



RUAPEHU DISTRICT COUNCIL

MONTHLY REPORT

July 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 - July 2018

Data on this page is sourced from Paymark and BNZ MarketView

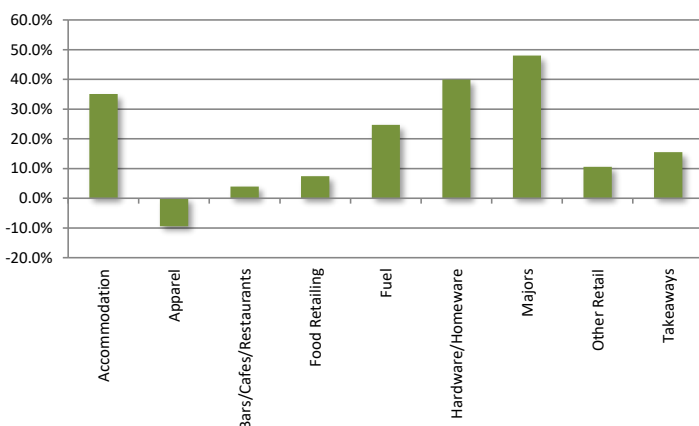
1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	July	Distribution	Last 12 months	Distribution	July	Last 12 months
Accommodation	\$4.5 m	24.0%	\$29.6 m	17.8%	\$150.1 m	\$2.0 b
Apparel	\$0.2 m	1.0%	\$2.5 m	1.5%	\$185.4 m	\$2.6 b
Bars/Cafes/Restaurants	\$1.8 m	9.9%	\$15.9 m	9.6%	\$460.9 m	\$5.6 b
Food Retailing	\$4.6 m	24.7%	\$47.1 m	28.3%	\$1,548.0 m	\$19.0 b
Fuel	\$3.2 m	17.5%	\$32.9 m	19.8%	\$630.7 m	\$7.4 b
Hardware/Homeware	\$0.5 m	2.8%	\$5.8 m	3.5%	\$240.0 m	\$3.2 b
Majors	\$0.1 m	0.6%	\$1.1 m	0.6%	\$488.1 m	\$6.1 b
Other Retail	\$3.1 m	16.9%	\$26.9 m	16.2%	\$955.2 m	\$12.0 b
Takeaways	\$0.5 m	2.4%	\$4.5 m	2.7%	\$251.0 m	\$2.8 b
TOTAL	\$18.5 m	100.0%	\$166.2 m	100.0%	\$4.9 b	\$60.7 b

1.2 - PERCENTAGE CHANGE over the same time periods last year

	July	Distribution	Last 12 months	Distribution	July	Last 12 months
Accommodation	35.0%	3.2%	22.6%	1.5%	-1.1%	1.5%
Apparel	-9.4%	-0.3%	6.8%	-0.1%	-6.6%	-1.3%
Bars/Cafes/Restaurants	4.0%	-1.3%	10.3%	-0.2%	3.6%	7.1%
Food Retailing	7.4%	-2.2%	6.5%	-1.5%	1.3%	3.4%
Fuel	24.7%	1.1%	13.3%	0.2%	19.8%	11.3%
Hardware/Homeware	39.9%	0.5%	17.9%	0.2%	4.7%	6.1%
Majors	48.0%	0.1%	-6.6%	-0.1%	0.3%	0.3%
Other Retail	10.6%	-1.0%	10.9%	-0.2%	2.8%	3.3%
Takeaways	15.5%	0.0%	17.6%	0.1%	8.5%	10.7%
TOTAL	17.2%		12.1%		3.9%	4.5%

