

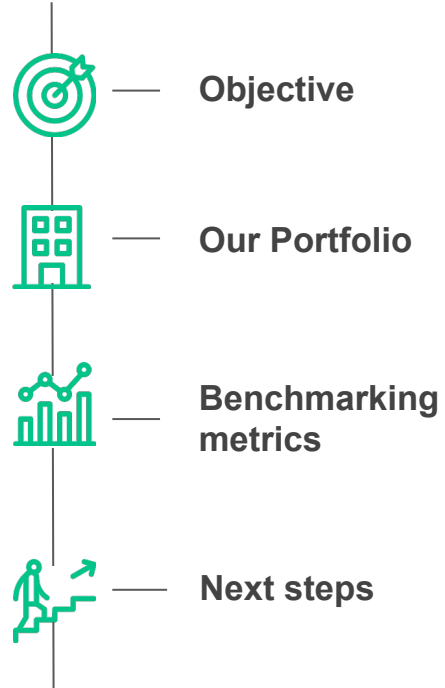
BASKING

Global Workplace
Occupancy
Benchmarking Report

December 2021



Outline

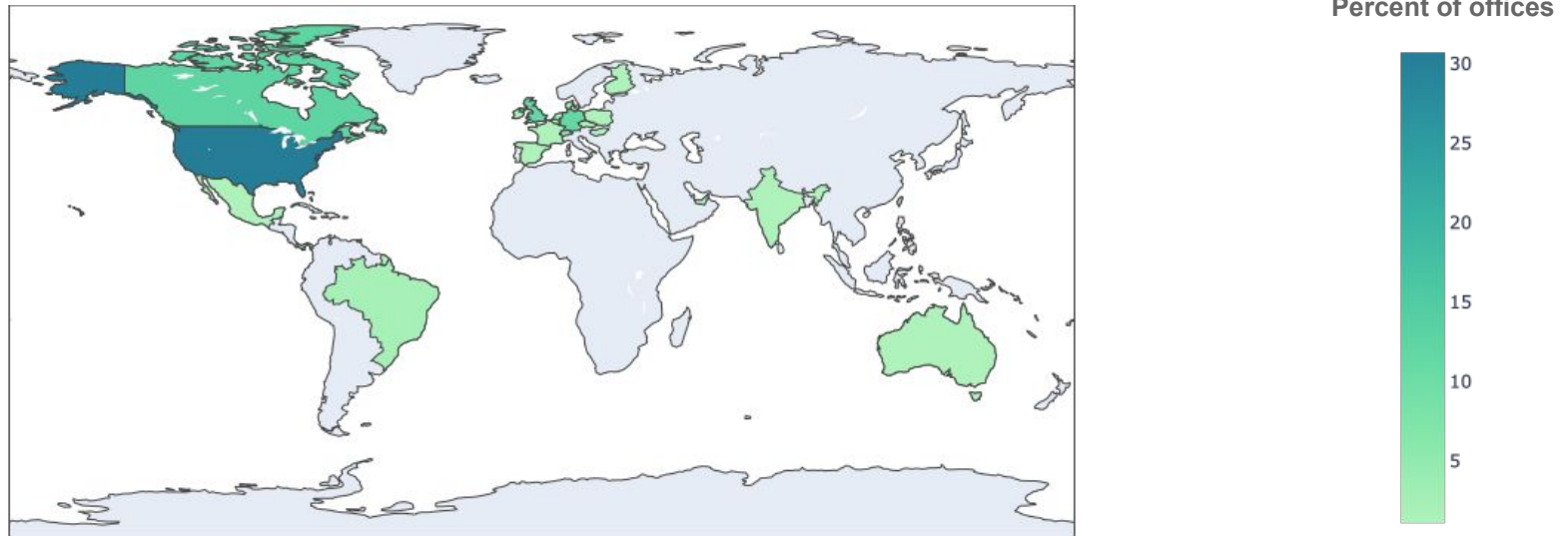


Objective

- Support real estate management in making strategic decisions by helping them understand the utilization of office space of varying sizes across different regions.
- To understand the tendency for the people to come back to the office in different regions.
- Analyze the effects of COVID-19 on workplace occupancy across different regions.
- Deep dive into the occupancy behavior metrics (Duration of visit, Frequency of visit, Day of the week) to support the development of policies for bringing people back to the office.

