# Retail Destination Features Schedule 2020

## January
- **Sustainability**
  - Efficient energy and waste management

- **Commercialisation**
  - Maximising non-rental income

- **Customer Analysis**
  - Tracking shopper behaviour

## February
- **Christmas**
  - Planning ahead for a successful festive season

- **Gyms and Active Leisure**
  - Broadening the offer to extend dwell time

- **Ireland**
  - All Ireland retail property survey

## March
- **Parking**
  - Quarterly review

- **Security**
  - Securing the shopper experience

- **Destination R Preview**
  - Looking ahead to Birmingham

## April
- **Commercialisation**
  - Maximising non-rental income

- **Customer Service**
  - Putting the shopper first

- **Destination R Review**
  - Highlights of the annual management conference

## May
- **Marketing**
  - Powerful tools to extend reach

- **Leisure**
  - Adding diversity to the tenant mix

- **Data**
  - Harnessing big data to drive customer insights

## June
- **Parking**
  - Quarterly review

- **Sustainability**
  - Responsible shopping centre investment

- **Ireland**
  - All Ireland retail property survey

## July
- **Commercialisation**
  - Maximising non-rental income

- **SCEPTRE Award Review**
  - All the winners from the 2020 SCEPTRE Awards

- **Customer Analysis**
  - Tracking shopper behaviour

## August
- **F&B**
  - Adding diversity to the tenant mix

- **Security**
  - Securing the shopper experience

- **Cleaning**
  - Minimising hazards and improving appearance

## September
- **Parking**
  - Quarterly review

- **Customer Service**
  - Putting the shopper first

- **Marketing**
  - Powerful tools to extend reach

## October
- **Commercialisation**
  - Maximising non-rental income

- **Sustainability**
  - Efficient energy and waste management

- **Ireland**
  - All Ireland retail property survey

## November
- **Leisure**
  - Adding diversity to the tenant mix

- **Security**
  - Securing the shopper experience

## December
- **Parking**
  - Quarterly review

- **2021 Preview**
  - Looking ahead