1.2.1 Change in Spending over same month last year



Top three categories

- 1 Majors
- 2 Hardware/Homeware
- 3 Accommodation

Lowest three categories

- 7 Food Retailing
- 8 Bars/Cafes/Restaurants
- 9 Apparel

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

Breakdown of TRANSACTION Activity - By Retail Category - July 2018

Data on this page is sourced from Paymark and BNZ MarketView

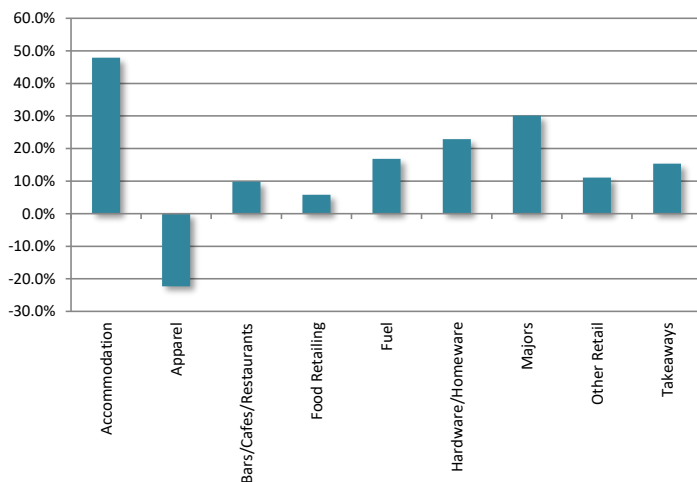
1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					Total NZ	
	July	Distribution	Last 12 months	Distribution	July	Last 12 months
Accommodation	0.040 m	10.1%	0.272 m	7.2%	1.28 m	17.01 m
Apparel	0.003 m	0.6%	0.035 m	0.9%	2.26 m	31.12 m
Bars/Cafes/Restaurants	0.073 m	18.5%	0.679 m	17.9%	18.65 m	217.74 m
Food Retailing	0.123 m	31.1%	1.234 m	32.5%	41.55 m	501.04 m
Fuel	0.079 m	19.8%	0.832 m	21.9%	13.37 m	164.33 m
Hardware/Homeware	0.005 m	1.3%	0.066 m	1.7%	2.58 m	34.99 m
Majors	0.001 m	0.1%	0.005 m	0.1%	5.57 m	71.20 m
Other Retail	0.048 m	12.1%	0.421 m	11.1%	15.16 m	189.07 m
Takeaways	0.025 m	6.3%	0.256 m	6.7%	15.41 m	179.75 m
TOTAL	0.396 m	100.0%	3.801 m	100.0%	115.82 m	1,406.25 m

1.4 - PERCENTAGE CHANGE over the same time periods last year

					Total NZ	
	July	Distribution	Last 12 months	Distribution	July	Last 12 months
Accommodation	47.9%	2.4%	33.3%	1.2%	2.0%	4.3%
Apparel	-22.3%	-0.3%	0.6%	-0.1%	-7.1%	-0.8%
Bars/Cafes/Restaurants	9.8%	-0.6%	10.3%	-0.1%	5.0%	6.6%
Food Retailing	5.8%	-2.2%	7.5%	-1.0%	4.3%	4.8%
Fuel	16.9%	0.6%	9.8%	-0.2%	7.5%	6.3%
Hardware/Homeware	22.9%	0.1%	15.5%	0.1%	4.5%	6.8%
Majors	30.1%	0.0%	-3.7%	0.0%	-3.7%	0.4%
Other Retail	11.1%	-0.2%	8.8%	-0.2%	3.2%	4.2%
Takeaways	15.3%	0.1%	14.9%	0.2%	6.3%	7.5%
TOTAL	13.1%		10.7%		4.2%	5.2%

1.4.1 Change in Spending over same month last year



Top three categories

- 1 Accommodation
- 2 Majors
- 3 Hardware/Homeware

Lowest three categories

- 7 Bars/Cafes/Restaurants
- 8 Food Retailing
- 9 Apparel

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

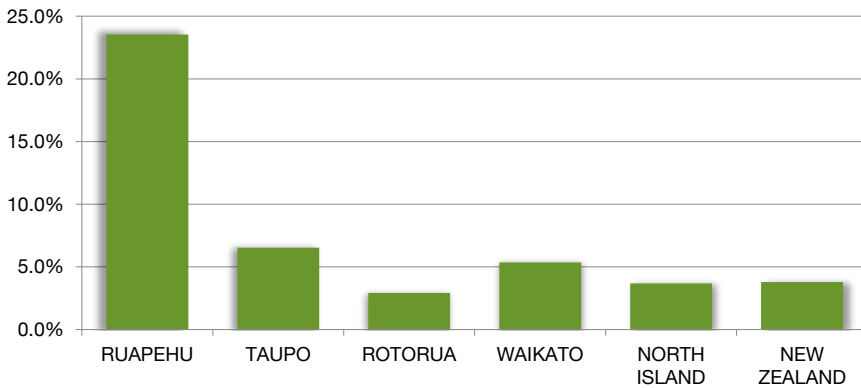
Breakdown by NEIGHBOURS - By Retail Category - July 2018

