



## K Road Business Improvement District

**Event Reporting**

04 December 2014

Prepared for: Auckland Council

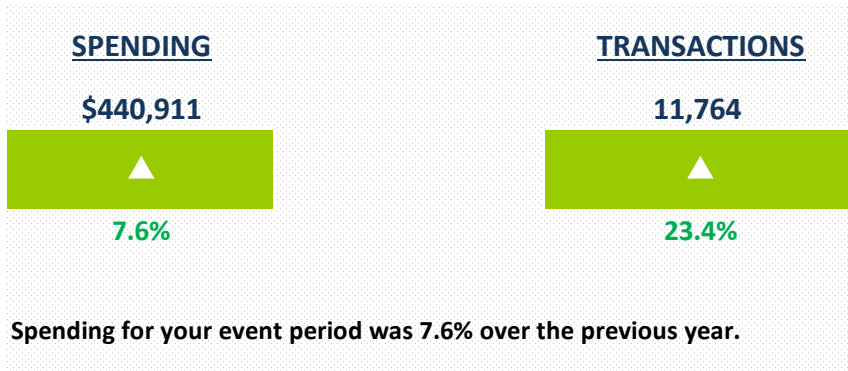
January 2015

# EVENT OVERVIEW

04 December 2014 versus 05 December 2013

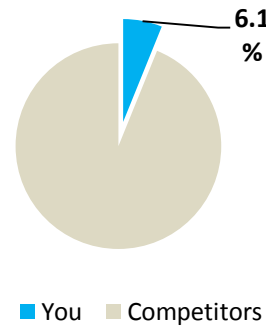
## EVENT ACTIVITY

Changes over same time last year



## MARKET SHARE

Your Share vs Benchmark Group



Market share is your share of spending in the market (yourself and competitors). Your competitors are based on areas you have chosen, or where none have been chosen, it will automatically be the three used in your quarterly reporting.

## COMPARISON TO THE AVERAGE:

Spending was Up for average event period (last 52 weeks)

Of the last 52 weeks, your event period was ranked number 3



### FACT #1

Spending during the event made up 13.5% of your complete weeks total

### FACT 2#

The average transaction value was \$37.48, the average for the complete week was \$40.19

**DAILY ACTIVITY**  
**HIGHEST SPENDING DAY**  
**THURSDAY 4 DECEMBER**  
**HIGHEST MARKET SHARE DAY**  
**THURSDAY 4 DECEMBER**

## LOYALTY AND INFLOW

### SPENDING BY RESIDENTS IN YOUR CATCHMENT



Your catchment made 8.1% of their purchases during the event period, in your BID

Your catchment made 91.9% of their purchases during the event period, outside of your BID

### INCOME FROM CUSTOMERS OUTSIDE YOUR CATCHMENT

Customers living outside your catchment spent \$412,090.14 with your local merchants



# CARDHOLDER ORIGIN



MARKETVIEW  
Precision Market Intelligence

## ORIGIN OF CARDHOLDERS AND CHANGE IN SPENDING

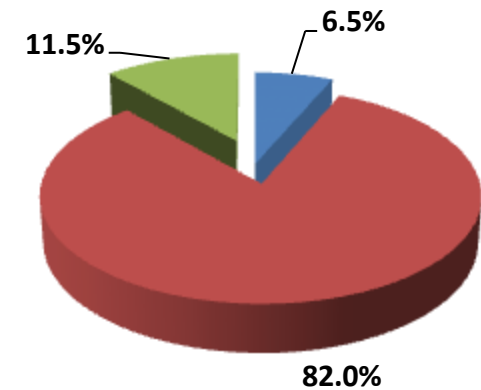
Change in Event Spending vs Same Event Period Last Year



ORIGIN	SHARE	PERFORMANCE	
YOUR CATCHMENT	6.5%	▲	52.0%
UP TO 5KM's	23.0%	▼	-26.7%
UP TO 10KM's	18.5%	▲	22.6%
REST OF REGION	18.6%	▲	9.4%
REST OF NZ	21.9%	▲	27.5%
INTERNATIONAL	11.5%	▲	43.3%

## ORIGIN OF CARDHOLDERS

% share of spending



■ Catchment ■ Rest of NZ ■ International

## LOCATION WITH MOST GROWTH



CATCHMENT

The areas within the map are based on meshblocks, hence the uneven nature of the boundaries. Spending from the inner areas are not included in the outer areas. Performance change is based on spending change.



