



# **RUAPEHU DISTRICT COUNCIL**

## **MONTHLY REPORT**

April 2018

**Prepared for**

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**Date**

08 May, 2018

# IN THIS DOCUMENT

|   |   |
|---|---|
| Breakdown Of Spending Activity - By Retail Category - April 2018    | 3 |
| Breakdown Of Transaction Activity - By Retail Category - April 2018 | 4 |
| Breakdown By Neighbours - By Retail Category - April 2018           | 5 |
| Breakdown By Origin - By Retail Category - April 2018               | 6 |

## 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 - April 2018

Data on this page is sourced from Paymark and BNZ MarketView

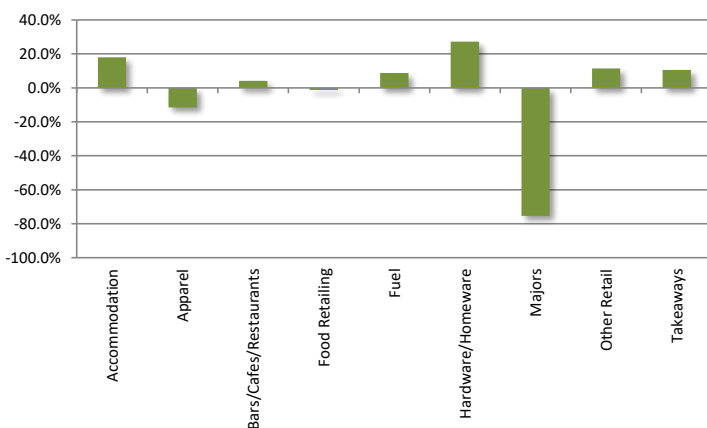
### 1.1 VALUE OF SPENDING at merchants based in Ruapehu District

|                        |                 |               |                  |               | <i>Total NZ</i> |                 |
|------------------------|-----------------|---------------|------------------|---------------|-----------------|-----------------|
|                        | April           | Distribution  | Last 12 months   | Distribution  | April           | Last 12 months  |
| Accommodation          | \$2.1 m         | 16.4%         | \$27.8 m         | 17.2%         | \$168.4 m       | \$2.0 b         |
| Apparel                | \$0.2 m         | 1.4%          | \$2.5 m          | 1.5%          | \$218.8 m       | \$2.6 b         |
| Bars/Cafes/Restaurants | \$1.2 m         | 9.1%          | \$15.7 m         | 9.7%          | \$459.2 m       | \$5.5 b         |
| Food Retailing         | \$3.5 m         | 27.6%         | \$46.3 m         | 28.7%         | \$1,500.0 m     | \$18.9 b        |
| Fuel                   | \$2.7 m         | 21.4%         | \$31.6 m         | 19.6%         | \$600.5 m       | \$7.1 b         |
| Hardware/Homeware      | \$0.5 m         | 3.9%          | \$5.4 m          | 3.4%          | \$257.5 m       | \$3.2 b         |
| Majors                 | \$0.1 m         | 0.4%          | \$1.0 m          | 0.6%          | \$481.7 m       | \$6.0 b         |
| Other Retail           | \$2.1 m         | 16.8%         | \$26.5 m         | 16.5%         | \$939.6 m       | \$11.8 b        |
| Takeaways              | \$0.4 m         | 2.9%          | \$4.3 m          | 2.7%          | \$241.9 m       | \$2.8 b         |
| <b>TOTAL</b>           | <b>\$12.7 m</b> | <b>100.0%</b> | <b>\$161.2 m</b> | <b>100.0%</b> | <b>\$4.9 b</b>  | <b>\$59.9 b</b> |

