QUARTERLY REPORT

For Period Ending 30 June 2015

Prepared for: Nelson District Council

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June 2015 Quarter

MARKETVIEW
Precision Market Intelligence

PREPARED FOR:

Nelson City Council
te kaunihera o whakatū

RETAIL OVERVIEW

For Period Ending June 2015 Quarter

QUARTERLY ACTIVITY

Changes over same time last year

SPENDING	TRANSACTIONS
$149,351,669	3,182,244
▲ 0.6%	▲ 2.6%

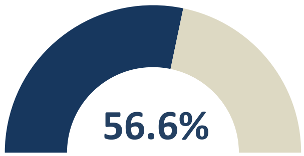
Spending in your area grew by 0.6% over the same time last year. Transactions in your area grew by 2.6%. NZ spending grew by 2.1%, and transactions by 4.3%

CARDHOLDER ORIGIN

	CARDHOLDER CONTRIBUTION	VALUE SPENT IN YOUR COUNCIL	CHANGE (VS. SAME QUARTER LAST YEAR)
LOCALS	56.4%	$84.17 mn	-3.5% ▼
TASMAN	23.9%	$35.70 mn	5.9% ▲
REST OF NZ CARDHOLDERS	17.9%	$26.67 mn	8.0% ▲
INTERNATIONAL CARDHOLDERS	1.9%	$2.81 mn	1.3% ▲

MARKET SHARE

Your Share vs Key Competitors



vs. last year

▼ -0.6%

Market share is your share of spending in the market (yourself and key competitors).

Your key competitors are based on areas you have chosen, in this case Tasman territorial authorities

FASTEST GROWING STORETYPES

IN YOUR AREA

Specialised Food / Liquor

vs. last year ▲ 14.5%

Specialised Food / Liquor in your area had the largest growth amongst storetypes, up 14.5%.

IN COMPETITOR LOCATIONS

Department Stores

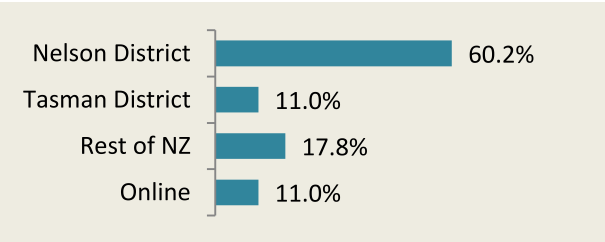
vs. last year ▲ 34.1%

Department Stores had the largest growth in Key Competitor locations, up 34.1%.

LOYALTY AND OUTFLOW

Destination of Locals' Spending

Nelson residents conducted 60.2% of their retail spending in Nelson District and 11.0% in the Tasman District. They spent 11.0% online.



WHERE ARE THE RETAIL HOTSPOTS?

How does this affect planning? Is it happening where we want it to happen?

