.9%	-1.1%
Other Retail	9.3%	-0.2%	15.1%	0.6%	3.4%	2.9%
Takeaways	18.1%	0.4%	18.1%	0.5%	7.4%	7.3%
TOTAL	11.1%		9.2%		5.6%	4.9%

1.4.1 Change in Spending over same month last year



Top three categories

- 1 Accommodation
- 2 Takeaways
- 3 Hardware/Homeware

Lowest three categories

- 7 Food Retailing
- 8 Apparel
- 9 Majors

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

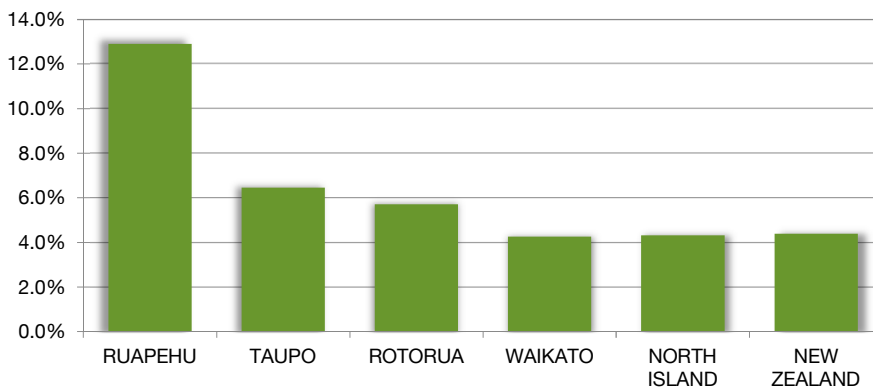
Breakdown by NEIGHBOURS - By Retail Category - December 2017

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	\$2.2 m	31.1%	\$7.5 m	9.4%	\$7.6 m	10.7%	\$5.8 m	5.8%	\$117.9 m	5.2%	\$193.7 m	5.6%
Apparel	\$0.3 m	6.1%	\$2.8 m	-1.3%	\$2.7 m	-5.5%	\$17.9 m	-1.7%	\$249.2 m	-1.1%	\$319.3 m	-0.3%
Bars/Cafes/Restaurants	\$1.3 m	15.5%	\$6.8 m	12.8%	\$7.6 m	12.3%	\$26.7 m	13.0%	\$397.8 m	7.8%	\$534.5 m	8.4%
Food Retailing	\$4.3 m	6.0%	\$20.5 m	4.8%	\$30.9 m	4.9%	\$122.4 m	4.3%	\$1395.9 m	4.9%	\$1855.3 m	4.9%
Fuel	\$3.0 m	11.6%	\$10.0 m	17.5%	\$12.9 m	12.7%	\$54.3 m	11.9%	\$505.3 m	11.9%	\$680.7 m	11.8%
Hardware/Homeware	\$0.6 m	16.7%	\$4.4 m	12.6%	\$6.3 m	14.5%	\$24.4 m	6.1%	\$270.3 m	8.0%	\$352.3 m	7.7%
Majors	\$0.1 m	-3.4%	\$6.5 m	-2.7%	\$14.0 m	-2.5%	\$55.8 m	-4.2%	\$604.1 m	-2.2%	\$806.1 m	-2.4%
Other Retail	\$2.3 m	8.3%	\$14.7 m	2.0%	\$22.5 m	1.9%	\$85.4 m	3.6%	\$1039.2 m	2.3%	\$1370.0 m	2.2%
Takeaways	\$0.4 m	20.4%	\$2.8 m	9.5%	\$5.0 m	11.4%	\$18.0 m	9.4%	\$196.4 m	9.7%	\$245.9 m	10.1%
Tourist Activities	\$0.5 m	32.1%	\$2.5 m	4.9%	\$8.4 m	9.0%	\$3.0 m	-11.8%	\$27.8 m	5.6%	\$47.7 m	4.7%
TOTAL	\$14.9 m	12.9%	\$78.6 m	6.5%	\$118.0 m	5.7%	\$413.8 m	4.3%	\$4,803.9 m	4.3%	\$6,405.4 m	4.4%

