

Browns Bay Summary



April 2024

PRECINCT

Browns Bay

Spend	\$13.4M	-0.3%
Transactions	314.3K	+2.4%

REGION

Auckland Region

Spend	\$2,076.6M	-0.6%
Transactions	43.6M	+2.2%

NATIONAL

New Zealand

Spend	\$6,280.3M	+0.4%
Transactions	131.5M	+1.4%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$170.6M	+3.3%
Transactions	3.9M	+5.4%

REGION

Auckland Region

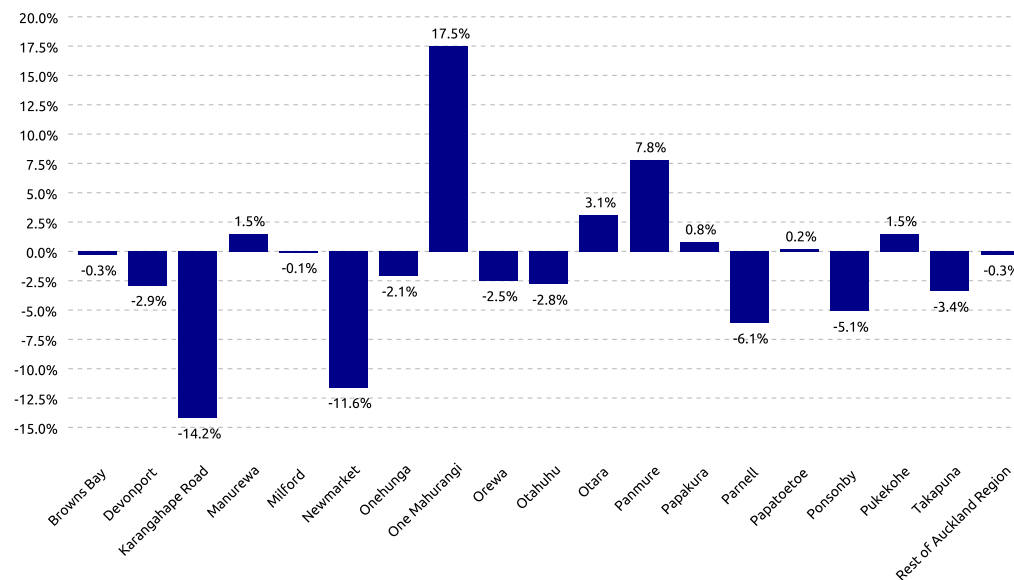
Spend	\$26,237.8M	+2.0%
Transactions	540.0M	+3.6%

NATIONAL

New Zealand

Spend	\$78,317.1M	+2.4%
Transactions	1,625.0M	+3.3%

PRECINCT SPEND GROWTH



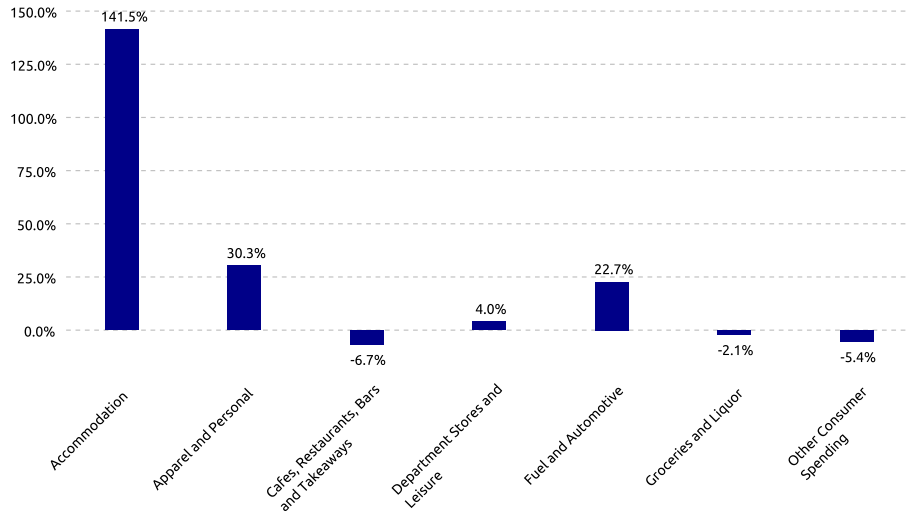
Highest Growth:	One Mahurangi	+17.5%
Lowest Growth:	Karangahape Road	-14.2%