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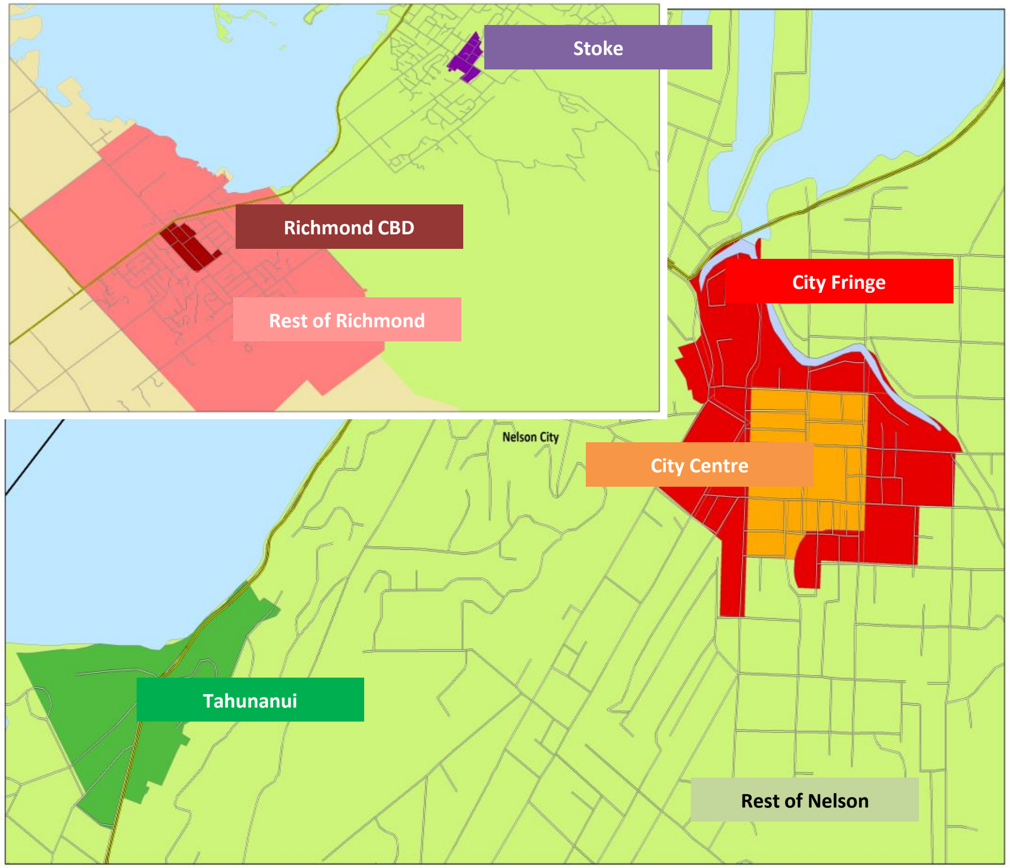
TOP PERFORMING LOCATIONS

Based on percentage change in spending from same period last year

FOR ALL CARDHOLDERS STOKE

INTERNATIONAL CARDHOLDERS STOKE



CHANGE IN SPENDING

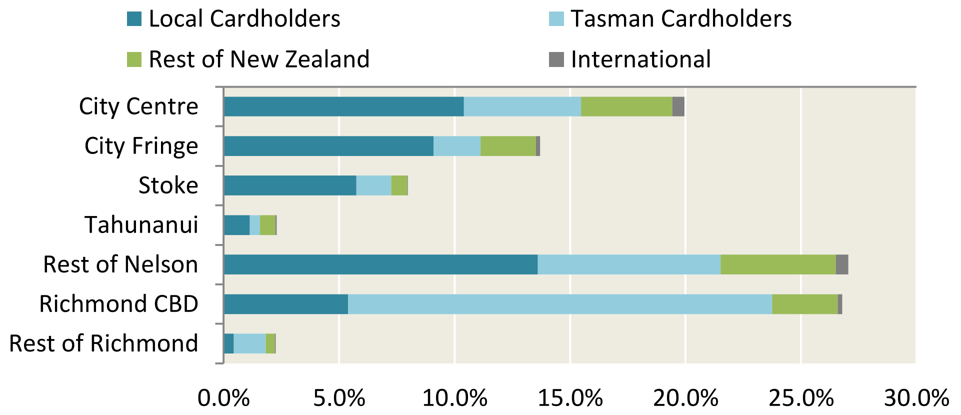
Change in spending over same period last year

RANK	LOCATION	VALUE OF SPENDING	CHANGE IN SPENDING
1	City Centre	$41,971,495	-1.2%
2	City Fringe	$28,824,623	0.9%
3	Stoke	$16,781,278	10.6%
4	Tahunanui	$4,854,469	0.1%
5	Rest of Nelson	$56,919,804	-0.8%
6	Richmond CBD	$56,370,938	5.1%
7	Rest of Richmond	$4,739,054	-1.9%
	**** TOTAL**	**$149,351,669**	**0.6%**

*** Total includes Nelson City only*

DISTRIBUTION OF SPENDING

Split by cardholder location



WHO IS SPENDING AT OUR RETAILERS?

