



RUAPEHU DISTRICT COUNCIL

MONTHLY REPORT

May 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 - May 2018

Data on this page is sourced from Paymark and BNZ MarketView

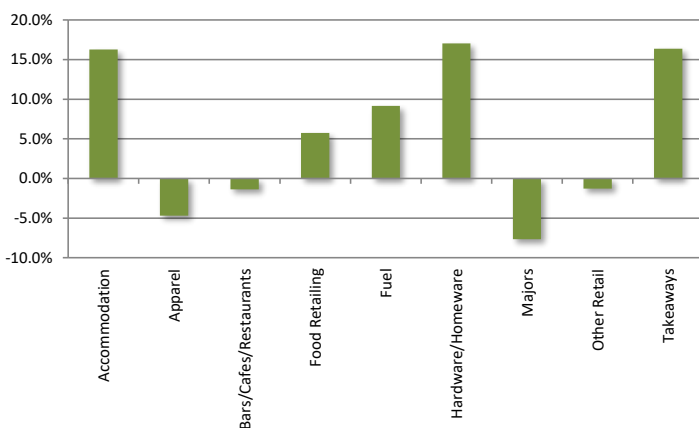
1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	May	Distribution	Last 12 months	Distribution	May	Last 12 months
Accommodation	\$1.4 m	12.7%	\$28.0 m	17.3%	\$138.7 m	\$2.0 b
Apparel	\$0.2 m	1.8%	\$2.5 m	1.5%	\$216.8 m	\$2.6 b
Bars/Cafes/Restaurants	\$0.9 m	8.4%	\$15.7 m	9.7%	\$456.8 m	\$5.5 b
Food Retailing	\$3.6 m	32.4%	\$46.5 m	28.7%	\$1,562.9 m	\$18.9 b
Fuel	\$2.3 m	21.1%	\$31.8 m	19.6%	\$652.4 m	\$7.2 b
Hardware/Homeware	\$0.4 m	3.9%	\$5.5 m	3.4%	\$253.6 m	\$3.2 b
Majors	\$0.1 m	0.9%	\$1.0 m	0.6%	\$498.7 m	\$6.0 b
Other Retail	\$1.7 m	15.8%	\$26.5 m	16.4%	\$991.9 m	\$11.9 b
Takeaways	\$0.3 m	2.9%	\$4.4 m	2.7%	\$243.9 m	\$2.8 b
TOTAL	\$11.0 m	100.0%	\$161.8 m	100.0%	\$5.0 b	\$60.3 b

1.2 - PERCENTAGE CHANGE over the same time periods last year

	May	Distribution	Last 12 months	Distribution	May	Last 12 months
Accommodation	16.3%	1.1%	20.2%	1.2%	-1.2%	2.9%
Apparel	-4.7%	-0.2%	10.7%	0.0%	-3.9%	-1.7%
Bars/Cafes/Restaurants	-1.4%	-0.6%	13.0%	0.1%	7.8%	7.6%
Food Retailing	5.7%	-0.1%	6.8%	-1.4%	2.6%	3.9%
Fuel	9.2%	0.6%	11.4%	-0.1%	12.8%	9.1%
Hardware/Homeware	17.0%	0.4%	15.2%	0.1%	6.4%	5.9%
Majors	-7.7%	-0.1%	-9.4%	-0.1%	1.8%	-0.6%
Other Retail	-1.3%	-1.2%	12.2%	0.1%	3.7%	3.2%
Takeaways	16.4%	0.3%	17.7%	0.1%	12.1%	10.9%
TOTAL	6.2%		11.8%		4.6%	4.3%

