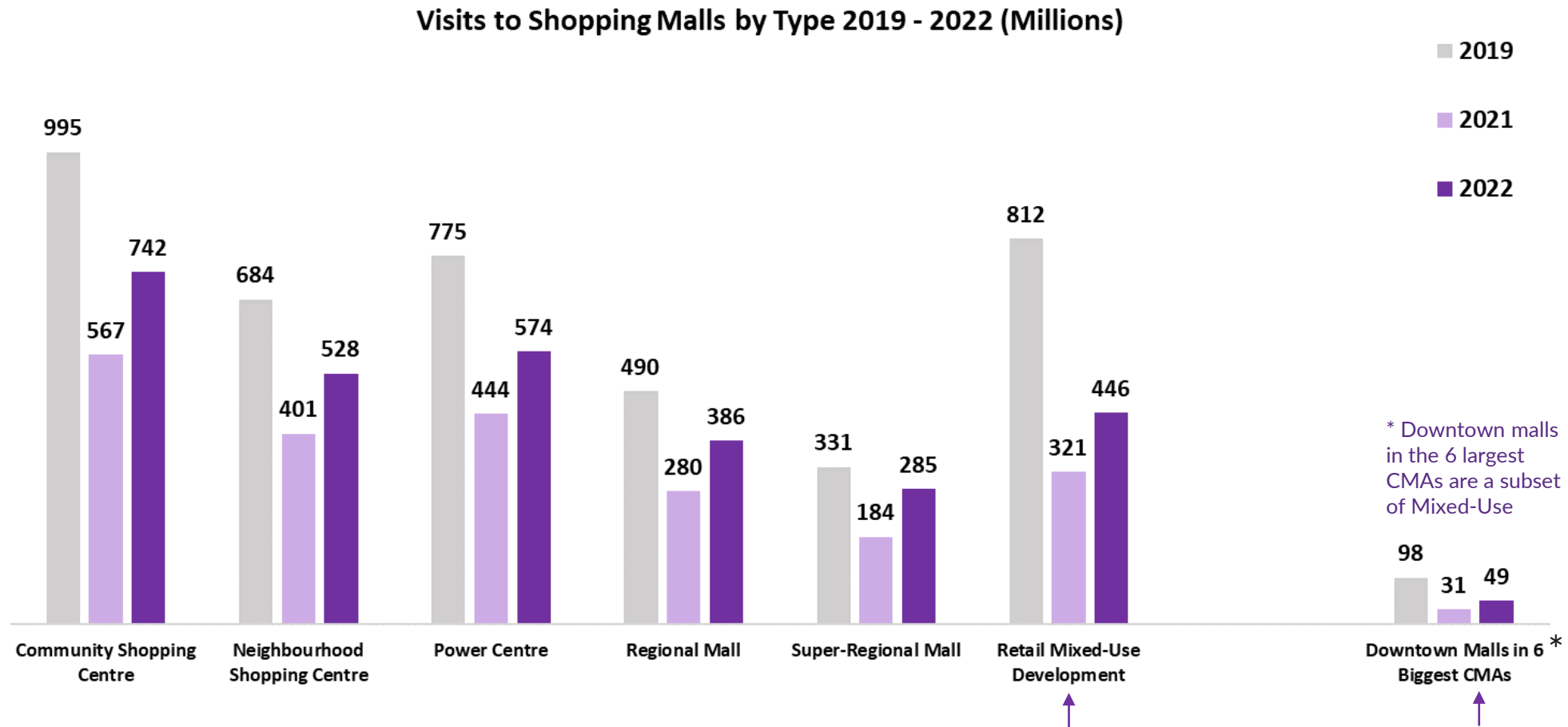


# STORE Conference

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[Rupen.Seoni@EnvironicsAnalytics.com](mailto:Rupen.Seoni@EnvironicsAnalytics.com)

