



RUAPEHU DISTRICT COUNCIL
MONTHLY REPORT
January 2019

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 - January 2019

Data on this page is sourced from Paymark and BNZ MarketView

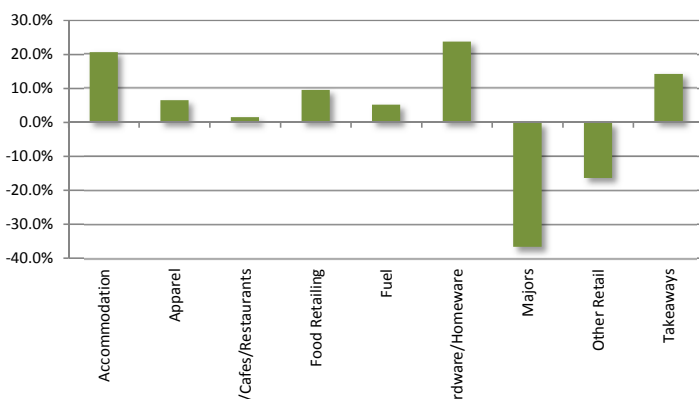
1.1 VALUE OF SPENDING at merchants based in Ruapehu District

					<i>Total NZ</i>	
	January	Distribution	Last 12 months	Distribution	January	Last 12 months
Accommodation	\$3.0 m	20.6%	\$31.7 m	18.3%	\$203.6 m	\$2.0 b
Apparel	\$0.2 m	1.0%	\$2.3 m	1.3%	\$208.4 m	\$2.5 b
Bars/Cafes/Restaurants	\$1.3 m	8.9%	\$15.8 m	9.1%	\$498.8 m	\$5.7 b
Food Retailing	\$4.2 m	28.6%	\$48.6 m	28.1%	\$1,652.8 m	\$19.2 b
Fuel	\$3.2 m	21.6%	\$35.4 m	20.5%	\$660.0 m	\$7.9 b
Hardware/Homeware	\$0.6 m	4.0%	\$6.5 m	3.8%	\$301.8 m	\$3.3 b
Majors	\$0.1 m	0.4%	\$1.2 m	0.7%	\$460.8 m	\$6.1 b
Other Retail	\$1.7 m	11.8%	\$26.6 m	15.4%	\$1035.2 m	\$12.3 b
Takeaways	\$0.4 m	3.0%	\$4.8 m	2.8%	\$251.0 m	\$3.0 b
TOTAL	\$14.7 m	100.0%	\$173.0 m	100.0%	\$5.3 b	\$62.2 b

1.2 - PERCENTAGE CHANGE over the same time periods last year

	January	Distribution	Last 12 months	Distribution	January	Last 12 months
Accommodation	20.7%	2.5%	24.9%	2.0%	-4.7%	-0.6%
Apparel	6.5%	0.0%	-4.9%	-0.2%	0.9%	-2.7%
Bars/Cafes/Restaurants	1.5%	-0.4%	2.7%	-0.8%	6.4%	5.5%
Food Retailing	9.5%	0.9%	6.2%	-1.4%	3.2%	2.1%
Fuel	5.2%	-0.2%	15.6%	0.7%	2.7%	12.1%
Hardware/Homeware	23.8%	0.6%	28.3%	0.5%	9.7%	5.9%
Majors	-36.6%	-0.3%	14.8%	0.0%	-1.7%	1.6%
Other Retail	-16.4%	-3.2%	6.0%	-0.8%	5.3%	2.7%
Takeaways	14.3%	0.2%	14.9%	0.1%	8.3%	8.7%
TOTAL	6.2%		11.6%		3.6%	3.9%

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 Bars/Cafes/Restaurants
- 8 Other Retail
- 9 Majors

