



## **RUAPEHU DISTRICT COUNCIL**

### **MONTHLY REPORT**

September 2018

**Prepared for** \_\_\_\_\_

Warren Furner

**Date** \_\_\_\_\_

09 October, 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**

#### 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 - September 2018

Data on this page is sourced from Paymark and BNZ MarketView

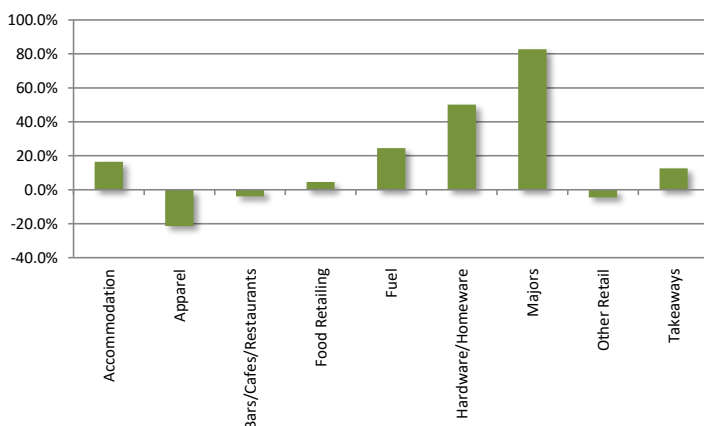
## 1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	September	Distribution	Last 12 months	Distribution	September	Last 12 months
Accommodation	\$3.1 m	19.4%	\$23.0 m	13.5%	\$146.3 m	\$2.0 b
Apparel	\$0.2 m	1.2%	\$2.2 m	1.3%	\$188.3 m	\$2.6 b
Bars/Cafes/Restaurants	\$1.6 m	10.0%	\$12.2 m	7.2%	\$460.7 m	\$5.6 b
Food Retailing	\$4.3 m	27.1%	\$45.0 m	26.6%	\$1,558.4 m	\$19.1 b
Fuel	\$3.1 m	20.0%	\$28.2 m	16.6%	\$665.0 m	\$7.7 b
Hardware/Homeware	\$0.5 m	3.2%	\$10.1 m	5.9%	\$282.2 m	\$3.3 b
Majors	\$0.1 m	0.8%	\$14.0 m	8.3%	\$460.3 m	\$6.1 b
Other Retail	\$2.5 m	15.7%	\$22.9 m	13.5%	\$941.1 m	\$12.1 b
Takeaways	\$0.4 m	2.6%	\$12.0 m	7.1%	\$244.1 m	\$2.9 b
<b>TOTAL</b>	<b>\$15.7 m</b>	<b>100.0%</b>	<b>\$169.6 m</b>	<b>100.0%</b>	<b>\$4.9 b</b>	<b>\$61.3 b</b>

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

	September	Distribution	Last 12 months	Distribution	September	Last 12 months
Accommodation	16.5%	1.3%	-3.2%	-2.4%	3.0%	1.8%
Apparel	-21.3%	-0.4%	-6.0%	-0.3%	-3.5%	-1.5%
Bars/Cafes/Restaurants	-3.9%	-1.3%	-16.7%	-2.6%	4.9%	6.7%
Food Retailing	4.6%	-1.1%	0.9%	-3.4%	2.6%	2.9%
Fuel	24.5%	2.5%	-4.3%	-3.2%	20.1%	13.1%
Hardware/Homeware	50.2%	0.9%	109.5%	2.7%	9.6%	6.8%
Majors	82.8%	0.3%	1155.3%	7.5%	4.0%	1.4%
Other Retail	-4.4%	-2.2%	-5.3%	-2.7%	2.2%	3.3%
Takeaways	12.6%	0.1%	206.0%	4.4%	6.5%	10.4%
<b>TOTAL</b>	<b>8.8%</b>		<b>13.9%</b>		<b>5.3%</b>	<b>4.7%</b>