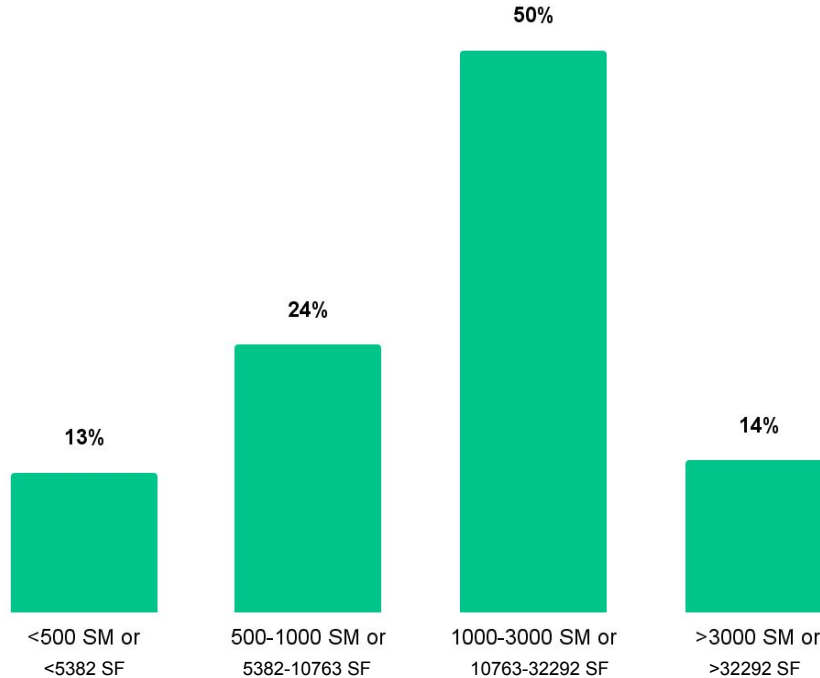
Occupancy data from offices across the globe

For this analysis, we have selected the data from 88 offices (11 organizations) across the world with 49% of offices located in EMEA, 31% in USA, 13% in Canada, 5% in LATAM, and 3% in APAC region.



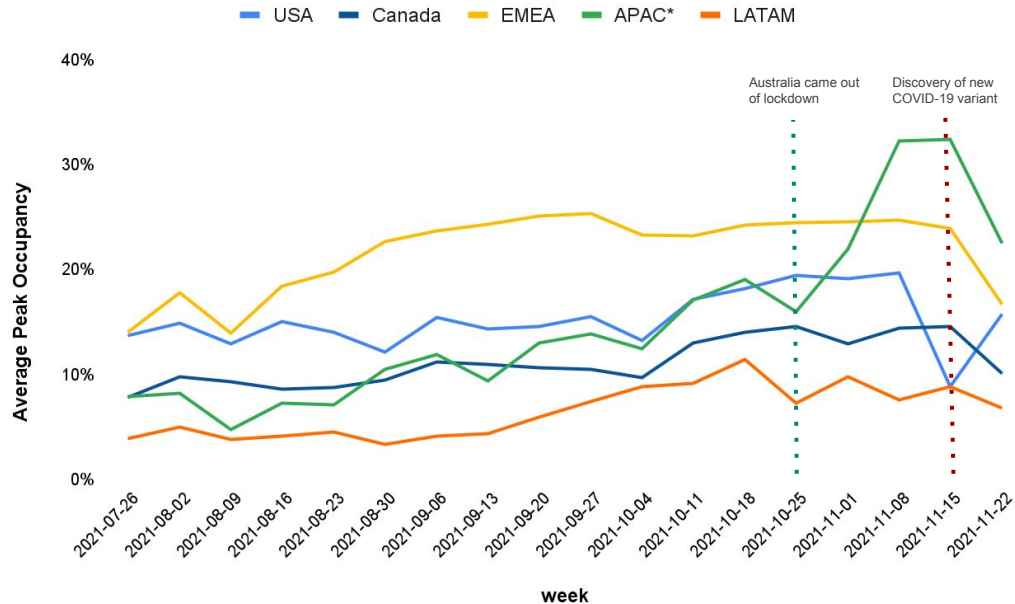
Occupancy data from offices of varying capacity

Our metrics include data from offices of varying sizes to avoid skewness in the trends for space utilization.



