



RUAPEHU DISTRICT COUNCIL

MONTHLY REPORT

August 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 - August 2018

Data on this page is sourced from Paymark and BNZ MarketView

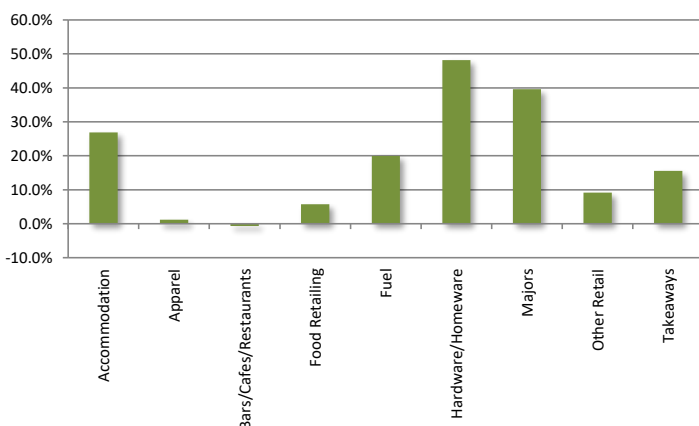
1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	August	Distribution	Last 12 months	Distribution	August	Last 12 months
Accommodation	\$3.8 m	21.4%	\$26.1 m	15.5%	\$146.8 m	\$2.0 b
Apparel	\$0.2 m	1.1%	\$2.4 m	1.4%	\$180.9 m	\$2.6 b
Bars/Cafes/Restaurants	\$1.8 m	10.1%	\$14.1 m	8.4%	\$469.8 m	\$5.6 b
Food Retailing	\$4.6 m	25.9%	\$46.2 m	27.4%	\$1,581.8 m	\$19.0 b
Fuel	\$3.2 m	18.2%	\$30.8 m	18.3%	\$670.0 m	\$7.6 b
Hardware/Homeware	\$0.5 m	3.0%	\$7.3 m	4.3%	\$250.0 m	\$3.3 b
Majors	\$0.1 m	0.7%	\$7.2 m	4.2%	\$459.5 m	\$6.1 b
Other Retail	\$3.0 m	17.1%	\$25.7 m	15.3%	\$967.3 m	\$12.1 b
Takeaways	\$0.4 m	2.5%	\$8.6 m	5.1%	\$252.1 m	\$2.9 b
TOTAL	\$17.6 m	100.0%	\$168.3 m	100.0%	\$5.0 b	\$61.0 b

1.2 - PERCENTAGE CHANGE over the same time periods last year

	August	Distribution	Last 12 months	Distribution	August	Last 12 months
Accommodation	26.9%	2.3%	9.3%	-0.5%	3.9%	1.6%
Apparel	1.2%	-0.1%	2.2%	-0.2%	-0.2%	-1.3%
Bars/Cafes/Restaurants	-0.7%	-1.4%	-4.0%	-1.5%	7.8%	7.0%
Food Retailing	5.7%	-1.9%	3.7%	-2.4%	2.7%	3.2%
Fuel	20.0%	1.0%	5.0%	-1.4%	20.7%	12.2%
Hardware/Homeware	48.2%	0.7%	48.9%	1.0%	6.7%	6.3%
Majors	39.6%	0.1%	521.2%	3.5%	4.4%	0.7%
Other Retail	9.2%	-0.7%	5.6%	-1.1%	5.1%	3.4%
Takeaways	15.6%	0.0%	123.1%	2.5%	10.4%	10.7%
TOTAL	13.4%		13.0%		6.4%	4.6%

