



RUAPEHU DISTRICT COUNCIL
MONTHLY REPORT
January 2018

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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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 - January 2018

Data on this page is sourced from Paymark and BNZ MarketView

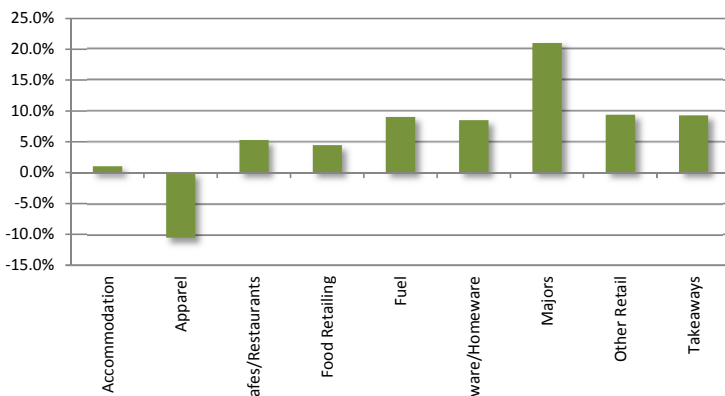
1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	January	Distribution	Last 12 months	Distribution	January	Last 12 months
Accommodation	\$2.0 m	15.3%	\$24.9 m	16.1%	\$212.6 m	\$2.0 b
Apparel	\$0.1 m	1.1%	\$2.5 m	1.6%	\$204.4 m	\$2.6 b
Bars/Cafes/Restaurants	\$1.3 m	9.6%	\$15.4 m	10.0%	\$465.0 m	\$5.4 b
Food Retailing	\$3.8 m	28.7%	\$45.8 m	29.6%	\$1,594.8 m	\$18.7 b
Fuel	\$3.0 m	22.6%	\$30.7 m	19.8%	\$639.4 m	\$7.0 b
Hardware/Homeware	\$0.5 m	3.6%	\$5.1 m	3.3%	\$274.5 m	\$3.1 b
Majors	\$0.1 m	0.7%	\$1.1 m	0.7%	\$464.7 m	\$6.0 b
Other Retail	\$2.1 m	15.5%	\$25.1 m	16.2%	\$964.8 m	\$11.7 b
Takeaways	\$0.4 m	2.9%	\$4.2 m	2.7%	\$230.1 m	\$2.7 b
TOTAL	\$13.4 m	100.0%	\$154.6 m	100.0%	\$5.1 b	\$59.3 b

1.2 - PERCENTAGE CHANGE over the same time periods last year

	January	Distribution	Last 12 months	Distribution	January	Last 12 months
Accommodation	1.1%	-0.7%	6.5%	-0.4%	0.4%	4.6%
Apparel	-10.5%	-0.2%	11.9%	0.0%	-1.4%	-1.5%
Bars/Cafes/Restaurants	5.3%	-0.1%	16.6%	0.6%	5.3%	7.4%
Food Retailing	4.4%	-0.4%	6.5%	-0.8%	3.5%	4.3%
Fuel	9.0%	0.6%	12.6%	0.6%	10.3%	10.7%
Hardware/Homeware	8.5%	0.1%	5.1%	-0.1%	4.2%	3.6%
Majors	21.0%	0.1%	-1.9%	-0.1%	-0.7%	-1.8%
Other Retail	9.4%	0.5%	9.7%	0.0%	3.5%	1.9%
Takeaways	9.3%	0.1%	18.0%	0.2%	11.8%	10.0%
TOTAL	5.9%		9.4%		4.1%	4.1%

