



Retail Headline Updates

2025 Q2 vs 2024 Q2

▲ 1%

Cardholder Spend in Nelson

Year to Jun 25

\$832m

Spend total for Nelson by
Nelson Cardholders

▲ 17%

International Spend in Nelson

62%

Of the Year Total Spend in
Nelson City was by Locals

Summary

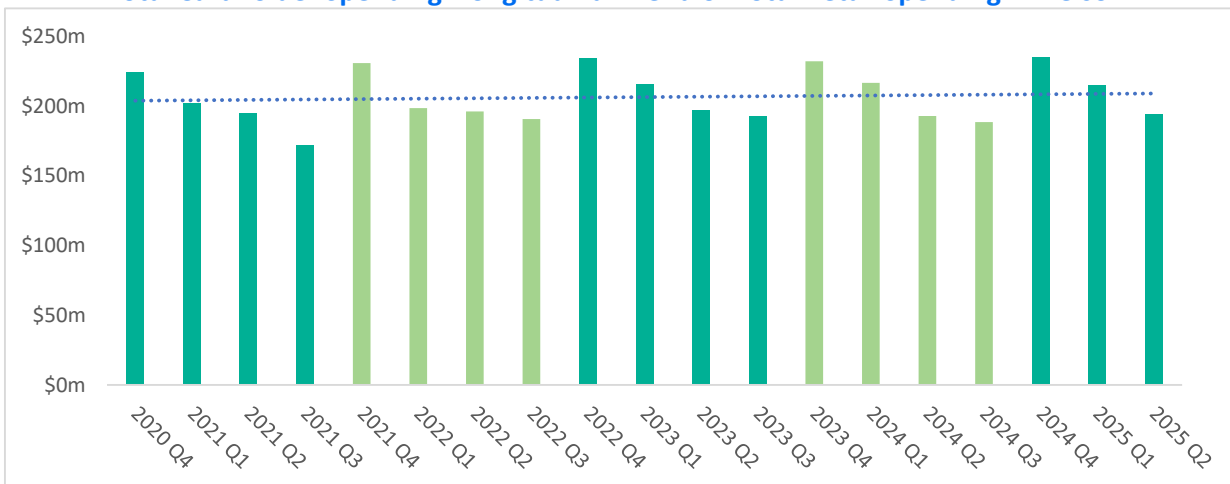
Nelson recorded a net spend gain of \$17 million this quarter, with spending by non-locals exceeding the amount Nelsonians spent elsewhere.

Nelsonians spent 72% locally, Tasman spending in Nelson is up 19%, and International spend saw a 17% lift, all contributing to the overall inflow.

While total cardholder spend is up 1% from the same quarter last year, longitudinal trends suggest growth is beginning to plateau.

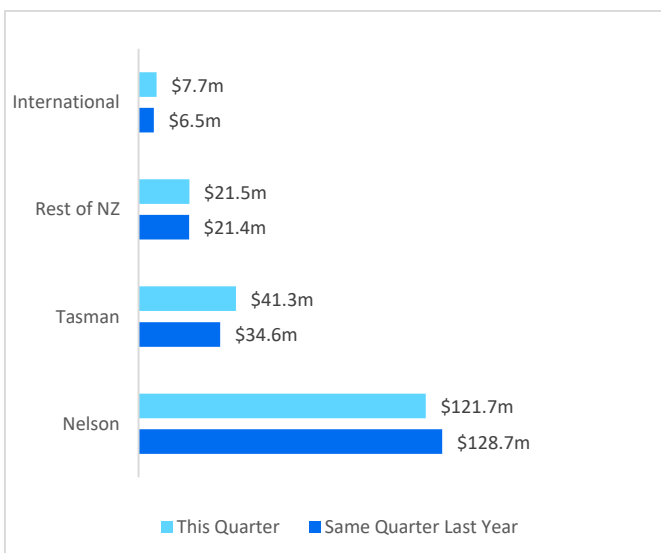
Groceries and liquor remain the top spending categories, with department stores and leisure ranking second.

