

Hamilton Central City BID Quarterly Performance Report

Q1 2026 (January – March)

Q1 2026 Performance Overview

Central City Q1 2026 — Absolute Values & Growth Rates

Total Spend

\$194.49M

▲ 0.5%

vs Q1 2025: \$193.55M

Total Transactions

3.30M

▼ 2.3%

vs Q1 2025: 3.38M

Average Transaction Value

\$58.91

▲ 2.8%

vs Q1 2025: \$57.28

Key Insight: Central City's overall spending remained broadly stable in Q1 2026. While transaction volumes were lower than the same period last year, higher average transaction values helped offset the decline, contributing to a modest increase in total spend.

Performance Benchmark

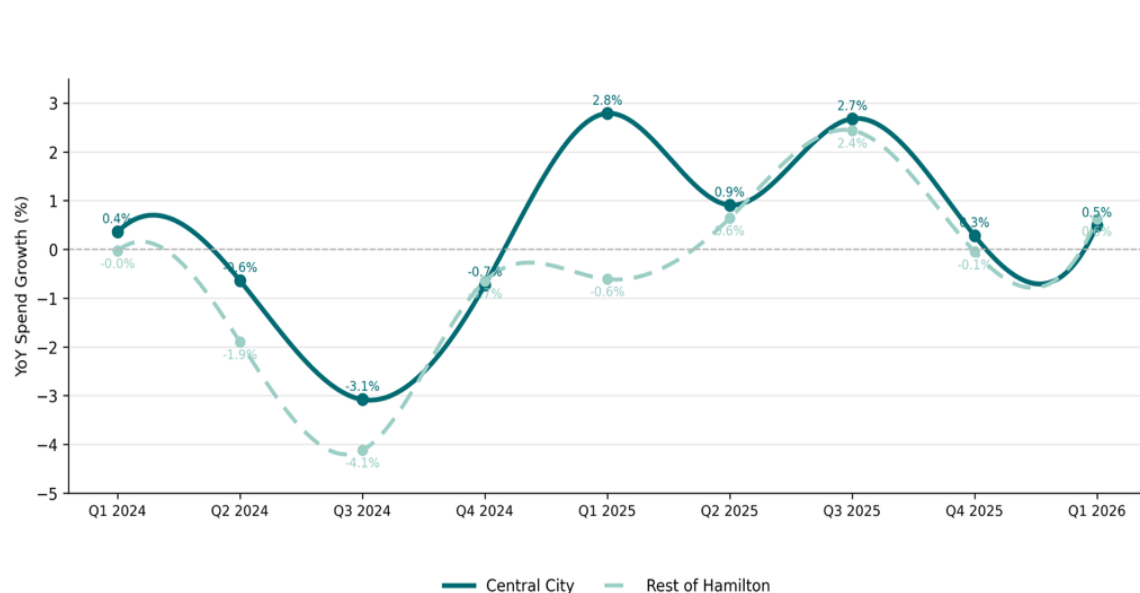
Q1 2026 performance comparison — Central City vs Rest of Hamilton (Business Zones 1-7 + Rest of Hamilton City)

Metric	Central City	Rest of Hamilton	Difference(pp)
Spend Growth (YoY)	+0.5%	+0.6%	-0.1pp
Transaction Growth (YoY)	-2.3%	-1.0%	-1.3pp
ATV Growth (YoY)	+2.8%	+1.7%	+1.1pp

Key Insight: Overall performance in Central City was broadly comparable with the Rest of Hamilton in Q1 2026. While transaction volumes declined more than the benchmark, stronger growth in average transaction value helped support overall spend, resulting in similar year-on-year spend growth across both areas.

Spend Growth Trend — Time Series

Quarterly YoY spend growth (%) — Central City vs Rest of Hamilton, Q1 2024 to Q1 2026



