

IQ

Shopping Centre Visitation Tracker

March 2021

powered by



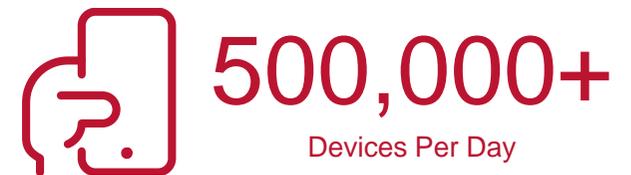
**Orbital
Insight**

Introduction



Our Shopping Centre Visitation Tracker is the largest ever dynamic study of shopping centre visitation in Australia. Historically the retail industry has relied on centre exit surveys or door counters to track customer shopping patterns, with visitor count methodology varying from centre to centre.

Harnessing the power of Orbital Insight mobile phone ping data, Location IQ has access to over 500,000 customer movements per day across a sample of over 1,000 shopping centres, dating back to September 2019. This provides consistent, independent and reliable data that is updated daily.



This publication will be released on a quarterly basis including benchmarks by centre type and State/Territory.

The outbreak of the COVID-19 pandemic and the impact of lockdown restrictions on the retail industry has been widely documented over the last 12 months.

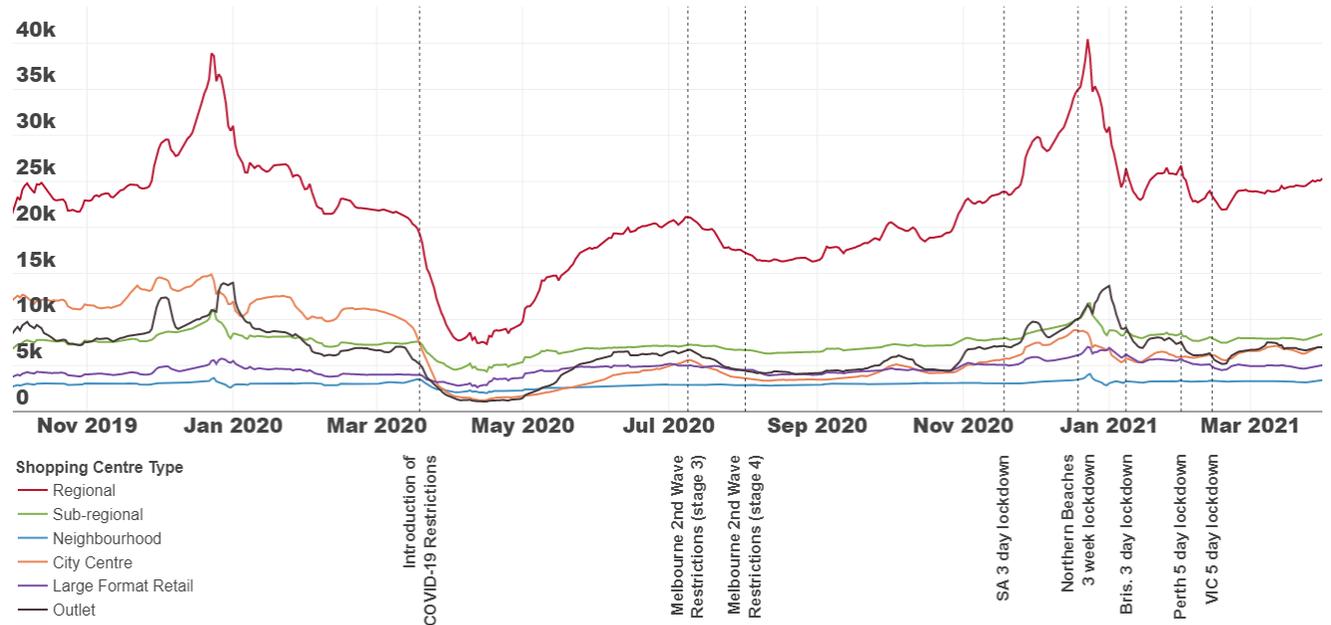
Our Shopping Centre Visitation Tracker provides clear insights into how changes in consumer shopping habits over the last 18 months have affected shopping centre visitation.

