



RUAPEHU DISTRICT COUNCIL

MONTHLY REPORT

March 2018

Prepared for

Warren Furner

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 - March 2018

Data on this page is sourced from Paymark and BNZ MarketView

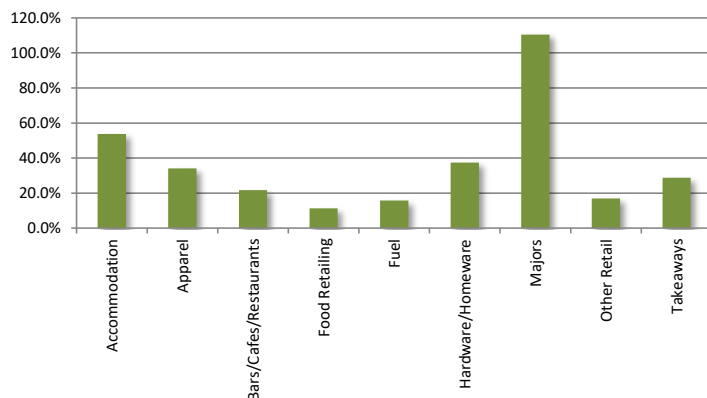
1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					Total NZ	
	March	Distribution	Last 12 months	Distribution	March	Last 12 months
Accommodation	\$2.8 m	19.7%	\$27.5 m	17.1%	\$206.4 m	\$2.0 b
Apparel	\$0.2 m	1.7%	\$2.5 m	1.6%	\$213.0 m	\$2.6 b
Bars/Cafes/Restaurants	\$1.3 m	8.8%	\$15.6 m	9.8%	\$499.4 m	\$5.5 b
Food Retailing	\$3.9 m	27.4%	\$46.4 m	28.9%	\$1,675.9 m	\$18.9 b
Fuel	\$3.0 m	20.9%	\$31.4 m	19.5%	\$665.4 m	\$7.1 b
Hardware/Homeware	\$0.5 m	3.8%	\$5.3 m	3.3%	\$276.9 m	\$3.2 b
Majors	\$0.2 m	1.0%	\$1.2 m	0.7%	\$494.0 m	\$6.0 b
Other Retail	\$2.0 m	13.9%	\$26.3 m	16.4%	\$1,029.0 m	\$11.8 b
Takeaways	\$0.4 m	2.8%	\$4.3 m	2.7%	\$248.7 m	\$2.8 b
TOTAL	\$14.4 m	100.0%	\$160.5 m	100.0%	\$5.3 b	\$59.8 b

1.2 - PERCENTAGE CHANGE over the same time periods last year

					Total NZ	
	March	Distribution	Last 12 months	Distribution	March	Last 12 months
Accommodation	53.7%	3.9%	19.0%	0.9%	2.0%	4.5%
Apparel	34.1%	0.1%	15.3%	0.0%	-0.5%	-1.9%
Bars/Cafes/Restaurants	21.6%	-0.1%	16.8%	0.3%	8.9%	7.5%
Food Retailing	11.3%	-2.9%	7.7%	-1.5%	7.0%	4.8%
Fuel	15.7%	-1.3%	12.8%	-0.1%	9.0%	9.4%
Hardware/Homeware	37.4%	0.4%	11.4%	-0.1%	10.5%	5.0%
Majors	110.5%	0.4%	23.6%	0.1%	6.6%	-0.7%
Other Retail	16.9%	-0.7%	14.4%	0.2%	2.3%	2.3%
Takeaways	28.8%	0.1%	19.3%	0.1%	12.2%	10.5%
TOTAL	23.0%		13.1%		6.3%	4.4%