Central City Quarterly Spend

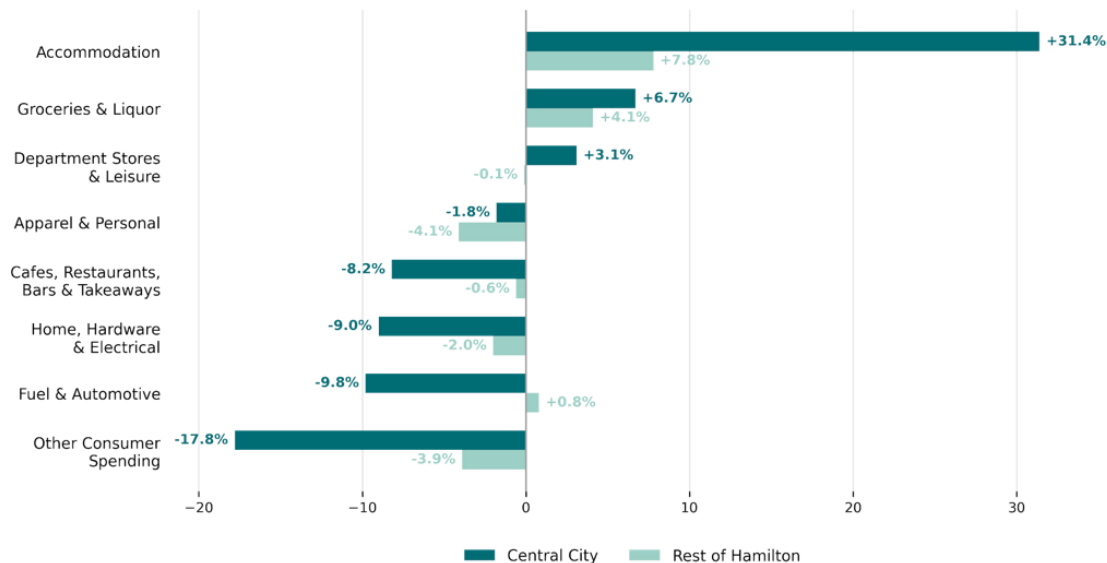
Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026
\$193.5M	\$195.9M	\$197.8M	\$214.4M	\$194.5M

Key Insight:

Quarterly spend growth fluctuated across both areas over the past two years, with Central City generally tracking a similar trend to the Rest of Hamilton. Growth strengthened during 2025 before moderating in Q1 2026, when both areas recorded modest year-on-year growth.

Store Type Spend Growth

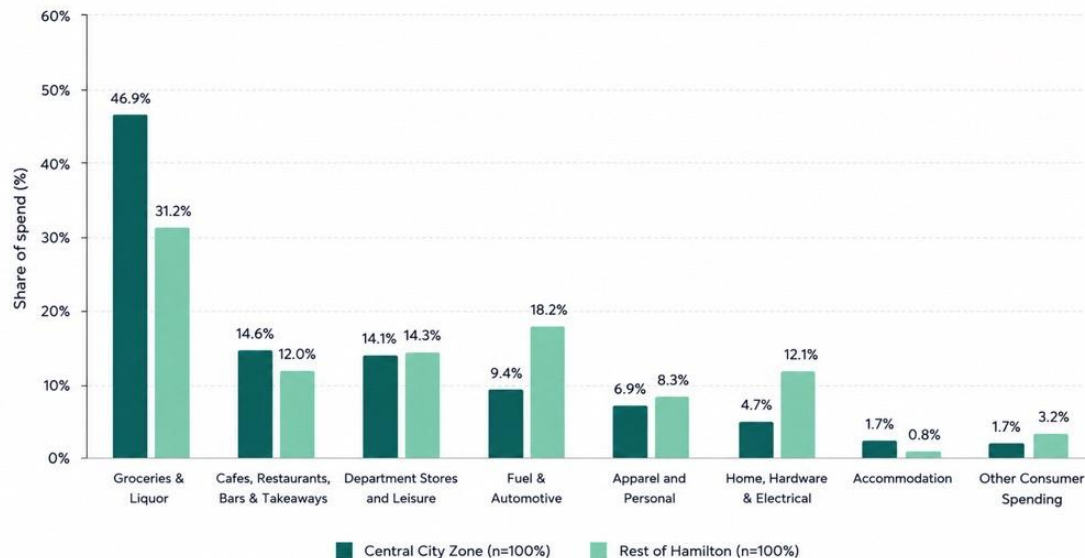
Central City vs Rest of Hamilton, Q1 2026 (YoY)



Key Insight: Category performance was mixed across both areas in Q1 2026. Central City recorded stronger growth in Accommodation, Groceries & Liquor, and Department Stores & Leisure, while the Rest of Hamilton performed relatively better across several discretionary categories, including Fuel, Cafes & Restaurants, and Home, Hardware & Electrical.