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

Breakdown of TRANSACTION Activity - By Retail Category - January 2019

Data on this page is sourced from Paymark and BNZ MarketView

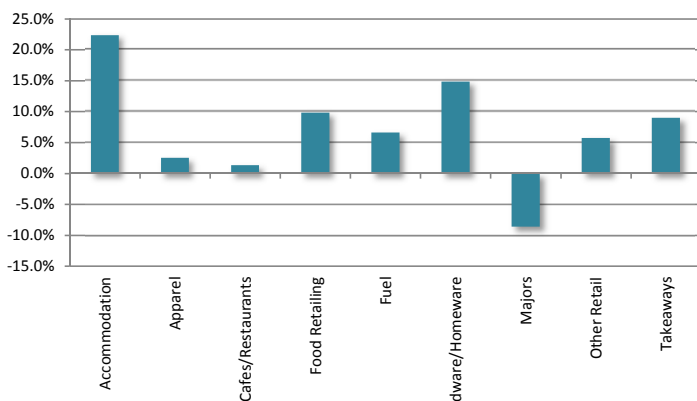
1.3 VOLUME OF TRANSACTIONS at merchants based in Ruapehu District

					<i>Total NZ</i>	
	January	Distribution	Last 12 months	Distribution	January	Last 12 months
Accommodation	0.027 m	8.1%	0.313 m	7.9%	1.75 m	17.24 m
Apparel	0.003 m	0.8%	0.035 m	0.9%	2.68 m	30.68 m
Bars/Cafes/Restaurants	0.053 m	16.1%	0.690 m	17.5%	18.05 m	224.40 m
Food Retailing	0.106 m	32.0%	1.266 m	32.1%	43.69 m	510.40 m
Fuel	0.079 m	23.9%	0.871 m	22.1%	14.30 m	167.75 m
Hardware/Homeware	0.007 m	2.1%	0.071 m	1.8%	3.43 m	35.82 m
Majors	0.000 m	0.1%	0.005 m	0.1%	5.71 m	71.14 m
Other Retail	0.032 m	9.7%	0.426 m	10.8%	16.28 m	193.67 m
Takeaways	0.024 m	7.2%	0.267 m	6.8%	15.06 m	184.08 m
TOTAL	0.330 m	100.0%	3.943 m	100.0%	120.95 m	1,435.19 m

1.4 - PERCENTAGE CHANGE over the same time periods last year

	January	Distribution	Last 12 months	Distribution	January	Last 12 months
Accommodation	22.3%	1.0%	44.4%	1.9%	0.1%	3.2%
Apparel	2.5%	0.0%	-3.2%	-0.1%	0.3%	-2.5%
Bars/Cafes/Restaurants	1.3%	-1.1%	7.1%	-0.4%	6.0%	4.5%
Food Retailing	9.8%	0.5%	5.9%	-1.2%	4.1%	3.2%
Fuel	6.6%	-0.3%	10.0%	0.1%	1.9%	4.9%
Hardware/Homeware	14.8%	0.1%	16.1%	0.1%	7.6%	4.8%
Majors	-8.6%	0.0%	2.3%	0.0%	0.4%	-0.2%
Other Retail	5.7%	-0.2%	5.3%	-0.5%	4.3%	2.7%
Takeaways	9.0%	0.1%	11.4%	0.1%	4.8%	4.8%
TOTAL	8.0%		9.7%		4.0%	3.5%

1.4.1 Change in Spending over same month last year



Top three categories

- 1 Accommodation
- 2 Hardware/Homeware
- 3 Food Retailing

Lowest three categories

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

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

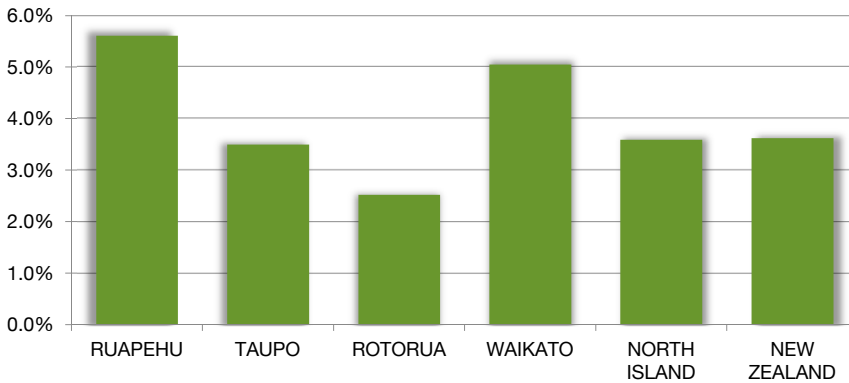
Breakdown by NEIGHBOURS - By Retail Category - January 2019

