

23 JANUARY 2020

BRIEFING NOTE

SHOPPING CENTRE FOOT TRAFFIC INCREASES ACROSS NOVEMBER-DECEMBER 2019

The Shopping Centre Council of Australia (SCCA) has identified solid shopping centre foot traffic increases across November and December 2019 and in particular on Black Friday, the period leading up to Christmas Day and Boxing Day.

Our analysis across a representative national sample of SCCA members' centres (see *Sample and Methodology* overleaf) demonstrates that customer foot traffic increased substantially when compared with 2018.

KEY INSIGHTS

Our analysis demonstrates:

1. *Boxing Day 2019 was bigger than Black Friday.*

Black Friday was a roaring success, with 16.6% growth (2019 vs. 2018), and has cemented itself in the Christmas trading calendar, yet Boxing Day was bigger than Black Friday in nominal terms with around 2.5 million people (7.8% growth: 2019 vs. 2018) visiting the sampled centres on Boxing Day.

2. *#1: 23 December 2019 the biggest day, with the biggest growth.*

Monday 23 December 2019 was the number one day across November and December, which also increased by 30% compared with the same day in 2018.

3. *People (still) shop closer to Christmas.*

The top 5 days across the November–December period confirm that more people 'shop closer to Christmas', with the top 4 days being in the lead-up to Christmas Day (noting that Christmas Day is a non-trading day). The top 5 days were as follows: (1) Monday 23 December, (2) Tuesday 24 December (Christmas Eve), (3) Thursday 19 December, (4) Friday 20 December and (5) Boxing Day. Black Friday was the 7th largest day across the 2019 period.

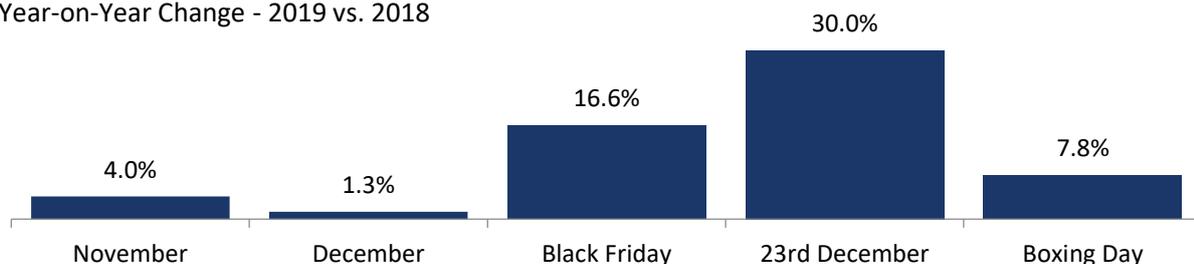
NOVEMBER AND DECEMBER: BLACK FRIDAY AND BOXING DAY

Foot traffic for November 2019 increased by 4.0% year-on-year, however for Black Friday it increased by 16.6%, and by 8.4% in the Black Friday week.

For December 2019, foot traffic increased by 1.3% year-on-year, however for Boxing Day it increased by 7.8%.

Shopping Centre Foot Traffic

Year-on-Year Change - 2019 vs. 2018



Source: SCCA Research

In addition, some retailers and centres in areas with trading hours restrictions were unable to fully take advantage of consumer demand (e.g. Boxing Day/Proclamation Day in Adelaide was restricted to a 5pm close, however observations and anecdotal feedback indicate customers remained in some stores as they were closing, with indications that a 9pm close would have been positive noting that Boxing Day in 2019 fell on a Thursday which has a traditional 9pm closing time).

SAMPLE AND METHODOLOGY

The SCCA has analysed a representative national sample of member centres as follows:

- Coverage of >20% of total Australian shopping centre retail floorspace.
- Centres:
 - Located in all major jurisdictions.
 - Located in metropolitan, regional and rural areas.
 - Comprising smaller neighbourhood centres through to CBD and larger regional centres.
 - Comprising different trade catchment characteristics (e.g. low to high median household income).
 - Centres covering all discretionary and non-discretionary retailers.

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