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



#### Top three categories

- 1 Majors
- 2 Hardware/Homeware
- 3 Fuel

#### Lowest three categories

- 7 Bars/Cafes/Restaurants
- 8 Other Retail
- 9 Apparel

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

## Breakdown of TRANSACTION Activity - By Retail Category - September 2018

Data on this page is sourced from Paymark and BNZ MarketView

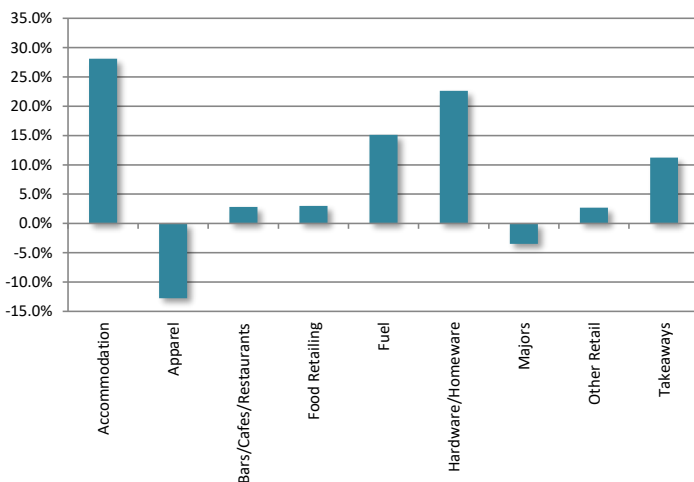
### 1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					Total NZ	
	September	Distribution	Last 12 months	Distribution	September	Last 12 months
Accommodation	0.035 m	9.3%	0.217 m	5.6%	1.31 m	17.17 m
Apparel	0.003 m	0.7%	0.030 m	0.8%	2.28 m	31.07 m
Bars/Cafes/Restaurants	0.069 m	18.4%	0.536 m	13.9%	18.51 m	219.58 m
Food Retailing	0.118 m	31.6%	1.162 m	30.1%	41.80 m	504.19 m
Fuel	0.077 m	20.6%	0.704 m	18.2%	13.74 m	166.32 m
Hardware/Homeware	0.006 m	1.6%	0.141 m	3.6%	3.01 m	35.41 m
Majors	0.000 m	0.1%	0.389 m	10.1%	5.33 m	71.24 m
Other Retail	0.043 m	11.4%	0.388 m	10.0%	15.00 m	190.10 m
Takeaways	0.023 m	6.2%	0.297 m	7.7%	15.09 m	181.02 m
<b>TOTAL</b>	<b>0.373 m</b>	<b>100.0%</b>	<b>3.864 m</b>	<b>100.0%</b>	<b>116.07 m</b>	<b>1,416.10 m</b>

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

					September		Last 12 months	
	September	Distribution	Last 12 months	Distribution	September	Last 12 months	September	Last 12 months
Accommodation	28.1%	1.5%	9.3%	-0.1%	4.9%	4.8%		
Apparel	-12.7%	-0.2%	-14.7%	-0.2%	-2.2%	-0.9%		
Bars/Cafes/Restaurants	2.8%	-0.9%	-13.4%	-4.0%	3.8%	6.1%		
Food Retailing	3.0%	-1.5%	0.1%	-3.5%	3.6%	4.6%		
Fuel	15.1%	1.3%	-8.2%	-3.9%	7.5%	6.6%		
Hardware/Homeware	22.6%	0.2%	142.6%	2.0%	10.2%	6.8%		
Majors	-3.5%	0.0%	8271.2%	9.9%	0.3%	0.5%		
Other Retail	2.7%	-0.6%	-0.9%	-1.3%	2.1%	4.0%		
Takeaways	11.3%	0.2%	30.2%	1.1%	2.6%	6.9%		
<b>TOTAL</b>	<b>7.9%</b>		<b>11.6%</b>		<b>3.7%</b>	<b>5.0%</b>		

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



#### Top three categories

- 1 Accommodation
- 2 Hardware/Homeware
- 3 Fuel

#### Lowest three categories

- 7 Other Retail
- 8 Majors
- 9 Apparel

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

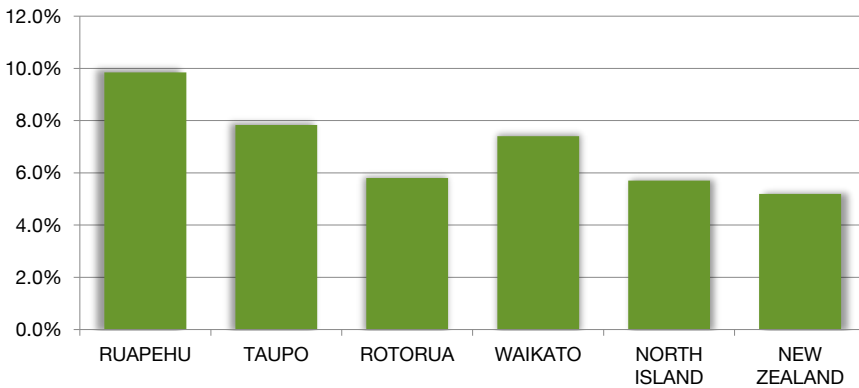
## Breakdown by NEIGHBOURS - By Retail Category - September 2018