1.2.1 Change in Spending over same month last year



Top three categories

- 1 Majors
- 2 Accommodation
- 3 Hardware/Homeware

Lowest three categories

- 7 Other Retail
- 8 Fuel
- 9 Food Retailing

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

Breakdown of TRANSACTION Activity - By Retail Category - March 2018

Data on this page is sourced from Paymark and BNZ MarketView

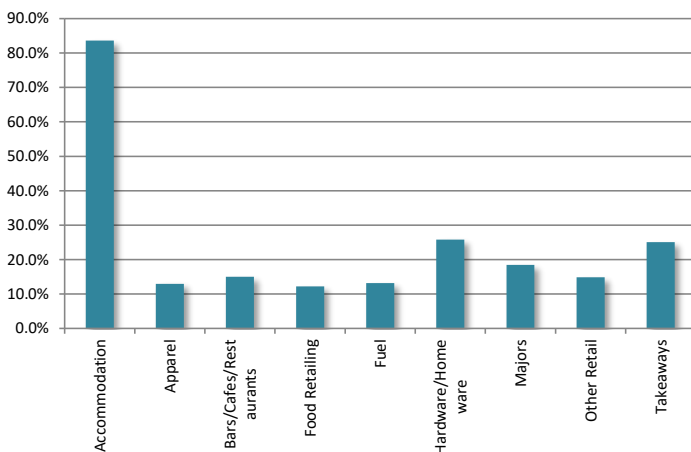
1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					Total NZ	
	March	Distribution	Last 12 months	Distribution	March	Last 12 months
Accommodation	0.025 m	7.8%	0.238 m	6.5%	1.69 m	16.86 m
Apparel	0.003 m	0.9%	0.036 m	1.0%	2.49 m	31.18 m
Bars/Cafes/Restaurants	0.056 m	17.3%	0.654 m	17.9%	19.52 m	213.04 m
Food Retailing	0.100 m	30.9%	1.210 m	33.0%	44.27 m	494.24 m
Fuel	0.077 m	23.7%	0.803 m	21.9%	14.72 m	160.97 m
Hardware/Homeware	0.006 m	1.8%	0.063 m	1.7%	2.87 m	34.47 m
Majors	0.000 m	0.1%	0.005 m	0.1%	5.72 m	71.25 m
Other Retail	0.033 m	10.1%	0.410 m	11.2%	16.05 m	185.65 m
Takeaways	0.024 m	7.3%	0.246 m	6.7%	15.86 m	175.78 m
TOTAL	0.324 m	100.0%	3.666 m	100.0%	123.20 m	1,383.43 m

1.4 - PERCENTAGE CHANGE over the same time periods last year

					Total NZ	
	March	Distribution	Last 12 months	Distribution	March	Last 12 months
Accommodation	83.6%	2.8%	19.3%	0.5%	9.0%	5.6%
Apparel	12.9%	0.0%	8.4%	0.0%	-0.1%	-1.7%
Bars/Cafes/Restaurants	15.0%	-0.4%	10.2%	-0.1%	5.2%	6.4%
Food Retailing	12.2%	-1.6%	8.1%	-0.8%	5.5%	4.8%
Fuel	13.2%	-1.0%	9.9%	-0.2%	6.4%	6.4%
Hardware/Homeware	25.8%	0.1%	11.5%	0.0%	9.8%	6.8%
Majors	18.5%	0.0%	-19.0%	0.0%	7.2%	0.9%
Other Retail	14.9%	-0.3%	13.7%	0.3%	4.8%	3.6%
Takeaways	25.1%	0.4%	16.9%	0.4%	6.6%	7.5%
TOTAL	17.9%		10.7%		5.7%	5.1%

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 Fuel
- 8 Apparel
- 9 Food Retailing

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

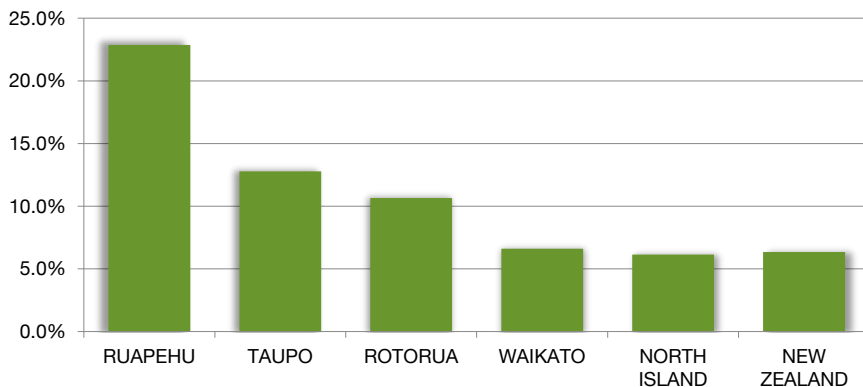
Breakdown by NEIGHBOURS - By Retail Category - March 2018

