Marketview

Corona Cero NZ Pro 2026

Event Impact Analysis

Event Dates: 13–27 May 2026

Location: Raglan, New Zealand

Prepared by Marketview, August 2026

Report commissioned by WRDMO/Go Raglan with funding support from Waikato District Council

GO RAGLAN
Whaingaroa Naturally

Introduction

Data coverage and classification used in this analysis

DATA SCOPE

The data analysed in this report is based on physical store electronic card and digital wallet transactions made in the greater Raglan area on New Zealand's 2 largest payment networks, Paymark and Verifone. It does not include cash, bank transfers, some direct payment transfer schemes (eg: Alipay), or payments through 3rd party vendors (eg: Booking.com, Uber Eats). Customer origin is based on Stats NZ boundaries and country of card issuing bank for the International segment.

STORE CLASSIFICATION

Stores are classified from standard ANZSIC definitions and aggregated to form categories for brevity and to protect merchant privacy.

Executive Summary

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Key findings from the Corona Cero NZ Pro event (13–27 May 2026)

+37.5%

Spend growth vs Pre

+44.7%

Transaction growth vs Pre

$32.5

Event ATV

50.3%

Non-local spend share during event

Four Period Comparison: Overall Performance

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Spend, Transactions, and ATV — Event Period vs all three comparison periods

Metric	Pre Period (28 Apr – 12 May)	Event Period (13–27 May)	Post Period (28 May – 11 Jun)	SPLY (14–28 May 2025)
Total Spend	$2,911,219	$4,003,477	$2,636,292	$2,676,644
Total Transactions	85,117	123,148	76,615	82,116
ATV	$34.2	$32.5	$34.4	$32.6
Non-local spend share	35.2%	50.3%	33.5%	34.4%
Event vs Pre	—	Spend +37.5% | Trans +44.7%	—	—
Event vs Post	—	Spend +51.9% | Trans +60.7%	—	—
Event vs SPLY	—	Spend +49.6% | Trans +50.0%	—	—

Key Insight: The Event Period recorded consistently higher spend and transaction activity across all comparison periods. Transaction growth exceeded spend growth in each comparison, while ATV remained broadly stable, indicating that the uplift was primarily driven by higher transaction volumes.

Daily Transaction Trends

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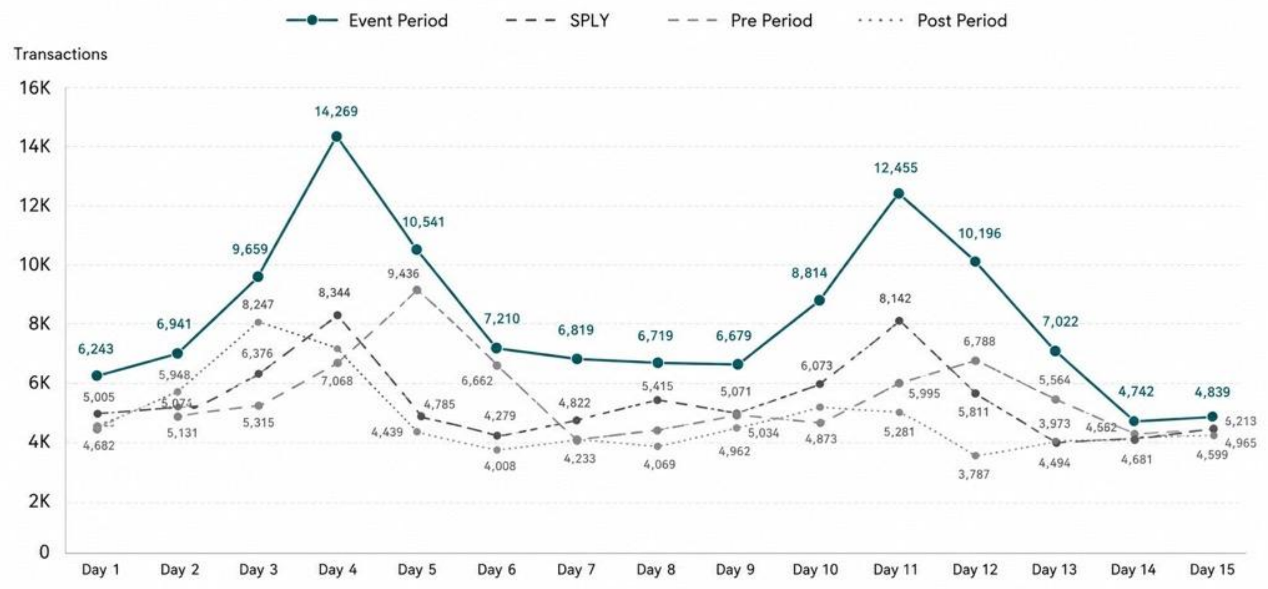
Daily transaction volume across 15 days — Event Period vs Pre, Post and SPLY