Is this changing? How appealing are we to visitors/ tourists?

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SPENDING BY CARDHOLDER LOCATION

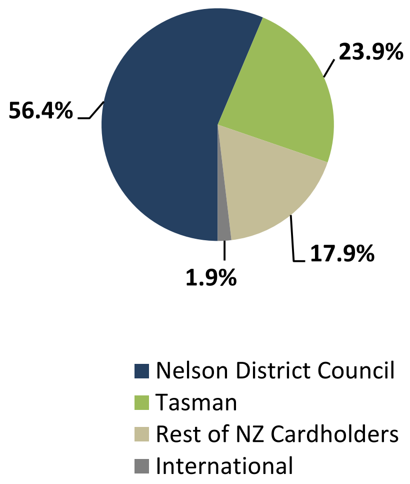
Change in spending over same period last year

CARDHOLDER AREA	VALUE SPENT	CHANGE ON SAME QUARTER LAST YEAR
NELSON	$84.17 mn	▼ -3.5%
TASMAN	$35.70 mn	▲ 5.9%
CHRISTCHURCH	$4.77 mn	▲ 11.8%
WELLINGTON	$1.94 mn	▲ 4.4%
MARLBOROUGH	$3.90 mn	▼ -6.0%
REST OF NZ CARDHOLDERS	$16.06 mn	▲ 11.5%
INTERNATIONAL	$2.81 mn	▲ 1.3%

International cardholder spending within New Zealand was up 10.9% over the same period last year, and transaction volumes were up 19.6%

DISTRIBUTION OF CARDHOLDERS

Including international cardholders



FASTEST GROWING CONSUMER GROUP

Based on spending change from the same period last year

▲ CHRISTCHURCH

WHAT DOES OUR RETAIL CASHFLOW LOOK LIKE?

How much are we leaking to other areas?

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OVERVIEW OF INFLOW AND OUTFLOW TO/FROM NELSON CITY

TOTAL INFLOW
The total amount spent in your council area from Non-Locals
\+ **$65.18 mn**

TOTAL OUTFLOW
The total amount local cardholders spent outside your local area
\- **$55.64 mn**
This figure includes $40.27mn spent in other areas, and $15.36mn spent online

NET INFLOW TO YOUR AREA
Total inflow minus total outflow
= **$9.54 mn**

MARKET PENETRATION
The amount of possible spending that was spent at local retailers
= **53.95%**

THE BREAKDOWN

Non-locals include international cardholders

LOCALS SPENDING LOCALLY
$84.17 mn

NON-LOCALS SPENDING IN YOUR AREA
$65.18 mn

ORIGIN OF INFLOW BY CARDHOLDER LOCATION

Breakdown of spending in your council

What's coming into your council

What's spent outside your council

CARDHOLDER LOCATION	YOUR COUNCIL	ELSEWHERE IN NZ
Nelson	$84.17 mn	$40.27 mn
Tasman	$35.70 mn	$108.29 mn
Christchurch	$4.77 mn	$1,074.70 mn
Wellington	$1.94 mn	$612.01 mn
Marlborough	$3.90 mn	$110.73 mn
Rest of NZ Cardholders	$16.06 mn	$10,139.27 mn
International	$2.81 mn	$306.79 mn
TOTAL	$149.35 mn	$12,392.07 mn

HOW ARE OUR RETAILERS COMPARING TO OTHER AREAS?

Are we keeping pace? Are our retailers maximising the available opportunities?

