

Browns Bay Summary



June 2024

PRECINCT

Browns Bay

Spend	\$13.2M	-4.0%
Transactions	307.6K	-3.0%

REGION

Auckland Region

Spend	\$2,036.1M	-3.0%
Transactions	43.1M	-2.1%

NATIONAL

New Zealand

Spend	\$5,960.6M	-2.7%
Transactions	126.7M	-2.7%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$170.3M	+1.4%
Transactions	3.9M	+2.6%

REGION

Auckland Region

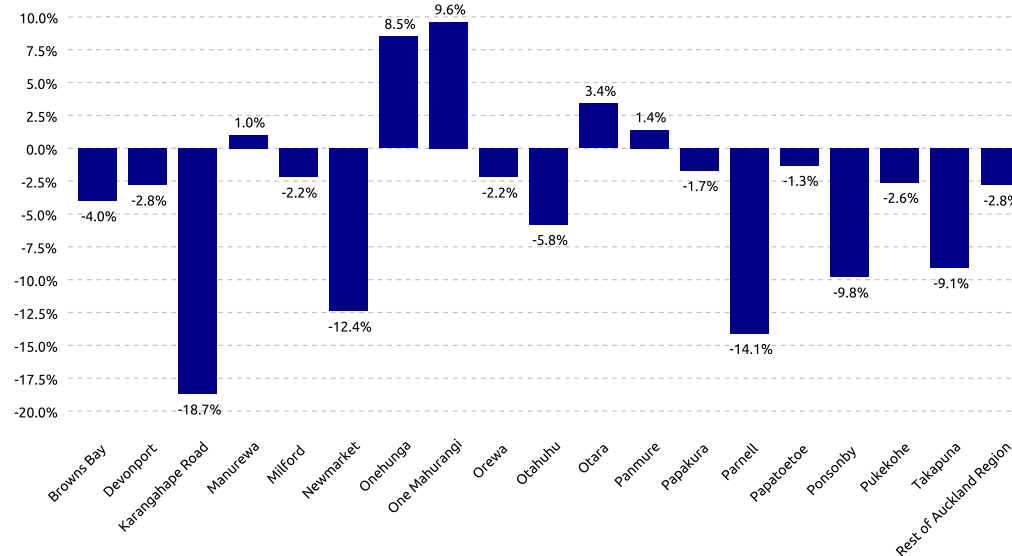
Spend	\$26,216.1M	+1.3%
Transactions	540.6M	+2.5%

NATIONAL

New Zealand

Spend	\$78,376.4M	+2.0%
Transactions	1,625.8M	+2.2%

PRECINCT SPEND GROWTH



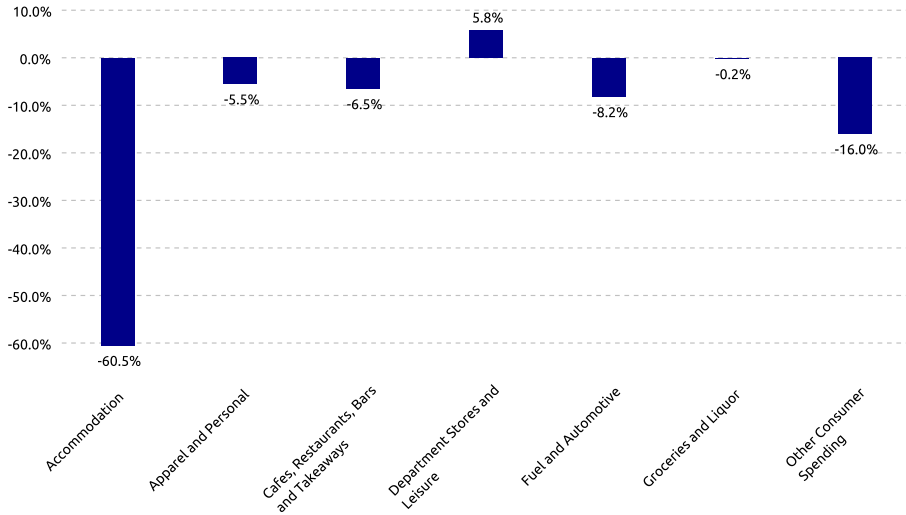
Highest Growth:	One Mahurangi	+9.6%
Lowest Growth:	Karangahape Road	-18.7%