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	\$3.1 m	16.5%	\$4.5 m	8.1%	\$5.3 m	5.0%	\$5.0 m	5.1%	\$94.1 m	4.0%	\$146.2 m	3.0%
Apparel	\$0.2 m	-21.3%	\$1.8 m	12.6%	\$1.7 m	-3.5%	\$10.0 m	-4.3%	\$147.1 m	-2.8%	\$188.0 m	-3.7%
Bars/Cafes/Restaurants	\$1.6 m	-3.9%	\$5.1 m	8.2%	\$6.0 m	4.5%	\$24.2 m	7.5%	\$347.4 m	4.5%	\$460.7 m	4.9%
Food Retailing	\$4.3 m	4.6%	\$15.0 m	3.7%	\$25.4 m	4.0%	\$106.2 m	3.6%	\$1173.7 m	2.7%	\$1558.2 m	2.6%
Fuel	\$3.1 m	24.5%	\$8.5 m	25.4%	\$11.8 m	21.3%	\$55.0 m	24.6%	\$497.0 m	21.4%	\$665.0 m	20.1%
Hardware/Home ware	\$0.5 m	50.2%	\$3.3 m	8.9%	\$4.9 m	13.9%	\$19.0 m	13.8%	\$216.2 m	11.3%	\$282.2 m	9.6%
Majors	\$0.1 m	82.8%	\$3.7 m	-1.7%	\$7.2 m	5.7%	\$30.2 m	2.6%	\$353.6 m	5.8%	\$460.1 m	3.9%
Other Retail	\$2.5 m	-4.5%	\$9.4 m	2.2%	\$14.8 m	-0.7%	\$58.5 m	4.3%	\$715.5 m	2.4%	\$937.3 m	2.1%
Takeaways	\$0.4 m	12.6%	\$2.5 m	9.4%	\$4.6 m	10.4%	\$18.3 m	7.3%	\$195.4 m	6.5%	\$244.1 m	6.5%
Tourist Activities	\$4.1 m	13.8%	\$1.0 m	18.9%	\$3.4 m	-4.2%	\$1.9 m	-7.6%	\$19.4 m	2.9%	\$35.5 m	-2.5%
<b>TOTAL</b>	<b>\$19.9 m</b>	<b>9.9%</b>	<b>\$54.7 m</b>	<b>7.8%</b>	<b>\$85.0 m</b>	<b>5.8%</b>	<b>\$328.5 m</b>	<b>7.4%</b>	<b>\$3,759.5 m</b>	<b>5.7%</b>	<b>\$4,977.3 m</b>	<b>5.2%</b>

