



RUAPEHU DISTRICT COUNCIL
MONTHLY REPORT
February 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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Breakdown of SPENDING Activity - By Retail Category - February 2018

Data on this page is sourced from Paymark and BNZ MarketView

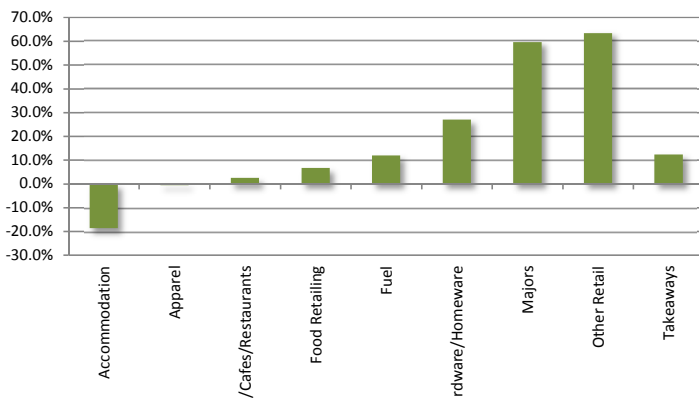
1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	February	Distribution	Last 12 months	Distribution	February	Last 12 months
Accommodation	\$1.5 m	12.3%	\$24.6 m	15.8%	\$192.9 m	\$2.0 b
Apparel	\$0.1 m	1.2%	\$2.5 m	1.6%	\$172.0 m	\$2.6 b
Bars/Cafes/Restaurants	\$1.0 m	8.4%	\$15.4 m	9.9%	\$450.3 m	\$5.4 b
Food Retailing	\$3.5 m	28.7%	\$46.0 m	29.5%	\$1,476.3 m	\$18.8 b
Fuel	\$2.7 m	22.1%	\$30.9 m	19.8%	\$598.8 m	\$7.1 b
Hardware/Homeware	\$0.4 m	3.6%	\$5.2 m	3.3%	\$238.1 m	\$3.2 b
Majors	\$0.1 m	0.7%	\$1.1 m	0.7%	\$416.9 m	\$6.0 b
Other Retail	\$2.5 m	20.3%	\$26.0 m	16.7%	\$933.5 m	\$11.8 b
Takeaways	\$0.3 m	2.6%	\$4.2 m	2.7%	\$212.6 m	\$2.7 b
TOTAL	\$12.1 m	100.0%	\$155.9 m	100.0%	\$4.7 b	\$59.5 b

1.2 - PERCENTAGE CHANGE over the same time periods last year

	February	Distribution	Last 12 months	Distribution	February	Last 12 months
Accommodation	-18.6%	-4.6%	5.3%	-0.7%	2.1%	5.0%
Apparel	-0.7%	-0.2%	12.6%	0.0%	-1.2%	-1.4%
Bars/Cafes/Restaurants	2.5%	-0.8%	15.7%	0.5%	8.3%	7.6%
Food Retailing	6.7%	-1.4%	6.9%	-0.9%	2.6%	4.5%
Fuel	12.0%	0.0%	12.5%	0.4%	6.4%	9.9%
Hardware/Homeware	27.0%	0.4%	8.3%	-0.1%	5.2%	4.1%
Majors	59.5%	0.2%	5.4%	0.0%	1.5%	-1.3%
Other Retail	63.3%	6.4%	14.9%	0.7%	2.8%	2.4%
Takeaways	12.3%	0.0%	17.8%	0.2%	11.0%	10.3%
TOTAL	12.0%		10.2%		3.8%	4.3%