Spend Composition — Central City vs Rest of Hamilton

Store type spend share comparison, Q1 2026

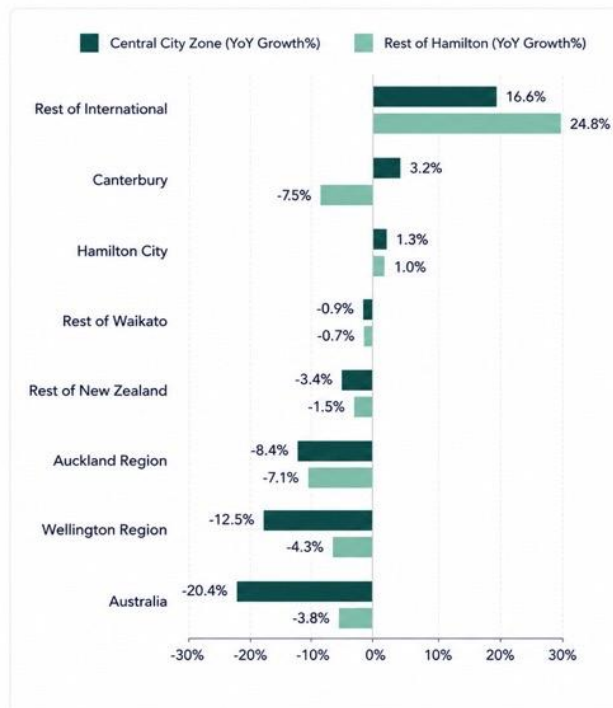
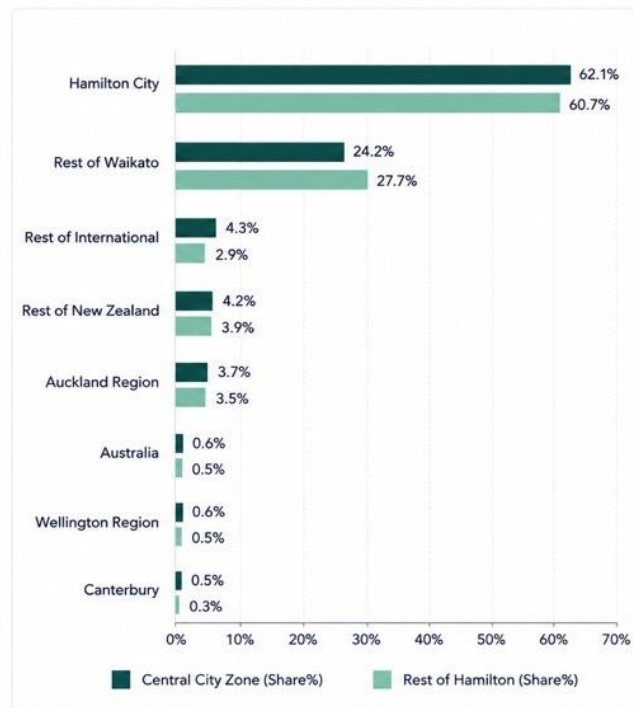


Key Insight:

Spending composition varied across Central City and the Rest of Hamilton in Q1 2026. Central City had a stronger concentration of spend in Groceries & Liquor, while the Rest of Hamilton allocated a larger share of spending to Fuel and Home, Hardware & Electrical.

Customer Origin — Spend Share & Growth

Spend share by customer origin with YoY growth (Q1 2025 vs Q1 2026)



Key Insight:

- Hamilton City remained the dominant customer origin, contributing over 60% of total spend in both areas
- Central City had a higher share of Rest of International spending, while the Rest of Hamilton relied more on customers from the wider Waikato region
- International recorded the strongest YoY growth across both areas

Key Takeaways

Hamilton Central City Q1 2026

1

Overall Performance

Overall spending in Hamilton Central City remained stable, with higher average transaction values offsetting lower transaction volumes

2

Category Structure

Groceries & Liquor remained the largest spending category, accounting for 46.9% of total spend

3

Category Growth

Spending performance varied across categories, with Accommodation, Groceries & Liquor, and Department Stores & Leisure recording the strongest growth

4

Customer Origin

Hamilton City remained the primary customer origin, contributing over 60% of total spend, while international visitor spending continued to grow

Definitions & Data Notes

Reference guide for terms and data sources used in this report

Term	Definition
Central City Zone	Hamilton Central City Business Improvement District boundary as defined by Hamilton City Council
Rest of Hamilton	All other Hamilton business zones (Zones 1–7) plus Rest of Hamilton City, aggregated as a benchmark
ATV	Average Transaction Value — total electronic card spend divided by total transactions
YoY	Year-on-Year comparison (e.g., Q1 2026 vs Q1 2025)
Data Source	Paymark & Verifone merchant transaction data
Time Period	Q1 2026 = January – March 2026; historical data from January 2023
Customer Origin	Determined by cardholder's registered home address region
Spend Share	Store type or customer origin spend as a percentage of total Central City electronic card spend

Hamilton Central City BID

Quarterly Performance Report

Data source: Electronic card transactions (Marketview)
Prepared for Hamilton Central City BID

July 2026