



RUAPEHU DISTRICT COUNCIL

MONTHLY REPORT

June 2018

Prepared for

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Date

10 July, 2018

IN THIS DOCUMENT

Breakdown Of Spending Activity - By Retail Category - June 2018	3
Breakdown Of Transaction Activity - By Retail Category - June 2018	4
Breakdown By Neighbours - By Retail Category - June 2018	5
Breakdown By Origin - By Retail Category - June 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

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Breakdown of SPENDING Activity - By Retail Category - June 2018

Data on this page is sourced from Paymark and BNZ MarketView

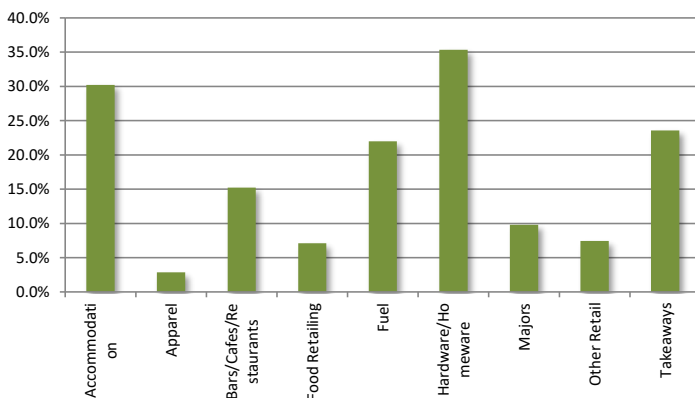
1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	June	Distribution	Last 12 months	Distribution	June	Last 12 months
Accommodation	\$1.9 m	14.9%	\$28.4 m	17.4%	\$128.5 m	\$2.0 b
Apparel	\$0.2 m	1.6%	\$2.5 m	1.5%	\$214.2 m	\$2.6 b
Bars/Cafes/Restaurants	\$1.2 m	9.4%	\$15.8 m	9.7%	\$449.5 m	\$5.5 b
Food Retailing	\$3.8 m	30.2%	\$46.8 m	28.6%	\$1,511.9 m	\$19.0 b
Fuel	\$2.7 m	21.2%	\$32.2 m	19.7%	\$633.0 m	\$7.3 b
Hardware/Homeware	\$0.5 m	4.2%	\$5.6 m	3.5%	\$246.5 m	\$3.2 b
Majors	\$0.1 m	0.9%	\$1.0 m	0.6%	\$507.1 m	\$6.1 b
Other Retail	\$1.8 m	14.6%	\$26.6 m	16.3%	\$946.9 m	\$12.0 b
Takeaways	\$0.4 m	3.1%	\$4.4 m	2.7%	\$245.6 m	\$2.8 b
TOTAL	\$12.6 m	100.0%	\$163.5 m	100.0%	\$4.9 b	\$60.5 b

1.2 - PERCENTAGE CHANGE over the same time periods last year

	June	Distribution	Last 12 months	Distribution	June	Last 12 months
Accommodation	30.2%	1.7%	21.6%	1.3%	-3.2%	2.0%
Apparel	2.9%	-0.2%	9.2%	0.0%	3.6%	-1.0%
Bars/Cafes/Restaurants	15.2%	0.0%	12.9%	0.1%	6.1%	7.2%
Food Retailing	7.1%	-2.3%	6.8%	-1.4%	1.9%	3.6%
Fuel	22.0%	1.1%	12.3%	0.0%	17.0%	10.0%
Hardware/Homeware	35.4%	0.6%	16.3%	0.1%	5.3%	5.9%
Majors	9.8%	0.0%	-10.6%	-0.2%	5.8%	0.1%
Other Retail	7.4%	-1.1%	11.9%	0.0%	3.7%	3.3%
Takeaways	23.6%	0.2%	18.4%	0.1%	9.5%	10.6%
TOTAL	15.4%		12.2%		5.3%	4.4%