1.2.1 Change in Spending over same month last year



Top three categories

- 1 Other Retail
- 2 Majors
- 3 Hardware/Homeware

Lowest three categories

- 7 Bars/Cafes/Restaurants
- 8 Apparel
- 9 Accommodation

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

Breakdown of TRANSACTION Activity - By Retail Category - February 2018

Data on this page is sourced from Paymark and BNZ MarketView

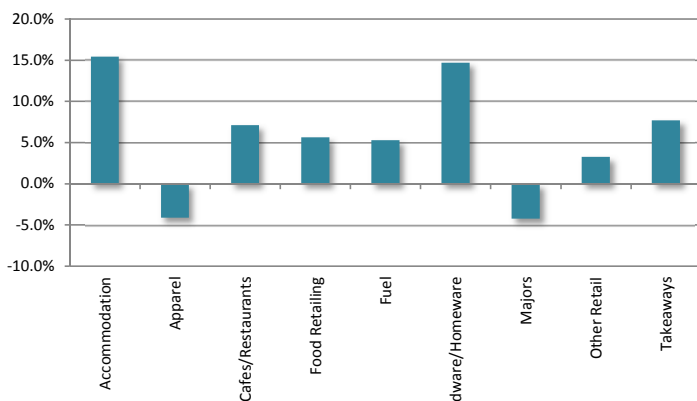
1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					<i>Total NZ</i>	
	February	Distribution	Last 12 months	Distribution	February	Last 12 months
Accommodation	0.016 m	6.0%	0.214 m	5.9%	1.53 m	16.71 m
Apparel	0.002 m	0.9%	0.036 m	1.0%	2.13 m	31.18 m
Bars/Cafes/Restaurants	0.046 m	17.3%	0.647 m	18.0%	17.04 m	212.07 m
Food Retailing	0.087 m	32.4%	1.200 m	33.3%	39.53 m	491.35 m
Fuel	0.065 m	24.3%	0.795 m	22.0%	13.12 m	160.08 m
Hardware/Homeware	0.005 m	1.9%	0.062 m	1.7%	2.65 m	34.21 m
Majors	0.000 m	0.1%	0.004 m	0.1%	4.98 m	70.87 m
Other Retail	0.028 m	10.3%	0.406 m	11.3%	14.46 m	184.88 m
Takeaways	0.018 m	6.8%	0.241 m	6.7%	13.70 m	174.80 m
TOTAL	0.268 m	100.0%	3.605 m	100.0%	109.14 m	1,376.16 m

1.4 - PERCENTAGE CHANGE over the same time periods last year

	February	Distribution	Last 12 months	Distribution	February	Last 12 months
Accommodation	15.4%	0.5%	5.8%	-0.2%	2.9%	5.1%
Apparel	-4.1%	-0.1%	8.6%	0.0%	-1.3%	-1.5%
Bars/Cafes/Restaurants	7.1%	0.1%	9.3%	0.0%	6.7%	7.0%
Food Retailing	5.6%	-0.2%	7.1%	-0.6%	4.5%	4.9%
Fuel	5.3%	-0.2%	9.3%	0.0%	3.7%	6.5%
Hardware/Homeware	14.7%	0.1%	9.6%	0.0%	5.3%	6.2%
Majors	-4.3%	0.0%	-22.3%	-0.1%	0.8%	0.0%
Other Retail	3.2%	-0.3%	13.7%	0.4%	3.9%	3.6%
Takeaways	7.7%	0.1%	16.2%	0.4%	7.6%	7.8%
TOTAL	6.3%		9.2%		4.7%	5.2%

1.4.1 Change in Spending over same month last year



Top three categories

- 1 Accommodation
- 2 Hardware/Homeware
- 3 Takeaways

Lowest three categories

- 7 Other Retail
- 8 Apparel
- 9 Majors

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

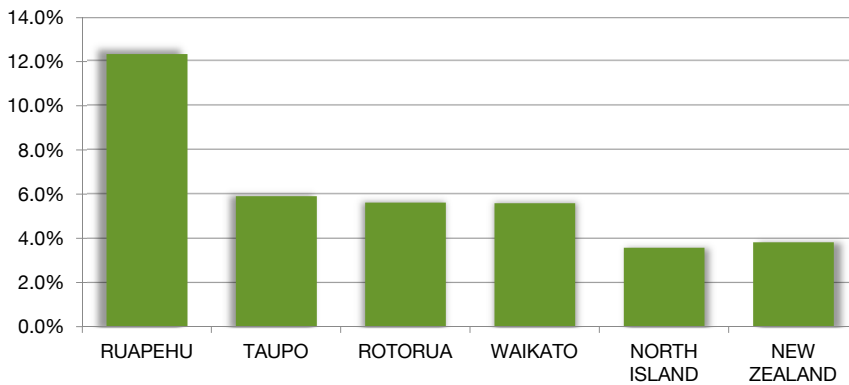
Breakdown by NEIGHBOURS - By Retail Category - February 2018

