

Retail Headline Updates

2024 Q3 vs 2025 Q3

 **3%**

Cardholder Spend in Nelson

Year to Sep 25

\$837m

Spend total for Nelson by
Nelson Cardholders

 **23%**

International Spend in Nelson

62%

Of the Year Total Spend in
Nelson City was by Locals

Summary

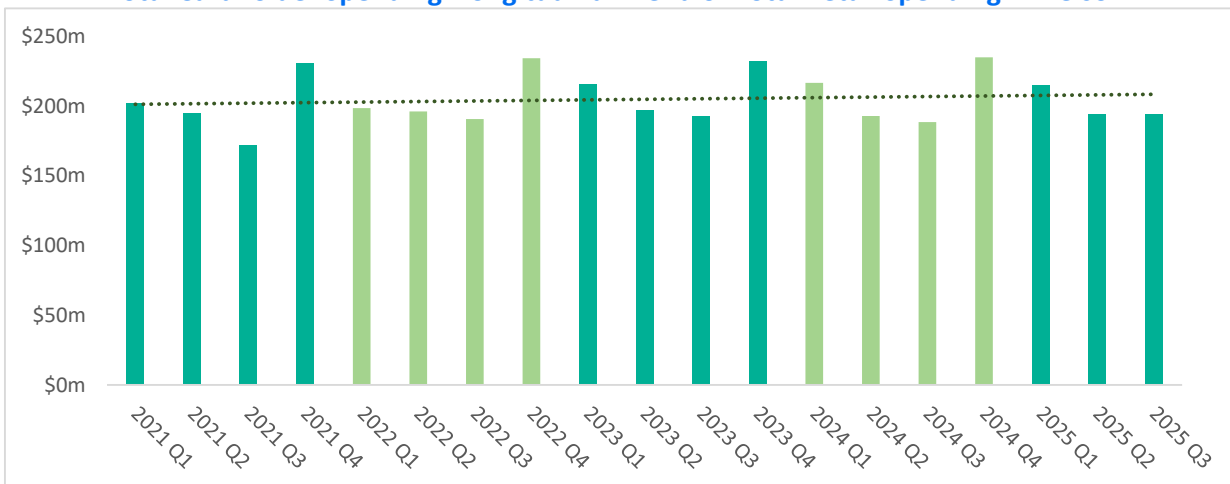
Nelson recorded a net spend gain of \$16 million this quarter, with spending by non-locals exceeding the amount Nelsonians spent elsewhere.

Nelsonians spent 72% locally, Tasman spending in Nelson is up 21%, and International spend saw a 23% 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.

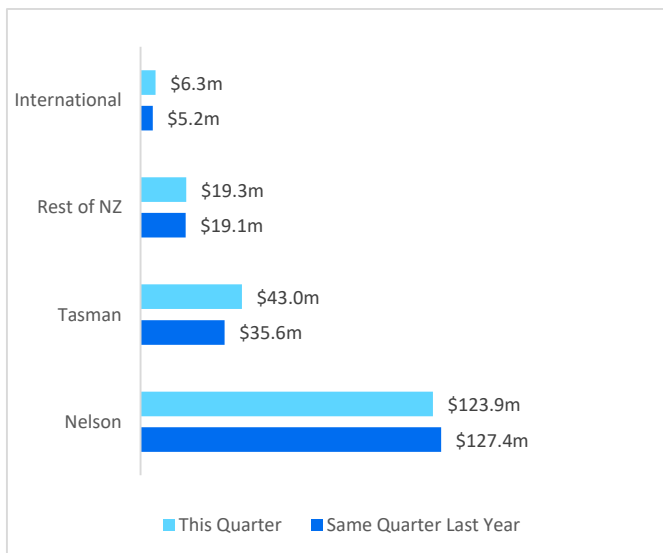
Groceries and liquor remain the top spending categories, with department stores and leisure ranking second.

