

Retail Headline Updates

Q4 2024 vs Q4 2023

▲ 1%

Cardholder Spend in Nelson

Year to Dec 24

\$535m

Spend total for Nelson by Nelson Cardholders

▲ 11%

International Spend in Nelson

64%

Of the Years Total Spend in Nelson City was by Locals

Summary

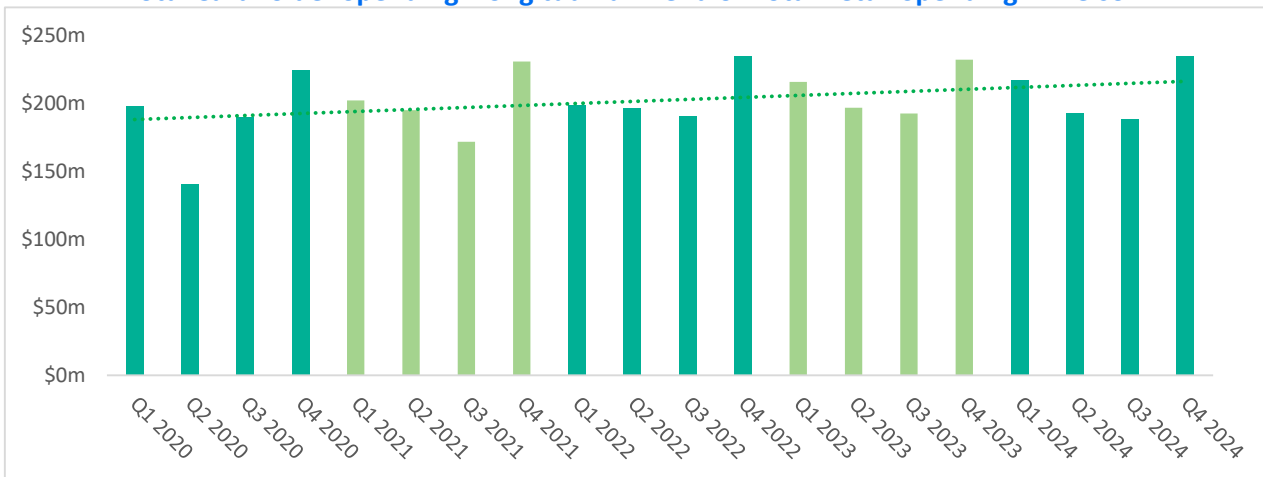
This quarter cardholder spending has increased by 1%, with international spending up 11%. In the year ending Dec 24, 64% of spending was driven by locals, with this figure rising to 70% in Q4.

In Q4, Nelson residents' top spend categories are groceries, department stores, and essentials.

Nelson recorded a net gain of \$9.59 million this quarter, with expenditure from non-locals exceeding what Nelsonians spent elsewhere.

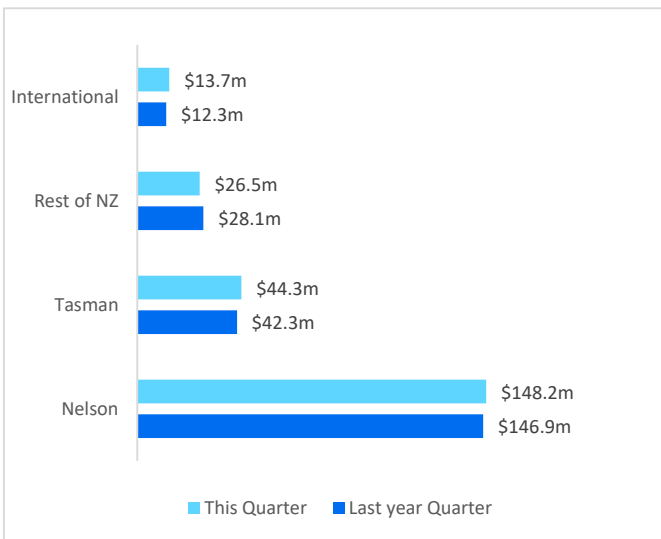
Total Cardholder Spending in Nelson is steadily rising. After a post-holiday dip in Q1 and further decreases in Q2 and Q3, spending spiked during the holiday season.

Total Cardholder Spending: Longitudinal Trend of Total Retail Spending in Nelson



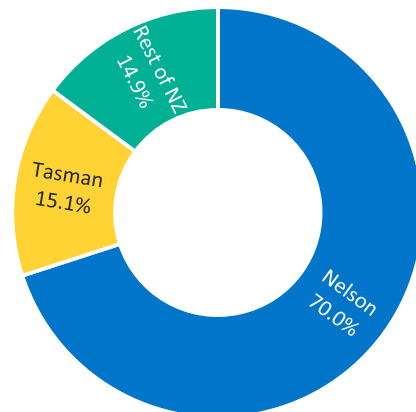
Origin of Cardholder Spend in Nelson:

Comparison of Quarter 4 2023 with Quarter 4 2024.