1.2.1 Change in Spending over same month last year



Top three categories

- 1 Majors
- 2 Other Retail
- 3 Takeaways

Lowest three categories

- 7 Food Retailing
- 8 Accommodation
- 9 Apparel

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

Breakdown of TRANSACTION Activity - By Retail Category - January 2018

Data on this page is sourced from Paymark and BNZ MarketView

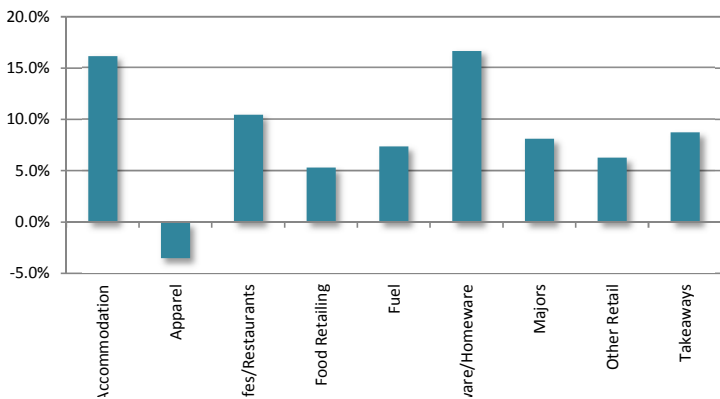
1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					<i>Total NZ</i>	
	January	Distribution	Last 12 months	Distribution	January	Last 12 months
Accommodation	0.017 m	5.8%	0.212 m	5.9%	1.73 m	16.67 m
Apparel	0.003 m	0.9%	0.036 m	1.0%	2.66 m	31.21 m
Bars/Cafes/Restaurants	0.053 m	17.5%	0.644 m	17.9%	16.83 m	211.01 m
Food Retailing	0.096 m	31.9%	1.195 m	33.3%	41.71 m	489.63 m
Fuel	0.074 m	24.6%	0.791 m	22.0%	13.99 m	159.62 m
Hardware/Homeware	0.006 m	2.0%	0.061 m	1.7%	3.19 m	34.08 m
Majors	0.000 m	0.1%	0.005 m	0.1%	5.65 m	70.83 m
Other Retail	0.030 m	10.0%	0.405 m	11.3%	15.28 m	183.92 m
Takeaways	0.022 m	7.3%	0.240 m	6.7%	14.26 m	173.84 m
TOTAL	0.301 m	100.0%	3.589 m	100.0%	115.29 m	1,370.79 m

1.4 - PERCENTAGE CHANGE over the same time periods last year

	January	Distribution	Last 12 months	Distribution	January	Last 12 months
Accommodation	16.1%	0.4%	4.1%	-0.3%	2.8%	5.4%
Apparel	-3.5%	-0.1%	9.2%	0.0%	-1.4%	-2.0%
Bars/Cafes/Restaurants	10.4%	0.4%	9.3%	0.0%	6.3%	6.9%
Food Retailing	5.3%	-0.7%	6.7%	-0.7%	5.9%	4.7%
Fuel	7.4%	-0.1%	9.5%	0.1%	7.8%	6.7%
Hardware/Homeware	16.7%	0.2%	8.7%	0.0%	4.4%	5.9%
Majors	8.1%	0.0%	-24.0%	-0.1%	2.1%	-0.5%
Other Retail	6.3%	-0.1%	14.4%	0.5%	4.6%	3.2%
Takeaways	8.7%	0.1%	17.0%	0.4%	9.9%	7.6%
TOTAL	7.7%		9.1%		6.0%	5.0%

1.4.1 Change in Spending over same month last year



Top three categories

- 1 Hardware/Homeware
- 2 Accommodation
- 3 Bars/Cafes/Restaurants

Lowest three categories

- 7 Other Retail
- 8 Food Retailing
- 9 Apparel

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

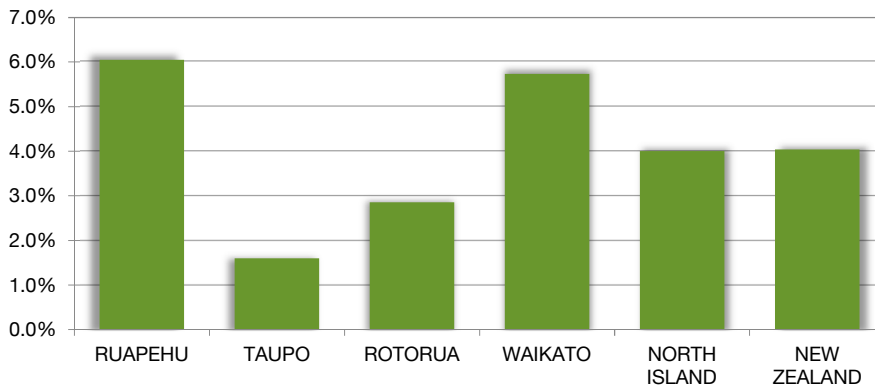
Breakdown by NEIGHBOURS - By Retail Category - January 2018

