

Browns Bay Summary



September 2024

PRECINCT

Browns Bay

Spend	\$13.1M	-6.6%
Transactions	313.1K	-2.2%

REGION

Auckland Region

Spend	\$2,005.6M	-6.2%
Transactions	43.1M	-2.2%

NATIONAL

New Zealand

Spend	\$6,014.4M	-5.3%
Transactions	128.7M	-2.6%

Last 12 Months

PRECINCT

Browns Bay

Spend	\$168.5M	-1.0%
Transactions	3.9M	+0.6%

REGION

Auckland Region

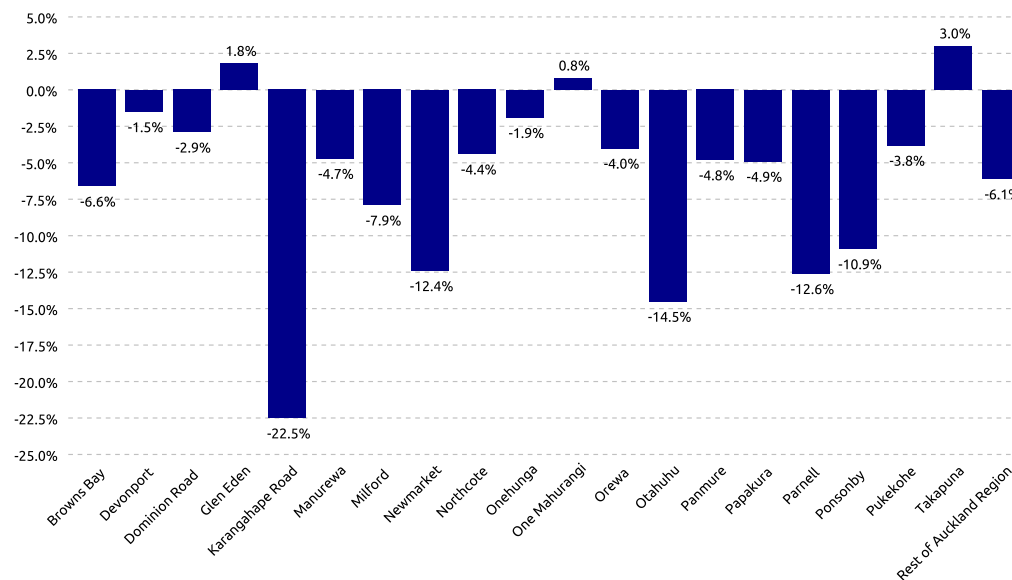
Spend	\$25,968.5M	-0.4%
Transactions	539.7M	+1.4%

NATIONAL

New Zealand

Spend	\$77,967.1M	+0.5%
Transactions	1,622.1M	+1.0%

PRECINCT SPEND GROWTH



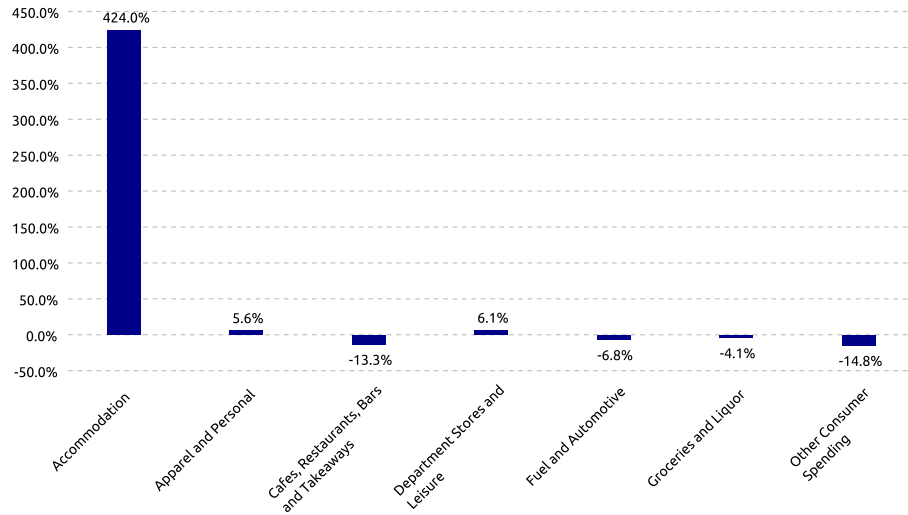
Highest Growth:	Takapuna	+3.0%
Lowest Growth:	Karangahape Road	-22.5%

