

# The experience economy

This QIC Real Estate Consumer Megatrend reflects consumers paying for experiences as an economic offering as distinct from goods. Once considered a place to simply purchase goods, shopping centres are evolving to be the heart of a region, providing for whole-of-life needs and creating memorable experiences for consumers.



## Outstanding experiences drive consumer frequency and loyalty



**92%**

of consumers find going to the local shopping centre an enjoyable experience

QIC Customers **97%**

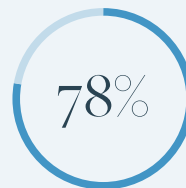
Australians **87%**

## Consumers are loyal to stores that prioritise their needs

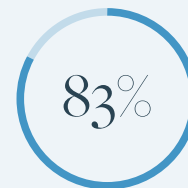
% who strongly/somewhat agree:



For **78%** of consumers, great customer service experiences in a store directly influence their likelihood of purchasing a product or service



**Everyday shoppers**  
shoppers who have an 'in and out' mentality when visiting their shopping centre



**Experience shoppers**  
shoppers who are likely to visit their local shopping centre to connect with others

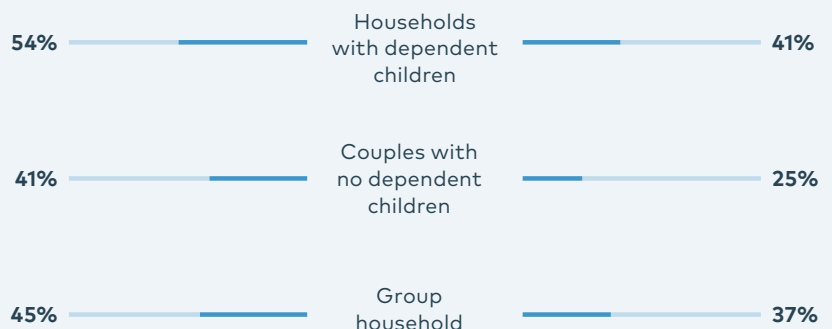
## Shopping centres are a hub of connection for everyone



## Reasons for visiting the local shopping centre in the last three months:

To have a meal with friends or family

To watch a movie or another entertainment option\*



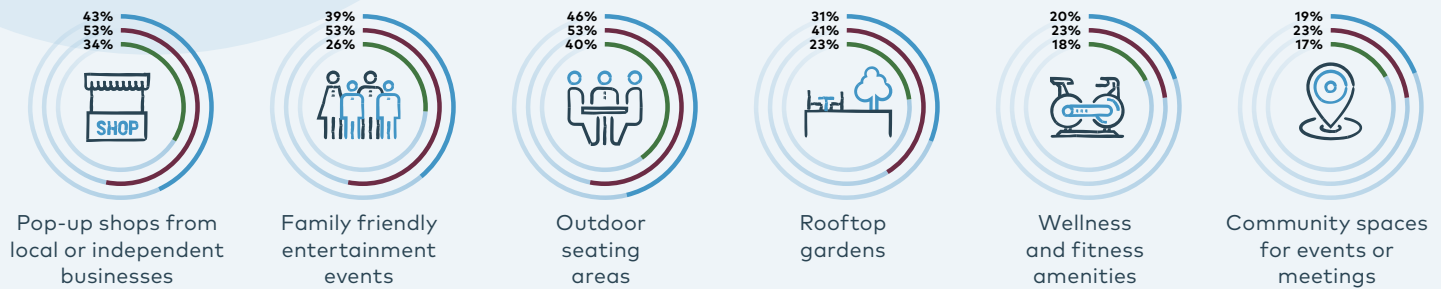
\*bowling, arcades, kids play etc.

# Shopping centres continue to be a hub for the community

## Consumers see their local shopping centre as a place of connection, community and unique experiences

% who want to see the following feature in their ideal shopping centre:

— QIC Customers — Australian Customers — Average

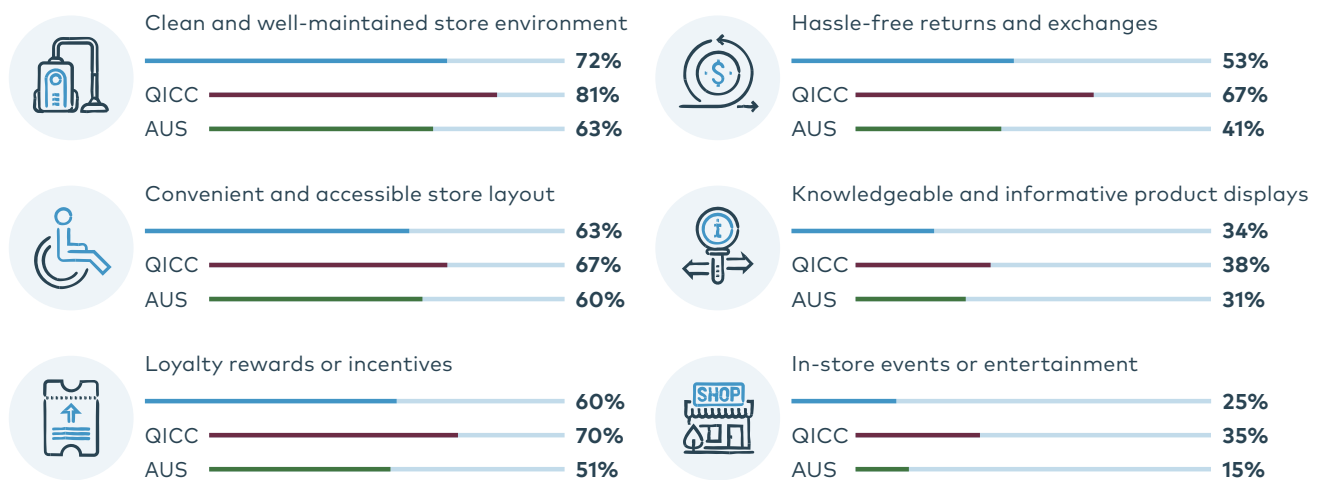


# Design plays an integral role in elevating the overall consumer journey

## Frictionless shopping experiences, lived-in design principles and a commitment to experience are key to creating a positive experience for consumers

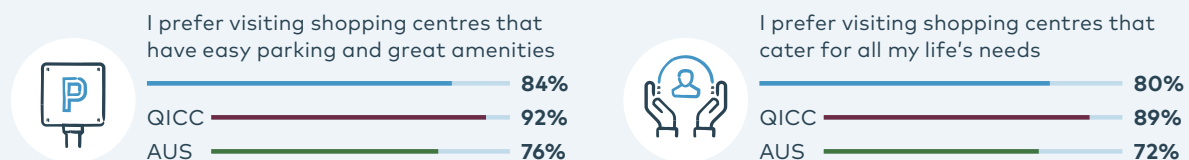
% who feel welcomed and valued as a consumer from the following:

— QICC - QIC Customers — AUS - Australian Customers



## Consumers expect high-quality amenities to enhance their shopping experience and meet all their lifestyle needs

% who strongly/somewhat agree:



### Methodology

QIC Real Estate Centres: In field: 15th– 28th May 2023

1,803 completes across 9 QIC centres:  
Canberra Centre | Castle Towers | Eastland | Grand Central | Hyperdome | Robina | Watergardens | Westpoint | Woodgrove

Australians: In field: 15th– 23rd May 2023, 2,000 representative sample



Storyboard and design by