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	\$1.5 m	-18.6%	\$6.6 m	7.2%	\$6.6 m	-0.7%	\$6.0 m	10.6%	\$114.2 m	-0.4%	\$192.9 m	2.1%
Apparel	\$0.1 m	-0.7%	\$1.7 m	8.1%	\$1.5 m	0.2%	\$9.0 m	-1.9%	\$131.4 m	-2.0%	\$171.7 m	-1.4%
Bars/Cafes/Restaurants	\$1.0 m	2.5%	\$5.8 m	10.8%	\$6.5 m	9.1%	\$23.5 m	18.4%	\$332.5 m	7.4%	\$450.3 m	8.3%
Food Retailing	\$3.5 m	6.7%	\$14.9 m	3.6%	\$24.3 m	2.0%	\$98.0 m	3.0%	\$1103.1 m	2.2%	\$1476.2 m	2.6%
Fuel	\$2.7 m	12.0%	\$8.2 m	11.7%	\$11.1 m	10.2%	\$47.8 m	9.5%	\$443.1 m	7.0%	\$598.8 m	6.4%
Hardware/Homeware	\$0.4 m	27.0%	\$3.0 m	22.4%	\$3.9 m	5.8%	\$16.2 m	8.9%	\$182.4 m	5.7%	\$238.1 m	5.2%
Majors	\$0.1 m	59.5%	\$3.4 m	1.5%	\$6.6 m	4.7%	\$28.4 m	-1.0%	\$310.7 m	1.4%	\$416.6 m	1.5%
Other Retail	\$2.5 m	63.3%	\$9.5 m	1.6%	\$15.9 m	5.5%	\$57.0 m	4.5%	\$698.4 m	2.6%	\$930.2 m	2.7%
Takeaways	\$0.3 m	12.3%	\$2.2 m	6.9%	\$4.1 m	13.8%	\$15.7 m	13.3%	\$169.2 m	10.9%	\$212.6 m	11.0%
Tourist Activities	\$0.4 m	23.4%	\$1.7 m	-11.2%	\$6.9 m	13.5%	\$2.9 m	-6.9%	\$22.4 m	4.8%	\$40.5 m	4.2%
TOTAL	\$12.4 m	12.4%	\$56.9 m	5.9%	\$87.4 m	5.6%	\$304.5 m	5.6%	\$3,507.3 m	3.6%	\$4,727.9 m	3.8%

1.5.1 Percentage change in spending - Ruapehu vs Neighbouring Areas



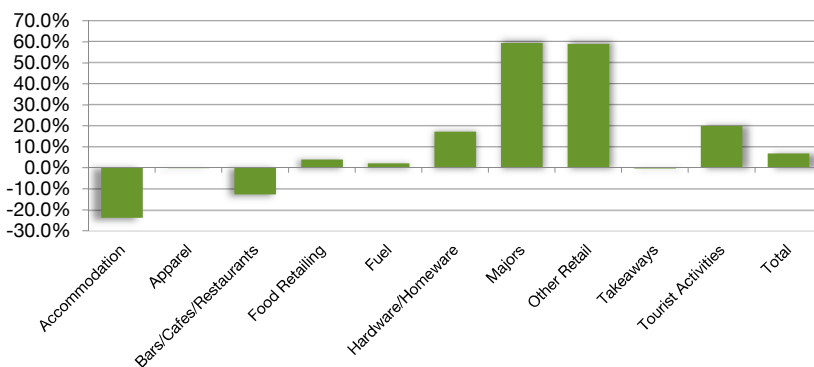
Top three districts

- 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 Other Retail
- 3 Tourist Activities