1.2.1 Change in Spending over same month last year



Top three categories

- 1 Hardware/Homeware
- 2 Takeaways
- 3 Accommodation

Lowest three categories

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

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

Breakdown of TRANSACTION Activity - By Retail Category - May 2018

Data on this page is sourced from Paymark and BNZ MarketView

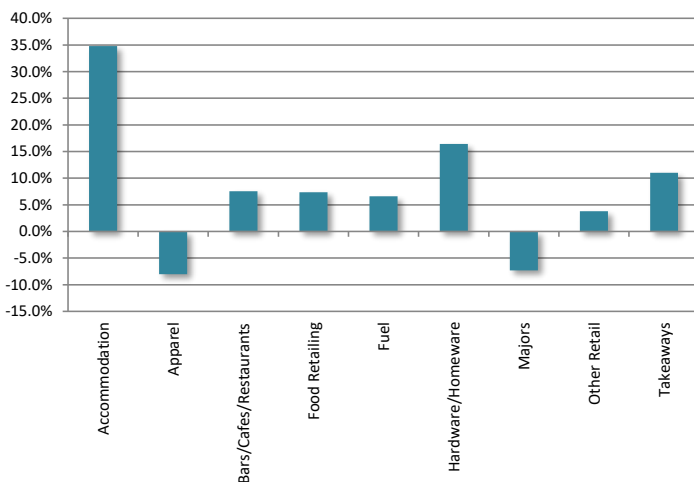
1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					Total NZ	
	May	Distribution	Last 12 months	Distribution	May	Last 12 months
Accommodation	0.012 m	4.5%	0.245 m	6.6%	1.26 m	16.96 m
Apparel	0.003 m	1.1%	0.036 m	1.0%	2.48 m	31.21 m
Bars/Cafes/Restaurants	0.046 m	17.4%	0.663 m	17.9%	18.92 m	216.10 m
Food Retailing	0.092 m	34.8%	1.219 m	32.9%	42.59 m	497.97 m
Fuel	0.060 m	22.5%	0.810 m	21.9%	14.03 m	162.57 m
Hardware/Homeware	0.005 m	1.9%	0.065 m	1.7%	2.68 m	34.72 m
Majors	0.000 m	0.1%	0.004 m	0.1%	5.77 m	71.06 m
Other Retail	0.029 m	10.7%	0.409 m	11.1%	15.50 m	187.98 m
Takeaways	0.018 m	6.9%	0.249 m	6.7%	15.53 m	178.20 m
TOTAL	0.266 m	100.0%	3.701 m	100.0%	118.77 m	1,396.77 m

1.4 - PERCENTAGE CHANGE over the same time periods last year

					Total NZ	
	May	Distribution	Last 12 months	Distribution	May	Last 12 months
Accommodation	34.8%	0.9%	21.7%	0.6%	4.8%	4.9%
Apparel	-8.0%	-0.2%	5.2%	0.0%	-2.4%	-1.3%
Bars/Cafes/Restaurants	7.5%	-0.1%	9.7%	0.0%	6.4%	7.0%
Food Retailing	7.4%	-0.2%	8.0%	-0.6%	4.9%	4.9%
Fuel	6.6%	-0.3%	8.5%	-0.3%	6.3%	5.9%
Hardware/Homeware	16.4%	0.1%	13.6%	0.1%	5.5%	6.7%
Majors	-7.3%	0.0%	-16.3%	0.0%	-0.2%	0.5%
Other Retail	3.8%	-0.4%	10.6%	0.1%	4.0%	4.2%
Takeaways	11.0%	0.2%	14.7%	0.3%	7.4%	7.8%
TOTAL	8.0%		10.0%		5.1%	5.3%

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 Majors
- 9 Apparel

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

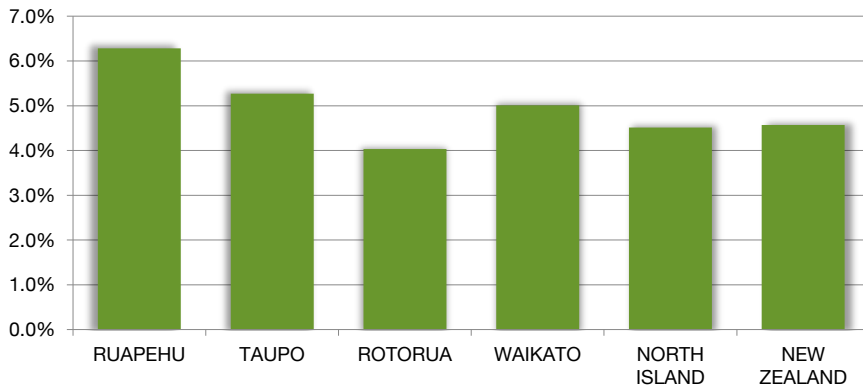
Breakdown by NEIGHBOURS - By Retail Category - May 2018

