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## The Outlet of Opportunity

What we can learn from Outlet Operators' effective use of Data

## Segments of the UK Retail Market

**£421bn** UK Retail sector

**£308bn** UK Physical retail

Totalling **1.2bn sqft**

**7,000** high streets

**1500** shopping centres

**1198** retail parks

Compared to

**41** outlet centres

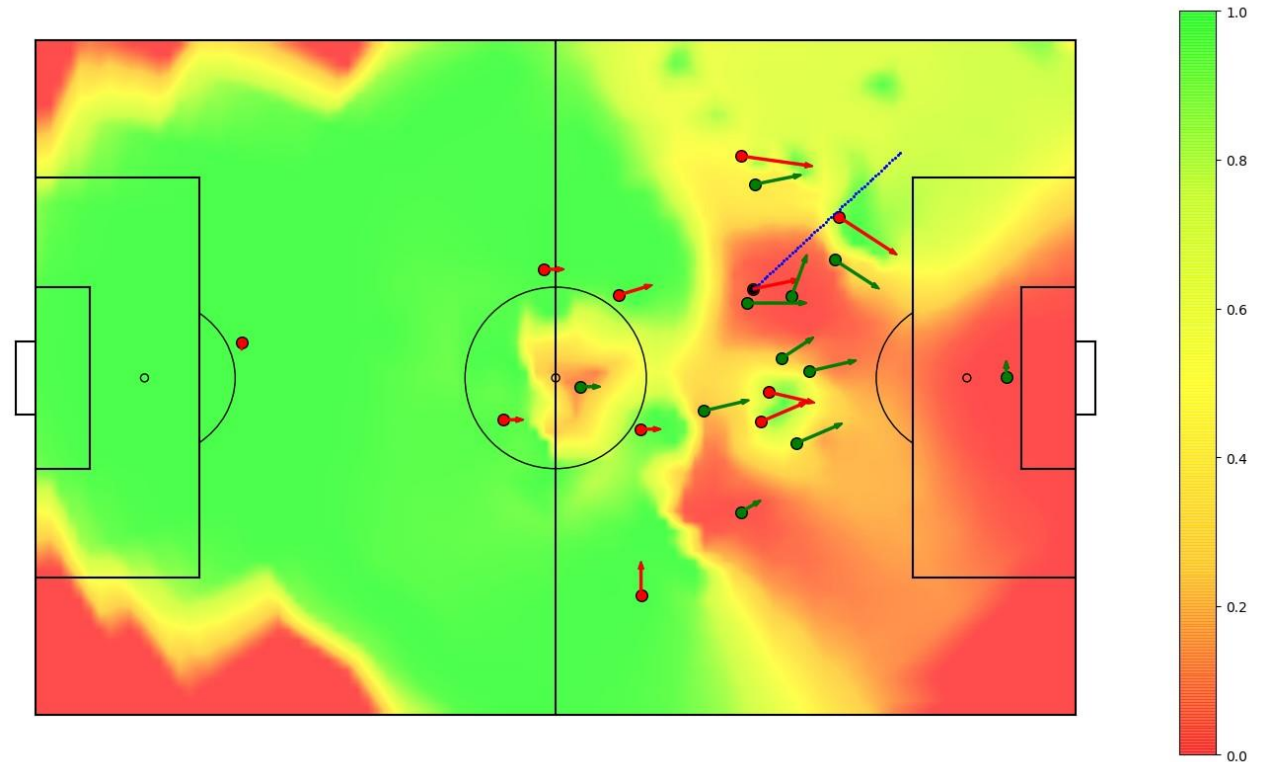
**6.8m sq ft**



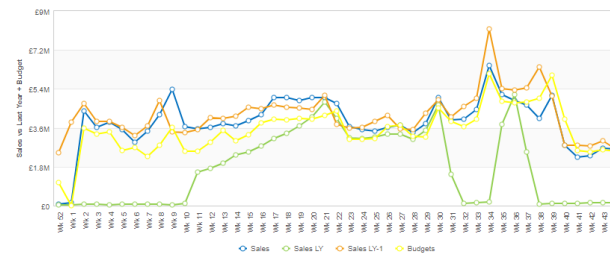


**Farmer's field in the middle of shopping centre (AI Generated Imagery)**

# Now is the time to embrace Analytics...



Sales vs Budget



Highlighted KPIs



Footfall Performance

Item	Week	%	Month to Date	%	Quarter to Date	%	Year to Date	%
Footfall	282,032		528,123		1,776,265		14,407,196	
Last Period	277,781	1.53	539,734	(2.15)	2,060,327	(13.79)	7,204,754	99.97
Last Year	65,137	333	107,581	391	310,252	473	7,204,754	99.97
LLY	329,615	(14.44)	562,187	(9.29)	2,069,512	(14.17)	16,954,766	(15.03)



Retail Advantage<sup>®</sup>

ART Software Group



**Realm**

Specialist operators  
of outlet centres  
& retail destinations

The Outlet of Opportunity

Data with Purpose