



MARDI GRAS 2018 RUAPEHU DISTRICT

For Event Period 22 to 24 June 2018

Prepared for

Ruapehu District Council

Date

September 2018

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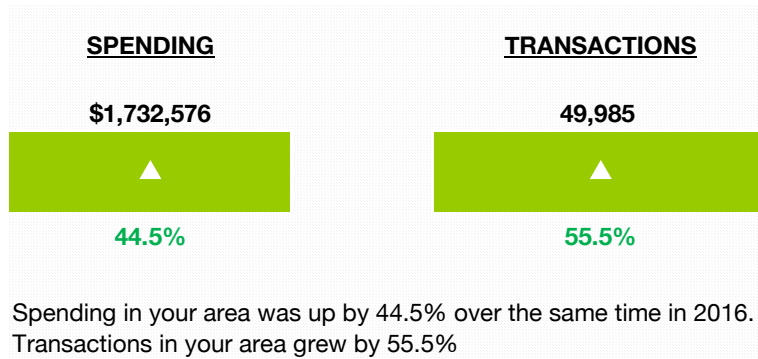
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EVENT OVERVIEW

22 to 24 June 2018 vs 24 to 26 June 2016

EVENT ACTIVITY

Changes over same time 2016



CARDHOLDER ORIGIN

Distribution of cardholders

Change

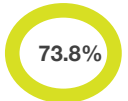
LOCAL CARDHOLDERS



23.3%

▼ -6.2%

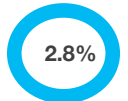
REST OF NZ CARDHOLDERS



73.8%

▲ 6.7%

INTERNATIONAL CARDHOLDERS



2.8%

▼ -0.5%



DAILY ACTIVITY

HIGHEST SPENDING DAY

22 June

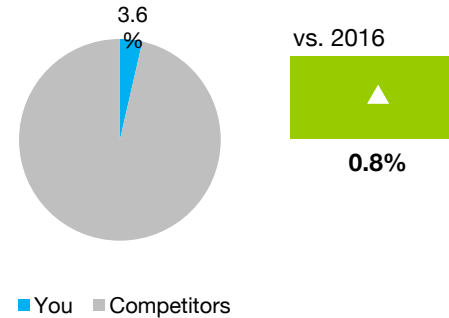
HIGHEST MARKET SHARE DAY

24 June

During the event period, spending from local cardholders made up 23.3% of total spending. This was actually down -6.2 percentage points on 2016.

MARKET SHARE

Your Share vs Benchmark Group



Market share is your share of spending in the market (yourself and the benchmark group).

Your competitors are based on areas you have chosen, in this case, Taupo, Rotorua Territorial Authorities.

STORETYPE BREAKDOWN

IN YOUR AREA

Accommodation

vs. 2016



Accommodation in your area had the largest growth amongst storetypes, up 80.7%.

AGAINST BENCHMARK GROUP

Bars, Cafes and Restaurants

vs. 2016



Bars, Cafes and Restaurants had the largest growth in benchmark group locations, up 19.6%.

LOYALTY AND INFLOW

SPENDING BY RESIDENTS

INFLOW

OUTFLOW



Your local cardholders made 65.4% of their purchases locally, during the event period.

INCOME FROM NON RESIDENTS

\$1.33 mn

Customers living outside your catchment spent \$1,328,193 with your local merchants.

TOPLINE FIGURES

SUMMARY

There was a big increase in spending this year vs the event two years ago of 44.5%. This is likely as a result of variations in weather and snow conditions, which have a major impact on spending in the area around this time of year.

The Ruapehu District grew its share of the benchmark group to 3.6 share points, which although this was relatively small it was a big improvement on the 2.8 share points they held last event. Visiting cardholders also made up a significantly greater share of spending this year than they did two years ago, increasing by 6.7% up to 73.8% of total spending.



2 YEARS AGO

44.5%



Change in Spending over same time two years ago

PAST 5 COMPARISONS

27.9%



Change in spending, average of this event over 5 comparison periods

LAST 52 WEEKS

4.6%



Change in spending, average of this event over 52 weeks

IN ADDITION

The 2018 Mardi Gras produced great results for categories popular with visitors to the district. Spending at Accommodation increased by 80.7%, while Bar, Cafes and Restaurant spending rose by 45.2%.

6 of the 7 categories we track event performance of were up. The only category seeing a fall was Clothing and Footwear which tends to cater more towards local spending than visitors.

