



## **Birkenhead Business Improvement District**

**Latin American Film Festival**

18th - 27th October 2014

Prepared for: Auckland Council  
December 2014



# EVENT OVERVIEW



MARKETVIEW  
Precision Market Intelligence

18 - 27 October 2014 versus 19 - 28 October 2013 (12 - 9 pm)

## EVENT ACTIVITY

Changes over same time last year

### SPENDING

**\$1,986,310**



**-0.85%**

### TRANSACTIONS

**51,919**



**2.76%**

Spending for your event period was -0.8% over the previous year.

## COMPARISON TO THE AVERAGE:

Spending was Down for average event period (last 52 weeks)

Of the last 52 weeks, your event period was ranked number 18

### FACT #1

Spending during the event made up 65.7% of your complete weeks total

### FACT 2#

The average transaction value was \$38.26, the average for the complete week was \$39.11



### DAILY ACTIVITY

#### HIGHEST SPENDING DAY

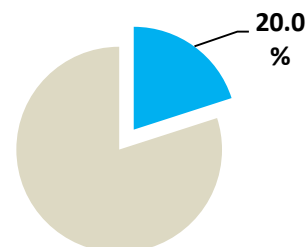
**FRIDAY 24 OCTOBER**

#### HIGHEST MARKET SHARE DAY

**WEDNESDAY 22 OCTOBER**

## MARKET SHARE

Your Share vs Benchmark Group



■ You ■ Competitors

Market share is your share of spending in the market (yourself and competitors). Your competitors are based on areas you have chosen, or where none have been chosen, it will automatically be the three used in your quarterly reporting.

## LOYALTY AND INFLOW

### SPENDING BY RESIDENTS IN YOUR CATCHMENT

INFLOW

OUTFLOW

Your catchment made 59.6% of their purchases during the event period, in your BID

Your catchment made 40.4% of their purchases during the event period, outside of your BID

### INCOME FROM CUSTOMERS OUTSIDE YOUR CATCHMENT

Customers living outside your catchment spent \$538,583 with your local merchants



# CARDHOLDER ORIGIN



MARKETVIEW  
Precision Market Intelligence

## ORIGIN OF CARDHOLDERS AND CHANGE IN SPENDING

Change in Event Spending vs Same Event Period Last Year

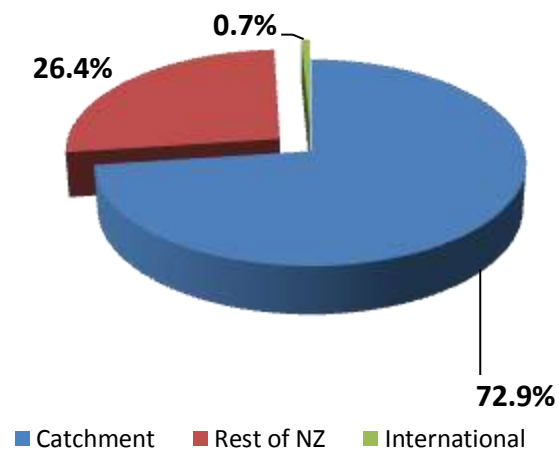


ORIGIN	SHARE	PERFORMANCE
YOUR CATCHMENT	72.9%	-6.0%
UP TO 5KM's	8.1%	26.7%
UP TO 10KM's	9.3%	21.7%
REST OF REGION	5.5%	0.8%
REST OF NZ	3.4%	4.8%
INTERNATIONAL	0.7%	46.0%

The areas within the map are based on meshblocks, hence the uneven nature of the boundaries. Spending from the inner areas are not included in the outer areas.

## ORIGIN OF CARDHOLDERS

% share of spending



## LOCATION WITH MOST GROWTH



INTERNATIONAL



# STORETYPE ACTIVITY



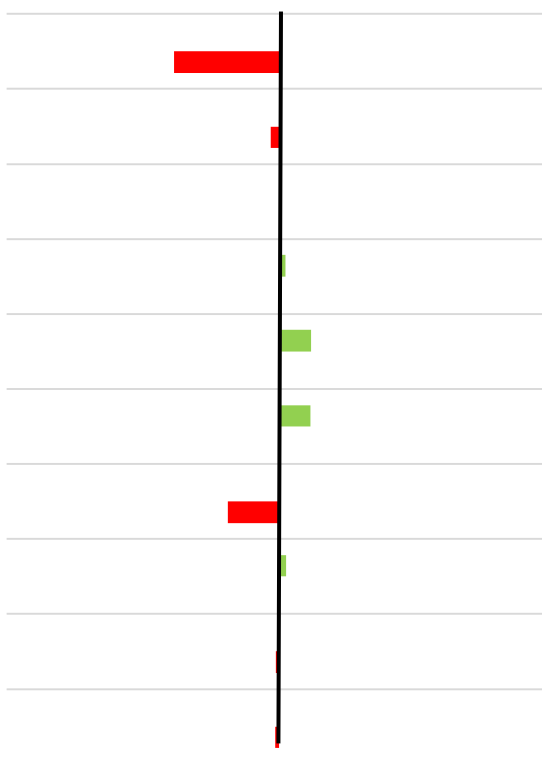
MARKETVIEW  
Precision Market Intelligence

## CHANGE IN SPENDING BY CATEGORY

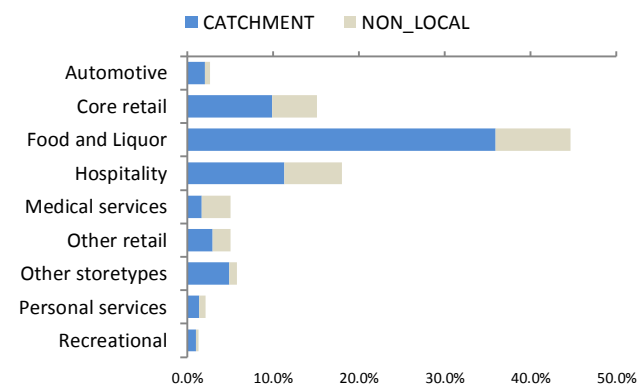
Change in Event Spending vs Same Event Period Last Year

		CHANGE IN SPEND	
	AUTOMOTIVE	▼	-23.2%
	CORE RETAIL	▼	-1.9%
	FOOD AND LIQUOR	▲	0.4%
	HOSPITALITY	▲	1.3%
	MEDICAL SERVICES	▲	7.0%
	OTHER RETAIL	▲	6.8%
	OTHER STORETYPES	▼	-11.3%
	PERSONAL SERVICES	▲	1.5%
	RECREATIONAL	▼	-0.7%
	TOTAL	▼	-0.85%

## YOUR PERFORMANCE



## DISTRIBUTION OF SPENDING BY CATEGORY



## TOP PERFORMING SECTORS

Based on Change in Spending

### FOR CATCHMENT CARDHOLDERS



*Other retail*

### FOR NON-LOCAL CARDHOLDERS



*Medical services*

Storetypes are based on categories in the Quarterly reports. For storetype breakdown refer to your Marketview online briefcase.