

Retail Headline Updates

Current Q vs Same Q
Last Year

▲ **3%**

Cardholder Spend in Nelson

▲ **6%**

International Spend in
Nelson

Year to Current
Quarter

\$842m

Spend total for Nelson by
Nelson Cardholders

61%

Of the Year Total Spend in
Nelson City was by Locals

Quarterly Summary

Nelson recorded a net spend gain of \$20 million this quarter, with spending by non-locals exceeding the amount Nelsonians spent elsewhere.

Nelsonians spent 69% locally, Tasman spending in Nelson is up 20%, and International spend saw a 6% lift, all contributing to the overall inflow.

While total cardholder spend is up 3% from the same quarter last year, longitudinal trends suggest growth is beginning to plateau.

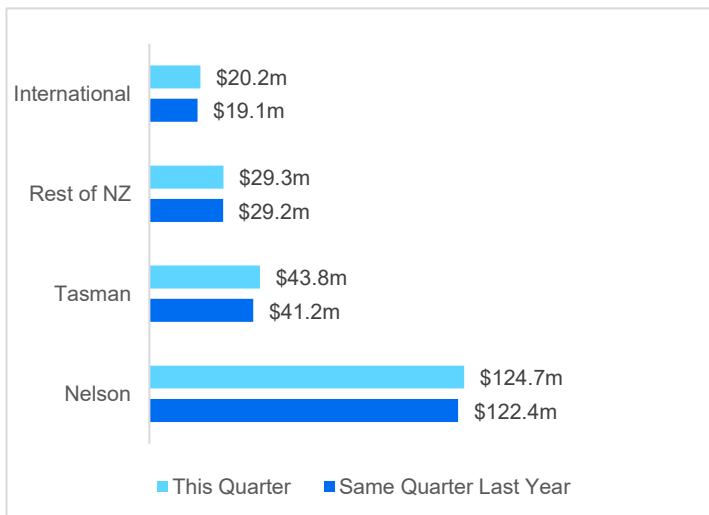
Groceries and liquor remain the top spending categories, with department stores and leisure ranking second.

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



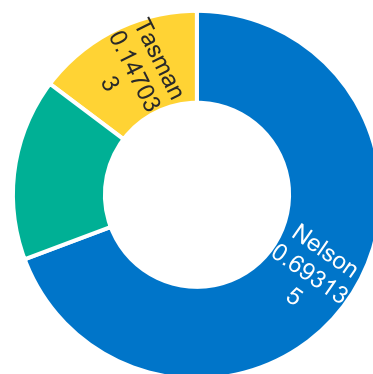
Origin of Cardholder Spend in Nelson:

Current Quarter with Same Quarter Last Year



Nelson Cardholder Spending:

Where Nelsonians Allocate Their Spending in Current Q



Location	Spend	Nelson residents spent
Nelson	\$124.67m	69% locally
Tasman	\$26.45m	
Rest of NZ	\$28.75m	

Flow of Spending in Nelson

By Quarter

Total Inflow \$75.29 million

The total amount spent in Nelson from non-locals

Total Outflow \$55.20 million

The total amount spent by Nelson in the rest of NZ

Quarter	Inflow	Outflow (\$m)	Net
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
2025 Q2	\$64.41m	\$46.98m	\$17.43 m

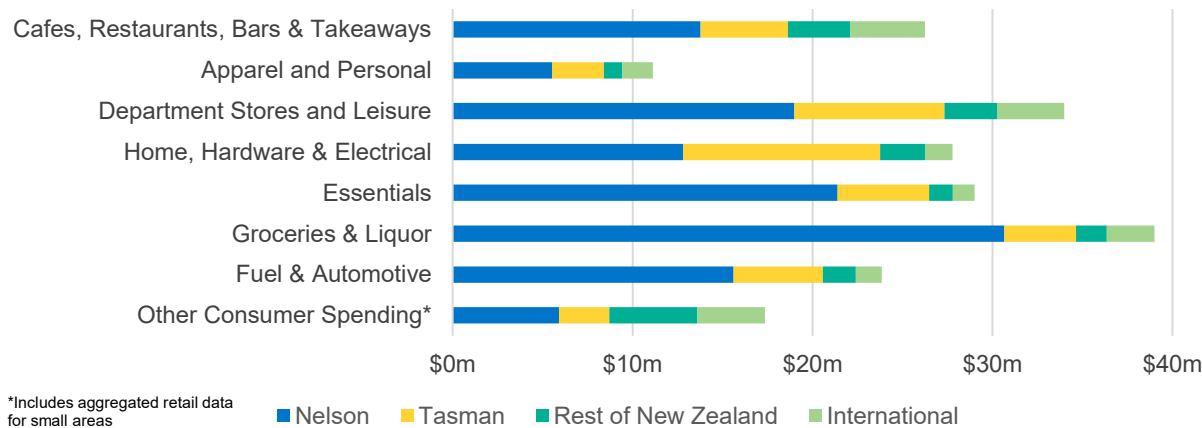
Net Flow \$20 million

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

Spend in Nelson by Customer Origin

Current Q vs Same Q Last Year				YTD Current Q vs YTD Same Q LY		
Origin	%	\$	Change	%	\$	Change
Nelson	56.6%	\$124.67m	2%	60.6%	\$510.64m	-3%
Tasman	19.9%	\$43.85m	6%	21.4%	\$179.97m	16%
Marlborough	1.9%	\$4.12m	-3%	2.0%	\$16.74m	-3%
Rest of NZ	12.4%	\$27.33m	-1%	10.3%	\$86.41m	0%
International	9.2%	\$20.19m	6%	5.8%	\$48.61m	9%
Total		\$220.16m	3%		\$842.36m	1%

Category Breakdown by Current Quarter in Nelson



Total Cardholder Spend in Region

Merchant Location	Year to Jun 25	Annual Change
City Centre	\$ 197,435,995	2%
City Fringe	\$ 121,968,699	-6%
Stoke	\$ 87,008,891	0%
Tahunanui	\$ 32,559,400	1%
Rest of Nelson City	\$ 403,388,583	4%
Richmond CBD	\$ 313,631,702	-2%
Rest of Richmond	\$ 91,766,694	7%
Rest of Tasman	\$ 469,464,963	2%
Total	\$ 1,717,224,929	1%

Regional Cardholder Distribution for Current

