

COMPANY-WIDE WEEKLY REPORT

Report Period: 23/11/2014 - 29/11/2014 (Week 47)

Total Visitors
22,095,067

▲ 3.63%

Turn In Rate
27%

▲ 8.0%

Visit Duration
17m

▼ 5.6%

Returning Rate
21%

▲ 16.7%

New Visitor
79%

▼ 3.7%

Sale Conversion
15.6%

▲ 12.2%

Footfall to Staff
53

▼ 3.6%

Revenue to Visitor
\$195

▲ 18.9%

Highest Turn In Rate
Livingston

42%

Lowest Turn In Rate
Edinburgh

14%

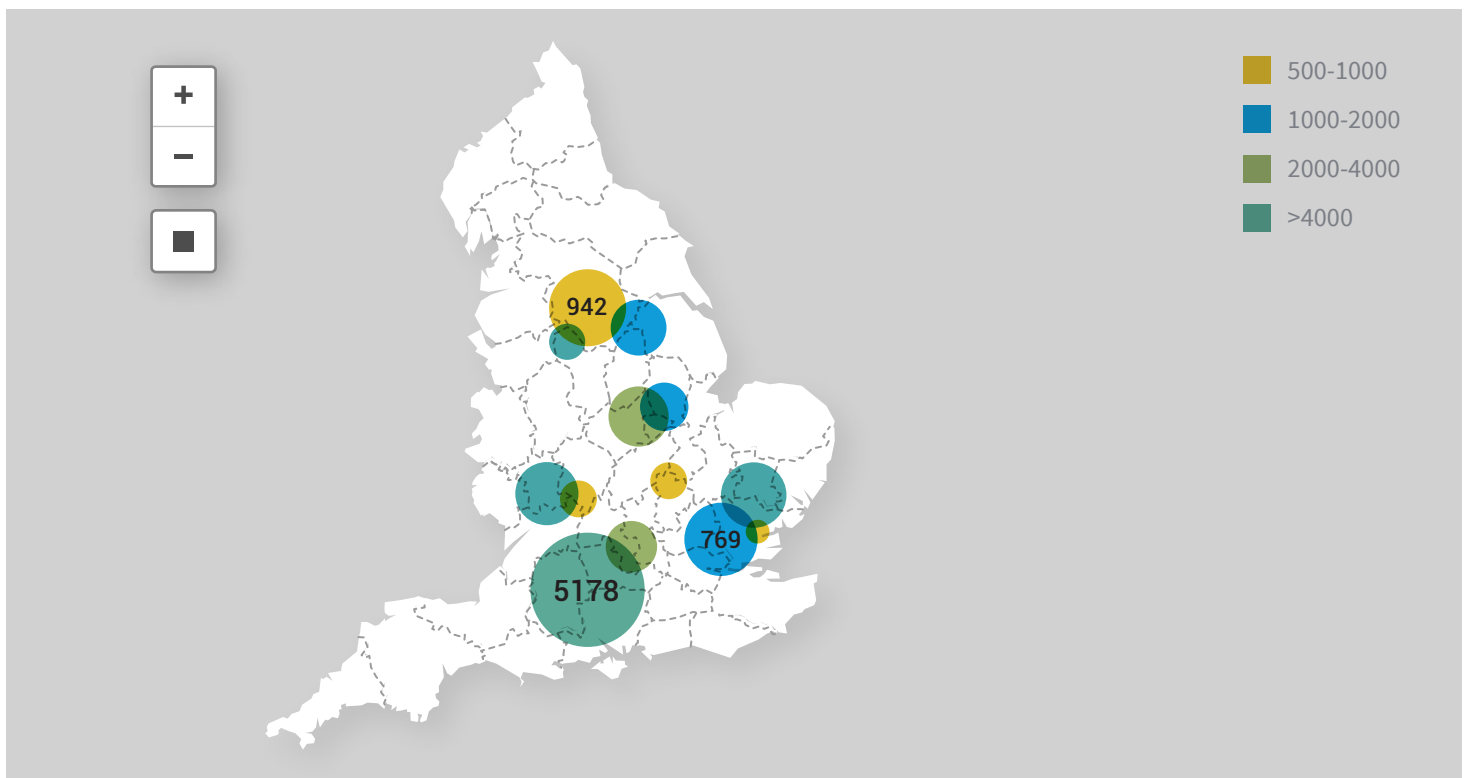
Highest Rise
Las Vegas

▲ 17.9%

Highest Drop