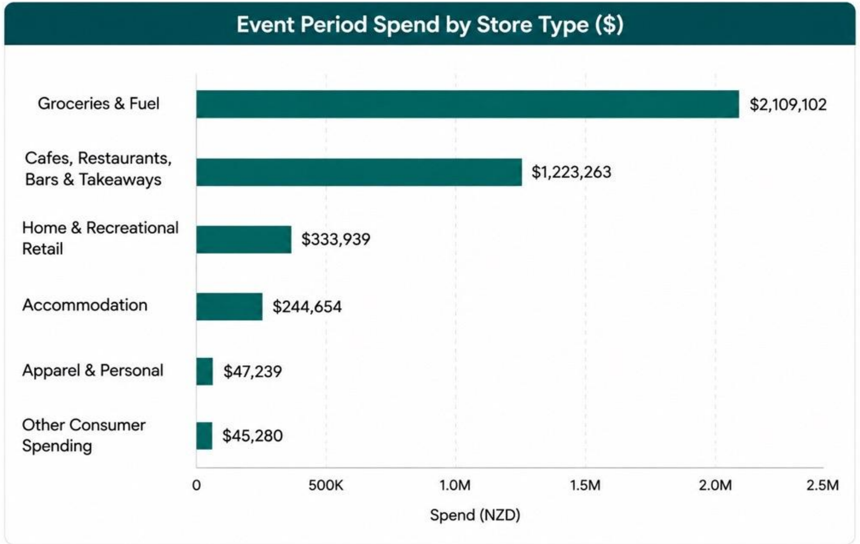


Key Insight:

Weekend peaks are visible across all four periods. During the Event Period, the two highest transaction days occurred on Saturdays, reaching 14,269 on Day 4 and 12,455 on Day 11. Event-period transaction volumes were also higher than the comparison periods on most days across the 15-day period.

Store Type: Spend Growth by Period

Spend growth by category — Event Period vs Pre, Post, and SPLY



Store Type	Spend Growth (%)		
	vs Pre	vs Post	vs SPLY
Groceries & Fuel	+19.4%	+29.1%	+25.5%
Cafes, Restaurants, Bars & Takeaways	+80.3%	+109.7%	+113.9%
Accommodation	+75.4%	+76.7%	+126.1%
Home & Recreational Retail	+34.1%	+66.6%	+44.5%
Other Consumer Spending	+86.2%	+60.1%	+99.7%
Apparel & Personal	-11.1%	-9.1%	-24.3%
Grand Total	**+37.5%**	**+51.9%**	**+49.6%**

Store Type: Share of Total Spend

Marketview

Each category's share of total spend across four periods

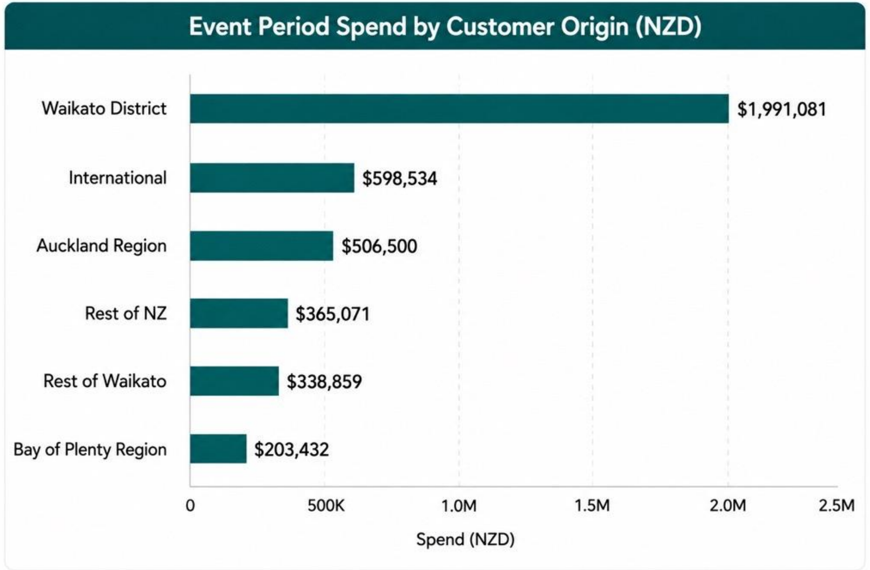
Store Type	Pre	Event	Post	SPLY
Groceries & Fuel	60.7%	52.7%	62.0%	62.8%
Cafes/Restaurants/Bars	23.3%	30.6%	22.1%	21.4%
Home & Recreational	8.6%	8.3%	7.6%	8.6%
Accommodation	4.8%	6.1%	5.3%	4.0%
Apparel & Personal	1.8%	1.2%	2.0%	2.3%
Other Consumer	0.8%	1.1%	1.1%	0.8%
SPEND SHARE	**100%**	**100%**	**100%**	**100%**

Key Insight: Hospitality (Cafes/Restaurants + Accommodation) climbed from 28.1% to 36.7% of total spend (+8.6pp). Groceries & Fuel lost 8.0pp share even though its spend grew +19.4% in absolute terms.