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



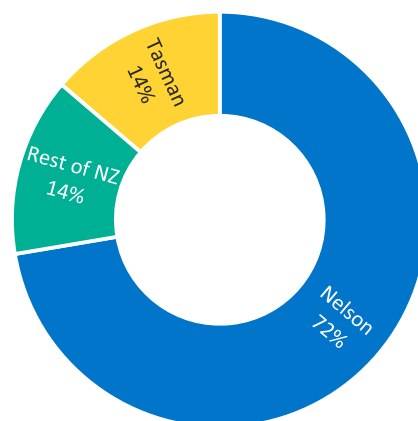
Origin of Cardholder Spend in Nelson:

Current Quarter with Same Quarter Last Year



Nelson Cardholder Spending:

Breakdown of Where Nelsonians Allocate Their Spending in Current Quarter



Location	Spend
Nelson	\$123.90m
Tasman	\$23.55m
Rest of NZ	\$23.79m

**Nelson residents
spent 72%
locally**

Flow of Spending in Nelson

By Quarter

Total Inflow **\$63.59**
million

The total amount spent in Nelson from non-locals

Total Outflow **\$47.33**
million

The total amount spent by Nelson in the rest of NZ



Quarter	Inflow	Outflow	Net
2025 Q3	\$63.59m	\$47.33m	\$16.26 m
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

Net Flow **\$16**
million

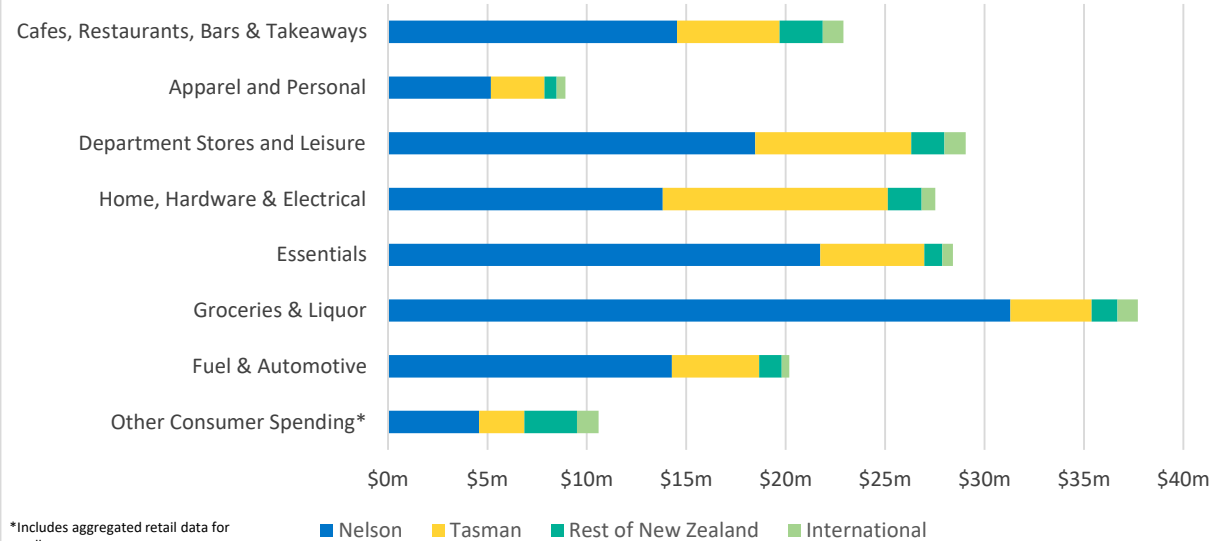
Total expenditure from non-locals exceeded what Nelsonian's spent elsewhere in the last quarter



Spend in Nelson by Customer Origin

Quarter 3 2024 vs Quarter 3 2025				Year to Sep 2024 vs Year to Sep 2025		
Origin	%	\$	Change	%	\$	Change
Nelson	63.9%	\$123.90m	-3%	61.7%	\$516.15m	-3%
Tasman	22.2%	\$43.02m	21%	20.3%	\$169.76m	15%
Marlborough	2.1%	\$4.06m	-3%	2.0%	\$16.63m	-6%
Rest of NZ	8.5%	\$16.52m	3%	10.5%	\$87.69m	-1%
International	3.3%	\$6.34m	23%	5.6%	\$46.76m	10%
Total		\$193.83m	3%		\$836.99m	1%

Category Breakdown by Current Quarter in Nelson



Total Cardholder Spend in Region

Merchant Location	Year to Jun 25	Annual Change
City Centre	\$ 193,215,479	-1%
City Fringe	\$ 126,511,078	-5%
Stoke	\$ 88,677,123	4%
Tahunanui	\$ 31,418,233	-7%
Rest of Nelson City	\$ 397,169,411	4%
Richmond CBD	\$ 319,836,648	-2%
Rest of Richmond	\$ 85,860,530	0%
Rest of Tasman	\$ 461,981,100	0%
Total	\$ 1,704,669,603	0%

Regional Cardholder Distribution for Current Quarter