Shopping Centre Foot Traffic by Centre Type

7 Day Moving Average

The level of impact from the COVID-19 pandemic has varied significantly by centre type and location. Smaller convenience-focused shopping centres have benefitted from the stockpiling of toilet paper and other items considered to be essential - and supermarkets have remained open throughout the various lockdown periods (albeit with capacity restrictions in place). Consequently, the impact on visitation to these neighbourhood centres has been relatively limited. Large format retail centres have also benefited from the border closures, with consumers spending money on home renovation and decoration, rather than travel.

Conversely, visitation to discretionary-focused regional shopping centres has been significantly impacted - and for a longer period of time, due to the forced closure of a number of non-essential stores during lockdown. Further, centres with exposure to service industries which require face to face contact with customers (such as cafes/restaurants, hairdressers, massage therapists, beauty salons etc.) have felt the pain of enforced social distancing measures, which have limited their capacity to trade at normal levels.



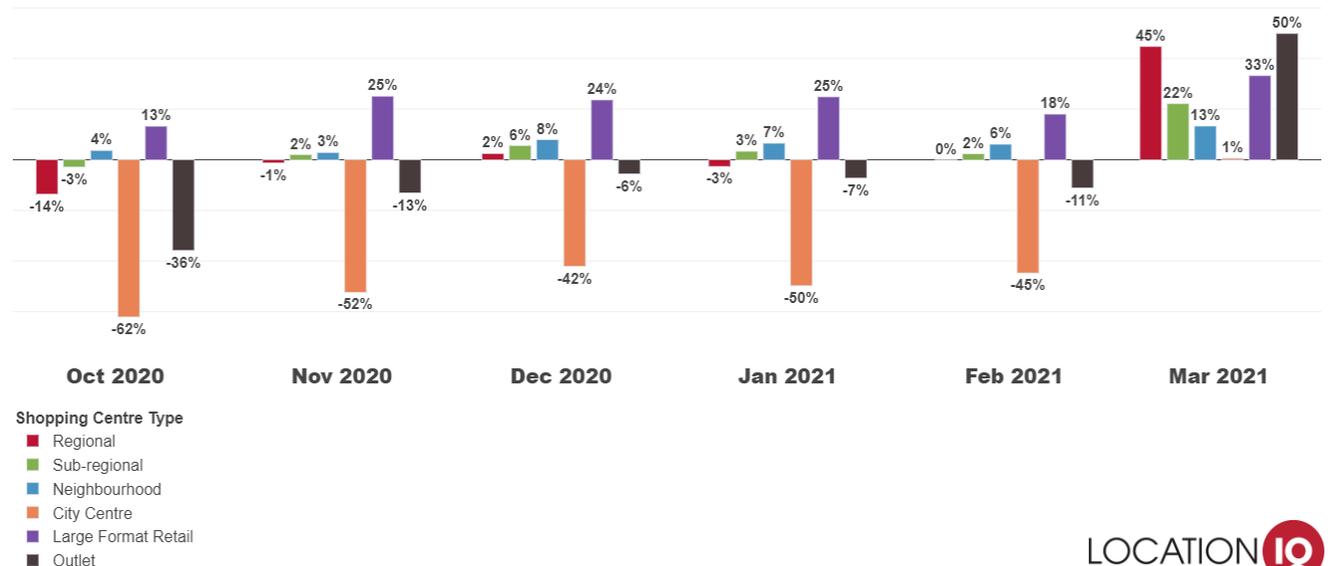
Shopping Centre Foot Traffic by Centre Type

Monthly Year on Year Change

The big loser of the pandemic has been shopping centres in City Centre locations.

