

Mall Operational Metrics



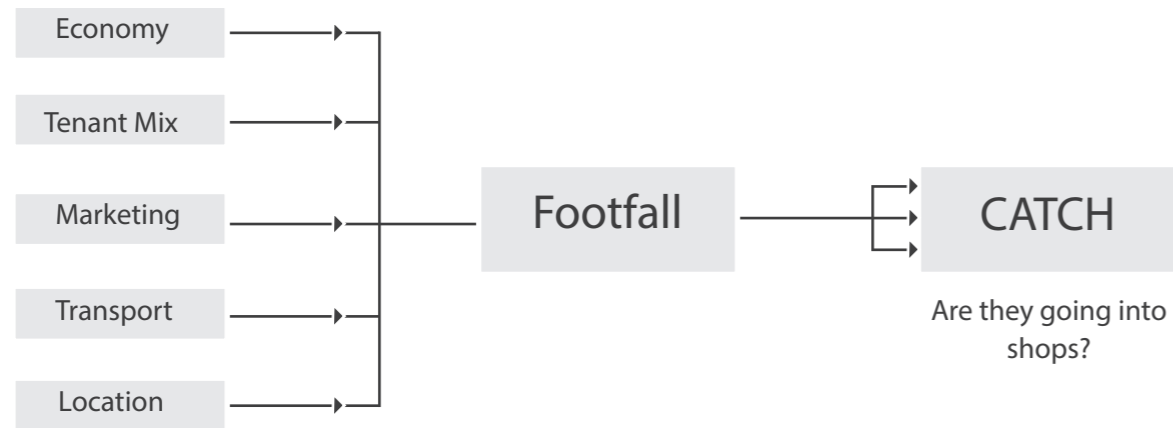
Misleading Statement?
Increase footfall increases turnover.

True formula
Spend per head is a derived figure.

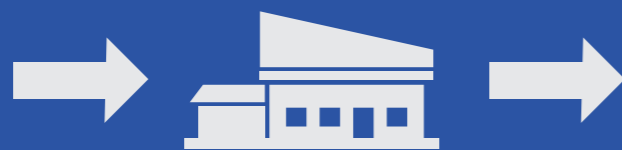


- High footfall can be damaging to the centre if there is no conversion.
- Are there more informative metrics?

Footfall



Count in or Count out



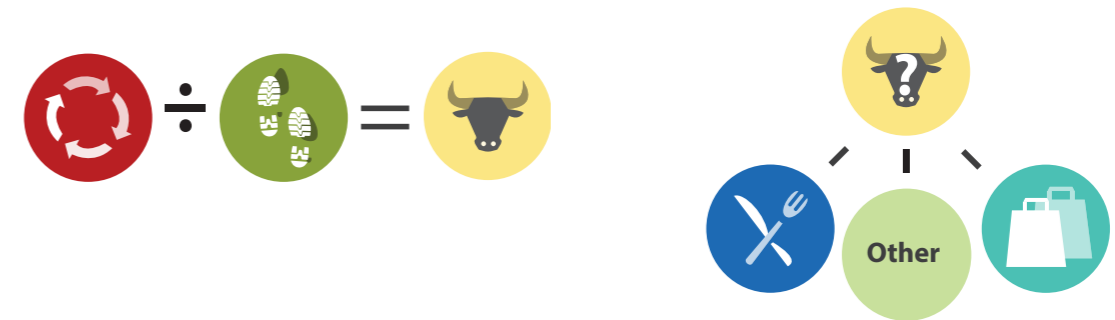
What about: repeat visits, short-cuts, other purpose (e.g. shelter from rain, airports)?

Mall Operational Metrics

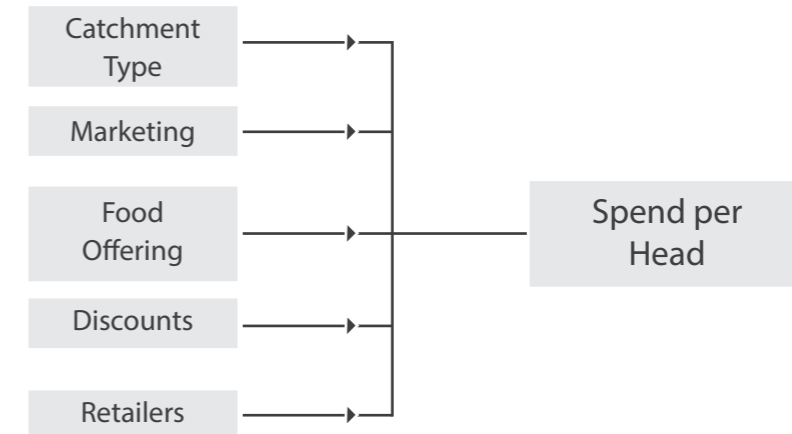


Misleading Statement
High turnover means higher rents.

What are they spending money on?



Spend per Head



Very dependent on retailers willing to co-operate and share turnover data.