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



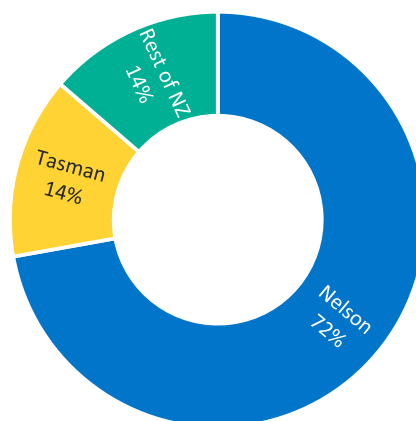
Origin of Cardholder Spend in Nelson:

Current Quarter with Same Quarter Last Year



Nelson Cardholder Spending:

Breakdown of Where Nelsonians Allocate Their Spending in Current Quarter



Location	Spend
Nelson	\$121.72m
Tasman	\$23.89m
Rest of NZ	\$23.09m

**Nelson residents
spent 72%
locally**

Flow of Spending in Nelson

By Quarter

Total Inflow **\$64.41**
The total amount spent in
Nelson from non-locals **million**

Total Outflow **\$46.98**
The total amount spent by
Nelson in the rest of NZ **million**



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

Net Flow **\$17**
Total expenditure from non-locals
exceeded what Nelsonian's spent
elsewhere in the last quarter **million**

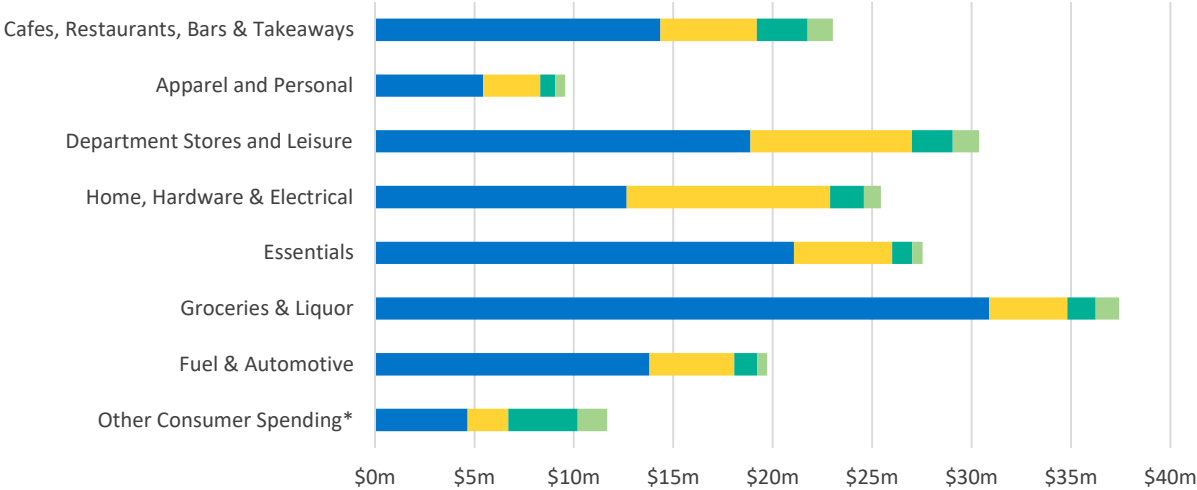


Spend in Nelson by Customer Origin

Quarter 2 2024 vs Quarter 2 2025 Year to Mar 2024 vs Year to Mar 2025

Origin	%	\$	Change	%	\$	Change
Nelson	62.8%	\$121.72m	-5%	62.5%	\$519.62m	-3%
Tasman	21.3%	\$41.28m	19%	19.5%	\$162.31m	10%
Marlborough	2.0%	\$3.91m	-10%	2.0%	\$16.77m	-6%
Rest of NZ	9.9%	\$19.21m	3%	10.5%	\$87.25m	-4%
International	4.0%	\$7.67m	17%	5.5%	\$45.58m	9%
Total		\$193.79m	1%		\$831.54m	0%

Category Breakdown by Current Quarter in Nelson



*Includes aggregated retail data for small areas

Total Cardholder Spend in Region

Merchant Location	Year to Jun 25	Annual Change
City Centre	\$ 192,415,251	-3%
City Fringe	\$ 128,085,371	-5%
Stoke	\$ 87,520,459	2%
Tahunanui	\$ 31,636,166	-7%
Rest of Nelson City	\$ 391,878,049	3%
Richmond CBD	\$ 318,998,378	-3%
Rest of Richmond	\$ 84,918,893	0%
Rest of Tasman	\$ 459,431,764	-1%
Total	\$ 1,694,884,330	-1%

Regional Cardholder Distribution for Current Quarter

