

Retail Headline Updates

Q2 2024 vs Q2 2023

Year to June 24

▼ **3%**

Nelson Cardholder Spend

63%

Of Nelson residents spend was within Nelson City

▲ **4%**

Nelson International Spend

\$515m

Spend total for Nelson by Nelson cardholders

Summary

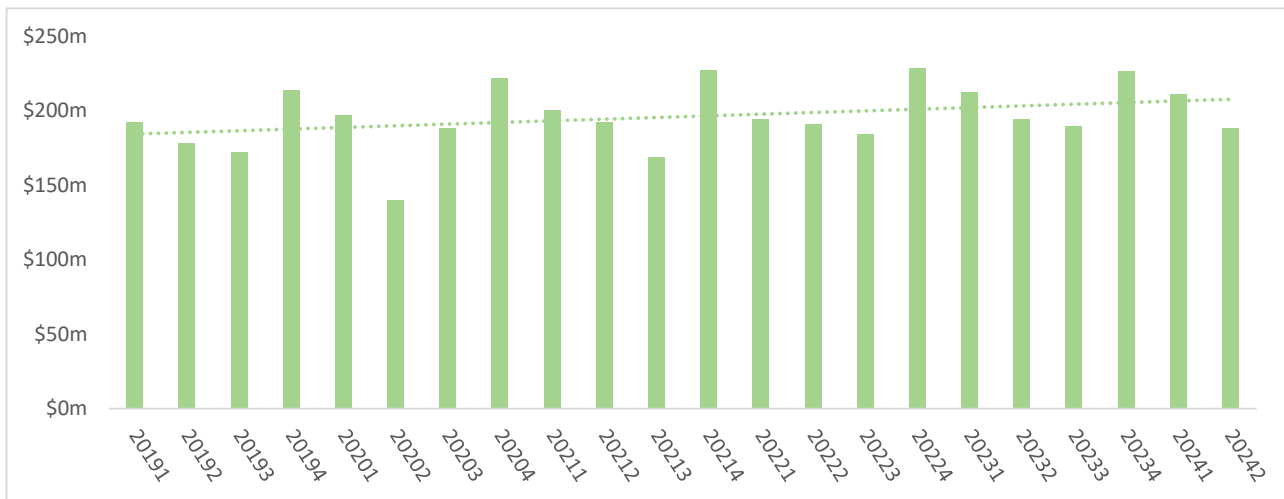
Note: All data is compared with the same quarter from the previous year, unless otherwise specified.

Overall, spending in Nelson is steadily increasing. 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.

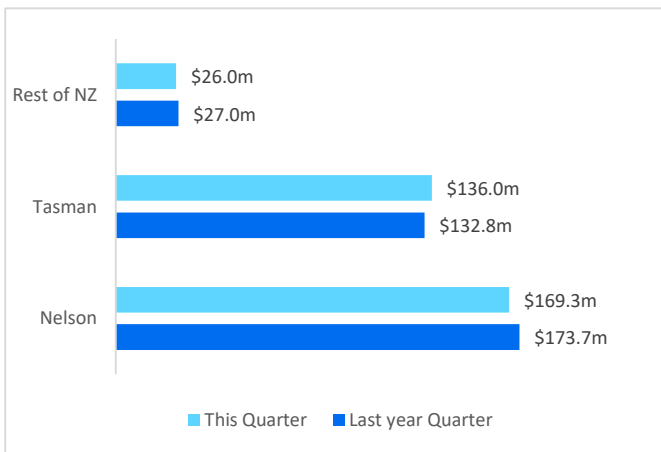
Quarterly data shows a 3% decrease in Nelson Cardholder spending, offset by a 4% rise in international spending.

Nelson residents remain the main contributors to local spending.

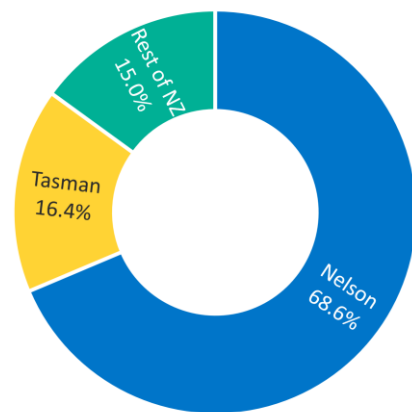
Total Cardholder Spending in Nelson



Nelson Spend Distribution



Nelson Resident Spend by Location



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

Above Left: Nelson Spend Distribution: Comparison of Quarter 2 2023 with Quarter 2 2024.

