

**PROJECT CITY MALL - Weekly Business Site Meetings**

Due to works finishing for the year there will be no further site meetings

# Centrestage

Keeping you up with the play in Central City

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November 30th 2008

CENTRAL CITY BUSINESS ASSOCIATION



**CCBA**  
CHRISTCHURCH

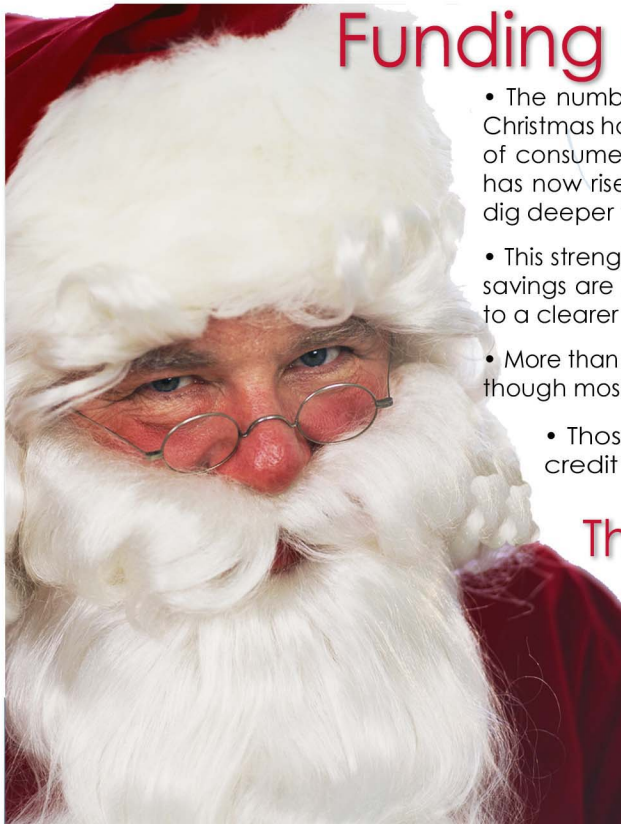
## Funding Christmas shopping

- The number of people saying they will dip into savings to pay for Christmas has increased since last year. During the winter, 17 per cent of consumers said they would fund Christmas with savings, but that has now risen to 24 per cent, suggesting that people are having to dig deeper than they planned this year.
- This strengthens the fear that spending will be lower, as those using savings are much more aware of the amount they spend and work to a clearer (tighter) budget than credit card users.
- More than a third (37 per cent) of people will fund Christmas on credit, though most claim they will pay it off immediately.
- Those on higher incomes and those shopping online are more likely to use a credit card, while those on low incomes will dip into their savings this Christmas.



**Paul Lonsdale**  
Central City Manager  
Business Association

## The majority of Christmas shopping done in



## 'The Strip' gets a new name

Owners of restaurants and bars on Oxford Terrace between Cashel Mall and Hereford Street - 'The Strip' - have been working on new guidelines and strategy for a more unified approach to the individually owned bars.

They aim to change the misconception locals have of the area being a trouble hotspot. The strategy includes better security, a group standard of service and a re-emphasis on dining to appeal to customers over 25.

Part of the new approach is renaming this part of Oxford Terrace 'The Terrace'. The new logo will appear over the next few months on signage and promotions. The first place it will officially be seen in print is our CCBA Retail Map and Directory, which is being distributed this week.

## How will we pay for Christmas?

- Men are much more likely to pay for Christmas on a credit card, which they claim they will then pay off. Women are more likely to use their regular income or savings.
- 45 per cent of men and 30 per cent of women will fund Christmas on credit.
- The under-25s are the least likely to be funding Christmas on credit, using regular income instead.

## Changing Attitudes

There is a small increase in cautiousness towards Christmas spending – with a rise in both the number of people who will buy less expensive presents and the number who will buy for less people this year.

**Indicates photo number and direction**

World class street design for a world class city.

CITY MALL - CASHEL

CITY MALL - HIGH