1.2.1 Change in Spending over same month last year



Top three categories

- 1 Hardware/Homeware
- 2 Accommodation
- 3 Takeaways

Lowest three categories

- 7 Other Retail
- 8 Food Retailing
- 9 Apparel

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

Breakdown of TRANSACTION Activity - By Retail Category - June 2018

Data on this page is sourced from Paymark and BNZ MarketView

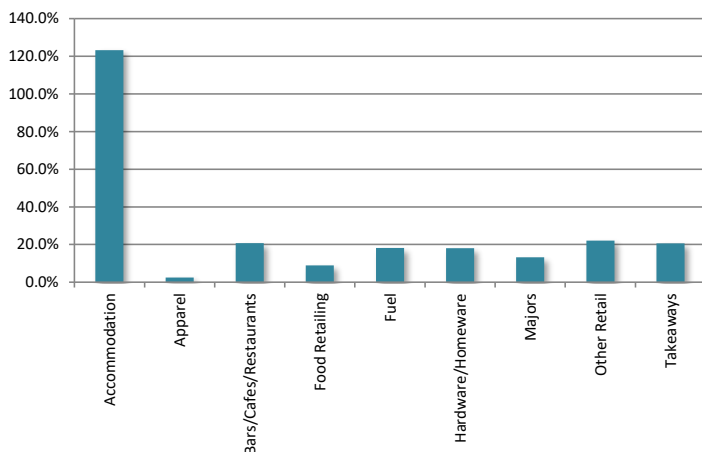
1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					<i>Total NZ</i>	
	June	Distribution	Last 12 months	Distribution	June	Last 12 months
Accommodation	0.026 m	8.2%	0.260 m	6.9%	1.22 m	16.96 m
Apparel	0.003 m	0.9%	0.036 m	1.0%	2.60 m	31.29 m
Bars/Cafes/Restaurants	0.056 m	17.6%	0.673 m	17.9%	18.25 m	216.82 m
Food Retailing	0.104 m	32.5%	1.228 m	32.7%	40.52 m	499.24 m
Fuel	0.068 m	21.3%	0.820 m	21.8%	13.45 m	163.40 m
Hardware/Homeware	0.005 m	1.6%	0.065 m	1.7%	2.57 m	34.88 m
Majors	0.000 m	0.1%	0.005 m	0.1%	5.66 m	71.42 m
Other Retail	0.035 m	10.9%	0.416 m	11.1%	14.96 m	188.57 m
Takeaways	0.022 m	6.9%	0.253 m	6.7%	15.07 m	178.84 m
TOTAL	0.319 m	100.0%	3.755 m	100.0%	114.31 m	1,401.41 m

1.4 - PERCENTAGE CHANGE over the same time periods last year

	June	Distribution	Last 12 months	Distribution	June	Last 12 months
Accommodation	123.2%	3.8%	29.4%	1.0%	2.7%	4.4%
Apparel	2.4%	-0.2%	4.3%	-0.1%	3.0%	-0.6%
Bars/Cafes/Restaurants	20.7%	0.1%	10.7%	0.0%	4.1%	6.5%
Food Retailing	8.9%	-3.4%	8.3%	-0.8%	3.2%	4.7%
Fuel	18.2%	-0.4%	9.1%	-0.4%	6.6%	6.0%
Hardware/Homeware	18.0%	0.0%	14.0%	0.0%	6.3%	6.7%
Majors	13.2%	0.0%	-11.4%	0.0%	1.8%	0.6%
Other Retail	22.1%	0.2%	10.9%	0.0%	4.1%	4.1%
Takeaways	20.6%	0.0%	15.3%	0.3%	4.4%	7.3%
TOTAL	20.3%		10.9%		4.0%	5.1%

1.4.1 Change in Spending over same month last year



Top three categories

- 1 Accommodation
- 2 Other Retail
- 3 Bars/Cafes/Restaurants

Lowest three categories

- 7 Majors
- 8 Food Retailing
- 9 Apparel

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

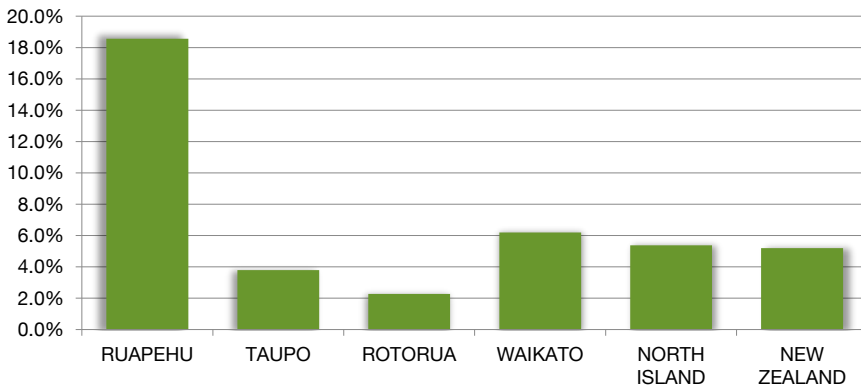
Breakdown by NEIGHBOURS - By Retail Category - June 2018