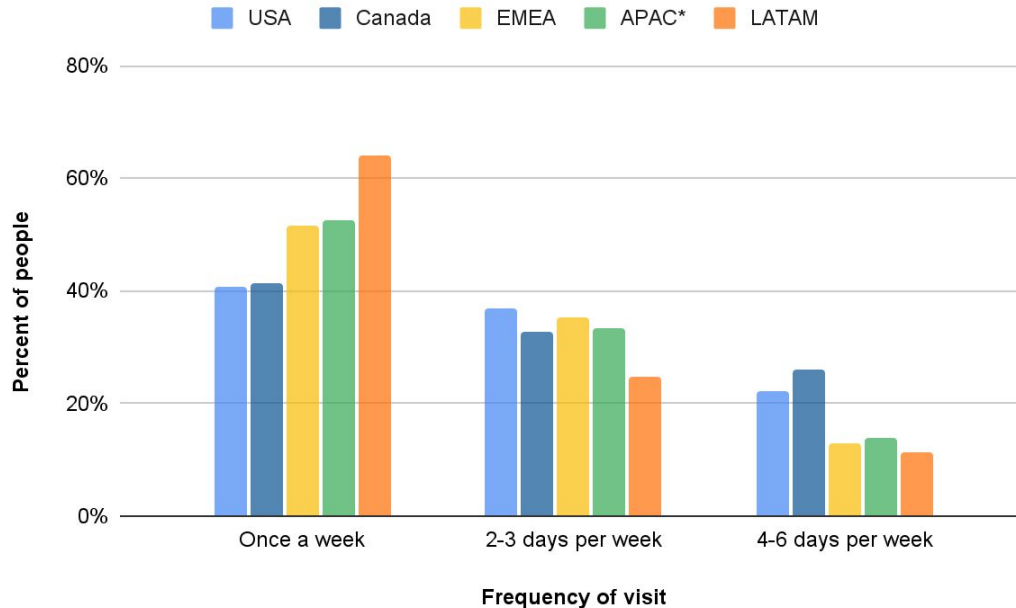
Global Benchmarking Metrics

Peak Occupancy rate week over week



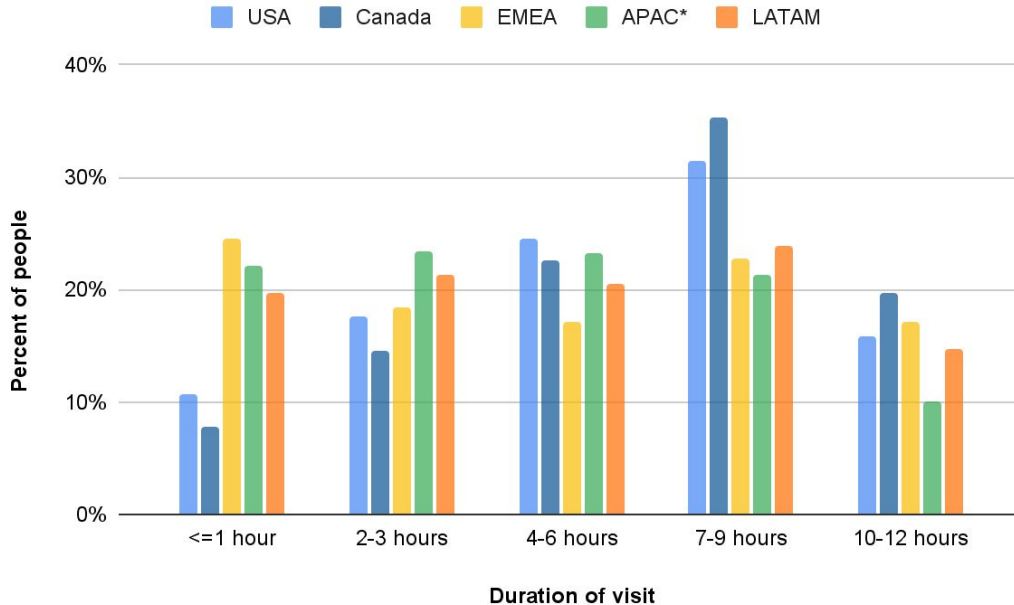
- Average Peak Occupancy rate is lowest in LATAM and highest in EMEA week over week since August 2021.
- The average peak occupancy dropped across all regions during the last week of November.
- The peak occupancy rate for APAC spiked during the last week of October as Australia came out of lockdown.