New York - Seaport

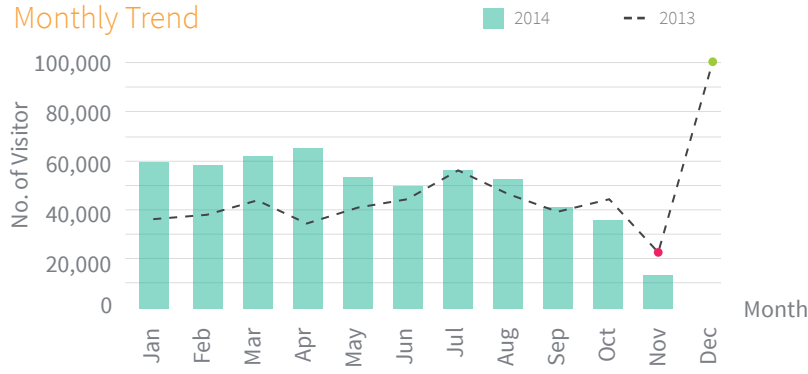
▼ 25.8%

FOOTFALL PER REGION



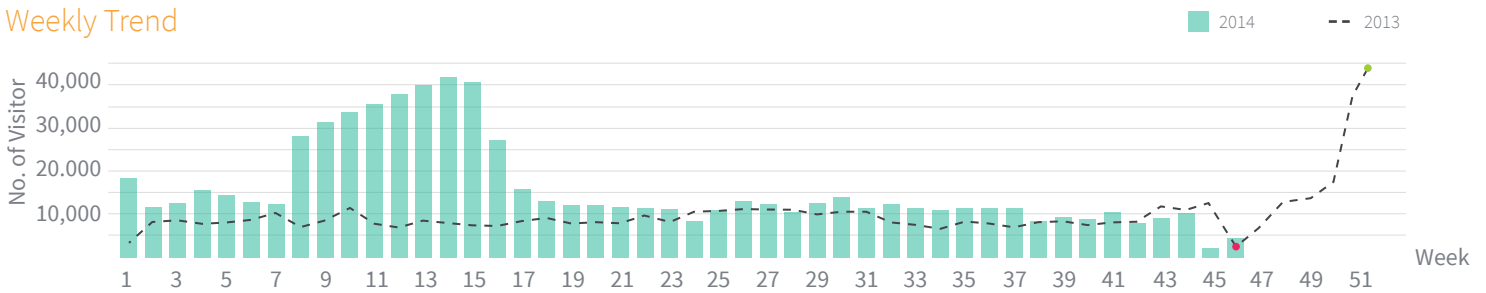
VISITOR COUNTS

Monthly Trend

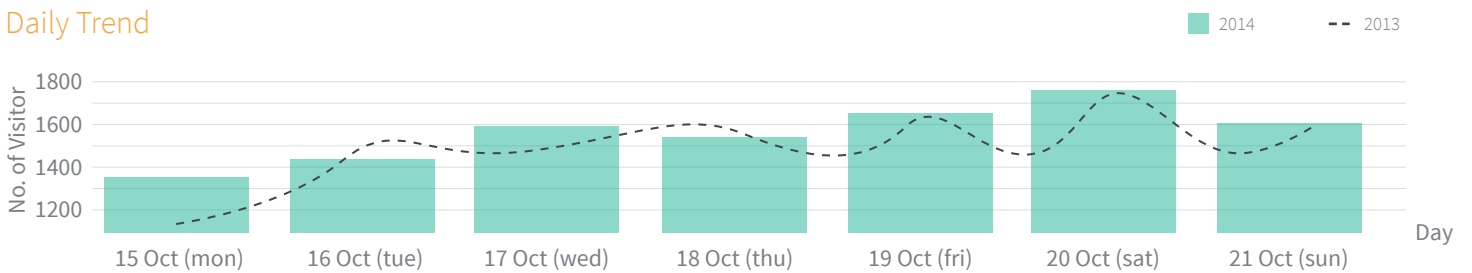


Week 47	This Year	Last Year	Changes
Monday	14 420	11 220	▲ 28.5%
Tuesday	14 680	11 190	▲ 31.2%
Wednesday	19 320	18 300	▲ 5.6%
Thursday	17 210	14 890	▲ 15.6%
Friday	16 340	12 640	▲ 29.3%
Saturday	27 490	16 280	▲ 68.9%
Sunday	24 630	19 110	▲ 28.9%
Total	452 110	252 010	▲ 79%