1.2.1 Change in Spending over same month last year



Top three categories

- 1 Hardware/Homeware
- 2 Majors
- 3 Accommodation

Lowest three categories

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

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

Breakdown of TRANSACTION Activity - By Retail Category - August 2018

Data on this page is sourced from Paymark and BNZ MarketView

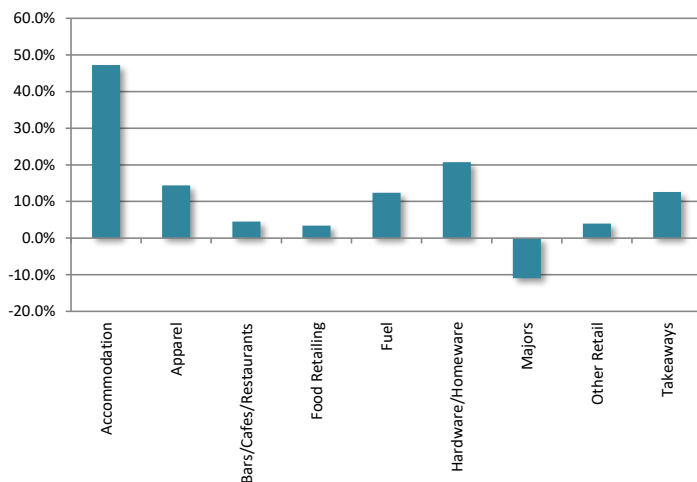
1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					<i>Total NZ</i>	
	August	Distribution	Last 12 months	Distribution	August	Last 12 months
Accommodation	0.043 m	10.5%	0.249 m	6.5%	1.30 m	17.11 m
Apparel	0.003 m	0.8%	0.033 m	0.9%	2.18 m	31.13 m
Bars/Cafes/Restaurants	0.075 m	18.5%	0.609 m	15.9%	19.36 m	218.86 m
Food Retailing	0.126 m	31.1%	1.203 m	31.4%	42.88 m	502.73 m
Fuel	0.079 m	19.4%	0.772 m	20.1%	14.03 m	165.35 m
Hardware/Homeware	0.006 m	1.4%	0.097 m	2.5%	2.69 m	35.14 m
Majors	0.000 m	0.1%	0.186 m	4.9%	5.30 m	71.22 m
Other Retail	0.048 m	11.8%	0.409 m	10.7%	15.39 m	189.79 m
Takeaways	0.025 m	6.3%	0.277 m	7.2%	15.76 m	180.64 m
TOTAL	0.405 m	100.0%	3.836 m	100.0%	118.89 m	1,411.97 m

1.4 - PERCENTAGE CHANGE over the same time periods last year

	August	Distribution	Last 12 months	Distribution	August	Last 12 months
Accommodation	47.2%	2.7%	24.4%	0.7%	8.0%	4.7%
Apparel	14.4%	0.0%	-4.8%	-0.1%	0.4%	-0.7%
Bars/Cafes/Restaurants	4.5%	-0.9%	-1.4%	-2.0%	6.2%	6.4%
Food Retailing	3.4%	-1.9%	3.9%	-2.2%	4.1%	4.7%
Fuel	12.4%	0.5%	1.2%	-2.0%	7.9%	6.4%
Hardware/Homeware	20.8%	0.1%	67.7%	0.9%	5.8%	6.6%
Majors	-10.9%	0.0%	3792.3%	4.7%	0.4%	0.3%
Other Retail	3.9%	-0.7%	4.4%	-0.7%	4.9%	4.2%
Takeaways	12.6%	0.2%	23.0%	0.7%	6.0%	7.2%
TOTAL	9.7%		11.1%		5.1%	5.1%

1.4.1 Change in Spending over same month last year



Top three categories

- 1 Accommodation
- 2 Hardware/Homeware
- 3 Apparel

Lowest three categories

- 7 Other Retail
- 8 Food Retailing
- 9 Majors

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

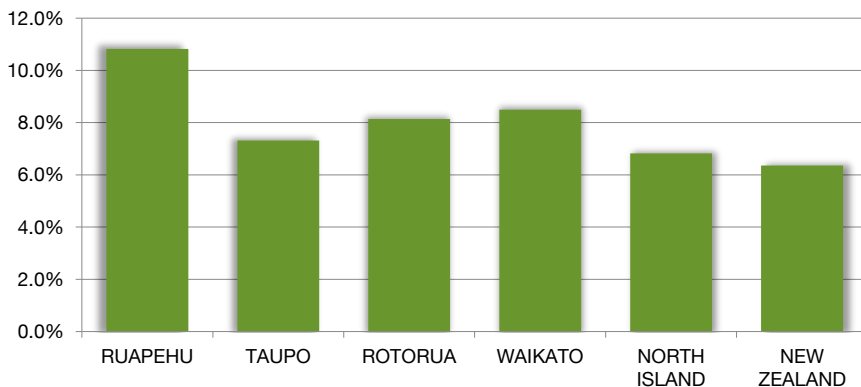
Breakdown by NEIGHBOURS - By Retail Category - August 2018