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

|                        | April       | Distribution | Last 12 months | Distribution | April       | Last 12 months |
|------------------------|-------------|--------------|----------------|--------------|-------------|----------------|
| Accommodation          | 18.0%       | 1.7%         | 19.9%          | 1.1%         | -3.2%       | 3.6%           |
| Apparel                | -11.4%      | -0.3%        | 13.8%          | 0.0%         | -0.5%       | -1.3%          |
| Bars/Cafes/Restaurants | 4.2%        | -0.2%        | 15.0%          | 0.2%         | 4.8%        | 7.5%           |
| Food Retailing         | -1.2%       | -2.0%        | 6.9%           | -1.5%        | -2.3%       | 4.0%           |
| Fuel                   | 8.7%        | 0.5%         | 12.0%          | -0.1%        | 6.7%        | 9.0%           |
| Hardware/Homeware      | 27.3%       | 0.7%         | 14.3%          | 0.1%         | 6.3%        | 5.5%           |
| Majors                 | -75.3%      | -1.3%        | -4.7%          | -0.1%        | -1.1%       | -0.7%          |
| Other Retail           | 11.5%       | 0.8%         | 13.7%          | 0.2%         | 3.6%        | 3.0%           |
| Takeaways              | 10.6%       | 0.1%         | 18.1%          | 0.1%         | 10.8%       | 10.7%          |
| <b>TOTAL</b>           | <b>6.0%</b> |              | <b>12.4%</b>   |              | <b>1.7%</b> | <b>4.3%</b>    |

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



#### Top three categories

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

#### Lowest three categories

- 7 Food Retailing
- 8 Apparel
- 9 Majors

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

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

Data on this page is sourced from Paymark and BNZ MarketView

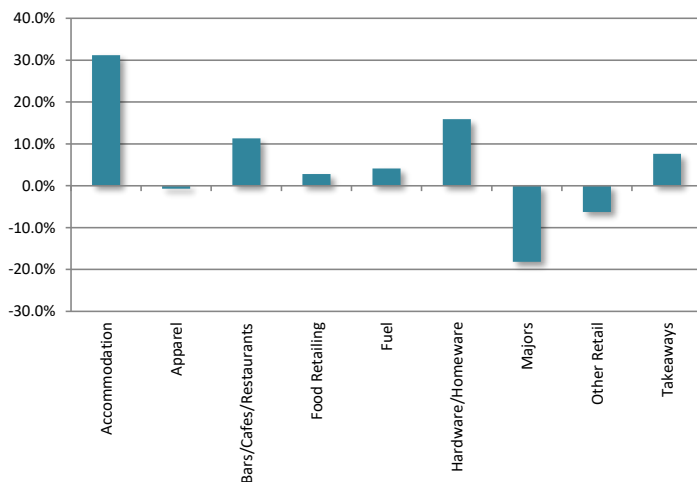
## 1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

|                        |                |               |                |               | Total NZ        |                   |
|------------------------|----------------|---------------|----------------|---------------|-----------------|-------------------|
|                        | April          | Distribution  | Last 12 months | Distribution  | April           | Last 12 months    |
| Accommodation          | 0.017 m        | 6.1%          | 0.242 m        | 6.6%          | 1.43 m          | 16.88 m           |
| Apparel                | 0.003 m        | 1.0%          | 0.036 m        | 1.0%          | 2.49 m          | 31.18 m           |
| Bars/Cafes/Restaurants | 0.053 m        | 19.0%         | 0.660 m        | 17.9%         | 17.86 m         | 214.25 m          |
| Food Retailing         | 0.090 m        | 31.9%         | 1.213 m        | 33.0%         | 40.15 m         | 495.40 m          |
| Fuel                   | 0.067 m        | 23.8%         | 0.806 m        | 21.9%         | 13.26 m         | 161.39 m          |
| Hardware/Homeware      | 0.005 m        | 1.8%          | 0.064 m        | 1.7%          | 2.76 m          | 34.56 m           |
| Majors                 | 0.000 m        | 0.1%          | 0.004 m        | 0.1%          | 5.53 m          | 71.06 m           |
| Other Retail           | 0.025 m        | 9.0%          | 0.408 m        | 11.1%         | 14.73 m         | 186.29 m          |
| Takeaways              | 0.020 m        | 7.3%          | 0.247 m        | 6.7%          | 14.98 m         | 177.00 m          |
| <b>TOTAL</b>           | <b>0.281 m</b> | <b>100.0%</b> | <b>3.681 m</b> | <b>100.0%</b> | <b>113.17 m</b> | <b>1,387.99 m</b> |