1.5.1 Percentage change in spending - Ruapehu vs Neighbouring Areas



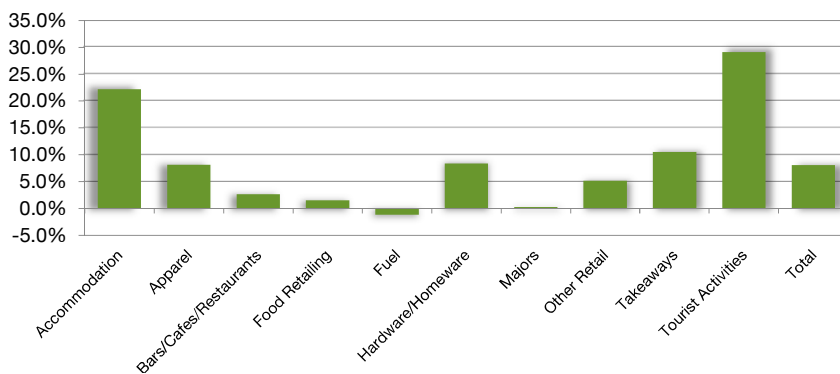
Top three districts

- 1 RUAPEHU
- 2 TAUPO
- 3 ROTORUA

Lowest three districts

- 4 NEW ZEALAND
- 5 NORTH ISLAND
- 6 WAIKATO

1.5.2 Ruapehu vs Neighbours RTO Average, by category



Top three categories

- 1 Tourist Activities
- 2 Accommodation
- 3 Takeaways

Lowest three categories

- 8 Food Retailing
- 9 Majors
- 10 Fuel

Breakdown by ORIGIN - By Retail Category - December 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	\$0.10 m	76.7%	\$1.09 m	22.3%	\$0.99 m	38.5%	1,809	28.8%	8,451	20.4%	7,664	47.6%
Apparel	\$0.17 m	11.0%	\$0.11 m	-0.2%	\$0.01 m	-1.8%	2,859	9.2%	1,466	-3.9%	77	11.6%
Bars/Cafes/Restaurants	\$0.36 m	12.7%	\$0.73 m	14.7%	\$0.18 m	25.2%	16,413	10.7%	31,484	13.4%	4,542	41.0%
Food Retailing	\$2.82 m	10.1%	\$1.29 m	-1.8%	\$0.16 m	4.5%	64,588	8.1%	32,566	5.7%	3,032	11.4%
Fuel	\$1.27 m	17.7%	\$1.50 m	6.6%	\$0.24 m	14.0%	32,227	11.5%	38,260	6.9%	4,522	10.1%
Hardware/Homeware	\$0.40 m	17.1%	\$0.22 m	18.1%	\$0.01 m	-28.7%	4,586	12.2%	2,592	21.6%	62	10.7%
Majors	\$0.08 m	0.1%	\$0.02 m	-13.7%	\$0.00 m	-46.9%	305	9.3%	123	-42.0%	2	0.0%
Other Retail	\$1.34 m	6.4%	\$0.80 m	8.5%	\$0.13 m	30.6%	24,265	12.3%	14,415	3.4%	1,401	26.1%
Takeaways	\$0.19 m	27.0%	\$0.20 m	14.9%	\$0.02 m	17.9%	10,253	25.2%	11,512	12.8%	868	12.7%
Tourist Activities	\$0.02 m	102.9%	\$0.35 m	27.4%	\$0.11 m	39.4%	1,099	4.6%	2,220	-2.5%	532	36.1%
TOTAL	\$6.76 m	12.3%	\$6.31 m	9.7%	\$1.84 m	28.6%	0.2 m	11.0%	0.1 m	8.7%	0.0 m	28.7%

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	\$0.81 m	-7.8%	\$16.98 m	7.4%	\$7.13 m	4.7%	17,810	-15.7%	142,259	2.1%	49,624	12.9%
Apparel	\$1.40 m	8.8%	\$1.02 m	18.9%	\$0.05 m	-24.5%	21,734	5.4%	13,501	17.7%	573	-6.7%
Bars/Cafes/Restaurants	\$4.15 m	16.4%	\$9.85 m	16.5%	\$1.33 m	42.2%	192,814	12.0%	412,940	6.4%	33,331	38.0%
Food Retailing	\$28.95 m	3.8%	\$15.70 m	11.6%	\$0.94 m	16.0%	732,062	4.0%	437,125	11.1%	20,895	19.5%
Fuel	\$12.74 m	13.7%	\$16.04 m	11.5%	\$1.63 m	24.6%	337,639	10.5%	416,506	8.4%	32,065	19.0%
Hardware/Homeware	\$3.04 m	-3.4%	\$1.98 m	27.2%	\$0.03 m	-10.2%	36,633	1.1%	23,435	18.7%	434	20.2%
Majors	\$0.70 m	-2.6%	\$0.35 m	-0.7%	\$0.01 m	-48.8%	2,696	-22.8%	1,770	-29.8%	15	-68.1%
Other Retail	\$12.75 m	4.9%	\$11.25 m	13.8%	\$0.89 m	29.7%	212,209	15.3%	181,189	14.2%	9,814	26.9%
Takeaways	\$1.86 m	25.0%	\$2.16 m	13.6%	\$0.10 m	25.6%	105,354	28.2%	126,679	10.4%	5,988	27.8%
Tourist Activities	\$0.44 m	21.6%	\$18.60 m	11.9%	\$1.21 m	13.7%	26,977	23.5%	278,420	16.8%	9,423	30.0%
TOTAL	\$66.84 m	6.6%	\$93.92 m	11.9%	\$13.32 m	12.7%	1.7 m	8.7%	2.0 m	9.9%	0.2 m	21.7%