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	\$3.8 m	26.9%	\$4.0 m	1.8%	\$5.1 m	20.6%	\$5.0 m	20.4%	\$94.0 m	6.3%	\$146.7 m	3.9%
Apparel	\$0.2 m	1.2%	\$1.6 m	10.9%	\$1.6 m	-0.1%	\$9.6 m	-1.8%	\$140.7 m	-0.7%	\$180.6 m	-0.4%
Bars/Cafes/Restaurants	\$1.8 m	-0.7%	\$4.7 m	5.2%	\$5.8 m	6.2%	\$24.4 m	11.4%	\$352.5 m	7.2%	\$469.8 m	7.8%
Food Retailing	\$4.6 m	5.7%	\$15.1 m	3.7%	\$25.6 m	2.0%	\$108.1 m	3.8%	\$1189.1 m	2.5%	\$1581.6 m	2.7%
Fuel	\$3.2 m	20.0%	\$8.1 m	22.6%	\$11.6 m	18.8%	\$55.6 m	25.0%	\$503.7 m	21.8%	\$670.0 m	20.7%
Hardware/Home ware	\$0.5 m	48.2%	\$2.7 m	3.6%	\$4.4 m	15.8%	\$16.7 m	5.9%	\$192.2 m	7.8%	\$250.0 m	6.7%
Majors	\$0.1 m	39.6%	\$3.6 m	-1.9%	\$8.1 m	16.6%	\$30.1 m	2.3%	\$351.2 m	5.7%	\$459.4 m	4.3%
Other Retail	\$3.0 m	9.2%	\$9.2 m	8.9%	\$15.3 m	2.4%	\$60.3 m	7.2%	\$736.7 m	5.8%	\$964.0 m	5.1%
Takeaways	\$0.4 m	15.6%	\$2.4 m	10.5%	\$4.7 m	12.3%	\$19.2 m	13.2%	\$201.7 m	10.6%	\$252.1 m	10.4%
Tourist Activities	\$6.8 m	4.6%	\$0.9 m	7.7%	\$3.5 m	8.4%	\$1.8 m	-7.4%	\$21.1 m	6.3%	\$45.0 m	-1.6%
TOTAL	\$24.5 m	10.8%	\$52.3 m	7.3%	\$85.8 m	8.1%	\$330.8 m	8.5%	\$3,783.0 m	6.8%	\$5,019.2 m	6.4%