Lowest three categories

- 8 Takeaways
- 9 Bars/Cafes/Restaurants
- 10 Accommodation

Breakdown by ORIGIN - By Retail Category - February 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	63.0%	\$0.74 m	-26.1%	\$0.69 m	-13.3%	1,539	52.5%	7,465	-0.1%	7,082	29.6%
Apparel	\$0.09 m	2.1%	\$0.05 m	-6.5%	\$0.01 m	17.7%	1,504	-2.9%	807	-7.9%	66	22.2%
Bars/Cafes/Restaurants	\$0.32 m	16.1%	\$0.54 m	-1.8%	\$0.14 m	-6.5%	16,323	22.8%	26,239	-0.9%	3,836	7.8%
Food Retailing	\$2.38 m	11.9%	\$0.97 m	-5.4%	\$0.11 m	21.1%	58,319	11.5%	25,736	-7.0%	2,827	22.7%
Fuel	\$1.16 m	16.6%	\$1.27 m	7.6%	\$0.24 m	14.6%	29,770	12.6%	30,891	-1.7%	4,617	10.9%
Hardware/Homeware	\$0.32 m	53.7%	\$0.11 m	-15.0%	\$0.00 m	16.3%	3,303	19.9%	1,720	6.2%	46	0.0%
Majors	\$0.03 m	68.4%	\$0.05 m	53.4%	\$0.00 m	95.9%	196	12.0%	118	-22.4%	1	-50.0%
Other Retail	\$1.67 m	82.4%	\$0.69 m	31.5%	\$0.09 m	50.2%	17,703	14.3%	8,841	-15.1%	972	29.1%
Takeaways	\$0.15 m	18.9%	\$0.15 m	6.2%	\$0.01 m	18.6%	8,207	14.4%	9,312	2.2%	710	10.4%
Tourist Activities	\$0.01 m	-52.3%	\$0.26 m	16.3%	\$0.11 m	61.2%	416	-69.9%	2,075	-9.0%	422	5.8%
TOTAL	\$6.19 m	28.8%	\$4.83 m	-0.7%	\$1.41 m	0.9%	0.1 m	12.9%	0.1 m	-3.6%	0.0 m	18.4%

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	\$0.84 m	1.9%	\$16.60 m	4.6%	\$7.15 m	7.2%	18,657	-8.4%	142,184	2.3%	53,405	23.7%
Apparel	\$1.41 m	12.3%	\$1.00 m	13.7%	\$0.05 m	-0.9%	21,852	6.8%	13,170	11.4%	589	13.9%
Bars/Cafes/Restaurants	\$4.22 m	15.9%	\$9.85 m	13.9%	\$1.35 m	30.4%	198,629	14.1%	413,902	5.5%	34,587	33.9%
Food Retailing	\$29.43 m	5.7%	\$15.57 m	8.8%	\$0.98 m	15.7%	742,229	5.7%	435,524	9.2%	21,812	17.3%
Fuel	\$13.09 m	15.1%	\$16.16 m	9.9%	\$1.69 m	19.5%	345,596	12.1%	416,200	6.7%	32,750	14.4%
Hardware/Homeware	\$3.20 m	3.2%	\$1.95 m	18.3%	\$0.03 m	-10.4%	37,884	5.5%	23,689	17.0%	428	6.5%
Majors	\$0.71 m	0.7%	\$0.40 m	17.0%	\$0.01 m	-32.8%	2,723	-17.8%	1,757	-27.8%	14	-62.2%
Other Retail	\$13.77 m	17.2%	\$11.34 m	11.4%	\$0.91 m	25.6%	216,756	15.9%	179,157	10.8%	9,941	19.9%
Takeaways	\$1.91 m	25.4%	\$2.17 m	11.6%	\$0.10 m	21.1%	107,714	26.5%	127,261	8.6%	6,103	18.5%
Tourist Activities	\$0.45 m	21.7%	\$18.63 m	12.0%	\$1.28 m	22.7%	25,348	12.8%	278,162	16.0%	9,675	30.5%
TOTAL	\$69.03 m	10.6%	\$93.65 m	10.0%	\$13.57 m	13.7%	1.7 m	10.1%	2.0 m	8.4%	0.2 m	22.7%