

Browns Bay Summary

February 2023

PRECINCT

Browns Bay

Spend	\$12.9M	+11.0%
Transactions	299.8K	+9.0%

REGION

Auckland Region

Spend	\$1,887.0M	+11.3%
Transactions	38.4M	+7.9%

NATIONAL

New Zealand

Spend	\$5,730.5M	+11.0%
Transactions	119.3M	+8.8%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$160.2M	+9.9%
Transactions	3.6M	+5.6%

REGION

Auckland Region

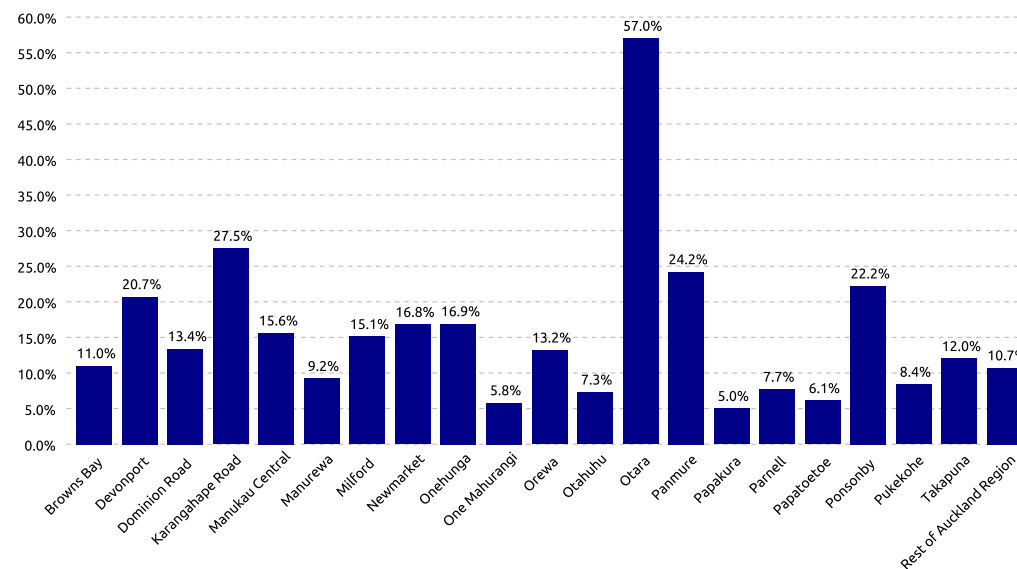
Spend	\$24,446.0M	+15.3%
Transactions	491.0M	+9.5%

