

REPORT

POLISH COUNCIL OF SHOPPING CENTRES IN THE MEDIA, 8-13 OCTOBER 2020

08/10/2020

THE RETURN OF SHOPPING SUNDAYS WILL HELP TO PRESERVE WORKPLACES AND MAKE UP FOR THE LOSSES CAUSED BY THE PANDEMIC

Comment by the Polish Council of Shopping Centres

The most important information in the announcement:

- Over 400,000 people work in shopping centres. Unfortunately, thousands of workplaces could disappear if trading Sundays are not reinstated;
- Shopping centres spend approx. PLN 3.4 billion a year on services provided by external subcontractors. The need to look for savings can lead to employment reductions in these companies as well;
- The footfall rate in shopping centres has not yet returned to the same level as a year ago. In September it was 19% lower than in the same month last year;
- Consumers prefer to shop at the weekends. Footfall in centres on September Saturdays was 44% higher than on other shopping days;
- PRCH data show that customers are willing to shop on Sundays, if they have the opportunity;
- The introduction of shopping Sundays could stimulate not only the shopping centre industry, which accounts for 30% of retail in Poland, but also other parts of the economy.

Number of publications

> 260

reach

> 5.62
million people

Selected publications:

Source:	Title:
Radio ZET	Wiadomości
Polskie Radio 3	Ekonomia w Trójce
Radio TOK FM	Raport Gospodarczy
TVN 24	Fakty po południu
TVP3 Kielce	Informacje
Wirtualna Polska	The return of shopping Sundays will help to preserve workplaces - according to PRCH experts
Wprost	Let us operate on Sundays! Appeal by retailers from shopping centres and not only
Rzeczpospolita	Pandemic: Shopping centres want trading Sundays to come back
PAP	The return of shopping Sundays will help to preserve workplaces







09/10/2020

THE SHOPPING CENTRE INDUSTRY IS PREPARED TO SERVE ITS CUSTOMERS SAFELY

Position of the Polish Council of Shopping Centres (PRCH) in view of the introduction of additional restrictions throughout the country

The most important information in the announcement:

- Tenants, landlords and managers of shopping centres have taken a number of measures to ensure a high level of sanitary safety during shopping, including regular disinfection, permanent availability of disinfectants, and up-to-date announcements and pictograms on the premises of shopping centres reminding of the need to keep the social distance.
- Thanks to the implemented solutions, as an industry we are prepared to provide safe customer service in the current situation.
- We would like to thank all those working in shopping centres, tenants, their employees and the personnel of companies providing maintenance services in the facilities, for taking care of customer safety, their full commitment and compliance with procedures.
- We would also like to thank all customers who take care of others and respect the obligation to cover their noses and mouths and follow the recommendations of the sanitary services.

Number of publications

> **2,500**

reach

> **3.69**
million people

Selected publications:

Source:	Title:
Radio ZET	Wiadomości
Gazeta Polska Codziennie (printed edition)	Shopping centres will stay safe
Money.pl	Money. To się liczy
TVN24.pl	Retail industry: we are prepared to serve consumers safely
PAP	Retail prepared for serving customers safely
Forsal	Retail industry: We are prepared to serve consumers safely
Polska Times	Yellow zone across the country. How will shopping in shopping centres look like?
Wirtualna Polska	More restrictions in shops? The industry is preparing for changes

