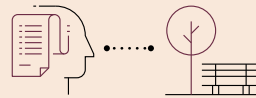


Convenience and connectivity

Consumers are seeking simpler and more efficient ways of shopping, inspiring retailers and landlords to rethink their operational and omni-channel strategies and develop a more integrated shopping experience



The purpose-driven shopper



87% of customers visit their local shopping centre for multiple reasons, seamlessly blending errands with leisure

Customers visit shopping centres already with a plan in mind

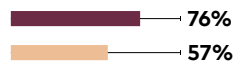
Key QIC Customers Australians



To complete a supermarket shop



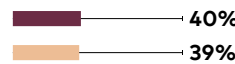
To visit a particular retail store



To have a meal with friends or family



To use a service



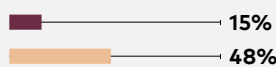
To pick up my online purchases



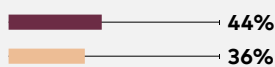
QIC customers dwell longer than the typical Australian



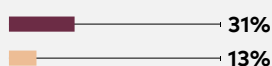
Less than one hour



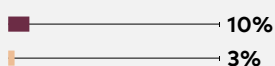
1 to 2 hours



2-3 hours



More than three hours



Purpose-driven shoppers value easier parking and great customer service experiences



Addressing poor customer service would enhance the shopping experience of 42% of QIC customers

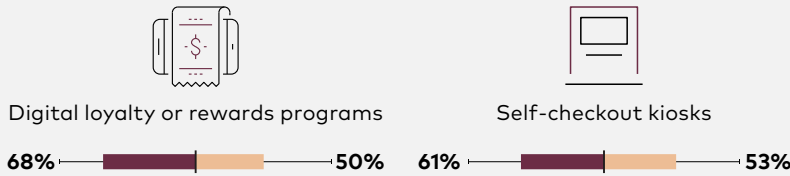


Easy parking is highly valued by 64% of QIC customers

Technology-enhanced shopping journeys

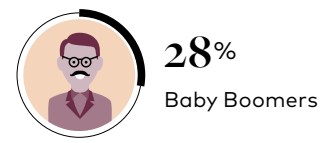
Modern consumers are tech-savvy and seeking out new ways to make their shopping journey more convenient

Top technologies during a typical shopping centre visit



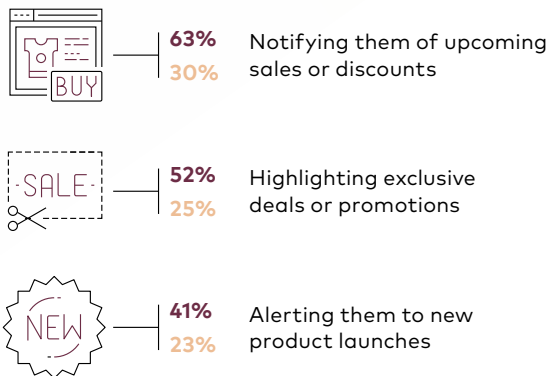
Younger customers more likely to value omni-channel integration

% extremely/very important



Social media is a compelling platform for inspiring customers and influencing spending decisions

Social media influences shopping decisions by



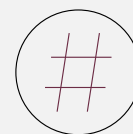
Younger customers are more likely to make shopping decisions inspired by social media

Key **Gen Z** **Gen Y**



31% | **31%**

Inspires their purchasing choices



38% | **36%**

Keeps them updated on current trends



33% | **35%**

Provides reviews and feedback from other shoppers

Personalisation is the next evolution in digital customer experience

Most valued personalised shopping experiences



Methodology

QIC Real Estate Centres: In field: 11th – 26th September 2023

1,337 completes across 9 QIC centres: Canberra Centre | Castle Towers | Eastland | Grand Central | Hyperdome | Robina | Watergardens | Westpoint | Woodgrove

Australians: In field: 11th – 26th September 2023, 2,004 representative sample