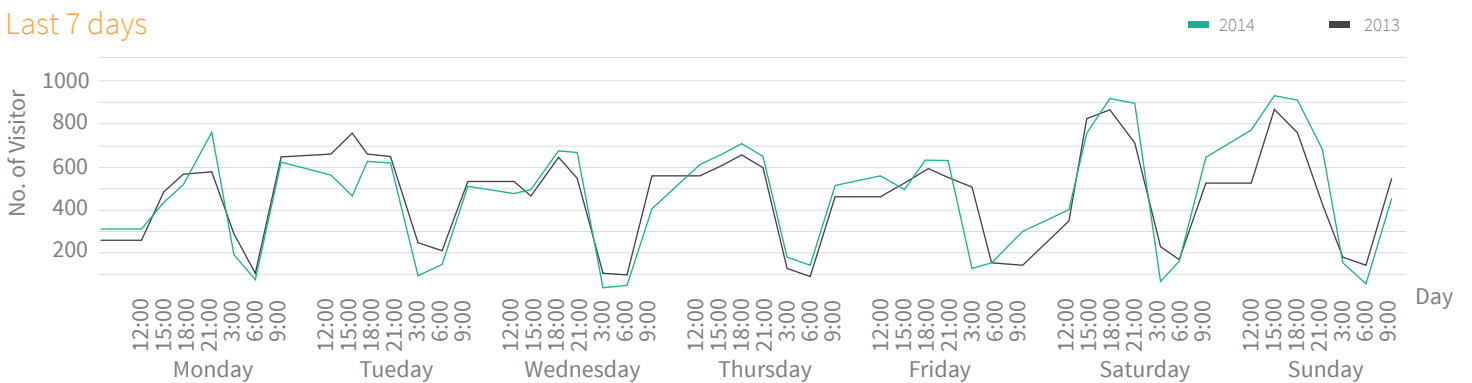
Weekly Trend



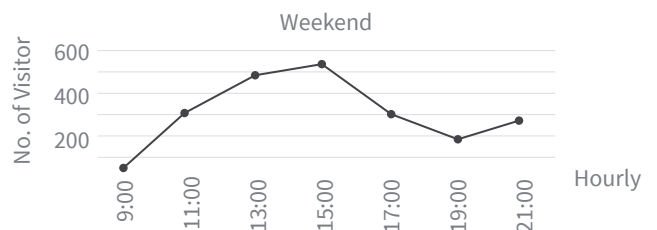
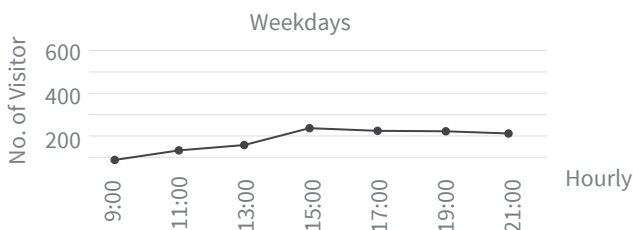
Daily Trend



Last 7 days

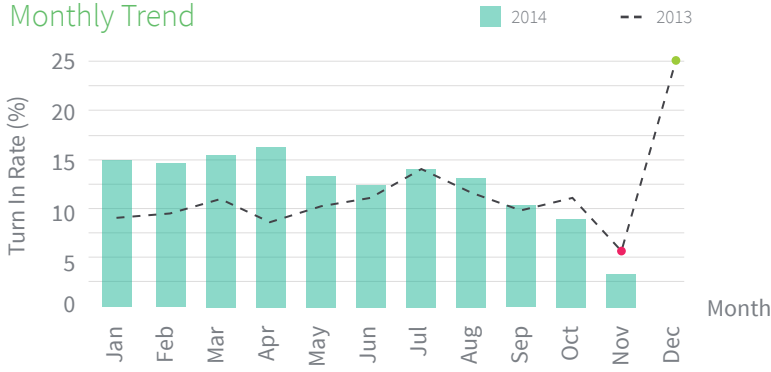


Traffic Profile



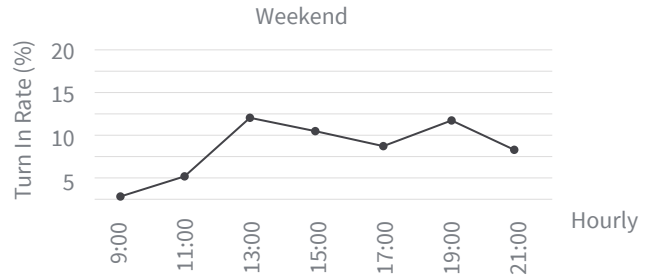
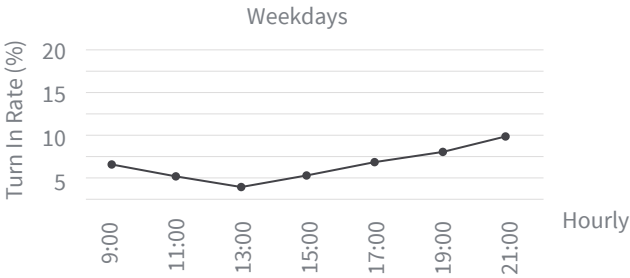
TURN IN RATE