Frequency of office visits in November 2021



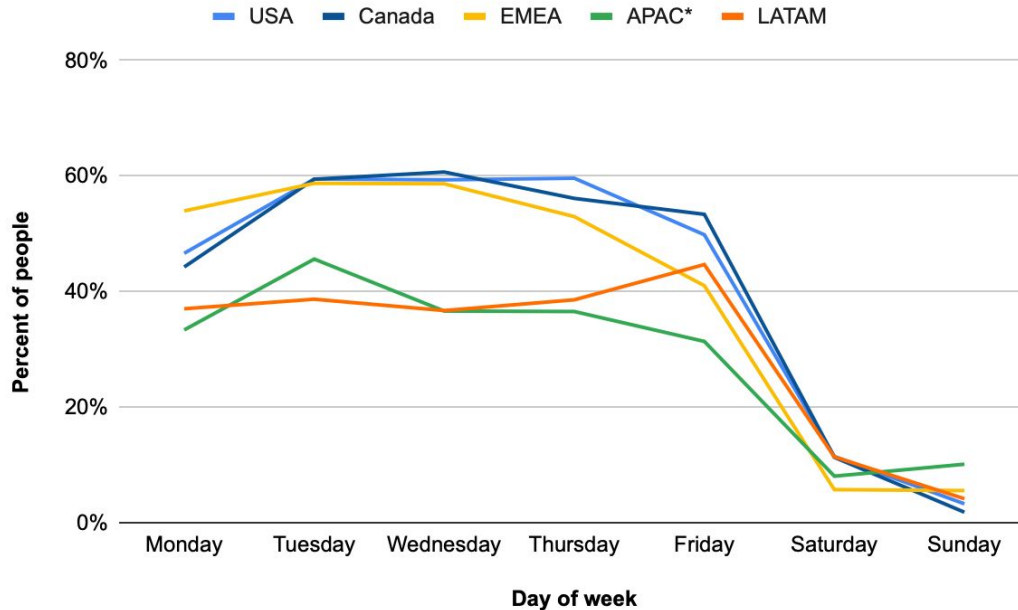
- The majority of the people visited the office just once a week across all regions. LATAM stands out with 64% of people visiting the office once a week.
- In Canada and USA, 26% and 22% of people visited the office between 4 to 6 times per week, approximately double the number of people observed in this category across other regions.

Duration of office visits in November 2021



- In Canada and USA, most people stayed for long periods. Less than 10% of people visited the office for <=1 hour in these regions.
- APAC, EMEA, and LATAM regions follow similar patterns with 46%, 43%, and 41% of people, respectively, visiting the office for less than 4 hours. In contrast, in the USA and Canada, 28% and 22% of people, respectively, went to the office for less than 4 hours.

Popular days for office visits in November 2021



- In EMEA, USA, and Canada, the majority of the people preferred coming to the office on Tuesdays, Wednesdays, and Thursdays.
- In APAC, Tuesday seemed a popular day for people to visit the office.
- In LATAM, surprisingly, most people visited the office on Fridays.

Next Steps

- Understand the behavior of people segmented by duration of visit in terms of frequency of visit.
- Understand the most and least popular days to visit for people segmented by frequency of visit and duration of visit.
- Analyze the metrics by organization industry and country.
- Publish aggregated benchmarking metrics regularly to benefit existing as well as potential customers.

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