

Retail Headline Updates

Q3 2024 vs Q3 2023

▼ **2%**

Cardholder Spend in Nelson

Year to Sep 24

64%

Of the Years Total Spend in Nelson City was by Locals

▲ **11%**

International Spend in Nelson

\$533m

Spend total for Nelson by Nelson Cardholders

Summary

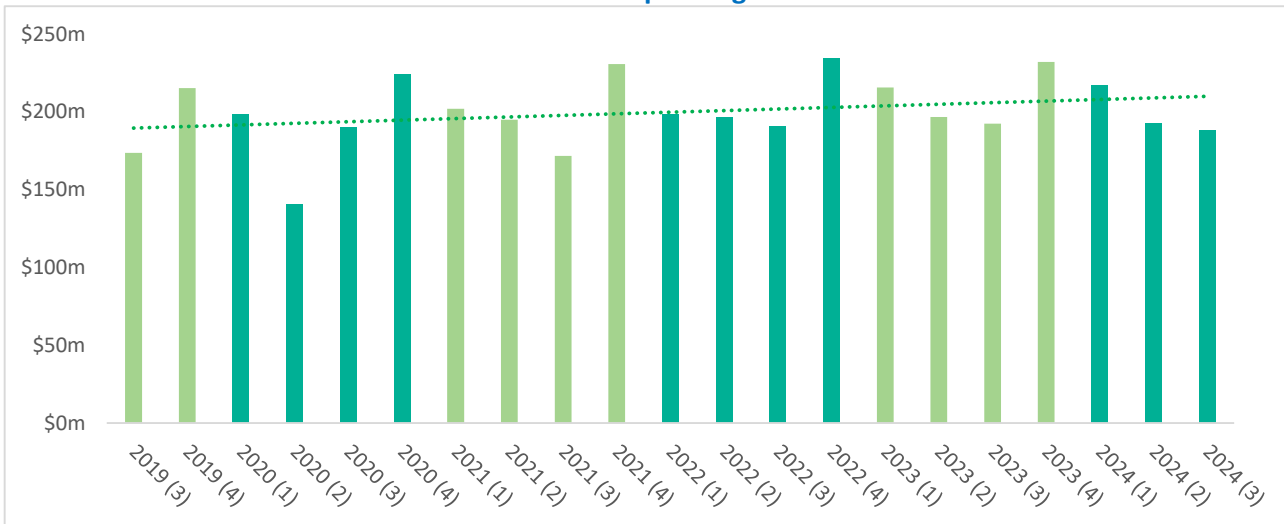
Overall, Total Cardholder Spending in Nelson continues to steadily increase. The first quarter typically sees a post-holiday dip, with further decreases in the second and third quarters, followed by a spike during the holiday season.

Quarterly data shows a 2% decrease in Nelson Cardholder spending. Although, notably international spending has increased 11%.

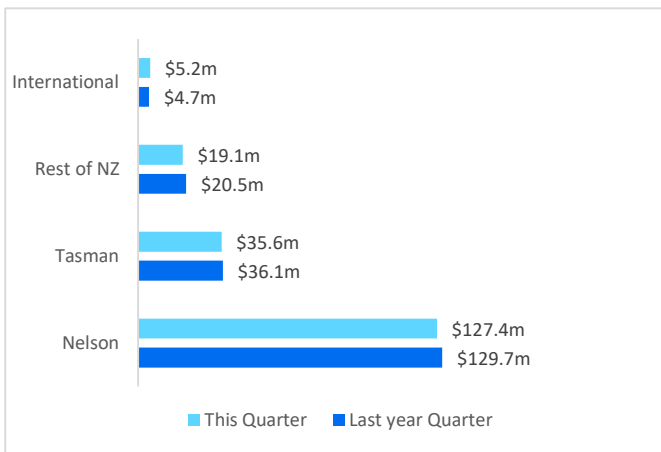
Nelson residents remain the main contributors to local spending.

Data is compared to the same quarter of the previous year, unless stated otherwise.

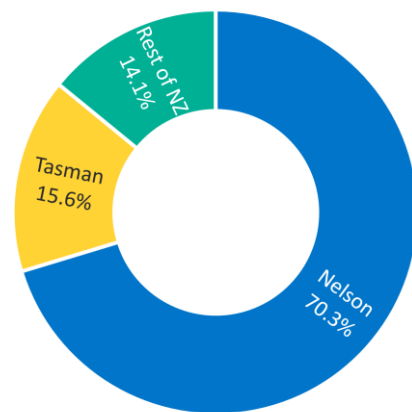
Total Cardholder Spending in Nelson



Origin of Cardholder Spend in Nelson



Nelson Resident Spend by Location



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

Above Left: Origin of Caardholder Spend in Nelson: Comparison of Quarter 3 2023 with Quarter 3 2024.

