

IQ

Shopping Centre Visitation Tracker

August 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 now be released on a monthly 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 18 months.

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

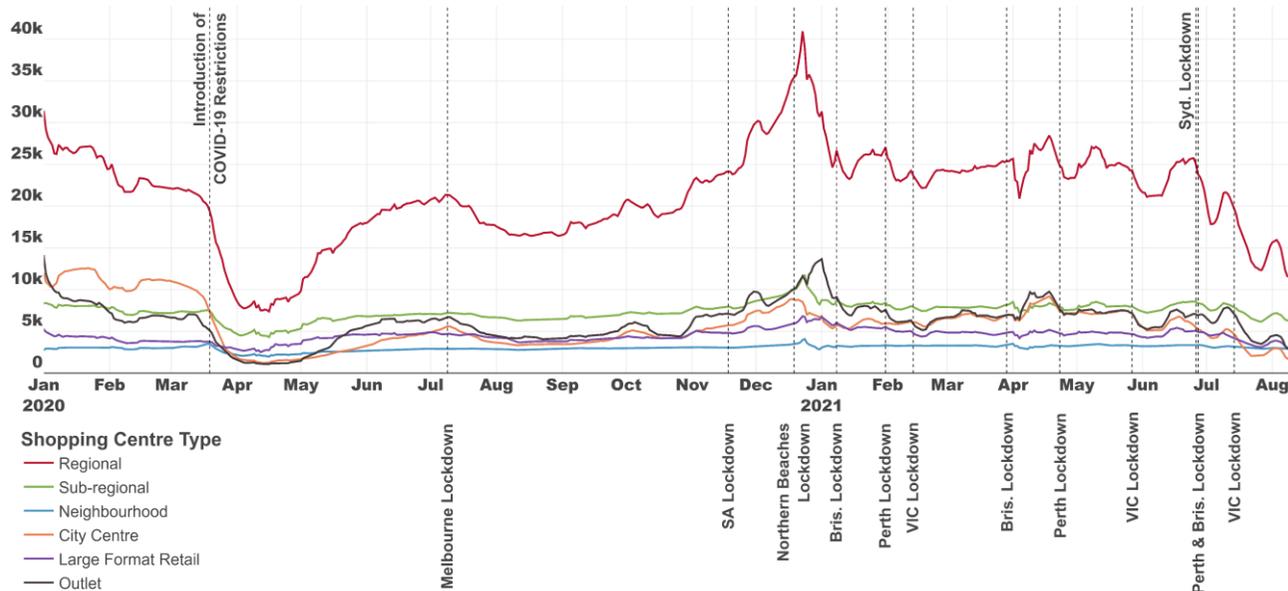
Shopping Centre Foot Traffic by Centre Type

7 Day Moving Average

What a difference three months makes! For the first six months of 2021, shopping centre visitation had effectively returned to pre-COVID-19 pandemic levels across most shopping centre types – except for CBD centres, which were still feeling the pain of the structural shift towards working from home, which has benefitted suburban centres.

The outbreak of the Delta variant resulting in prolonged lockdowns in Sydney and Melbourne and other stay-at-home orders, has seen overall visitation levels across the discretionary-focused shopping centre types (Regional and City Centres) drop by ~50% since June.

On the flip side, Neighbourhood and Sub-Regional shopping centre visitation levels have held up relatively well. We know from detailed analysis across a range of shopping centres following the first COVID-19 wave that supermarkets and discount department store typically saw a boost in sales during this period.