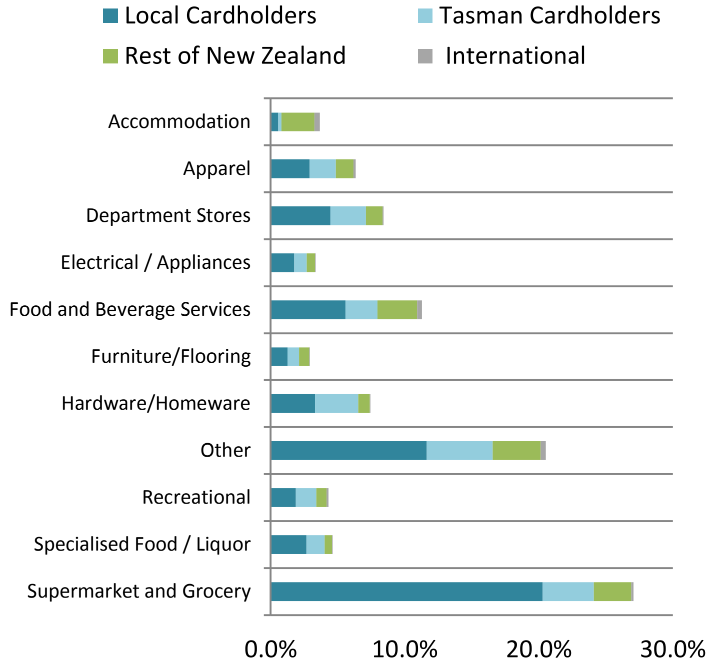
RETAIL CATEGORY CHANGE IN SPENDING AND PERFORMANCE

Spending change over same period last year

RETAIL CATEGORY	YOUR RESULT		TASMAN RESULT		RANK YOU VS. COMPETITOR GROUP CHANGE ON SAME QUARTER LAST YEAR
ACCOMMODATION	▲	3.5%	▲	12.1%	0
APPAREL	▼	-3.1%	▼	-5.5%	1
DEPARTMENT STORES	▼	-1.6%	▲	34.1%	0
ELECTRICAL / APPLIANCES	▼	-1.9%	▼	-20.5%	1
FOOD AND BEVERAGE SERVICES	▲	0.9%	▲	6.2%	0
FURNITURE/FLOORING	▲	8.2%	▲	33.8%	-1
HARDWARE/HOMEWARE	▼	-1.3%	▼	-1.2%	0
OTHER	▼	-3.2%	▼	-6.4%	1
RECREATIONAL	▼	-10.6%	▲	0.5%	-1
SPECIALISED FOOD / LIQUOR	▲	14.5%	▲	0.6%	1
SUPERMARKET AND GROCERY	▲	5.0%	▲	4.7%	1

ORIGIN OF CARDHOLDERS

Including international cardholders



FASTEST GROWING CATEGORIES

Domestic/ International split

For ALL Cardholders	For INTERNATIONAL Cardholders
SPECIALISED FOOD / LIQUOR	FURNITURE/FLOORING

DOES OUR LOCAL RETAIL MEET THE NEEDS OF CUSTOMERS?

Have we got gaps? Where should be target development?

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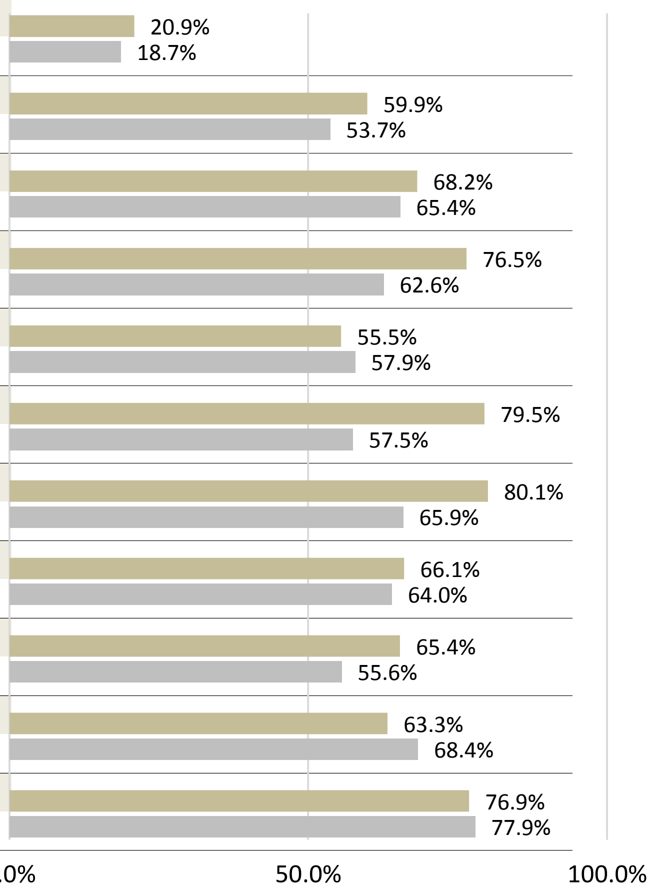
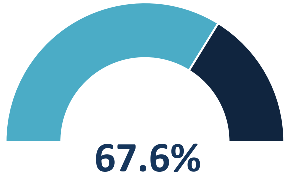
PROPORTION OF LOCAL CARDHOLDER'S SPENDING THAT GOES TO LOCAL MERCHANTS