Above Right: Nelson Cardholder Spending: A Breakdown of Where Nelsonians Allocate Their Spending in Quarter 2.

Location

Nelson	69%
Tasman	16%
Rest of NZ	15%

Nelson residents conduct 69% of their spending



Flow of spending

Total Inflow

The total amount spent in Nelson from non-locals

\$62.20 million



Total Outflow

The total amount spent by Nelson in the rest of NZ

\$55.27 million

Quarter 2 2024 vs Quarter 2 2023

Origin	%	\$	Change
Nelson	66.1%	\$124.38m	-1%
Tasman	18.2%	\$34.14m	-6%
Marlborough	2.3%	\$4.30m	-4%
Rest of NZ	9.9%	\$18.68m	-13%
International	3.5%	\$6.60m	4%
Total		\$188.09m	-3%

Summary

When compared with the same quarter of 2023 spending has remained steady for customers in the Top of the South. Notably, international spending has increased by 22% compared to the previous year.

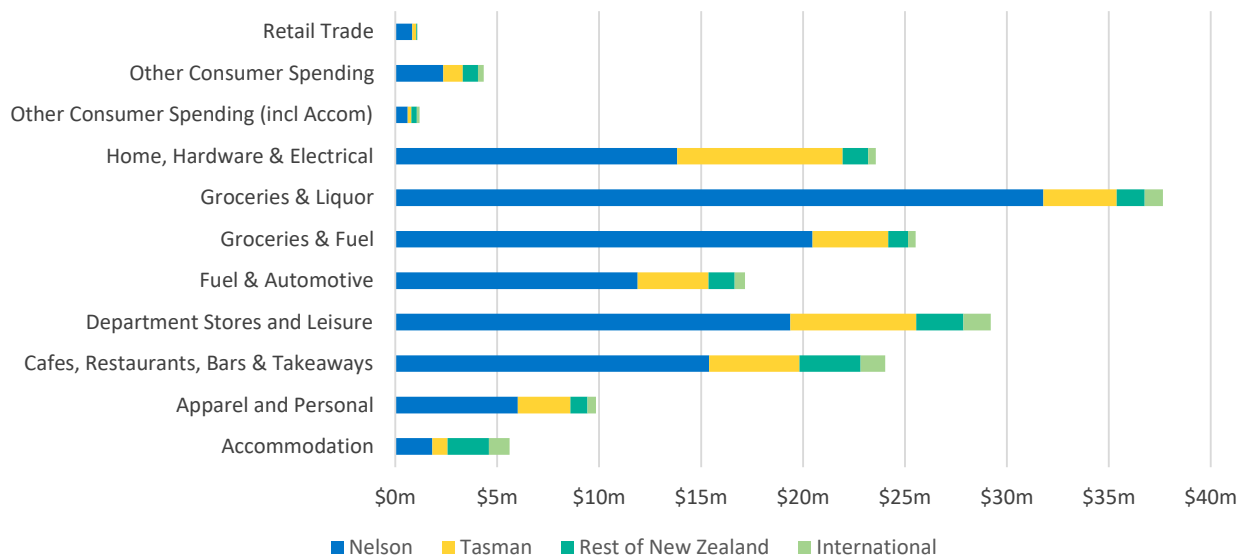
Groceries and liquor continue to dominate the category breakdown.

Despite a decrease in City Centre expenditure, when compared with the year to June 2023 changes are steady.

Year to June 2024 vs Year to June 2023

Origin	%	\$	Change
Nelson	63.2%	\$515.36m	0%
Tasman	17.8%	\$145.55m	-2%
Marlborough	2.2%	\$17.72m	5%
Rest of NZ	11.1%	\$90.56m	-10%
International	5.7%	\$46.47m	22%
Total		\$815.65m	0%

Category Breakdown for Quarter 2 in Nelson City



Total Cardholder Spend in Region

Merchant Location	Year to Jun 24	Change from Year to Jun 23
City Centre	\$ 199,876,107	-4%
City Fringe	\$ 135,115,349	0%
Rest of Nelson City	\$ 367,210,889	3%
Stoke	\$ 85,507,607	0%
Tahunanui	\$ 33,915,135	0%
Rest of Richmond	\$ 83,440,106	7%
Rest of Tasman	\$ 448,899,940	0%
Richmond CBD	\$ 331,992,628	0%
Total	\$ 1,685,957,760	2%

Cardholder Distribution in Region for Quarter 2