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	\$1.9 m	30.2%	\$4.0 m	-2.4%	\$5.0 m	-8.8%	\$5.0 m	-2.3%	\$85.2 m	-3.1%	\$128.5 m	-3.2%
Apparel	\$0.2 m	2.9%	\$1.8 m	8.4%	\$1.9 m	-0.9%	\$12.3 m	4.7%	\$166.5 m	2.9%	\$213.1 m	3.0%
Bars/Cafes/Restaurants	\$1.2 m	15.2%	\$4.8 m	5.3%	\$5.9 m	-8.0%	\$24.6 m	7.2%	\$341.8 m	5.1%	\$449.5 m	6.1%
Food Retailing	\$3.8 m	7.1%	\$14.4 m	2.0%	\$24.3 m	-1.5%	\$103.7 m	2.8%	\$1142.3 m	1.8%	\$1511.8 m	1.9%
Fuel	\$2.7 m	22.0%	\$7.6 m	16.8%	\$11.7 m	16.7%	\$51.5 m	17.2%	\$478.9 m	17.8%	\$633.0 m	17.0%
Hardware/Home ware	\$0.5 m	35.4%	\$2.8 m	4.0%	\$4.2 m	9.1%	\$19.3 m	9.0%	\$191.3 m	6.2%	\$246.5 m	5.3%
Majors	\$0.1 m	9.8%	\$4.3 m	7.3%	\$8.4 m	6.3%	\$34.4 m	2.2%	\$387.4 m	6.8%	\$507.0 m	5.8%
Other Retail	\$1.8 m	7.5%	\$8.7 m	-0.1%	\$15.8 m	2.9%	\$60.0 m	5.1%	\$723.9 m	3.8%	\$943.4 m	3.6%
Takeaways	\$0.4 m	23.6%	\$2.2 m	5.9%	\$4.8 m	7.9%	\$18.8 m	11.8%	\$196.8 m	9.2%	\$245.6 m	9.5%
Tourist Activities	\$0.8 m	120.9%	\$0.8 m	-27.6%	\$3.5 m	-0.4%	\$2.0 m	-13.6%	\$15.3 m	1.2%	\$26.4 m	-0.4%
TOTAL	\$13.4 m	18.6%	\$51.3 m	3.8%	\$85.5 m	2.3%	\$331.4 m	6.2%	\$3,729.4 m	5.4%	\$4,904.7 m	5.2%

1.5.1 Percentage change in spending - Ruapehu vs Neighbouring Areas



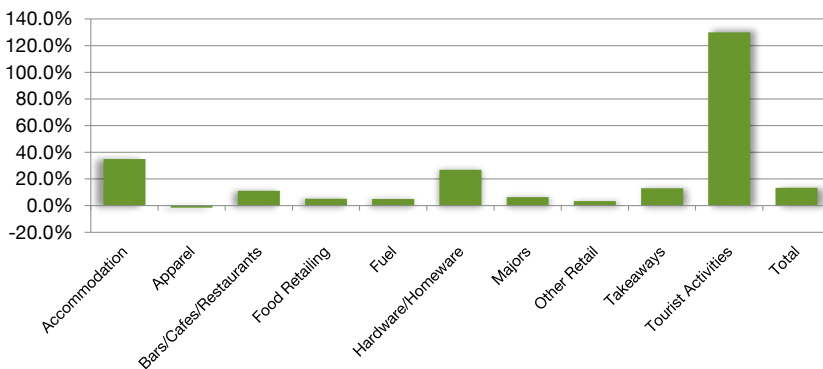
Top three districts

- 1 RUAPEHU
- 2 WAIKATO
- 3 NORTH ISLAND

Lowest three districts

- 4 NEW ZEALAND
- 5 TAUPO
- 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 Apparel