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

|                        | April       | Distribution | Last 12 months | Distribution | April       | Last 12 months |
|------------------------|-------------|--------------|----------------|--------------|-------------|----------------|
| Accommodation          | 31.2%       | 1.2%         | 20.8%          | 0.6%         | 1.2%        | 5.1%           |
| Apparel                | -0.7%       | -0.1%        | 8.1%           | 0.0%         | -1.0%       | -1.2%          |
| Bars/Cafes/Restaurants | 11.3%       | 1.0%         | 10.2%          | 0.0%         | 7.0%        | 7.0%           |
| Food Retailing         | 2.8%        | -0.9%        | 7.9%           | -0.7%        | 2.9%        | 4.9%           |
| Fuel                   | 4.1%        | -0.3%        | 9.0%           | -0.3%        | 3.0%        | 6.1%           |
| Hardware/Homeware      | 15.9%       | 0.2%         | 12.8%          | 0.0%         | 3.4%        | 6.7%           |
| Majors                 | -18.2%      | 0.0%         | -18.0%         | 0.0%         | -3.7%       | 0.7%           |
| Other Retail           | -6.2%       | -1.1%        | 12.1%          | 0.2%         | 3.5%        | 4.1%           |
| Takeaways              | 7.7%        | 0.1%         | 15.4%          | 0.3%         | 8.2%        | 7.9%           |
| <b>TOTAL</b>           | <b>5.6%</b> |              | <b>10.3%</b>   |              | <b>3.9%</b> | <b>5.3%</b>    |

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



#### Top three categories

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

#### Lowest three categories

- 7 Apparel
- 8 Other Retail
- 9 Majors

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

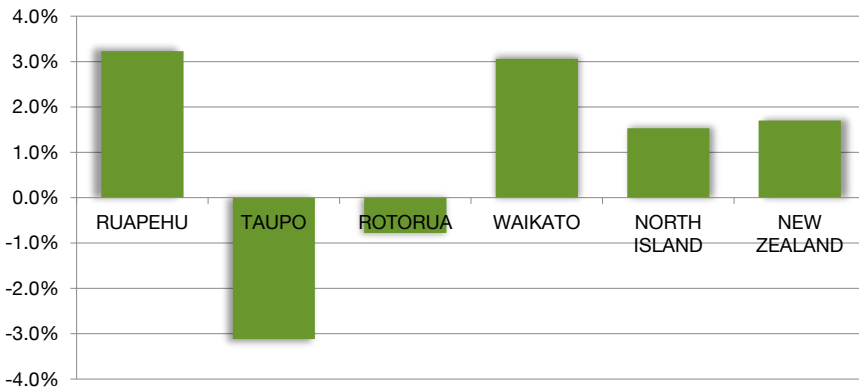
## Breakdown by NEIGHBOURS - By Retail Category - April 2018

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          | \$2.1 m         | 18.0%       | \$5.5 m         | -12.9%       | \$6.6 m         | -9.9%        | \$5.0 m          | -13.2%      | \$100.6 m          | -6.7%       | \$168.3 m          | -3.2%       |
| Apparel                | \$0.2 m         | -11.5%      | \$2.1 m         | -6.1%        | \$1.9 m         | -10.6%       | \$12.4 m         | 1.5%        | \$166.5 m          | -1.3%       | \$218.5 m          | -0.7%       |
| Bars/Cafes/Restaurants | \$1.2 m         | 4.2%        | \$5.8 m         | -0.7%        | \$6.6 m         | -1.8%        | \$23.8 m         | 6.8%        | \$340.9 m          | 3.9%        | \$459.2 m          | 4.8%        |
| Food Retailing         | \$3.5 m         | -1.2%       | \$14.8 m        | -4.4%        | \$24.6 m        | -3.7%        | \$100.7 m        | -1.7%       | \$1124.9 m         | -3.0%       | \$1499.8 m         | -2.3%       |
| Fuel                   | \$2.7 m         | 8.7%        | \$8.0 m         | 4.7%         | \$11.3 m        | 8.4%         | \$48.2 m         | 8.6%        | \$446.5 m          | 7.7%        | \$600.5 m          | 6.7%        |
| Hardware/Home ware     | \$0.5 m         | 27.3%       | \$3.1 m         | 4.1%         | \$4.3 m         | 4.2%         | \$17.4 m         | 4.9%        | \$197.7 m          | 6.8%        | \$257.4 m          | 6.2%        |
| Majors                 | \$0.1 m         | -75.3%      | \$4.1 m         | -10.3%       | \$8.7 m         | 4.6%         | \$33.2 m         | 0.3%        | \$364.6 m          | 0.1%        | \$481.6 m          | -1.1%       |
| Other Retail           | \$2.1 m         | 11.5%       | \$9.6 m         | 1.1%         | \$16.4 m        | 0.0%         | \$58.7 m         | 8.0%        | \$704.4 m          | 3.5%        | \$935.7 m          | 3.5%        |
| Takeaways              | \$0.4 m         | 10.6%       | \$2.5 m         | 1.6%         | \$4.7 m         | 7.6%         | \$17.7 m         | 9.4%        | \$193.2 m          | 11.0%       | \$241.9 m          | 10.8%       |
| Tourist Activities     | \$0.3 m         | -53.6%      | \$1.6 m         | -17.3%       | \$6.1 m         | -7.2%        | \$2.5 m          | -10.9%      | \$21.7 m           | -2.6%       | \$36.9 m           | 0.2%        |
| <b>TOTAL</b>           | <b>\$12.9 m</b> | <b>3.2%</b> | <b>\$57.1 m</b> | <b>-3.1%</b> | <b>\$91.3 m</b> | <b>-0.8%</b> | <b>\$319.6 m</b> | <b>3.1%</b> | <b>\$3,661.0 m</b> | <b>1.5%</b> | <b>\$4,899.7 m</b> | <b>1.7%</b> |

