

# Retail Spending in Christchurch September 2020

## Summary:

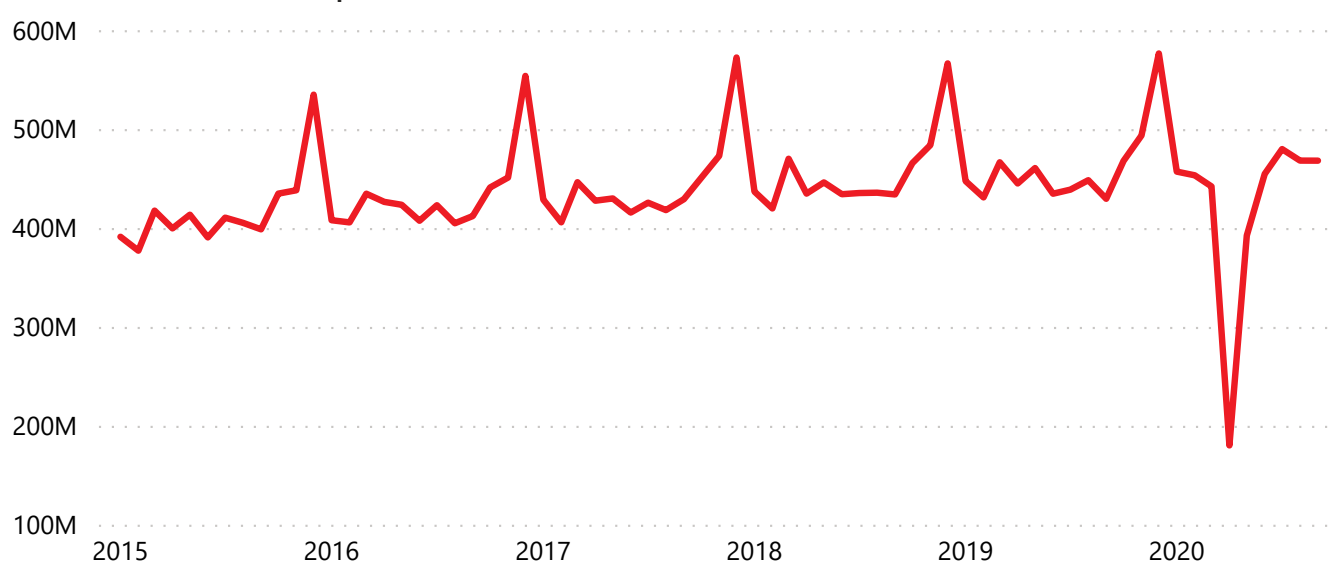
- Christchurch saw an overall spending increase of 9% percent for September 2020 to \$469m compared with the same month last year.
- Spending in Christchurch’s central city was up 11 percent to \$34m in September 2020, compared to the same month last year.
- In September 2020 the rate of retail spend growth has picked back up again, likely a result of the school holidays and driven largely by spending on consumer goods.
- The accommodation industry, due to its linkages with the tourism economy, continues to see strong declines of 26 percent when compared to the same month last year.

## Total Retail Spend Christchurch:

Retail spending in September 2020 saw growth rates (9%) ramp back up to levels similar to that of the period following lockdown 1.0. (Figure 1).

Figure 1. Total retail spend

## Christchurch Total Spend



## Spending by Location

Many areas in Christchurch, in September 2020, have seen exceptionally strong retail spend growth when compared to September 2019. Spending in Akaroa was up 33 percent, followed by Spreydon, Lyttelton, Rest of the four avenues and Papanui, up 32 percent, 27 percent, 20 percent and 19 percent respectively.

The central city has seen a relative come back in terms of retail spending growth. The core and the core fringe saw increases of 6 percent and 18 percent respectively in September 2020. The central city (core and fringe combined, see Figure 2) saw an increase in spend in September 2020 of 11 percent compared to September 2019.