High percentages presume that local cardholders are happy with local options

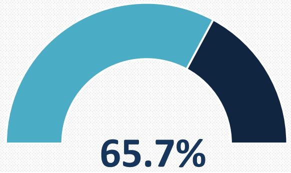


RETAIL CATEGORY	PROPORTION OF SPENDING DONE LOCALLY	
ACCOMMODATION	Nelson	20.9%
	New Zealand Avg	18.7%
APPAREL	Nelson	59.9%
	New Zealand Avg	53.7%
DEPARTMENT STORES	Nelson	68.2%
	New Zealand Avg	65.4%
ELECTRICAL / APPLIANCES	Nelson	76.5%
	New Zealand Avg	62.6%
FOOD AND BEVERAGE SERVICES	Nelson	55.5%
	New Zealand Avg	57.9%
FURNITURE/FLOORING	Nelson	79.5%
	New Zealand Avg	57.5%
HARDWARE/HOMEWARE	Nelson	80.1%
	New Zealand Avg	65.9%
OTHER	Nelson	66.1%
	New Zealand Avg	64.0%
RECREATIONAL	Nelson	65.4%
	New Zealand Avg	55.6%
SPECIALISED FOOD / LIQUOR	Nelson	63.3%
	New Zealand Avg	68.4%
SUPERMARKET AND GROCERY	Nelson	76.9%
	New Zealand Avg	77.9%

OVERALL LOYALTY



Local cardholders spent 67.6% at local merchants this quarter.



New Zealanders spent 65.7% with their local merchants this quarter.