Above Right: Nelson Cardholder Spending: A Breakdown of Where Nelsonians Allocate Their Spending in Quarter 3.

Location	Percentage
Nelson	70%
Tasman	16%
Rest of NZ	14%

Nelson residents spent 70% locally, up 1% from last quarter

Flow of spending

Total Inflow

The total amount spent in Nelson from non-locals

\$55.85 million



Total Outflow

The total amount spent by Nelson in the rest of NZ

\$53.81 million



Quarter 3 2024 vs Quarter 3 2023

Origin	%	\$	Change
Nelson	67.6%	\$127.36m	-2%
Tasman	18.9%	\$35.58m	-2%
Marlborough	2.2%	\$4.20m	-3%
Rest of NZ	8.5%	\$16.07m	-9%
International	2.7%	\$5.16m	11%
Total		\$188.37m	-2%

Summary

Compared to the same quarter in 2023, spending in the City Centre has dipped, but year-to-date spending across the Nelson Tasman region has held steady.

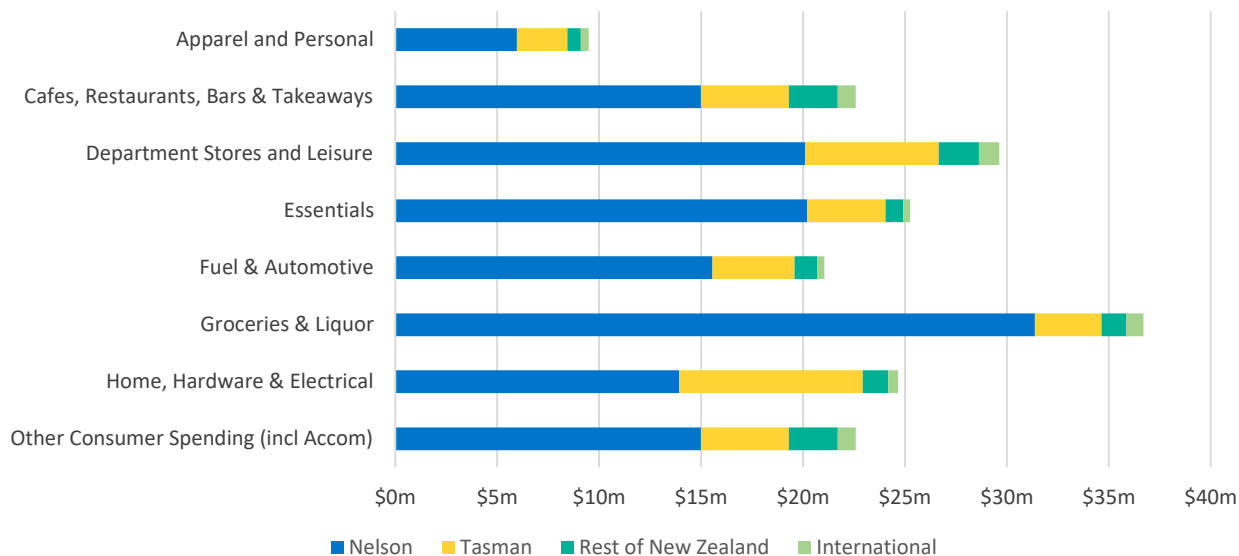
Groceries and liquor continue to be the leading category.

Right: Spend in Nelson by customer origin, top by quarter, bottom by year

Year to June 2024 vs Year to June 2023

Origin	%	\$	Change
Nelson	64.3%	\$533.29m	0%
Tasman	17.8%	\$147.54m	-3%
Marlborough	2.1%	\$17.74m	2%
Rest of NZ	10.7%	\$88.95m	-8%
International	5.1%	\$42.33m	11%
Total		\$829.85m	-1%

Category Breakdown for Quarter 3 in Nelson



Total Cardholder Spend in Region

Merchant Location	Year to Sep 24	Change from Year to Sep 23
City Centre	\$ 195,940,733	-5%
City Fringe	\$ 132,814,796	-2%
Stoke	\$ 85,300,818	1%
Tahunanui	\$ 33,784,862	2%
Rest of Nelson City	\$ 382,005,632	1%
Richmond CBD	\$ 324,817,789	-2%
Rest of Richmond	\$ 85,633,959	7%
Rest of Tasman	\$ 464,267,842	2%
Total	\$ 1,704,566,430	0%

Cardholder Distribution in Region for Quarter 3