Monthly Trend

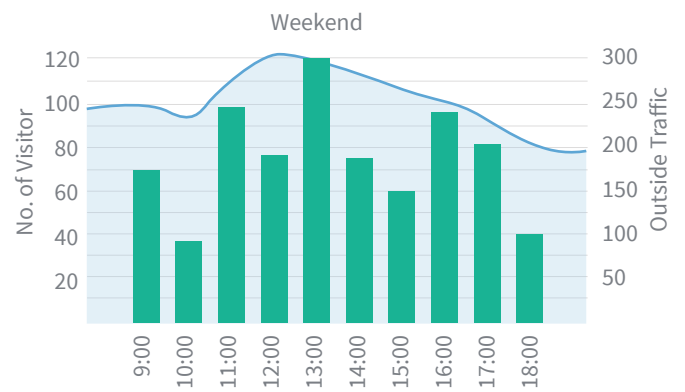
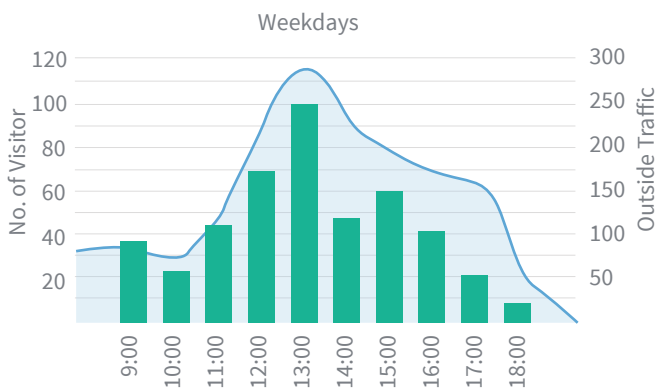
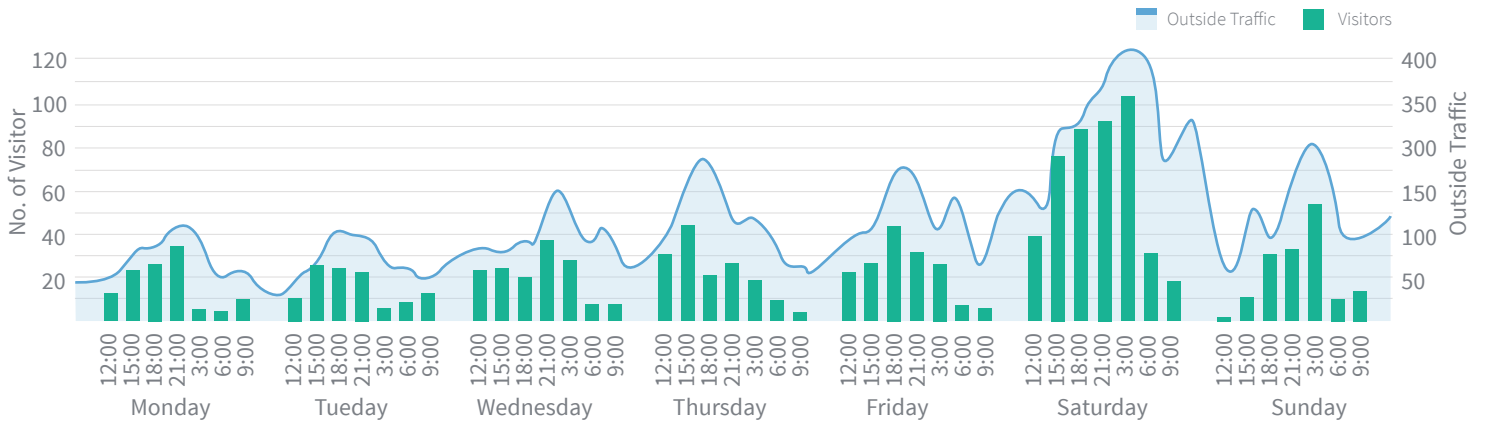


Week 47	This Year	Last Year	Changes
Monday	12.3%	10.8%	▲ 13.9%
Tuesday	10.9%	12.4%	▼ 12.1%
Wednesday	15.4%	14.3%	▲ 7.7%
Thursday	21%	12.7%	▲ 65.4%
Friday	19%	21%	▼ 9.5%
Saturday	18.9%	18%	▲ 5%
Sunday	20.4%	16%	▲ 27.5%
Total	21.4%	17%	▲ 25.9%