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	\$1.4 m	16.3%	\$3.5 m	-1.6%	\$4.5 m	-3.8%	\$4.9 m	2.3%	\$90.6 m	-3.7%	\$138.7 m	-1.2%
Apparel	\$0.2 m	-4.7%	\$1.8 m	-5.0%	\$1.9 m	-11.0%	\$12.1 m	-5.6%	\$168.4 m	-4.6%	\$216.6 m	-4.0%
Bars/Cafes/Restaurants	\$0.9 m	-1.4%	\$4.2 m	9.6%	\$5.9 m	12.5%	\$24.2 m	8.6%	\$348.5 m	6.9%	\$456.8 m	7.8%
Food Retailing	\$3.6 m	5.7%	\$14.2 m	3.1%	\$25.3 m	1.9%	\$106.4 m	3.3%	\$1177.9 m	2.3%	\$1562.8 m	2.6%
Fuel	\$2.3 m	9.2%	\$7.2 m	15.9%	\$11.6 m	16.0%	\$52.7 m	14.3%	\$487.2 m	13.1%	\$652.4 m	12.8%
Hardware/Home ware	\$0.4 m	17.0%	\$3.0 m	11.4%	\$4.3 m	6.3%	\$16.9 m	5.7%	\$195.7 m	7.1%	\$253.6 m	6.3%
Majors	\$0.1 m	-7.7%	\$3.9 m	-5.3%	\$8.2 m	-4.7%	\$33.0 m	-3.2%	\$379.9 m	3.1%	\$498.6 m	1.8%
Other Retail	\$1.7 m	-1.3%	\$9.0 m	7.8%	\$15.7 m	3.8%	\$61.1 m	4.4%	\$754.4 m	3.5%	\$988.1 m	3.6%
Takeaways	\$0.3 m	16.4%	\$2.0 m	9.9%	\$4.4 m	11.0%	\$18.2 m	13.2%	\$195.5 m	11.9%	\$243.8 m	12.1%
Tourist Activities	\$0.1 m	18.4%	\$0.7 m	-8.5%	\$3.3 m	4.0%	\$2.0 m	0.1%	\$14.2 m	3.6%	\$22.7 m	0.8%
TOTAL	\$111.2 m	6.3%	\$49.6 m	5.3%	\$85.2 m	4.0%	\$331.4 m	5.0%	\$3,812.3 m	4.5%	\$5,034.1 m	4.6%