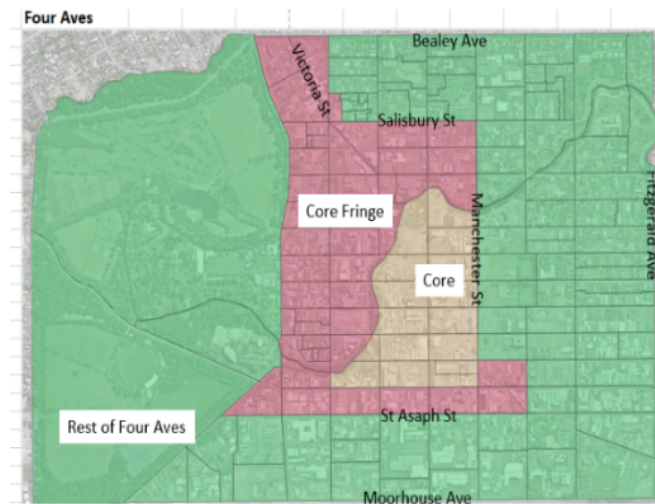
Figure 2. Highest retail spend growth suburbs & Central City

Akaroa	Lyttelton	Papanui	Central City	Rest of Four Aves	Spreydon
33.11%	26.55%	18.70%	10.72%	19.69%	31.90%

Figure 3 depicts a summary of annual growth in Christchurch by geographic location.

Figure 3. Annual Growth

Date	Christchurch City	Central City (Core & Core Fringe)	Core	Core Fringe
2019/2018	1.37%	8.87%	15.88%	-0.91%
2020/2019	-3.30%	-6.77%	-3.99%	-11.30%



## Spending by Store Type

### Central City Expenditure:

Apparel and personal and department stores saw the greatest increases of 38 and 21 percent in September 2020 compared to last year in the central city. The greatest declines were seen in accommodation and fuel and automotive of 58 percent and 16 percent respectively when compared to August 2019 (see Fig 4). Spending on cafes, restaurants, bars and takeaways was down in August but has since made somewhat of a recovery seeing 5 percent growth in September 2020 when compared to September 2019.

Figure 4 Central City Expenditure

Apparel and Personal	Department Stores and Leisure	Accommodation	Fuel and Automotive
37.79%	21.46%	-57.87%	-16.13%

### Citywide Expenditure:

An even mix of strong growth levels and minor declines (except for accommodation) was seen across Christchurch in September 2020. Home and hardware maintains strong growth levels at 38 percent whereas spending on accommodation continues to see significant declines at 26 percent due to its connection to the visitor economy.

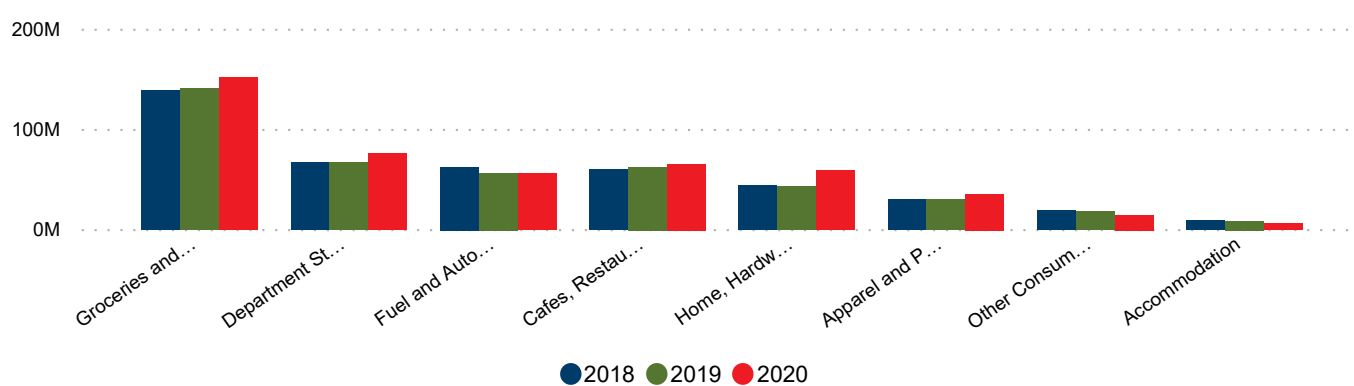
Figure 5. City wide expenditure

Home, Hardware and Electrical	Apparel and Personal	Accommodation	Fuel and Automotive
37.66%	18.14%	-25.74%	-1.35%

Figure 6 depicts a comparison of retail activity in the month of September across the years.