# All shopping mall types are on a path to recovery, but individual trajectories have been quite different.

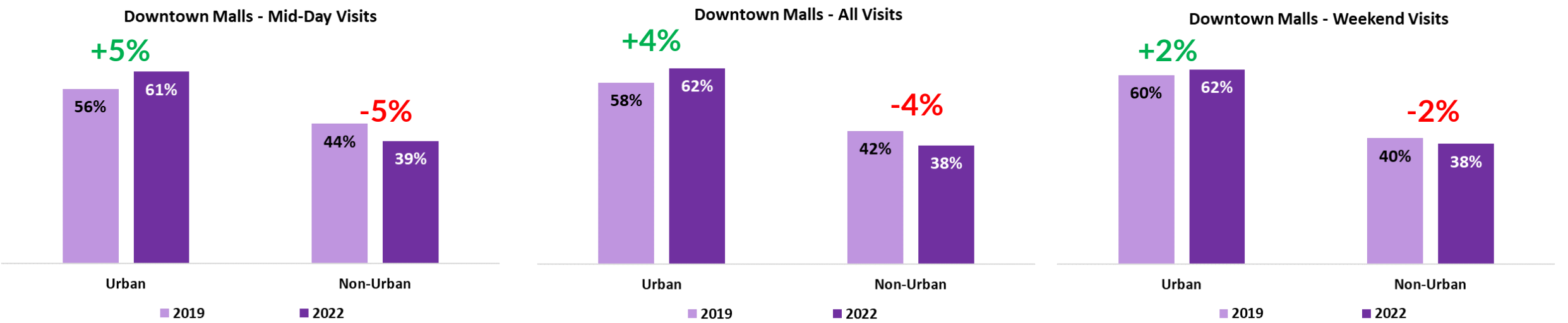




# The changing geography of work has implications for downtown malls, showing gradual shift in visits toward those coming from urban vs. non-urban areas.

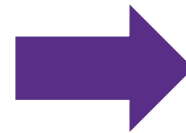
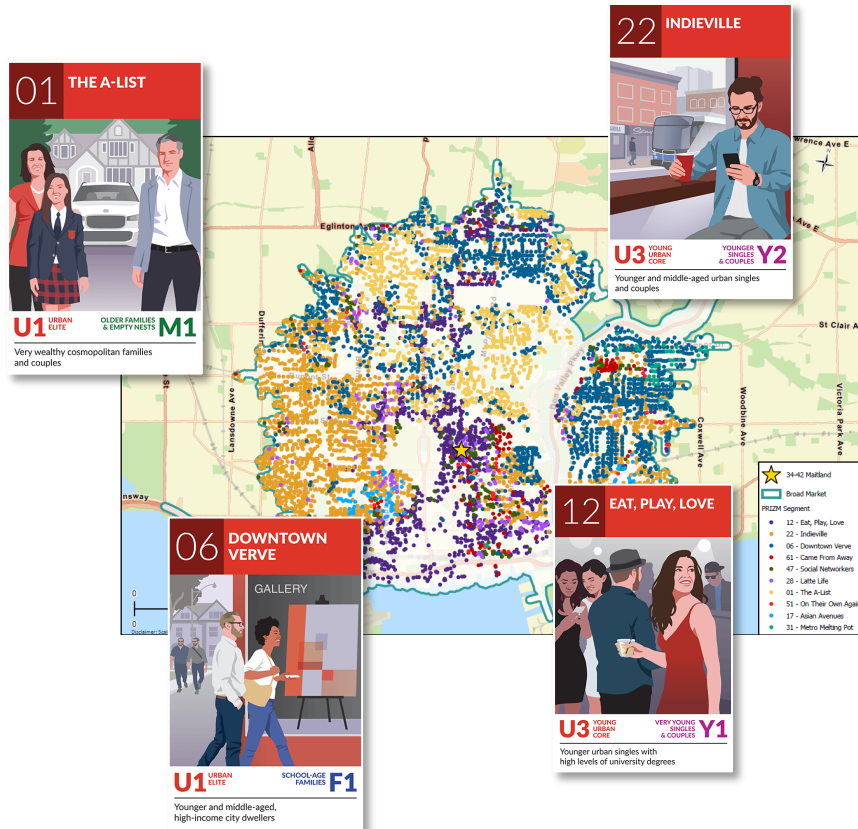
- Fewer suburbanites are travelling downtown vs pre-pandemic, giving way to a gradual consolidation of urban-centered visitors at the largest downtown malls.

