

# Browns Bay Summary



## February 2024

### PRECINCT

#### Browns Bay

Spend	\$13.8M	+5.5%
Transactions	322.9K	+7.3%

### REGION

#### Auckland Region

Spend	\$2,086.3M	+6.2%
Transactions	43.8M	+8.7%

### NATIONAL

#### New Zealand

Spend	\$6,333.7M	+7.3%
Transactions	133.1M	+7.9%

## Last 12 Months

### PRECINCT

#### Browns Bay

Spend	\$171.1M	+5.1%
Transactions	3.9M	+7.9%

### REGION

#### Auckland Region

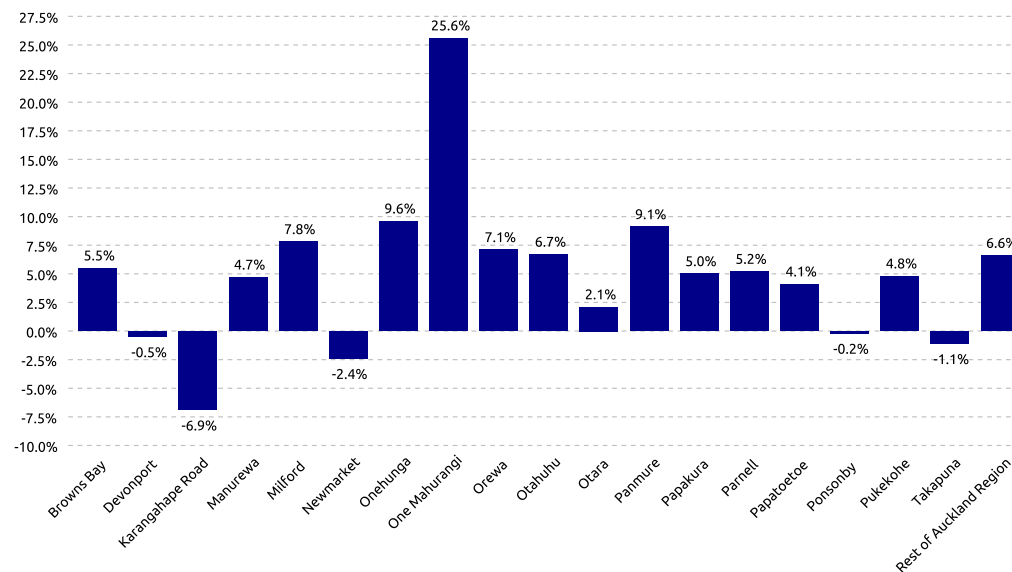
Spend	\$26,288.0M	+3.9%
Transactions	540.1M	+5.9%

### NATIONAL

#### New Zealand

Spend	\$78,357.6M	+4.1%
Transactions	1,627.4M	+5.6%

## PRECINCT SPEND GROWTH



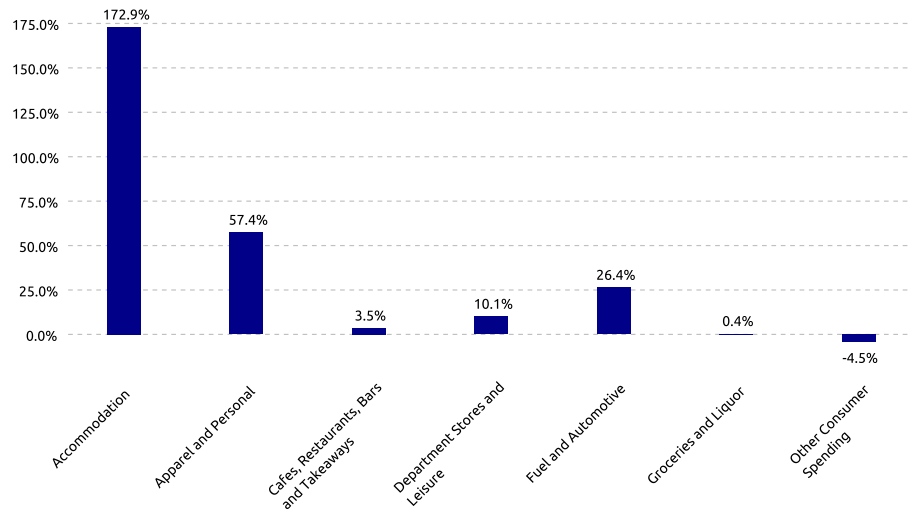
<b>Highest Growth:</b>	One Mahurangi	+25.6%
<b>Lowest Growth:</b>	Karangahape Road	-6.9%

