

# Browns Bay Summary



## July 2024

### PRECINCT

#### Browns Bay

Spend	\$13.2M	-4.3%
Transactions	309.7K	-2.6%

### REGION

#### Auckland Region

Spend	\$2,031.2M	-3.3%
Transactions	43.6M	+0.0%

### NATIONAL

#### New Zealand

Spend	\$6,076.7M	-2.0%
Transactions	129.8M	-0.5%

## Last 12 Months

### PRECINCT

#### Browns Bay

Spend	\$169.7M	+0.6%
Transactions	3.9M	+1.8%

### REGION

#### Auckland Region

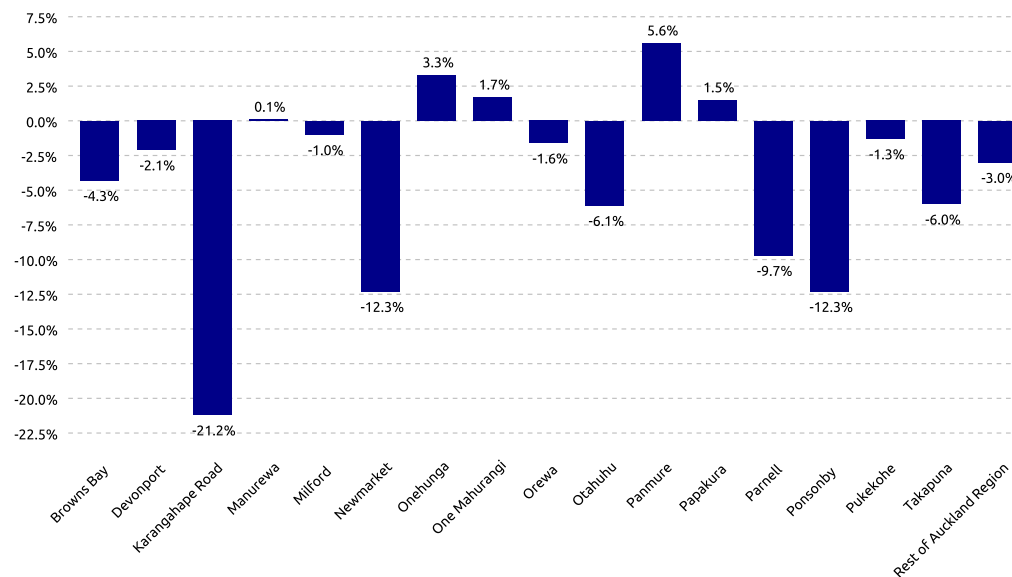
Spend	\$26,149.8M	+1.0%
Transactions	540.6M	+2.2%

### NATIONAL

#### New Zealand

Spend	\$78,244.8M	+1.7%
Transactions	1,624.6M	+1.9%

## PRECINCT SPEND GROWTH



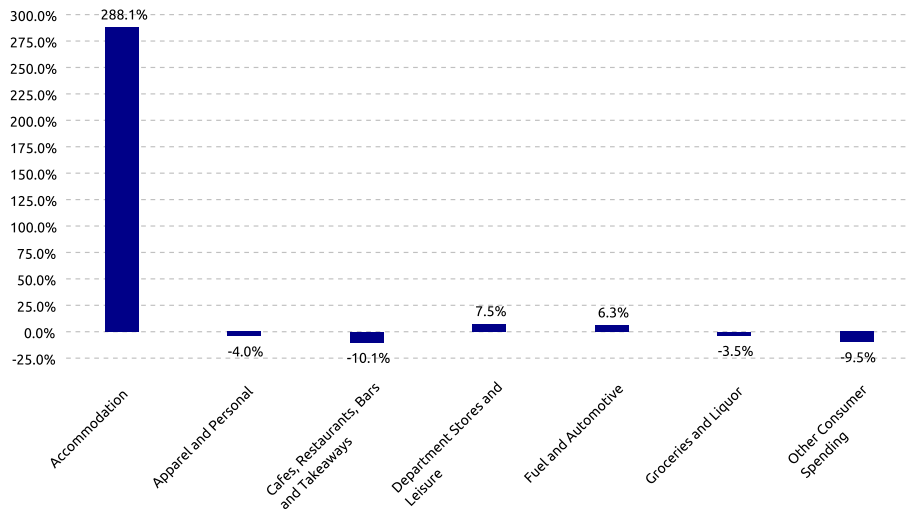
<b>Highest Growth:</b>	Panmure	+5.6%
<b>Lowest Growth:</b>	Karangahape Road	-21.2%