Traffic Profile

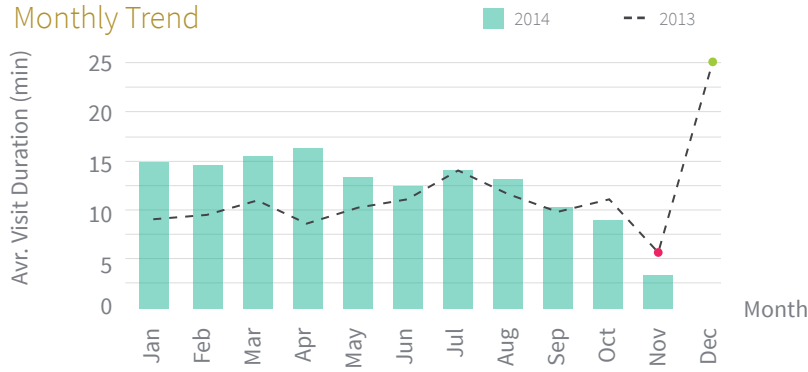


OUTSIDE TRAFFIC



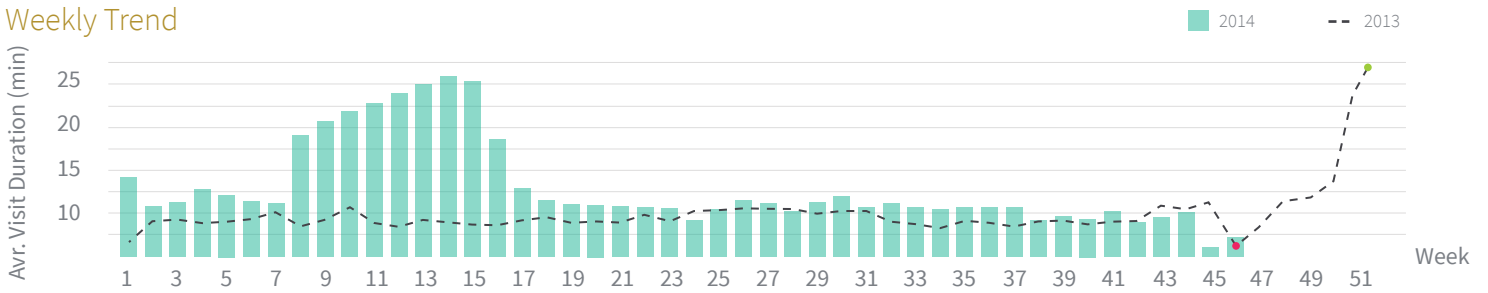
VISIT DURATIONS

Monthly Trend

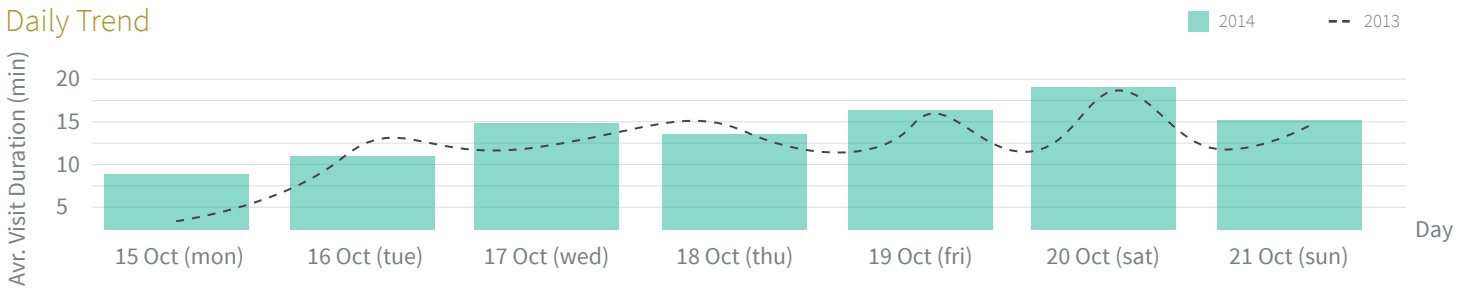


Week 47	This Year	Last Year	Changes
Monday	10 min	7 min	▲ 42.9%
Tuesday	9 min	8 min	▲ 12.5%
Wednesday	13 min	11 min	▲ 18.2%
Thursday	11 min	12 min	▼ 8.3%
Friday	16 min	13 min	▲ 23.1%
Saturday	13 min	9 min	▲ 44.4%
Sunday	17 min	18 min	▼ 5.6%
Total	20 min	18 min	▲ 11.1%

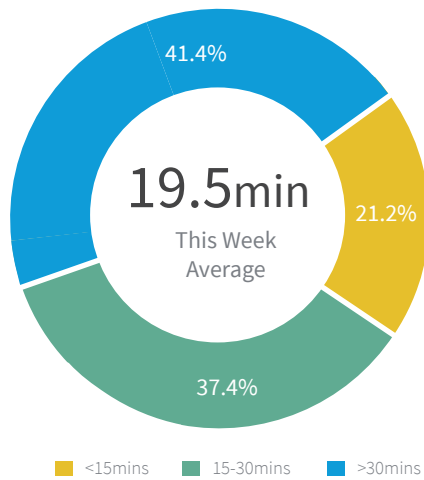
Weekly Trend



Daily Trend



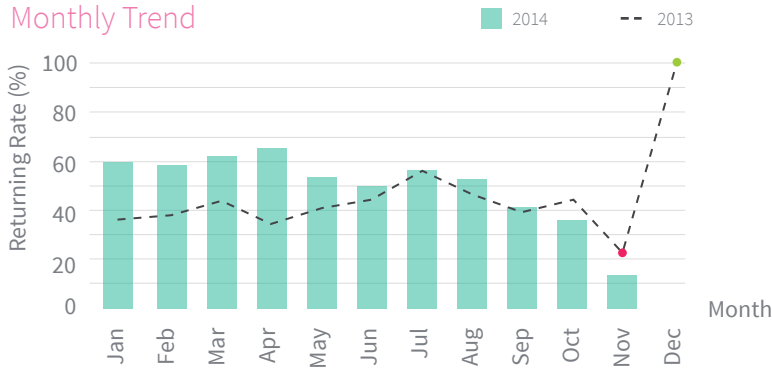
Classification by Engagement



Week 47	<15mins	15-30mins	>30mins
Monday	40%	40%	20%
Tuesday	50%	25%	25%
Wednesday	35%	30%	35%
Thursday	55%	25%	20%
Friday	38%	40%	22%
Saturday	60%	26%	14%
Sunday	46%	21%	33%