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	\$2.0 m	1.1%	\$8.5 m	-2.7%	\$8.7 m	-1.8%	\$5.9 m	-1.0%	\$127.4 m	1.2%	\$212.5 m	0.4%
Apparel	\$0.1 m	-10.5%	\$2.5 m	-0.9%	\$1.9 m	0.2%	\$10.1 m	-4.4%	\$156.6 m	-1.5%	\$204.2 m	-1.5%
Bars/Cafes/Restaurants	\$1.3 m	5.3%	\$8.0 m	2.3%	\$7.8 m	5.8%	\$22.2 m	9.0%	\$337.9 m	4.3%	\$465.0 m	5.3%
Food Retailing	\$3.8 m	4.4%	\$18.9 m	1.2%	\$27.6 m	2.4%	\$104.7 m	4.3%	\$1194.3 m	3.2%	\$1594.7 m	3.5%
Fuel	\$3.0 m	9.0%	\$10.7 m	12.8%	\$12.8 m	10.4%	\$49.4 m	11.1%	\$469.4 m	10.3%	\$639.4 m	10.3%
Hardware/Homeware	\$0.5 m	8.5%	\$3.4 m	2.0%	\$4.6 m	1.4%	\$18.2 m	4.7%	\$210.4 m	5.2%	\$274.4 m	4.2%
Majors	\$0.1 m	21.0%	\$4.5 m	-0.8%	\$7.7 m	5.9%	\$30.5 m	-1.3%	\$346.6 m	-0.4%	\$464.2 m	-0.8%
Other Retail	\$2.1 m	9.4%	\$12.0 m	1.7%	\$17.9 m	0.5%	\$58.5 m	9.2%	\$720.1 m	3.6%	\$961.1 m	3.4%
Takeaways	\$0.4 m	9.3%	\$3.1 m	5.2%	\$5.0 m	10.4%	\$16.8 m	13.2%	\$183.2 m	11.5%	\$230.1 m	11.8%
Tourist Activities	\$0.5 m	9.6%	\$2.6 m	-18.4%	\$9.2 m	-3.3%	\$3.4 m	-12.1%	\$30.3 m	-3.9%	\$52.7 m	-0.2%
TOTAL	\$13.9 m	6.1%	\$74.1 m	1.6%	\$103.3 m	2.9%	\$319.5 m	5.7%	\$3,776.1 m	4.0%	\$5,098.3 m	4.0%

