



Retail Headline Updates

2025 Q1 vs 2024 Q1

-1%

Cardholder Spend in Nelson

Year to Mar 25

\$831m

Spend total for Nelson by
Nelson Cardholders

4%

International Spend in Nelson

63%

Of the Year Total Spend in
Nelson City was by Locals

Summary

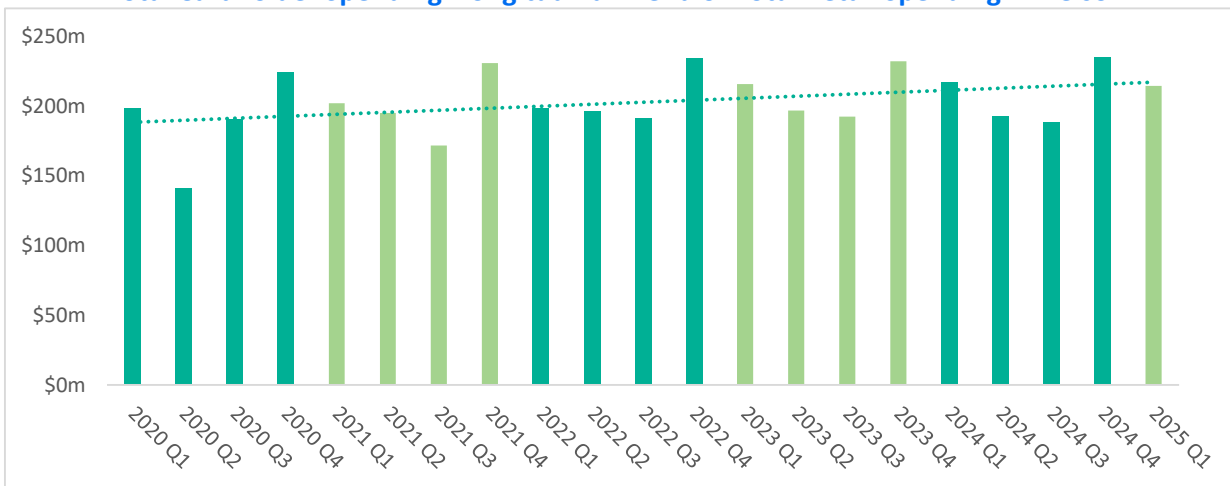
Nelson recorded a net gain of \$20 million in Q1, with spending by non-locals exceeding the amount Nelsonians spent elsewhere. A notable contributor was spend from Tasman cardholders increasing 18%, likely driven by the opening of The Junction.

Total cardholder spending in Nelson continues to trend upward—though still below the same period last year.

International spending rose 4% from the previous quarter.

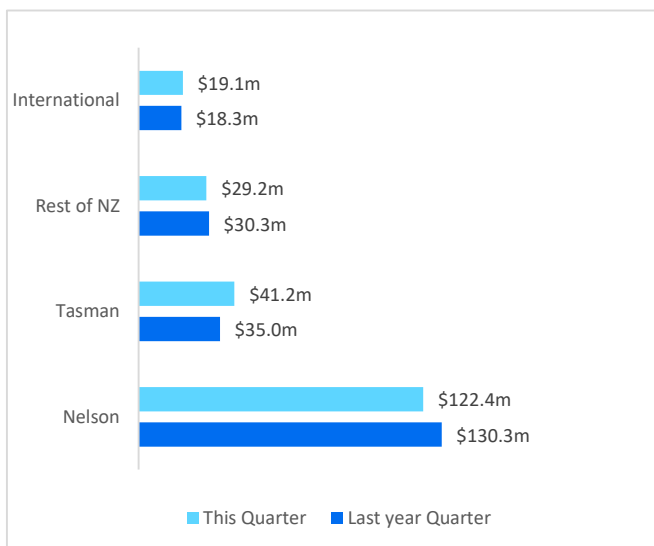
Essentials, groceries, and liquor remain the top spending categories.

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



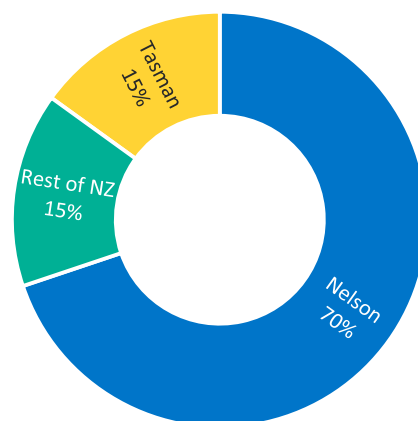
Origin of Cardholder Spend in Nelson:

Comparison of Quarter 1 2024 with Quarter 1 2025.