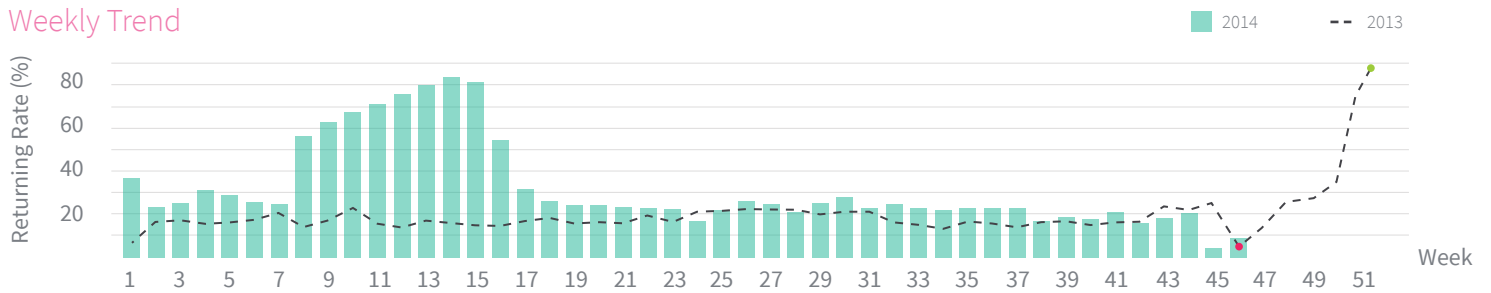
RETURNING CUSTOMERS

Monthly Trend

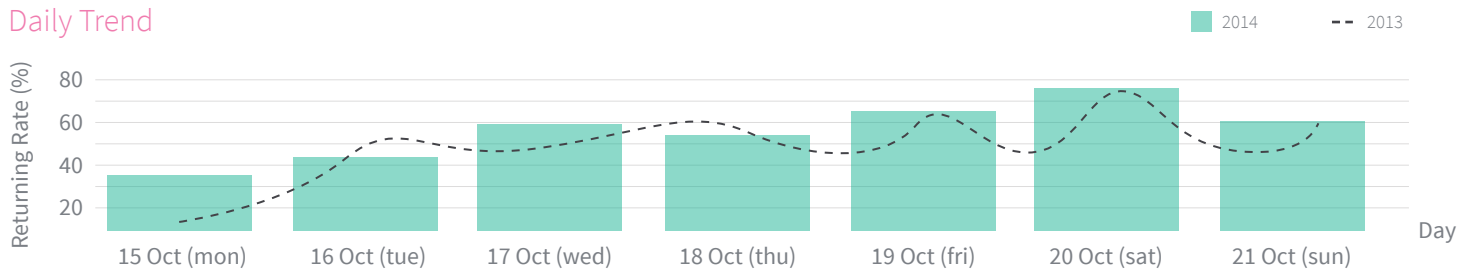


Week 47	This Year	Last Year	Changes
Monday	13%	12%	▲ 8.3%
Tuesday	11%	13%	▼ 15.4%
Wednesday	15%	14%	▲ 7.1%
Thursday	17%	15%	▲ 13.3%
Friday	22%	21%	▲ 4.8%
Saturday	21%	20%	▲ 5%
Sunday	20%	19%	▲ 5.3%
Total	19%	15%	▲ 26.7%