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	\$4.5 m	35.1%	\$5.0 m	-2.7%	\$6.1 m	-4.5%	\$5.1 m	10.4%	\$94.3 m	-0.8%	\$150.1 m	-1.1%
Apparel	\$0.2 m	-9.4%	\$1.8 m	10.8%	\$1.6 m	-9.6%	\$10.0 m	-9.1%	\$143.0 m	-7.7%	\$185.1 m	-6.7%
Bars/Cafes/Restaurants	\$1.8 m	4.0%	\$5.6 m	5.0%	\$6.3 m	-2.9%	\$24.6 m	6.5%	\$342.9 m	1.9%	\$460.9 m	3.6%
Food Retailing	\$4.6 m	7.4%	\$15.5 m	3.4%	\$25.2 m	-1.6%	\$105.5 m	2.1%	\$1162.7 m	0.9%	\$1547.9 m	1.3%
Fuel	\$3.2 m	24.7%	\$8.5 m	24.5%	\$11.8 m	21.3%	\$53.5 m	25.7%	\$473.4 m	19.7%	\$630.7 m	19.8%
Hardware/Home ware	\$0.5 m	39.9%	\$2.8 m	14.0%	\$4.1 m	6.7%	\$16.0 m	0.4%	\$185.0 m	4.8%	\$240.0 m	4.7%
Majors	\$0.1 m	48.0%	\$4.1 m	1.9%	\$8.9 m	11.1%	\$31.8 m	-4.2%	\$372.4 m	1.2%	\$488.0 m	0.3%
Other Retail	\$3.1 m	10.6%	\$10.0 m	6.1%	\$15.9 m	0.9%	\$59.5 m	4.3%	\$723.6 m	2.8%	\$951.7 m	2.7%
Takeaways	\$0.5 m	15.5%	\$2.6 m	8.8%	\$4.9 m	7.9%	\$18.9 m	9.4%	\$200.2 m	8.1%	\$251.0 m	8.5%
Tourist Activities	\$5.9 m	49.0%	\$1.1 m	-15.0%	\$4.8 m	-2.5%	\$2.2 m	-10.6%	\$24.6 m	7.9%	\$50.0 m	-2.9%
TOTAL	\$24.4 m	23.5%	\$57.1 m	6.5%	\$89.8 m	2.9%	\$327.2 m	5.4%	\$3,722.3 m	3.7%	\$4,955.4 m	3.8%

1.5.1 Percentage change in spending - Ruapehu vs Neighbouring Areas



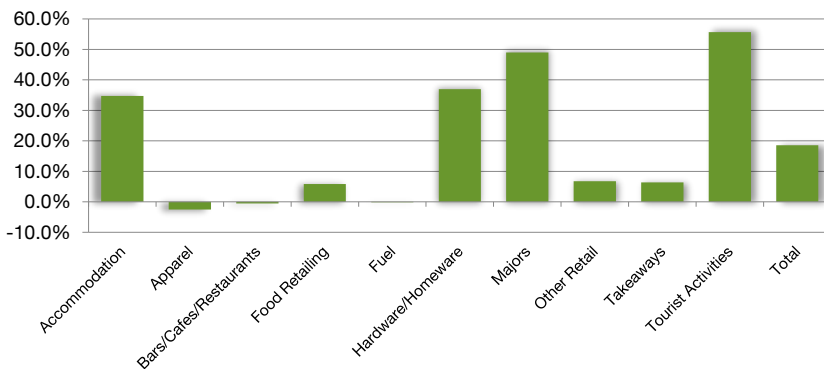
Top three districts

- 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 Majors
- 3 Hardware/Homeware