MOST LOYAL CATEGORY

SPENDING

HARDWARE/HOMEWARE

TRANSACTIONS

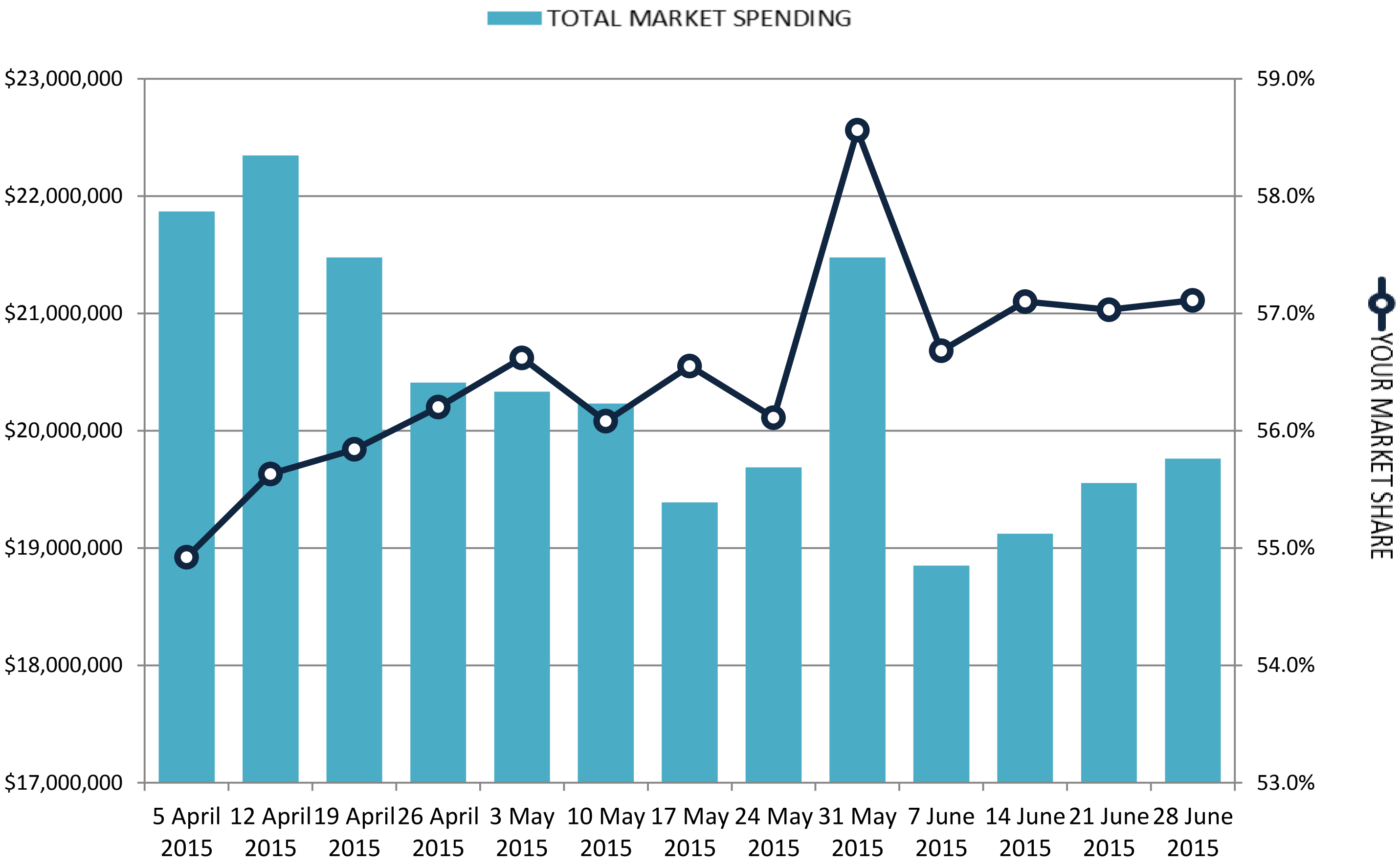
HARDWARE/HOMEWARE

HOW HAS RETAIL ACTIVITY VARIED BY WEEK?

How does this affect planning? Has any event stimulated activity?

TOTAL MARKET SPENDING AND PROPORTION DONE IN YOUR COUNCIL

By Week



BEST PERFORMERS

YOUR HIGHEST TOTAL WEEKLY SPEND

Week of

31 May 2015

YOUR HIGHEST WEEKLY MARKET SHARE

Week of

31 May 2015

WHEN ARE OUR RETAILERS BUSIEST?

Are we managing council resources effectively to match these busy periods?

