

Browns Bay Summary



March 2024

PRECINCT

Browns Bay

Spend	\$14.1M	-3.1%
Transactions	324.3K	-4.5%

REGION

Auckland Region

Spend	\$2,198.3M	-2.1%
Transactions	45.9M	-2.9%

NATIONAL

New Zealand

Spend	\$6,674.7M	+0.4%
Transactions	139.1M	-1.4%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$170.6M	+3.8%
Transactions	3.9M	+6.0%

REGION

Auckland Region

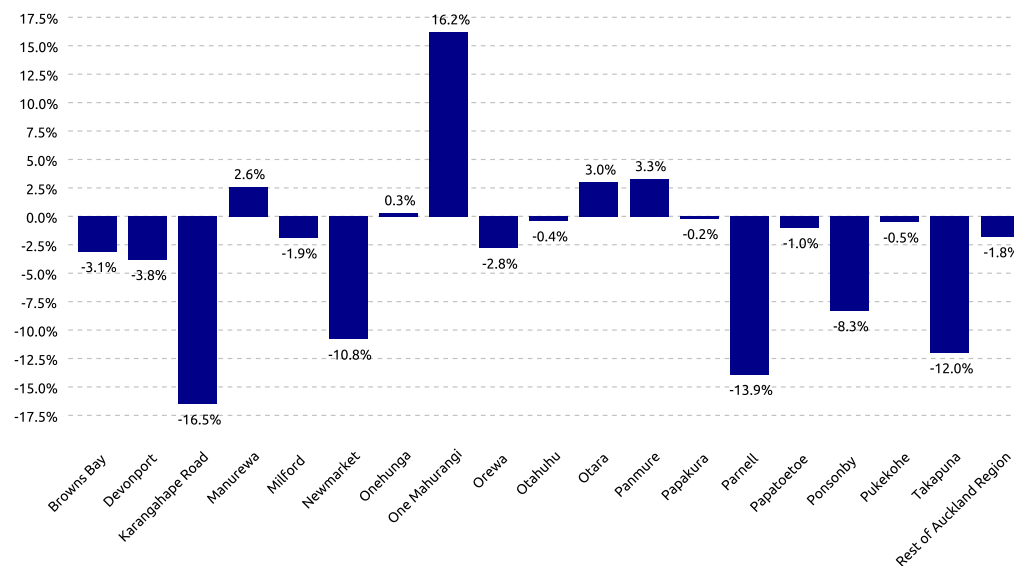
Spend	\$26,236.2M	+2.5%
Transactions	538.8M	+4.0%

NATIONAL

New Zealand

Spend	\$78,262.6M	+2.8%
Transactions	1,622.4M	+3.8%

PRECINCT SPEND GROWTH



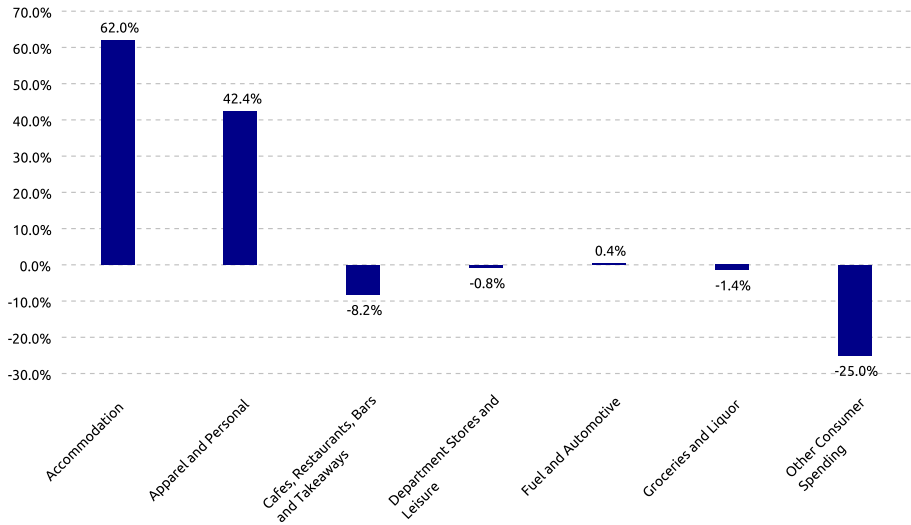
Highest Growth:	One Mahurangi	+16.2%
Lowest Growth:	Karangahape Road	-16.5%