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



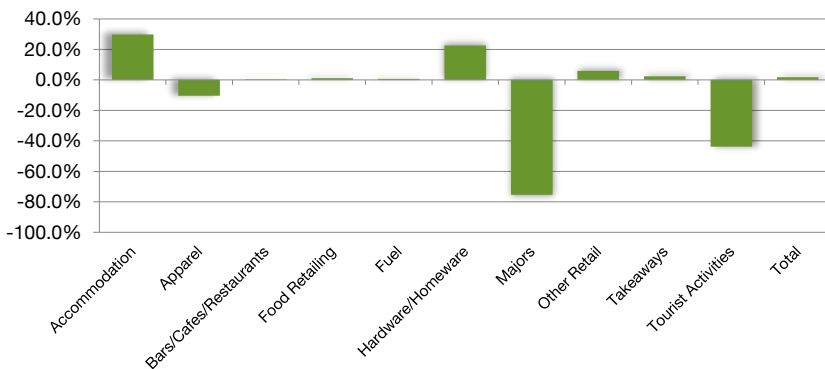
#### Top three districts

- 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 Accommodation
- 2 Hardware/Homeware
- 3 Other Retail

#### Lowest three categories

- 8 Apparel
- 9 Tourist Activities
- 10 Majors

## Breakdown by ORIGIN - By Retail Category - April 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          | \$0.09 m        | 1.9%         | \$1.36 m        | 16.2%        | \$0.62 m        | 25.2%        | 2,139        | 59.6%        | 10,045       | 20.5%        | 4,973         | 46.2%        |
| Apparel                | \$0.11 m        | 6.9%         | \$0.06 m        | -33.3%       | \$0.01 m        | 44.0%        | 1,735        | 13.0%        | 896          | -21.8%       | 71            | 86.8%        |
| Bars/Cafes/Restaurants | \$0.38 m        | 25.6%        | \$0.71 m        | -0.7%        | \$0.07 m        | -28.0%       | 18,457       | 27.6%        | 32,709       | 5.0%         | 2,155         | -4.9%        |
| Food Retailing         | \$2.41 m        | 6.9%         | \$1.02 m        | -15.9%       | \$0.06 m        | -5.1%        | 60,441       | 11.8%        | 27,844       | -12.6%       | 1,376         | 5.3%         |
| Fuel                   | \$1.19 m        | 22.6%        | \$1.39 m        | -0.9%        | \$0.14 m        | 8.5%         | 30,491       | 16.0%        | 33,804       | -4.6%        | 2,664         | 3.0%         |
| Hardware/Home ware     | \$0.34 m        | 68.7%        | \$0.16 m        | -16.2%       | \$0.00 m        | -24.5%       | 3,448        | 39.6%        | 1,681        | -13.9%       | 36            | 9.1%         |
| Majors                 | \$0.03 m        | -67.2%       | \$0.02 m        | -82.4%       | \$0.00 m        | -90.4%       | 211          | 16.6%        | 95           | -50.5%       | 1             | 0.0%         |
| Other Retail           | \$1.44 m        | 11.2%        | \$0.64 m        | 10.9%        | \$0.06 m        | 25.5%        | 16,305       | 5.5%         | 8,346        | -24.0%       | 673           | 18.9%        |
| Takeaways              | \$0.16 m        | 8.0%         | \$0.19 m        | 12.7%        | \$0.01 m        | 15.1%        | 9,164        | 7.0%         | 10,764       | 8.1%         | 500           | 9.7%         |
| Tourist Activities     | \$0.01 m        | -69.1%       | \$0.23 m        | -56.4%       | \$0.04 m        | -11.3%       | 606          | -68.4%       | 2,007        | -32.9%       | 298           | 31.3%        |