NOTEWORTHY DATES DURING APRIL 2024

Highest Day	Lowest Day	Average Day
Sat, 13 Apr	Thu, 25 Apr	\$447.1K
\$544.4K	\$314.3K	10.5K Transactions

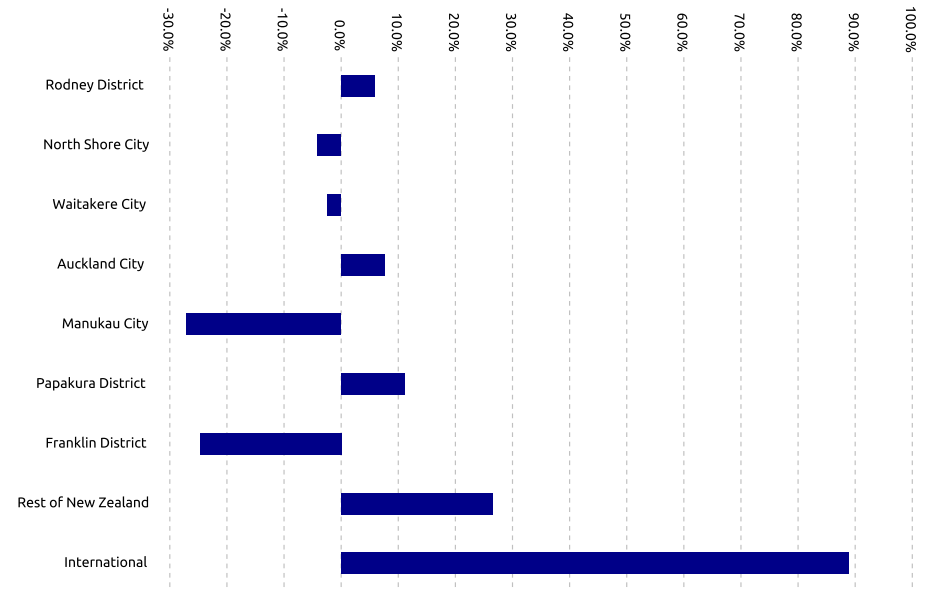
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



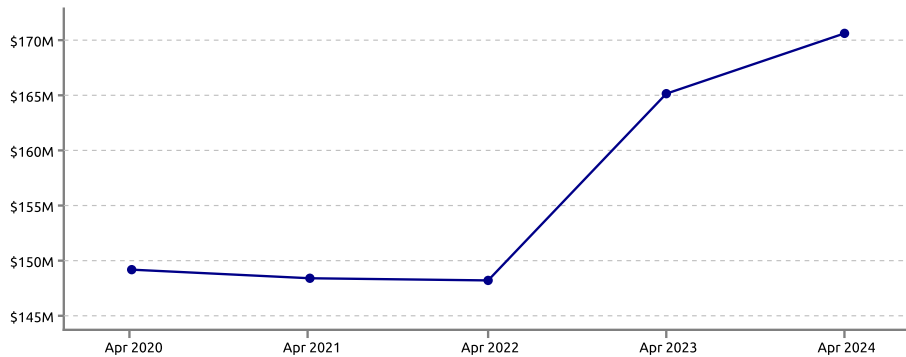
Highest Growth:	Accommodation	+141.5%
Lowest Growth:	Cafes, Restaurants, Bars and Takeaways	-6.7%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	International	+88.9%
Lowest Growth:	Manukau City	-27.1%

SPEND OVER LAST 5 YEARS. YE APRIL



Average Annual Growth:	(over 4 years to Apr 2024)	+3.5%
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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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