Lowest three categories

- 8 Fuel
- 9 Bars/Cafes/Restaurants
- 10 Apparel

Breakdown by ORIGIN - By Retail Category - July 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	\$0.13 m	44.9%	\$3.70 m	35.5%	\$0.62 m	30.5%	3,239	48.5%	32,375	46.2%	4,236	61.4%
Apparel	\$0.12 m	5.8%	\$0.06 m	-31.0%	\$0.00 m	-3.1%	1,695	-17.8%	790	-31.0%	35	-7.9%
Bars/Cafes/Restaurants	\$0.42 m	2.0%	\$1.33 m	5.2%	\$0.10 m	-3.1%	19,287	6.3%	51,392	11.3%	2,807	7.7%
Food Retailing	\$2.78 m	10.0%	\$1.72 m	2.5%	\$0.09 m	34.7%	68,742	5.4%	52,463	5.5%	2,056	32.5%
Fuel	\$1.22 m	17.6%	\$1.93 m	29.1%	\$0.10 m	37.7%	30,411	12.1%	46,230	19.6%	1,982	31.7%
Hardware/Home ware	\$0.35 m	31.1%	\$0.17 m	58.9%	\$0.00 m	459.3%	3,139	26.7%	2,011	16.4%	33	153.9%
Majors	\$0.07 m	28.2%	\$0.04 m	96.1%	\$0.00 m	64.1%	303	23.7%	222	39.6%	1	0.0%
Other Retail	\$1.09 m	-4.5%	\$1.91 m	19.1%	\$0.14 m	46.5%	20,422	8.6%	26,081	11.9%	1,353	42.6%
Takeaways	\$0.19 m	15.8%	\$0.26 m	14.7%	\$0.01 m	39.0%	10,102	13.5%	14,626	15.8%	439	46.8%
Tourist Activities	\$0.05 m	-39.5%	\$5.59 m	50.7%	\$0.24 m	56.7%	2,191	-40.8%	80,840	36.5%	3,053	35.7%
TOTAL	\$6.41 m	9.0%	\$16.70 m	29.4%	\$1.31 m	33.8%	0.2 m	7.2%	0.3 m	20.4%	0.0 m	35.1%

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	\$1.06 m	35.8%	\$19.62 m	17.2%	\$8.91 m	34.6%	25,121	34.1%	177,898	25.4%	69,433	58.8%
Apparel	\$1.51 m	17.7%	\$0.90 m	-8.0%	\$0.06 m	19.1%	22,338	5.8%	12,052	-8.4%	651	21.0%
Bars/Cafes/Restaurants	\$4.49 m	14.6%	\$10.13 m	9.0%	\$1.29 m	6.6%	211,963	15.3%	432,404	7.5%	34,904	17.3%
Food Retailing	\$30.87 m	9.7%	\$15.22 m	0.2%	\$1.00 m	11.0%	777,366	9.9%	434,286	3.3%	22,830	13.9%
Fuel	\$14.17 m	19.6%	\$16.95 m	8.5%	\$1.78 m	14.5%	368,303	16.1%	429,308	4.8%	34,068	10.0%
Hardware/Home ware	\$3.76 m	23.9%	\$1.99 m	8.1%	\$0.04 m	13.7%	41,893	18.6%	24,017	10.3%	480	20.0%
Majors	\$0.67 m	-11.1%	\$0.39 m	3.4%	\$0.01 m	-33.8%	2,961	10.6%	1,657	-21.5%	12	-47.8%
Other Retail	\$14.33 m	15.3%	\$11.59 m	5.0%	\$1.01 m	22.9%	229,728	14.8%	180,052	1.6%	10,792	17.3%
Takeaways	\$2.06 m	21.9%	\$2.32 m	14.1%	\$0.11 m	15.4%	114,264	18.7%	135,541	12.0%	6,415	12.7%
Tourist Activities	\$0.40 m	-2.9%	\$20.65 m	11.3%	\$1.41 m	25.5%	20,496	-18.8%	304,757	13.7%	10,796	24.5%
TOTAL	\$73.31 m	14.1%	\$99.77 m	8.8%	\$15.63 m	25.7%	1.8 m	12.8%	2.1 m	7.8%	0.2 m	27.8%