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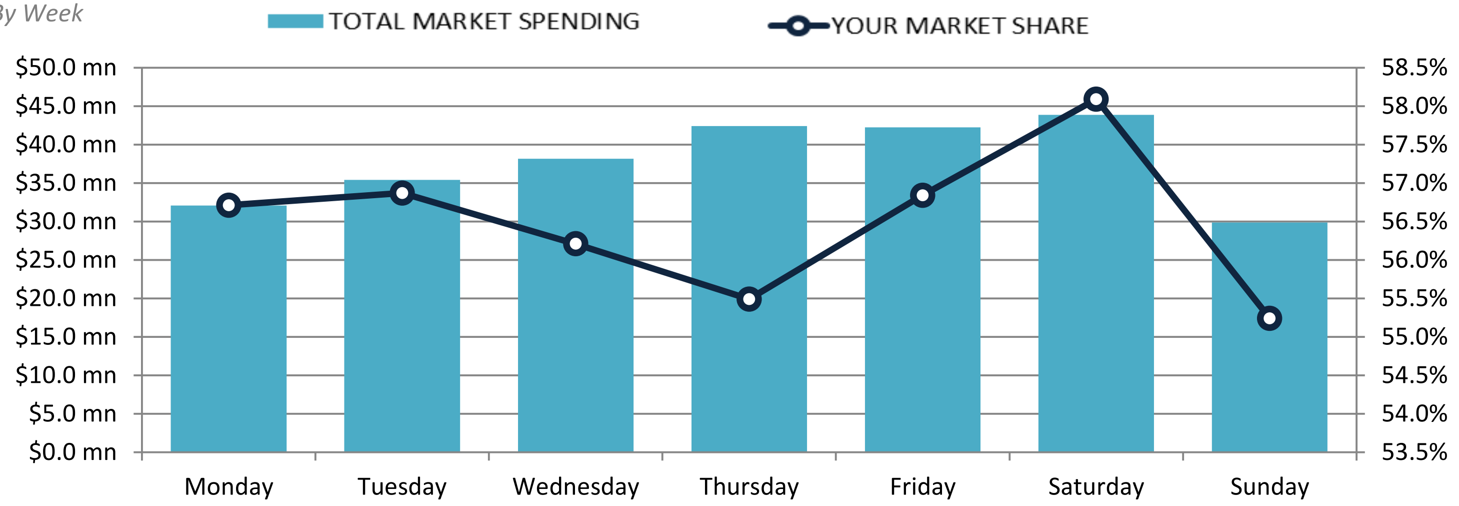
TOTAL MARKET SPENDING AND PROPORTION DONE IN YOUR COUNCIL

By Week



DiSTRIBUTION OF SPENDING AT MERCHANTS IN YOUR COUNCIL AREA - BY TIME OF DAY

The darker the box, the higher the proportion of spending

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	Avg. for Period
Midnight - 4am	0.1%	0.1%	0.2%	0.3%	0.2%	0.6%	2.4%	**0.5%**
4am - 8am	1.4%	1.8%	2.0%	2.2%	1.8%	0.7%	0.7%	**1.5%**
8am - Midday	26.8%	28.1%	25.5%	25.9%	25.4%	26.8%	24.1%	**26.1%**
Midday - 4pm	45.0%	41.0%	40.7%	39.9%	39.5%	46.3%	48.5%	**42.8%**
4pm - 8pm	23.4%	25.1%	26.8%	27.0%	26.9%	19.0%	20.9%	**24.2%**
8pm - Midnight	3.4%	4.0%	4.8%	4.8%	6.3%	6.6%	3.3%	**4.9%**
Avg. for Day	**12.2%**	**13.5%**	**14.4%**	**15.8%**	**16.1%**	**17.1%**	**11.0%**	**100.0%**

YOUR BEST PERFORMERS

DAY OF THE WEEK WITH MOST SPENDING

Saturday

DAY OF THE WEEK WITH HIGHEST MARKET SHARE

Saturday

TIME PERIOD WITH HIGHEST PROPORTION OF SPENDING

Midday - 4pm

HOW MUCH ARE LOCALS SPENDING ON THE INTERNET?

Are your local offering sufficient? What does this mean for property prices?

