

**TASK:** To increase the Average Time Spending Rate that concerns visitors spending time in a shopping center.

Supporting this Rate on a high level and improving it is a constant problem for any management company. The more time visitors spend in a shopping center, the more money they will leave there. The problem is that very often a management company lacks tools to control this. It is very difficult to monitor changes in this Rate.

What the management company lacks is a simple tool that displays changes in this Rate all the time.

**SOLUTION:** CountMax.

Specialists of the WATCOM Ltd. have developed a method that allows to find out the Average Time Spending Rate. Now CountMax can dynamically monitor not only the number of people who entered or left the shopping centre, but the Average Time Spending Rate as well. This Rate can be calculated for any zone in a shopping center where CountMax counting systems have been installed. It also enables the management company to find out the average speed of visitors passing through this or that gallery. Thus, the value of this information is increased thanks to its detailed elaboration the Average Time Spending Rate for the Entertainment Zone, for the Food Court, for Supermarkets and for other Anchor Renters, the Average Speed Rate for this or that gallery.

**Now let us speculate on an example:**

A definite Shopping Center has an underground parking lot for 700 cars. If its Management company installs people counting systems at entrances to the Shopping Center from its parking lot, they get a unique opportunity to define how much time visitors who came by car spend in the Shopping Center.

Let us define this value as 70 minutes. What can we do with this Rate?

1. We can set the minimal parking payment period as 90 minutes (1.5 hours). Thus, we stimulate our visitors to spend the remaining 20 minutes in the Shopping Centre.
2. We may try to set a corridor of the desired period of being inside our Shopping Center. Let us imagine that we have a basic hourly payment rate. If a driver withdraws their car after 1.5 hours of parking, they pay nothing; if they have spent 2.5 hours in our Shopping Center, they pay for parking just as for one hour. After 3.5 hours, drivers pay as per the basic payment rate. This model works when the Parking Lot of a Shopping Center is frequently used by employees of nearby offices.
3. If the Management Company think that payments for parking could distract their potential visitors, they could introduce a nominal payment. The sense of such payment is to stimulate people to spend more time inside the Shopping

Center (just like in Variant 1). That is why the payment rate has to be somewhat sufficient to make this stimulus stronger.

**RESULT:** Control and increase of the Average Time Spending Rate of a good part of your visitors.