Data on this page is sourced from Paymark and BNZ MarketView

1.6 SPENDING & TRANSACTIONS, and CHANGE from same period last year - THIS MONTH

	<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	\$2.8 m	53.7%	\$6.9 m	12.9%	\$7.1 m	7.1%	\$6.6 m	2.4%	\$125.2 m	-3.2%	\$206.3 m	2.0%
Apparel	\$0.2 m	34.1%	\$2.0 m	8.8%	\$1.8 m	-6.9%	\$11.4 m	0.7%	\$162.5 m	-0.9%	\$212.8 m	-0.6%
Bars/Cafes/Restaurants	\$1.3 m	21.6%	\$6.2 m	21.5%	\$7.0 m	14.9%	\$25.0 m	8.5%	\$369.4 m	7.4%	\$499.4 m	8.9%
Food Retailing	\$3.9 m	11.3%	\$16.5 m	10.4%	\$27.3 m	7.3%	\$112.0 m	6.3%	\$1258.4 m	6.8%	\$1675.7 m	7.0%
Fuel	\$3.0 m	15.7%	\$8.7 m	17.1%	\$12.4 m	16.1%	\$54.3 m	12.0%	\$496.4 m	9.9%	\$665.4 m	9.0%
Hardware/Home ware	\$0.5 m	37.4%	\$3.3 m	15.3%	\$4.6 m	10.8%	\$18.5 m	11.6%	\$212.6 m	11.1%	\$276.8 m	10.5%
Majors	\$0.2 m	110.5%	\$3.9 m	2.9%	\$8.5 m	10.9%	\$32.7 m	3.8%	\$371.5 m	7.6%	\$493.8 m	6.6%
Other Retail	\$2.0 m	16.9%	\$10.7 m	10.9%	\$17.7 m	8.9%	\$63.6 m	3.0%	\$770.3 m	1.9%	\$1025.3 m	2.3%
Takeaways	\$0.4 m	28.8%	\$2.5 m	18.8%	\$4.8 m	18.5%	\$18.2 m	11.7%	\$198.4 m	11.9%	\$248.7 m	12.2%
Tourist Activities	\$0.4 m	17.4%	\$1.8 m	14.2%	\$6.6 m	20.6%	\$2.9 m	-5.1%	\$22.3 m	13.5%	\$39.8 m	11.9%
TOTAL	\$14.8 m	22.9%	\$62.4 m	12.8%	\$97.8 m	10.7%	\$345.2 m	6.6%	\$3,987.0 m	6.1%	\$5,344.0 m	6.4%

1.5.1 Percentage change in spending - Ruapehu vs Neighbouring Areas



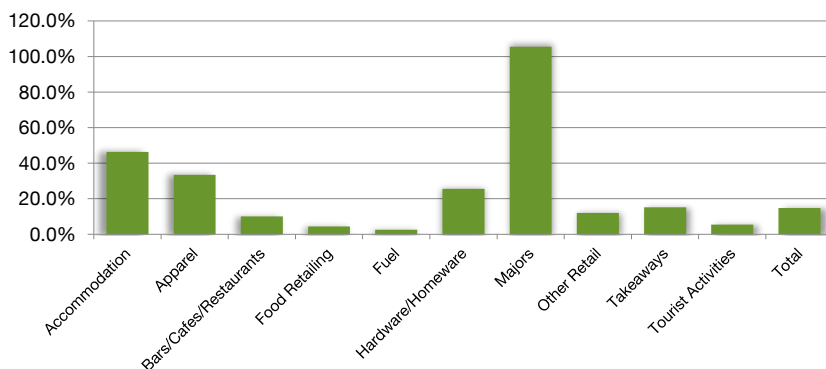
Top three districts

- 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 Accommodation
- 3 Apparel