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	\$3.0 m	20.7%	\$7.4 m	-12.5%	\$7.8 m	-10.6%	\$6.2 m	6.6%	\$119.0 m	-7.2%	\$203.4 m	-4.7%
Apparel	\$0.2 m	6.5%	\$2.6 m	4.6%	\$1.9 m	3.1%	\$10.3 m	2.6%	\$160.3 m	1.1%	\$208.1 m	0.9%
Bars/Cafes/Restaurants	\$1.3 m	1.5%	\$8.2 m	2.4%	\$7.7 m	-1.1%	\$25.0 m	12.6%	\$362.4 m	6.1%	\$498.8 m	6.4%
Food Retailing	\$4.2 m	9.5%	\$20.4 m	7.9%	\$28.2 m	1.9%	\$108.6 m	3.6%	\$1233.0 m	2.8%	\$1652.5 m	3.2%
Fuel	\$3.2 m	5.2%	\$11.1 m	4.1%	\$13.4 m	4.4%	\$53.6 m	8.4%	\$490.7 m	4.6%	\$660.0 m	2.7%
Hardware/Homeware	\$0.6 m	23.8%	\$3.7 m	9.8%	\$5.3 m	14.8%	\$20.1 m	10.6%	\$233.5 m	10.8%	\$301.6 m	9.7%
Majors	\$0.1 m	-36.7%	\$4.7 m	5.4%	\$8.0 m	3.6%	\$29.5 m	-3.3%	\$344.8 m	-1.6%	\$460.5 m	-1.6%
Other Retail	\$1.7 m	-16.4%	\$12.2 m	1.7%	\$19.3 m	6.6%	\$61.2 m	4.1%	\$772.5 m	5.0%	\$1032.2 m	5.4%
Takeaways	\$0.4 m	14.3%	\$3.4 m	9.1%	\$5.4 m	6.9%	\$18.4 m	9.6%	\$198.3 m	7.4%	\$251.0 m	8.3%
Tourist Activities	\$0.5 m	-11.5%	\$3.0 m	14.6%	\$9.1 m	-0.5%	\$3.4 m	-4.1%	\$32.2 m	3.2%	\$57.4 m	7.0%
TOTAL	\$15.2 m	5.6%	\$76.8 m	3.5%	\$106.0 m	2.5%	\$336.2 m	5.1%	\$3,946.7 m	3.6%	\$5,325.5 m	3.6%