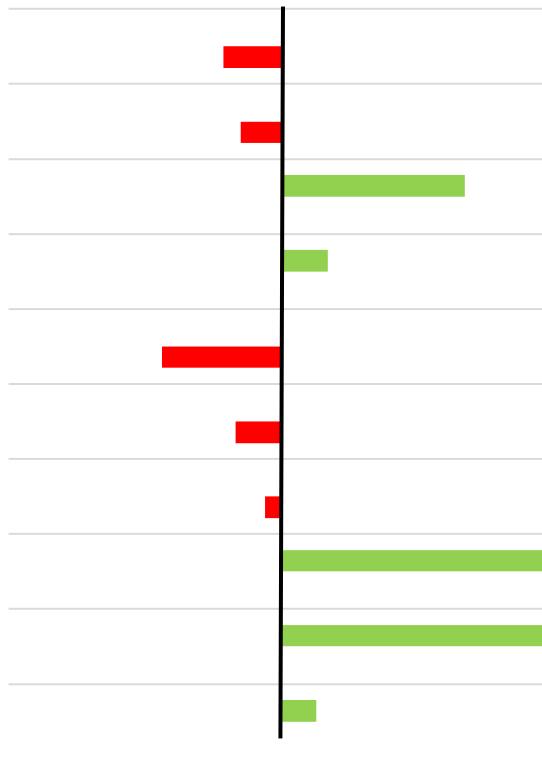
# STORETYPE ACTIVITY

## CHANGE IN SPENDING BY CATEGORY

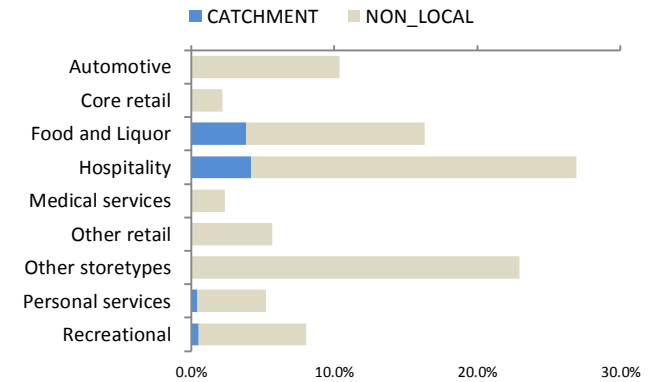
Change in Event Spending vs Same Event Period Last Year

		CHANGE IN SPEND	
	AUTOMOTIVE	▼	-12.8%
	CORE RETAIL	▼	-9.0%
	FOOD AND LIQUOR	▲	40.4%
	HOSPITALITY	▲	10.2%
	MEDICAL SERVICES	▼	-26.3%
	OTHER RETAIL	▼	-10.0%
	OTHER STORETYPES	▼	-3.7%
	PERSONAL SERVICES	▲	68.4%
	RECREATIONAL	▲	66.3%
	TOTAL	▲	7.6%

## CATEGORY PERFORMANCE



## DISTRIBUTION OF SPENDING BY CATEGORY



## TOP PERFORMING SECTORS

Based on Change in Spending

### FOR CATCHMENT CARDHOLDERS



*Recreational*

### FOR NON-LOCAL CARDHOLDERS



*Personal services*

Storetypes are based on categories in the Quarterly reports. For storetype breakdown refer to your Marketview online briefcase.