Lowest three categories

- 8 Tourist Activities
- 9 Food Retailing
- 10 Fuel

Breakdown by ORIGIN - By Retail Category - March 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	\$0.10 m	77.8%	\$1.55 m	47.4%	\$1.20 m	61.0%	2,445	105.0%	12,387	71.9%	10,384	94.8%
Apparel	\$0.15 m	51.2%	\$0.08 m	7.9%	\$0.01 m	91.4%	1,955	15.0%	1,020	8.4%	87	26.1%
Bars/Cafes/Restaurants	\$0.44 m	45.7%	\$0.70 m	13.0%	\$0.14 m	6.0%	19,250	21.0%	32,866	11.6%	3,797	16.9%
Food Retailing	\$2.69 m	16.9%	\$1.15 m	0.0%	\$0.10 m	11.9%	67,463	19.6%	29,935	-1.8%	2,588	18.5%
Fuel	\$1.34 m	22.4%	\$1.43 m	8.7%	\$0.24 m	26.0%	35,189	20.4%	36,983	6.0%	4,652	22.7%
Hardware/Home ware	\$0.37 m	66.4%	\$0.17 m	-1.9%	\$0.00 m	121.6%	3,831	35.0%	2,016	11.0%	44	51.7%
Majors	\$0.10 m	63.1%	\$0.05 m	418.2%	\$0.00 m	115.3%	305	33.8%	123	-6.8%	2	0.0%
Other Retail	\$1.25 m	26.7%	\$0.66 m	1.1%	\$0.10 m	24.8%	20,456	26.7%	11,171	-2.4%	1,231	21.8%
Takeaways	\$0.20 m	35.6%	\$0.19 m	22.7%	\$0.01 m	18.9%	11,482	28.7%	11,548	21.8%	742	24.3%
Tourist Activities	\$0.01 m	-65.8%	\$0.27 m	26.2%	\$0.09 m	20.2%	765	-63.0%	2,152	15.4%	430	-11.7%
TOTAL	\$6.66 m	25.5%	\$6.24 m	15.4%	\$1.89 m	42.7%	0.2 m	21.2%	0.1 m	9.8%	0.0 m	43.0%

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	\$0.96 m	15.3%	\$17.97 m	14.6%	\$8.56 m	30.1%	21,210	5.1%	151,853	11.1%	64,917	52.1%
Apparel	\$1.46 m	16.2%	\$1.00 m	14.2%	\$0.06 m	13.8%	22,107	6.9%	13,249	10.5%	607	15.8%
Bars/Cafes/Restaurants	\$4.36 m	18.5%	\$9.93 m	14.9%	\$1.35 m	26.3%	201,964	14.6%	417,322	6.7%	35,135	32.3%
Food Retailing	\$29.82 m	7.3%	\$15.57 m	8.0%	\$0.99 m	15.0%	753,275	7.8%	434,970	8.2%	22,216	16.6%
Fuel	\$13.34 m	16.1%	\$16.28 m	9.6%	\$1.74 m	19.7%	351,569	13.1%	418,304	6.8%	33,611	15.5%
Hardware/Home ware	\$3.35 m	8.9%	\$1.95 m	16.3%	\$0.04 m	1.4%	38,878	8.7%	23,888	16.3%	443	10.8%
Majors	\$0.74 m	14.1%	\$0.43 m	45.9%	\$0.01 m	-7.2%	2,800	-11.8%	1,748	-28.1%	14	-57.6%
Other Retail	\$14.03 m	17.2%	\$11.35 m	10.5%	\$0.93 m	24.4%	221,069	17.3%	178,880	9.3%	10,161	17.9%
Takeaways	\$1.97 m	26.2%	\$2.20 m	13.7%	\$0.11 m	19.8%	110,272	25.6%	129,325	10.5%	6,248	17.1%
Tourist Activities	\$0.43 m	13.3%	\$18.68 m	12.7%	\$1.30 m	23.5%	24,043	4.0%	278,449	16.3%	9,618	26.7%
TOTAL	\$70.46 m	12.4%	\$95.35 m	11.9%	\$15.08 m	26.2%	1.7 m	11.6%	2.0 m	9.1%	0.2 m	30.8%