■



# Trade Area & Visitor Studies Leads to Successful Targeted Events

## Behavioural & Demographic Data



## Data-Driven Event Planning



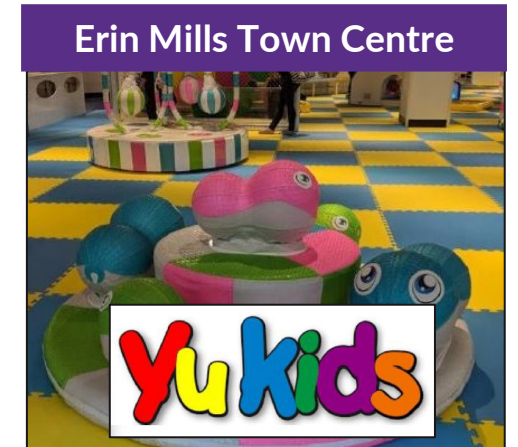
Lansdowne Place



Dixie Outlet Mall



Western Can. mall

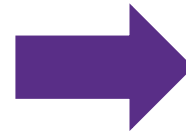


Erin Mills Town Centre

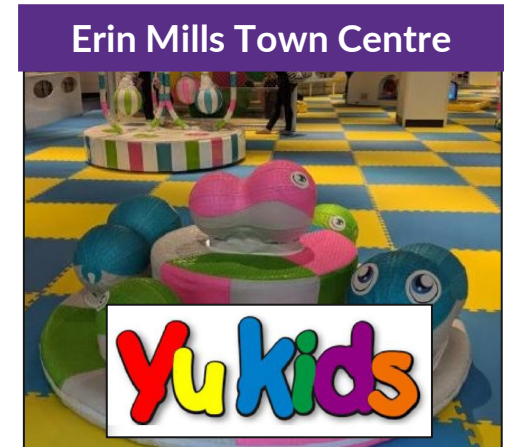


# Trade Area & Visitor Studies Leads to Successful Targeted Events

## Behavioural & Demographic Data



## Data-Driven Event Planning

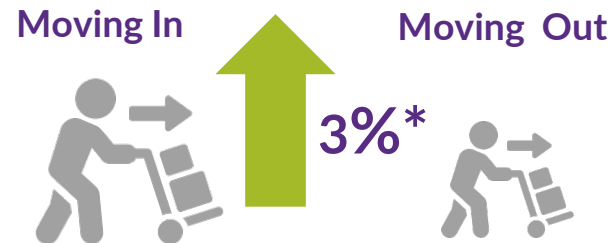
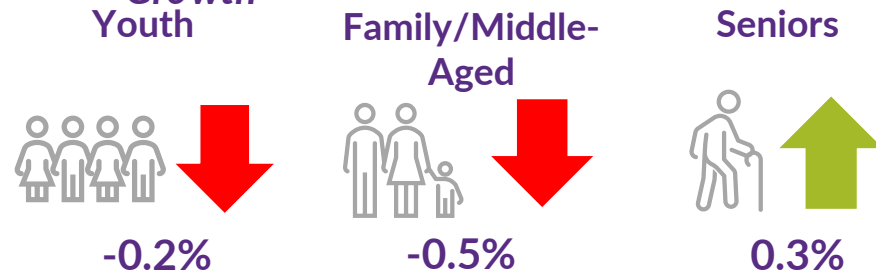


# Mall Area Growth Comparison

## Avalon Mall

St. John's, NL

**0.1%** 10 yr  
Household Population  
Growth



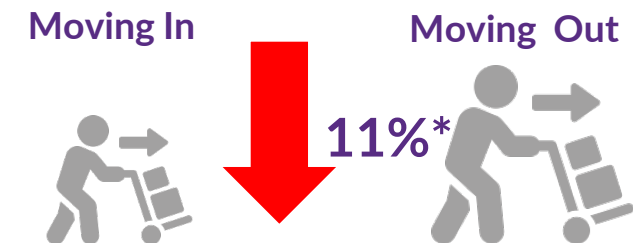
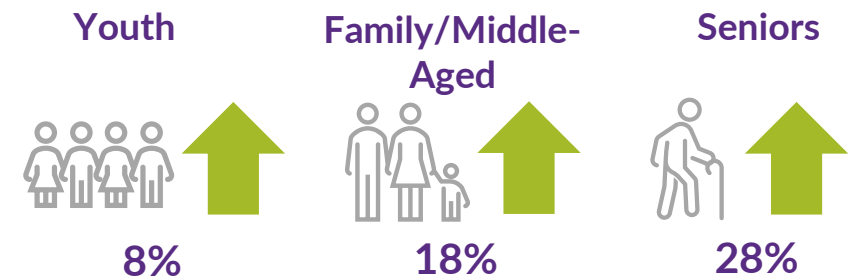
**8%** New to Canada (end 2022)