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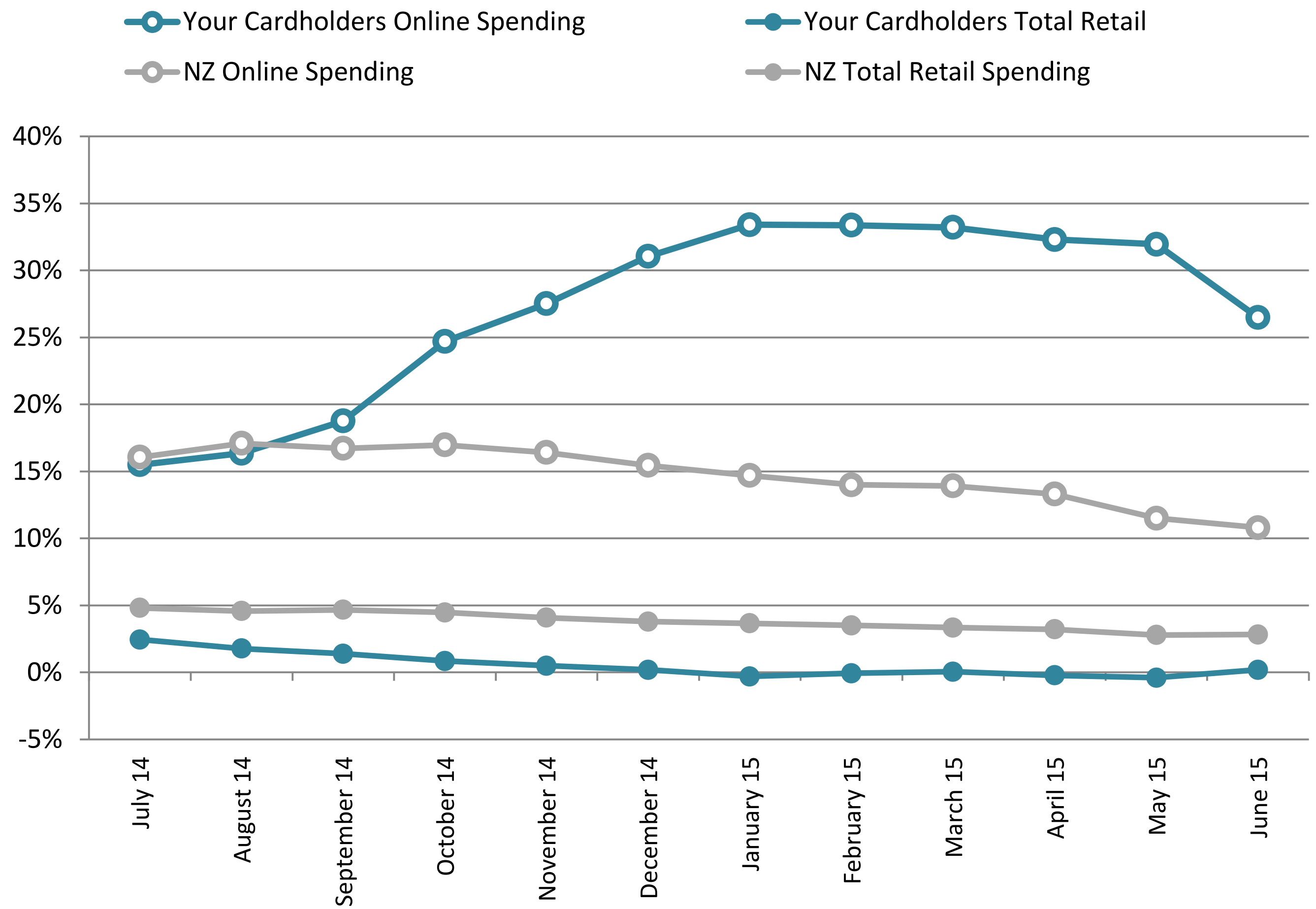
CHANGE IN ONLINE SPENDING VS TOTAL NZ TRENDS

Rolling 12 months change in spending



THE BREAKDOWN

GROWTH IN ONLINE SPENDING (this quarter)

Your Locals	Total NZ
▼ -1.2%	▼ -0.1%

SHARE OF TOTAL RETAIL SPENDING (this quarter)

Your Locals	Total NZ
11.0%	8.9%

% SPENT ON OVERSEAS WEBSITES (this quarter)

Your Locals	Total NZ
34.1%	46.3%

FASTEST GROWING ONLINE CATEGORY (for local cardholders)

Electrical / Appliances