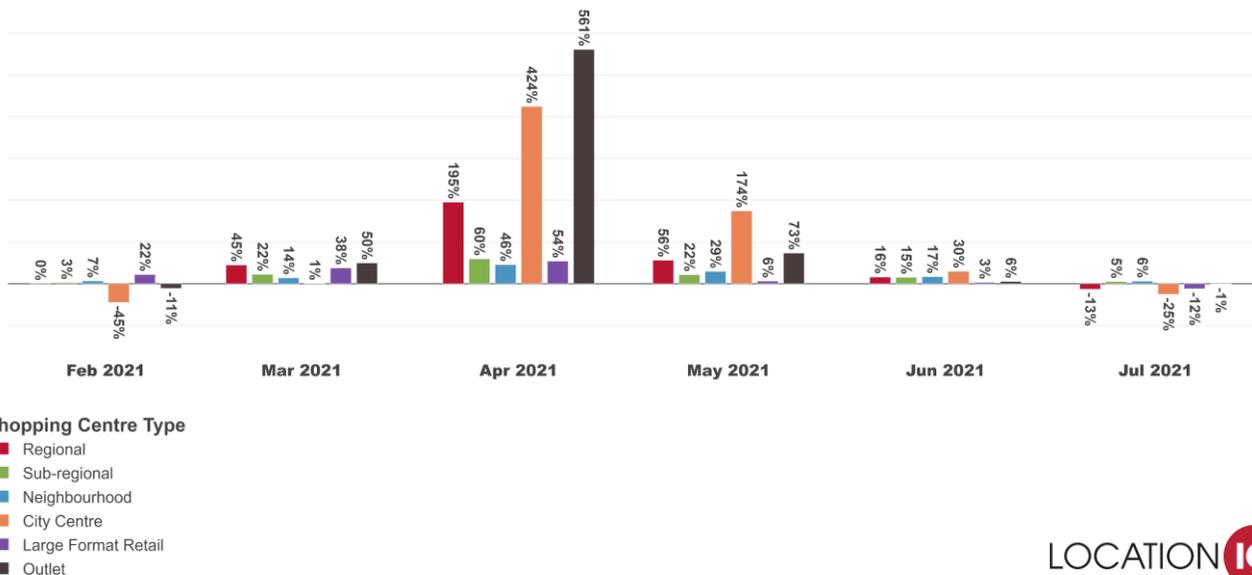
Shopping Centre Foot Traffic by Centre Type

Month on Same Month in Previous Year - %Change

The monthly year-on-year data highlights the strong recovery of visitation levels across all centre types (particularly discretionary-based centres) in the first half of 2021 as we have cycled through the lows of last year.

The July 2021 figures, however, illustrate what is likely to be a downward trajectory. With case numbers still rising, there is an increasing threat to visitation levels in the coming months. In particular, July 2021 City Centre visitation levels have dropped by 25% compared with July 2020 (which were already impacted by the first COVID-19 wave).

Neighbourhood and Sub-regional shopping centres were still seeing positive growth in visitation levels in July, however, the recent closure of discount department stores (except for Click & Collect) across New South Wales and Victoria, will likely see this trend reversed for Sub-Regional shopping centres in the next few weeks.