Breakdown by ORIGIN - By Retail Category - June 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	\$0.11 m	48.6%	\$1.46 m	35.2%	\$0.31 m	6.9%	2,866	65.8%	20,822	153.8%	2,369	36.1%
Apparel	\$0.13 m	14.5%	\$0.07 m	-14.4%	\$0.00 m	19.6%	1,908	11.3%	1,001	-11.3%	33	17.9%
Bars/Cafes/Restaurants	\$0.36 m	5.0%	\$0.79 m	24.9%	\$0.04 m	-32.7%	18,030	11.0%	36,617	28.1%	1,422	-12.4%
Food Retailing	\$2.61 m	11.8%	\$1.16 m	-1.6%	\$0.04 m	-10.8%	67,207	9.3%	35,611	8.4%	950	2.5%
Fuel	\$1.21 m	21.7%	\$1.40 m	24.3%	\$0.06 m	-12.4%	30,784	17.4%	36,091	20.2%	1,257	-9.3%
Hardware/Home ware	\$0.35 m	53.7%	\$0.18 m	10.2%	\$0.00 m	38.2%	3,263	26.9%	1,820	5.3%	21	-22.2%
Majors	\$0.06 m	-19.7%	\$0.06 m	86.9%	\$0.00 m	-40.1%	248	44.2%	147	-16.5%	-	-100.0%
Other Retail	\$1.01 m	-1.1%	\$0.78 m	16.9%	\$0.06 m	92.3%	20,348	21.1%	14,093	23.5%	429	26.9%
Takeaways	\$0.17 m	13.0%	\$0.21 m	34.8%	\$0.01 m	-4.5%	9,419	7.5%	12,256	34.1%	311	-3.1%
Tourist Activities	\$0.03 m	185.6%	\$0.68 m	116.0%	\$0.04 m	188.0%	1,360	8.5%	12,268	90.6%	556	91.1%
TOTAL	\$6.04 m	13.0%	\$6.79 m	25.0%	\$0.54 m	7.8%	0.2 m	13.5%	0.2 m	31.6%	0.0 m	9.9%

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	\$1.02 m	28.5%	\$18.65 m	16.4%	\$8.77 m	33.3%	24,063	27.8%	167,663	21.2%	67,821	56.1%
Apparel	\$1.50 m	18.5%	\$0.93 m	-3.7%	\$0.06 m	22.6%	22,704	9.2%	12,407	-4.4%	654	24.6%
Bars/Cafes/Restaurants	\$4.48 m	16.0%	\$10.06 m	11.8%	\$1.30 m	10.7%	210,822	15.8%	427,182	7.7%	34,703	20.6%
Food Retailing	\$30.62 m	9.4%	\$15.18 m	1.8%	\$0.98 m	9.8%	773,845	10.2%	431,573	4.7%	22,326	12.9%
Fuel	\$13.99 m	19.0%	\$16.51 m	7.0%	\$1.75 m	13.5%	365,020	15.6%	421,726	4.0%	33,591	9.5%
Hardware/Home ware	\$3.68 m	24.2%	\$1.93 m	4.1%	\$0.04 m	2.0%	41,231	16.6%	23,733	9.8%	460	13.0%
Majors	\$0.66 m	-12.2%	\$0.37 m	-6.3%	\$0.01 m	-38.5%	2,903	4.1%	1,594	-29.9%	12	-53.9%
Other Retail	\$14.38 m	15.5%	\$11.29 m	7.0%	\$0.96 m	21.1%	228,116	16.3%	177,286	4.4%	10,388	16.7%
Takeaways	\$2.04 m	22.7%	\$2.29 m	15.1%	\$0.11 m	13.1%	113,059	19.4%	133,541	12.3%	6,275	9.8%
Tourist Activities	\$0.43 m	10.5%	\$18.77 m	12.5%	\$1.33 m	26.1%	22,004	-10.1%	283,147	15.3%	9,993	27.5%
TOTAL	\$72.78 m	13.9%	\$95.98 m	9.3%	\$15.30 m	25.1%	1.8 m	13.2%	2.1 m	8.1%	0.2 m	27.5%