Nelson Cardholder Spending:

A Breakdown of Where Nelsonians Allocate Their Spending in Quarter 4



Location
Nelson 70%
Tasman 15%
Rest of NZ 15%

Nelson residents spent 70% locally



Flow of Spending in Nelson

By Quarter

Total Inflow **\$73.07**
million

The total amount spent in Nelson from non-locals

Total Outflow **\$63.48**
million

The total amount spent by Nelson in the rest of NZ



Quarter	Inflow	Outflow	Net
Q1 2024	\$67.98m	\$62.47m	\$5.51 m
Q2 2024	\$57.59m	\$55.77m	\$1.81 m
Q3 2024	\$55.85m	\$53.81m	\$2.04 m
Q4 2024	\$73.07m	\$63.48m	\$9.59 m

Net Flow **\$9.59**
million

Total expenditure from non-locals exceeded what Nelsonian's spent elsewhere



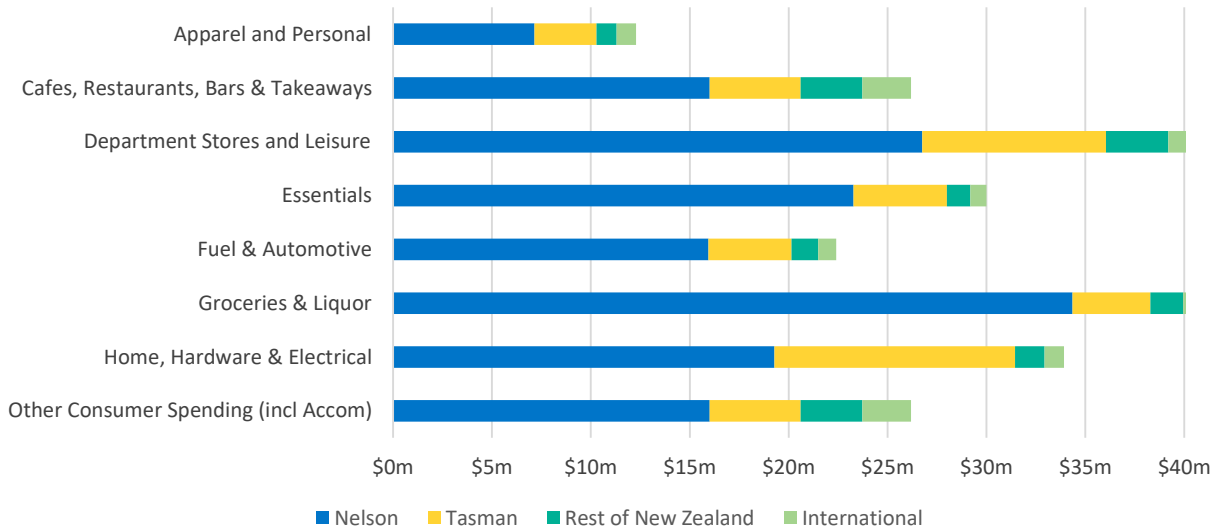
Spend in Nelson by Customer Origin

Quarter 4 2023 vs Quarter 4 2024

Year to Dec 2023 vs Year to Dec 2024

Origin	%	\$	Change	%	\$	Change
Nelson	63.1%	\$148.18m	1%	64.2%	\$534.57m	0%
Tasman	18.8%	\$44.25m	5%	17.9%	\$149.46m	-2%
Marlborough	1.9%	\$4.43m	-6%	2.1%	\$17.47m	0%
Rest of NZ	10.4%	\$24.39m	-5%	10.5%	\$87.56m	-6%
International	5.8%	\$13.65m	11%	5.2%	\$43.69m	7%
Total		\$234.90m	1%		\$832.74m	-1%

Category Breakdown for Quarter 4 in Nelson



Total Cardholder Spend in Region

Merchant Location	Year to Dec 24	Annual Change
City Centre	\$ 194,691,170	-3%
City Fringe	\$ 131,806,247	-2%
Stoke	\$ 86,148,321	1%
Tahunanui	\$ 33,200,686	-1%
Rest of Nelson City	\$ 386,897,491	1%
Richmond CBD	\$ 320,648,806	-3%
Rest of Richmond	\$ 85,268,619	5%
Rest of Tasman	\$ 462,498,372	1%
Total	\$ 1,701,159,711	0%

Cardholder Distribution in Region for Quarter 4