Figure 6.

### Monthly Spend by Category, September



\*Note: due to confidentiality issues there was no categorical data provided for the month of April. As a result, the 2020 annual figures will be understated by one months' worth of data.

## Spending by visitor type

Domestic visitor spend growth in Christchurch in September 2020 was strong. This may be in part due to the school holidays that began late September and the lifting of the Auckland lockdown, that began early August, as visitor spend from Auckland residents account for the greatest proportion of visitor spend in Christchurch (20 percent for the YE June 2020). International spending saw a 62 percent decrease on the same month last year to \$4.7m compared to a 26 percent increase to \$42m for domestic spending (Figure 7). Total visitor spend in Christchurch for August 2020 was up 2 percent.

Figure 7. Visitor spending September 2020 compared with September 2019

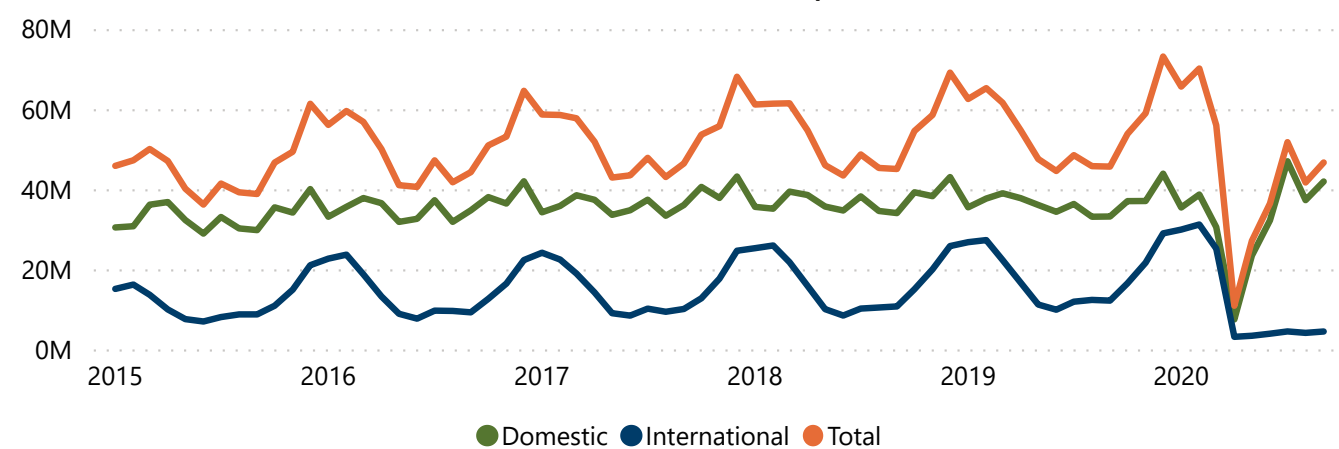
Domestic	International	Total
26.12%	-61.90%	2.24%

\*Smaller than expected decline in international visitor spend is due to the contribution of long-term visitors, returning kiwis, foreign nationals, special visas etc

Figure 8 depicts monthly international and domestic visitor spending in Christchurch.

Figure 8. Visitor Spending

### Christchurch Domestic and International Visitor Spend



"Rest of New Zealand" visitor spending is used as a proxy for Domestic visitor spending in figure 10.

Spending by Christchurch residents in Christchurch (excluding fuel) increased by 11 percent, and in the central city increased by 18 percent as seen in Figure 9.

Figure 9. Resident spending in Sep 2020 compared with Sep 2019

Christchurch	Central City
11.21%	18.10%

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*Dr Peter Fieger, Senior  
Economist, ChristchurchNZ*