NOTEWORTHY DATES DURING SEPTEMBER 2024

Highest Day	Lowest Day	Average Day
Sat, 21 Sep	Mon, 16 Sep	\$438.3K
\$564.2K	\$325.6K	10.4K Transactions

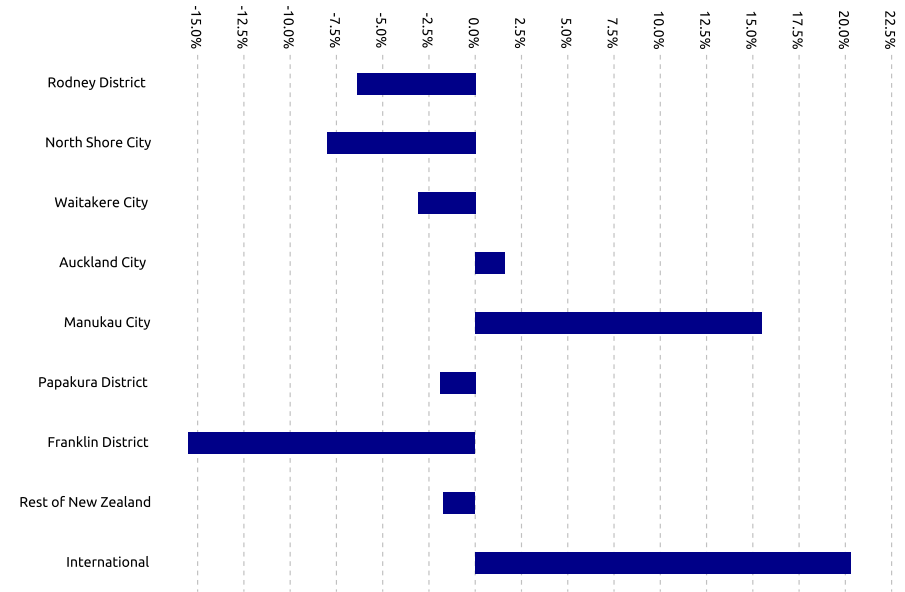
All growth rates are compared with equivalent period last year, unless stated otherwise

STORETYPE SPEND GROWTH



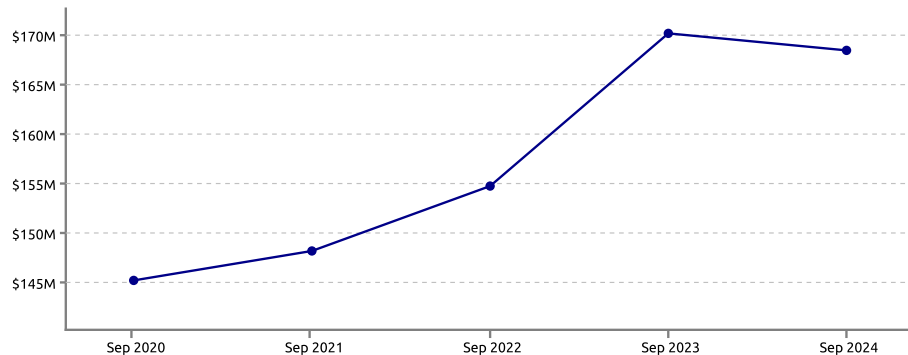
Highest Growth:	Accommodation	+424.0%
Lowest Growth:	Other Consumer Spending	-14.8%

CUSTOMER ORIGIN SPEND GROWTH



Highest Growth:	International	+20.3%
Lowest Growth:	Franklin District	-15.5%

SPEND OVER LAST 5 YEARS. YE SEPTEMBER



Average Annual Growth:	(over 4 years to Sep 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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