Nelson Cardholder Spending:

A Breakdown of Where Nelsonians Allocate Their Spending in Quarter 1



Location	Spend
Nelson	\$122.36 m
Tasman	\$26.34 m
Rest of NZ	\$26.54 m

Nelson residents
spent 70%
locally

Flow of Spending in Nelson

By Quarter

Total Inflow **\$73.01**
The total amount spent in
Nelson from non-locals **million**

Total Outflow **\$52.88**
The total amount spent by
Nelson in the rest of NZ **million**



Quarter	Inflow	Outflow	Net
2025 Q1	\$73.01m	\$52.88m	\$20.12 m
2024 Q4	\$73.07m	\$63.48m	\$9.59 m
2024 Q3	\$55.85m	\$53.81m	\$2.04 m
2024 Q2	\$57.59m	\$55.77m	\$1.81 m

Net Flow **\$20m**
Total expenditure from non-locals
exceeded what Nelsonian's spent
elsewhere in the last quarter **million**

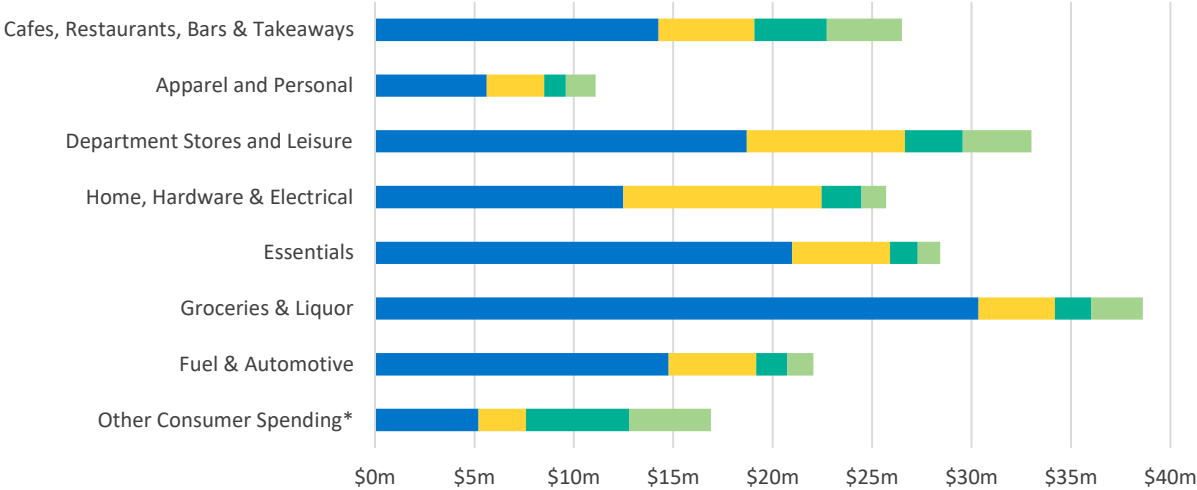


Spend in Nelson by Customer Origin

Quarter 1 2024 vs Quarter 1 2025 Year to Mar 2024 vs Year to Mar 2025

Origin	%	\$	Change	%	\$	Change
Nelson	57.1%	\$122.36m	-6%	63.4%	\$526.58m	-2%
Tasman	19.2%	\$41.20m	18%	18.7%	\$155.65m	4%
Marlborough	2.0%	\$4.23m	-5%	2.1%	\$17.22m	-4%
Rest of NZ	12.9%	\$27.57m	-3%	10.4%	\$86.64m	-7%
International	8.9%	\$19.10m	4%	5.4%	\$44.44m	7%
Total		\$214.47m	-1%		\$830.54m	-1%

Category Breakdown for Quarter 1 in Nelson



*Includes aggregated retail data for small areas

Total Cardholder Spend in Region

Merchant Location	Year to Mar 25	Annual Change
City Centre	\$ 193,370,064	-3%
City Fringe	\$ 129,853,243	-4%
Stoke	\$ 86,681,942	1%
Tahunanui	\$ 32,197,665	-5%
Rest of Nelson City	\$ 388,441,148	1%
Richmond CBD	\$ 318,766,867	-4%
Rest of Richmond	\$ 85,389,032	2%
Rest of Tasman	\$ 459,461,589	-1%
Total	\$ 1,694,161,550	-1%

Cardholder Distribution in Region for Quarter 1