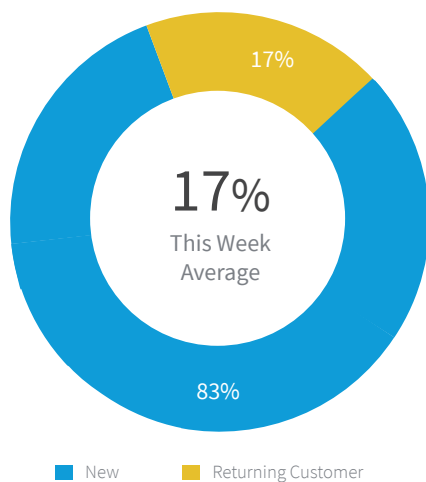
Weekly Trend



Daily Trend



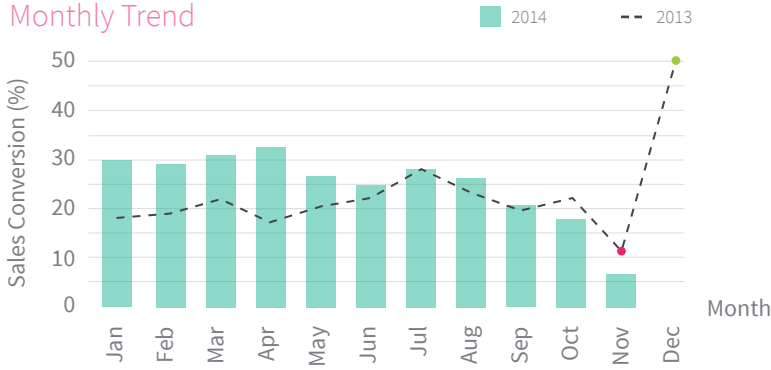
Classification by Visit Frequency



Frequency	Within 1 month	Within 3 months
1	56%	50%
2	28%	23%
3	11%	16%
>3	5%	11%

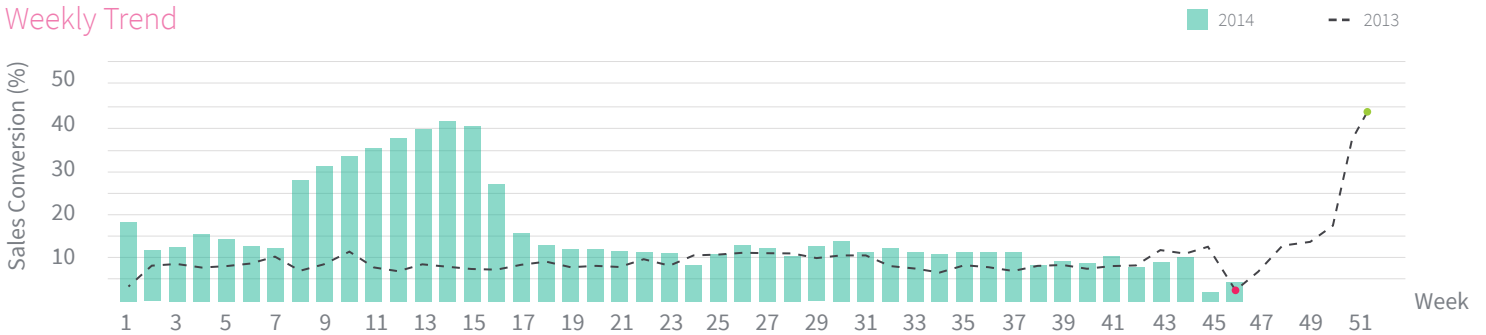
SALES CONVERSION

Monthly Trend

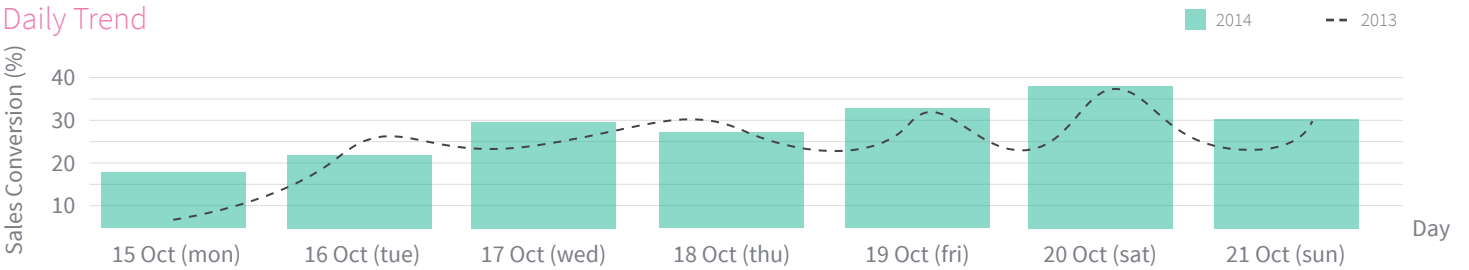


Week 47	This Year	Last Year	Changes
Monday	13%	10%	▲ 30%
Tuesday	11%	13%	▼ 15.4%
Wednesday	15%	14%	▲ 7.1%
Thursday	17%	15%	▲ 13.3%
Friday	22%	20%	▲ 10%
Saturday	21%	20%	▲ 5%
Sunday	20%	19%	▲ 5.3%
Total	23%	19%	▲ 21.1%