NOTEWORTHY DATES DURING JUNE 2024

Highest Day	Lowest Day	Average Day
Sat, 01 Jun	Mon, 24 Jun	\$438.4K
\$571.9K	\$322.9K	10.3K Transactions

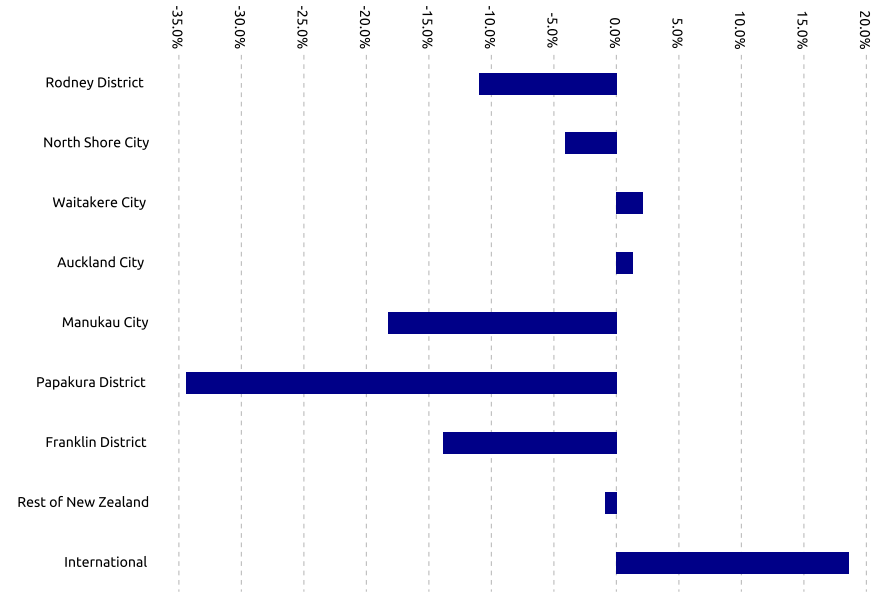
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



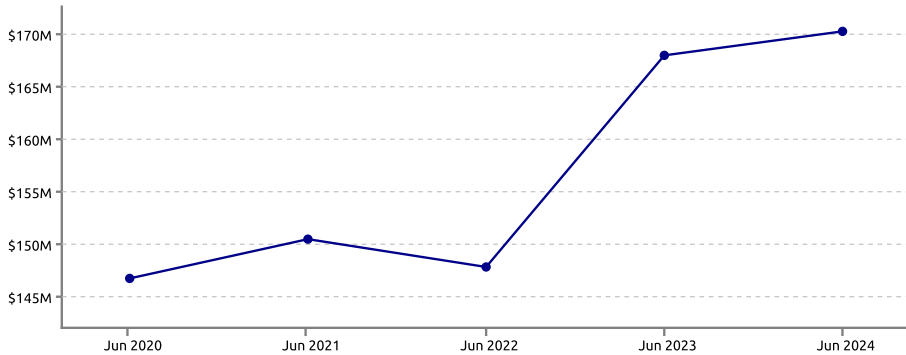
Highest Growth:	Department Stores and Leisure	+5.8%
Lowest Growth:	Accommodation	-60.5%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	International	+18.6%
Lowest Growth:	Papakura District	-34.4%

SPEND OVER LAST 5 YEARS. YE JUNE



Average Annual Growth:	(over 4 years to Jun 2024)	+3.9%
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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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