1.5.1 Percentage change in spending - Ruapehu vs Neighbouring Areas



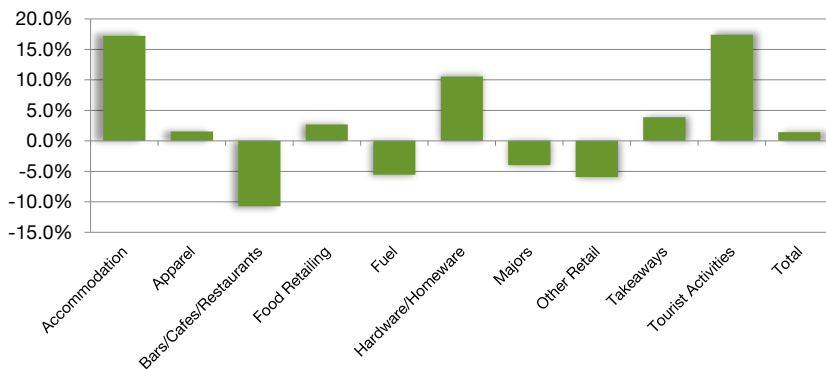
Top three districts

- 1 RUAPEHU
- 2 TAUPO
- 3 WAIKATO

Lowest three districts

- 4 NEW ZEALAND
- 5 NORTH ISLAND
- 6 ROTORUA

1.5.2 Ruapehu vs Neighbours RTO Average, by category



Top three categories

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

Lowest three categories

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

Breakdown by ORIGIN - By Retail Category - May 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	35.9%	\$0.97 m	13.0%	\$0.37 m	22.6%	1,926	90.9%	7,463	24.8%	2,651	36.2%
Apparel	\$0.14 m	14.5%	\$0.05 m	-36.6%	\$0.00 m	122.9%	2,056	11.1%	797	-36.9%	39	30.0%
Bars/Cafes/Restaurants	\$0.37 m	6.4%	\$0.53 m	-3.9%	\$0.04 m	-27.8%	18,583	19.9%	26,388	1.1%	1,248	-8.8%
Food Retailing	\$2.59 m	16.5%	\$0.95 m	-15.2%	\$0.03 m	-6.5%	65,663	14.8%	25,949	-7.6%	821	2.2%
Fuel	\$1.21 m	21.8%	\$1.04 m	-2.3%	\$0.07 m	5.0%	31,442	17.6%	27,022	-3.7%	1,454	2.3%
Hardware/Home ware	\$0.25 m	34.0%	\$0.17 m	-1.2%	\$0.00 m	10.8%	3,240	26.8%	1,883	1.4%	48	71.4%
Majors	\$0.07 m	-7.8%	\$0.02 m	-5.7%	\$0.00 m	-61.9%	274	-1.1%	119	-19.1%	-	#####
Other Retail	\$1.12 m	24.2%	\$0.60 m	-28.1%	\$0.02 m	-20.8%	18,971	16.3%	9,260	-15.1%	323	9.9%
Takeaways	\$0.18 m	26.3%	\$0.14 m	6.0%	\$0.01 m	7.5%	9,871	18.4%	8,143	3.7%	289	-2.4%
Tourist Activities	\$0.01 m	-13.7%	\$0.10 m	15.0%	\$0.01 m	128.0%	756	-52.4%	969	-13.4%	151	34.8%
TOTAL	\$6.01 m	18.8%	\$4.59 m	-7.1%	\$0.56 m	12.1%	0.2 m	16.3%	0.1 m	-3.0%	0.0 m	11.5%

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	\$0.98 m	18.2%	\$18.27 m	14.9%	\$8.75 m	33.4%	22,926	18.4%	155,045	11.8%	67,193	55.2%
Apparel	\$1.48 m	17.3%	\$0.94 m	1.0%	\$0.06 m	24.8%	22,511	8.4%	12,535	-0.9%	649	25.1%
Bars/Cafes/Restaurants	\$4.46 m	17.1%	\$9.90 m	11.0%	\$1.31 m	14.9%	209,035	16.5%	419,146	5.6%	34,905	24.6%
Food Retailing	\$30.34 m	8.7%	\$15.20 m	2.8%	\$0.98 m	11.7%	768,123	9.9%	428,819	4.5%	22,303	14.3%
Fuel	\$13.77 m	17.8%	\$16.24 m	6.1%	\$1.76 m	16.0%	360,466	14.8%	415,667	3.3%	33,720	11.5%
Hardware/Home ware	\$3.56 m	20.2%	\$1.91 m	7.2%	\$0.04 m	2.5%	40,540	15.0%	23,641	11.3%	466	19.8%
Majors	\$0.67 m	-8.0%	\$0.35 m	-11.0%	\$0.01 m	-36.1%	2,827	-3.9%	1,623	-31.4%	13	-53.6%
Other Retail	\$14.39 m	17.0%	\$11.17 m	6.1%	\$0.94 m	19.9%	224,569	16.2%	174,603	3.8%	10,297	17.1%
Takeaways	\$2.02 m	24.0%	\$2.23 m	12.7%	\$0.11 m	16.7%	112,406	21.4%	130,424	9.5%	6,285	13.0%
Tourist Activities	\$0.41 m	5.1%	\$18.41 m	11.5%	\$1.30 m	23.1%	21,897	-10.7%	277,316	15.2%	9,728	26.0%
TOTAL	\$72.09 m	13.5%	\$94.62 m	8.7%	\$15.26 m	25.8%	1.8 m	12.9%	2.0 m	6.6%	0.2 m	28.8%