## NORTH MARLBOROUGH

For the period Sep 2021 - Sep 2021 Compared to Sep 2020 - Sep 2020

Total spend in North Marlborough

\$1.8M

\$2.3M

since comparison period -22.3%

\$55.6M

Total Marlborough District Spend

\$59.6M

-6.7%

Number of Transactions

39,256

53.772

since comparison period -27.0%

Share of Marlborough District Transactions

Average Transaction Value

\$45.91

3.8%

\$43.15

-0.7%

since comparison period

+6.4%

Share of Marlborough District Spending

3.2%

## NORTH MARLBOROUGH INSIGHTS

For the period Sep 2021 - Sep 2021 Compared to Sep 2020 - Sep 2020

Origin of people spending in North Marlborough

Total Spend \$1.8M



Origin	Spend	% of total	Share Change*
Marlborough	\$719.6K	39.9%	+5.5%
Nelson and Tasman	\$320.3K	17.8%	+0.2%
Christchurch City	\$111.6K	6.2%	-1.9%
Rest of Canterbury	\$175.9K	9.8%	+2.7%
			*on Same Period Last \

North Marlborough category details % of total Share Change Category Spend Accommodation \$434.3K 24.196 -3,196 Cafes, Restaurants, Bars & Takeaways \$321.0K 17.8% Department Stores and Leisure \$229.3K Fuel & Automotive \$519.7K 28.8% +6.2% Groceries & Liquor \$228.3K 12.796 +1.496 Rest of Consumer Spending \$69.9K 3.9% -2.296 on Same Period Last Year