

IQ

# Shopping Centre Visitation Tracker

January 2022

powered by



**Orbital  
Insight**

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# 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 two years.

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

Pent-up consumer demand resulting from tough lockdowns for large periods of 2021 was unleashed in the pre-Christmas and Black Friday sales period.

This was reflected in the sharp rise in visitation levels across shopping centres selling discretionary goods (regional, sub-regional, and outlet centres) in November – up 5% - 10% on last year.

Even CBD shopping centres who have been hit the hardest since the outbreak of the COVID pandemic, recorded strong visitation growth of 10% in November (compared with November 2020).

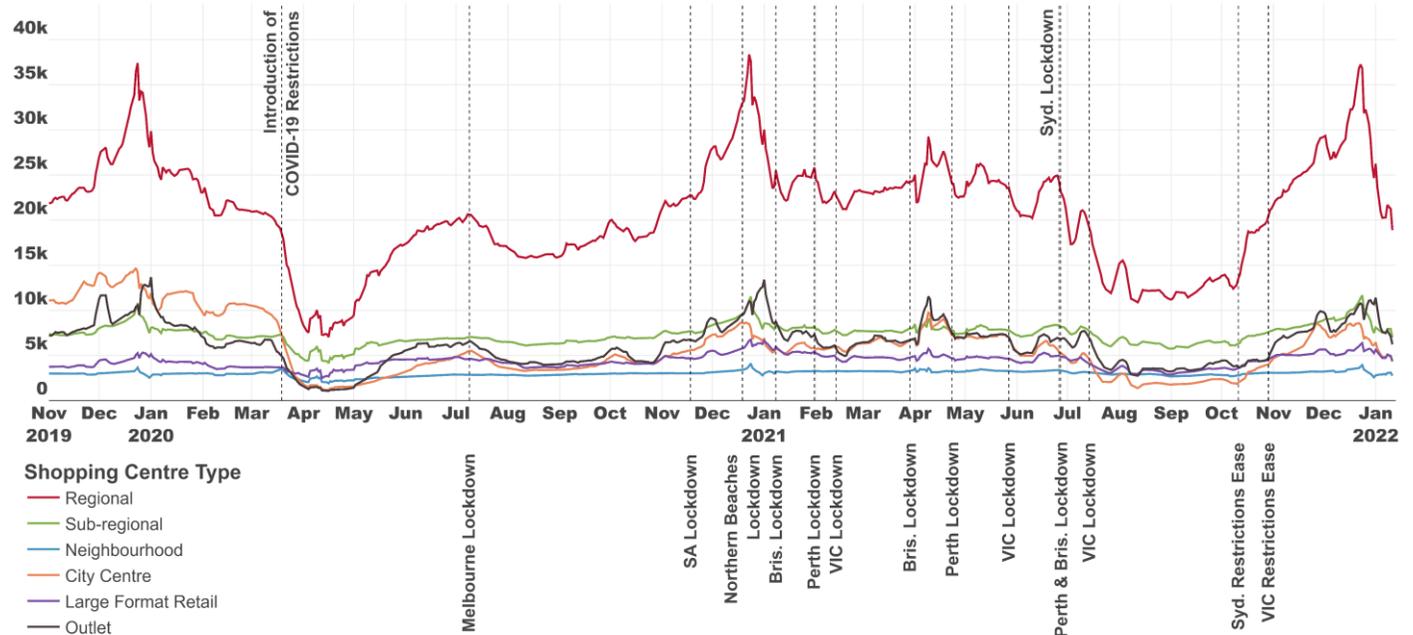
ABS retail trade figures indicate very healthy growth of 7.3% in November, and this trend looked set to continue through December.

However, by mid-December, the outbreak of the Omicron variant put the brakes on this momentum. The surge in case numbers and the difficulty in getting tested has seen consumer sentiment take a nosedive in recent weeks. Product and staff shortages are further exacerbating retailers' pain.

As a result, shopping centre visitation levels in December 2021 generally fell to slightly lower levels than 12 months prior. Sub-regional shopping centres were the only centre type to experience positive month on month visitation growth in December – albeit only by 2%.

As this stage, it is unclear how long Omicron will curtail shopping centre visitation and spending. Supply shortages and consumer sentiment will continue to impact on consumers willingness to spend at bricks and mortar stores in the short term. The silver lining being the \$200+ billion in additional household savings generated as a result of lockdowns and hesitancy to travel throughout the pandemic, will likely to be funneled towards shopping centres once consumer sentiment returns.

## 7 Day Moving Average



## Month on Same Month in Previous Year - %Change



## Shopping Centre Type

- Regional
- Sub-regional
- Neighbourhood
- City Centre
- Large Format Retail
- Outlet

# Shopping Centre Foot Traffic by Region

Shopping centre visitation levels across Greater Sydney and Melbourne have been hardest hit by the Omicron outbreak.