## NOTEWORTHY DATES DURING JULY 2024

Highest Day	Lowest Day	Average Day
Sat, 27 Jul	Mon, 15 Jul	\$426.6K
\$560.1K	\$280.4K	10.0K Transactions

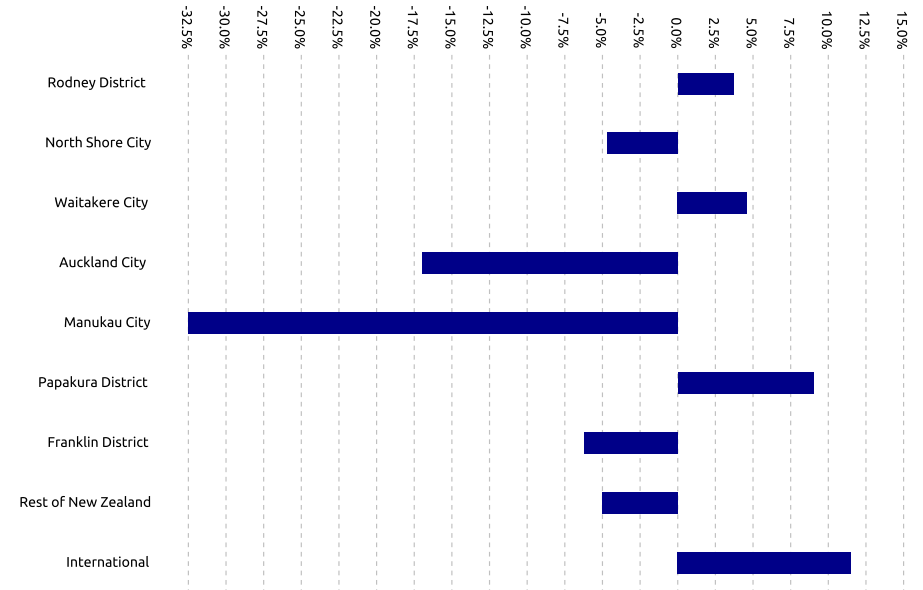
All growth rates are compared with equivalent period last year, unless stated otherwise

## STORETYPE SPEND GROWTH



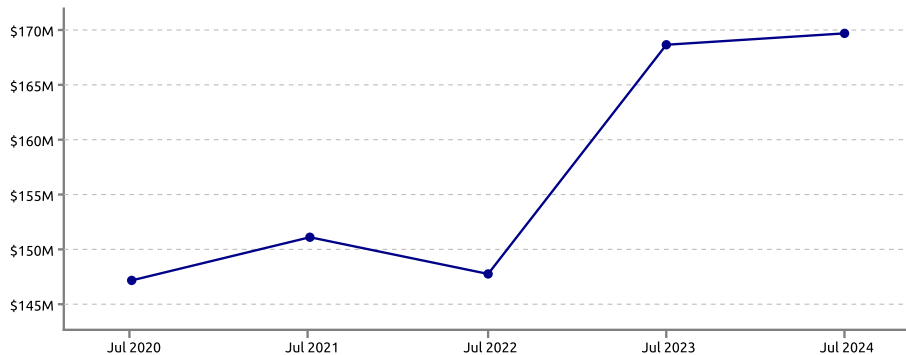
<b>Highest Growth:</b>	Accommodation	+288.1%
<b>Lowest Growth:</b>	Cafes, Restaurants, Bars and Takeaways	-10.1%

## CUSTOMER ORIGIN SPEND GROWTH



<b>Highest Growth:</b>	International	+11.5%
<b>Lowest Growth:</b>	Manukau City	-32.5%

## SPEND OVER LAST 5 YEARS. YE JULY



<b>Average Annual Growth:</b>	(over 4 years to Jul 2024)	+3.8%
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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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