Customer Origin: Spend Growth by Period

Marketview

Spend growth by customer origin — Event Period vs Pre, Post, and SPLY



Customer Origin	Spend Growth (%)		
	vs Pre	vs Post	vs SPLY
Waikato District	+5.6%	+13.6%	+13.4%
International	+75.7%	+199.5%	+172.3%
Auckland Region	+147.4%	+102.0%	+111.3%
Rest of NZ	+166.1%	+178.5%	+169.5%
Rest of Waikato	+23.5%	+36.9%	+37.6%
Bay of Plenty Region	+194.2%	+277.0%	+156.7%
Grand Total	**+37.5%**	**+51.9%**	**+49.6%**

Customer Origin: Share of Total Spend

Marketview

Each customer origin's share of total spend across four periods

Customer Origin	Pre	Event	Post	SPLY
Waikato District	64.8%	49.7%	66.5%	65.6%
International	11.7%	15.0%	7.6%	8.2%
Auckland	7.0%	12.7%	9.5%	9.0%
Rest of Waikato	9.4%	8.5%	9.4%	9.2%
Rest of NZ	4.7%	9.1%	5.0%	5.1%
Bay of Plenty	2.4%	5.1%	2.0%	3.0%
SPEND SHARE	**100%**	**100%**	**100%**	**100%**

Key Insight: Non-local spend share increased from 35.2% Pre to 50.3% during the Event Period (+15.1pp). Auckland recorded the largest share increase (+5.7pp), followed by Rest of NZ (+4.4pp) and Bay of Plenty (+2.7pp), while Waikato District's share decreased from 64.8% to 49.7% (−15.1pp).

KEY TAKEAWAYS

Marketview

Event Impact Analysis

1 STRONG AND CONSISTENT EVENT UPLIFT

The Event Period generated $4.0M in spend and 123K transactions, outperforming all three comparison periods. Spend increased +37.5% vs Pre, +51.9% vs Post and +49.6% vs SPLY, confirming a clear uplift during the event.

2 HIGHER ACTIVITY WAS DRIVEN BY TRANSACTION VOLUME

Transaction growth exceeded spend growth across all comparisons, while ATV remained broadly stable at $32.5. Activity stayed elevated across the event period, with the first Saturday reaching 14,269 transactions.

3 HOSPITALITY CAPTURED THE STRONGEST BENEFIT

Cafes/Restaurants and Accommodation recorded the strongest spend growth. Together, Hospitality increased from 28.1% to 36.7% of total spend (+8.6pp), showing that event-related spending was particularly concentrated in food, dining and accommodation.

4 THE EVENT ATTRACTED MORE NON-LOCAL SPENDING

Non-local spend share increased from 35.2% to 50.3% (+15.1pp). Growth was particularly strong from Auckland, Rest of NZ and Bay of Plenty, indicating that the event attracted additional visitor spending into Raglan rather than relying primarily on local demand.

Analysis Definitions

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Reference guide for terms and data sources used in this analysis

Term	Definition
Event Period	13–27 May 2026 (Corona Cero NZ Pro surfing competition)
Pre Period	28 April – 12 May 2026 (15 days immediately before)
Post Period	28 May – 11 June 2026 (15 days immediately after)
SPLY	Same Period Last Year: 14–28 May 2025
ATV	Average Transaction Value (total spend ÷ total transactions)
Non-Local	All transactions except Waikato District origin
Merchant Location	Raglan (Stats NZ 2006 meshblocks)
Customer Origin	Based on cardholder home location

Background to Marketview transactional data and analytical coverage

MARKETVIEW TRANSACTIONAL DATA

Marketview specialises in the management and analysis of electronic card transactional data as a tool for measuring and analysing the spending and behaviours of consumers. Since 2001, Marketview's transactional data has become a trusted source of market intelligence and is now used extensively by organisations throughout New Zealand. Clients include retailers – national chains through to single site stores, commercial property owners and developers, manufacturers, and local and central government.

The data is received from:

- Paymark and Verifone– the two largest electronic card payment networks in New Zealand, covering all transactions made at merchants on these networks.

Through a combination of source data and methodologies developed from projects completed over the last 15 years we are able to accurately quantify the:

- value of spending in the majority of business to consumer ANZSIC categories
- source and origin of those payments (e.g. domestic (by territorial authority or region) vs. international) to determine accurately where a cardholder is from
- date of purchases
- retail category of the merchants, as defined by 2006 Australian and New Zealand Standard Industry Classification (ANZSIC) codes

Corona Cero NZ Pro 2026

Event Impact Analysis

Data source: Electronic card transactions (Marketview)

August 2026