NOTEWORTHY DATES DURING MARCH 2024

Highest Day	Lowest Day	Average Day
Thu, 28 Mar	Fri, 29 Mar	\$456.2K
\$675.3K	\$118.4K	10.5K Transactions

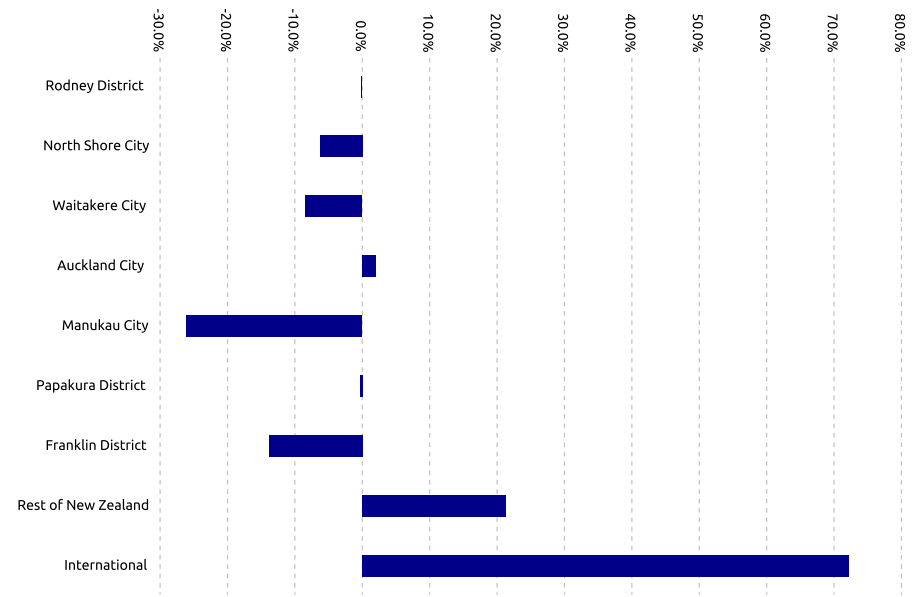
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



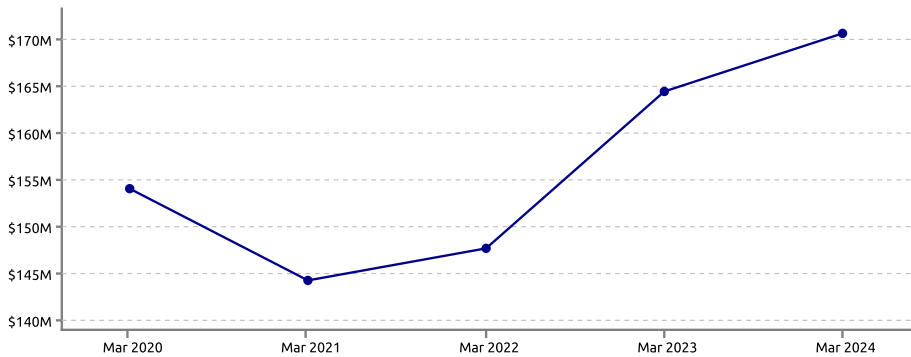
Highest Growth:	Accommodation	+62.0%
Lowest Growth:	Other Consumer Spending	-25.0%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	International	+72.2%
Lowest Growth:	Manukau City	-26.1%

SPEND OVER LAST 5 YEARS. YE MARCH



Average Annual Growth:	(over 4 years to Mar 2024)	+2.7%
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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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