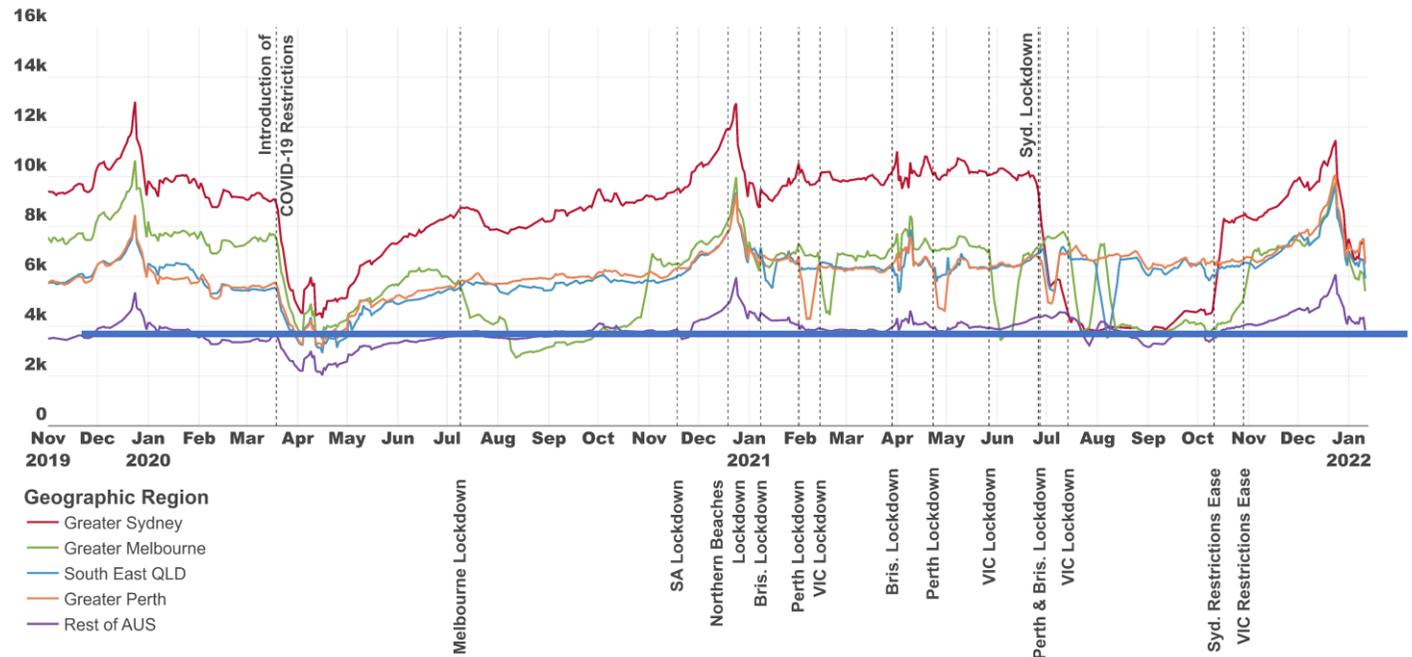
While some experts are predicting that these States are through the worst as cases have levelled off in recent days, the start of the new school year could see a resurgence in cases in the next few weeks.

At the other end of the spectrum, Perth shopping centre visitation levels are still higher than pre-Covid levels; and December figures were 10% higher than December 2020 figures. Month on month visitation growth has averaged a steady 10% - 15% over the last six months. Border closures in WA have recently been extended as a precautionary measure against the spread of Omicron. Despite this, case numbers are on the rise, albeit still at very low levels compared with other States. This may affect shopping centre visitation levels in the coming weeks and months.

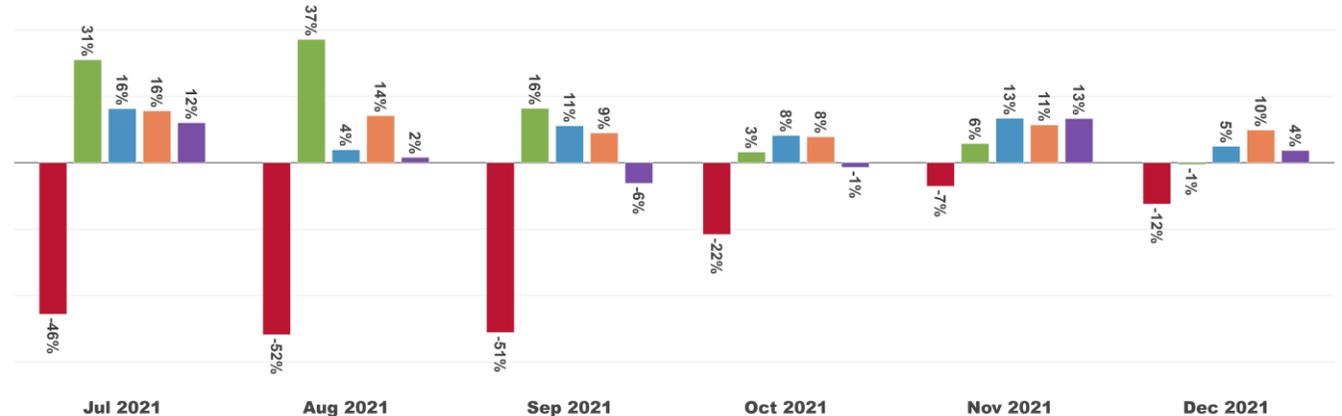
Similarly, South-East Queensland is still experiencing higher monthly visitation (compared with 12 months earlier) for each of the past six months to December. That being said, COVID-19 cases in Queensland are now approaching almost 10,000 per day, which could slow month on month shopping centre visitation growth in early 2022.

Regional areas of Australia have continued to be 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.

7-Day Moving Average



Month on Same Month in Previous Year - %Change



**Geographic Region**

- Greater Sydney
- Greater Melbourne
- South East QLD
- Greater Perth
- Rest of AUS

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## 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](mailto: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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