## NOTEWORTHY DATES DURING FEBRUARY 2024

Highest Day	Lowest Day	Average Day
Sat, 17 Feb	Mon, 19 Feb	\$476.4K
\$584.8K	\$359.4K	11.1K Transactions

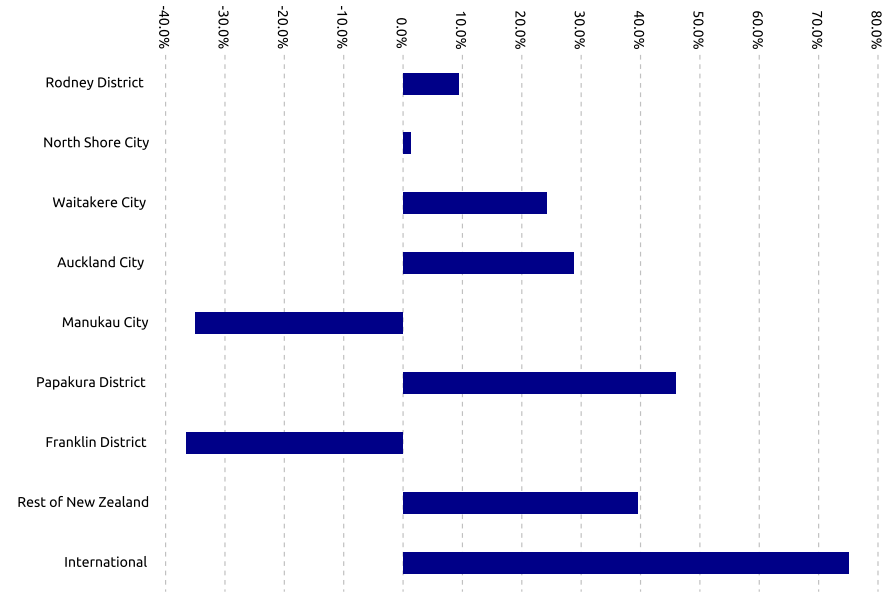
All growth rates are compared with equivalent period last year, unless stated otherwise

## STORETYPE SPEND GROWTH



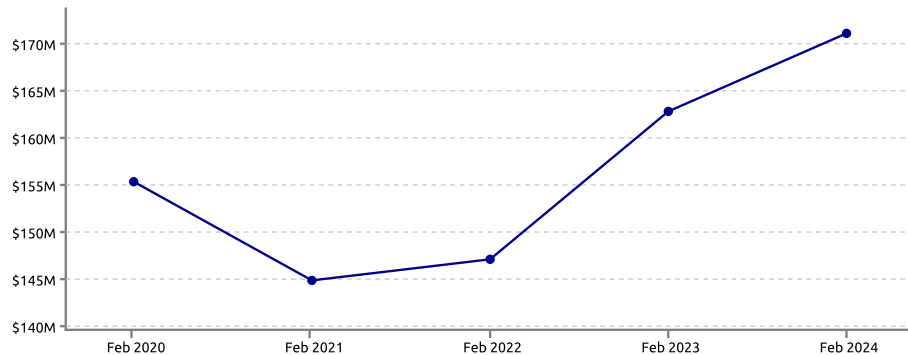
<b>Highest Growth:</b>	Accommodation	+172.9%
<b>Lowest Growth:</b>	Other Consumer Spending	-4.5%

## CUSTOMER ORIGIN SPEND GROWTH



<b>Highest Growth:</b>	International	+75.1%
<b>Lowest Growth:</b>	Franklin District	-36.5%

## SPEND OVER LAST 5 YEARS. YE FEBRUARY



<b>Average Annual Growth:</b>	(over 4 years to Feb 2024)	+2.6%
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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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