March 2021 City Centre visitation levels were comparable with March 2020, although this is reflective of the initial figures being impacted by the commencement of the first lockdown period. Total visitation is still ~40% lower than pre-pandemic levels, highlighting the trend of white-collar employees working from home. This is further exacerbated by border restrictions, which have severely impacted City Centre tourist visitation and student attendance.

City workers are slowly returning to the office, although the majority are only doing so on a part-time basis, reflecting a structural shift in workplace practices. Will City Centre visitation ever return to pre-Pandemic levels? Watch this space...



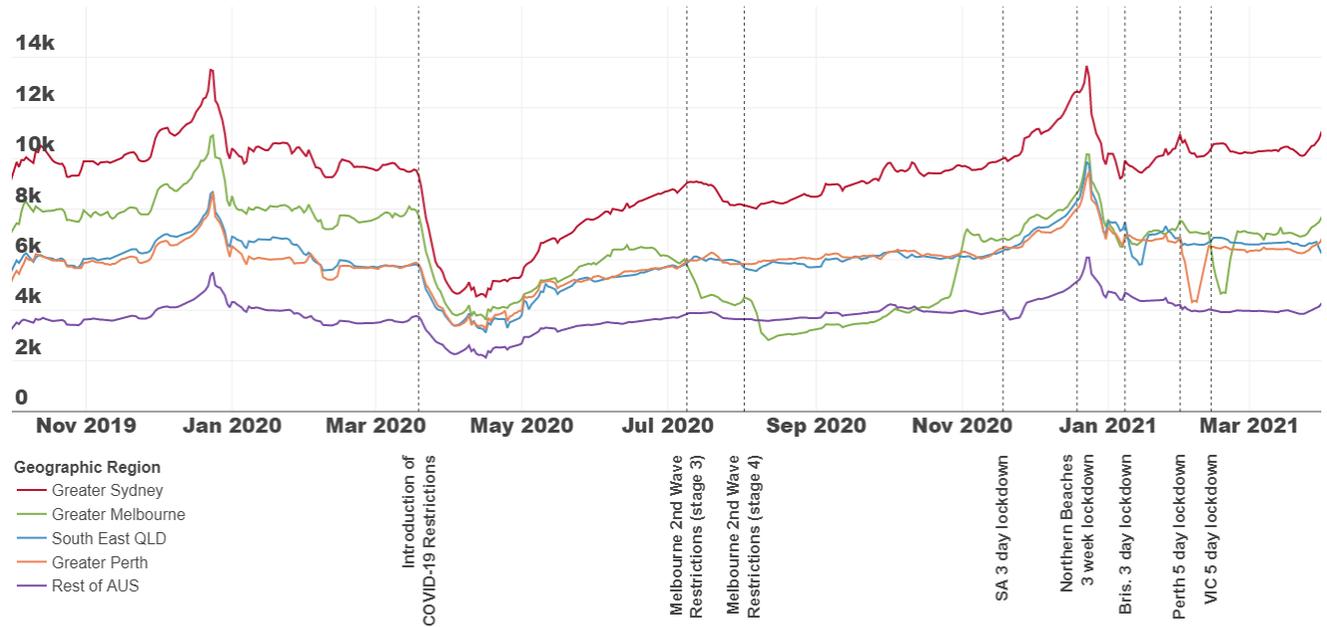
Shopping Centre Foot Traffic by Region

7 Day Moving Average

Following the introduction of COVID-19 restrictions across Australia in March 2020, the sharp decline in visitation levels experienced by shopping centres in major metropolitan locations was more muted than in regional areas of Australia, where foot traffic generally rebounded to pre-pandemic levels within a 3-month period (by July 2020).

Of the capital cities, Melbourne has experienced the most pain as a result of the second wave over the July – September 2020 period. Visitation levels in September 2020 were almost half that recorded in September 2019.

Other capital cities have experienced shorter snap lockdowns as a result of smaller-scale COVID-19 outbreaks, but all have experienced a steady rate of recovery in the second half of 2020.



