



Nelson
City Council

Te Kaunihera o
Whakatū

Retail Spend Update June 2026

Retail Headline Updates

**Current Q vs Same Q
Last Year**

▲ 4%

Cardholder Spend in Nelson

**Year to Current
Quarter**

\$850m

Spend total for Nelson by
Nelson Cardholders

▲ 4%

International Spend in
Nelson

61%

Of the Year Total Spend in
Nelson City was by Locals

Quarterly Summary

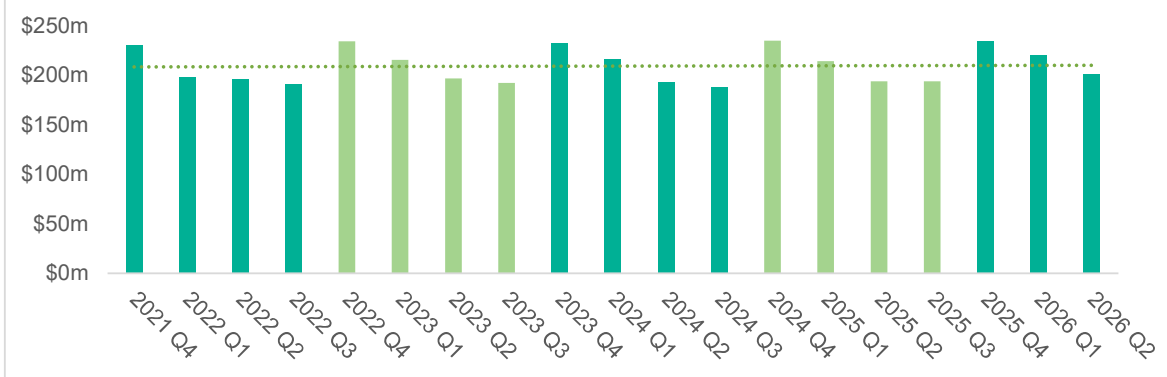
Nelson recorded a net spend gain of \$18 million this quarter, with spending by non-locals exceeding the amount Nelsonians spent elsewhere.

Nelsonians spent 72% locally, Tasman spending in Nelson is up 22%, and International spend saw a 4% lift, all contributing to the overall inflow.

While total cardholder spend is up 4% from the same quarter last year, longitudinal trends suggest growth is beginning to plateau.

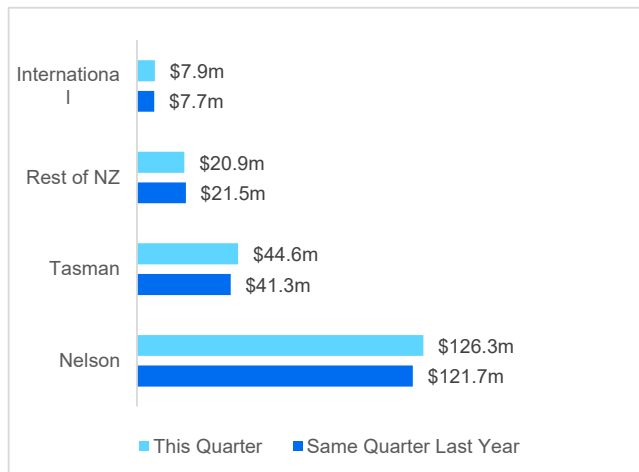
Groceries and liquor remain the top spending categories, with department stores and leisure ranking second.