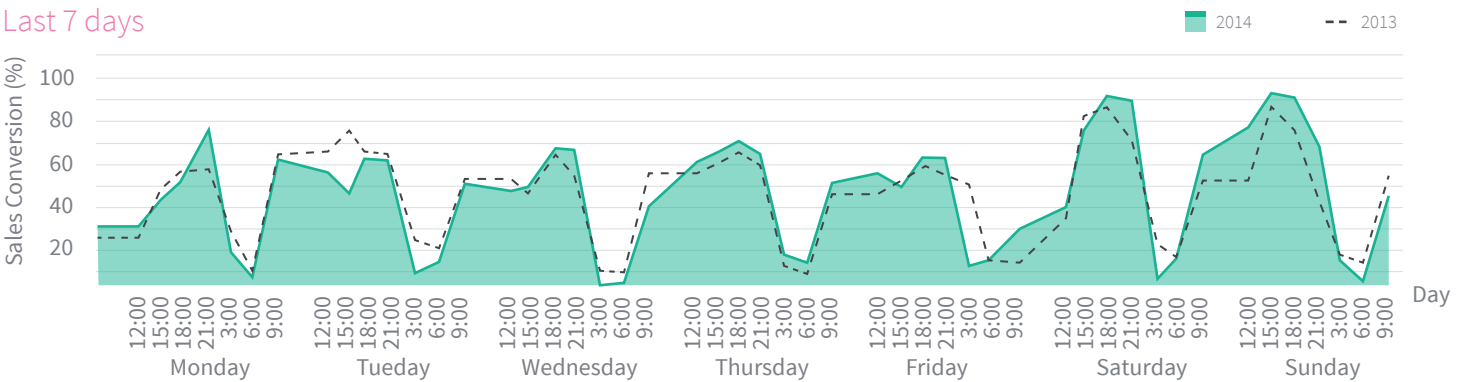
Weekly Trend



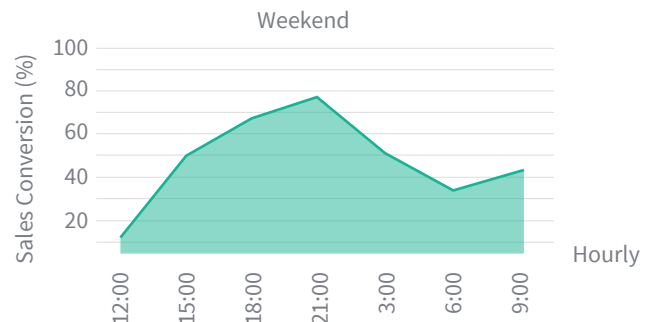
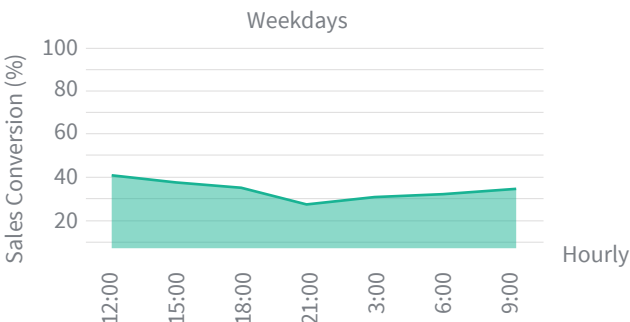
Daily Trend



Last 7 days



Traffic Profile



SITES SUMMARY

Region	Visitor Count			Turn In Rate		Visit Duration		Returning Customer		Sales Conversion	
	Rank	This Week	Changes (%)	This Week	Changes (%)	This Week	Changes (%)	This Week	Changes (%)	This Week	Changes (%)
Beijing Shin Kong Men	1105	199 800	▲ 11.2	22.4	▲ 2.1	6	▲ 14	14.5	▲ 19.1	34	▲ 32.3
Beijing China World	1126	201 306	▲ 12.9	19.5	▲ 3.2	11	▲ 13.5	7.3	▲ 20.9	14	▲ 35.5
Beijing Peninsula	1102	186 352	▲ 12.5	13.6	▲ 4.9	14	▼ 2.1	4.8	▲ 4.4	29	▲ 17.2
Bordeaux	1210	169 083	▼ 8.4	14.9	▲ 0.9	12	▼ 1.3	3.3	▲ 1.7	23	▲ 19.2
Cannes	1073	210 101	▲ 2.1	14.6	▲ 0.4	13	▲ 3.2	13.2	▲ 1.9	18	▲ 24.2
Courchevel	104	232 892	▲ 23.2	32.9	▲ 3.6	14	▲ 17.2	17.3	▲ 21.2	21	▲ 34.2
Courchevel Pop Up	189	201 157	▲ 27.9	16.5	▲ 3.4	17	▲ 12.5	21.3	▲ 19.5	22	▲ 25.6
Cologne	743	233 912	▲ 1.1	2.5	▲ 0.6	22	▲ 8.3	20.2	▼ 9.7	26	▲ 13.4
Chengdu Yanlord	819	231 224	▼ 3.5	7.3	▲ 0.3	14	▲ 7.8	7.3	▼ 3.6	34	▼ 28.7
Dalian	866	227 001	▼ 0.9	11.9	▼ 2.8	15	▼ 2.4	0.9	▼ 3.1	28	▲ 13.3
Deauville	421	212 174	▲ 12	18.4	▲ 2.2	12	▲ 14.9	21.7	▲ 19.1	18	▲ 32.3
Florence	1693	190 060	▲ 14.7	20.3	▲ 5.7	19	▲ 14.1	19.3	▲ 21.9	15	▲ 35.8
Forte Dei Marmi	1107	188 004	▲ 17.2	14.7	▼ 3.1	19	▼ 2.4	1.9	▲ 5.4	14	▲ 16.8
Hefei	914	199 973	▼ 8.9	16.8	▲ 1.1	8	▼ 2.7	2.4	▲ 1.4	31	▲ 21
Jinan Guihe	606	230 407	▲ 2.8	13.8	▲ 1.3	11	▲ 1.3	13.1	▲ 1.9	17	▲ 27.5
Kobe Kyoryuchi	500	234 143	▲ 25.3	31.3	▲ 4.6	11	▲ 16.9	11.8	▲ 20.2	16	▲ 33.3
Landmark	145	255 002	▲ 27.3	17.3	▼ 1.9	13	▲ 13.5	12.3	▲ 18.4	23	▲ 24.8
Las Vegas City Center	9	316 354	▲ 0.7	2.1	▲ 1.4	11	▲ 4.7	8.6	▼ 10.2	13	▲ 14.3
Lille	226	221 104	▲ 4.2	5.5	▼ 0.8	23	▲ 8.9	11.6	▼ 3.4	25	▼ 28.9
Lyon	115	101 454	▲ 5.1	19.4	▼ 2.1	6	▼ 2.5	0.3	▼ 5.2	13	▲ 13.3
Marina Bay	16	194 083	▲ 3.2	15.9	▲ 1.1	18	▲ 1.7	13.3	▲ 2.9	17	▲ 27.5
New Bond Street	35	200 958	▲ 27.8	29.3	▲ 4.9	12	▲ 16.8	1.9	▲ 17.1	16	▲ 34.2
New York 5th Avenue	8	231 437	▲ 25.3	20.4	▼ 3.6	12	▲ 15	1.5	▲ 15.8	17	▲ 24.5
Omotesando	11	213 789	▲ 1.1	2.5	▲ 0.7	24	▲ 6.6	4.2	▼ 11.6	15	▲ 16.7
Palo Alto	961	164 628	▼ 3.4	1.9	▲ 0.3	18	▲ 8.7	13.5	▼ 3.6	12	▼ 27.3