1.5.1 Percentage change in spending - Ruapehu vs Neighbouring Areas



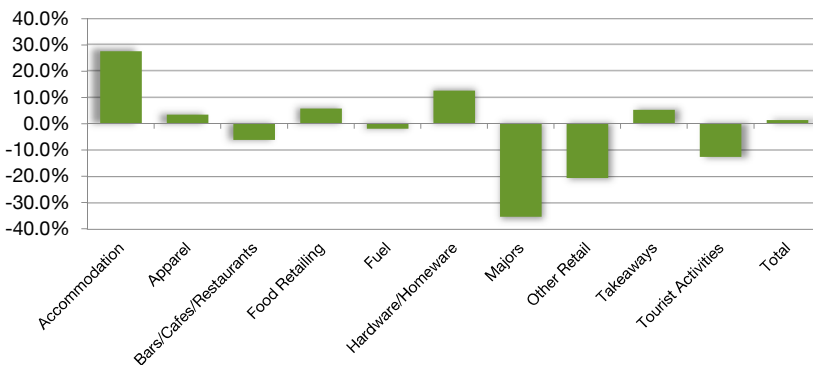
Top three districts

- 1 RUAPEHU
- 2 WAIKATO
- 3 NEW ZEALAND

Lowest three districts

- 4 NORTH ISLAND
- 5 TAUPO
- 6 ROTORUA

1.5.2 Ruapehu vs Neighbours RTO Average, by category



Top three categories

- 1 Accommodation
- 2 **Hardware/Homeware**
- 3 Food Retailing

Lowest three categories

- 8 Tourist Activities
- 9 Other Retail
- 10 Majors

Breakdown by ORIGIN - By Retail Category - January 2019

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	27.2%	\$1.44 m	17.1%	\$1.50 m	23.8%	2,267	26.9%	11,746	21.1%	12,844	22.7%
Apparel	\$0.10 m	29.7%	\$0.04 m	-27.2%	\$0.01 m	73.1%	1,768	12.6%	789	-17.0%	94	40.3%
Bars/Cafes/Restaurants	\$0.37 m	8.0%	\$0.75 m	0.3%	\$0.19 m	-5.0%	16,835	6.3%	31,029	-2.0%	5,385	6.3%
Food Retailing	\$2.84 m	11.7%	\$1.19 m	4.2%	\$0.18 m	13.1%	69,375	13.4%	32,318	1.8%	3,911	20.9%
Fuel	\$1.28 m	10.1%	\$1.61 m	0.7%	\$0.29 m	10.8%	31,734	5.9%	41,159	5.0%	6,012	24.1%
Hardware/Homeware	\$0.42 m	42.5%	\$0.17 m	-5.4%	\$0.00 m	-9.9%	4,667	27.5%	2,096	-5.9%	64	8.5%
Majors	\$0.04 m	-31.0%	\$0.02 m	-43.6%	\$0.00 m	-62.2%	201	-2.0%	126	-17.7%	2	0.0%
Other Retail	\$1.03 m	-17.4%	\$0.56 m	-22.7%	\$0.14 m	44.3%	18,984	6.5%	11,268	0.7%	1,607	46.1%
Takeaways	\$0.19 m	9.4%	\$0.24 m	17.0%	\$0.02 m	31.1%	9,951	8.8%	12,680	7.5%	1,213	29.9%
Tourist Activities	\$0.00 m	-78.1%	\$0.33 m	-7.7%	\$0.12 m	-10.7%	92	-85.5%	1,526	-50.0%	527	-26.0%
TOTAL	\$6.36 m	6.3%	\$6.35 m	1.1%	\$2.46 m	17.3%	0.2 m	9.9%	0.1 m	2.1%	0.0 m	19.5%

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	\$1.23 m	48.1%	\$20.94 m	22.4%	\$9.55 m	28.0%	29,616	60.0%	204,541	42.0%	78,722	45.4%
Apparel	\$1.48 m	5.7%	\$0.78 m	-21.8%	\$0.07 m	33.6%	22,994	5.0%	10,846	-18.1%	743	28.8%
Bars/Cafes/Restaurants	\$4.65 m	11.4%	\$9.93 m	0.7%	\$1.22 m	-9.8%	223,582	14.3%	431,371	4.2%	34,929	1.8%
Food Retailing	\$32.75 m	12.3%	\$14.74 m	-5.6%	\$1.09 m	13.8%	815,212	10.7%	425,401	-2.8%	25,334	19.0%
Fuel	\$15.42 m	19.4%	\$18.03 m	12.2%	\$1.98 m	19.2%	384,940	12.5%	447,654	7.4%	38,064	17.9%
Hardware/Homeware	\$4.31 m	39.2%	\$2.18 m	10.7%	\$0.05 m	53.1%	47,334	26.8%	23,394	-0.8%	530	23.8%
Majors	\$0.84 m	21.0%	\$0.39 m	4.1%	\$0.01 m	-2.8%	3,035	12.3%	1,569	-12.4%	13	-13.3%
Other Retail	\$14.24 m	9.5%	\$11.21 m	0.4%	\$1.12 m	27.0%	238,517	11.2%	175,526	-2.9%	12,425	27.8%
Takeaways	\$2.18 m	15.6%	\$2.46 m	13.9%	\$0.13 m	23.8%	119,433	12.0%	140,199	10.3%	7,533	24.8%
Tourist Activities	\$0.39 m	-13.6%	\$22.28 m	19.8%	\$1.44 m	16.1%	14,231	-45.9%	304,470	9.4%	10,363	7.4%
TOTAL	\$77.52 m	14.6%	#####	9.6%	\$16.66 m	21.1%	1.9 m	11.6%	2.2 m	6.3%	0.2 m	23.9%