1.5.1 Percentage change in spending - Ruapehu vs Neighbouring Areas



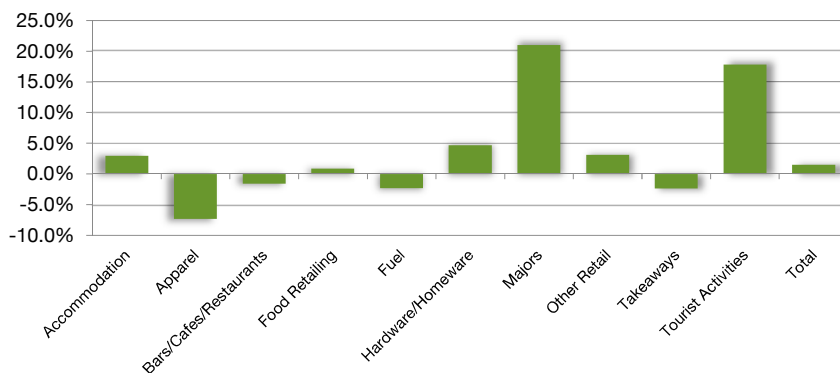
Top three districts

- 1 RUAPEHU
- 2 WAIKATO
- 3 NEW ZEALAND

Lowest three districts

- 4 NORTH ISLAND
- 5 ROTORUA
- 6 TAUPO

1.5.2 Ruapehu vs Neighbours RTO Average, by category



Top three categories

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

Lowest three categories

- 8 Fuel
- 9 Takeaways
- 10 Apparel

Breakdown by ORIGIN - By Retail Category - January 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	\$0.06 m	20.6%	\$0.97 m	-11.0%	\$1.01 m	14.9%	1,397	29.4%	7,820	-0.9%	8,111	36.3%
Apparel	\$0.08 m	14.0%	\$0.06 m	-28.8%	\$0.00 m	-19.7%	1,570	11.6%	950	-21.6%	67	6.4%
Bars/Cafes/Restaurants	\$0.34 m	8.7%	\$0.75 m	1.3%	\$0.20 m	16.3%	15,831	21.3%	31,656	4.0%	5,064	23.9%
Food Retailing	\$2.54 m	9.7%	\$1.15 m	-6.5%	\$0.16 m	14.3%	61,156	7.3%	31,761	1.0%	3,235	13.9%
Fuel	\$1.16 m	19.0%	\$1.59 m	2.1%	\$0.27 m	13.0%	29,969	18.3%	39,211	0.6%	4,846	5.0%
Hardware/Homeware	\$0.29 m	20.6%	\$0.18 m	-6.5%	\$0.01 m	-0.2%	3,661	23.7%	2,227	7.4%	59	-9.2%
Majors	\$0.06 m	-13.7%	\$0.04 m	192.8%	\$0.00 m	34.8%	205	3.0%	153	15.9%	2	0.0%
Other Retail	\$1.25 m	26.6%	\$0.73 m	-8.9%	\$0.10 m	-11.4%	17,833	15.1%	11,195	-4.0%	1,100	-7.7%
Takeaways	\$0.17 m	22.8%	\$0.20 m	0.2%	\$0.02 m	7.3%	9,146	17.0%	11,800	3.4%	934	5.4%
Tourist Activities	\$0.02 m	131.6%	\$0.35 m	-0.9%	\$0.14 m	35.5%	636	-51.0%	3,054	-1.7%	712	47.4%
TOTAL	\$5.97 m	15.5%	\$6.03 m	-3.9%	\$1.90 m	14.0%	0.1 m	12.5%	0.1 m	1.1%	0.0 m	19.6%

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	\$0.82 m	-4.9%	\$16.86 m	6.7%	\$7.26 m	7.6%	18,127	-13.6%	142,188	2.3%	51,786	18.3%
Apparel	\$1.41 m	10.9%	\$1.00 m	15.1%	\$0.05 m	-15.0%	21,897	7.0%	13,239	13.2%	577	3.0%
Bars/Cafes/Restaurants	\$4.18 m	15.3%	\$9.86 m	14.9%	\$1.36 m	36.3%	195,596	12.9%	414,148	6.0%	34,308	36.0%
Food Retailing	\$29.18 m	4.4%	\$15.62 m	10.1%	\$0.96 m	14.6%	736,216	4.4%	437,452	10.4%	21,290	17.0%
Fuel	\$12.92 m	14.5%	\$16.07 m	10.3%	\$1.66 m	21.6%	342,271	11.5%	416,720	7.5%	32,297	15.8%
Hardware/Homeware	\$3.09 m	-3.0%	\$1.97 m	21.4%	\$0.03 m	-12.7%	37,335	3.6%	23,589	18.1%	428	8.4%
Majors	\$0.69 m	-6.1%	\$0.38 m	9.5%	\$0.01 m	-44.0%	2,702	-21.1%	1,791	-27.4%	15	-64.3%
Other Retail	\$13.01 m	8.2%	\$11.17 m	10.6%	\$0.88 m	22.4%	214,544	15.7%	180,723	12.8%	9,722	19.3%
Takeaways	\$1.89 m	25.1%	\$2.16 m	12.2%	\$0.10 m	21.0%	106,680	26.9%	127,062	9.6%	6,036	20.6%
Tourist Activities	\$0.46 m	25.7%	\$18.59 m	11.8%	\$1.24 m	19.0%	26,316	17.7%	278,366	16.4%	9,652	31.9%
TOTAL	\$67.65 m	7.7%	\$93.68 m	10.7%	\$13.56 m	13.8%	1.7 m	9.2%	2.0 m	9.3%	0.2 m	21.6%