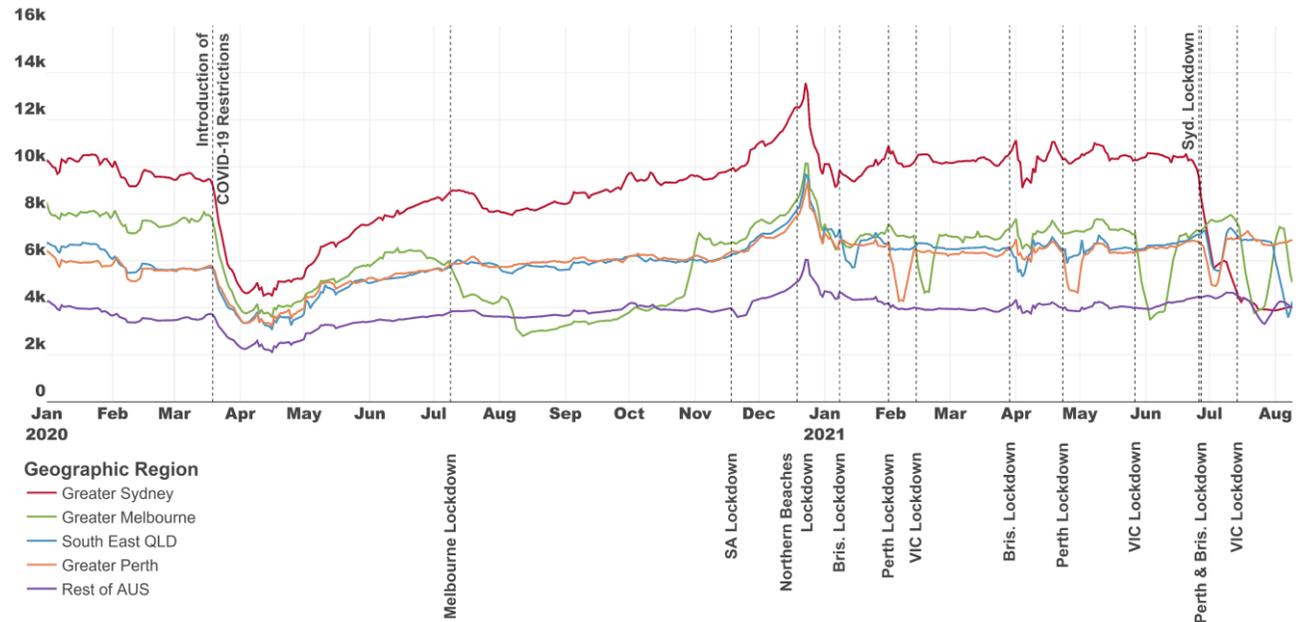
Shopping Centre Foot Traffic by Region

7-Day Moving Average

Since the first outbreak of the COVID-19 pandemic in March 2020, residents of Victoria have spent over 200 days in lockdown. Each of the five lockdowns can be easily identified on the chart by dramatic dips in shopping centre visitation. Visitation levels appear to bounce back relatively quickly following the easing of restrictions, although have not reached pre-pandemic levels (with the exception of Christmas 2020).

Sydney had experienced a strong recovery from the first COVID-19 wave (with the exception of a minor blip resulting from the Northern Beaches outbreak in December 2020). Since June 2021, however, shopping centre visitation levels have roughly halved to reach an all time low as a result of the ever increasing lockdown restrictions.

Snap lockdowns in Perth and South-East Queensland have had a short-term impact, however, outside of these periods, visitation levels have bounced back to pre-pandemic levels.



Shopping Centre Foot Traffic by Region

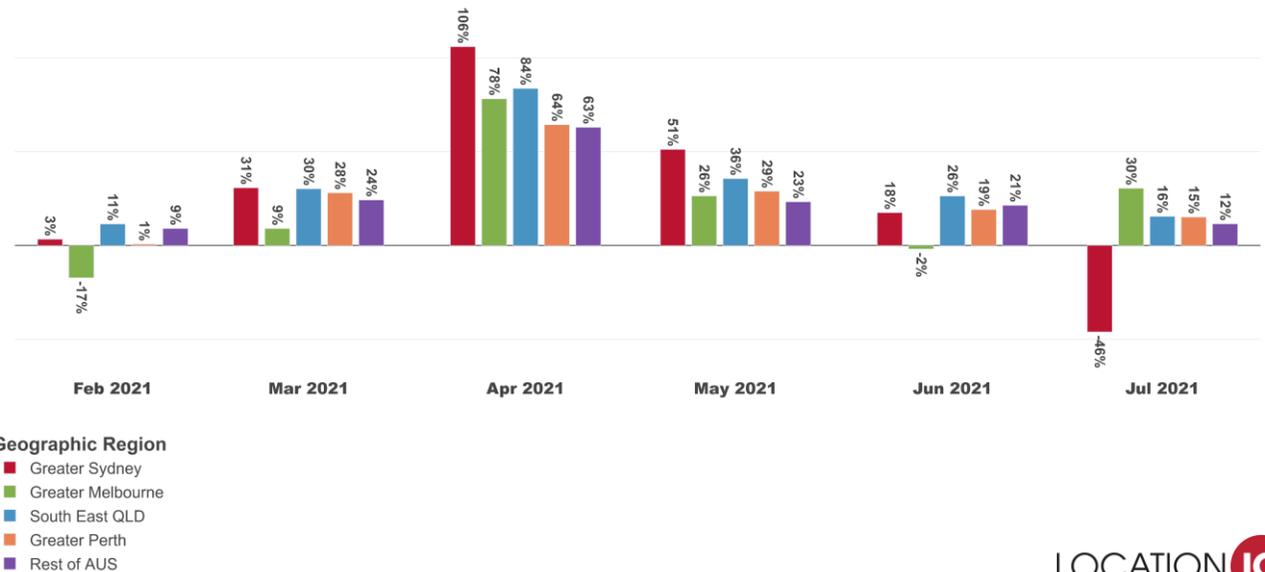
Month on Same Month in Previous Year - %Change

Australia has generally recorded strong year-on-year shopping centre visitation levels across all regions from a low base in 2020.

Melbourne visitation levels have varied from month to month, as a result of the numerous lockdowns implemented at various times.

Regional areas of Australia have been relatively insulated from the impacts of the pandemic and as such, have experienced more muted peaks and troughs in terms of centre visitation, compared with the major capital cities. However, the expansion of the Sydney lockdown to broader New South Wales and the rapid spread of the Delta variant may change this going forward.

Over the past six months, Perth and South-East Queensland have consistently experienced positive centre visitation growth rates as a result of tight border restrictions which have limited the spread of COVID-19 and the need for extended lockdowns so far.



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?

LOCATIONIQ.COM.AU

SUITE 5, LEVEL 27, 25 MARTIN PLACE SYDNEY NSW 2000

(02) 8248 0100