## Shops at Don Mills

Toronto, ON

**17%** 10 yr Household  
Population Growth



**13%** New to Canada (end 2022)

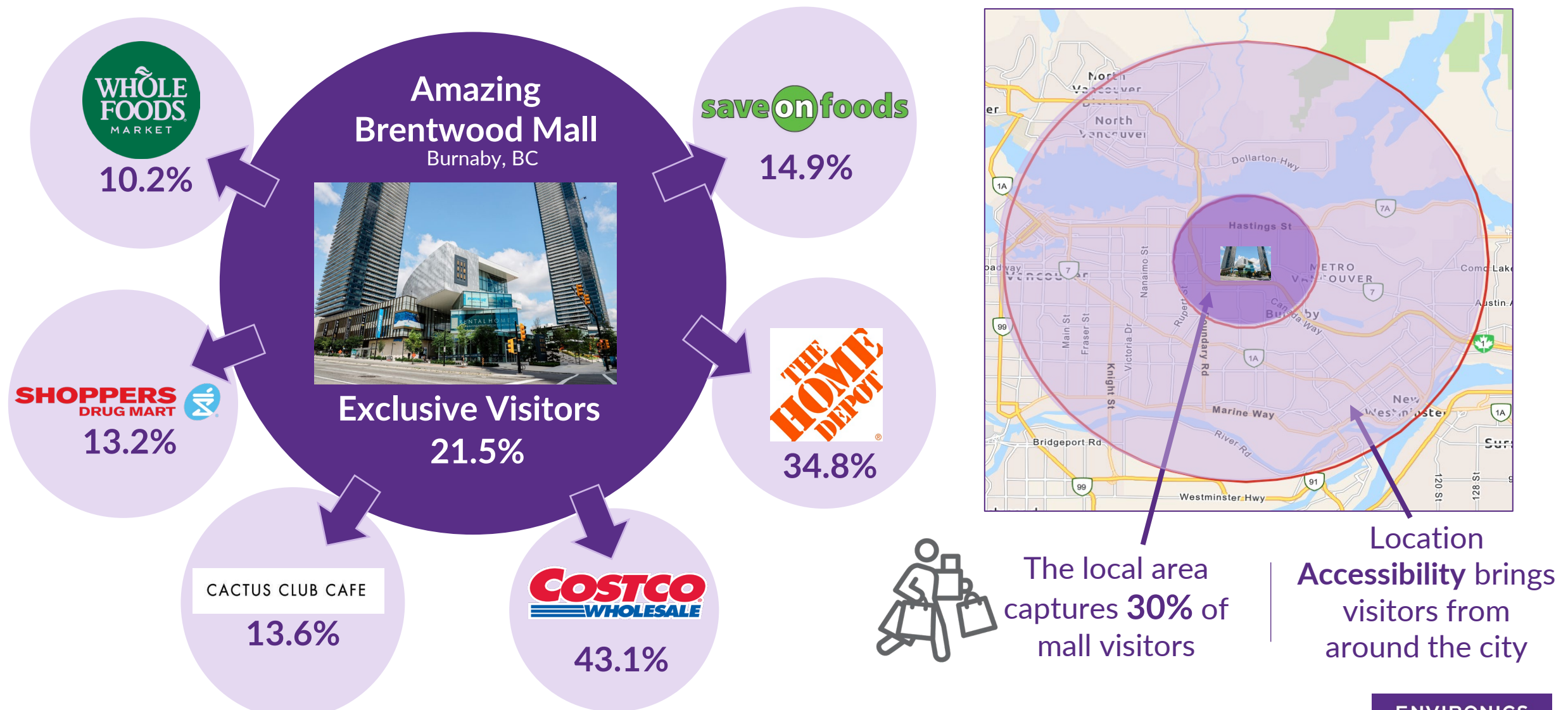


Note: Area defined as 10-min drive time from mall location  
\*Indicates the net change in movers in/ movers out for the latest 4 quarters  
\*\*based on NewToCanada data for 2021 Q4 to 2022 Q3

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# The role of the mall in the community – Shared Local Visitor Traffic



Note: Visitor data based on 2019, Mobilescapes 2022

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ANALYTICS

# Thank you!

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