NATIONAL

New Zealand

Spend	\$73,481.8M	+10.7%
Transactions	1,499.1M	+5.0%

PRECINCT SPEND GROWTH

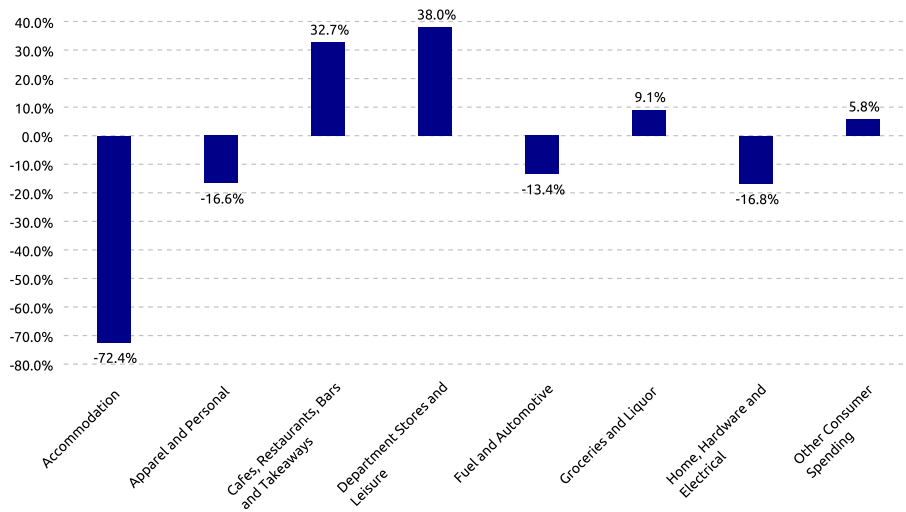


Highest Growth:	Otara	+57.0%
Lowest Growth:	Papakura	+5.0%

NOTEWORTHY DATES DURING FEBRUARY 2023

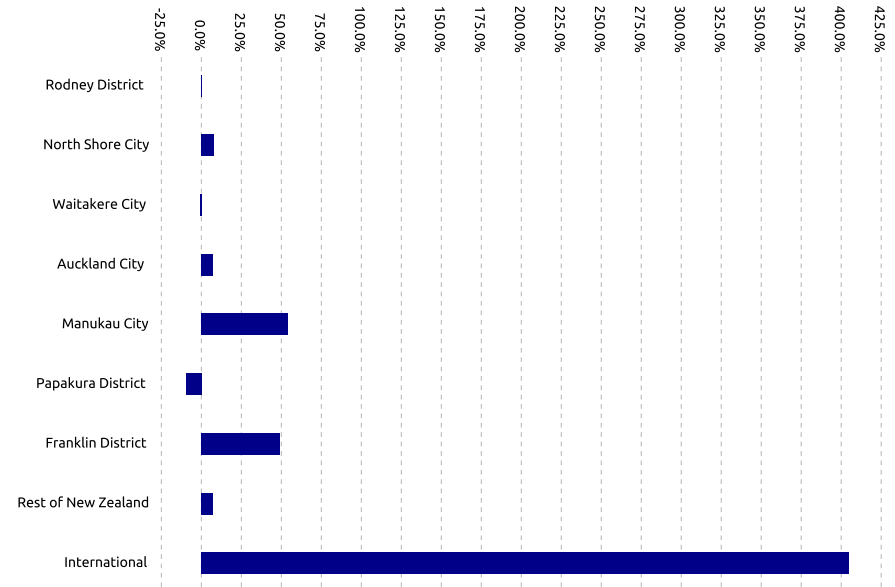
Highest Day	Lowest Day	Average Day
Sat, 11 Feb	Mon, 13 Feb	\$459.2K
\$725.1K	\$221.6K	10.7K Transactions

STORETYPE SPEND GROWTH



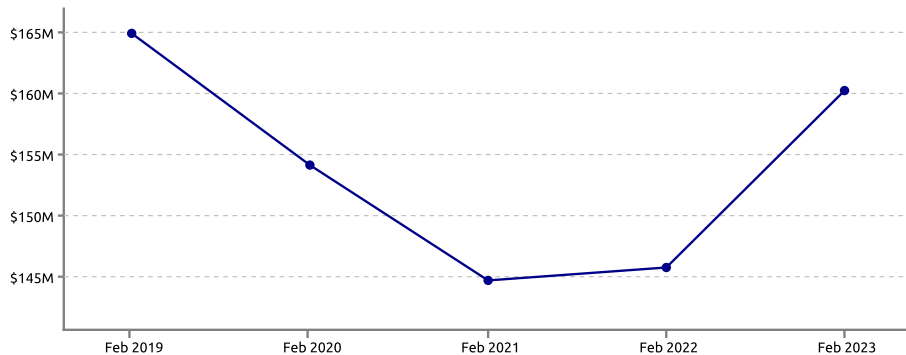
Highest Growth:	Department Stores and Leisure	+38.0%
Lowest Growth:	Accommodation	-72.4%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	International	+404.8%
Lowest Growth:	Papakura District	-9.4%

SPEND OVER LAST 5 YEARS. YE FEBRUARY



Average Annual Growth:	(over 4 years to Feb 2023)	-0.5%
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Reading the Report

Data Source: This data is derived from Worldline terminal electronic card spending and represents estimated total cardholder spending in New Zealand.

Exclusions: Spending figures include GST; no allowance has been made for non-card purchases, online purchases or inflation.

Definitions: All parameters have been mutually agreed with the client and are the same as that used in the online Tool.

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