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



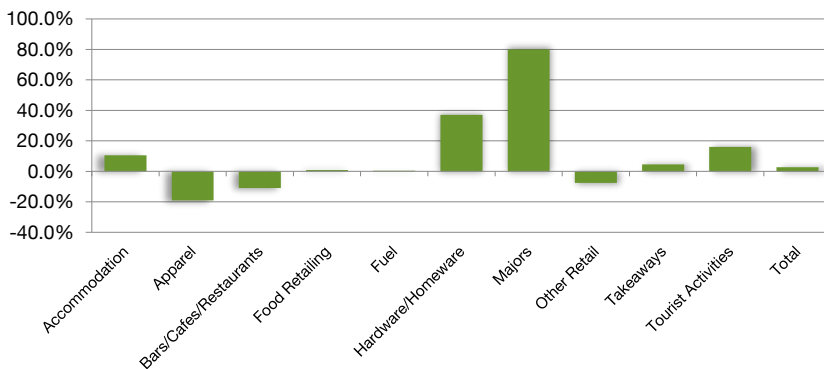
#### Top three districts

- 1 RUAPEHU
- 2 TAUPO
- 3 WAIKATO

#### Lowest three districts

- 4 ROTORUA
- 5 NORTH ISLAND
- 6 NEW ZEALAND

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



#### Top three categories

- 1 Majors
- 2 **Hardware/Homeware**
- 3 Tourist Activities

#### Lowest three categories

- 8 Other Retail
- 9 Bars/Cafes/Restaurants
- 10 Apparel

## Breakdown by ORIGIN - By Retail Category - September 2018

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	\$0.12 m	69.4%	\$2.52 m	17.6%	\$0.42 m	1.7%	2,866	87.4%	28,487	24.9%	3,291	21.7%
Apparel	\$0.10 m	-34.1%	\$0.08 m	0.3%	\$0.00 m	42.0%	1,626	-16.1%	931	-7.7%	43	26.5%
Bars/Cafes/Restaurants	\$0.39 m	-0.4%	\$1.13 m	-4.4%	\$0.06 m	-15.3%	19,692	7.1%	47,310	1.5%	1,831	-7.2%
Food Retailing	\$2.77 m	10.6%	\$1.45 m	-5.3%	\$0.06 m	1.3%	70,238	6.0%	46,397	-1.3%	1,391	7.3%
Fuel	\$1.30 m	21.0%	\$1.75 m	26.8%	\$0.09 m	33.3%	31,454	8.1%	43,796	20.3%	1,770	26.9%
Hardware/Home ware	\$0.33 m	57.5%	\$0.18 m	36.5%	\$0.00 m	239.8%	3,944	31.5%	1,895	7.4%	37	37.0%
Majors	\$0.09 m	102.1%	\$0.03 m	43.8%	\$0.00 m	110.7%	226	-2.2%	108	-6.1%	-	0.0%
Other Retail	\$1.02 m	-8.0%	\$1.36 m	-3.0%	\$0.08 m	23.5%	20,424	9.4%	21,325	-3.1%	807	5.9%
Takeaways	\$0.17 m	10.1%	\$0.23 m	13.8%	\$0.01 m	42.5%	9,985	14.0%	12,859	8.0%	437	65.5%
Tourist Activities	\$0.04 m	-35.6%	\$3.93 m	15.0%	\$0.16 m	9.3%	2,236	-33.3%	65,246	6.6%	1,167	1.4%
<b>TOTAL</b>	<b>\$6.33 m</b>	<b>9.6%</b>	<b>\$12.65 m</b>	<b>10.2%</b>	<b>\$0.89 m</b>	<b>6.8%</b>	<b>0.2 m</b>	<b>7.6%</b>	<b>0.3 m</b>	<b>7.0%</b>	<b>0.0 m</b>	<b>12.1%</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	\$1.15 m	56.9%	\$20.62 m	25.6%	\$9.05 m	37.6%	27,678	62.4%	194,753	41.6%	71,316	62.3%
Apparel	\$1.47 m	9.1%	\$0.89 m	-9.6%	\$0.06 m	35.2%	22,285	3.1%	12,101	-7.7%	694	29.0%
Bars/Cafes/Restaurants	\$4.51 m	12.8%	\$10.04 m	6.4%	\$1.28 m	3.5%	215,403	15.4%	433,979	8.0%	35,018	15.1%
Food Retailing	\$31.45 m	10.9%	\$15.06 m	-2.0%	\$1.02 m	12.6%	786,392	9.6%	432,470	2.2%	23,232	15.9%
Fuel	\$14.56 m	19.2%	\$17.66 m	12.8%	\$1.82 m	16.3%	373,061	14.2%	442,689	8.4%	34,726	11.4%
Hardware/Home ware	\$3.98 m	36.8%	\$2.11 m	13.4%	\$0.05 m	40.4%	43,510	22.4%	24,408	10.3%	516	35.8%
Majors	\$0.74 m	-1.3%	\$0.42 m	18.7%	\$0.01 m	-25.3%	2,924	9.2%	1,627	-16.7%	12	-40.0%
Other Retail	\$14.30 m	13.0%	\$11.73 m	9.4%	\$1.04 m	25.1%	232,270	13.0%	180,101	1.8%	11,119	21.0%
Takeaways	\$2.08 m	17.6%	\$2.40 m	17.0%	\$0.11 m	19.3%	115,602	14.5%	139,114	14.8%	6,687	17.2%
Tourist Activities	\$0.37 m	-10.1%	\$21.45 m	20.1%	\$1.44 m	31.1%	17,527	-32.4%	302,358	16.3%	10,673	24.6%
<b>TOTAL</b>	<b>\$74.62 m</b>	<b>14.5%</b>	<b>\$102.38 m</b>	<b>12.8%</b>	<b>\$15.87 m</b>	<b>28.1%</b>	<b>1.8 m</b>	<b>12.0%</b>	<b>2.2 m</b>	<b>10.0%</b>	<b>0.2 m</b>	<b>29.3%</b>