1.5.1 Percentage change in spending - Ruapehu vs Neighbouring Areas



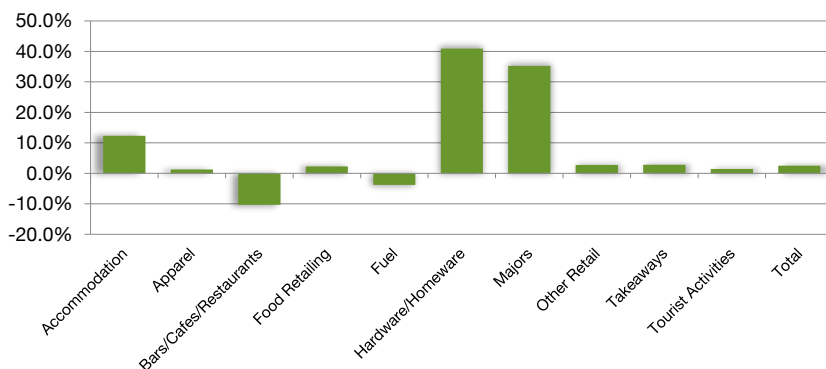
Top three districts

- 1 RUAPEHU
- 2 WAIKATO
- 3 ROTORUA

Lowest three districts

- 4 TAUPO
- 5 NORTH ISLAND
- 6 NEW ZEALAND

1.5.2 Ruapehu vs Neighbours RTO Average, by category



Top three categories

- 1 Hardware/Homeware
- 2 Majors
- 3 Accommodation

Lowest three categories

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

Breakdown by ORIGIN - By Retail Category - August 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	89.0%	\$3.11 m	25.1%	\$0.56 m	29.4%	2,993	68.8%	36,054	44.9%	3,640
Apparel	\$0.13 m	13.6%	\$0.06 m	-20.4%	\$0.00 m	127.9%	2,141	13.8%	1,139	12.6%	65	109.7%
Bars/Cafes/Restaurants	\$0.40 m	6.5%	\$1.29 m	-2.3%	\$0.08 m	-6.7%	20,384	11.7%	52,306	1.7%	2,354	12.3%
Food Retailing	\$2.86 m	12.4%	\$1.64 m	-4.7%	\$0.07 m	21.9%	72,206	7.5%	52,190	-2.2%	1,721	21.7%
Fuel	\$1.28 m	15.3%	\$1.84 m	23.0%	\$0.09 m	30.0%	31,891	8.1%	45,030	15.4%	1,653	20.7%
Hardware/Home ware	\$0.34 m	43.6%	\$0.18 m	54.0%	\$0.01 m	515.7%	3,501	23.8%	2,047	14.6%	43	152.9%
Majors	\$0.08 m	27.0%	\$0.04 m	72.4%	\$0.00 m	12.9%	264	-10.8%	192	-10.7%	1	0.0%
Other Retail	\$1.13 m	4.9%	\$1.78 m	11.7%	\$0.12 m	15.3%	19,533	4.2%	26,956	2.8%	1,292	27.9%
Takeaways	\$0.17 m	3.5%	\$0.26 m	24.8%	\$0.01 m	29.9%	9,663	1.2%	15,259	20.7%	424	30.5%
Tourist Activities	\$0.08 m	-0.1%	\$6.47 m	4.6%	\$0.28 m	4.6%	3,686	-33.4%	92,733	-6.5%	1,731	-7.4%
TOTAL	\$6.57 m	12.9%	\$16.69 m	9.5%	\$1.22 m	18.7%	0.2 m	6.9%	0.3 m	4.6%	0.0 m	23.3%

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	\$1.11 m	50.1%	\$20.24 m	21.9%	\$9.04 m	37.9%	26,341	48.8%	189,073	36.4%	70,730
Apparel	\$1.52 m	16.0%	\$0.89 m	-10.5%	\$0.06 m	33.0%	22,598	5.5%	12,179	-7.4%	685	27.1%
Bars/Cafes/Restaurants	\$4.51 m	13.2%	\$10.10 m	7.1%	\$1.29 m	4.6%	214,092	15.3%	433,263	7.9%	35,161	16.6%
Food Retailing	\$31.18 m	10.4%	\$15.14 m	-1.6%	\$1.02 m	12.2%	782,410	9.7%	433,102	2.2%	23,137	15.1%
Fuel	\$14.34 m	19.0%	\$17.29 m	10.2%	\$1.80 m	15.1%	370,699	15.1%	435,301	6.2%	34,351	10.4%
Hardware/Home ware	\$3.86 m	28.7%	\$2.06 m	11.1%	\$0.04 m	30.6%	42,566	19.6%	24,278	10.8%	506	32.8%
Majors	\$0.69 m	-9.7%	\$0.41 m	10.5%	\$0.01 m	-30.9%	2,929	8.7%	1,634	-21.2%	12	-45.5%
Other Retail	\$14.39 m	14.4%	\$11.78 m	7.4%	\$1.03 m	21.5%	230,520	13.0%	180,787	1.1%	11,074	19.3%
Takeaways	\$2.07 m	19.3%	\$2.37 m	16.5%	\$0.11 m	16.8%	114,377	15.7%	138,159	14.6%	6,514	13.8%
Tourist Activities	\$0.40 m	2.3%	\$20.94 m	11.1%	\$1.43 m	24.3%	18,644	-28.5%	298,320	15.5%	10,657	24.1%
TOTAL	\$74.06 m	14.3%	#####	9.8%	\$15.82 m	27.2%	1.8 m	12.1%	2.1 m	9.0%	0.2 m	29.0%