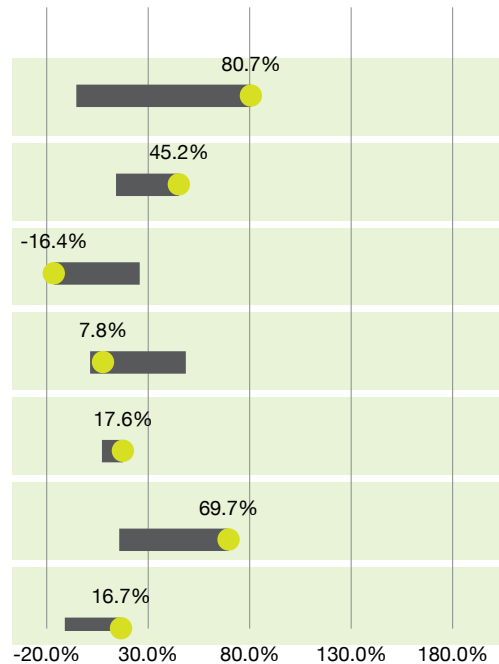
STORETYPE ACTIVITY

CHANGE IN SPENDING BY CATEGORY

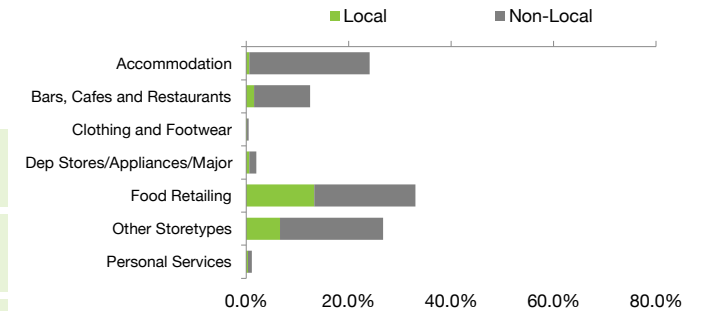
Change in Event Spending vs Same Event Period 2016

	CHANGE IN SPEND	
ACCOMMODATION	▲	80.7%
BARS, CAFES AND RESTAURANTS	▲	45.2%
CLOTHING AND FOOTWEAR	▼	-16.4%
DEP STORES/APPLIANCES/MAJOR	▲	7.8%
FOOD RETAILING	▲	17.6%
OTHER STORETYPES	▲	69.7%
PERSONAL SERVICES	▲	17%
TOTAL	▲	44.5%

YOUR PERFORMANCE



DISTRIBUTION OF SPENDING BY CATEGORY



TOP PERFORMING SECTORS

Based on Change in Spending

FOR LOCAL CARDHOLDERS



OTHER STORETYPES

FOR NON-LOCAL CARDHOLDERS



ACCOMMODATION

The chart in the middle of the page shows change in spending for each storetype grouping in your region, in relation to competitors. The dark blue bars show the range in spending change and the orange bubbles show your position. A good result is represented by the orange dot being closer or on the right end of the blue bar.

CARDHOLDER ORIGIN

ORIGIN OF CARDHOLDERS AND CHANGE IN SPENDING FROM WITHIN AND OUTSIDE OF REGION

Change in Event Spending vs Same Event Period in 2016

WITHIN REGION

ORIGIN	SHARE	PERFORMANCE
RUAPEHU DISTRICT	23.3%	▲ 14.2%
PALMERSTON NORTH CITY	2.2%	▲ 118.7%
WHANGANUI DISTRICT	1.7%	▲ 2.9%
RANGITIKEI DISTRICT	0.8%	▲ 117.1%
MANAWATU DISTRICT	0.7%	▲ 44.6%
REST OF REGION	0.4%	▼ -10.3%

OUTSIDE OF REGION

ORIGIN	SHARE	PERFORMANCE
AUCKLAND CITY	7.8%	▲ 221.0%
WAITAKERE CITY	5.5%	▲ 546.0%
MANUKAU CITY	4.3%	▲ 197.6%
NORTH SHORE CITY	3.9%	▲ 92.7%
TAURANGA CITY	2.5%	▲ 630.2%
REST OF NZ	44.1%	▲ 24.5%
INTERNATIONAL	2.8%	▲ 22.7%

Share represents the proportion of spending in your local area during the event period. For e.g. a 20% share means 20% of the spending in your area, during the event period, came from cardholders of that origin. Performance represents how spending from cardholders of a particular origin changed, compared to the same period in 2016. For e.g. a 7% increase means that cardholders of a particular origin spent 7% more in your area, during the event period, than they did in 2016.