| <b>TOTAL</b>           | <b>\$6.16 m</b> | <b>12.2%</b> | <b>\$5.78 m</b> | <b>-6.1%</b> | <b>\$1.00 m</b> | <b>12.7%</b> | <b>0.1 m</b> | <b>13.2%</b> | <b>0.1 m</b> | <b>-4.3%</b> | <b>0.0 m</b>  | <b>17.1%</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          | \$0.96 m         | 12.1%        | \$18.16 m        | 15.1%        | \$8.68 m         | 32.4%        | 22,009       | 10.0%        | 153,561      | 11.7%       | 66,488        | 54.7%        |
| Apparel                | \$1.46 m         | 18.5%        | \$0.97 m         | 7.0%         | \$0.06 m         | 20.3%        | 22,306       | 9.0%         | 13,000       | 6.0%        | 640           | 25.2%        |
| Bars/Cafes/Restaurants | \$4.44 m         | 19.3%        | \$9.92 m         | 12.7%        | \$1.33 m         | 18.8%        | 205,957      | 16.4%        | 418,871      | 6.2%        | 35,025        | 27.7%        |
| Food Retailing         | \$29.97 m        | 7.6%         | \$15.37 m        | 5.2%         | \$0.99 m         | 12.8%        | 759,660      | 8.9%         | 430,966      | 5.9%        | 22,285        | 15.1%        |
| Fuel                   | \$13.55 m        | 17.2%        | \$16.26 m        | 7.5%         | \$1.75 m         | 17.4%        | 355,772      | 14.0%        | 416,691      | 4.8%        | 33,688        | 12.9%        |
| Hardware/Home ware     | \$3.49 m         | 16.9%        | \$1.92 m         | 10.1%        | \$0.04 m         | 4.7%         | 39,856       | 13.0%        | 23,616       | 12.5%       | 446           | 15.5%        |
| Majors                 | \$0.68 m         | -1.4%        | \$0.35 m         | -9.4%        | \$0.01 m         | -33.1%       | 2,830        | -7.3%        | 1,651        | -31.3%      | 14            | -53.3%       |
| Other Retail           | \$14.18 m        | 15.3%        | \$11.41 m        | 11.1%        | \$0.94 m         | 22.7%        | 221,913      | 16.7%        | 176,243      | 6.6%        | 10,268        | 17.4%        |
| Takeaways              | \$1.98 m         | 24.0%        | \$2.22 m         | 13.2%        | \$0.11 m         | 18.1%        | 110,874      | 22.7%        | 130,131      | 9.9%        | 6,292         | 14.7%        |
| Tourist Activities     | \$0.41 m         | 3.7%         | \$18.39 m        | 10.3%        | \$1.29 m         | 21.7%        | 22,730       | -4.9%        | 277,466      | 15.4%       | 9,689         | 26.3%        |
| <b>TOTAL</b>           | <b>\$71.13 m</b> | <b>12.5%</b> | <b>\$94.97 m</b> | <b>10.1%</b> | <b>\$15.20 m</b> | <b>26.0%</b> | <b>1.8 m</b> | <b>12.4%</b> | <b>2.0 m</b> | <b>7.7%</b> | <b>0.2 m</b>  | <b>29.8%</b> |