Total Cardholder Spending: Longitudinal Trend of Total Retail Spending in Nelson



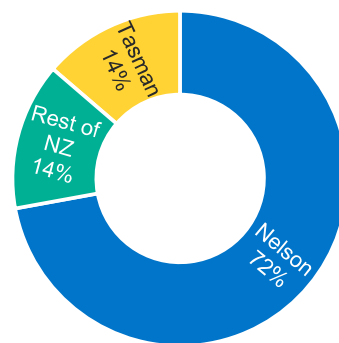
Origin of Cardholder Spend in Nelson:

Current Quarter with Same Quarter Last Year



Nelson Cardholder Spending:

Where Nelsonians Allocate Their Spending in Current Q



Location	Spend	Nelson residents spent
Nelson	\$126.30m	72% locally
Tasman	\$24.00m	
Rest of NZ	\$24.87m	

Flow of Spending in Nelson
By Quarter

Total Inflow \$66.87 million

The total amount spent in Nelson from non-locals

Total Outflow \$48.86 million

The total amount spent by Nelson in the rest of NZ

Quarter	Inflow	Outflow (\$m)	Net
2026 Q2	\$66.87m	\$48.86m	\$18.00 m
2026 Q1	\$75.29m	\$55.20m	\$20.10 m
2025 Q4	\$79.82m	\$53.71m	\$26.11 m
2025 Q3	\$63.59m	\$47.33m	\$16.26 m

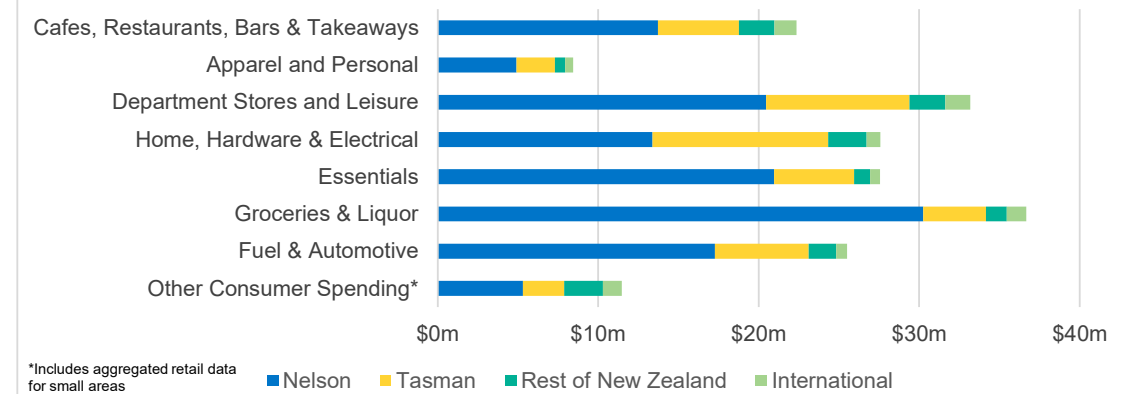
Net Flow \$18 million

Total expenditure from non-locals exceeded what Nelsonian's spent elsewhere in the last

Spend in Nelson by Customer Origin

Origin	Current Q vs Same Q Last Year			YTD Current Q vs YTD Same Q LY		
	%	\$	Change	%	\$	Change
Nelson	62.8%	\$126.30m	4%	60.6%	\$515.22m	-1%
Tasman	22.2%	\$44.61m	8%	21.6%	\$183.30m	13%
Marlborough	1.9%	\$3.86m	-1%	2.0%	\$16.69m	-1%
Rest of NZ	9.1%	\$18.40m	-4%	10.1%	\$85.59m	-2%
International	3.9%	\$7.94m	4%	5.8%	\$48.88m	7%
Total		\$201.11m	4%		\$849.68m	2%

Category Breakdown by Current Quarter in Nelson



Total Cardholder Spend in Region

Merchant Location	Year to Jun 25	Annual Change
City Centre	\$ 197,753,243	3%
City Fringe	\$ 121,232,460	-5%
Stoke	\$ 85,693,355	-2%
Tahunanui	\$ 33,013,274	4%
Rest of Nelson City	\$ 411,987,420	5%
Richmond CBD	\$ 308,852,180	-3%
Rest of Richmond	\$ 97,636,496	15%
Rest of Tasman	\$ 479,612,988	4%
Total	\$ 1,735,781,417	2%

Regional Cardholder Distribution for