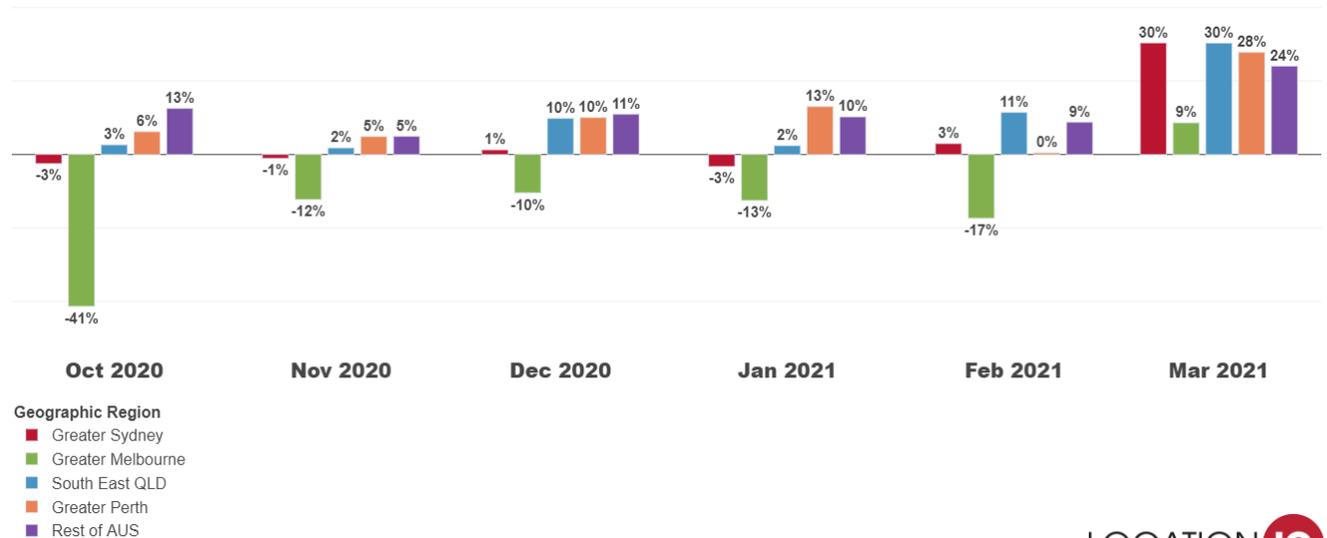
Shopping Centre Foot Traffic by Region

Monthly Year on Year Change

Over the past six months, Perth, South-East Queensland and regional areas of Australia have consistently experienced positive centre visitation growth rates when compared with the same month in the previous year.

As at March 2021, centre visitation levels across all the major metropolitan areas of Australia were ~20% - 30% higher than March 2020 levels (with the exception of Melbourne).

As we start to cycle through some of the hardest hit months from 2020 (April and May), growth in shopping centre visitation compared to the same month last year will likely be very strong before stabilising in 2H 2021.



How else can the data be used?

Partnering with Orbital Insight has given Location IQ access to powerful location data for understanding customer behavior. Shown at an aggregate level in this report, the data can be used for individual shopping centres or precincts and can be analysed by year, month, day or hour. The data is refreshed daily and is available from September 2019 to present.

We use this data to understand when customers visit, where they come from, how long they stay and where else they shop. This allows Location IQ to provide our client with the data they need to make the right decisions.

Location IQ has used the Orbital Insight data to help clients with assessing their own assets, evaluating potential acquisitions and understanding the impact of competitors.

Please contact us at hello@locationiq.com.au or 02 8248 0100 if you would like to discuss the application of this data for your site, centre or portfolio.



Live feed for your individual centres, competitors, entire portfolios



Trade area definition - understand where customers live and work



Dwell time analysis – how long do customers stay? Has it changed?



Understand visitation by time of day, day of the week, time of year



Cross visitation – where do customers go before and after visits?

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